

Edgar Scott tells you  
the financial facts of  
life in his new book—

# “How to Lay a Nest Egg”

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THE IDEA that women are supposed to know nothing about finances seems to be well established in some circles of society. But the *Homemaker* editors disagree. We feel you as a college graduate would profit by knowing some basic facts about the financial world.

It was Edgar Scott, author of the 65-page book, “How To Lay a Nest Egg,” who put the idea into our heads. He’s written this entertaining book not for the statistics major but for the average woman who’s interested in investments—if not her own, her husband’s. As the flyleaf introduction points out, “Edgar Scott guides you through the fiscal woods, explaining banks, wills, stocks, bonds, brokers and trusts. He dehornes that old devil, Finance. Tells how investment works, why it pays off, where and how you come in . . . Read it and reap!”

A hilarious introduction that you would expect from Emily Kimbrough sets the light mood for the book. But the information that follows isn’t all laughable. Scott opens his discussion with a review of the statistics that tell the part women are playing in the



financial world. He notes that women control 70 per cent of this nation’s private wealth and own over half the shares of American Telephone and Telegraph and Santa Fe Railroad stocks, and nearly half of the Pennsylvania Railroad, United States Steel and General Motors companies.

## Book’s Dedications

Scott’s book is dedicated to the propositions “(a) that the financial world is not so very different from the home, where the weaker sex has for centuries been the stronger; and (b) that if the weaker sex does not wake up and make use of its financial strength, the American way of life cannot long endure.”

The author goes on to say that a nest egg is the

only kind of egg that goes right on growing after it’s laid. In fact, he says, it can grow much bigger than the chicken that laid it if it is well and wisely nurtured.

The remainder of the book tells you how to “well and wisely nurture” your nest egg and where to lay it in the first place. Frequently throughout the book, Scott poses questions that come to the minds of his readers. For instance, “If a girl puts into industry a part of the money she has managed to squeeze out of her salary, housekeeping allowance, Christmas check and the sale of the old vacuum cleaner, what does she get out of it?”

## Stock Owning Benefits

He then answers his own question by telling the actual psychological and monetary benefits to be gained from owning stock. Brokers, common and preferred stocks, stock markets, investment companies and safe and risky stocks are all explained to future investors in words you can understand.

Typical of Scott’s down-to-earth explanations is his chapter on the stock market. By comparing it to a super market, he immediately gains your attention. Then the differences between the two markets are explained, and more quickly than you think possible, you’re understanding just what happens on Wall Street. Even the Securities Exchange Commission and similar laws governing the issuance and sale of securities are explained. And they don’t seem to be the vague legislation that they were in your history or government books.

In the introduction to Chapter 6, Scott remarks that he wants to disprove a “deep-seated human conviction that a bank’s heart is no warmer than its marble front.” And after reading the detailed explanation of checks, deposits, loans, trust companies and such organizations as the Federal Deposit Insurance Corporation, banks seem much more human. Scott points out that trust companies serve the public in ways varying from the operation of hospitals, museums, playgrounds, to running a large farm or selecting recipients of scholarship funds.

Scott’s book not only gives information anyone can understand—it tells you just how to see a broker and get started on the golden nest egg. In short, it tries to clear away some of the fog that surrounds the world of money and investment and makes the idea of being an investor much more plausible.

You’ll be entertained not only by Scott’s writing, but also by Richard Decker’s cartoons which open every chapter and show women in their all-too-true position of knowing little about finance.

Price \$1.50.

Published by the John C. Winston Co., Philadelphia.