

“How Ella Grew an Electric Guitar: A Girl’s First Adventure in Business” written by Orly Sade and Ellen Neuborne, published by CreateSpace and available at Amazon.com.

Orly Sade teaches finance in New York and Tel Aviv. Teamed up with noted business writer Ellen Neuborne they have created “How Ella Grew an Electric Guitar,” a zippy story, chock a block full of basic financial information.

Money is the last taboo, and this charming, fun read helps to slip its importance into the fore for young people.

Ella, an eleven-year-old six grader, wants an electric guitar to perform in rock concerts. Her Dad points out that her current six-string guitar is working, and money doesn’t grow on trees. But Ella argues that non-amped guitars don’t work in a rock band. She has \$25 saved up from her baby-sitting gigs and starts on her financial education as she figures out how to grow \$25 into \$229 (\$204 plus tax)

Her brother Tom has a gift of \$250 in a savings account that earns \$10 a year interest. It is compounded, Tom points out. So the next year he’ll earn interest on \$260. That sounds very far away to Ella.

Conferring with her Dad, Ella decides stocks might earn her money faster. “But you can’t count on the earnings unless you’re willing to invest over time, like at least ten years.” Could be an even longer haul than compound interest, Ella realizes.

A job sounds like a really good idea, but the punk shop where they make inquiries doesn’t like kids. A nice lady in a flower and fish shop points out that Ella’s head just reaches the bottom of the cash register’s draw.

Ella, double-teaming with her friend Madison, decides to go into business. Their first lemonade stand is a flop. Mom enters the picture and we learn about business plans and market research.

All of this is palatable to young people because crushes, dances, dating and rock concerts are mixed in. The book a romp so you don’t feel burdened by the lessons. They begin to build a base for financial decisions based on the real world role of money.

Kids need to become financially literate at their parents’ knee, in school and through terrific books like this one. Available on amazon.com in Kindle edition and in paperback.