

Family Activities

- Watch commercials to see how businesses market to consumers.
- Study the 4 Way Test of business. Look for examples of how these questions are answered in your community.
- Discuss topics covered in the book as a family and discuss decisions made.
- Visit a bank. Set up a savings account. Learn about the services a bank provides.
- Create a Do-it-Yourself (DIY) product as a family that might save your family money...just like Rufus did with his toothpaste.
- Identify publicly traded companies that offer shares of ownership in their businesses.
- As a family, find an item that would end up in the recycling bin and create a new product out of it.
- Check out games, activities and resources at www.economicsarkansas.org.

SAVE THE DATE:
CULMINATING EVENT
CLINTON PRESIDENTIAL CENTER
MAY 4, 2019

Who is Rufus Mayflower?

Rufus loves solving problems! He is very creative. One of his favorite subjects is math.

As the book begins, Rufus becomes friends with Kate. Throughout the chapters, they learn a lot about production, entrepreneurship, advertising, marketing, stocks, loans and more!

What is Arkansas Reads One Book?

This is a program designed to create a shared reading experience throughout a district at the elementary level.

Every student in the district receives a book with a family resource guide. The goal is to create a culture of family reading and family financial literacy in Arkansas.

The Case for Financial Literacy

- 44% of Americans don't have enough cash to cover a \$400 emergency.
- 43% of student loan borrowers are not making payments.
- 38% of U.S. households have credit card debt.
- 33% of American adults have \$0 saved for retirement.

Source: *Forbes.com*



Little Rock School District staff who helped with the creation of the guide include:

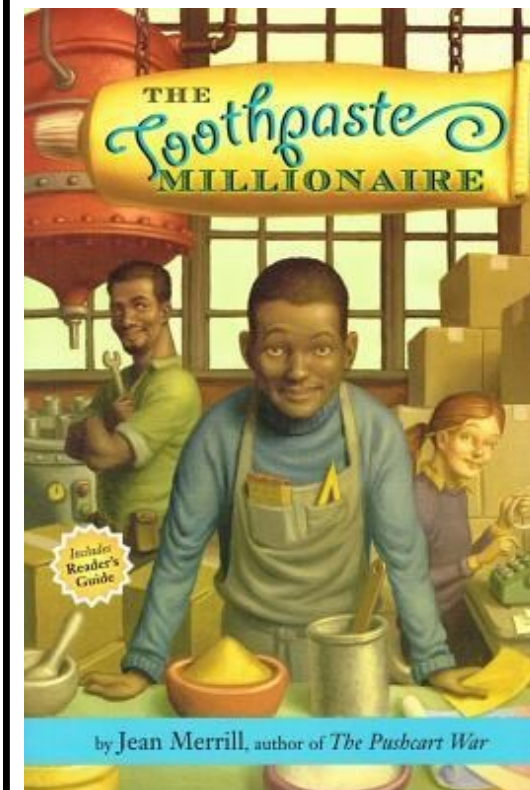
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Rotary's 4 Way Test

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

The Toothpaste Millionaire



K-1

Family Guide

Discussion Questions

Chapter 1: My Friend Rufus

Chapter 2: Two Notes from Rufus

- What are some special skills and talents Rufus has? What are special skills and talents you have?
- Would you like to start a business someday? If so, what kind? If not, why not?

Chapter 3: Toothpaste and Eye Shadow

Chapter 4: Peppermint, Clove, Vanilla, Curry, or Almond?

- What was the price for the tube of toothpaste Rufus saw in the store? Do you look at the price of items when you are shopping? Why or why not?
- Based on what you have read, would you say Rufus is more of a spender or saver? Which are you?

CHALLENGE: Try your hand at your own toothpaste recipe like Rufus and Kate did. What special flavors will you add for the best taste?

Chapter 5: Another Nice Thing about Rufus

Chapter 6: Another Math Problem

- What is the benefit of using toothpaste every day?
- If people use one tube of toothpaste per month, how many would they use in one year? Would you buy toothpaste for a year? Why or why not?

CHALLENGE: Create a math problem (like on page 27) that has a business connection. Take it to school for your class to solve.

Chapter 7: The Joe Smiley Show

Chapter 8: In Which I Become a Stockholder

- What clues do you have that Rufus is a good business man?
- Rotary International has 4 questions they ask business leaders to consider. You can find them

on the back of this guide. Share one example of how Rufus was being fair to everyone.

- Do you think going on *The Joe Smiley Show* was a good way to advertise toothpaste? Why or why not?

Chapter 9: With a Little Help from My Brother James

Chapter 10: A Gross Mistake

Chapter 11: 7,200 Toothpaste Tubes

- What are some problems with putting toothpaste in baby food jars?
- Kate buys empty tubes at an auction to package toothpaste. An auction is an example of a market where buyers and sellers make an exchange. Name 3 examples of markets in which you have been or have been a buyer.
- How does Rufus help Kate with her gross mistake?

Chapter 12: The Toothpaste Machine

Chapter 13: Hector and the Happy Lips Plant

- Hector is a specialist who knows how to run the special machine in the factory. Name 3 other specialists in your community.
- Capital resources are “tools” workers use to do their jobs. Name 3 capital resources that a dentist would use.

Chapter 14: The Trouble with Adults

Chapter 15: An Exception to the Rule about Adults

- Have you ever visited a bank? What does a bank do?
- Do you have a savings account? Why is a bank a safe place to keep your money?
- Why is a bank important to Rufus?

- Banks provide many services. They sometimes loan money to people with the promise to repay. Give an example of a time you have been a responsible borrower.

Chapter 16: Toothpaste 1

Chapter 17: The Absolutely Honest Commercial

- Share a commercial you have seen recently. What is the product being sold? What is the price? Who would want this product?
- What type of toothpaste do you use? Why do you use it to clean your teeth?

CHALLENGE: As a family, analyze 5 commercials/ advertisements. Which are your favorites? Which are most effective? Why?

Chapter 18: The Toothpaste War

Chapter 19: A Movie Script by Mac Kinstrey

- What areas did *Consumers Friend* use to rate toothpaste? Which is most important to you?
- What affect did Rufus’ toothpaste have on the other toothpaste companies?
- How did toothpaste production change from the beginning of the book to now?

Chapter 20: The Blowup

Chapter 21: The Board of Directors

- What lessons did Rufus learn about running a business in these chapters?
- Look at the 4 Way Test again. Why did the big toothpaste fail the test in these chapters?

Chapter 22: Rufus Retires

- Why did Rufus decide to retire?
- What do you think Rufus’ next business will be?

CHALLENGE: What is a product you could make more affordable for you and for other consumers? How would you do it?

Words to Know

Advertising: something presented to the public to help sell a product

Bank: a business that accepts deposits and makes loans

Buyers: people who pay money in exchange for goods, services or resources

Competition: occurs when there are many sellers of similar products

Entrepreneur: a person who takes the risk of starting or expanding a business

Decision: choosing something from a set of possible alternatives

Gross: 144 (twelve dozen)

Human capital: skills, education, talents and abilities a person has that enables him or her to be a productive worker

Incentive: a reward or benefit that motivates people to do something

Loan: a sum of money provided temporarily on the condition that the amount borrowed will be repaid, usually with interest

Market: anywhere or any way buyers and sellers make exchanges

Price: the amount of money paid when buying or selling a good, service or resource

Profit: a business’ revenue minus its cost of production

Productivity: amounts of goods or services produced by a resource in a given amount of time

Revenue: money received by a business for the goods and services sold

Saving: setting aside money to buy goods and services in the future

Sellers: people who receive money in exchange for goods, services or resources

Stock: a share of ownership in a company