

## 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 business.
- Think of a product you could create from a recycled product. Create it and use it!
- Check out games, activities and resources at [www.economicsarkansas.org](http://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:

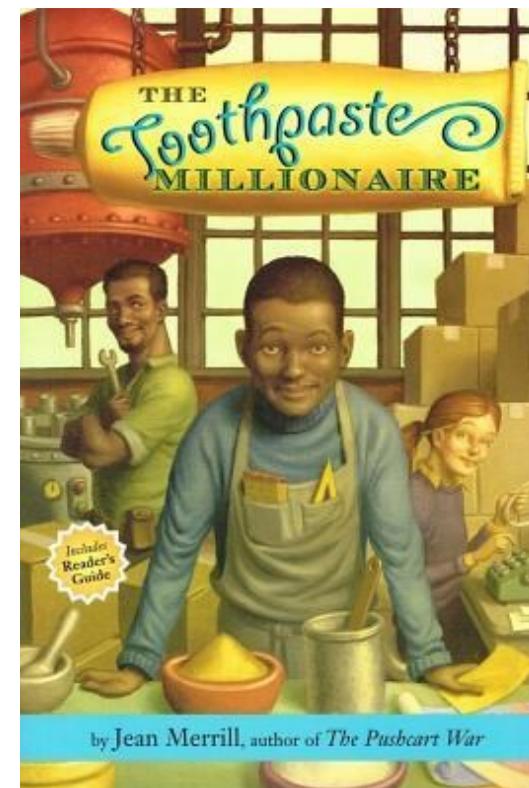
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## Rotary's 4 Way Test

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



## 2-3 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 some day? 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? Is price important to you when you are shopping? Why or why not?
- Have you ever tried to experiment with a product in order to improve it? If so, what?

**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

- Are there any items your family would buy a year's supply of? What are items that you would not want to purchase a year's supply of? Why?
- Profit is the amount of money an entrepreneur has after subtracting expenses from sales. Why is it important for a business to make a profit? Was Rufus successful with his business?

**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

- Have you ever been influenced to buy something because of advertising? What was it? Was it worth the money?

- Rufus is very honest on *The Joe Smiley Show* when he describes his toothpaste. Rotary International has a 4 Way Test for business leaders. Look on the back of this guide to find the questions. How did Rufus address question 1: *Is it the Truth?* in these chapters?

### Chapter 9: With a Little Help from My Brother James

### Chapter 10: A Gross Mistake

### Chapter 11: 7,200 Toothpaste Tubes

- Beside being tired of washing jars, why do you think Kate encourages Rufus to use tubes instead of baby food jars?
- What was the "gross mistake" Kate encountered at the auction?
- How did Kate learn that "sort of" knowing isn't the same as "exactly" knowing on page 54?

### Chapter 12: The Toothpaste Machine

### Chapter 13: Hector and the Happy Lips Plant

- Hector is a specialist. How will his skills help with the production of toothpaste?
- Entrepreneurs use many capital resources in their businesses. How does a toothpaste machine impact productivity at the toothpaste factory?

### Chapter 14: The Trouble with Adults

### Chapter 15: An Exception to the Rule about Adults

- Why did Rufus need a loan from the bank? Why did he need adults to help him get the loan?
- Do you think that Rufus, Kate and Hector are trustworthy and will repay the loan with interest? Why or why not?
- What incentive did Hector receive for helping Rufus get the loan?

### Chapter 16: Toothpaste 1

### Chapter 17: The Absolutely Honest Commercial

- How were the big toothpaste companies' advertisements different from Rufus' and his team?
- What are 3 competitors in the toothpaste business you see when you go to the store?
- What were 2 reasons Rufus had to increase the price of his toothpaste?

**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

- How did Rufus' competitors respond to his toothpaste company?
- What things motivated the children to work faithfully to help someone else?
- How did toothpaste production change from the beginning of the book to now?

### Chapter 20: The Blowup

### Chapter 21: The Board of Directors

- Why is it important to keep records, especially when you have a business?
- What friendly advice did Mr. Perkell give Rufus about his business?

### Chapter 22: Rufus Retires

- Based on Rufus, what would you say are characteristics of a successful entrepreneur?
- What do you think will be Rufus' next business?

**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