**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.

**Save the Date:**

**Culminating Event**

CLINTON PRESIDENTIAL CENTER

MAY 4, 2019

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**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!

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**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.

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**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

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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?

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

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- Aimee Freeman
- Brittney Mills
- Kaylin Griham
- Linda Neal
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**2-3 Family Guide**

**The Toothpaste Millionaire**

by Jean Merrill, author of *The Beachcomber Way*
Discussion Questions

Chapter 1: My Friend 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 2: Two Notes from Rufus
- 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
- 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
- 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?

Chapter 12: The Toothpaste Machine
- 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?

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

Chapter 8: In Which I Become a Stockholder
- 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 10: A Gross Mistake
- 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 13: Hector and the Happy Lips Plant
- What were 2 reasons Rufus had to increase the price of his toothpaste?
- What were 2 reasons Rufus had to increase the price of his toothpaste?

Challenge: Create a math problem (like on page 12) that has a business connection. Take it to school for your class to solve.

Chapter 11: 7,200 Toothpaste Tubes
- How would you do it?
- How were the big toothpaste companies different from Rufus' and his team?
- What were 3 competitors in the toothpaste business you see when you go to the store?

Chapter 14: The Board of Directors
- What do you think will be Rufus' next business?
- Would you like to start a business some day? If so, what will your business be?

Chapter 16: Toothpaste 1
- How are 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?

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

Chapter 21: The Blowup
- Do you think that Rufus, Kate and Hector are trustworthy and will repay the loan with interest? Why or why not?
- What are some special skills and talents Rufus has? What are special skills and talents you have?

Chapter 22: Rufus Retires
- What is 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?
- Why is it important to keep records, especially when you have a 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 23: Hector has a Business
- 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?

Chapter 17: The Absolutely Honest Commercial
- What were 2 reasons Rufus had to increase the price of his toothpaste?
- Challenge: Create a math problem (like on page 27) that has a business connection. Take it to school for your class to solve.

Chapter 18: The Toothpaste War
- What do you think will be Rufus' next business?
- Would you like to start a business some day? If so, what will your business be?

Chapter 24: Rufus Retires
- What is a product you could make and market to school friends or other children? Why would you make it?
- What incentives did Hector receive for helping Rufus get the loan?

Chapter 19: A Movie Script by Mac Kinstrey
- Do you think that Rufus, Kate and Hector are trustworthy and will repay the loan with interest? Why or why not?
- What are some special skills and talents Rufus has? What are special skills and talents you have?

Chapter 25: The Blowup
- What do you think will be Rufus' next business?
- Would you like to start a business some day? If so, what will your business be?

Chapter 20: The Blowup
- How is it important to keep records, especially when you have a business?
- What friendly advice did Mr. Perkell give Rufus about 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 26: Rufus Retires
- What are some special skills and talents Rufus has? What are special skills and talents you have?
- What do you think will be Rufus' next business?

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

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

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