

## 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.
- Find an item in your recycle bin. Find a new use for 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:

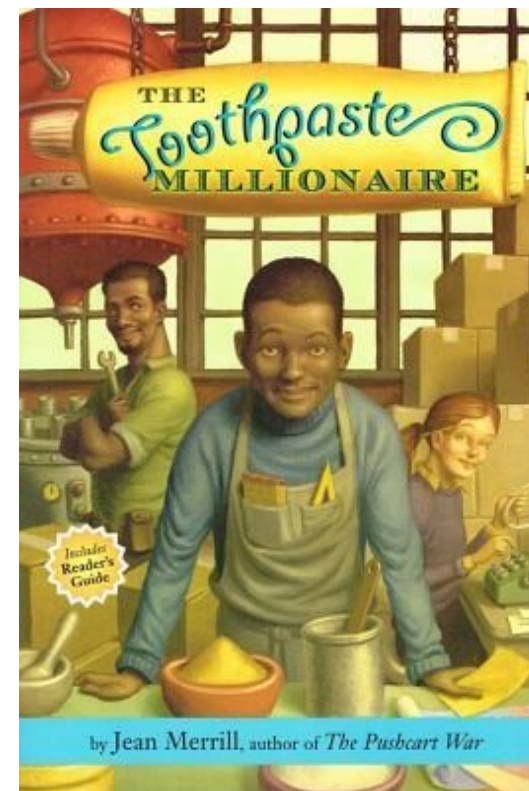
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## Rotary's 4 Way Test

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



## 4-5 Family Guide

## Discussion Questions

### Chapter 1: My Friend Rufus

### Chapter 2: Two Notes from Rufus

- Rufus has many special skills, talents and abilities. Economics refers to this as human capital. Name some of his skills and explain how those might make him more productive and a good business person.
- What are some of your special talents, skills and abilities that make you a productive worker?

### Chapter 3: Toothpaste and Eye Shadow

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

- Kate realized she could do without eye shadow. What is something you could give up? How much money would you save in a year?
- What is a product you and your family could create at home more cheaply than buying in the store? How much money would this save your family?

**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

- Kate's father asked Rufus if he's ever thought about the growing world population. What is something you see as an issue in your community or the world?
- Profit is the amount of money an entrepreneur has after subtracting expenses from revenue. 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

- 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 does Rufus answer each question in Chapter 7?
- If you worked for Rufus, would you rather have been paid in cash or stock? Why?

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

### Chapter 10: A Gross Mistake

### Chapter 11: 7,200 Toothpaste Tubes

- How does packaging influence consumers in the marketplace?
- In terms of price, how is an auction different from shopping at a store ?
- Why is Chapter Ten called *A Gross Mistake*? How will this mistake affect Rufus's business?

### Chapter 12: The Toothpaste Machine

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

- How will a capital resource like Hector's machine impact productivity of toothpaste for Rufus and his workers?
- How will the book characters benefit from the events of Chapters 12 and 13?

### Chapter 14: The Trouble with Adults

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

- What services does a bank provide? How will a loan impact the toothpaste business' productivity?
- What incentive did Hector receive for helping Rufus get the loan? Is it fair? Explain.

### Chapter 16: Toothpaste 1

### Chapter 17: The Absolutely Honest Commercial

- What are the differences between the big corporate commercials and the ones Rufus made with his friends?
- How did Rufus' commercials change to attract consumers to his product?

**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

- Who benefits from a price war? Why?
- What strategies do competing businesses implement to increase their sales and be competitive?
- How did toothpaste production change from the beginning of the book to now?

### Chapter 20: The Blowup

### Chapter 21: The Board of Directors

- Why are rules and regulations important for business practice?
- Describe the Board of Directors. Who is on the board, and why was it important for each of them to serve?

### Chapter 22: Rufus Retires

- Based on Rufus, what would you say are characteristics of a successful entrepreneur?
- Hector took over running the toothpaste factory. Rufus walked away from the business without regret even though it was his idea and hard work that built the business. How are Hector and Rufus similar and different when it comes to work?

**CHALLENGE:** What is a product you could make more affordable for you and for others?

## 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