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.
- Review the “Words to Know.” As you read, find how the words are used in the book.
- 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!
- Find the Facts: Interview, research, and read to find out what kids need to do to take care of their teeth. How long should you brush? How many times a day should you brush? What type of toothbrush is best? Brainstorm some creative ways to encourage kids to practice taking care of their teeth. For example, create a song with a familiar melody to sing while you brush?
- Check out games, activities and resources at www.economicsarkansas.org.

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

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

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?

by Jean Merrill, author of The Peachcart War

The Toothpaste Millionaire

2-3
Family Guide
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

- 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? Why?
- Profit is the amount of money an entrepreneur makes loans

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

- What is a product you could change for goods, services or resources

Chapter 8: In Which I Become a Stockholder

- What is a product you could change for goods, services or resources

Discussion Questions

Chapter 1: My Friend Rufus

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Chapter 3: Toothpaste and Eye Shadow

- A share of ownership in a company

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

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