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.
- Discuss good dental health. Create a monthly brush calendar to mark the days you brush and floss.
- 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

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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?
Chapter 8: In Which I Become a Stockholder

Chapter 7: The Joe Smiley Show

Chapter 6: Another Math Problem

Chapter 5: Another Nice Thing about Rufus

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

Chapter 3: Toothpaste and Eye Shadow

Chapter 2: Two Notes from Rufus

Chapter 1: My Friend Rufus

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 someday? If so, what kind? If not, why not?

Chapter 3: Toothpaste and Eye Shadow
- 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
- What is the benefit of using toothpaste every day?
- How does Rufus help Kate with her gross mistake?

Chapter 6: Another Math Problem
- 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 a buyer.

How would Rufus buy the tube of toothpaste?

Chapter 7: The Joe Smiley Show
- What area 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 8: In Which I Become a Stockholder
- 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?

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?

Chapter 16: Toothpaste 1
- What are the special skills and talents you have?
- What special skills and talents do you have?

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

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?

Chapter 18: The Toothpaste War
- 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?

Chapter 19: A Movie Script by Mac Kinstrey
- What is the benefit of using toothpaste every day?
- How does Rufus help Kate with her gross mistake?

Chapter 20: The Blowup
- 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?

Chapter 21: The Board of Directors
- What is the benefit of using toothpaste every day?

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/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: amount 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

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

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