

Carta del Sr. C. L. Jordan, Presidente del Comité de Celebración del 250 Aniversario del Benjamin Franklin, ofreciendo el programa de los actos de dicha celebración y anunciando el envío de otros folletos y artículos, así como otras informaciones que continuarán enviando durante todo el año 1956, todo lo cual puede ser libremente reimpresso o incluido en las publicaciones de la Academia, o bien utilizado en periódicos o conferencias.

El Sr. C. L. Jordan se ofrece para proporcionar cualquier clase de información que la Academia necesite.

Los trabajos más destacados del programa dedicado a la conmemoración de Benjamin Franklin, por cada país, serán difundidos por 5.000 periódicos, revistas y estaciones de radio y televisión.

El Congreso de los EE. UU. crea, para esta ocasión, una medalla de servicios distinguidos, que será ofrecida a las 19 sociedades a que pertenecía Benjamin Franklin y que existen en la actualidad, entre las cuales cuenta la Academia. Muchas de estas Sociedades han preparado trabajos que serán publicados durante el Aniversario.

El Comité del 250 Aniversario B. Franklin, lamenta no haber podido esperar por otros anuncios de cooperación por parte de muchas Sociedades, ya que este programa tenía que ser editado forzosamente antes de fin de este año. No obstante, el Comité invita cordialmente a sumarse a esta celebración y durante todo el año 1956 se les puede enviar noticia de los actos o trabajos con que se colabore en esta celebración, para que el Comité pueda, a su vez, divulgarlos.

Si se desea más información dirigirse a:

The 250th, Anniversary Committee
for the Franklin Institute
Benjamin Franklin Parkway at Twentieth
Philadelphia 3, Pennsylvania, U.S.A.

THE FRANKLIN INSTITUTE
OF THE STATE OF PENNSYLVANIA
PHILADELPHIA 3 , PENNSYLVANIA

FOUNDED FEBRUARY 5, 1824

To Those Cooperating in the
Benjamin Franklin Anniversary - 1956,

It is a pleasure to send you the attached Program for the International Celebration. Your cooperation has helped to make this event world wide in scope, and, we believe, of permanent value to friendship among peoples, which was Benjamin Franklin's life-long objective.

The ideas and papers presented during the Anniversary will be sent to you from time to time during this Fall and the year of 1956. We hope you will find them of interest and will feel free to quote or reprint any of this material you may desire in your own publications or for talks or papers.

Please also write us for any additional information that you may need for the Anniversary. We will do the best we can to help.

Again, thank you for your interest which has contributed so much to the success of this Celebration.

Sincerely yours,

C. L. Jordan

C. L. Jordan, Chairman
250th Anniversary Committee
for the Franklin Institute



News Release

from

THE FRANKLIN INSTITUTE, Benjamin Franklin Parkway at 20th
Philadelphia 3, Pa.

For Release: Immediately

EXCHANGE OF WORLD IDEAS FOR FRANKLIN ANNIVERSARY

A world-wide program of voluntary interchange of ideas to aid understanding between nations will highlight the Celebration in 1956 of the 250th Anniversary of the birth of Benjamin Franklin.

C. L. Jordan, Chairman of The Anniversary Committee of The Franklin Institute, Philadelphia, said today that more than 500 societies, associations, institutions and Government departments in 40 countries had agreed to cooperate. "We expect that groups in every country with free communications will join" he added, "as more come in every week."

Each group, Jordan, explained, will plan its own program in its own country. Highlights of these programs will be offered to 5000 newspapers, magazines, radio and television stations so that millions of people, in their own homes, in their own countries, may share in the exchange of ideas.

Franklin's Own Plan

"The plan we are following is a modern version of what Franklin himself did in an era of slow and difficult communications," Jordan said. "He was a member of 25 of the world's oldest and most famous scientific and educational societies. These societies, for centuries, have been the forum for exchanging ideas that broadened the field of knowledge and understanding. Nineteen of them are still in existence today and are cooperating in this program in England, Scotland, France, Germany, Holland, Italy, Spain and America. They have been joined by many others in other countries in this tribute to Benjamin Franklin."

Emphasize Understanding
All groups have been requested to emphasize Franklin's great dream of a cordial understanding among peoples - and how such an understanding, he believed, could bring world peace by the year 1983.

The vast possibilities of new scientific inventions will be stressed; also the challenging future of atomic energy, the great strides of medicine, progress in agriculture, the future aims of education and industry will be featured along with Franklin's philosophy that the benefits of this progress will come more quickly to all peoples in an age of international friendship.

Ten Sections
The Program is divided into ten fields of activity, in each of which Benjamin Franklin made historic contributions: Education, International Relations, Communications, Science, Medicine, Printing, Free Enterprise, Religion, Agriculture and Entertainment. Groups in each of these fields will exchange ideas with those in other fields.

Some Activities
As it's part in the program, the Congress of the United States will present a Franklin Commemorative Medal for Distinguished Service to the nineteen old societies which helped Franklin so much in his early plan of exchange of ideas. Many of these societies have prepared papers to be published during the Anniversary.

The great new Benjamin Franklin Conference Hall will be dedicated in Berlin during 1956. Franklin's influence in the Americas will be presented at the University of San Marcos, Lima, Peru, oldest university in the new world. Franklin and Freedom of Religion will be discussed by The Vaishnava Theological Institute in India, and the Benjamin Franklin District, Boy Scouts of America

EDITORIAL MATERIAL

for the International Celebration of the

**250th Anniversary of the Birth
of
Benjamin Franklin**

1956



Distributed by the

**250th ANNIVERSARY COMMITTEE
OF THE FRANKLIN INSTITUTE**

Benjamin Franklin Parkway at Twentieth Street

LOcust 4-3600

Philadelphia 3, Penna., U. S. A.

Resolution Adopted by the
**AMERICAN NEWSPAPER PUBLISHERS
ASSOCIATION**

WHEREAS, in recognition of Benjamin Franklin's great services to mankind, many of the world's leading Scientific and Educational Societies, Associations, Institutes and Governments are joining together in a Committee of Sponsors to commemorate the 250th Anniversary of his Birth, beginning January 17, 1956,

WHEREAS, Benjamin Franklin was one of the first and best loved of American publishers—building his own *Pennsylvania Gazette* to the largest newspaper of its day; assisting in the development of the *New England Courant*, *South Carolina Gazette*, the *Rhode Island Gazette*, the *New York Gazette*, the *Connecticut Gazette*, *The Antigua Gazette*, *The Montreal Gazette*, and the first foreign language newspaper in America—*The Philadelphische Zeitung*; thereby helping to strengthen the foundations for the newspaper publishing business,

AND WHEREAS, Benjamin Franklin's ideals of freedom of expression and the high duty of the communication of ideas free and unfettered, are still among the basic principles of the American Newspaper Publishers Association today,

BE IT THEREFORE RESOLVED, that the American Newspaper Publishers Association joins with those paying honor to the memory of Benjamin Franklin on the 250th Anniversary Celebration.

Resolution Adopted by the

NATIONAL ASSOCIATION OF RADIO AND
TELEVISION BROADCASTERS

WHEREAS, among the first duties assigned to Benjamin Franklin by the Congress of the United States was to communicate with friends of this country in all nations to help promote better understanding,

WHEREAS, the Scientific and Educational Societies of many countries which helped Franklin in his work are joining together with other Institutions and Associations to honor the 250th Anniversary of his Birth in 1956 by communication between peoples in the interest of better international relations,

AND WHEREAS, the National Association of Radio and Television Broadcasters believes that the free exchange of ideas between peoples is one of the best ways to promote understanding,

BE IT THEREFORE RESOLVED, that the NARTB join with those paying honor to the memory of Benjamin Franklin on the 250th Anniversary Celebration, to the end that as many people as practical may participate by radio and television in this important cultural activity.

For additional copies of this material
write to: 250th Anniversary Committee
The Franklin Institute
20th and Benjamin Franklin Parkway
Philadelphia 3, Penna.

Resolution Adopted by the

MAGAZINE PUBLISHERS

ASSOCIATION

WHEREAS, Benjamin Franklin was one of the first great American Publishers—developing the largest Colonial newspaper of his day and aiding in the establishment of five others—together with the first foreign language newspaper and the second monthly magazine ever printed in America,

WHEREAS, Benjamin Franklin helped to establish many of the principles on which our publishing industry is founded—freedom of the press, the illustration of news stories, articles and novels, and the exchange of ideas between the peoples of the world,

AND WHEREAS, many of the Societies and Associations with a Franklin tradition are planning to honor the 250th Anniversary of his Birth in 1956 with a program for the exchange of ideas among many countries, on the subjects of science, medicine, agriculture, business and international relations,

BE IT THEREFORE RESOLVED, that the Magazine Publishers Association, in tribute to one of the early founders of this industry, requests all of its members to observe this Celebration in Franklin's own tradition—to print such news of it as is useful and of interest to the readers.

PROGRAM

for the International Celebration of the

250th Anniversary of the Birth of Benjamin Franklin

1706–1956



"We may make these Times better if we bestir ourselves"—POOR RICHARD



In Honor of Benjamin Franklin—Born January 17th, 1706

The Franklin Institute in Philadelphia, U. S. A.

// Real Academia de la Historia. España

“Mr. Franklin, Sir”

The famous actor, Charles Laughton, recently stood—as many do—before the Memorial to Benjamin Franklin.

He startled a capacity audience in the Hall, by turning to address the heroic statue: “Mr. Franklin, Sir”—as though it were alive.

And so Benjamin Franklin is, more alive to us than most of the great leaders of the past. His spirit lives in the vast networks of electricity—mankind's most useful servant. The Free Press, Freedom of Speech, Religion and Opportunity are living monuments to the great Crusade he helped to lead for the Rights of Man.

Benjamin Franklin is the poor boy today who lifts his eyes to Success and achieves it through Free Enterprise. His wise humanity lives in the splendid schools and colleges where every boy and every girl, as he proposed, might freely elect to learn those things that would be most useful in later life.

His understanding humor still helps us face problems in a divided world —“We must, indeed, all hang together, or most assuredly, we shall all hang separately.”

A Program Poor Richard Would Have Loved

The Committee thought of these living things as they met to plan the International Celebration of the 250th Anniversary of the Birth of Benjamin Franklin—to continue throughout the year of 1956.

How do you honor the memory of a man like Benjamin Franklin? His interests were so many, his activities so varied, that a dozen Celebrations might fail to cover the broad range of his contributions to mankind.

The Committee agreed that the best way was to try to create a program of the type that Poor Richard himself might suggest if he were with us, sitting in the Chair.

He believed that man's greatest service to man was the free and voluntary communication of ideas. Without such exchange among peoples, there could be no wisdom, no freedom, no understanding, no peace.

All of Franklin's life was lived in that pattern. He was a member of 25 of the leading Scientific and Educational Societies of his day. Through them, and through the Press he helped so much to develop, he took active part in the communication of ideas that have speeded the progress and understanding of all mankind.

"And so—Mr. Franklin, Sir"

—we have tried to plan this program as though you were with us, sitting in the Chair.

We have invited the famous old Societies of which you were once a member—in England, Scotland, France, Germany, The Netherlands, Italy, Spain and the United States. They have responded graciously, as they have for centuries, to every idea that broadens the field of knowledge and aids understanding among peoples.

We have invited the colleges, schools, institutions and enterprises that you founded or helped to found. They, too, have responded generously—as have many governments you served.

And as the news of the Celebration spread, many, many more organizations and countries which admire your teachings have come to join the program. There are now many more than twice the 250 we originally planned, in most countries with Free and Independent Communications.

Each of these cooperating groups will conduct its own activity, in its own country, in its own way. All will try to follow the rule you once laid down;

"Write things worth reading or do things worth the writing."

We then told your modern brethren of the Press about this Plan. The great Associations representing more than 5000 newspapers, magazines, radio and television stations also agreed to cooperate—so that many millions of people, in their own homes, in their own countries, might share in this exchange of ideas.

A Modern Version of an Old Plan

You said once, Mr. Franklin, Sir—that we were much more fortunate than the early Greeks and Romans who could talk only to those within sound of their voices. Through the Press, you observed, well-written books, pamphlets and articles would have wide and great influence.

Our modern communications today—publishing, broadcasting, telephony and motion pictures—can reach hundreds of millions of homes almost instantly. They have brought all peoples within the sound of each other's voices and within the sight of each other's words.

Yet we have not found the way to build the understanding that might make men "cease to be wolves to one another" as you prayed.

Perhaps in this Anniversary Year, we shall help to find that way. Men and women of many nations will be trying. They will speak freely and voluntarily to each other through a very wide range of activities, as you did.

—They will talk of the true goal of Science—which is the service of man, not his destruction; of how much quicker that goal may be achieved in a world of better understanding.

—They will tell of useful, technological advantages that could be shared more generously to raise living standards among all peoples; of the magnificent strides of medicine that could save many lives now lost needlessly; of the improvements in agriculture that could meet the needs of expanding populations and end the haunting fears of famine.

—And they will speak as you did, Mr. Franklin, Sir, of friendship and equality among all races, colors, creeds and castes—to the end that, some day, there shall be a deeper understanding and kinship among mankind.

These, Sir, will be the ideas advanced in the Anniversary Year by Scientists, Statesmen, Authors, Educators and Business Men. They will follow a practical, orderly pattern in the four great fields of human endeavor where you served:

Science	—Man and Matter
Sociology	—Man and Society
Economics	—Man and His Works
International Relations	—Man and His Ideals

Events will be spread over all of the year of 1956—each cooperating group selecting its own most convenient time.

* * *

We hope this program is in the pattern you would have liked, Mr. Franklin, Sir. We cannot expect to do it as well as you did—but we have great advantages you did not have in our better communications, broader education and greater progress in civilization.

Dwight D. Eisenhower, President of the United States, recently said in an address before the National Association of Radio and Television Broadcasters, that a well informed public at home and abroad is the “way to win the war for peace . . .”

That, too, was your belief, Mr. Franklin, Sir, and it is the objective of this voluntary, international program in your memory. Perhaps we can, as you once said—“*make these times better if we bestir ourselves.*”

*The 250th Anniversary Committee
for The Franklin Institute*

HENRY B. BRYANS

W. LAWRENCE LE PAGE

C. L. JORDAN, *Chairman*

APPRECIATION

The Franklin Institute wishes to express its very deep and sincere appreciation to the many organizations in all parts of the world who responded so cordially to cooperate in planning the Franklin Anniversary.

It has been said that Benjamin Franklin had as many good friends as any man of the 18th century. Two centuries later that still seems to be true. The years have served only to increase and brighten the warmth of his memory.

The first objective of this Anniversary—to contribute to better understanding and friendship among the peoples of the world—is well on its way to accomplishment because of your generous response.

Our Committee recognizes with regret that it could not reach all who will cooperate in the Celebration. Those whose names are listed in this program represent only the groups who helped get the plan started. We cordially invite everyone, in every country, who wishes to pay a tribute to Benjamin Franklin, to take part in this program at any time during 1956.

For your convenience the main activities and names have been listed in 10 separate classifications, in each of which Benjamin Franklin made substantial contributions:

1. Education and the Natural Sciences.....	Page 5
2. International Relations and the Public Service.....	Page 12
3. Publishing, Broadcasting and Communications.....	Page 17
4. Science and Engineering	Page 24
5. Medicine and the Public Health.....	Page 29
6. Printing, Advertising and the Graphic Arts.....	Page 31
7. Insurance, Finance, Private Enterprise.....	Page 35
8. Religion, Fraternal and The Humanities.....	Page 39
9. Agriculture, Horticulture and Botany.....	Page 42
10. Music, Entertainment and Special Events.....	Page 44

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For Information, write

The 250th Anniversary Committee
The Franklin Institute
20th & Benjamin Franklin Parkway
Philadelphia 3, Pennsylvania, U. S. A.

Section 1

EDUCATION AND THE NATURAL SCIENCES

Benjamin Franklin had only two years of formal schooling, yet he was one of the great educational leaders of his day. He introduced the teaching of practical and scientific studies into American colleges; advocated education for all boys and girls, regardless of race, color, creed or social position; and created the elective system of preparing for future work in life.

He founded two colleges and helped many more; was honored with degrees from Oxford, St. Andrews, Harvard, Yale and William and Mary; and was elected to membership in 25 of the most famous Scientific and Educational Societies of the world.

The exchange of ideas through these Societies helped Benjamin Franklin in all of his varied life work. They gave him the inspiring vision of the broad field of knowledge, which he, in turn, sought to give to others.

"I think with you" he wrote to his friend Samuel Johnson, D.D., "that nothing is of more importance for the public weal than to form and train up youth in wisdom and virtue. Wise and good men are, in my opinion, the strength of a state far more than riches or arms."

In memory of "Le Grand Savant," educational societies and institutions, libraries and museums will emphasize again the great need for complete scholars in this day of high specialization; men and women who will study the broad field of knowledge, so that Science and the Humanities may progress side by side in the world's long search for peace and understanding.

A feature of this section will be the award of a Franklin Commemorative Medal for Distinguished Service by the Congress of the United States to the Societies which helped Benjamin Franklin so much in his wide range of activities. Nineteen of these learned societies are still active after centuries of distinguished service to all mankind:

<i>Date Elected</i>	<i>Society</i>
1731	The Library Company of Philadelphia
1743	American Philosophical Society
1756	The Royal Society, London
1756	Royal Society of Arts, London

- 1766 Akademie der Wissenschaften, Göttingen
(In Franklin's Day—Königliche Gesellschaft de Wissenschaften)
- 1771 Bataafsch Genootschap Proefondervindelijke Wijsbegeerte,
Rotterdam
- 1772 Académie des Sciences, L'Institut de France
(In Franklin's Day—Académie Royale des Sciences)
- 1777 Académie Nationale de Médecine, Paris
(In Franklin's Day—Académie Royale de Médecine)
- 1781 American Academy of Arts and Sciences, Boston
- 1781 Accademia di Scienze, Lettere e d'Arti di Padova
- 1783 Royal Society of Edinburgh
- 1783 Society of Antiquaries of London
- 1784 Academia de la Historia, Madrid
- 1785 Académie des Sciences, Belle-Lettres et Arts de Lyon
- 1785 The Manchester Literary and Philosophical Society
- 1785 Accademia delle Scienze di Torino
- 1785 Société d'Agriculture, Sciences, Belle-Lettres et Arts, Orleans
(In Franklin's Day—Société Royale de Physique, d'Histoire
Naturelle et des Arts, Orleans)
- 1785 Philadelphia Society for Promoting Agriculture
- 1787 Medical Society of London

Universities Which Awarded Degrees to Franklin:

- Oxford University (England)—Doctor of Civil Laws
- University of St. Andrews (Scotland)—Doctor in Laws
- Harvard University (Cambridge, Mass.)—Master of Arts
- College of William and Mary (Williamsburg, Va.)—Master of Arts
- Yale University (New Haven, Conn.)—Master of Arts

Educational Institutions He Founded, or Helped Found in His Will:

- University of Pennsylvania (Philadelphia, Pa.)
- Franklin and Marshall College (Lancaster, Pa.)
- The Franklin Institute (Philadelphia, Pa.)
- The Franklin Technical Institute (Boston, Mass.)

SOME OF THE EVENTS SCHEDULED

HIROSHIMA UNIVERSITY, HIROSHIMA, JAPAN, will prepare a paper on the world's need for complete scholars, and will accept, from the Benjamin Franklin District, Boy Scouts of America, a planting of Franklinia Trees in memory of the scholar who worked all of his life for understanding and peace among peoples.

UNIVERSITY OF ILLINOIS, URBANA, ILLINOIS, will administer the eight Benjamin Franklin Magazine Awards:

- a. For distinguished and meritorious public service
 - b. For original reporting in which obstacles had to be overcome
 - c. For the best articles depicting life, culture or institutions in the U. S.
 - d. For the best interpretation of the foreign scene or foreign relations
 - e. For the article best depicting a person, living or dead
 - f. For the best piece of magazine humor
 - g. For the best short story
 - h. For an outstanding presentation in any category not covered above.
-

THE AMERICAN PHILOPHICAL SOCIETY AND YALE UNIVERSITY are sponsoring *The Papers of Benjamin Franklin*, which will be published in a series of volumes over a number of years. The forerunner—"Mr. Franklin—A Selection from His Personal Letters" will be published by the Yale Press on the 250th Anniversary, January 17, 1956.

THE UNIVERSITY OF SAN MARCOS, LIMA, PERU—oldest university in the Americas, established 1551, will feature through its Faculty of Letters, an address by Dr. Estuardo Núñez on Franklin's influence in Peru and the Americas, with emphasis on the interdependence of nations.

UNIVERSITY OF PENNSYLVANIA, founded originally by Benjamin Franklin as an Academy based upon his "Proposals Relating to the Education of Youth in

Pennsylvania," will hold its traditional Founder's Day Exercises on the Saturday preceding Franklin's Birthday. The program participants will include representatives of educational institutions from the United States and abroad.

MANY LIBRARIES IN MANY PARTS OF THE WORLD will honor the Founder of the first lending library in America with special exhibits of materials relating to Franklin during the Anniversary Year. Among those leading this activity are:

THE LIBRARY COMPANY OF PHILADELPHIA, founded by Franklin in 1731

THE AMERICAN LIBRARY ASSOCIATION

THE AMERICAN LIBRARY IN PARIS, INC. with its six branches in Toulouse, Roubaix, Rennes, Montpellier, Grenoble and Nantes

BURNDY LIBRARY (Norwalk, Conn.)

THE NEW YORK STATE LIBRARY (Albany)

THE FREE LIBRARY OF PHILADELPHIA

THE LIBRARY OF THE FRANKLIN INSTITUTE

THE NEW YORK PUBLIC LIBRARY (New York)

THE QUEENS-BORO PUBLIC LIBRARY, Jamaica, New York

PACE COLLEGE OF NEW YORK, which sponsors a "Ben Day" each year—will cooperate in 1956 with a Celebration at Benjamin Franklin's statue in Printing House Square—honoring the memory of one of America's pioneer business leaders, publishers and patriots.

THE FELS PLANETARIUM will present the skies as they were at Franklin's birth, January 17, 1706, with lectures on the contributions Franklin made to the advancement of the Science of Astronomy.

THE BARTOL RESEARCH FOUNDATION, for research in nuclear physics, will prepare a special tribute honoring the memory of America's first great Biochemical Physicist—Benjamin Franklin.

A SPECIAL ISSUE OF *The Journal of the Franklin Institute* will carry the following papers prepared by members of the Societies named, in memory of Franklin's work in a wide variety of fields:

1. *Introductory Papers*

A. A Program Poor Richard Would Have Loved—Clarence L. Jordan, Chairman, 250th Anniversary Committee of The Franklin Institute

B. Benjamin Franklin and the Scientific Societies—Dr. William E. Lingelbach, American Philosophical Society

2. *Science (Man and Matter)*

- A. Changing Concepts in Science—Lord Adrian, The Royal Society (London)
- B. The States of Matter—A.M.J.F. Michels and L. Jansen, Battaafsch Genootschap der Proefondervindelijke Wijsbegeerte (Rotterdam)
- C. Coming of Age of The Atom—Louis Leprince-Rinquet, Académie des Sciences (Paris)
- D. Benjamin Franklin and One Plutonic Year—Harlow Shapley, American Academy of Arts and Sciences
- E. Pioneers in Electrical Communications—Accademia delle Scienze di Torino (Turin)

3. *Sociology (Man and Society)*

- A. How Medicine Became a Science—Sir Zachary Cope—Medical Society of London
- B. Franklin's Hospital, Our Hospital and the Hospital of the Future—Sydney P. Clark, Pennsylvania Hospital (Philadelphia)
- C. Franklin and the Unconquered Fields of Medicine—P. Lepine, Académie de Médecine (Paris)
- D. Benjamin Franklin, the Freemason — William J. Patterson, Free and Accepted Masons (Philadelphia)
- E. Franklin's Impetus to Education—Gaylord P. Harnwell, University of Pennsylvania (Philadelphia)

4. *Economics (Man and His Work)*

- A. Food and the Future—D. P. Cuthbertson, Royal Society of Edinburgh
- B. Franklin the Businessman, First Great Apostle of Free and Competitive Economy on the American Scene—Marion Musante, The Philadelphia Contributionship (Philadelphia)
- C. Science and Agriculture—Philadelphia Society for Promoting Agriculture (Philadelphia)

5. *International Relations (Man and His Ideals)*

- A. Some Aspects of Franklin's Life in England—E.N. da C. Andrade, Royal Society of Arts (London)
- B. Good Citizen of the World—B. Hubert Cooper, Society of Sons of St. George (Philadelphia)
- C. The Simple and Honest Words—John LaCerde, Poor Richard Club of Philadelphia
- D. Our Political Crisis—and Faith—Rev. E. A. de Bordenave, Christ Church (Philadelphia)

THE HISTORICAL SOCIETY OF PENNSYLVANIA will cooperate in the Celebration with an exhibition of Franklin material, and also plans to have articles in its magazine on Franklin and his works.

THE AMERICAN COMMUNITY SCHOOL OF PARIS, like other Institutions and the French Societies of which Franklin was a member, will pay a tribute to "Le Grand Savant" in 1956, emphasizing his contributions to the broad field of knowledge.

A replica of *Franklin's Original Street Lamp* will be presented to the DEUTSCHES MUSEUM and THE FRANKLIN INSTITUTE MUSEUM by the INTERDEPENDENCE COUNCIL, with exercises honoring the early pioneer in modern city planning and in the application of science for the benefit of mankind.

THE PENNSYLVANIA ACADEMY OF FINE ARTS will cooperate with others in the Celebration in presenting the portraits of Benjamin Franklin and historical paintings of his activities.

THE JUNTO—America's largest adult school, will re-emphasize the principles of continued study and self-improvement that started Benjamin Franklin's original Junto in 1727.

THE INDIAN INSTITUTE OF CULTURE, Basavangudi, Bangalore 4, India, is planning a celebration in honor of Benjamin Franklin on or about January 17th, 1956. The theme will be Franklin's contributions in many fields, especially education and understanding among peoples.

THE VALLEY FORGE HISTORICAL SOCIETY will participate in the International Celebration with publication in its magazine "*The Picket Post*," regarding Benjamin Franklin's contributions to the founding of this nation.

INSTITUTO CULTURAL PERUANO NORTEAMERICANO will cooperate in a special address by Dr. Estuardo Núñez, Vice President, on the value to the world of more students who will learn to be real scholars with well-rounded knowledge, as was that great intellectual leader, Benjamin Franklin. Publication of articles and essays on Franklin and his epoch also will be made in its cultural quarterly publication, *IPNA*.

THE ACADEMY OF LAW AND POLITICAL SCIENCE, Argentina, will cooperate in the 250th Anniversary Celebration with a tribute to Benjamin Franklin by its Director, Professor Enrique de Gandia.

THE SCHOOL DISTRICT OF PHILADELPHIA, BOARD OF PUBLIC EDUCATION, will celebrate during the week of January 9th, 1956, the 50th Anniversary of the establishment here of the first public school for trade education in America, and pay tribute to Benjamin Franklin, the great pioneer in the field of Vocational Education.

THE NEW YORK HISTORICAL SOCIETY will cooperate in the International Celebration with an exhibit of historical materials on Franklin and his times at or around the 250th Anniversary Week.

VAISHNAVA THEOLOGICAL UNIVERSITY RESEARCH INSTITUTE, India, will hold a Franklin Day Celebration in 1956 devoted to the Interdependence of Nations and the Unity of Religions.

THE FRANKLIN TECHNICAL INSTITUTE (Boston, Mass.) founded from the funds provided in Franklin's will, plans a Forum to study better ways to encourage the large increase in trained technicians needed to meet the acute shortage now in the world and to help prevent it from becoming even more serious in the future.

Mr. Max Beloff, of NUFFIELD COLLEGE, Oxford, will deliver a lecture—"Benjamin Franklin, International Statesman"—before THE MANCHESTER LITERARY & PHILOSOPHICAL SOCIETY, Manchester, England—on January 16th, 1956.

Señor Norberto Antoni, CAMARA NACIONAL DE APELACIONES DE TUCUMAN, Argentina, will present a paper about Benjamin Franklin and the Declaration of World Solidarity during the Anniversary.

ACADÉMIE DES SCIENCES, BELLE-LETTRES AND ARTS DE LYON—will present a paper "A little known episode in the Life of Benjamin Franklin: his election to the Academy of Lyon." Illustrated.

Section 2

INTERNATIONAL RELATIONS AND THE PUBLIC SERVICE

No man ever worked harder for peace and understanding than did Benjamin Franklin. He retired from active business at 42 and devoted much of the next 42 years of his life to seeking ways to replace wars and antagonisms between nations. He believed sincerely in the power of an informed public as the best possible method to achieve this goal.

In an age when most diplomatic relations were determined in secret by court representatives, Franklin startled the world by carrying his program to the people.

John Adams said of his mission to France—"there (is) scarcely a peasant or citizen, a *valet de chambre*, coachman or footman, a lady's chambermaid or a scullion in the kitchen who . . . (does) not consider him as a friend to human kind . . . they (seem) to think he (is) to restore the golden age."

Though often discouraged, Franklin continued to believe that the day would come when the people themselves, in their own interest, would demand the settlement of differences between nations, "without first cutting one another's throats." He estimated, in a discussion with John Baynes, that this great goal might be accomplished before 1983. What an inspiring objective for all of us to remember during this Anniversary Year of 1956!

His practical approach was best expressed in a letter to Sir Joseph Banks from Passy in 1783: "What vast additions to the conveniences and comforts of living might Mankind have acquired," he wrote, "if money spent in wars had been employed in works of public utility! What an extension of agriculture, even to the tops of our mountains: what rivers rendered navigable, new roads, and other public works, edifices and improvements . . . might have been obtained by spending these millions in doing good (instead) of doing mischief . . . and destroying the lives of so many thousands of working people, who might have performed the useful labor."

This practical objective, in the people's interest, provides the central theme for all Sections of the Celebration—that the fruits of Science, Education, Enterprise and Public Service might be devoted to the needs of man rather than to his destruction.

Among many throughout the world planning to cooperate in this Section are:

The British Society for International Understanding
Comite France-Amerique
Interdependence Council, Inc. (50 Countries)
The English-Speaking Union of the Commonwealth

The English-Speaking Union of the United States
 France-Etat-Unis
 Movimento Pro Federacion Americana
 Instituto Cultural Peruano Norteamericano
 Comision Argentina de Homaje para la Celebracion del 250 Aniversario del Natalicio de Benjamin Franklin
 The Sons of Italy in America
 Newcomen Society of Great Britain in North America
 American Chamber of Commerce in Paris
 The American Club in Paris
 The Congress of the United States
 Carl Schurz Memorial Foundation (German-American Relations)
 Benjamin Franklin Memorial—Flags of the 48 states
 Association of American Volunteers with the French Army—(1914-17) and with the French and British Armies (1939-45)
 Consejo Peruano de la Declaracion de Solidaridad
 Pan-American Council
 U. S. Department of State
 U. S. Department of the Treasury
 The International Benjamin Franklin Society, Inc.
 U. S. Post Office Department
 Mouvement pour L'Interdependance des Peuples
 World Affairs Council of Philadelphia
 American Academy of Political and Social Science
 New York Committee for the Celebration of the 250th Anniversary
 Delaware River Port Authority—Benjamin Franklin Bridge
 Deutsches Museum
 U. S. Information Agency
 U. S. Information Agency, European Service Center
 The Institute for Public Service
 American Swedish Historical Foundation and Museum
 Inter-National University Foundation
 Commonwealth of Pennsylvania
 Commonwealth of Virginia
 State of New York
 State of Massachusetts
 State of Tennessee
 City of Philadelphia
 City of Boston
 City of Albany, New York
 Sixty-five Cities and Counties named after Franklin

SOME OF THE EVENTS SCHEDULED

THE CONGRESS OF THE UNITED STATES has authorized a Franklin Commemorative Medal for Distinguished Service—to be awarded to those societies and institutions which helped Benjamin Franklin so much in the exchange of ideas for the benefit of mankind. These awards will be made through the United States Embas-

sies in the countries where the recipients are located. Similar medals will be presented to the institutions, societies and enterprises founded or helped in their early development by Benjamin Franklin. _____

THE BRITISH SOCIETY FOR INTERNATIONAL UNDERSTANDING will hold lectures and discussions of the Anniversary Theme at Benjamin Franklin House, 36 Craven Street, London, W.C. 2, and will seek to arrange special attention to the Anniversary in British periodicals, newspapers and broadcasting. _____

Many of the SOCIETIES AND INSTITUTIONS IN THE CITY OF PARIS will hold Celebrations of the Anniversary in 1956—recalling Benjamin Franklin's deep and sincere friendship for the French people and his services to the advancement of knowledge and understanding. _____

THE INTERNATIONAL BENJAMIN FRANKLIN SOCIETY, INC., will prepare and distribute to all high schools and preparatory schools in the United States, and to those in other countries desiring it, a program for the observance of the 250th Anniversary in school assemblies. It will also award the Society's Gold Medal to the person deemed to have rendered the most outstanding service to mankind during the past decade, and will award the Society's Bronze Medal to the Junior Chapter of the Society with the most outstanding program in keeping with the spirit of Benjamin Franklin. _____

THE NEW YORK COMMITTEE FOR THE CELEBRATION OF THE 250TH ANNIVERSARY OF THE BIRTH OF BENJAMIN FRANKLIN in a broad program of activities will feature especially Franklin's example as an inspiration to youth and his theory of Free Enterprise and Industry. Franklin scholarships will be developed and his teachings widely spread through all media of communications. _____

THE ENGLISH-SPEAKING UNION will request all branches in the British Commonwealth and those in America to emphasize the theme of better understanding—and to feature its plans for youth, student and teacher exchange as a means toward that end. _____

THE INTERDEPENDENCE COUNCIL, INC., active in 50 countries in increasing the sense of interdependence among all peoples, will take part in the Celebration by emphasizing Benjamin Franklin's great contributions to international understanding and friendship between nations. The Declaration of Interdependence will be proclaimed in all participating countries during the week of Franklin's birthday. _____

COMITE FRANCE-AMERIQUE, among their activities for the Celebration, will commemorate on February 6th, 1956, the Anniversary of the signing of the first treaty of alliance between France and the United States which culminated Benjamin Franklin's work in France. _____

THE MAYOR OF BOSTON AND THE MAYOR OF PHILADELPHIA will invite the Mayors and Officials of the 65 cities and counties named after Benjamin Franklin to cooperate in planning local celebrations in every State.

THE CARL SCHURZ MEMORIAL FOUNDATION, for promoting German-American relations, has published a paper on the Two Great Festivals in 1956—the 200th Anniversary of Wolfgang Mozart and the 250th Anniversary of Benjamin Franklin. Music composed by Mozart for Franklin's Armonica will be featured.

THE CITY OF ALBANY, NEW YORK, where Benjamin Franklin presented the first formal plan of National Union to the Colonial Congress of 1754, will again feature the Birthplace of American Union with tributes to the man who proposed it.

MOVIMIENTO PRO FEDERACION AMERICANA, devoted to bringing about a close understanding and cooperation among the peoples of the Americas, will cooperate in all countries in presenting the great virtues of good will, cooperation, and practical intelligence that characterized Benjamin Franklin.

THE DELAWARE RIVER PORT AUTHORITY has re-named the 1926 Delaware River Bridge between Philadelphia and Camden, "*The Benjamin Franklin Bridge*." Dedication exercises will be held on Franklin's birthday, January 17, 1956.

The Association FRANCE-ETATS UNIS, with more than 100 official Committees and 55,999 members, will honor the memory of Benjamin Franklin and his work—continuing to emphasize their policy of helping to establish a strong climate of mutual understanding between France and the United States.

THE UNITED STATES INFORMATION AGENCY with its branches throughout the world is cooperating locally in many countries with information on Benjamin Franklin and the 250th Anniversary Celebration.

The great new BENJAMIN FRANKLIN CONFERENCE HALL in the CITY OF BERLIN will be dedicated in 1956 to friendship between our two countries, and in memory of the earlier friendship of the German scientists, musicians and peoples for Benjamin Franklin.

THE AMERICAN CLUB OF PARIS, which originated with an informal dinner club founded by Benjamin Franklin, will cooperate in honoring the memory of America's first Envoy Extraordinary to France.

THE NEWCOMEN SOCIETY OF GREAT BRITAIN IN NORTH AMERICA will hold its annual Franklin dinner during the week of the Anniversary—with a forward look

into the inspiring industrial development that would be practical under the Anniversary Theme.

THE COMMONWEALTH OF PENNSYLVANIA, of which Franklin was President for three years, may sponsor the supplying and marking of historical information to newspapers, magazines, broadcasters and sponsors in all countries and preserving in book form the papers prepared by the scientific societies of these countries in honor of Benjamin Franklin.

THE UNITED STATES POST OFFICE DEPARTMENT, of which Benjamin Franklin was Postmaster General, will issue a special international stamp commemorating the 250th Anniversary of the Birth of Benjamin Franklin—also one or more domestic commemoratives may be issued.

THE CITY OF PHILADELPHIA will present two medals in honor of Benjamin Franklin—one to the man and one to the woman who shall have made, through Science, the Arts or Human Relations, the most outstanding contributions to better understanding among peoples of the world during the Post-War decade.

THE BENJAMIN FRANKLIN MEMORIAL has planned a permanent display of the Flags or Emblems of the 48 States—in honor of the man who first proposed and then did so much to help make possible the Union of Sovereign States.

THE CONSEJO PERUANO DE LA DECLARACION DE SOLIDARIDAD has arranged for the appearance of an article commemorating Franklin's achievements in the *Journal of Peruano Norteamericano*—also a lecture and essay relating to Franklin's ideologic action in Latin America—to be published in Peru and Mexico.

THE ASSOCIATION OF AMERICAN VOLUNTEERS WITH FRENCH ARMY (1914-1917) AND WITH FRENCH AND BRITISH ARMIES (1939-1945), in their traditional demonstration before the Monument on the Place des Etats-Unis, will cooperate with the Anniversary in a key talk on Benjamin Franklin by their President, July 4, 1956.

THE INTER-NATIONAL UNIVERSITY FOUNDATION, created as a living laboratory for international understanding plans to lay the corner-stone of the "World Service Assembly" at Blantyre, Lenox, Massachusetts on Benjamin Franklin's 250th Anniversary—in grateful memory of the outstanding champion of Human Rights.

THE 250TH ANNIVERSARY COMMITTEE will provide a series of papers by Helen Wagner on the Friends of Franklin in a number of the countries cooperating in the Celebration. Available now are:

Three Visits to London
Franklin's Friends in France
Benjamin Franklin and the German People
The Friends of Franklin in Many Lands

Section 3

PUBLISHING, BROADCASTING AND COMMUNICATIONS

Benjamin Franklin himself once wrote the rule that will be followed for the communication of ideas in this Celebration. He said—"if you would not be forgotten, either write things worth reading or do things worth the writing."

In this spirit the Associations representing about 5000 newspapers, magazines, radio and television stations are cooperating in memory of America's first great publisher and life-long fighter for Freedom of Speech and the Press.

Each publisher and broadcaster will receive "Editorial Material Kits" at intervals during the year. These "Kits" will contain news events, articles, papers and addresses from all countries cooperating, so the exchange of ideas and activities may be complete.

Poor Richard always put the interest of the reader first. It was this policy which helped him to contribute so much to the strong foundation of public communications. His earliest job was on his brother James' *New England Courant*, which was the first American newspaper ever threatened with suppression. James was thrown in jail and young Benjamin became publisher at the age of 16. This experience taught him the need for a strong and free press. Later, he either published or helped to establish *The Pennsylvania Gazette*, *The New York Gazette*, *The Connecticut Gazette*, *The Rhode Island Gazette*, *The South Carolina Gazette*, the *Antiqua Gazette* and *The Montreal (Canada) Gazette*.

Franklin also published the first foreign language newspaper in the Colonies—*The Philadelphische Zeitung*—and the second monthly magazine—*The General Magazine and Historical Chronicle for All the British Plantations in America*. The perennially popular *Saturday Evening Post* was founded in the same plant that printed Franklin's *Pennsylvania Gazette*.

During his wide and varied publishing career, he created the idea of the first newspaper cartoon, "Join or Die;" the first "Letters to the Editor;" the first illustrated news story and novel in the colonies. His famous Autobiography has been issued in 15 different languages and more than 400 editions. The wise and witty sayings in *Poor Richard's Almanack* are quoted often in nearly every nation of the world.

Even the later great media of communications—the telephone, telegraph, radio and television trace back to his theory of the "electric fluid."

Elbert Hubbard once said of Benjamin Franklin:
"To acquire knowledge was his passion,
to communicate it was the desire of his heart."

That is the pattern the International Celebration will follow with publishers and broadcasters in many parts of the world:

* * *

American Newspaper Publishers Association
National Association of Radio and Television Broadcasters
Magazine Publishers Association, Inc.
The Associated Business Publications
American Telephone and Telegraph Company
France—USA
The Gazette, Montreal, Canada
Neuvo Mundo, Buenos Aires
Pacific Sunday Special, Tokyo
Journal of Royal Society of Arts
Journal of Peruano Norteamericano
English-Speaking World
The Bell Telephone Company of Pennsylvania
Agricultural Publishers Association
American Textbook Publishers Institute
National Business Publications, Inc.
3rd District, National Association of Radio & Television Broadcasters
The Reader's Digest
United World Films, Inc.
Film Library, General Motors Corporation
"This I Believe"—Edward R. Murrow, C.B.S.
American Book Publishers Council
Pennsylvania Broadcasters Association
Pennsylvania Newspaper Publishers Association
Curtis Publishing Company
Time, Life, Fortune, Inc.
The Farm Journal—Better Farming
Agricultural Engineering
The Journal of the American Medical Association
American Heritage
Radio Corporation of America
A. N. Marquis Company—"Who's Who In America"
Journal of The Franklin Institute
Overseas Press Club of America, Inc.
Science Service
Louisiana State University Press
Yale University Press
Philadelphia Evening Bulletin
Philadelphia Inquirer
Philadelphia Daily News
Stations WFIL, WFIL-TV
Stations WCAU, WCAU-TV
The New American Library of World Literature, Inc.
Gilberton Company, Inc. (Classics Illustrated)

Rutgers University Press
 Station WHYY
 The National Franklin Committee
 Stations WPTZ, KYW
 Station WIP
 Station WPEN
 Electrical Engineering
 The Military Engineer
 The Franklin Inn Club
 American Institute of Public Opinion
 The American Printer
 Printing News—Production Wise
 Herman Jaffe, Printer
 Public Affairs Press
 Oxford University Press—"Mr. Franklin"
 Journal of American Insurance
 Hearst Promotion Enterprises
 American Education Publications
 The Eternal Light Program
 The Picket Post
 Printer's Ink
 Philanthropy Magazine
 The Institute News

* * *

SPECIAL PUBLICATIONS, FILMS, RADIO AND TELEVISION

Carl Van Doren, author of, "*Benjamin Franklin*," once said that more books had been written about Franklin than about any other American.

It would be impractical in this Program to mention any publications, films or programs except those of current issue or to be issued for the Anniversary Year. We publish, therefore, only a partial list of the excellent material available.

YALE UNIVERSITY PRESS, (New Haven, Conn.) will publish on January 17th 1956 —*Mr. Franklin, A Selection from His Personal Letters*. This is a beautifully designed 250th Anniversary edition, forerunner of *The Papers of Benjamin Franklin*, (now in preparation under the auspices of the American Philosophical Society and Yale University). It contains 27 of his most interesting letters, several of them not previously printed, showing his wide range of activities. Delightfully edited with comments regarding each letter by Leonard W. Labaree and Whitfield J. Bell, Jr., illustrated in full color, on a special paper in a handsome 18th century type face designed by Franklin's friend Fournier, with a cover design by Franklin himself. To be published also in London by the *Oxford University Press*.

LOUISIANA STATE UNIVERSITY PRESS will publish in the Fall of 1955, a book on an unusual phase of Franklin's life—"Benjamin Franklin's Privateers" by William

Bell Clark. It is the romantic story of the American commissioned, Irish manned privateers, *Black Prince*, *Black Princess* and *Fearnot*. The book will include an hitherto unpublished portrait of Benjamin Franklin.

RUTGERS UNIVERSITY PRESS (New Brunswick, New Jersey) published in 1953 the delightful and witty "*Franklin's Wit and Folly—The Bagatelles*," edited by Richard E. Amacher and dedicated to Carl Van Doren, author of the authoritative "*Benjamin Franklin*"—Viking Press, New York, 1939.

THE NEW AMERICAN LIBRARY OF WORLD LITERATURE, INC. (501 Madison Avenue, New York 22, N. Y.) has published a delightful Signet Book—"Benjamin Franklin—The First Mr. American," by Roger Burlingame. This pocket-size edition gives the true, balanced and entertaining picture of "Poor Richard." "No matter how thoroughly acquainted one is with Franklin's life and writings," Henry Butler Allen said, "this little book can be read with profit and pleasure."

HERMAN JAFFE, PRINTER (55 West 42nd St., New York 36, N. Y.) will publish in the Fall of 1955 an "*Historical and Biographical Album with Sixteen Poster Stamp Illustrations of the Life of Benjamin Franklin*." This, Mr. Jaffe states, is "the shortest biography of Franklin ever published." It contains a wealth of "Poor Richard's" best loved sayings and activities, with biographical episodes by Eleanor B. Dowling, 16 paintings by Bernard Hoffman; done into type by Franklin Typographers and printed by Consolidated Lithographing Corporation.

THE A. N. MARQUIS COMPANY, publishers of "*Who's Who In America*," Marquis Publications Building, Chicago 11, has written a simulated "Who's Who" sketch of Benjamin Franklin. This is not an actual sketch that ever appeared in "Who's Who"—but was specially compiled by the editors to indicate how a sketch of Franklin might have appeared—if the editors were in a particularly lenient frame of mind as to length. It packs an enormous amount of information about Benjamin Franklin in two columns filled with activities. Mailed for reference purposes by the 250th Anniversary Committee.

GILBERTON COMPANY, INC. (826 Broadway, New York 3, N. Y.) has published a *Classics Illustrated*—"Biography of Benjamin Franklin," telling in pictures the exciting and eventful life of one of the world's most active men—who served almost all fields in the pattern of his time.

THE PUBLIC AFFAIRS PRESS (2162 Florida Avenue, Washington 8) expects to publish in 1956 a pictorial biography of Benjamin Franklin, including reproduc-

tions of paintings, letters, writings, old prints and documents that are rich in interest and typical of Poor Richard. It is being compiled by M. B. Schnapper.

THE 250TH ANNIVERSARY COMMITTEE OF THE FRANKLIN INSTITUTE has published the Plan of the Anniversary Celebration in French for the convenience of the many friends of Benjamin Franklin who speak that language. Similar editions in other languages may be announced later.

THE 16 MM MOTION PICTURE—"No Longer Worried" distributed by UNITED WORLD FILMS, INC. for the AMERICAN MUTUAL ALLIANCE will be made available free of charge to schools, organizations, theatres and television stations upon request to United World Films, Inc., 1445 Park Avenue, New York 22, N. Y. This fascinatingly interesting sound film—28 minutes—tells the story of Benjamin Franklin's farsighted dream of how "spreading risk among the many to meet the losses of the few contributors visited by disaster," put the warm heart into the system of Free Enterprise, and for two centuries has helped our democratic way of life to grow.

GENERAL MOTORS CORPORATION has generously offered their excellent film "*Selling America Today*" to groups within the continental United States such as a church, school, college, or business, civic or social club which may wish to borrow it. This sound motion picture (35 minutes) illustrates the very human selling technique of Benjamin Franklin—one of the greatest salesmen of all times. There is no charge except for return transportation. Write directly to General Motors Corporation, Department of Public Relations—Film Library, General Motors Building, Detroit 2, Michigan.

TELEVISION AND RADIO PROGRAMS—A number of firms interested in Franklin have agreed to plan television and radio shows in 1956 on different and interesting episodes of his life. However, because next years' contracts will not be signed prior to press date for this program, these will be announced later.

THIS I BELIEVE—In the famous Columbia Broadcasting System series by Edward R. Murrow, there is an inspiring statement of Franklin's beliefs, written by Henry Butler Allen, Director of The Franklin Institute. Permission has been granted for the recording to be available to the Committee during the Anniversary. The book—*This I Believe*, also has been published by Simon and Schuster, 630 Fifth Avenue, New York.

Script for the RADIO or TELEVISION drama "*It Will Go Through*" is available upon request to the Committee. This is the exciting story of Benjamin Franklin's

mission to France and how the news came through just in time to avoid a stunning defeat and win a great success.

DISTINGUISHED GUESTS in the 10 basic fields of Franklin's activities will be suggested by The Committee for Radio and Television Forums and other occasions. STATION WFIL-TV already has planned a Television Forum discussion of the contributions of Science to better world understanding, prepared in collaboration with The Committee of Sponsors.

THE NATIONAL FRANKLIN COMMITTEE has re-edited, and will mail on request (no charge) the following carefully researched pamphlets on Franklin's many contributions: (also available in quantity at cost)

Benjamin Franklin—The Junto
Benjamin Franklin and The Scientific Societies
Benjamin Franklin and Aeronautics
Benjamin Franklin and Business
Benjamin Franklin and City Planning
Benjamin Franklin and Education
Freedom of Religion, Speech and the Press
Benjamin Franklin and Insurance
Benjamin Franklin—Year by Year 1706-1790
Benjamin Franklin and Meteorology
Benjamin Franklin—The Patriot
Benjamin Franklin—Printing and The Graphic Arts
Benjamin Franklin—Quotable Quotes
Benjamin Franklin—The Well Doer
Benjamin Franklin and Medicine
Benjamin Franklin and Electricity
Benjamin Franklin and Economics
Benjamin Franklin and Music
Benjamin Franklin and Advertising

THE COMMITTEE also has available a limited number of copies of "*The Profile of Genius*" edited by Nathan G. Goodman, author of "*The Ingenious Dr. Franklin*." These copies are sold at .10 each, \$1.00 for the set of nine—including postage.

1. Life of Benjamin Franklin, Year by Year—1706-1790
2. Benjamin Franklin on Honesty

3. The Way to Wealth, and Words of Wisdom from Benjamin Franklin's Poor Richard's Almanack
4. Benjamin Franklin on Peace
5. The Practical Dr. Franklin
6. Benjamin Franklin on Industry, Frugality and Thrift
7. Benjamin Franklin on Citizenship
8. Benjamin Franklin on the Art of Virtue
9. Benjamin Franklin on Religion

PHOTOGRAPHS, REPRODUCTIONS, etc. are available through the COMMITTEE at cost. Address all such inquiries to Albert D. Hollingsworth, Public Relations Director of The Franklin Institute, 20th & Benjamin Franklin Parkway, Philadelphia 3, Pennsylvania.

THE ETERNAL LIGHT RADIO PROGRAM will include a script on the life and work of Benjamin Franklin, in cooperation with the International Celebration of the 250th Anniversary of his Birth.

PHILANTHROPY Magazine will publish an interesting article—"*Stirrings of a Social Conscience*" by Helen W. Jordan, telling how Benjamin Franklin helped to develop the idea of public philanthropy and his practical methods for raising money for needed institutions and services—the warm heart of Free Enterprise.

THE AMERICAN BOOK PUBLISHERS COUNCIL, in their fine Resolution to cooperate in the Anniversary stated—"He (Franklin) recognized that chiefly through books civilized society transmits from one generation to the next and from one people to another the rich cultural heritage of the past, and that through books the new ideas and the new discoveries of learned and scientific minds are made available for the enlightenment and service of mankind."

Section 4

SCIENCE AND ENGINEERING

As America's first great Scientist and Engineer, Benjamin Franklin was one of that group of thinkers, in all countries, who helped to lay the foundation for the spectacular technological developments of today. His theory of the "positive-negative electric fluid" is still the basis for the vast and complex electrical industry. And his spirit always will live wherever the broad network of wires carry power, light and service to homes and industry alike.

The world will remember him also for the courageous leadership in teaching that the enormous forces of nature were not to be viewed, as lightning was—in fearful superstition of the unknown. He studied storms, whirlwinds and the mighty Gulf Stream. He fought marsh gases, fires and communicable diseases. He urged better ventilation, sanitation and cleanliness. He was incredibly curious about the Universe—and believed that man should study it—not fear it.

Franklin lampooned the superstitions of thousands of years and advocated open and continuous research in nearly all fields. His "Proposals" brought the teaching of technical and scientific subjects into our schools and colleges for the first time under the direction of a Board of Trustees . . . so that many might share the thinking of a few.

For this pioneer work and inventions in many fields, the great Scientific and Engineering Societies will honor his memory in 1956. A major effort will be made, in Franklin's name, to help relieve the world's critical shortage of young scientists, technicians and engineers. Coupled with this effort will be emphasis on the sharing of scientific knowledge for the understanding and benefit of all peoples; the broader world responsibility of the Engineer and the need for a better knowledge of technical communication, so the Humanities may keep pace with the marvelous progress of Science.

Among those who will cooperate in this section are:

Engineers Joint Council
American Institute of Electrical Engineers
The American Society of Mechanical Engineers
The American Society of Heating and Ventilating Engineers
The Society of American Military Engineers
Association of Edison Illuminating Companies
Edison Electric Institute
Drexel Institute of Technology
The Franklin Institute Laboratories for Research and Development
National Science Fair
The Institute of Radio Engineers
American Society of Agricultural Engineers

The American Society for Engineering Education
 Illuminating Engineering Society
 Engineers Society of Western Pennsylvania
 The Engineer's Club of Philadelphia
 The American Society of Refrigerating Engineers
 Instrument Society of America
 American Society of Civil Engineers
 The Society of Naval Architects and Marine Engineers
 Soil Conservation Society of America
 General Electric Company
 Westinghouse Electric Corporation
 Electric Storage Battery Company
 The Engineering Society of Detroit, Inc.
 Optical Society of America
 Electric Companies Advertising Program
 Philadelphia Electric Company
 Philadelphia Science Council
 Engineering and Technical Societies Council, Philadelphia
 American Chemical Society
 Science Service
 Western Society of Engineers
 Leeds and Northrup Company
 I-T-E Circuit Breaker Company
 Atlantic Refining Company
 The Electrical Association of Philadelphia
 Sun Oil Company
 More than 50 Science Museums and Organizations cooperating in the Student Program
 are listed later under that heading

SOME OF THE EVENTS SCHEDULED

THE AMERICAN INSTITUTE OF ELECTRICAL ENGINEERS will encourage all its sections and branches to develop individual programs in many cities of the world. It will recognize the international significance of the Anniversary Theme through the circulation of its publication—*"Electrical Engineering."*

THE FRANKLIN INSTITUTE will award its highest honor, *The Franklin Medal*, to those workers in physical science or technology, without regard to country, whose efforts, in the opinion of the Institute, acting through its Committee on Science and the Arts, have done most to advance a knowledge of physical science or its applications. This Award will be made at the Annual Meeting of The Institute on January 18th, 1956, to which will be invited past Franklin Medalists from many countries of the world. Again, on the traditional Medal Day in the Fall of 1956, the Institute will award its other medals to outstanding men and/or women in Science and the Arts.

THE JOHN SCOTT AWARD will be presented by Ernest T. Trigg, Vice President of the BOARD OF DIRECTORS OF CITY TRUSTS, PHILADELPHIA, which administers the fund providing the Awards, at a special meeting of THE ENGINEERS CLUB OF PHILADELPHIA, on Benjamin Franklin's 250th Birthday Anniversary. John Scott, chemist of Edinburgh, Scotland, bequeathed funds to the City of Philadelphia in 1816, the income from which was to be "laid out in premiums to be distributed among ingenious men and women who make useful inventions for the good of mankind . . . along with a copper medal with the inscription 'to the most deserving'." The Award will go to Dr. Harry F. Olson, Director, Acoustical and Electro-mechanical Research Laboratory, R.C.A. Laboratories—for his important invention of the "Velocity Microphone."

THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS will request the Sections and Student Branches to make suitable celebration of the Anniversary so that Benjamin Franklin's ideals and achievements will give future inspiration and stimulation to the professional spirit so necessary in the rapidly expanding period of engineering and science.

THE INSTITUTE OF RADIO ENGINEERS will advance by means of publication and symposia the theory and practice of radio and allied branches of engineering and of the related arts and sciences, and their application to human needs—which reflect so well Benjamin Franklin's beliefs, interest and life-long objectives.

THE SOCIETY OF AMERICAN MILITARY ENGINEERS will carry a tribute to "*Franklin, First American Scientist*" in the January-February 1956 issue of "THE MILITARY ENGINEER" the Journal of the Society.

THE ILLUMINATING ENGINEERING SOCIETY, in its inspiring resolution, stated: "in recognition of the 250th Anniversary of the birth of Benjamin Franklin, citizen, statesman, patriot, scientist and humanitarian, does herewith recommend to its membership all reasonable and appropriate means during the Anniversary Year of 1956, to speak of his achievements during meetings or public gatherings; to make mention of this Anniversary in its official publications and in this document to attest to the tributes due this one of America's foremost citizens and scientists."

THE AMERICAN CHEMICAL SOCIETY, in its Exposition of Chemical Industries in Philadelphia, December 5-9, 1955, will present, at the Society's Dinner, a resolution recognizing the inspiration and achievements of Benjamin Franklin, to be preserved in the Archives of the Anniversary.

THE ENGINEERS' SOCIETY OF WESTERN PENNSYLVANIA will observe the 250th Anniversary with a program discussing Benjamin Franklin's contributions to science, and the resulting benefits to the peoples of the world.

THE AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS, which recognizes Benjamin Franklin as America's first heating engineer, will cooperate with forward-looking discussions in its branches in honor of Poor Richard.

LEEDS AND NORTHRUP COMPANY, as its tribute to the memory of Benjamin Franklin, will cooperate in the program to help relieve the serious shortage of technically trained youth by joining others in seeking to emphasize the advantages of more young men and women studying technical, engineering and scientific subjects—and by providing graduate and undergraduate scholarships in science and engineering.

GENERAL ELECTRIC, as its part in the Celebration, will provide a brochure on the vital importance of technically—and scientifically—trained personnel to the survival and progress of the 20th Century world—with suggestions for helping influence more young men and women to seek technological and engineering training.

THE ELECTRIC STORAGE BATTERY COMPANY will observe the 250th Anniversary with a suitable program for its employees, customers, and stockholders, featuring the contributions of Benjamin Franklin to the Electrical Industry; and make such mentions in its general advertising as may be indicated at that time.

STUDENT PROGRAM. Much of the world's future progress, perhaps even peace itself, depends in large measure, upon the number of young men and women who prepare for technological careers. Nearly every Country has a critical shortage of young Scientists, Engineers and Technicians. The inspiring and challenging future in these fields will be explained to hundreds of thousands of students when they visit the great Scientific Museums in 1956. They will be given literature through the generous cooperation of many of the Societies listed, the NATIONAL ASSOCIATION OF MANUFACTURERS, GENERAL ELECTRIC COMPANY, THE ADVERTISING COUNCIL, AMERICAN HOSPITAL ASSOCIATION, THE FRANKLIN INSTITUTE, SUN OIL COMPANY and others. Among the Museums cooperating in this Program are:

- Grand Rapids Public Museum (Grand Rapids, Mich.)
- Pennsylvania Historical and Museum Commission (State Museum, Harrisburg, Pa.)
- Colt's Museum (Hartford, Conn.)
- The Massillon Museum (Massillon, Ohio)
- American Swedish Historical Museum (Philadelphia, Pa.)
- The Wilson Museum (Castine, Maine)
- Buffalo Museum of Science (Buffalo, N. Y.)
- Michigan State College Museum (East Lansing, Mich.)
- Illinois State Museum (Springfield, Ill.)
- United States Naval Academy Museum (Annapolis, Md.)
- Wyoming State Library and Historical Board (Cheyenne, Wyo.)
- Florida State Museum (Gainesville, Fla.)

Vermont Historical Society Museum (Montpelier, Vermont)
 Jacksonville Children's Museum (Jacksonville, Fla.)
 Armed Forces Institute of Pathology—Medical Museum (Washington, D. C.)
 Everhart Museum of Natural History, Science and Art (Scranton, Pa.)
 Milwaukee Public Museum (Milwaukee, Wisconsin)
 National Museum of Canada (Ottawa, Ontario)
 Norfolk Museum of Arts and Sciences (Norfolk, Va.)
 Smithsonian Institution (Washington, D. C.)
 Thomas Newcomen Library and Museum (West Chester, Pa.)
 University of Colorado Museum (Boulder, Colo.)
 Los Angeles County Museum (Los Angeles, Calif.)
 California Junior Museum (Sacramento, Calif.)
 The Robert Hull Fleming Museum (Burlington, Vermont)
 University of South Dakota Museum (Vermillion, South Dakota)
 Museum of Science and Industry (Chicago, Ill.)
 Rocky Mountain National Park Museum (Estes Park, Colo.)
 Corning Glass Center (Corning, New York)
 Academy of Natural Sciences of Philadelphia (Philadelphia, Pa.)
 American Museum of Atomic Energy (Oak Ridge, Tenn.)
 Griffith Observatory and Planetarium (Los Angeles, Calif.)
 California Academy of Sciences (San Francisco, Calif.)
 The Museum of Transport, Inc. (Kirkwood, Missouri)
 The University Museum (Philadelphia, Pa.)
 National Philatelic Museum (Philadelphia, Pa.)
 The Pennsylvania Academy of the Fine Arts (Philadelphia, Pa.)
 The Mariners Museum (Newport News, Va.)
 Jesse Peter Memorial Museum (Santa Rosa, Calif.)
 Philadelphia Museum of Art (Philadelphia, Pa.)
 Bernice P. Bishop Museum (Honolulu, T. H.)
 Delaware State Museum (Dover, Del.)
 American Museum of Natural History (New York, N. Y.)
 North Carolina Department of Archives and History (Raleigh, N. C.)
 Wistar Institute of Anatomy and Biology (Philadelphia, Pa.)
 Santa Barbara Botanic Garden (Santa Barbara, Calif.)
 Brooklyn Children's Museum (New York, N. Y.)
 Saint Paul Institute, The Science Museum (Minneapolis, Minn.)
 Witte Memorial Museum (San Antonio, Texas)
 Henry Whitfield Historical Museum (Guilford, Conn.)
 The Franklin Institute Museum (Philadelphia, Pa.)
 Trenton State Museum (Trenton, New Jersey)
 Cleveland Health Museum (Cleveland, Ohio)
 Commercial Museum (Philadelphia, Pa.)
 El Paso Centennial Museum (El Paso, Texas)

Section 5

MEDICINE AND THE PUBLIC HEALTH

Few people think of Benjamin Franklin as one of the pioneer leaders in the Medical Profession. Yet it was he who helped found America's first public hospital and devised a plan for public and State cooperation in the care of all who suffered. His vigorous championship of the public's responsibility for aiding medical research helped to lay the foundations on which this great profession has lengthened our lives and eased our pain.

Franklin invented a flexible catheter, bi-focal spectacles and a machine for showing circulation of the blood. He initiated research into lead poisoning, colds and influenza; electricity for treating paralysis; and was appointed by the Court of France to a Medical Committee to investigate the claims of Mesmer (Mesmerism). He pioneered the sale of drugs in his Philadelphia store; led a crusade for inoculation against small pox in the colonies and wrote inspiringly of the progress medical research could achieve if supported confidently by public and state.

There will be many medical papers and discussions in his memory during the Anniversary Year; among them are the following;

THE PENNSYLVANIA HOSPITAL, which he helped to found as the first public institution of its type, will write "*Franklin's Hospital, Our Hospital and The Hospital of the Future*," by Sydney P. Clark. —

THE MEDICAL SOCIETY OF LONDON, of which Franklin was a member, will contribute the paper, "*How Medicine Became a Science*," by Sir Zachary Cope. —

THE ACADÉMIE DE MÉDECINE, (formerly Académie Royale de Médecine, France) of which Franklin was a member, will write of "*Franklin and the Unconquered Fields of Medicine*," by P. Lepine. —

THE COLLEGE OF PHYSICIANS OF PHILADELPHIA will contribute a paper, "*Benjamin Franklin's Vision of Human Life 'Lengthened at Pleasure Even Beyond the Antediluvian Standard'*," written by W. B. McDaniel, 2nd, Ph.D., curator of the college library's historical collection. —

Dr. Edwin L. Crosby, Director of THE AMERICAN HOSPITAL ASSOCIATION has prepared an interesting brochure—"Health Careers: Challenge and Opportunity," on the critical need for medical technicians in all countries and the challenging opportunities offered to young men and women.

Dr. I. S. Ravedin, John Rhea Barton Professor of Surgery, UNIVERSITY OF PENNSYLVANIA SCHOOL OF MEDICINE (from the Academy Franklin helped to found) will write on how *"Everyone Can Help End the Killer Diseases."*

THE ARMED FORCES INSTITUTE OF PATHOLOGY, WALTER REED HOSPITAL, will not only cooperate in the program for scientific and medical technicians, but also plans an exhibit of Franklin's contributions to Medicine.

THE HEART ASSOCIATION OF SOUTHEASTERN PENNSYLVANIA AND THE DEPARTMENT OF HEALTH, COMMONWEALTH OF PENNSYLVANIA, have built an exhibit in The Franklin Institute Museum which deals with the heart and blood vessels. It demonstrates the strides which Medicine is making in its attack on the greatest killer of man.

THE OPTICAL SOCIETY OF AMERICA, in grateful memory of the pioneering work done by Benjamin Franklin in the development of bi-focal spectacles and his many contributions to the fields of medicine and the physical sciences, plans to pay a special tribute to Franklin at its meeting on April 5, 6, and 7, 1956.

THE FRANKLIN SCHOOL OF SCIENCE AND ARTS, specializing in courses on Medical Technology, X Ray Technology and Medical Secretaryship, will cooperate with the Anniversary in memory of one of the world's pioneer medical technicians—Benjamin Franklin.

Hugh S. Fullerton, Executive Governor of THE AMERICAN HOSPITAL OF PARIS has prepared an interesting paper on the experiences in an American Hospital in Paris, available on request to the 250th Anniversary Committee.

THE BIO-CHEMICAL RESEARCH FOUNDATION in Newark, Delaware, a world-famous organization conducting research in cell growth and the effects of chemicals upon it, is planning a special program in recognition of Benjamin Franklin's contribution to human knowledge and his efforts in the encouragement of research into the physical ailments of mankind.

Section 6

PRINTING, ADVERTISING AND THE GRAPHIC ARTS

Despite all the proud titles he won in a lifetime of service to humanity, Franklin preferred to describe himself as—"I, Benjamin Franklin, Printer."

He knew that printing, advertising and the graphic arts offered means for freely communicating ideas that could bring the world closer together.

"When men differ in opinion," Poor Richard wrote in his *Apology for Printers*, "both sides ought equally to have the advantage of being heard by the public; and when truth and error have fair play, the former is always an overmatch for the latter."

Franklin believed that in a true democracy, Governments, Institutions and Private Enterprise alike could exist only through informing the public of their aims and objectives. In fact, one of the strong planks in his platform for Free Enterprise was a well informed public. Publicity, advertising and public communications were not only a *means*, but a *necessity*. He tells us in his *Autobiography* (explaining the original failure of Dr. Thomas Bond to raise funds for the first public hospital and the later success):

"Previously to the solicitation, I endeavored to prepare the minds of the people by writing on the subject in the newspapers, which was my usual custom in such cases, but which he (Dr. Bond) had omitted."

Many of the Societies, Associations and Institutions will carry on Franklin's great fight for continued freedom in the communication of ideas through publicity, advertising, publishing and broadcasting.

* * *

American Photo-engraving Company
Printing Industries of America, Inc.
International Association of Printing House Craftsmen
The Franklin Printing Company
Hamilton Paper Company
Poor Richard Club
American Association of Advertising Agencies
Printer's Ink
The Advertising Council
Advertising Club of Boston
N. W. Ayer & Son (F. Wayland Ayer Typographical Cup)
Advertising Club of New York
Philadelphia Club of Advertising Women

The Advertising Federation of America, Inc.
 New York Employing Printers Association
 Education Council of the Graphic Arts Industry, Inc.
 International Graphic Arts Education Association
 Lithographers National Association
 The American Institute of Graphic Arts
 National Lithographer
 Brad Stephens & Company
 Consolidated Lithographing Corporation
 Franklin Typographers, Incorporated
 A. Pomerantz and Company
 Edward L. Bernays, Public Relations
 Paper Manufacturers Company
 Colton Press, Publishers *Graphic Arts Production Yearbook, Etc.*
 Herman Jaffe, Printer
 The Comet Press
 National Flag & Display Company
 The American Printer
 Howard Biddle Printing Co.
 Tyler Fogg, Photographer
 Garrett-Buchanan
 Champion Paper Company
 U. S. Envelope Company
 Thomas W. Price Company
 William F. Fell Company

* * *

Some of the Special Activities Planned

THE POOR RICHARD CLUB will honor the memory of its "Patron Saint" with a year-long program devoted to the communication of ideas between nations and their peoples. It will award the "Poor Richard Medal of Achievement" to an outstanding person in this field and will create a special "Almanack Award" for those Societies and Individuals of all nations which develop outstanding programs during the Anniversary.

THE ADVERTISING COUNCIL, which conducts, among many others, the public service campaign to help relieve the shortage of engineers, scientists and technicians, will cooperate in this program in memory of the man who was a pioneer in public service campaigns and who introduced technical subjects into American schools and colleges.

THE INTERNATIONAL ASSOCIATION OF PRINTING HOUSE CRAFTSMEN will hold its "International Printing Week" January 15th to 21st, in many cities of all associated countries. A feature of the Week will be emphasis on the power of the printed word in bringing about better international understanding.

THE INTERNATIONAL GRAPHIC ARTS EDUCATION ASSOCIATION, which, since 1936, has sponsored in schools throughout the United States the celebration of

"Printing Education Week," 'to perpetuate the memory and teachings of Benjamin Franklin,' will cooperate in their traditional manner with the EDUCATION COUNCIL OF THE GRAPHIC ARTS INDUSTRY, INC. and others in the 250th Anniversary Celebration.

THE AMERICAN ASSOCIATION OF ADVERTISING AGENCIES, INC. will cooperate in the Celebration, honoring the man who did so much to make Advertising a strong and vital part of the System of Free Enterprise; who explained clearly its principles, freedoms and need; and who developed for his paper, "*The Pennsylvania Gazette*" the largest volume of advertising in his day.

THE 27TH ANNUAL NEWSPAPER CONTEST for the AYER CUP AND OTHER AWARDS, conducted by N. W. Ayer & Son, Inc., will especially honor Benjamin Franklin's pioneer work in the improvement of newspaper typography and the publication of the first newspaper cartoon and illustrated news story in the Colonies.

HAMILTON PAPER COMPANY, in grateful memory of the man who helped to develop the paper-making industry of America, has donated a large part of the paper used in connection with the promotion of the 250th Anniversary Celebration.

MAYOR JOHN B. HYNES, OF BOSTON, in a stirring call to action in "Printing Week, 1956" said, "It is fitting, too, that the printing industry of Boston should take the lead in getting all hands to join a big and well-planned Celebration to take place in Boston a year from this time. For it is here in this same neighborhood (where Franklin was born and started as printer and publisher) that the first printing press in the Colonies was put into operation, where the country's first book was printed and its first newspaper published. . . ."

THE PHILADELPHIA CLUB OF ADVERTISING WOMEN will cooperate in the Advertising Industry's tribute to Benjamin Franklin, one of the early pioneers of this industry and America's first great copywriter.

THE LITHOGRAPHERS NATIONAL ASSOCIATION, INCORPORATED, passed a Resolution to cooperate "in deep affection and appreciation for one of the early founders of the printing industry . . . (and will formulate) . . . an appropriate program for its members to commemorate this event."

COLTON PRESS, PUBLISHERS OF PRINTING NEWS, PRODUCTIONWISE, AND THE GRAPHIC ARTS YEARBOOK will emphasize the 1956 Anniversary in the traditional manner in which they have featured Benjamin Franklin's Birthday for many years.

THE ADVERTISING FEDERATION OF AMERICA, INC., will hold its 1956 convention in Philadelphia with a special tribute to Benjamin Franklin, the industry's first great copy-writer and advocate of wide-spread advertising.

THE ADVERTISING CLUB OF BOSTON is helping to plan a city-wide celebration of the 250th Anniversary of the Birth of Benjamin Franklin's Birth in Boston, January 17th, 1706. The Club will also cooperate in the International Celebration.

THE ADVERTISING CLUB OF NEW YORK which recently dedicated its Ben Franklin Hall to the Memory of the Patron Saint and pioneer, also has taken a leading part in the formation of the "New York Committee for the Celebration of the 250th Anniversary of the Birth of Benjamin Franklin."

THE PAPER MANUFACTURERS COMPANY (Philadelphia) will distribute 5000 copies of the Historical Biographical Benjamin Franklin Gummed Poster Stamps and Album to commemorate the 250th Anniversary Celebration.

Special tributes are planned during the Anniversary Year to honor the memory of America's first outstanding craftsman in the trade; first type founder, engraver, creative printer and exponent of advertising and salesmanship in print, by THE FRANKLIN PRINTING COMPANY (founded by Benjamin Franklin), BRAD STEPHENS COMPANY OF BOSTON, THE COMET PRESS OF NEW YORK, NEW YORK EMPLOYING PRINTERS ASSOCIATION, HERMAN JAFFE, PRINTER, COLTON PRESS and others.

A. POMERANTZ AND COMPANY will publish their popular Benjamin Franklin Daily Reminder Calendar during 1956, with many of "Poor Richard's" most appropriate sayings and words of wisdom.

The 250th Anniversary Committee wishes to acknowledge with gratitude that much of the printing, paper and graphic arts material used in the Celebration was donated by many of the cooperating groups listed in this Section—in honor of their "Patron Saint"—"B. Franklin, Printer."

Section 7

INSURANCE-FINANCE-PRIVATE ENTERPRISE

Benjamin Franklin was one of the world's first great Apostles of Free Enterprise. His genius, Mirabeau said in his Eulogy before the French Chamber of Deputies, "poured a flood of light over all Europe" . . . and contributed most to extending the Rights of Man over the earth.

Franklin's system of Free Enterprise differed from some of the other forms of capitalism in that he believed and taught that each basic freedom carried with it a clear and definite obligation and responsibility:

- Freedom of Speech and the Press carried with it the obligation not to say or print anything that would hurt our Country or the rights of any innocent individual.
- Freedom of Religion required that every Faith would recognize the right of others to believe in another Faith if they so preferred.
- Freedom of Opportunity and Education required that it should be made available to all, without regard to class, caste, race, color, creed or sex; that every man and every woman could stand straight and tall in dignity, and not have to bow before an accident of birth.
- Freedom of the Individual to achieve success through Private Enterprise carried with it the obligation to aid in the *security* of others less fortunate through circumstances beyond their control.

It was this belief that caused Benjamin Franklin to help found the Insurance Industry in this Country—where "the many could share the losses of the few"; to recommend a form of old age pensions, annuities, public drives for charity and medical research, crop insurance for farmers against storm, hurricane and drought; and to help found the public hospital system for the care of the poor and needy.

Nearly 200 years passed before all of these things were done—but they are a part of Free Enterprise today—the inspiring heart of a System with the practical and spiritual qualities to do more for the individual than any other yet conceived by man.

Many Sponsors in this section will emphasize again the principles of Free Enterprise as Franklin taught it—and its meaning in the world today. Others will re-state his plans for individual savings and thrift, grown more important than ever before as larger and larger numbers of people live longer and need to make better provisions for their future. "A good example is the best sermon," Franklin wrote and used himself as the example—rising from extreme poverty to independent wealth and retiring at the age of 42 to devote the remainder of his 84 years to the service of others.

This example, one of the brightest in all annals of Private Enterprise, will be retold by many during the Celebration.

* * *

The National Thrift Committee, Inc.
American Mutual Alliance
Association of Casualty and Surety Companies
National Association of Mutual Insurance Companies
Institute of Life Insurance
National Association of Life Underwriters
The New York Two-Fifty Committee
National Fire Protection Association
North America Companies
The Franklin Life Insurance Company
The National Board of Fire Underwriters
The Philadelphia Contributionship
The First National Bank of Philadelphia
Franklin Society Federal Savings & Loan Association (New York)
The Franklin National Bank
U. S. Savings Bond Division, Treasury Department
National Association of Manufacturers
Gimbel Brothers
The Convention & Visitors Bureau—Chamber of Commerce of Philadelphia
Hamilton Watch Company
Ben Franklin Federal Savings & Loan Association (Portland)
First Federal Savings and Loan (Chicago)
The Franklin Savings Bank in the City of New York
2400 Ben Franklin Variety Stores
The Benjamin Franklin Hotel
Associated Merchandising Corporation
Abraham & Straus (Brooklyn)
L. S. Ayres & Company (Indianapolis)
Bloomingdale's (New York)
Bullock's Downtown (Los Angeles)
Burdine's, Inc. (Miami)
Capwell's (Oakland)
Carson Pirie Scott & Co. (Chicago)
Dayton's (Minneapolis)
The Emporium—Downtown (San Francisco)
Filene's (Boston) (Worcester)
Foley's (Houston)
B. Forman Co. (Rochester)
Halliburton's (Oklahoma City)
The Higbee Company (Cleveland)
Joseph Horne Co. (Pittsburgh)
The J. L. Hudson Company (Detroit)
Hutzler's (Baltimore)
Lazarus (Columbus)

Boston Store (Milwaukee)
Rich's Inc. (Atlanta) (Knoxville)
The Rike-Kumler Company (Dayton)
Sanger's (Dallas)
Shillito's (Cincinnati)
Stix, Baer & Fuller (St. Louis)
Strawbridge & Clothier (Philadelphia)
Thalhimer's (Richmond)

American Representatives for:

Farmer & Co. Ltd. (Sydney, Australia)
Garlick, Ltd. (South Africa)
Harrods Ltd. (London, England)
Hudson's Bay Co. Retail Stores (Canada)
Liberty House (Honolulu, Hawaii)
Nordiska Kompaniet (Stockholm, Sweden)
John Orr & Co. (South Africa)
Panama Canal Company (Canal Zone)

* * *

Some of the Activities Planned

THE NATIONAL THRIFT COMMITTEE, INC. will hold its traditional "National Thrift Week" January 17 to 23, 1956, in honor of Benjamin Franklin—the country's recognized "Father of Thrift." Its year-round education Program will include community organization news releases; radio and TV service programs; speeches for use by civic and religious groups; motion pictures and programs for school and character-building organizations; college forums and industry programs in the general field of thrift education.

THE U. S. SAVINGS BONDS DIVISION OF THE TREASURY will cooperate in the Celebration by emphasizing the important part thrift has played in the building of America, from Franklin's time to the present . . . and of its continued importance to the economic stability of our people and our country.

THE AMERICAN MUTUAL ALLIANCE, in grateful memory of the man who founded Mutual Insurance in America, will sponsor one of the world-wide mailings of "Editorial Material" during the Celebration. It will publish a suitable monograph on Franklin's concept of "spreading the risk among many to reimburse those suffering losses" as necessary to America's growth—and will make available its sound motion picture "No Longer Worried," showing this concept to organizations desiring it.

THE FRANKLIN NATIONAL BANK (315 Hempstead Turnpike, Franklin Square, New York) which opened in January 1953, one of the country's famous collections of Frankliniana, will again feature this collection during the 250th Anniversary with its comprehensive brochure on the life of Benjamin Franklin. Mailings of

selected material will be made to thousands of schools—and copies given for those cooperating in the Celebration.

THE PHILADELPHIA CONTRIBUTIONSHIP, founded by Benjamin Franklin, will prepare a monograph on "*Franklin—the Businessman*," the first great apostle of a free and competitive economy on the American scene. The doctrine of unqualified political and economic independence for the individual which Franklin enunciated through Poor Richard will be stressed.

THE NORTH AMERICA COMPANIES will prepare a paper outlining Benjamin Franklin's contributions to the development of Civic Fire Companies and his constructive aid in combatting one of the major causes for loss of life and property. This paper will be offered to Fire Companies everywhere which desire it for their own exercises in tribute to Benjamin Franklin.

THE HAMILTON WATCH COMPANY, in connection with its interesting exhibit at The Franklin Institute Museum and other community activities, will make a special release in 1956 on Benjamin Franklin's first recommendation for Daylight Saving Time.

THE FIRST NATIONAL BANK OF PHILADELPHIA, holding Charter Number 1 as the first national bank in the United States, has named its renovated office on Independence Mall the "Benjamin Franklin Office." This office adjoins the plot where Benjamin Franklin lived and where his garden may be recreated in the Mall project.

THE FRANKLIN LIFE INSURANCE COMPANY (Springfield, Illinois) will distribute more than 30,000 copies of the pamphlet—"*Benjamin Franklin on Free Enterprise and Insurance*" by the President, Charles E. Becker. This paper emphasizes again the basic principles of the Private Enterprise which Franklin sold successfully on its *spiritual* as well as *material* values.

ASSOCIATED MERCHANDISING CORPORATION will cooperate in the Anniversary by suggesting to its associated stores (listed on page 36) that they feature books on Franklin and his times during the Anniversary Year for the convenience of the public.

THE FRANKLIN SAVINGS BANK IN THE CITY OF NEW YORK will feature the Anniversary in show windows at both offices of the bank and expects to distribute suitable material to the schools in the area served; will also prepare special material for use on radio station WCBS during the week of Franklin's birthday.

THE NEW YORK COMMITTEE for the 250th Anniversary will publish and distribute through the cooperation of CONSOLIDATED LITHOGRAPHING CORPORATION, the address "*Franklin's Free Enterprise Can Win*," which also was published in the June 22nd, 1955, issue of the CONGRESSIONAL RECORD.

Section 8

RELIGION, FRATERNAL AND THE HUMANITIES

In his sincere plea to the Constitutional Convention (1787) to open each session with prayer for Divine guidance—Benjamin Franklin expressed his belief simply and proudly:

“I have lived, Sir, a long time; and the longer I live, the more convincing proofs I see of this truth, that *God governs in the affairs of men*. And if a sparrow cannot fall to the ground without His notice, is it probable that an empire can rise without His Aid?”

Franklin's crusade for complete Freedom of Worship was one of the outstanding achievements of his life. Stung by the religious and social prejudices which still existed in a country settled by people who had fled from similar persecutions, the Protestant Franklin recommended to the Pope the appointment of America's first Catholic Bishop. His name headed the list of subscribers to the Jewish Synagogue and he lent his aid to buying ground and building a house “Expressly for the use of any preacher of any religious persuasion who might desire to say something to the people.”

Individual freedom and equality were the cornerstones of Franklin's Rights of Man. The Great Masonic Fraternity credits him with having helped change their policy from a club for the wealthy to membership for all classes. The Clubs and Societies he organized were open to all.

“He taught us something we have never forgotten” the famous French Ambassador, Jules Jusserand said, “that no man should have a better chance in this world because he happened to be born in some certain caste or class.”

Franklin believed that enduring peace could come only through making progress in the Humanities keep pace with progress in Science. He was among the first great scientists to apply the powerful force of reason to his belief in God . . . “when I see nothing annihilated and not even a drop of water wasted, I cannot suspect the Annihilation of Souls, or believe that He will suffer the daily Waste of Millions of Minds.”

This Faith and the objective of “doing good to Man” will be the subject of many who cooperate in this Section:

The Presbyterian Church in the United States of America
 Christ Church in Philadelphia
 The Society of the Sons of St. George of Philadelphia
 R. W. Grand Lodge Free and Accepted Masons of Pennsylvania
 Loge des IX Soeurs, Grand Orient de Paris
 R. L. de Saint Jean de Jerusalem
 Loge des Bon Amis, Rouen
 Sons of the American Revolution—The Philadelphia Chapter
 Benjamin Franklin Post No. 405—American Legion
 American Pro-Cathedral Church of the Holy Trinity (Paris)
 The American Women's Group in Paris
 Sons of the American Revolution, Branch Francaise
 The American Legion—Paris Post No. 1
 Benjamin Franklin District—Boys Scouts of America
 Public Relations Committee—Community Chests and Councils of America
 Benjamin Franklin Consistory, S.P.R.S.
 The Jewish War Veterans of the United States of America, Inc.

* * *

Some of the Events Planned

THE PRESBYTERIAN CHURCH IN THE UNITED STATES OF AMERICA, which celebrates in 1956 the 250th Anniversary of the organization of the first presbytery in America (1706), will cooperate in the International Celebration of the Birth of Benjamin Franklin by emphasizing his belief that "God governs in the affairs of men"—and that the way to peace among nations is through the help and guidance of Divine Providence.

CHRIST CHURCH IN PHILADELPHIA, where Benjamin Franklin is buried, will cooperate by the beautification of the area around Franklin's grave; opening Christ Church and The Burial Ground to organizations desirous of holding special services honoring Franklin; and conducting a memorial service in January, during which the congregation may be rededicated to the principles of tolerance, truth and dignity which characterized Benjamin Franklin.

R. W. GRAND LODGE FREE AND ACCEPTED MASONS OF PENNSYLVANIA will join with other Masonic Lodges in all countries to honor one of the most illustrious members of the Masonic Fraternity—Benjamin Franklin—former Provincial Grand Master of Pennsylvania, 1734, Venerable (W. M.) of Loge des IX Soeurs, Grand Orient de Paris, Venerable d'Honneur of R. L. de Saint Jean de Jerusalem; Honorary member of Loge des Bon Amis, Rouen, France.

THE PENNSYLVANIA SOCIETY, SONS OF THE AMERICAN REVOLUTION, pledge themselves to cooperate heartily, with assistance of all Chapters throughout the State, in such exercises as will most effectively renew and instill the principles of a Free America, which Benjamin Franklin so eminently exemplified.

THE SOCIETY OF THE SONS OF ST. GEORGE OF PHILADELPHIA, of which Benjamin Franklin was an early member, in a paper "*Good Citizen of the World*," will recall Franklin's teachings on equality, the rights of man and humanity as the way to international understanding and peace.

THE AMERICAN CATHEDRAL IN PARIS will join those remembering Benjamin Franklin's great contributions to friendship and respect among peoples. A special Service of Commemoration may be arranged.

THE AMERICAN WOMEN'S GROUP IN PARIS plan to have a luncheon on January 9th, 1956, dedicated to Benjamin Franklin—"*the Man and His Ideals*." They may later arrange a tour of the places in Paris and its environs associated with Franklin's life in France.

THE PHILADELPHIA CHAPTER, SONS OF THE AMERICAN REVOLUTION will ask both STATE and NATIONAL organizations of the S.A.R. to cooperate with other Sponsors to the end that the ideas and ideals of Franklin may bear an increasingly important part in formulating the character and increasing the knowledge and understanding of the citizens of our City, State and Nation.

THE BENJAMIN FRANKLIN POST No. 405, AMERICAN LEGION, will cooperate with other Sponsors in the Celebration through its traditional ceremonies at the grave of Benjamin Franklin and attendance at the annual dedicatory services at Christ Church, where Benjamin Franklin is buried.

THE PUBLIC RELATIONS COMMITTEE, COMMUNITY CHESTS AND COUNCILS OF AMERICA will emphasize again Benjamin Franklin's great principles of the free and voluntary cooperation of all citizens for the health and welfare of all the people.

Section 9

AGRICULTURE, HORTICULTURE AND BOTANY

Ezra Taft Benson, U. S. Secretary of Agriculture, in his tribute to Benjamin Franklin as a pioneer in scientific farming, research and education, said:

"Today, we recognize that the Agricultural Scientist is as important to building permanent peace as even the greatest Statesman. . . . The world has the means through research to knock out starvation in every corner of the globe . . . and to bring that security and prosperity to agriculture that would help lay the real foundations for permanent peace. . . . This is the kind of work that must be expanded today . . . and shared among all nations."

Rapidly increasing populations, brought about happily by lengthening life spans and the conquest of many diseases, will demand larger yields from the land than ever before. At the same time, millions of men and women must be released for the industrial production that raises living standards.

What can be done has been proved conclusively since the days of Benjamin Franklin. In the first part of the 19th Century, for example, one American farm worker produced only enough farm products for himself and three other persons. Today, with the aid of scientific farming, he produces enough for himself and 17 others. Tomorrow, he can better even that splendid record.

It was Benjamin Franklin who predicted this kind of achievement in his famous letter to Joseph Priestly on the progress of *true* science, saying "Agriculture may diminish its labor and double its produce." He introduced the idea of chemical fertilizers and proposed that scientific farming be taught in schools and colleges.

The sharing of such knowledge among all peoples, after the manner of Benjamin Franklin, will be one of the major activities of this Section which includes:

American Society of Agricultural Engineers
Philadelphia Society for Promoting Agriculture
The John Bartram Association
The Royal Society of Edinburgh
Benjamin Franklin District, Boy Scouts of America
Soil Conservation Society of America
American Farm Bureau Federation
National Grange
United States Department of Agriculture

Agricultural Publishers Association
The Farm Journal
Better Farming
Agricultural Engineering
Ambler Nurseries

* * *

Special Events and Features

SECRETARY EZRA TAFT BENSON OF THE U. S. DEPARTMENT OF AGRICULTURE has prepared a challenging paper, "*The Foundation for Peace Grows on the Farm*," linking Benjamin Franklin's ideals to the needs in world agriculture today. Extra copies are available on request to The Franklin Institute.

THE BENJAMIN FRANKLIN DISTRICT, BOY SCOUTS OF AMERICA, with the cooperation of the AMBLER NURSERIES, will follow Benjamin Franklin's idea of the exchange of useful and beautiful plants by presenting Franklinia Trees to the UNIVERSITY OF HIROSHIMA, in Japan, for the campus.

THE AMERICAN FARM BUREAU FEDERATION, in memory of Benjamin Franklin's many contributions to Agriculture, will join in the International Exchange of Ideas, to the end that more peoples in all lands may enjoy the advantages of better farming.

THE ROYAL SOCIETY OF EDINBURGH, which honored Franklin by election to membership, has prepared a stimulating paper on "*Food for the Future*"—an inspiring estimate of the service science can render in providing for the expected increases in world population.

THE PHILADELPHIA SOCIETY FOR PROMOTING AGRICULTURE, of which Franklin was one of the earliest members, has prepared a paper—"Science and Agriculture" on rebuilding the soils to increase the agricultural yields of all lands.

THE JOHN BARTRAM ASSOCIATION, in memory of the deep friendship between the great Scottish Botanist and Benjamin Franklin, will cooperate in spreading the lovely Franklinia Trees which Bartram saved for the world in his Garden in Philadelphia.

THE AMERICAN SOCIETY OF AGRICULTURAL ENGINEERS will call to the attention of its members through the monthly journal, "*Agricultural Engineering*," and other Society publications the contributions of this great American on the 250th Anniversary of his birth. Sections will be asked to observe the Anniversary in a manner deemed most suitable by them. The interest and gifts of Benjamin Franklin in areas basic to both engineering and agriculture make it particularly fitting that the ASAE should join the Celebration.

Section 10

MUSIC, ENTERTAINMENT AND SPECIAL EVENTS

Despite his thrift and industry, Benjamin Franklin was a leading advocate of entertainment to pleasure and lighten the process of living. He was the first American to recommend organized college sports and recreation as part of the school curriculum. It was at a picnic on the banks of the Schuylkill that he first demonstrated the practical use of electricity for cooking and entertainment. Many of his toughest battles were won by the sparkling wit that amused as well as influenced his listeners.

During the past year, music composed by Benjamin Franklin has been played in both Europe and America. These events attracted wide attention because so few people remembered that Poor Richard was America's first Musicologist, Music Publisher, inventor of a musical instrument (the Armonica), early composer and writer of popular songs.

The year 1956 is also the 200th Anniversary of the Birth of Mozart, who, among his many great contributions to music, also composed special pieces for Franklin's Armonica. Many programs will link these two Anniversaries together.

A large number of special events are scheduled for the Celebration—paying tribute to the man who, Henry Butler Allen, Director of The Franklin Institute, has called "the philosopher with a twinkle in his eye;" the man who could still angry debate with the amusing quip—"We must all hang together or most assuredly, we shall all hang separately;" the man who, if he were alive today, would be a leading advocate for developing the new leisure hours that have come into our lives.

* * *

Special Events and Features

THE MOZART BICENTENNIAL and the FRANKLIN 250TH ANNIVERSARY will be linked together in many musical programs in many countries. An interesting paper on the two great festivals by the CARL SCHURZ MEMORIAL FOUNDATION will be widely distributed during the Anniversary.

WILLIAM L. GOLDMAN, in cooperation with THE FRANKLIN INSTITUTE, has established an historical shrine to the technical development of the MOTION PICTURE INDUSTRY with a NICKELODEON in the Institute's Museum. The first motion picture machine was invented by Coleman Sellers, past president of The Franklin Institute and the first public showing of moving pictures was made by Henry Hyle, a past vice-president of The Institute. More than 25 awards of

the Institute have been given for the scientific and technical developments of the Motion Picture.

THE NATIONAL SCIENCE FAIR, to be held in 1956 at the UNIVERSITY OF OKLAHOMA, will cooperate with the Anniversary by distributing literature on technical careers modeled after the early recommendations of Benjamin Franklin.

THE ORCHESTRAS OF MANY COUNTRIES will recognize the Anniversary by playing music composed for the Armonica by both Mozart and Beethoven.

THE FRANKLIN CHESS CLUB will hold a Tournament in the Summer of 1956 in honor of the man who wrote the delightful "Bagatelle"—*The Morals of Chess*; likening the game to life in which all could learn *Foresight, Circumspection, Caution, and Not to Be Discouraged*.

THE 1956 PIGGY BANK BOWL, POP WARNER MIDGET FOOTBALL CONFERENCE, with eight Midget Football Teams from eight USA regions, will be dedicated to the memory of Benjamin Franklin, who first recommended organized sports in our schools and colleges. The Championship games will be played in Philadelphia over the Thanksgiving Day week-end.

THE NATIONAL RECREATION ASSOCIATION AND THE NATIONAL AND INTER-AMERICAN MUSIC WEEK COMMITTEE among their many activities including "National Music Week"—have published four of the songs written by Benjamin Franklin and will cooperate in Opening THE SCIENCE OF MUSIC EXHIBIT at The Franklin Institute Museum.

THE NATIONAL PHILATELIC MUSEUM will hold an International Stamp Exhibit in January of 1956 in honor of Benjamin Franklin, early Post-Master General of the Colonies and who has been pictured on every series of stamps ever issued by the United States—and has been equally honored by many issued in other countries.

GIMBEL BROTHERS will build for public showing in its Auditorium, an exhibit presenting many of Benjamin Franklin's contributions to the progress and welfare of mankind.

NATIONAL THRIFT WEEK, INTERNATIONAL PRINTING WEEK, PRINTING EDUCATION WEEK and NUMEROUS CONVENTIONS will be dedicated in 1956 to the memory of Benjamin Franklin, whose wide range of activities helped to develop so many phases of the life we lead today.

A Cordial Invitation

This Program went to press in August of 1955. The early date was necessary because of the world-wide mailings and closing dates of many magazines, shows and plans for January, 1956.

We regret that many who will cooperate could not have their plans ready for this issue. Later mailings and news events will be continued throughout most of 1956.

All who would honor the memory of Benjamin Franklin are cordially invited to join this Celebration at any time during the Anniversary Year. We especially request that you send us your ideas and plans, so that we, in turn, may advise others and assist in spreading the news of your activities.

For further information and material on the celebration, write to

The 250th Anniversary Committee
for The Franklin Institute
Benjamin Franklin Parkway at Twentieth
Philadelphia 3, Pennsylvania, U.S.A.

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BENJAMIN FRANKLIN

QUOTABLE QUOTES FOR SPEECHES,
ARTICLES, POSTERS, ADVERTISEMENTS, ETC.



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THE FRANKLIN INSTITUTE

BENJAMIN FRANKLIN PARKWAY AT TWENTIETH

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Benjamin Franklin . . . Quotable Quotes . . for Speeches, Articles, Posters, Advertisements, etc.

. . . On America

"I must soon quit this scene, but you may live to see our country flourish, as it will amazingly and rapidly after the war is over; like a field of young Indian corn, which long fair weather and sunshine have enfeebled and discolored, and which in that weak state, by a thunder gust of violent wind, hail, and rain, seemed to be threatened with absolute destruction; yet the storm being past, it recovers fresh verdure, shoots up with double vigour, and delights the eye, not of its owner only, but of every observing traveler."

(From a letter to Washington in the spring of 1780.)

According to Thomas Jefferson, while the last members were signing the Constitution of the United States, Franklin looked toward President Washington's chair, at the back of which there happened to be a painting of the sun. He remarked that painters found it difficult to distinguish in their art a rising from a setting sun. "I have often and often," he said, "in the course of the sessions and the vicissitudes of my hopes and fears as to its issue, looked at that behind the President without being able to tell whether it was rising or setting. But now, at last, I know that it is a rising and not a setting sun."

When the members of Congress were about to sign the Declaration of Independence, the anecdote is recorded.

"We must be unanimous," said Hancock, "there must be no pulling different ways; we must all hang together." "Yes," replied Franklin, "we must, indeed, all hang together, or most assuredly we shall all hang separately."

(The Works of Franklin, Jared Sparks, volume 1, p. 408)

. . . On Citizenship

". . . Gov'r Thomas was so pleas'd with the construction of this stove . . . that he offered to give me a patent for the sole vending of them for a term of years; but I declin'd it from a principle which has ever weighed with me on such occasions, viz., *That, as we enjoy great advantages from the inventions of others, we should be glad of an opportunity to serve others by any invention of ours; and this we should do freely and generously.*"

(Autobiography.)

"It is undoubtedly the duty of all persons to serve the country they live in, according to their abilities; yet I sincerely acknowledge, that I have hitherto been very deficient in this particular; whether it was for want of will or opportunity, I will not at present stand to determine: Let it suffice, that I now take up a resolution, to do for the future all that *lies in my way* for the service of my countrymen."

(Dogood Papers—April, 1722.)

"There is no Science, the Study of which is more useful and commendable than the Knowledge of the true Interest of one's Country; and perhaps there is no Kind of Learning more abstruse and intricate, more difficult to acquire in any Degree of Perfection than This, and therefore none more generally neglected. Hence it is, that we every Day find Men in Conversation contending warmly on some Point in Politicks, which, altho' it may nearly concern them both, neither of them understand any more than they do each other."

("A Modest Enquiry into the Nature and Necessity of a paper currency," 1730.)

". . . I make no doubt but reports will be spread by my enemies to my disadvantage, but let none of them trouble you. If I find I can do my country no good, I will take care at least not to do it any harm; I will neither seek nor expect any thing for myself; and, though I may perhaps not be able to obtain for the people what they wish and expect, no interest shall induce me to betray the trust they have reposed in me; so make yourself quite easy with regard to such reports."

(Mrs. Deborah Franklin—London, November 22, 1757.)

"When the government finds it necessary for the common benefit, advantage, and safety of the nation, for the security of our liberties, property, religion and everything that is dear to us, that certain sums shall be yearly raised by taxes, duties, etc. . . . and paid into the publick treasury, thence to be dispens'd by government for those purposes; ought not every honest man *freely and willingly* to pay his just proportion of this necessary expence? Can he possibly preserve a right to that character, if, by any fraud, stratagem, or contrivance, he avoids that payment *in whole or in part*?"

("On Smuggling," 1767.)

". . . There is no rank in natural knowledge of equal dignity and importance with that of being a good parent, a good child, and good husband or wife, a good neighbour or friend, a good subject or citizen, that is, in short, a good Christian."

(Letter to Miss Mary Stevenson, London, June 11, 1760.)

. . . *On Education*

"The idea of what is *true merit* should also be often presented to youth, explain'd and impressed on their minds, as consisting in an *inclination* join'd with an *ability* to serve mankind, one's country, friends and family; which *ability* is (with the blessing of God) to be acquir'd or greatly encreased by *true learning*; and should indeed be the great *aim* and *end* of all learning."

(Proposals Relating to the Education of Youth in Pennsylvania, 1749.)

"I think with you, that nothing is of more importance for the public weal, than to form and train up youth in wisdom and virtue. Wise and good men are, in my opinion, the *strength* of a state far more so than riches or arms, which, under the management of ignorance and wickedness, often draw on destruction, instead of providing for the safety of a people. And though the culture bestowed on *many* should be successful only with a *few*, yet the influence of those few and the service in their power may be very great. Even a single woman, that was wise, by her wisdom, saved a city. I expect also, that general virtue is more probably to be expected and obtained from the *education* of youth, than from the *exhortation* of adult persons; bad habits and vices of the mind being, like diseases of the body, more easily prevented than cured. . . ."

(To Samuel Johnson, D.D.—Philadelphia, August 23, 1750.)

. . . *On Enmities*

"I like immortal friendships, but no immortal enmities; and therefore kill the latter whenever I have a good opportunity, thinking it no murder. . . ."

(To William Strahan—Edinburgh, November 17, 1771.)

. . . *On Envy*

" . . . It is enough for good minds to be affected at other people's misfortunes; but they, that are vexed at everybody's good luck can never be happy"

(To Richard Bache—Passy, June 2, 1779.)

. . . *On Faith in Friends*

" . . . You mention, that you *feel yourself hurt*. Permit me to offer you a maxim, which has thro' life been of use to me & may be so to you in preventing imaginary hurts. It is, always to *suppose* one's friends *may be right* till one *finds* them wrong; rather than to *suppose them wrong* till one finds them right. You have heard and imagined all that can be said or suppos'd on one side of the question, but not on the other"

(To Ralph Izard—Passy, January 29, 1778.)

. . . *On Freedom*

" . . . God grant that not only the love of liberty but a thorough knowledge of the rights of man may pervade all the nations of the earth, so that a philosopher may set his foot anywhere on its surface and say: 'This is my country.'"

(Letter to David Hartley—December 4, 1789.)

"Grievances cannot be redressed unless they are known, and they cannot be known but through complaints and petitions. If these are deemed affronts, and the messengers punished as offenders, who will henceforth send petitions? And who will deliver them? It has been thought a dangerous thing in any state to stop up the vent of griefs. Wise governments have therefore generally received petitions with some indulgence, even when but slightly founded. Those, who think themselves injured by their rulers, are sometimes, by a mild and prudent answer, convinced of their error. But where complaining is a crime, hope becomes despair." (To Thomas Cushing, London, February 15, 1774.)

"All Europe is on our side of the question, as far as applause and good wishes can carry them. Those who live under arbitrary power do nevertheless approve of liberty, and wish for it; they almost despair of recovering it in Europe; . . . 'tis a common observation here, that our cause is the *cause of all mankind*, and that we are fighting for their liberty in defending our own." (Letter to Samuel Cooper, Paris, May 1, 1777.)

. . . On Greatness

"If we were as industrious to become Good as to make ourselves great, we should become really great by being good, and the number of valuable men would be much increased; but it is a grand mistake to think of being great without goodness; and I pronounce it as certain, that there was never yet a truly great man, that was not at the same time truly virtuous."

(The Busy-Body from the American Weekly Mercury—February, 1729.)

. . . On Honesty

" . . . In short, I believe it is impossible for a man, though he has all the cunning of a devil, to live and die a villain and yet conceal it so well as to carry the name of an honest fellow to the grave with him, but some one, but some accident or other, shall discover him. Truth and sincerity have a certain distinguishing native lustre about them, which cannot be perfectly counterfeited; they are like fire and flame, that cannot be painted."

(Journal of a Voyage to Philadelphia on board the "Berkshire," Henry Clark, Master, from London, July 29, 1726.)

. . . On Immigration

"Our country offers to strangers nothing but a good climate, fertile soil, wholesome air, free governments, wise laws, liberty, a good people to live among, and a hearty welcome. Those Europeans who have these or greater advantages at home would do well to stay where they are."

(September, 1782. Carl van Doren, "Benjamin Franklin.")

... On International Commerce

"Commerce among nations, as well as between private persons, should be fair and equitable, by equivalent exchanges and mutual supplies. The taking unfair advantages of a neighbour's necessities though attended with temporary success, always breeds bad blood. To lay duties on a commodity exported, which our neighbours want, is a knavish attempt to get something for nothing. The statesman who first invented it had the genius of a pickpocket if fortune had suitably placed him. The nations, who have practised it, have suffered fourfold, as pickpockets ought to suffer"

(To James Lovell—Passy, July 22, 1778.)

... On Patriotism

"The eyes of Christendom are upon us, and our honor as a people is become a matter of the utmost consequence to be taken care of. If we give up our rights in this contest, a century to come will not restore us to the opinion of the world; we shall be stamped with the character of poltroons and fools. . . . Present inconveniences are, therefore, to be borne with fortitude, and better times expected."

(Letter to James Bowdoin, London, February 25, 1775.)

... On Peace

"At length we are in peace, God be praised, and long, very long, may it continue. All wars are follies, very expensive and very mischievous ones. When will Mankind be convinced of this, and agree to settle their differences by arbitration?"

(Letter to Mrs. Mary Hewson, Passy, January 27, 1783.)

"To make a Peace durable, what may give Occasion for future Wars should if practicable be removed."

(Journal of Negotiations for Peace, 1782.)

... On Public Service

"My rule, in which I have always found satisfaction, is, never to turn aside in public affairs through views of private interest; but to go straight forward in doing what appears to me right at the time, leaving the consequences with Providence"

(To Mrs. James Mecom—London, December 30, 1770.)

"We must not in the course of publick life expect *immediate* approbation and *immediate grateful* acknowledgment of our services. But let us persevere thro' abuse and even injury. The internal satisfaction of a good conscience is always present, and time will do us justice in the minds of the people, even of those at present the most prejudic'd against us. . . ."

(To Joseph Galloway, London, December 2, 1772.)

"Having been from my youth more or less engag'd in publick affairs, it has often happened to me in the course of my life to be censured sharply for the part I took in them. Such censures I have generally passed over in silence, conceiving, when they were just, that I ought rather to amend than defend; and when they were undeserved, that a little time would justify me. Splashes of dirt thrown upon my character, I suffered while fresh to remain: I did not chuse to spread by endeavoring to remove them, but rely'd on the vulgar adage *that they would all rub off when they were dry. . . .*"

(From Tract Relative to the Affair of Hutchinson's Letters, 1774.)

"I will neither seek nor expect anything for myself; and, though I may perhaps not be able to obtain for the people what they wish and expect, no interest shall induce me to betray the trust they have reposed in me."

(To Mrs. Deborah Franklin, London, November 22, 1757.)

. . . On Religion

" . . . We have been assured, sir, in the Sacred Writings, that 'except the Lord build the House, they labour in vain that build it.' I firmly believe this: and I also believe, that, without His concurring aid, we shall succeed in this political building no better than the builders of Babel; we shall be divided by our partial, local interests, our projects will be confounded, and we ourselves shall become a reproach and a bye-word down to future ages."

(Motion for Prayers in the Convention—June 28, 1787.)

A Parable Against Persecution

And it came to pass after these things, that Abraham sat in the door of his tent, about the going down of the sun.

And behold a man, bent with age, coming from the way of the wilderness, leaning on a staff.

And Abraham arose and met him, and said unto him, "Turn in, I pray thee, and wash thy feet, and tarry all night, and thou shalt arise early in the morning, and go on thy way".

But the man said, "Nay, for I will abide under this tree".

And Abraham pressed him greatly; so he turned, and they went into the tent; and Abraham baked unleavened bread, and they did eat.

And when Abraham saw that the man blessed not God, he said unto him, "Wherefore dost thou not worship the most high God, Creator of heaven and earth?"

And the man answered and said, "I do not worship thy God, neither do I call upon his name; for I have made to myself a god, which abideth always in mine house, and provideth me with all things".

And Abraham's zeal was kindled against the man, and he arose and fell upon him, and drove him forth with blows into the wilderness.

And God called unto Abraham, saying, "Abraham, where is the stranger?"

And Abraham answered and said, "Lord, he would not worship thee, neither would he call upon thy name; therefore have I driven him out from before my face into the wilderness".

And God said, "Have I borne with him these hundred and ninety and eight years, and nourished him, and clothed him, notwithstanding his rebellion against me; and couldst not thou, who are thyself a sinner, bear with him one night?"

And Abraham said, "Let not the anger of the Lord wax hot against his servant; lo, I have sinned; lo, I have sinned; forgive me, I pray thee."

And Abraham arose, and went forth into the wilderness, and sought diligently for the man, and found him, and returned with him to the tent; and when he had entreated him kindly, he sent him away on the morrow with gifts.

And God spake again unto Abraham, saying, "For this thy sin shall thy seed be afflicted four hundred years in a strange land;

But for thy repentance will I deliver them; and they shall come forth with power, and with gladness of heart, and with much substance."

— • —

"Fear God, and your enemies will fear you."

— • —

"Many have quarrel'd about religion, that never practised it."

— • —

"Talking against religion is unchaining a tyger; The beast let loose may worry his deliverer."

— • —

"Sin is not hurtful because it is forbidden, but it is forbidden because it is hurtful."

"But Providence will bring about its own ends by its own means, and if it intends the downfall of a nation, that nation will be so blinded by its pride and other passions, as not to see its danger, or how its fall may be prevented."

— • —

"Providence seems by every means intent on making us a great people. May our virtues, public and private, grow with us, and be durable, that liberty, civil and religious, may be secured to posterity, and to all from every part of the Old World that take refuge among us."

... On Science

"... The rapid progress *true* science now makes, occasions my regretting sometimes that I was born so soon. It is impossible to imagine the height to which may be carried, in a thousand years, the power of man over matter. We may perhaps learn to deprive large masses of their gravity, and give them absolute levity, for the sake of easy transport. Agriculture may diminish its labour and double its produce; all diseases may by sure means be prevented or cured, not excepting even that of old age, and our lives lengthened at pleasure even beyond the antediluvian standard. O that moral science were in a fair way of improvement, that men would cease to be wolves to one another, and that human beings would at length learn what they now improperly call humanity."

(To Joseph Priestley—Passy, February 8, 1780.)

... On Success

"... I have no doubt but Mr. Hall will succeed well in what he undertakes. He is obliging, discreet, industrious, and honest; and where those qualities meet, things seldom go amis ..."

(To William Strahan—Philadelphia, February 12, 1744.)

... On Taxes

"Idleness and pride tax with a heavier hand than Kings and parliaments; if we can get rid of the former, we may easily bear the latter."

(To Charles Thomson—London, July 11, 1765.)

"In this world, nothing can be said to be certain except death and taxes."

(To Jean Baptiste Le Roy—Philadelphia, November 13, 1789.)

"When the government finds it necessary for the common benefit, advantage, and safety of the nation, for the security of our liberties, property, religion,

and every thing that is dear to us, that certain sums shall be yearly raised by taxes, duties, etc., and paid into the public treasury, thence to be dispens'd by government for those purposes; ought not every *honest man* freely and willingly to pay his just proportion of this necessary expense? Can he possibly preserve a right to that character, if, by any fraud, stratagem, or contrivance, he avoids that payment in whole or in part? . . . He will, perhaps, be ready to tell me, that he does not wrong his neighbors, he scorns the imputation: He only cheats the King a little, who is very able to bear it. This, however, is a mistake; the public treasure is a treasure of the nation, to be applied for national purposes."

(On Smuggling—London, 1767.)

"Friends and neighbors, the taxes are indeed very heavy, and if those laid on by the government were the only ones we had to pay, we might the more easily discharge them; but we have many others, and much more grievous to some of us. We are taxed twice as much by our *idleness*, three times as much by our *pride*, and four times as much by our *folly*; and from these taxes the commissioners cannot ease or deliver us by allowing an abatement. However, let us hearken to good advice, and something may be done for us. 'God helps them that help themselves'."

(The Way to Wealth—Autobiography.)

— • —

"There are no gains without pains."

— • —

" . . . Present inconveniences are, therefore, to be borne with fortitude, and better times expected."

— • —

. . . On Tolerance

"If an Indian injures me, does it follow that I may revenge that injury on all *Indians*? It is well known, that *Indians* are of different tribes, nations and languages, as well as the white people. In *Europe*, if the French, who are white people, should injure the *Dutch*, are they to revenge it on the *English*, because they too are white people? The only crime of these poor wretches seems to have been, that they had a reddish-brown skin, and black hair; and some people of that sort, it seems, had murdered some of our relations. If it be right to kill men for such a reason, then, should any man, with a freckled face and red hair, kill a wife or child of mine, it would be right for me to revenge it, by killing all the freckled red-haired men, women and children, I could afterwards anywhere meet with."

("A Narrative of the Late Massacres, in Lancaster County, of a Number of Indians, Friends of the Province."—1763)

"... when the natural weakness and imperfection of human understanding is considered, the unavoidable influence of education, custom, books, and company upon our ways of thinking, I imagine a man must have a good deal of vanity who believes, and a good deal of boldness who affirms, that all the doctrines he holds are true, and all he rejects are false. . . . I think opinions should be judged of by their influences and effects; and, if a man holds none that tend to make his less virtuous or more vicious, it may be concluded he holds none that are dangerous; which I hope is the case with me."

(Petition)

. . . *On Unity*

"Join or Die."

(First American cartoon, printed, probably drawn by Franklin, May 9, 1754.)

— • —

"We must indeed all hang together, or most assuredly we shall all hang separately."

(The Works of Franklin, Jared Sparks, Volume I, p. 408.)

. . . *On Virtue*

"Thus they that do good, not only do good themselves, but by their example are the occasion of much good being done by others. . . ."

(To Sir Alexander Dick—London, January 3, 1760.)

. . . *On War*

"... Dr. Priestley you tell me continues his experiments with success. We make daily great improvements in *natural*, there is one I wish to see in *moral* philosophy; the discovery of a plan, that would induce & oblige nations to settle their disputes without first cutting one another's throats. When will human reason be sufficiently improv'd to see the advantage of this! When will we be convinc'd that even successful wars at length become misfortunes to those who unjustly commenced them, & who triumph'd blindly in their success, not seeing all its consequences."

(To Richard Price—Passy, February 6, 1780.)

"Since the foolish part of mankind will make wars from time to time with each other, not having sense enough otherwise to settle their differences, it certainly becomes the wiser part, who cannot prevent those wars, to alleviate as much as possible the calamities attending them. . . ."

(To Edmund Burke, Passy, October 15, 1781.)

"After much occasion to consider the folly and mischiefs of a state of warfare, and the little or no advantage obtain'd even by those nations, who have conducted it with the most success, I have been apt to think, that there has never been, nor ever will be, any such thing as a *good* war, or a *bad* peace."

(To Jonathan Shipley—Passy, June 10, 1782.)

"Our Cause is the Cause of all Mankind, and we are fighting for their Liberty in defending our own. 'Tis a glorious task assign'd us by Providence; which has, I trust, given us Spirit and Virtue equal to it, and will at last crown it with Success."

(Letter to Samuel Cooper, Paris, May 1, 1777.)

. . . On the Way to Wealth

"Righteousness, or *justice*, is, undoubtedly of all the virtues, the surest foundation on which to create and establish a new state. But there are two nobler virtues, *industry* and *frugality*, which tend more to increase the wealth, power and grandeur of the community, than all the others without them."

(From Poor Richard Improved, 1765.)

"I experience, too, the truth of the observation, 'that after getting the first hundred pounds, it is more easy to get the second' money itself being of a prolific nature."

(Autobiography)

"I would not have you discouraged at the little dullness of business, which is only occasional. A close attention to your shop, and application to business, will always secure more than an equal share, because every competitor will not have those qualities. Some of them, therefore, must give way to you, and the constant growth of the country will increase the trade of all, that steadily stand ready for it. . . ."

(To Samuel Franklin—London, July 7, 1773.)

"Frugality is an enriching virtue; a virtue I never could acquire in myself; but I was once lucky enough to find it in a wife, who thereby became a fortune to me. . . ."

(To Miss Alexander—Passy, June 24, 1782.)

"Remember, that *time* is money. . . . Remember that *credit* is money. . . . Remember, that money is of the prolific, generating nature. . . . Remember, that six pounds a year is but a groat a day. . . . Remember this saying, *The good paymaster is lord of another man's purse*. He that is known to pay punctually and exactly to the time he promises, may at any time, and on any

occasion, raise all the money his friends can spare. . . . In short the way to wealth, if you desire it, is as plain as the way to market. It depends chiefly on two words, *industry* and *frugality*; that is, waste neither *time* nor *money*, but make the best use of both."

(Advice to a Young Tradesman—1748.)

"Spare and have is better than spend and crave."

— • —

"Laziness travels so slowly that poverty soon overtakes him."

— • —

"Diligence overcomes difficulties, sloth makes them."

— • —

"The busy man has few idle visitors; to the boiling pot, the flies come not."

— • —

"Lost time is never found again."

— • —

"Idleness is the greatest prodigality."

— • —

"Industry pays debts, despair increases them."

— • —

"Pay what you owe, and you'll know what is your own."

Maxims on Character and Life

"Fear to do ill, and you need fear nought else."

— • —

"A wise man will desire no more than what he may get justly, use soberly, distribute cheerfully and leave contentedly."

— • —

"Virtue may not always make a face handsome, but vice will certainly make it ugly."

— • —

"Glass, china, and reputation, are easily crack'd, and never well mended."

— • —

"What is serving God? 'Tis doing good to man."

— • —

"God helps them that help themselves."

"Pain wastes the body; pleasures the understanding."

— • —

"Deny self for self's sake."

— • —

"Sin is not hurtful because it is forbidden, but it is forbidden because it is hurtful."

— • —

"If thou injurest conscience, it will have its revenge on thee."

— • —

"A good example is the best sermon."

— • —

"Well done is better than well said."

— • —

"Words may shew a man's wit, but actions his meaning."

— • —

"It is better to take many injuries than to give one."

— • —

"He that cannot obey, cannot command."

— • —

"Make no expense but to do good to others or yourself, i.e., waste nothing."

— • —

"Are you angry when others disappoint you? Remember you cannot depend upon yourself."

— • —

"Search others for their virtues, thyself for thy vices."

— • —

"Hast thou virtue?—acquire also the graces and beauties of virtue."

— • —

"He is ill clothed that is bare of virtue."

— • —

"After crosses and losses, men grow humble, and wiser."

— • —

"Wish not so much to live long, as to live well."

— • —

"Innocence is its own defence."

— • —

"What maintains one Vice would bring up two Children."

"There's more old drunkards than old doctors."

— • —

"The rotten apple spoils his companions."

— • —

"Avarice and happiness never saw each other, how then should they become acquainted?"

— • —

"The Second vice is lying; the first is running into Debt."

— • —

"Old boys have their playthings as well as young ones; the difference is only in the price."

— • —

"There are no gains without pains."

— • —

"'Tis hard for an empty Bag to stand upright."

— • —

"Want of care does us more damage than want of knowledge."

— • —

"A little neglect may breed great mischief."

— • —

"Look before, or you'll find yourself behind."

— • —

"He that is secure is not safe."

— • —

"A countryman between two lawyers is like a fish between two cats."

— • —

"Laws like cobwebs, catch small flies,
Great ones break through before your eyes."

— • —

"He's the best physician that knows the worthlessness of the most medicines."

— • —

"He's a fool that makes his doctor his heir."

— • —

"The ancients tell us what is best; but we must learn from the moderns what is fittest."

"We are not so sensible of the greatest health as of the least sickness."

— • —

"Would you live with ease, do what you ought, and not what you please."

— • —

"Drink water, put the money in your pocket, and leave the dry-bellyache in the punch-bowl."

— • —

"If you ride a horse, sit close and tight,
If you ride a man, sit easy and light."

— • —

"Three may keep a secret, if two of them are dead."

— • —

"If you would keep your secret from an enemy, tell it not to a friend."

— • —

"Do good to thy friend to keep him, to thy enemy to gain him."

— • —

"Hear no ill of a friend, nor speak any of an enemy."

— • —

"If you would be reveng'd of your enemy, govern yourself."

— • —

"There is no little enemy."

— • —

"The same man cannot be both friend and flatterer."

— • —

"Approve not of him who commends all you say."

— • —

"An honest man will receive neither money nor praise that is not his due."

— • —

"Eat to please thyself, but dress to please others."

— • —

"Men and melons are hard to know."

— • —

"He that falls in love with himself will have no rivals."

— • —

"An old young man will be a young old man."

"Would you persuade, speak of interest, not of reason."

— • —

"Half the Truth is often a great Lie."

— • —

"A lie stands on one leg, truth on two."

— • —

"Good sense is a thing all need, few have, and none think they want."

— • —

"If you would not be forgotten, as soon as you are dead and rotten, either write things worth reading, or do things worth the writing."

— • —

"Proclaim not all thou knowest, all thou owest, all thou hast, nor all thou canst."

— • —

"Write with the learned, pronounce with the vulgar."

— • —

"A learned blockhead is a greater blockhead than an ignorant one."

— • —

"The learned fool writes his Nonsense in better language than the unlearned, but still 'tis Nonsense."

— • —

"Learn of the skillful; he that teaches himself hath a fool for a master."

— • —

"A word to the Wise is enough . . . many words won't fill a Bushel."

— • —

"You may talk too much on the best of subjects."

— • —

"He that speaks much, is much mistaken."

— • —

"It is ill manners to silence a Fool, and Cruelty to let him go on."

— • —

"Tricks and treachery are the practice of fools that have not wit enough to be honest."

— • —

"The family of fools is ancient."

"Being ignorant is not so much a shame as being unwilling to learn."

— • —

"He is no clown that drives the plow, but he that doth clownish things."

— • —

"The heart of the fool is in his mouth, but the mouth of the wise man is in his heart."

— • —

"Fools make feasts, and wise men eat them."

— • —

"As charms are nonsense, nonsense is a charm."

— • —

"The most exquisite folly is made of wisdom spun too fine."

— • —

"The first Mistake in public Business is the going into it."

— • —

"He that riseth late must trot all day."

— • —

"Eat to live, and not live to eat."

— • —

"To lengthen thy life, lessen thy meals."

— • —

"He that drinks fast, pays slow."

— • —

"He that lieth down with dogs, shall rise up with fleas."

— • —

"The sleeping Fox catches no Poultry."

— • —

"Many foxes grow gray, but few grow good."

— • —

"There was never a good knife made of bad steel."

— • —

"Handle your Tools without Mittens; remember that the Cat in Gloves catches no Mice."

— • —

"What's proper is becoming. See the blacksmith with his white silk apron."

"There will be sleeping enough in the Grave."

— • —

"By diligence and patience, the mouse bit in two the cable."

— • —

"Love, cough, and a smoke, can't well be hid."

— • —

"The worst wheel of the cart makes the most noise."

— • —

"Now that I have a sheep and a cow, everybody bids me good-morrow."

— • —

"Do not do that which you would not have known."

— • —

"He that can have patience can have what he will."

— • —

"Hope of gain lessens pain."

— • —

"Lost time is never found again; and what we call Time enough, always proves little enough."

— • —

"Have you somewhat to do Tomorrow, do it Today."

— • —

"One Today is worth two Tomorrows."

— • —

"Employ thy Time well, if thou meanest to gain Leisure; and, since thou art not sure of a Minute, throw not away an Hour."

— • —

"We may make these Times better, if we bestir ourselves."

— • —

"Be ashamed to catch yourself idle."

— • —

"Trouble springs from Idleness, and grievous Toil from needless Ease."

— • —

"But dost thou love Life, then do not squander Time, for that's the stuff Life is made of."

"If Time be of all Things the most precious, wasting Time must be the greatest Prodigality."

— • —

"Waste neither time nor money, but make the best use of both."

— • —

"Remember that *time* is money." *Advice to a young tradesman.*

— • —

"You may delay, but Time will not."

— • —

"Early to bed and early to rise, makes a man healthy, wealthy and wise."

— • —

"For Age and Want, save while you may;
No Morning Sun lasts a whole Day."

— • —

"All would live long, but none would be old."

— • —

"Time is an herb that cures all diseases."

— • —

"Happy's the wooing that's not long a doing."

— • —

"He that takes a wife takes care."

— • —

"Keep your eyes wide open before marriage, half shut afterwards."

— • —

"Where there's marriage without love, there will be love without marriage."

— • —

"A little house well filled, a little farm well tilled, and a little wife well willed, are great riches."

— • —

"A home without a woman and firelight, is like a body without soul or sprite."

— • —

"Grace thou thy house, and let not that grace thee."

— • —

"Light-heeled mothers make leaden-heeled daughters."

"Marry your son when you will, but your daughter when you can."

— • —

"Mary's mouth costs her nothing, for she never opens it but at others' expence."

— • —

"Half hospitality opens his door and shuts up his countenance."

— • —

"If you would have guests merry with cheer, be so yourself, or so at least appear."

— • —

"Let thy maid servant be faithful, strong, and homely."

— • —

"Bad commentators spoil the best of books
So God sends meat (they say) the devil cooks."

— • —

"Beware of thinking all your own that you possess, and of living accordingly. It is a mistake that many people who have credit fall into. To prevent this, keep an exact account for some time, both of your expenses and your income. If you take the pains at first to mention particulars, it will have this good effect: you will discover how wonderfully small, trifling expenses mount up to large sums, and will discern what might have been, and may for the future be saved, without occasioning any great inconvenience."

— • —

Young Tradesman

"He that pays ready money, might let that money out to use; so that he that possesses anything he has bought, pays interest for the use of it. Consider then when you are tempted to buy unnecessary household stuff, or any superfluous thing, whether you be willing to pay interest, and interest upon interest for it as long as you live; and more if it grows worse by using."

— • —

Poor Richard: 1737

"When you incline to have new cloaths, look first well over the old ones, and see if you cannot shift with them another year, either by scouring, mending, or even patching if necessary. Remember a patch on your coat, and money in your pocket, is better and more creditable than a writ on your back, and no money to take it off."

— • —

"He that is of opinion money will do everything may well be suspected of doing everything for money."

— • —

"Having been poor is no shame, but being ashamed of it is."

"All things are cheap to the saving, dear to the wasteful."

— • —

"Necessity never made a good bargain."

— • —

"Buy what thou hast no Need of, and ere long thou shalt sell thy Necessaries."

— • —

"'Tis against some men's principle to pay interest, and seems against others' interest to pay the principal."

— • —

"Wealth is not his that has it, but his that enjoys it."

— • —

"He does not possess wealth, it possesses him."

— • —

"If you'd be wealthy, think of saving, more than of getting."

— • —

"Sloth makes all Things difficult, but Industry all easy."

— • —

"A penny saved is a penny got."

— • —

"Beware of little Expences; a small Leak will sink a great Ship."

— • —

"Get what you can, and what you get hold;

"Tis the Stone that will turn all your lead into Gold."

— • —

"If you know how to spend less than you get, you have the philosopher's stone."



for the Promotion of the Mechanic Arts

PAPER BY HAMILTON

TWO IMMORTALS

Wolfgang Amadeus Mozart—200th Anniversary—1956

Benjamin Franklin—250th Anniversary—1956



This tribute to two great men, born in different countries yet linked together forever in history, is published by the CARL SCHURZ MEMORIAL FOUNDATION in memory of the shared ideals and enduring friendships between the Austro-Germanic and Anglo-American peoples. Distributed in cooperation with the 250th ANNIVERSARY COMMITTEE of THE FRANKLIN INSTITUTE.

THE FRANKLIN INSTITUTE

BENJAMIN FRANKLIN PARKWAY AT TWENTIETH

LOCUST 4-3600

PHILADELPHIA 3, PENNA.

Two Immortals

by HORACE W. ERWIN

In 1956 America and the Western World will celebrate the anniversaries of two great men of the 18th Century. One of them, the composer Wolfgang Amadeus Mozart, was born at Salzburg, Austria, Jan. 27, 1756. The other, considered by many the world's most honored American, was Benjamin Franklin, born at Boston, Jan. 17, 1706.

Mozart and Franklin were born fifty years apart but they were 'contemporary' in many respects, living out the second half of the Century and sharing the ideals of equality and liberty that were taking root then. Mozart in his 35 years, and Franklin in his 84, played immense parts on stages that took the gifted actors beyond national horizons to fame and immortality.

Mozart's fame came to him quickly as a child prodigy and composer. Franklin gradually achieved rank in many fields—as printer, scientist, inventor, scholar, writer, champion of rights and—what is not generally known—musician. It was Franklin's activities in music that caused his name to be linked with Mozart's, for all time.

From early youth Franklin showed interest in music. He played the violin, harp, cello and guitar and had outspoken views on what distinguished good music from bad. When he was American Minister to France he shared in many a musical evening in mansions of the fashionable in Passy, a suburb of Paris. In 1745 a string quartet bearing the name of Benjamin Franklin was brought to light in the Paris Conservatory.

Franklin made such a success of printing, and of his *Pennsylvania Gazette* and *Poor Richard* that he was in a position to retire from business early in life. In fact success in what he set out to do was so much a trademark that the Pennsylvania Assembly sent him to England as envoy on a confidential mission. He arrived already well known as the great man who had snatched lightning from the heavens, and as inventor of the lightning rod.

In England he first became familiar with the Musical Glasses. They were glasses filled with water in varying amount, to give them different pitch. When tapped they sounded notes. When moistened fingers caressed the rims sweet, ethereal tones were given out.

Franklin was intrigued and his practical mind blueprinted improvement. He set to work and had 37 glasses, ranging from small to large, mounted side-wise on a spindle, one glass overlapping the next. The foot worked a treadle to rotate the spindle and the performer, sitting at a bench, played moistened fingers over the turning rims.

Franklin called it the Armonica and it was advertised as a complete instrument "capable of a thorough bass and never out of tune." It soon became known as the "harmonica," the glassy-chord and, in Germany, the "glass harmonica."

It crossed the Atlantic to America and charmed audiences in New York, Philadelphia, Charleston. Reproductions were made and sold. Franklin gave an Armonica to Marianne Davies, an English performer who played it on tours in England and on the Continent. She gave concerts in Vienna and taught the instrument. One of her pupils was Marie Antoinette who, years later as wife of the French king Louis XVI, was to end her career at the guillotine.

In Vienna the celestial instrument created by the "celebrated Dr. Franklin" caused a stir. Leopold Mozart, the composer's father, met Marianne, played her Armonica and wrote in a letter that "Wolfgang too has played it." Mozart had been a boy of five or six when Franklin built the Armonica. Now, hearing it for the first time, he was a seasoned artist and composer, though still only in his teens.

Twenty years passed and Mozart, in his mid-thirties, was at the peak of his glory. Vienna of 1791 was the musical capital of the world and beckoned to musicians like a lilting melody. To Vienna came another player of the glass Armonica, a German namesake of Marianne Davies, a blind performer called Marianna Kirchgessner. She had been sightless since four and had developed wondrous skill on the Armonica.

Mozart was in Vienna. He heard her concerts and, deeply moved, said he wanted to write music for the instrument. He composed his Adagio and Rondo (K. 617), a quintet scored for Glass "Harmonica," Flute, Oboe, Viola and Cello. He also wrote a smaller piece, an Adagio for "Harmonica" solo. Marianna played both of these and they became part of her repertoire. Thus Mozart carved his initials, so to speak, in Franklin's instrument.

The same year, 1791, ailing though only 35, Mozart died. Franklin, lover of music, never heard the music Mozart composed for the Armonica. The year before, in 1790, the American patriarch, rich in achievement and honor, had lain ill a long while and then had died, in his daughter's home in Philadelphia.

LIFE OF BENJAMIN FRANKLIN

YEAR BY YEAR . . . 1706-1790



DISTRIBUTED BY THE NATIONAL FRANKLIN COMMITTEE

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BENJAMIN FRANKLIN PARKWAY AT TWENTIETH

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Life of Benjamin Franklin Year by Year

1706-1790

- 1706- Born on Sunday, January 17th (new calendar) on Milk Street, Boston, eighth of the ten children of Josiah and Abiah Franklin. Baptized that day in the Old South Church.
- 1714-1717 After two years of school, he was set to work at ten years by his father, a seller of soap and candles, "cutting wick for candles, filling the dipping mold and the mold for cast candles."
- 1718-1723 Apprenticed as a printer to his brother, James; saved his money to buy books and used his spare time to study them; wrote anonymously for the *New England Courant* under the name of Silence Dogood. Named publisher when his brother was jailed for criticizing the authorities.
- 1723-1724 After a difference with his brother, left Boston and arrived in Philadelphia on an October Sunday morning, his whole stock of cash consisting of a "Dutch dollar"; obtained employment at Samuel Keimer's printing house; met his future wife, Deborah Read, while walking along the street from the dock eating a roll.
- 1724-1725 Went to London to purchase equipment, lured by the promises of Governor Keith to set him up in the printing business in Philadelphia. When these were not fulfilled, found work with a then famous printing house, Palmer's and later Watts. He was nearly persuaded to become a swimming teacher, but a Quaker merchant then in London persuaded him to return to Philadelphia as his clerk.
- 1726-1727 Returned to Philadelphia and the Quaker merchant dying soon after, he went to work for Samuel Keimer, the printer, where he "contrived a mould, there being no letter-founder in America, struck the matrices in lead, engrav'd several things on occasion, made the ink, was warehouseman, and everything."
Wanting to be active in the public welfare, and having neither

wealth nor influence, he organized *the Junto*, a group of ten friends who met every Friday evening at a tavern where they debated on morals, politics, natural philosophy, science. This convivial and philosophical *Junto*, which later grew into the *American Philosophical Society*, was kept alive by Franklin for 30 years.

- 1728-1731 Entered the printing business in partnership with Hugh Meredith who, in 1730, left Franklin the sole owner of the business. Married Deborah Read on September 1, 1730, who "proved a good and faithful helpmate, assisted me much by attending the shop; we throve together, and have ever mutually endeavor'd to make each other happy." Issued the first edition of the *Pennsylvania Gazette* which he published until 1765. Founded the first subscription library in North America with 23 books and 50 members, who promised to pay ten shillings a year.
- 1732- This year saw the publication of the first issue (for 1733) of POOR RICHARD'S ALMANACK which continued for about 25 years. "I endeavour'd to make it both entertaining and useful, and it accordingly came to be in such demand, that I reap'd considerable profit from it, vending annually near ten thousand." Poor Richard has been translated into 12 languages, with 75 editions printed in English. In this year, too, he published the first foreign-language newspaper in America, the "*Philadelphische Zeitung*," a "newspaper in High Dutch."
- 1733-1745 Established branches of his printing business in Charleston, S. C., and New York City; appointed to his first public office, clerk of the General Assembly of Pennsylvania; invented the Franklin stove which is still in use today. In 1737 he "accepted readily" the appointment as Deputy Postmaster of Philadelphia.
- 1746-1747 Began his first experiments in electricity. "For my own part, I never was before engaged in any study that so totally engrossed my attention and my time as this has lately done; . . . if there is not other use discover'd of electricity, this, however, is something considerable, that it may help to make a vain man humble." Organized the "Associators," volunteer guards to protect the City of Philadelphia against French and Spanish privateers. The group later became known as Philadelphia's own 111th Infantry.

- 1748- Retired from active business to continue electrical experiments, and for a career of public service lasting for forty years to his death at the age of 84.
- 1849- Published "*Proposals Relating to the Education of Youth in Pennsylvania*;" helped to found the Pennsylvania Academy which later became the University of Pennsylvania.
- 1750-1751 Elected to Pennsylvania Assembly to which he was re-elected annually for fourteen years; commissioned to draw up a treaty with the Indians; helped to found the Pennsylvania Hospital, America's first charity hospital. When the cornerstone of this "convenient and handsome" building was laid, it had an inscription written by Franklin.

In the year of CHRIST
MDCCLV
GEORGE the second happily reigning
(for he sought the happiness of his people)
PHILADELPHIA flourishing
(for its inhabitants were publick spirited)
This Building
By the bounty of the Government,
And of many private persons,
Was piously founded
For the relief of the sick and miserable,
May the God of Mercies
Bless the Undertaking.

- 1752-1754 Established the first fire insurance company in America; flew his famous electrical kite; awarded the Copley gold medal by the Royal Society (of London) in 1753; awarded degree of Master of Arts by Yale and Harvard Universities in 1753; appointed Deputy Postmaster General. Wrote a plan for a union of the colonies for security and defense. It was then he published what appears to be the first

American cartoon—a drawing of a snake in eight pieces marked with the initials of New England, New York, New Jersey, Pennsylvania, Maryland, Virginia, North Carolina, South Carolina, footed by the caption, "Join or Die." The plan, presented to the Congress in Albany, was not adopted.

- 1755–1756 Drafted the Militia Act "for the better ordering and regulating such as are willing and desirous to be united for military purposes within the province of Pennsylvania;" introduced street cleaning, lighting and paving in Philadelphia. Awarded degree of Master of Arts by William and Mary College in 1756.
- 1757–1762 To England to win from the King a ruling that all property in the province should be taxed, not excepting that owned by the proprietary families. Franklin won. Received LL.D. degree from University of St. Andrews in 1759.
- 1762–1764 Returned to Philadelphia, and the following year inspected post offices and post routes in the provinces—"when our plan is executed between Boston and N. Y., letters may be sent and answers received in four days, which before took a fortnight." Again sent to England on behalf of the Pennsylvania colony. Received D.C.L. degree from Oxford University in 1762.
- 1765–1766 Opposed passage of Stamp Act—"depend upon it—I took every step in my power to prevent the passing of the stamp act." Quizzed in the House of Commons on the effects of the Stamp Act, where his arguments led to the repeal of the Act.
- 1767–1770 Presented to the King of France; appointed by Georgia, New Jersey, and Massachusetts as agent in England for those colonies—"In my opinion, they (agents of the colonies) have at all times been of full as much service to government here (in London) as to the colonies whence they come and might still be so, if properly attended to, in preventing, by their better information, those disgraceful blunders of government, that arise from its ignorance of our situation."

- 1771-1772 Still in England where he began writing his famous "Autobiography"; reported on lightning conductors for the Royal Society of London; offered to pay for the tea destroyed at Boston out of his personal funds; presented the petition of the First Continental Congress to the King.
- 1774- Mrs. Benjamin Franklin died, December 19.
- 1775- Returned to Philadelphia, was elected to Second Continental Congress and served on almost every important committee. Proposed in Congress "Articles of Confederation and Perpetual Union for the Colonies—The said United Colonies hereby severally entered into a firm league of Friendship with each other, binding themselves and their posterity, for defence against their enemies, for the security of their liberties and properties, the safety of their persons and families, and their mutual general welfare." Unanimously elected Postmaster General by Congress; appointed to a committee to confer with General Washington on army plans; worked on a Committee of Congress to correspond with friends of America throughout the world.
- 1776-1778 Appointed to a committee to draft a Declaration of Independence; appointed by Congress a commissioner to obtain aid from France; before leaving loaned personal funds to Congress; obtained a loan of 3,000,000 livres from France to finance American troops, and sent military officers—The Marquis de Lafayette, the Baron de Steuben, to lead and train them; successfully negotiated a treaty of alliance and a commercial treaty with France;—"The great Principle in both treaties is a perfect Equality and Reciprocity; no advantages being demanded by France, or privileges in commerce, which the states may not grant to any and every other nation."
- 1779-1781 Asked to be relieved as Minister to France because of poor health but requested by Congress to stay until peace; appointed by Congress one of the commissioners to negotiate a peace with Great Britain.—"I have never known a peace made, even the most advantageous, that was not censured as inadequate and the makers condemned as injudicious or corrupt. 'Blessed are the peacemakers' is, I suppose, to be understood in the other world; for in this they are frequently cursed. Being as yet rather too much attached to this

world, I had therefore no ambition to be concerned in fabricating this peace. . . . I esteem it, however, as an honour."

- 1782- Obtained a further loan of 6,000,000 livres from France, together with the clearest and most positive assurances, that it was "all the King could spare us. . . ." He again requested Congress to retire him—"I am now entering on my 78th year; . . . I wish now to be, for the little time I have left, my own master;" negotiated a preliminary treaty of peace with Great Britain.
- 1783-1784 Negotiated a treaty of commerce with Sweden and one with Prussia; wrote detailed accounts of Montgolfier's first balloon experiments—"It is supposed that not less than 50,000 people were assembled to see the experiment;" . . . investigated Mesmer's theory of animal magnetism.
- 1785- While at sea returning from Europe to America, he wrote a comprehensive paper on maritime observations and one on the causes and cure of smoky chimneys.
- 1785-1786 Arrived at Philadelphia, September 13—"The affectionate welcome I met with from my fellow citizens was far beyond my expectation." Elected President of Pennsylvania; invented an instrument for taking down books from high shelves, now in use by grocers.
- 1787- Chosen delegate from Pennsylvania to the Philadelphia Convention which framed the Constitution of the United States.
"I confess that there are several parts of this Constitution which I do not at present approve, but I am not sure that I shall never approve them. For having lived long (he was then eighty-two), I have experienced many instances of being obliged, by better information or fuller consideration, to change opinions, even on important subjects, which I once thought right, but found to be otherwise. It is, therefore, that the older I grow the more apt I am to doubt my own judgment, and to pay attention to the judgment of others. . . . I doubt too whether any other convention we can obtain may be able to make a better constitution; *for when you assemble a number of men to have the advantage of their joint wisdom, you inevitably assemble with those men all their prejudices, their pas-*

sions, their errors of opinion, their local interests, and their selfish views. From such an assembly, can a perfect production be expected?" . . . "It therefore astonished me, Sir, to find this system approaching so near to perfection as it does." . . . "Thus I consent, Sir, to this Constitution because I expect no better, and because I am not sure that it is not the best. . . ." Following the speech the Constitution was signed.

1789- Wrote last public paper, "An address to the public, from the Pennsylvania Society for Promoting the Abolition of Slavery, and the Relief of Free Negroes unlawfully held in Bondage." As president of the Abolition Society, Franklin signed a memorial to Congress asking for the discouragement of slave trade.

1790- Wrote his last letter to Thomas Jefferson.
Died in the evening of April 17.



for the Promotion of the Mechanic Arts

PAPER BY HAMILTON

BENJAMIN FRANKLIN

AND FREEDOM OF SPEECH, THE PRESS, RELIGION AND OPPORTUNITY



DISTRIBUTED BY THE NATIONAL FRANKLIN COMMITTEE

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BENJAMIN FRANKLIN PARKWAY AT TWENTIETH

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PHILADELPHIA 3, PENNA.

Benjamin Franklin: and Freedom of Speech, the Press, Religion and Opportunity

Benjamin Franklin believed that an essential service of man to his fellow man was the free communication of ideas. Without such communication, he felt, there could be no spread of wisdom, no elevation of man, no real freedom and no ultimate universal peace.

The preservation of this freedom was the central objective of Franklin's life. It never could be taken for granted. His first public act, at the age of 16, was to start fighting for freedom of speech and the press. His last public act, just before he died at 84, was an appeal for the emancipation of slaves, employment for freed Negroes and education of slave children.

In between these years, like a bright thread through all his varied activities, runs this great crusade for freedom of speech, freedom of the press, freedom in the exchange of scientific ideas—freedom of religion, education, private enterprise and opportunity, regardless of race, color, creed or class.

Action—Not Just Words

Because he was, above all else a practical man, Franklin backed his beliefs with *action*—not just words.

His first step for the freedoms he believed in was with the *New England Courant*. His brother James, the publisher, was thrown into jail for criticizing the British authorities in Boston. Young Benjamin, the apprentice, was named "Publisher" in a successful effort to save the paper.

With rare courage, he wrote under the pen name "Silence Dogood," expressing his sentiments by quoting the following extract from the *London Journal*:

"Without freedom of thought, there can be no such thing as wisdom; and no such thing as public liberty without freedom of speech; which is the right of every man. . . . Whoever would overthrow the liberty of a nation must begin by subduing the freedom of speech. . . ."

In another Dogood article, written while only 16, Franklin made this pledge; "I am . . . a mortal enemy of arbitrary government and unlimited power. . . . I now take up a resolution to do for the future all that lies in my way for the service of my country men. . . ."

Poured a Flood of Light Over the World

Thus started the great crusade which Mirabeau said "poured a flood of light over all Europe . . . restrained alike thunderbolts and tyrants. . . ." and contributed to extending the rights of man over the whole earth.

Franklin believed that the Press had a great responsibility in maintaining these freedoms. He wrote, "The conductor of a newspaper should, methinks, consider himself as in some degree, the guardian of his country's reputation. . . ."

Knowing that even a little let-down might lead to growing censorship, he wrote one of his greatest appeals ("*An Apology for Printers*") over the criticism of what had been said in a 5 shilling advertisement. In this enlightened appeal, Franklin first explained that "printers are educated in the belief that when men differ in opinion, both sides ought equally to have the advantage of being heard by the public; and that when truth and error have fair play, the former is always an overmatch for the latter."

He closed the *Apology* with these stirring words:

"I consider the Variety of Humors among Men and despair of pleasing every Body: yet I shall not therefore leave off printing. I shall continue my business. I shall not burn my Press and melt my Letters."

Won the Support of the Public

Under the name *Poor Richard*, his frankness and courage appealed to the independent spirit of the Colonies. His *Pennsylvania Gazette* soon achieved the largest circulation and advertising volume of any paper in America. The famous *Poor Richard Almanack* and other *Gazettes* which he helped to sponsor in New York, Connecticut, Rhode Island, South Carolina and Antigua, were all successful. He was able to retire at 42 and devote the rest of his life to science and to the service he had pledged for his country.

One of the first and most important of these services was his successful mission to London to win repeal of the hated Stamp Tax. This tax, passed by Parliament in 1765, provided for a stamp duty on documents, books, newsprint and other items. It threatened the entire existence of the Free Press. Newspapers appeared with mourning borders, skull and crossbones.

A number did cease publishing—just as a similar tax had held back the greatest development of newspapers in England and in Massachusetts.

Benjamin Franklin appeared before the House of Commons to oppose this tax. He was joined by Pitt and Burke. Repeal was won and the Press made free to start its miraculous growth and service to the people.

Religion, Education and Science

That was only one phase of the long crusade for Freedoms so dearly prized today.

Stung by the prejudices that still existed against Jews and Catholics in a land partly settled by fugitives from other religious persecution, the Presbyterian Franklin recommended to the Pope, when the Church of England would not delegate authority to an American (rebel) divine, the appointment of his friend, John Carroll, to be the first Catholic Bishop in America. His name headed the list of donors to the Congregation Mikveh Israel in 1788.

When Whitfield, the evangelist, came to Philadelphia, and the regular clergy refused to grant him permission to use their pulpits, Franklin lent his aid to buying ground and building a house "Expressly for the use of any preacher of any religious persuasion who might desire to say something to the people. . . ." "So that even if the Mufti of Constantinople were to send a missionary to preach Mohammedanism to us, he would find a pulpit at his service."

One of the most brilliant of his crusades was in the field of education. Seeing the unfairness of the domination by family and wealth of the colleges of his day, Franklin proposed a new kind of school (that later became the University of Pennsylvania). In these "Proposals" he recommended teaching "those things that are most useful as well as most ornamental." He advocated education for everyone in his chosen field, regardless of wealth, family or position. He even proposed practical education for women—one of the most revolutionary thoughts of his time (which The Franklin Institute helped to realize later through the establishment of a School of Design for Women).

Exchange of Scientific Thought

Franklin was equally insistent that the exchange of scientific thought must be kept free from prejudice and persecution. In a remarkable letter on the theory of light waves from the sun, he wrote to Cadwallader Colden (April 23, 1752):

"It is well we are not, as poor Galileo was, subject to the Inquisition for philosophical heresy. My whispers . . . would be dangerous; but your writing and printing would be highly criminal. As it is, you must expect some censure. . . ."

Even then he resented the attempts of some scientists to hide their thoughts in a jargon of big words that were little understood by the public. In presenting his theory of water spouts and whirlwinds, to John Perkins—1753, he said:

"If my hypothesis is not the truth it is at least as naked. For I have not with some of our learned moderns, disguis'd my non-

sense in Greek, clothed it in algebra or adorned it with fluxions.
You have it in *puris naturabilis*.

Open and Free Diplomatic Communications

Part of Franklin's great success as a diplomat came from the fact that he followed the same principles of free and open communications in international relations.

In an age when diplomatic conversations were highly secret, heavily censored and almost never conducted in public, Franklin spoke openly to the press and to the people. John Adams said of his mission in France:

"...there (is) scarcely a peasant or a citizen, a *valet de chambre*, coachman or footman, a lady's chambermaid or a scullion in the kitchen who . . . (does) not consider him as a friend to human kind . . . they (seem) to think he (is) to restore the golden age."

Franklin's sincere belief in the wisdom of informing the public freely and frankly, was strikingly illustrated in the founding of America's first public hospital.

Dr. Thomas Bond, who conceived the idea, had tried and failed to raise the money. He came to Benjamin Franklin, as many did in those days. Franklin tells the story of success in his *Autobiography*:

"Previously to the solicitation, I endeavored to prepare the minds of the people by writing on the subject in the newspapers, which was my usual custom in such cases, but which he (Dr. Bond) had omitted."

"All Men Are Created Equal"

The great French Ambassador, Jules Jusserand, said of Benjamin Franklin: "He taught us something we shall never forget . . . that no man should have a better chance in this world because he happened to be born in some certain caste or class."

Franklin taught that successfully because he believed passionately in the right of every individual to think, speak, write and work as he wished, so long as he did not harm others. It was natural that he should have taken part in the creation and passage of those two great Documents (The Declaration of Independence and The Constitution) which defined those freedoms for a startled world to see—to fear—and then endorse.

In the last speech of his life, before the Constitutional Convention, Franklin said, "Most men, indeed, as well as most sects in religion think themselves in possession of all truth. . . . But though many private persons think almost as highly of their infallibility as of that of their sect, few express it so naturally as a certain French lady who in a dispute with her sister said: "I don't know how it happens, sister, but I meet with nobody but myself that's always in the right."

And a year before he died, when the French revolutionary movement had started, he wrote, "God grant that not only the love of liberty but a thorough knowledge of the rights of man may pervade all the nations of the earth so that a philosopher may set his foot anywhere in its surface and say: This is my country."



for the Promotion of the Mechanic Arts

PAPER BY HAMILTON