

# Franklin Gazette

Volume 15, Number 4, Winter 2005

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Visit: [www.benfranklin2006.org](http://www.benfranklin2006.org)

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"Readers farewell, all Happiness attend thee; May each New-Year, better and richer find thee." *Poor Richard*, December 1749.

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## Message From the President

By Roy E. Goodman

The 250th anniversary of the birth of Benjamin Franklin in 1956, witnessed more than 1000 societies, associations and institutions in 72 countries taking part in a myriad of activities honoring our patron. This celebration reached over half a billion people, and launched an exchange of ideas unlike any earlier Franklin event.

The International Benjamin Franklin Society, founded in 1923, was an active organization in the 1956 anniversary. The primary purpose of the group was to perpetuate the fame of Franklin, and of course included many businessmen, scientists, editors and publishers. The last traces in print of the group appear in 1961, with the awarding of a gold medal to Professor Leonard W. Labaree, Editor-in-Chief of the Papers of Benjamin Franklin. Labaree is praised for bringing to the world the writings of so great a man as Ben.

Our "Friends" now carry the Franklin torch, and for almost 20 years have assumed the preeminent role of making Franklin accessible to the general public. Yet, as the Franklin Institute's 1956 volume, *Benjamin Franklin's Unfinished Business* notes, "the truly great philosophers carry no date in time. They are dated by the way the world reacts to them."



Cochin, "Benjamin Franklin" after Cochin fur cap portrait. Courtesy of the American Philosophical Society.

As the 300th anniversary approaches, we read in the *Gazette* of our Friends contributing in numerous ways to the Franklin legacy. The spectacular traveling exhibition "Benjamin Franklin: in Search of a Better World" premiered in Philadelphia on December 15. Organizers of the show, lenders to the exhibit, and authors of the accompanying volume of essays include members of the Friends. However, the Papers of Benjamin Franklin and its editorial staff, past and present, serve as the foundation for all things Franklin.

Through the web and 21st century technology, Franklin's belief in freedom of speech, of religion, of liberty for the individual, and of making knowledge and information accessible through an unfettered media will resonate throughout the world. Just imagine what's in store for 2056!

### Celebration! Honors Two Friends

Celebration! Benjamin Franklin, Founder honors two FOF members this year, Claude-Anne Lopez and B. Franklin Reinauer II at its annual luncheon on Franklin's birthday, January 17, 2006. Join the procession to his grave, attend the luncheon or both. Contact: Carol W. Smith [cwsmith@verizon.net](mailto:cwsmith@verizon.net) for more information

## Franklin Gazette

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March, June, September and December. Newsletter submissions are encouraged. Deadlines are the 15th of the month preceding publication. Submissions by e-mail or computer disks (text-only format) are preferred.

## Meet Your Board Members!

**Noah Katz** is an avid Benjamin Franklin collector. His primary interest is 18th century books and art, all relating to Franklin. Along with his brother Daniel, and father Sydney, Noah owns and operates 13 Foodtown supermarkets in the Tri-State New York Metropolitan region. He has worked in the family business since he was a teenager. Noah's greatest strength at Foodtown is working closely with all the associates in an effort to make sure they are happy, doing well, moving up, and taking advantage of any and all opportunities they may have. He is the "People Person" part of the business and focuses more on operations than back office. His responsibilities include marketing, customer relationship management, and community outreach. Noah is also a mountaineer and has reached 3 of the 7 highest summits on each continent: Mount McKinley, Mount Elbrus, and Mount Aconcagua. He is also a public speaker. His topics include Entrepreneurship, Supermarket Loyalty Marketing, Coaching High School Students, Mountaineering, and of course, Benjamin Franklin. He lives on Manhattan's Upper East Side. All Friends of Franklin are invited to email him any time they are planning to visit New York. His collection is quite unique. He can be reached at Noah@Foodtownpsk.net or by calling 914-667-6400 x1030.

**Dr. Blaine McCormick** is the Associate Dean for Undergraduate Programs at the Hankamer School of Business at Baylor University. He holds an appointment on the management faculty and teaches negotiation and conflict resolution at the undergraduate, graduate, and executive levels. He was honored to receive the 2002-03 Collins Outstanding Professor Award granted each spring by the graduating senior class.

Dr. McCormick has published a variety of books, scholarly articles, and poems. A nationally recognized scholar on the business legacies and practices of Benjamin Franklin and Thomas Edison, Dr. McCormick is interviewed frequently across all forms of media including the *New York Times*, *CNN*, and *ABC World News Tonight with Peter Jennings*. His latest book is a modern version of Franklin's autobiography for the business reader entitled *Ben Franklin: America's Original Entrepreneur*. His favorite maxim from *Poor Richard* is, "Tricks and treachery are the practice of fools, that have not the wit enough to be honest."

**George Franklin Waters** was born and raised in Minneapolis, Minnesota where his father's Waters Genter Company brought to the world the first, automatic, pop-up Toastmaster. He attended Blake School, Harvard College and Harvard Business School. He served as a 1st Lieutenant, Army Air Corps in India during World War II.

During the nineteen forties the family moved to Rochester, Minnesota where his father established the Waters Conley Company, manufacturer of portable phonographs and home milk pasteurizers of which George was sales manager. In 1954 George left Waters Conley and founded and headed the Waters Instruments Inc. which pioneered non-invasive measurement of heart lung function as developed by the Mayo Clinic there. The company also did subcontract work for IBM in Rochester. He retired in 1992.

## The Season of Giving

Many natural disasters have hit the United States in the past few months. By now, everyone in this great country as well as people all over the world are aware of the devastation and suffering caused by these hurricanes, especially that of Katrina. If you have had the urge to do something to help the victims but just didn't know quite where to start, here is your chance.

The Benjamin Franklin High School in New Orleans is seeking the help of the Friends of Franklin. This charter school is hoping to reopen its doors to high school students in the area on January 17, 2006 and there is still a lot to be done. In order to meet the goals of this reopening, immediate funding is needed to get this building up to code, for faculty and administrative salaries, laboratory and other educational materials. Due to flooding, the school not only needs

monetary donations but many things such as band instruments, library books, sheetrock, furniture, paint, not to mention hundreds of man-hours of help in order to reopen on Benjamin Franklin's 300th birthday.

If you are interested in providing assistance to your fellow countrymen, by donating to the Startup Campaign for Franklin, please make checks payable to The Benjamin Franklin High School Fund and send them and all other items to The Benjamin Franklin High School Fund c/o The Greater New Orleans Foundation, 1055 St. Charles Avenue, Suite 100, New Orleans, Louisiana 70130. A lot has been done to help, but the need is great. If you want to know more information on the school and its status, go to <http://ben-franklinhighschool.org>.

# Tercentenary Update

**Benjamin Franklin: In Search of a Better World** opened to the public on December 15 at the National Constitution Center, Philadelphia. Installation began in the last weeks of November, and the exhibition is looking even better in three dimensions than we could have imagined! Tickets went on sale on November 1, and you can reserve yours at [www.gophila.com/ben](http://www.gophila.com/ben) or by calling (215) 409-6700. Admission to *Benjamin Franklin: In Search of a Better World* is \$14 for adults; \$12 for children ages 4-12, seniors, college students, and active military personnel; and \$8.50 for groups of 20 or more. Admission to the National Constitution Center's permanent exhibition is also included.

**Lesson Plans, Teachers' Guide and More** are now available online at [www.benfranklin300.org](http://www.benfranklin300.org), in the newly launched education section of the website. There are ten plans at each level (elementary, middle, and high school), and their interdisciplinary, hands-on approach, indexed to national standards, captures the spirit of Franklin's own dynamic learning style.

**300 Years and Still Current: America Celebrates Franklin's 300th Birthday:** With birthday celebrations for Benjamin Franklin planned all around the world, the greatest party of them all will be at the National Constitution Center, in Franklin's hometown of Philadelphia. This once-in-a-lifetime national event will celebrate the Franklin inside us all: his curious spirit, open mind, and positively charged influence on the future of America. January 17, 2006, at 10:00 a.m. Space is limited and free advance tickets are required – call (215) 409-6700 to reserve yours.

**Throw your own 300th Birthday Party for Franklin:** Nowhere near Philadelphia on January 17, 2006? Don't worry – you can still be part of the fun. The Tercentenary has created a Party Poster, full of suggestions about everything from food to guests, so that you can create your own birthday party for Ben in your community, institution, or office. Call (215) 557-0733 ext. 410 to request a free Party Poster.

**Franklin, Freemason:** At 6:00 p.m. on Thursday, January 5, the Benjamin Franklin

Tercentenary Lecture Series begins. Margaret Jacob, Distinguished Professor of History at UCLA, will discuss 18th-century Freemasonry, its origins, and its importance to Franklin. This free lecture will take place inside Philadelphia's ornate Masonic Temple, and an RSVP is required (call 215-557-0733 ext. 410 or email [postmaster@benfranklin300.org](mailto:postmaster@benfranklin300.org).)

**Poor Richard's Ale:** During January 2006, craft breweries all over America will honor Benjamin Franklin's 300th birthday by serving a beer specially brewed for the occasion. In October 2005, the Brewers' Association held a competition to identify a suitable recipe, and selected one with two distinguishing ingredients: molasses and corn. Both were common in ale during colonial times and each would have helped to reduce the colonists' dependence on imported British ingredients—a fact that would surely have pleased Franklin. You can find locations serving Poor Richard's Ale by going to [www.poorrichardsale.com](http://www.poorrichardsale.com).

## NYU Conference & Exhibit Free for Friends of Franklin

"Images of Benjamin Franklin – As Seen by Himself and Others: A Tercentenary Celebration" opens at New York University College of Arts & Sciences' Bobst Library, on Thursday afternoon, February 2, 2006 at 4:30 with a welcome by Matthew S. Santirocco, Seryl Kushner Dean, College of Arts and Science, NYU and a talk by Stuart Karu, "Franklin as Media Mogul." A reception and tour of the exhibit at the Mamdouha S. Bobst Gallery follows. Lectures the following day are being held at Hemmerdinger Hall, 100 Washington Square East, first floor and are listed below.

9:30 am ~ Welcome: Matthew S. Santirocco

Introduction: John Sexton, President, New York University

10:00 am ~ "In Prints and in Print: How Franklin Wanted the French to See Him" by Ellen Cohn, Editor, *The Papers of Benjamin Franklin*

11:00 am ~ "Franklin the Frenchman" by Stacy Schiff, Author of *A Great Improvisation: Franklin, France, and the Birth of America*

12:00 pm ~ "Visceral/Cerebral: Franklin and the British Empire, 1751" by J.A. Leo Lemay, H. F. duPont Winterthur Professor of English, University of Delaware

1:00-2:00 pm ~ Lunch Break

2:00 pm ~ "Franklin and His Printer Protégés" by James Green, Librarian, The Library Company of Philadelphia

3:00 pm ~ "This Feeling Way of Instruction": Emotional Language and Social Reformation in the Life of Benjamin Franklin" by Nicole Eustace, Assistant Professor of History, NYU

4:00 pm ~ "Franklin's Masks: A Play upon Possibility" by Michael Zuckerman, Professor of History, University of Pennsylvania

This conference and its associated exhibition are sponsored by the NYU College of Arts and Science, in conjunction with the Elmer Holmes Bobst Library, thanks to Friends of Franklin Founder, Stuart Karu, who made the exhibition possible with the use of selected objects from his collection and his support.

Stuart Karu has extended an invitation to all Friends of Franklin to attend the opening reception as well as the conference. There is no charge to attend. Contact Kathy DeLuca [kathydeluca@benfranklin2006.org](mailto:kathydeluca@benfranklin2006.org) to reserve a space. A list of FOF attendees will be given to NYU in advance.

## Benjamin Franklin: London and Paris

Plans are well underway for the Friends of Franklin visit to London and Paris. We will depart from our hometowns on Thursday, October 26 arriving in London on Friday morning and remain in London through Monday, October 30. On Tuesday, October 31, we will make our way to Paris via the Chunnel for an afternoon arrival. We will continue our tour through Friday, November 3, departing for home on Saturday, November 4.

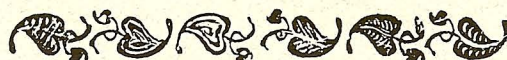
Our program will be announced after the January 17th birthday celebration as everyone involved in the planning of our visits abroad

are in the midst of the 300th birthday celebration preparations. A few brief highlights are a special tour and reception at Craven Street, a visit to the Shipley home in Twyford where Franklin began his *Autobiography* and guided tour of Versailles with Alice Jouve. These are but a mere glimpse of our Franklin experiences that await us.

We already have 30 registered for this tour and will be limiting the attendees to 45. It's not too late to send in a fully refundable deposit to hold your place. To obtain a copy of the deposit form, e-mail Kathy DeLuca at [kathydeluca@benfranklin2006.org](mailto:kathydeluca@benfranklin2006.org).

# Franklin Abroad: The Duke de La Rochefoucauld: An Aristocratic Disciple of Franklin

By Daniel Vaugelade



"Gentlemen,

At the time of your founding, you placed on your membership list two names famous in the annals of liberty; that of Washington and Franklyn, and already one of them no longer lives. Franklyn died in the month of April, after sixteen days of illness, and he was memorialized by the greatest honors ever yet bestowed, the homage of a free people. All of America lamented his passing and the French National Assembly, dressed in mourning, thereby showed the world that a great man belongs equally to all nations. Permit me, gentlemen, to speak to you for a few minutes of this venerable man who honored me with his friendship, and for whom I felt a deep reverence..."

So began the eulogy of Franklin that Duke Louis Alexandre de La Rochefoucauld (1743-1792) gave before the Society of 1789 in Paris. An active and effective partisan of the American cause in France, he is known chiefly for his 1778 translation and publication of the constitutions of the American states, but his role did not end there. On his way to Sweden he had met Franklin in London and it was doubtless due to their shared interest in science that the two men got on so well. When the good doctor found himself in Paris, entrusted with serious political responsibilities, the Duke put himself at his friend's disposal and helped to defend the interests of an America that had become the symbol of liberty and democracy.

Who, then, was this aristocrat, this scion of one of the most famous families of the French nobility? Why did he commit himself so deeply to the defense of a republican cause? What called a rich and powerful duke to question the social order and the feudal system which defined and supported the very position he enjoyed? Did

he truly perceive all the contradictions and dangers of such a commitment? The Duke de La Rochefoucauld believed he could transpose the American Revolution to France, and from the bottom of his heart he called for a French revolution that would crush the Old Regime, himself included.

## Colonel of the Sarre Regiment

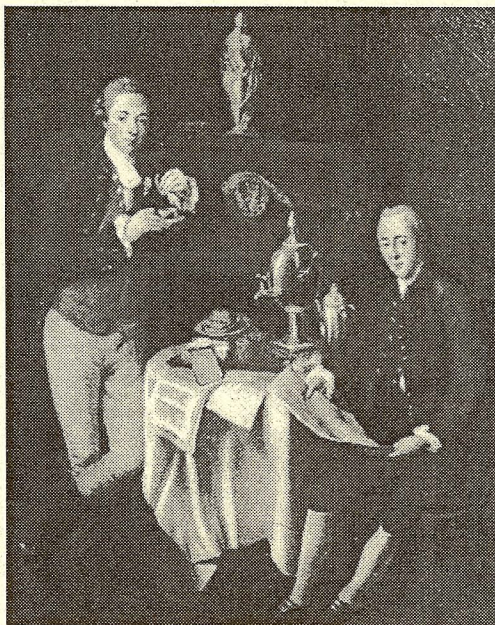
The La Rochefoucauld family belonged to the nobility of the sword. Duke Alexander (1690-1762) fought at the side of Louis XV in northeastern

and father, Louis Alexandre was destined for a military career and so from a very young age he studied the rudiments of his future career, most likely at the Paris Military Academy. The curriculum included literature and history, lessons on armaments, and an introduction to strategy. In short, a rather superficial preparation. Gifted in languages, he was given private lessons in English and Italian. In 1767, his mother, the Duchess d'Enville (1716-1797) purchased for him the Sarre Regiment, based at Metz in Lorraine, and so it was that he was promoted to colonel at the young age of 24.

In truth, the young Duke did not have the right qualities for the military life, even though he took his work very seriously. He did not take part in any battle and his only military achievements were the great troop maneuvers between Brest and Morlaix in 1778, directly following the signing of Franco-American Treaty of Alliance. However, since a part of his regiment had left for service in the Americas, he was able to follow closely the evolution of hostilities thanks to the sometimes overwhelming reports of his officers.

## A great traveler

In fact, the Duke requested numerous leaves and he was at Metz with his regiment only intermittently. In 1762, he followed his mother to Geneva where he met Saussure and later Voltaire. That summer he traveled as far as the glaciers of Savoy (the Ice Lake at Chamonix). No doubt the revelation of the fascinating Alpine landscape awoke in him a passion for mineralogy. In 1765, accompanied by Nicolas Desmarest (1725-1815), he set off on a journey to Italy, a Grand Tour in the English manner. There the two young men studied volcanoes and thermal springs. Later on Desmarest would become famous



Duke Louis Alexandre de La Rochefoucauld  
and his cousin Liancourt  
(Archives départementales du Val d'Oise,  
photograph by Laurent Baude and  
Catherine Brossais).

France before he was exiled to his estate of La Roche-Guyon in 1744. Jean Baptiste, Duke d'Enville (1708-1746), died in Halifax while leading an expedition to support French colonists at Louisbourg at the mouth of the St. Lawrence River. Like his grandfather

for his work on basalt and the volcanoes of the Auvergne.

In 1767, the Duke undertook an excursion to northern Europe to visit Sweden, stopping off in Berlin on his return. He made another trip to Sweden in 1769 with his cousin, Liancourt. At Stockholm the two young men befriended Prince Gustavus of Holstein, the future king of Sweden, 1771 to 1792. And there Louis Alexandre was accorded foreign membership in the Royal Academy of Science. In later years the Duke crisscrossed France, as in 1787 when he visited the hot springs of Luchon and Bagnères in the Pyrenees in the company of his mother, his wife, and Arthur Young.

### **Scholar**

Duke Louis Alexandre was an energetic participant in the exceptionally lively world of European culture of the second half of the eighteenth century. Modern science was still in its infancy and not yet well differentiated; everyone aspired to a universal and encyclopedic knowledge. Beyond the knowledge gained by study, a learned person was also a humanist for whom science was necessarily a force for human progress. Such was the case for the Duke de La Rochefoucauld, and such was the case for Franklin.

The Duke gathered around him an eclectic group of scientific acquaintances going far beyond the borders of Europe. Letters, seeds, plants, and mineral samples poured in from all over the world. He was not interested simply in collecting and enriching his cabinet of curiosities; La Rochefoucauld sought to share, to exchange with other people of learning, sending samples from the Jardin du Roi (seeds from Senegal, for example), to study, to analyze (copper sand from Peru with Fourcroy in 1786), to experiment (his paper on the production of saltpeter with Lavoisier in 1786), to grow new plants (perennial rice, Geneva pine, etc.). One finds all the great figures of the era among his correspondents: Buffon, Malesherbes, Lavoisier, Daubenton, Priestley.

Honorary member of the Paris Academy of Sciences in 1781, the Duke was elected vice-president in 1783. Member of the Royal Society of Medicine from its founding in 1776, he

became its president in 1785. And let us not forget his membership in the Royal Academy at Stockholm. In addition, the provincial academies were important in the education of young scholars, as in the case of the Academy of Metz to which the Duke was admitted in 1775. It was in this garrison town that the Duke introduced Dolomieu and Pilatre de Rozier to the natural sciences (these two young men had come to take medical and chemistry courses at the military hospital).

And Franklin, who often participated in the work of the French Academy of Sciences, and had followed closely the great debate between Lavoisier and Priestley on the composition of air, he was gratified to nominate his friend the Duke to membership in the American Philosophical Society in 1787.

### **Humanist and democrat**

The Duke became interested in politics very early; during a sojourn in Switzerland when he was 19 he wrote a long memoir on the history of the Republic of Geneva in which he showed how the oligarchy had consolidated its power. He was the friend of enlightened rulers: Domenico Caracciolo, viceroy of Sicily, and Gustavus III of Sweden.

The Duke was raised in a family tradition of tolerance. His mother fought alongside Voltaire in the Calas, Sirven, and Delabarre-Etalonde affairs. Had not his own grandfather been the victim of the despotism of Louis XV? Banished from the court for ten years and restricted to his castle at La Roche-Guyon, the Duke gathered around him the greatest minds and wits, philosophers and men of learning. This custom was carried on after his death in 1762 by his daughter, the Duchess d'Enville. There in his mother's salon the Duke could converse with Turgot, Mably, Condorcet, Malesherbes, La Bourdonnaye, Smith, Young, Franklin, and Jefferson. In 1774, before the members of the newly restored *parlement*, the Duke delivered a speech in the form of an indictment in which he reminded them that the nation had inalienable rights, that the King had an obligation to consult the assemblies, and that only the Estates General would be able to deliver the kingdom from the crisis in

which it found itself. Courageous and premonitory, in 1775, with the Prince de Conti, he rose in defense of Mademoiselle de Saint-Vincent and denounced the use of *lettres de cachet* and other abuses of power in the iniquitous suit the Maréchal de Richelieu had brought.

In light of all this, we understand better why the American Revolution would raise so many hopes in this aristocrat, so taken with liberty and justice. Until then England had always served as the model for the *philosophes*, but from then on every eye was focused on America, for it was there that the first true modern democracy was invented and a new era begun. In La Rochefoucauld's mind, it was the American model that France, and later all of Europe, would certainly follow. The reign of liberty was nigh. And thus La Rochefoucauld threw himself into the French Revolution with fierce conviction and generosity. He successfully defended the single-chamber legislature on the Franklinian model and he fought side by side with Lafayette in the *Société des Amis des Noirs* to abolish slavery. Disciple of Franklin, friend of Jefferson, he participated in the elaboration of the Declaration of the Rights of Man, for which he wrote the article on freedom of the press. Like his friend Lafayette he believed deeply that the reformation of the monarchy was a given. The French could not fail in their revolution because the way had been paved by the United States; America enlightened the world.

We know that nothing of the sort occurred. Even as his friend Lafayette joined the army of *émigrés* and his cousin the Duke de Liancourt found refuge at Monticello, La Rochefoucauld preferred to carry out his responsibilities to the end, that is to say, until his assassination on September 4, 1792.

*Editor's note: Daniel Vaugelade is a teacher at the Lycée Camille Claudel in Mantes, France. He is the author of La Question américaine au XVIIIe siècle (Paris, 2005) and Le Salon physiocratique des La Rochefoucauld (Paris, 2001). This essay was translated into English by Karen Duval.*

# Benjamin Franklin: Founding Father of American Business

By Blaine McCormick<sup>1</sup>

Before he became a patriot and Founding Father, Benjamin Franklin was an entrepreneur. This information may surprise individuals that have come to associate the spectacled Franklin solely with the group of patriots who founded the United States of America. Franklin is, without a doubt, one of the great figures in American history. However, Franklin is also one of the great figures in American business history. I believe that Benjamin Franklin may also be the most underrated business story in American history.

Most people associate Franklin with two basic images: "Franklin: Patriot and Founding Father" and "Franklin: Scientist with a Kite" never realizing that Franklin became a scientist and patriot because his entrepreneurial success allowed him to retire in his mid-forties and pursue other interests. Franklin took time at the end of his life to write down the story of his life for the benefit of his descendants and for the purposes of his own self-promotion. The *Autobiography* is worthy of close attention because it does an outstanding job of capturing the years that shaped Franklin's character more than any other years of his life. These are his years as a printer and a small business owner. Benjamin Franklin was not only one of the first, great entrepreneurs in Colonial America but in many respects the archetype of every American entrepreneur that followed him. Due to his life of public service and the subsequent popularity of his *Autobiography* and almanacs, he has left a unique and indelible stamp on much of the business activity that followed in the next 200 years in America. During the century following his death, Franklin seemed to have become the yardstick against which notable Americans were measured by others or measured their own significance. For example, inventor and high-tech entrepreneur Thomas Edison's authorized biographers hailed him as the "Franklin of the Nineteenth Century".

Another of Franklin's most notable devotees was the great American steel entrepreneur, Andrew Carnegie. Like Franklin, Carnegie rose from the obscurity of mundane jobs to almost mythical stature in American industrial history. The financier Thomas Mellon also num-

bered among Franklin's admirers stating that the reading of Franklin's autobiography was the turning point in his life. The work inspired him to leave a life of farming and produce one of America's greatest fortunes. Later in his life, Mellon would pay tribute to Franklin by printing a thousand copies of Franklin's *Autobiography* to give to the legions of young people that came to Mellon to solicit his advice on business.

Franklin's business legacy is not limited to fellow Pennsylvanians like Carnegie and Mellon but extends beyond the Keystone State and into our modern age. Other well-known American businesspersons cite Franklin as a role model in either their own writings or in their commissioned biographies including P.T. Barnum, William Guggenheim, Arthur D. Little, and Charles Kettering, founder of the Delco auto parts company. More recently, famed Chrysler CEO Lee Iacocca refers to Franklin as one of his "lifelong heroes" noting that of all the people in history, Franklin is the one he would, "...most like to have a drink with." Franklin's influence can also be found at the center of one of the great business success stories of the late twentieth century: Berkshire-Hathaway. The company's investments are directed by Warren Buffet and his lesser known "silent" partner Vice-Chairman Charles Munger. Buffet often references Franklin in his chairman's letter to shareholders for Berkshire-Hathaway whereas Munger regularly references Franklin in his interviews.

Franklin also appears prominently in two of the most influential business self-help books of the twentieth century. Both Dale Carnegie's *How to Win Friends and Influence People* and Stephen R. Covey's book *The Seven Habits of Highly Effective People* point to Franklin as an ideal role model for aspiring business leaders. Covey contends that Franklin embodies the Character Ethic and extols him for living a life that attempts to integrate fundamental principles into daily habit and routines. Carnegie goes further in praising the *Autobiography* itself stating, "If you want some excellent suggestions about dealing with people and managing yourself and improving your person-

ality, read Benjamin Franklin's autobiography – one of the most fascinating life stories ever written, one of the classics of American literature. Borrow a copy from your public library or get a copy from your bookstore." During the 1970's and 1980's, American management seemed to be breaking down and business professors pointed their students east toward the rising sun of Japanese-style management. Our Japanese associates would teach us, among other things, that quality mattered and great design sells products as much as does advertising. When the stock market crashed in October of 1987, pundits argued that American management had collapsed on itself and the only hope lay in reinventing American management. Twenty years later, American business culture drives the most vital and energetic economy in the world. At the very core of our vibrant modern economy can be found the same principles that guided Benjamin Franklin as he laid the groundwork for the American management model during his time as a business owner: industry, frugality, experimentation, and honesty, among other things.

Some cultures appear to have foundational texts that exert great influence on the culture's business and management model. Asian scholars contend that Sun Tzu's *The Art of War* heavily shaped Chinese management thought and that *The Book of Five Rings* influenced Japanese management. I contend that *The Autobiography of Benjamin Franklin* and the maxims codified in his *Poor Richard's Almanacs* have been central to the shaping of American management thought and practice. Franklin's management ethic is encoded in the cultural DNA that continues to shape American business practice to this day. My hope is that his autobiography becomes required reading in business schools the world over as a great text that influences the American experiment to this day.

<sup>1</sup>Associate Dean for Undergraduate Programs at the Hankamer School of Business, Baylor University, and author of *Ben Franklin: America's Original Entrepreneur*.

## *Special Thanks to Our Life Members!*

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| Frank B. Jones<br>Bloomington, IN            | William Walker, III<br>Orono, ME              |
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| Benjamin Franklin Kahn<br>Chevy Chase, MD    | Douglas L. Whitley<br>Batavia, IL             |
| Stuart E. Karu<br>Jupiter, FL                | Ehsan Zayan<br>London, UK                     |

## *Welcome New Members!*

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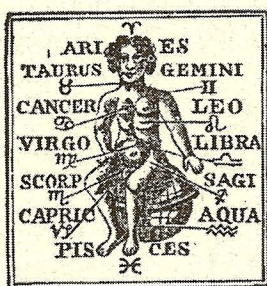
### **Franklin Diplomat**

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Catherine Lafarge  
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Christopher Lowell  
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Howard Wilk  
Philadelphia, PA

*Visit the Friends of Franklin website:*  
**[www.benfranklin2006.org](http://www.benfranklin2006.org)**



## CALENDAR OF EVENTS

### **December 15, 2005-March 15, 2006.**

"Franklin's Poor Richard Almanacs" exhibit at the Rosenbach Museum & Library, 2008-2010 DeLancey Place, Philadelphia. Tour the historic Rosenbach House and the exhibit Tues., Thurs., Fri., Sat. & Sun. 10-5 PM, and Weds. 10-8 PM. Fees: Adults \$8, Students and Seniors \$5. For more information: <http://www.rosenbach.org>

### **December 15, 2005.**

The special tercentenary exhibit, "Benjamin Franklin: In Search of a Better World," opened in Philadelphia on December 15, 2005 at the National Constitution Center. The exhibit will travel to St. Louis, Houston, Denver, Atlanta and Paris, closing at the end of March 2008.

### **January 1-June 30, 2006.**

"Benjamin Franklin and China" Exhibit, Hollis Branch of Queens Borough Public Library, 202-05 Hillside Av., Hollis, N.Y. Discover how Franklin used Confucius' moral philosophy to cultivate virtue and how he borrowed Chinese technologies to improve the quality of life for people in North America. Open Mon. & Thurs. 1-8 PM, and Tues., Weds., & Fri. 10-6 PM.

### **January 14, 2006.**

The Royal Meteorological Society and the National Maritime Museum (Greenwich) will host a one-day conference at the National Maritime Museum in Greenwich, England, in honor of three significant anniversaries: the 300th anniversary of the birth of Benjamin Franklin, the 200th anniversary of the first publication of the Beaufort wind scale, and the 200th anniversary of the birth of Matthew Maury, an early and well-known oceanographer. Friend E. Philip Krider, will be speaking on "Benjamin Franklin's Science."

### **January 15, 2006.**

Musical tribute to Benjamin Franklin at the Curtis Institute of Music at 3:00 p.m., featuring performances by Friends Cecilia Brauer and Ralph Archbold. Call 215-893-7902 for more information.

### **January 17, 2006.**

Celebration! of Benjamin Franklin, Founder. Procession to Franklin's grave and luncheon in honor of Franklin's 300th birthday, Philadelphia, Pennsylvania. This year's honorees are Claude-Anne Lopez and B. Franklin Reinauer, II. Contact Carol Smith, 856-429-8331 or [cwsmith@verizon.net](mailto:cwsmith@verizon.net) for more information.

Gala Opening Celebration of Benjamin Franklin House, London, to be held at The Banqueting Hall, Whitehall, London. Contact [BenjaminFranklinHouse@msn.com](mailto:BenjaminFranklinHouse@msn.com) for reservations.

Germantown Friends School celebrates the 300th anniversary of Franklin with a dinner at the Constitution Center, tour of the exhibit, "Benjamin Franklin, In Search of a Better World," and lecture by Walter Isaacson. Contact Germantown Friends School, 215-951-2340 for more information.

### **January 19-March 17, 2006.**

"The Common Wealth: Benjamin Franklin and the Building of Community," exhibit at the Lancaster Historical Society focuses on Franklin's impact in shaping the image of Pennsylvania and America through a grassroots approach to community. For more information on this free exhibit, call 717- 392- 4633.

### **January 19 - March 10, 2006.**

"Cents & Sensibility: Benjamin Franklin and Popular Culture," exhibit at Franklin & Marshall's Phillips Museum of Art, looks at Franklin through 20th century advertising literature and memorabilia collected by Roy E. Goodman. This free exhibit is open Tuesday through Sunday. Call 717-291-2879 for more information.

### **January 20-22, 2006.**

"Franklin's Philadelphia," concert in honor of Franklin's birthday by the Philomel Baroque Orchestra with the Pittsburgh Chatham Baroque. For more information call 215-487-2344 or check the web site: [http://www.philomel.org/fs\\_calendar.htm](http://www.philomel.org/fs_calendar.htm).

### **January 28-April 23, 2006.**

Exhibit "Ben Franklin's Curious Mind" Bruce Museum, 1 Museum Dr., Greenwich, Conn. 10-5 Tues.-Sat.; 1-5 Sun. <http://www.brucemuseum.org>

### **February 2-3, 2006.**

"Images of Benjamin Franklin - As Seen by Himself and Others: A Tercentenary Celebration" opens at New York University College of Arts & Sciences' Bobst Library. See article on NYU conference for more details. Exhibit runs through December 2006.

### **February 15, 2006.**

"Franklin as Scientist" by Nobel laureate Dudley Herschbach. 6:30 PM. Part of the Bruce Museum's "Dinner with Ben" series. Advanced reservations required; call 203-869-0376.

### **February 17, 2006.**

"The Princess and the Patriot: Ekaterina Dashkova, Benjamin Franklin and the Age of Enlightenment" will be on view in Philosophical Hall, 104 S. Fifth Street from February 17 - December 31, 2006. Admission is free.

### **February 20, 2006.**

Family day at the National Archives, Philadelphia, celebrating the electrifying life of Benjamin Franklin! Performances and activity/demonstration stations offer activities including: deciphering arithmetical curiosities called Magic Squares, signing the Treaty of Alliance, writing and printing a broadside, listening to an Armonica demonstration (1 pm - 3pm), participating in science experiments with Mad Science of Washington (1 pm - 3 pm), listening to Once Upon A Nation storytellers from Philadelphia (1 pm - 3 pm), decorating a kite, and meeting Benjamin Franklin in person. At noon and 3:30 the 1953 classic Disney film *Ben and Me* will be shown. Amos the mouse reveals how he met his best friend, Ben Franklin, and he tells the tale of their many adventures and inventions!

### **February 26, 2006.**

Family Day at the Bruce Museum, 1-4 PM: Including a demonstration by Daniel Rosenberg of Harvard University of Franklin's exploding Thunder house and Flying Ship Productions from Encore! presents "The Courage to Dream: The Amazing Life of Ben Franklin" (3 PM).

### **March 15, 2006.**

"Franklin's Personal Life" by Franklin scholar Claude-Anne Lopez. Part of the Bruce Museum's "Dinner with Ben" series. 6:30 PM. Advanced reservations required. Call 203-869-0376.

### **March 19, 2006.**

Benjamin Franklin's Glass Armonica Concert 2 PM, Mistress Vera Meyer. Bruce Museum.

### **March 26, 2006.**

"Fascinating Franklin: A Curator's View" Dr. Carolyn Rose Rebert. Bruce Museum, 3 PM. Reservations recommended. Call 203- 869-0376.

"Franklin the Musician" Ellen Cohn, Editor-in-Chief, *The Papers of Benjamin Franklin*. 3PM at the Bruce Museum. Reservations recommended.

### **March 29, 2006.**

"Ben Franklin Alive!" by Franklin impersonator Bill Meikle. 6:30 PM. Part of the Bruce Museum's "Dinner with Ben" series. Advanced reservations required; call 203- 869-0376.

### **April 20-23, 2006.**

British Association for American Studies Annual Conference at the University of Kent. Several sessions will be devoted to Franklin's vast legacy and influence.

### **April 27-May 12, 2006.**

"Lightning Rod" by Tim Slover at the Fulton Opera House, Lancaster, Pa. Tickets may be ordered by phone 717- 397-7425 or on line. Tap into <http://www.atthefulton.org>

### **May 5-7, 2006.**

Philomel presents, "Franklin's France," the last in a series of programs honoring Franklin's tercentenary. For more information call 215-487-2344 or check the web site: [http://www.philomel.org/fs\\_calendar.htm](http://www.philomel.org/fs_calendar.htm).

### **October 26- November 4, 2006.**

Friends of Franklin trip to London and Paris.

### **Ongoing:**

**Through December 15, 2006.** "Shaping Franklin" Exhibit at Stenton, former home of Franklin's friend James Logan, 4601 N. 18th St., Philadelphia. Have tea, tour Stenton and the exhibit Tuesday through Saturday, 1 to 4 PM. Fees: Adults \$5, Students and Seniors \$4. More information: <http://www.stenton.org/>

**Through November, 2006:** Exhibit "Ben & Me: Keeping an American Hero's Legacy Alive Today" National Liberty Museum, 321 Chestnut St., Philadelphia 10-5 daily <http://www.libertymuseum.org>

**Through Jan. 27, 2006:** Exhibit "The Medical World of Benjamin Franklin" Royal Society of Medicine, 1 Wimpole St., London 10-4 Mon.-Fri.; until 7 on Weds. (closed Dec. 19-Jan. 2) <http://www.rsm.ac.uk/franklin>

**Don't forget to check the Tercentenary web-site [www.benfranklin300.org](http://www.benfranklin300.org) for listings of additional events. Also the Boston Ben Franklin website is also up and running. Check [www.benfranklinboston.com](http://www.benfranklinboston.com) for more events and information.**

# In His Own Words:

## "Should Peace Arrive"

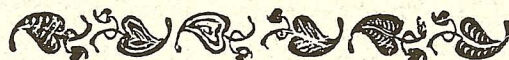
On March 5, 1780, during the dark days of the Revolutionary War, Franklin, with enormous optimism and generosity wrote to George Washington from his diplomatic post in Paris. This letter, the autograph draft of which is in the Library of Congress, is extraordinary not just for the accuracy of Franklin's prediction of success for post-war America, but because it offers uncommon insights into his character. In it, he suggests that Washington visit Europe after the peace. Franklin then imagines what they might do if Washington followed his suggestion. Might they embark on a trip around Europe, a sort of victory lap? The statesman's candid assessment of Washington's reputation in a place never visited by the general allows him to reflect wisely on the nature of fame. Washington may enjoy himself in Europe without the carping criticisms of his fellow Americans. Franklin implies that he has experienced this phenomenon, as well as basking in the reflected glow of the general's feats. Washington's accomplishments, he tells

his friend, will assure the future of their country and every visitor to America will be struck by how the new nation arose from the ruin of war.

"Should Peace arrive after another Campaign or two, and afford us a little Leisure, I should be happy to see your Excellency in Europe, and to accompany you, if my Age & Strength would permit, in visiting some of its ancient and most famous Kingdoms. You would on this Side the Sea, enjoy the great Reputation you have acquir'd, pure and free from those little Shades that the Jealousy and Envy of a Man's Countrymen & Contemporaries are ever endeavouring to cast over living Merit. Here you would know, and enjoy, what Posterity will say of Washington. For a 1000 Leagues have nearly the same Effect with 1000 Years. The feeble Voice of those groveling Passions cannot extend so far either in Time or Distance. At present I enjoy that Pleasure for you: as I frequently hear the old Generals of this martial Country (who study the Maps of America, and mark

upon them all Your Operations) speak with sincere Approbation & great Applause of your Conduct, and join in giving you the Character of one of the greatest Captains of the Age.

"I must soon quit the 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 & Sunshine had enfeebled and discolour'd, and which in that weak State, by a Thunder Gust of violent Wind, Hail & Rain seem'd 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 Traveller."

## Good Reads

Blaine McCormick, *Ben Franklin: America's Original Entrepreneur* (Entrepreneur Press, Oct., 2005). This modernized version of the *Autobiography* was written by friend Blaine McCormick of the Hankamer School of Business at Baylor University. "It deciphers the colonial context of Franklin's autobiography and clearly presents Franklin's observations and experiences in the business world in ways that modern readers can appreciate and apply."

James Gabler, *An Evening with Benjamin Franklin and Thomas Jefferson. Dinner, Wine and Conversation*. (Bacchus Press, Palm Beach, FL, 2006). The reader, through a dream sequence, is offered the chance to listen in on Franklin and Jefferson's conversations in a delightful evening at Jefferson's home on the Champs-Élysées. Interesting discussions of situations then and now are offered tempered with frequent references to food and wine with extensive annotations.

J.V. Hirschmann, "Benjamin Franklin and Medicine," *Annals of Internal Medicine*, cxliii (2005), 830-4. Read it on the web: [www.annals.org](http://www.annals.org).

Tan, George, *Benjamin Franklin: A Bright Spark*, (Booksoul, 10 Anson Rd.#29-11, International Plaza, Singapore 079903. ISBN - 981-05-4077-9) offers a model for developing personal life skills and analyzes Franklin's achievements light of that model. "Change, creativity, passion, fulfillment, learning and excellence are the principles for lifetime success offered to the reader."

Akhil Reed Amar, *America's Constitution: A Biography* (Random House, Sept., 2005). "Scholarly, reflective and brimming with ideas...Amar evokes the passions and tumult that marked the Constitution's birth and its subsequent revisions."

### New in Paperback

Philip Dray, *Stealing God's Thunder: Benjamin Franklin's Lightning Rod and the Invention of America* (Random House, Dec., 2005).

Stacy Schiff, *A Great Improvisation: Franklin, France, and the Birth of America* (Owl Books, Jan., 2006).

### Upcoming:

The February issue of *American History Magazine* is devoted to Franklin with an article by friend Seymour Block, "Benjamin Franklin: America's Inventor."

### Other Gift Ideas for Frankliniacs

Stanley Finger, *Doctor Franklin's Medicine* (University of Pennsylvania Press).

J.A. Leo Lemay, *The Life of Benjamin Franklin: Journalist, 1706-1730, and Printer and Publisher, 1730-1747* (University of Pennsylvania Press).

Mark Skousen, *The Completed Autobiography of Benjamin Franklin* (Regnery Books).

Page Talbott, ed., *Benjamin Franklin: In Search of a Better World* (Yale University Press).

# FRANKLIN TIDBITS

## **William Temple Franklin's Diary Now Complete:**

Years ago, Claude-Anne Lopez began a project to acquaint young adults with Benjamin Franklin's world. She chose the form of a fictional diary covering April 7, 1775-July 4, 1776, kept by Franklin's oldest grandson, William Temple Franklin, during the exciting period leading up to the outbreak of the Revolutionary War. Temple, as he was called, was born in Britain, the illegitimate son of William Franklin. He returned to America with his grandfather just as the rebellion erupted into an open fight. In the diary entries Claude, the foremost scholar of Franklin's personal life, gives her readers a blow-by-blow narrative of the harrowing and exhilarating events of the day, as seen through the eyes of a teenager. Claude's project is part of the Independence Hall Association's Electric Franklin web site. Read it on line: <http://www.ushistory.org/franklin/temple/index.htm>

**Franklin Disguise:** It's too late for this year, but next year you might want to be Benjamin Franklin for Halloween. Friend Charles Hargis received the present of a Franklin disguise consisting of a wig and glasses, manufactured by Forum Novelties of Melville, N.Y.

## **Franklin's "Link" with St. Andrews Celebrated:**

On October 30 a delegation of the Daughters of the American Revolution visited St. Andrews to unveil a plaque attesting to Franklin's association with the Scottish city. Was Franklin a golfer? No one knows. But he did visit the city and received an honorary degree from the university there.

**Franklin and Firefighting:** A recent gift from CIGNA Corp to the Smithsonian National Museum of American History of a collection of firefighting artifacts included Charles Washington Wright's portrait, "Benjamin Franklin, the Fireman". Other Philadelphia related firefighting artifacts are being given to Fireman's Hall Museum in Philadelphia.

## **Realms of Gold Available On Line:**

In 1991 Murphy D. Smith wrote a guide to the American Philosophical Society's map collection. This guide has just been digitized and is enhanced by digital images of the maps described in the guide. Smith tells us that the origin of the Society's map collection may be traced back to Franklin. In the year that the APS was founded (1743) Franklin published for the Society "A proposal for promoting useful knowledge among the British plantations in America" which called for the APS to form a committee of seven members, including a geographer. He further suggested that appropriate subjects of the Society's correspondence should include surveys, maps, and charts. This wonderful resource can now be consulted at: <http://www.amphilsoc.org/library/mole/r/rog.htm>

## **Home Brewer Alert: Poor Richard's Ale!**

Read about the creation of a new beer and get the recipe. It was specially created for the Franklin Tercentenary. The judges for the competition? Franklin descendants John Harris and John Mallett, as well as Nicola Twilley of the Tercentenary staff: <http://www.bellaonline.com/articles/art36104.asp>

## **Franklin on Roller Skates Promotes Energy Conservation in Boston:**

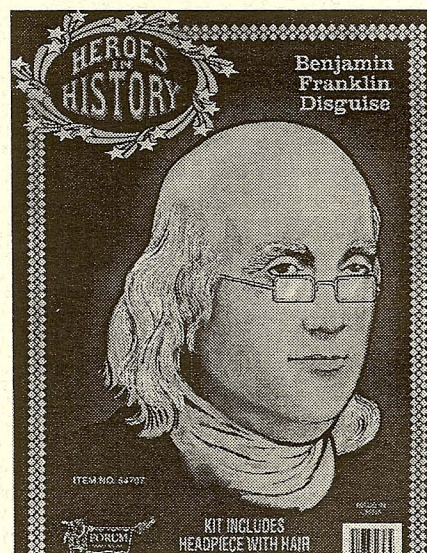
The "Sneakers on Statues" tourism campaign got its start when Boston Mayor Thomas Menino decided that people in his city should walk more and leave their cars behind. And who better to get this civic minded idea across? In September, a set of roller skates appeared on the Franklin statue at Old City Hall. At the energy conservation campaign's web site, visitors can play an interactive game to determine how the cost of a tank of gas could be converted into a list of activities that could be enjoyed for the same amount of money. A team of artists from the School of the Museum of Fine Arts designed the footwear, and protected the statue by wrapping the effected parts in plastic before fitting the skates. Other Boston sculp-

tures have joined Franklin in publicizing the message that it is better to walk than drive: Paul Revere, George Washington, Samuel Adams, and the Ducklings in the Public Garden. <http://www.boston.com/walkboston>.

## **Design New Specs in Honor of Ben:**

The Eye Doctors of Havertown invite you to celebrate Benjamin Franklin's 300th Birthday by entering their "Design New Eyeglass Frames Contest"! Let your imagination take us into the next 300 years by designing new eyeglass frames using any materials that you choose! Be creative, be unique, and be inventive! What would Ben wear today? Imagine Ben or yourself in frames you design! Entries received by Ben's birthday, January 17, 2006, will be judged in 3 categories with prizes awarded for creativity, functionality and inventiveness. Drop off or mail your entry with a \$10 entry fee payable to: The Eye Doctors, 154 W. Eagle Road, Havertown, PA 19083. A portion of the proceeds will benefit the Delaware County Blind and Sight Associations.

"Hide not your talents, they for use were made." ~ Benjamin Franklin



# Curtis Institute of Music Celebrates Franklin's Birthday

Two days before Ben Franklin's 300th birthday, Philadelphia's Curtis Institute of Music and alumna Cecilia Gniewek Brauer will present a tribute and birthday celebration recital featuring Ben's own invention — the armonica. The recital will take place in Curtis's Field Concert Hall on January 15, 2006, at 3 p.m.

Ms. Brauer is a pianist, an associate member of the Metropolitan Opera Orchestra, and is one of the few musicians in the world actively performing on the armonica today. She will be joined by Curtis students performing rarely heard songs about Franklin: Ross Lee Finney's "Poor Richard Songs" and "Ben Franklin Sez" by

Norman Luboff. Ralph Archbold, Philadelphia's Ben Franklin, will also make a special appearance.

This tribute to Ben Franklin is included in Philadelphia's yearlong celebration, Ben Franklin 300 Philadelphia, which features performances, exhibitions, lectures, and events at many of the region's arts and cultural organizations.

The Curtis Institute of Music has a special tie to Ben Franklin through the founder of the school. In 1728, Franklin founded the *Pennsylvania Gazette*, or, as it came to be known a century later, *The Saturday Evening Post*. In 1897, Cyrus H.K. Curtis, head of Curtis Publishing, bought the publi-

cation for \$1,000; it became one of the most popular magazines in America, along with *The Ladies' Home Journal*, another Curtis publication.

His only child, Mary Louise Curtis Bok, studied piano and organ as a young girl, and music was to remain her abiding passion. In 1924, she founded The Curtis Institute of Music "to train exceptionally gifted young musicians for careers as performing artists on the highest professional level." Mrs. Bok remained an integral and much-loved part of the school until her death in 1970.

## World Premiere of "Ben"

On November 18, 2005, the Philadelphia Orchestra introduced a new symphony composed by Curtis alumnus Daniel Kellogg in honor of Benjamin Franklin's 300th anniversary. Kellogg, who was one of 100 composers vying for this honor, found it a challenging piece at first, "there were so many sides to Franklin. Philadelphia is the home of Franklin, and the Philadelphia Orchestra is one of the city's great institutions. To be responsible for their part in his celebration is rather daunting."

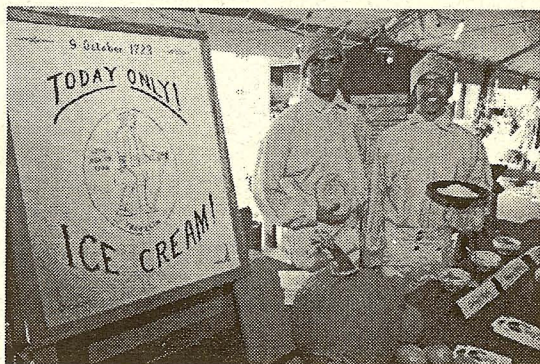
Kellogg, now teaching composition at the University of Colorado in Boulder, read widely in preparation for this work. His love for history stood him in good stead as he learned more

about the multi-faceted Franklin and attempted to incorporate his personality into the music, even opening with a musical lightning bolt! Throughout the piece Kellogg brings into play different melodies associated with Franklin throughout his life. For the most part, Kellogg attempted to keep the music lighthearted and fun. The fourth and final movement brings in the men's chorus singing the Franklin drinking songs, and repeating a common refrain: "Glasses in hand, let us sing to our Benjamin."

*Editor's note: More information on "Ben" can be found in the program notes in the Philadelphia Orchestra's website: [http://www.philorch.org/styles/poa02e/www/prognotes\\_20051118.html](http://www.philorch.org/styles/poa02e/www/prognotes_20051118.html)*



"Benjamin Franklin, aet. 84," engraving after Charles Willson Peale portrait at Historical Society of Pennsylvania, engraved by Albert Rosenthal. Courtesy of the American Philosophical Society.



October's Market Fair features Eric & Ryan Berley selling their special ice cream and the Tercentenary Consortium members. Photos by Stuart Watson.

# *Franklin Symposium at Belmont University*

During the last week of October, the School of Humanities at Belmont University in Nashville hosted a symposium entitled "Benjamin Franklin's World." Faculty and students from Belmont and other Nashville universities and members of the general public enjoyed a variety of presentations aimed at raising awareness of some of Franklin's achievements on the eve of next year's tercentenary celebrations.

Featured guest speakers included Amy Sturgis of Belmont's University College, whose talk, "The Lost State of Franklin," connected Franklin to some local history; she outlined the founding of the Revolutionary War-era Colony of Transylvania and its successor, the short-lived State of Franklin in what is now east and middle Tennessee, explaining, too, what role Franklin's celebrity played in naming it. Carla Mulford of Penn State spoke on "Benjamin Franklin and the Question of National Character," discussing the relationship between Franklin's developing American identity and his identifications with and ultimately his critique of the rhetoric of British imperialism, especially in conceiving of and writing about race.

Lester Olson of the University of Pittsburgh provided readings of Franklin's emblems and devices in political cartoons and on printed money and examined the ways their significances shifted as the images proliferated into other media in his lecture, "Rhetoric and Politics in Benjamin Franklin's Pictorial Representations of British America." Finally, Ellen Cohn of Yale talked about the challenges, frustrations, and deep satisfactions derived from her work editing Franklin's papers in "Historian as Detective: Solving the Mysteries in Franklin's Papers."

Besides Dr. Sturgis' talk, other local participation included an introductory lecture I gave as an overview of Franklin's life and times; a presentation on Franklin and recreational mathematics by two members of our Math faculty, Mary Goodloe and Andy Miller, who discussed not only Franklin's interest in magic squares and circles, but also some of the advanced arithmetic he included in *Poor Richard's Almanac*; a performance and presentation by David Alford and Kevin Haggard, members of the Tennessee Repertory Theatre who played John Adams and Benjamin

Franklin, respectively, in a recent production of 1776; and a viewing and discussion of the recent Disney film *National Treasure*. These last two gave attendees a feel for the ways Franklin's life and image have been perceived through and employed in popular culture.

I have had the privilege of teaching a sophomore-level seminar on Benjamin Franklin this fall, and students attending the symposium were very impressed with the degree to which Franklin inspires respect as well as deep personal connections among his scholars; they have come to understand how various biographers' versions of Franklin differ, and even how depictions of other founders (especially someone like John Adams) are affected by the attachment those biographers feel toward their subject. It has also been very interesting for my students, as a relatively informed audience, both to begin to understand the different ways Franklin is appreciated by academic and popular audiences, as well as how much more there is to know about Franklin than we would ever have time to cover in a semester.

## *Franklin Descendant Invitation*

The Friends of Franklin and a group of Franklin descendants are organizing a Franklin Descendant event to be held in Philadelphia from April 7 – April 9, 2006. There will be programs and activities for families throughout the weekend with some special programs specifically for descendants. More information will be forthcoming. If you are a descendant who would like to attend or would like to assist in the planning of this event, please contact Kathy DeLuca at [kathydeluca@benfranklin2006.org](mailto:kathydeluca@benfranklin2006.org).



## *Renewal Reminder:*

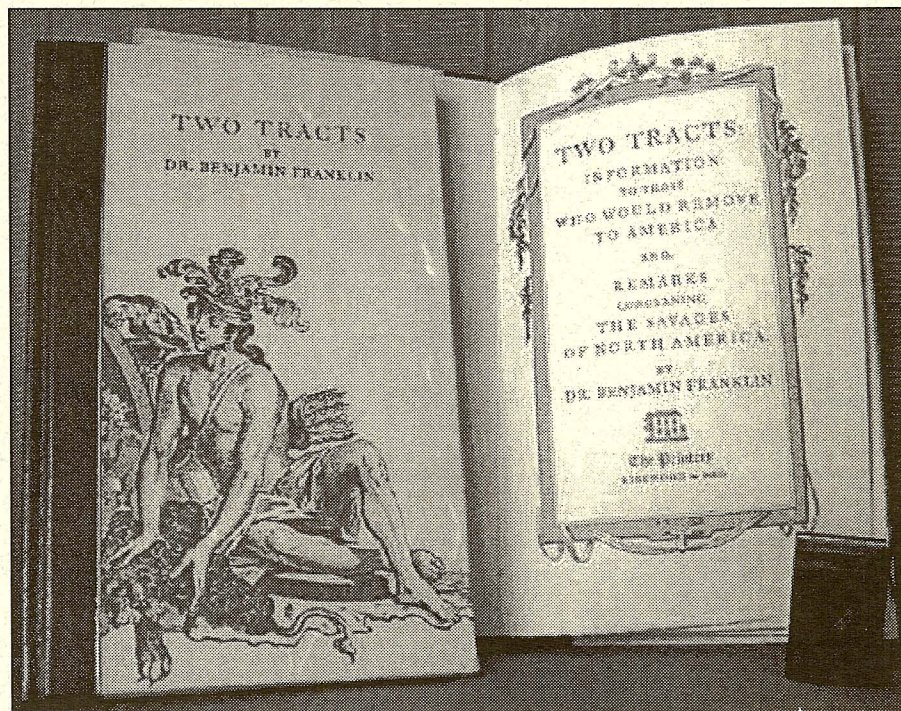
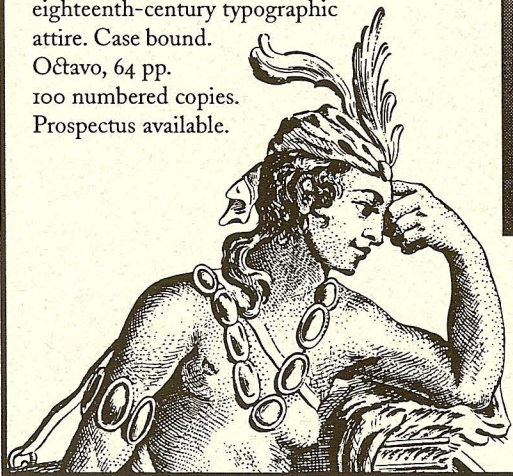
If you have received a renewal notice, this is a friendly reminder that your membership will expire on December 31, 2005. On-line renewal is available at [www.benfranklin2006.org](http://www.benfranklin2006.org). If you prefer to fax your renewal, please be sure to include your credit card number and all the information on your renewal form. Thank you for your continued support of the Friends of Franklin.

Publication of Crèvecoeur's *Letters from an American Farmer* in 1782 & American Independence in 1783, caused interest in immigration to America to increase dramatically. As America's envoy, Franklin had set up a press at Passy where he printed *Information to Those Who Would Remove to America* and *Remarks Concerning the Savages of North America*. These engaging and thought provoking essays were printed as *Two Tracts* in London, Dublin, France, Italy, & Germany. The same handset Caslon types, the long "f" and its ligatures, the catchwords, and the signature indicators, are all retained in this edition so the modern reader can fully appreciate these *Tracts* in their original eighteenth-century typographic attire. Case bound.

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