

# Franklin Gazette

A PERIODIC PUBLICATION OF THE FRIENDS OF FRANKLIN

VOLUME 1, NUMBER 3, FALL, 1990

Friends of Franklin, c/o Dr. Larry Tise, Benjamin Franklin National Memorial, 20th and The Parkway, Philadelphia, PA 19103

"Historians relate, not so much what is done, as what they would have believed."

*B. Franklin*

## From the Desk of Larry Tise

This is the first issue of the FRANKLIN GAZETTE to be issued from The Benjamin Franklin National Memorial. After some months of discussing and planning, the Friends of Franklin and the Benjamin Franklin Guild decided to join hands with the National Memorial to create a central focus for those hundreds of people who, in either small or large doses, are interested in knowing more about Benjamin Franklin.

It is a privilege to set off on a new venture to promote the study, understanding, and appreciation of Benjamin Franklin. And it is good to be doing it in company with so many of those students, fans, scholars, and other aficionados who have for many years researched, collected, and savored one or more of the many facets of the man.

During the past year as I have been establishing a whole new program for the Benjamin Franklin National Memorial, it has been a great pleasure to come to know some of the stellar folk who have kept their eyes and their pens faithfully on the historic Franklin. Whitfield Bell, Edwin Wolf, Claude-Anne Lopez, Esmond Wright, Leo Lemay, and Owen Aldridge are some of the long term warriors.

Barbara Oberg, John C. Van Horne, Roy Goodman, Ellen Cohn, and Jeffrey Smith are among the rising stars. And then there are the dedicated promoters--Hobie Cawood, Frank Jones, and Stuart Karu.

There are, finally, another host of hundreds of people whom I have met by phone and in person scattered around the globe who have a special liking for Benjamin Franklin. These are the people we want to serve through the FRANKLIN GAZETTE and as members of "The Friends of Franklin."

Now that the Friends have found a permanent home, we can get on with the business of building up our organization. Through the National Memorial and the Friends, we hope to do a number of things, among them:

1. Make the FRANKLIN GAZETTE an informative, useful, and timely newsletter reporting the latest literature, activities, and information concerning the study and appreciation of Franklin.

(see "Larry Tise," Page 2 Column 1)

## A MESSAGE FROM PRESIDENT KARU

Progress -- slow, but sure, progress. That sums up our activities over the last months. Progress on a number of fronts. Never as much progress as we would like, but perhaps more than we have a right to expect.

Most important, we have taken steps to secure the future of the Friends of Franklin. Through an arrangement with the Franklin Institute, the Friends of Franklin will become part of the Benjamin Franklin National Memorial. Larry Tise, Executive Director of the BFNM will take over the administrative functions of our group. Larry has done remarkable things with the Franklin Medal program. He, and his staff, will be working to expand our ranks, publish the Franklin Gazette, handle our billing, list management, etc.

Our next Annual Meeting has been scheduled for January 18, 1991 in Philadelphia. It will dovetail with the first annual Franklin Lecture, sponsored by the BFNM and be part of the celebration of Franklin's birthday. There will be a dinner and a speaker, on January 17th, 1991 and our meeting will run from 9:00 a.m. to 12:00 p.m. on January 18th, 1991.

We have been granted status as a 501(c)3 foundation. This will assure that

the contributions we have received will be fully deductible. As many of you know, the largest contribution was \$20,000 from the Culpepper Foundation for the reprinting of the out of print volumes of the Papers of Benjamin Franklin. This grant we hope will be matched by the National Historical Publications and Records Commission and as a result 11 of the 28 volume set will eventually be reprinted.

Thanks to the efforts of Frank Jones our fund raising continues. To be viable, however, we need members and we need funds. We have not sent out a bill for dues in about a year and a half. The bulk of the expenses for the start up administration have been borne by voluntary contributions, while the dues have gone to cover the cost of meetings and the newsletters. While we have established dues at only \$50 we need additional funds. Those of you who can afford to give more are asked to please do so. Please refer to member information on page 2 column 3.

I think you will find this edition as interesting as our other newsletters. It is full of new information and hopefully will bring you up to date on what is going on in the world of Dr. Franklin.

## FIRST BENJAMIN FRANKLIN NATIONAL MEMORIAL AWARDS CONFERRED

Paul Christian Lauterbur of the University of Illinois, developer of Magnetic Resonance Imaging--a system for portraying internal organs without invading the body--and James Edward Burke of Princeton, New Jersey, master promoter of innovation and product safety in the health care industry are the first recipients of the newly established Benjamin Franklin National Memorial Awards. The two laureates were honored, praised, and featured during two days of ceremonies, lectures, and colloquia at The Franklin Institute on November 8-9. Both individuals received Franklin gold medals. Prof. Lauterbur was additionally awarded an unrestricted cash prize of \$293,000--the largest American award for achievement in science.

All of this was made possible by a bequest of \$7.5 million left to The Franklin Institute by the late Henry Bower (1896-1988), a prominent Philadelphia chemical manufacturer. It was Bower's wish that the official Nation-

al Memorial to Benjamin Franklin built in the 1930's and designated by Congress in 1972 be vested with a program to honor individuals in today's world who reflect the scientific and business genius of Franklin.

Over the period of a year the program was designed and established by Dr. Larry Tise, the first executive director. Announced publicly on Franklin's birthday, January 17, 1990, the National Memorial conducted a six month "global search for humanitarian genius." A handsome pamphlet on the award and The National Memorial was issued and sent to more than four thousand individuals and institutions around the world.

Every major university, science or business organization, and major corporation in the world was invited to nominate individuals for the awards.

International boards of advisors and distinguished selection committees were established. More than one hundred and

(See "Bower Awards," Page 3 Column 1)



## AT LEO LAMAY'S INITIATIVE

by Deane M. Sherman

A three-day symposium entitled "Reappraising Franklin: A Bicentennial Perspective" was held in Philadelphia on April 17 through 19. This event was organized by seven cooperating Philadelphia institutions, University of Delaware, and the University of Pennsylvania. It brought together scholars from the United States, France and England, as well as knowledgeable and dedicated friends from several states. Scholars and others chatted throughout the three days about Franklin's life and achievements with an easy familiarity, as though discussing a close mutual friend.

Two "Benjamin Franklins" attended, Ralph Archbold from Philadelphia and John Meikle from Lexington, Mass. Both gentlemen go well beyond mere costume impersonation: they convey a serious portrait of Franklin's personality, wit, statesmanship and intellectual breadth.

The interest displayed by the participants and the consensus as to the success of the symposium were reflective of the tremendous amount of thought and effort which went into the preparation of the meetings and exhibits. All twenty-eight communications will appear in a two-volume publication of the University of Delaware under the editorship of Professor Lemay.

## LARRY TISE

(Continued from, Page 1 Column 1)

2. Sponsor an annual Franklin Tour and Address on Franklin's birthday, January 17, in connection with an annual meeting of the Friends of Franklin.

3. Sponsor and promote other events, products, and special promotions that will enable Friends of Franklin to pursue their interests.

4. Assist in generating gifts, grants, and/or earned income that will help to underwrite the costs of editing and producing THE FRANKLIN PAPERS project at Yale University.

In addition to these fairly focused activities, we will be constantly on the outlook for other ideas and opportunities to translate the incredible Franklin story into our era. Your suggestions are invited.

All of these things fit neatly into the purposes of the National Memorial. Our goals are to promote a better, fuller understanding of Franklin and to recognize individuals in science, business, and other realms in today's world who exemplify Benjamin Franklin's "humanitarian genius."

The time has come, therefore, to bring everyone with an interest in Franklin into the fold. We invite readers to provide us with the names of people who should be among our members or subscribers.

## FROM THE EDITORIAL OFFICE OF THE FRANKLIN PAPERS

Activities are underway on several fronts at the Franklin Papers. The editors are presently in the thick of producing three volumes which together record a full year of Franklin's life. Volume 28 (November, 1778 through February, 1779) is on the Yale University Press Fall list and will be available in November; Volume 29 (March through June 1779) is receiving its final review by the editor and will go to the press within a few months; volume 30 (July through November 15, 1779) is well underway by the rest of the staff.

The year 1779 was an eventful one for Franklin, and together volumes 28, 29, 30, will offer a rich, and hitherto only sparsely documented, account of a full year of his life in France. In February, 1779, he received his appointment as minister plenipotentiary to the French court, and this moment marks the beginning of what we think of as "the rejuvenated Franklin." He was determined to handle the business of the Commission more efficiently than before, and the result is a dramatic increase in outgoing correspondence that presents an unparalleled record of the day-to-day activities of America's first embassy in France.

At the same time that he energetically took charge of the multitude of diplomatic and financial tasks his post entailed, he struck out in new--and sometimes old--directions. He set out to improve his French, submitting his letters to Mme. Brillon as exercises for her correction. He composed his first scientific paper, on the aurora borealis, in French. The paper was delivered by his old friend Le Roy to the French Academy of Sciences in April. During this first year of his ministry Franklin also wrote some of his wittiest and most mature essays among them "The Petition of the Letter Z," "A Tale," "The Whistle," and "The Morals of Chess." Not only was he Franklin the writer, but he became once again, Franklin the printer. In April, 1779, he set up his own foundry, and the earliest known Passy imprint, an invitation to his 1779 Independence Day Celebration, will be published in volume 29. At the age of 73, Franklin was once again--or still--a scientist, writer, and printer.

At the same time that they are working on the volumes, the editors and two additional part-time staff people have been assembling material for the path-breaking CD-ROM edition of the Franklin Papers that has been undertaken as the initial step of a far-reaching collaborative venture between the Founding Fathers Papers, Inc. and the Packard Humanities Institute. The long-term goal of this laser edition is to make available, at relatively low cost and in advance of the completion of the annotated comprehensive printed volume edition, the texts of all Franklin's correspondence, papers, and writings. It is a monumental undertaking.

## LE DOCTEUR FRANKLIN REMEM- BERED IN FRANCE

by Dilys Winegrad

Franklin commemorations are taking place all over France this year. On May 2, a sizable group of Parisians and Americans residing in Paris assembled around his statue, near the Trocadero. Amid fanfare and flags the mayor of the XVIth arrondissement, M. Taittinger -- who is also the vice-president of the Senate -- deposited flowers and led the crowds to the mairie where he delivered a spirited talk about the first American Ambassador to his country. Not a word, mercifully, about Franklin the woman-chaser and lady-killer, or other inanities so gleefully repeated by the man's fellow citizens back home. This was Franklin as Europeans see him: supremely intelligent, inventive, statesmanlike, a friend to mankind and freedom, one of the brightest lights of the Enlightenment.

Philadelphia-born Meredith Martindale Frapier then showed the movie she had made on Auteuil and Passy in Franklin's day. A reception followed.

The next day, Franklin's presence in France was evoked by Claude-Anne Lopez in Ambassador and Mrs. Walter Curley's magnificent residence. The talk was in French and the audience was pleasantly responsive. The gardens, ablaze with rhododendrons and azaleas, made a splendid background for the reception. Another meeting, organized by the Societe France-Etats-Unis, was held in Versailles and Claude-Anne Lopez presented her new book: Le Sceptre et la Foudre.

In June, professor Leo Lamay was invited to deliver ten lectures on Franklin in as many French cities and was warmly received.

All through the summer and fall, a traveling exhibit comprising twenty panels about Franklin's life will be shown in Versailles, Rennes, Blois, Angers and Nantes. Finally, a committee is retracing Franklin's steps on his 1776 trip from Nantes to Paris and organizing festivities along the way.

## MEMBERSHIP INFORMATION

All individuals, institutions, scholars, students, collectors and others are invited to become members of the Friends of Franklin at the annual membership rates indicated below. Additionally, all current or prior memberships in the Friends of Franklin expire on December 31, 1990 and are now due for renewal.

Please choose your category of membership on the sheet provided on page 4 and send a check made payable to:

THE FRIENDS OF FRANKLIN

Dr. Larry E. Tise

Benjamin Franklin National Memorial  
20th and The Parkway  
Philadelphia PA, 19103.

All membership categories include an annual subscription to THE FRANKLIN GAZETTE. A separate non-member annual subscription to the newsletter is available to individuals for \$10.



## BOWER AWARDS

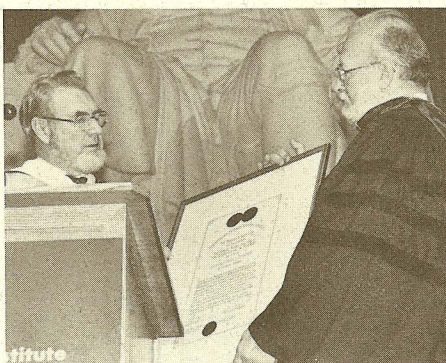
(Continued from Page 1, Column 2 and 3)

fifty carefully documented nominations were received. Final selections were made by renowned panels external to the Memorial and The Franklin Institute.

In commenting on the final selections, Dr. Tise, reflected on the first year's recipients: "When we launched our search, I thought it would be most difficult to find individuals of great accomplishment in science and business who might also reflect the humanitarian genius of Benjamin Franklin. To my dismay, however, both Professor Lauterbur and Mr. Burke are uniquely eligible to be put in a class with Benjamin Franklin.

"Professor Lauterbur, much in the same manner as Benjamin Franklin mastered electricity, pioneered the use of nuclear magnetic resonance to make incredibly useful images. As Franklin's scientific work revolutionized the world, so has Lauterbur's. The entire practice of medicine has been altered by his contribution. MRI has become almost as much of the medical scene as Franklin's own medical invention, the flexible catheter. What is most pleasing is that

Lauterbur made his contribution for the benefit of humanity. Like Franklin, he did not seek and did not secure a patent on his devices.



Dr. Koop, chairman of the Benjamin Franklin National Memorial, congratulates Dr. Lauterbur during the ceremony.

"Mr. Burke, much in the manner of Franklin, believes in following sound principals in the business world. As the head of Johnson & Johnson for fourteen years, he fostered huge investments in new health care products--including Lauterbur's MRI equipment.

"He established new parameters for crisis management when J & J's Tylenol was twice contaminated. He also set high standards for corporate citizenship in state and nation. In an era in which most CEOs seem tied to the interests of stockholders above all, Burke affirms that every company's first interest should be in its customers."

The new awards--technically the Bower Award for Achievement in Science and the Bower Award for Business Leadership--are to be conferred annually with nominations due every year by April 17 (Franklin's death). The science award is given without respect to nationality; the business award is given to an American. Any individual or institution may submit a nomination.

## NEW BOOKS RELATING TO BENJAMIN FRANKLIN\*

Peter Baida

Poor Richard's Legacy: American Business Values from Benjamin Franklin to Donald Trump. New York: W. Morrow, 1990. 360 pp.

The sad tale of the declension of American business values and practices from those popularized by Franklin especially in POOR RICHARD'S ALMANACK.

Benjamin Franklin's "The Art of Virtue": His Formula for Successful Living. Edited by George L. Rogers. 2nd edition; Eden Prairie, Minn.: Acord Publishers, 1990.

An edition of selected Franklin quotations on the proper conduct of life.

Ronald W. Clark

Benjamin Franklin: A Biography.

New York; London: Da Capo, 1989. 530 pp.

Reprint by a new publisher of a good general Franklin biography.

Bernard I. Cohen

Benjamin Franklin's Science.

Cambridge, Mass.: Harvard University Press, 1990. 273 pp.

The gathered essays of a knowledgeable scientist who has spent a career examining Franklin as a scientist. Cohen clarifies rather definitively what were Franklin's contributions to the world of science.

James N. Green

Poor Richard's Books: An Exhibition of Books Owned by Benjamin Franklin Now on the Shelves of the Library Company of Philadelphia. Philadelphia: Library Company of Philadelphia, 1990. 32 pp.

A valuable exhibition catalogue as well as history of Franklin's library and monumental efforts to reconstruct it.

Max Hall

Benjamin Franklin & Polly Baker: The History of a Literary Deception.

Pittsburgh, PA.: University of Pittsburgh Press, 1990. 197 pp.

Reprint of another popular classic on Franklin and a literary hoax.

The Intellectual World of Benjamin Franklin: An American Encyclopaedist at the University of Pennsylvania.

Edited by Dilys Pegler Winegrad.

Philadelphia: Trustees of the University of Pennsylvania, 1990. 111 pp.

A nicely designed and illustrated catalogue that accompanied a fairly definitive collection and exhibition of Franklin printed materials and images held in 1990 at the Arthur Ross Gallery of the University of Pennsylvania.

Claude-Anne Lopez

Mon Cher Papa: Franklin and the Ladies of Paris. New ed. New Haven: Yale University Press, 1990. 404 pp.

A welcome reprint of this classic by noted Franklin scholar and former editor of the Franklin Papers focusing on Franklin's relations with women in Paris while also describing period homes and social customs in France.

Claude-Anne Lopez

Le Sceptre et la Foudre: Benjamin Franklin a Paris 1776-1785. Paris: Mercure de France, 1990. 335 pp.

Mrs. Lopez details Franklin's years in Paris.

Barbara B. Oberg, ed., Dorothy W. Bridgwater, Ellen R. Cohn, Jonathon R. Dull, and Catherine Prelinger, associate eds., Marilyn A. Morris, assistant ed., Claude A. Lopez, consulting ed. The Papers of Benjamin Franklin: Vol.28. New Haven & London: Yale University Press, 1990.

The next addition to this vital project is now available.

Maggi Scarf

Meet Benjamin Franklin.

New York: Random House, 1989. 64 pp.

A brief Franklin biography highlighting inventions, printing, and his missions to England and France.

Sheila L. Skemp

William Franklin: Son of a Patriot, Servant of a King. New York: Oxford University Press, 1990. 358 pp.

The most recent effort to comprehend Franklin's loyalist and disowned son.

Jeffrey A. Smith

Franklin and Bache: Envisioning an Enlightened Republic.

New York: Oxford University Press, 1990. 222 pp.

Joint biography of Franklin and his embattled and combative grandson Benjamin Franklin Bache focusing on their quite different views of the roles and responsibilities of the press.

Steve J. Spears

The Elocution of Benjamin Franklin, [and], When They Send Me Three and Fourpence. Sydney [Australia]: Currency Press, 1989. 110 pp.

Two plays, one on Franklin.

Charles Tanford

Ben Franklin Stilled the Waves: An Informal History of Pouring Oil on Water, with Reflections on the Ups and Downs of Life in General.

Durham: Duke University Press, 1989. 227 pp.

An interesting excursus into the history of one of Franklin's less known, but still fun-

(See "Books Continued", Page 4)



BOOKS CONTINUED

damental experiments and scientific findings. Tanford demonstrates that Franklin's work was fundamental to this phenomenon.

Larry E. Tise  
The Benjamin Franklin National Memorial Awards: The Bower Award and Prize for Achievement in Science and the Bower Award for Business Leadership. Philadelphia: The Franklin Institute, 1990. 41 pp.  
A brief introduction to two new international awards given to individuals ex-

emplifying Franklin's "humanitarian genius," with history of Benjamin Franklin National Memorial and The Franklin Institute.

Esmond Wright  
Benjamin Franklin: His Life as He Wrote It.  
London: Folio Society, 1990. 260 pp.  
A handsome edition of Franklin's autobiography with a brief introduction by one of his most esteemed biographers.

The Two Hundredth Anniversary of the Birth of Benjamin Franklin: Celebration by the Commonwealth of Massachusetts and the City of Boston, in Symphony Hall, Boston, January 17, 1906. [Boston]: Printed by Order of the Massachusetts General Court and the Boston City Council, 1906. 113 pp. Microfilm edition. New Haven: Yale University Library, 1989. 1 microfilm reel.

\* Compiled by Roy Goodman, American Philosophical Society; commentary by Larry E. Tise.

THE SECOND ANNUAL BENJAMIN FRANKLIN TOUR

It is time once again to put on your walking shoes for a behind-the scenes tour of Benjamin Franklin's Philadelphia. The event will take place on Franklin's birthday, January 17 1991. Tour participants will meet in the Benjamin Franklin National Memorial at the Franklin Institute at 10:30 a.m. for the unveiling of a new exhibit "Benjamin Franklin -- Humanitarian Genius". Larry Tise, well known historian and number one Franklin fan will be your tour guide for the day.

Other scheduled trolley stops include the Masonic Temple, (Franklin was a loyal mason), for an entertaining lunch, The American Philosophical Society, The Library Company of Philadelphia, Franklin Court and some other surprises along the way.

An additional evening program starting at 5:00 p.m., scheduled at the Franklin Institute, includes a dedication ceremony for the new exhibit, fantastic futuristic tour of the Mandell Futures Center and a special viewing of the Omni

film, "Blue Planet". The evening will conclude with the first annual Franklin Day Address and a lecture by noted scholar and dynamic speaker, Claude-Anne Lopez. Mrs. Lopez, under the title of "Ben and Me", will launch an annual program of speeches by prominent figures who have been inspired or influenced by Franklin.

To sign up, copy the sheet below and send back by January 4, 1991. If you would like more information or have a question please call (215) 448-1349.

NAME	PHONE	MEMBERSHIP FEES FOR FRIENDS OF FRANKLIN
ADDRESS		
CITY	STATE ZIP	
BENJAMIN FRANKLIN'S TOUR OF PHILADELPHIA		(Circle your selection)
<input type="checkbox"/> Yes, please reserve ____ places at the day time event at \$35 per person (\$30 Friends of Franklin members). Price includes lunch, tour and transportation.		Institutional Member \$1,000
<input type="checkbox"/> Yes, please reserve ____ places at the evening event at \$35 per person (\$30 Friends of Franklin members). Price includes dinner, museum admission, Omni ticket and lecture.		Contributing Member \$500
<input type="checkbox"/> Yes, please reserve ____ places for both events at \$65 per person (\$55 Friends of Franklin members)		Franklin Friend \$100
Total payment \$ ____ including membership fee. (Please return by January 4, 1991).		Annual Member \$50
		Subscription to Gazette \$10