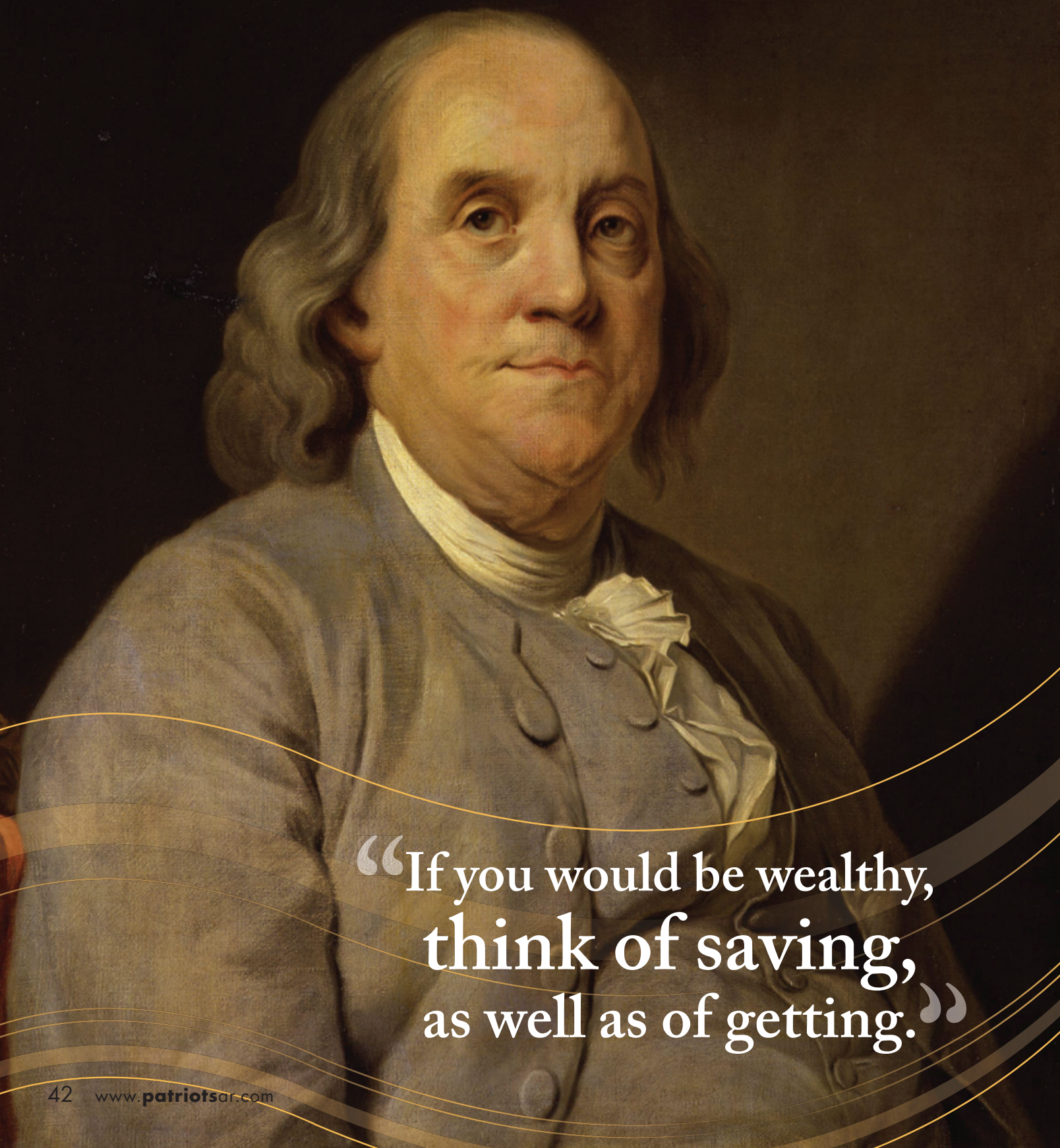




# CULTURE, ART, & *Conflict*



“If you would be wealthy,  
think of saving,  
as well as of getting.”



# ALL ABOUT THE BENJAMINS— MR. FRANKLIN AND AMERICAN CURRENCY

by Michael Aubrecht

Even if one is not a history student or scholar, there is a good chance that you see images of certain Founding Fathers every-day. From George Washington to Thomas Jefferson, the faces of famous Patriots appear on our nation's currency, reminding us always of the American fight for independence (and symbolizing American capitalism as well). Most of the Founding Fathers featured on American money are former presidents, with two exceptions—Alexander Hamilton and Benjamin Franklin.

Both Hamilton and Franklin helped to establish a standardized form of currency during our nation's infancy. Therefore, it is fitting that they should receive the same honor normally reserved for commanders-in-chief.

Hamilton, who adorns the ten-dollar bill, was an economist and the first United States Secretary of the Treasury. He was also highly controversial and sometimes unpopular among his peers. The one-hundred-dollar bill, on the other hand, features the country's most popular and treasured statesman, Benjamin Franklin.

The following are some interesting facts about Franklin, money, and the one-hundred-dollar bill.

**\$** Franklin was one of the original proponents and printers of paper currency. In fact, he printed money for the colonial governments of Delaware, New Jersey, and Pennsylvania.

**\$** In his "Advice to a Young Tradesman" (published in 1748), Franklin states that "time is money," money "can beget money," and that "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."

**\$** In an essay entitled "The Way to Wealth," which appeared in the 1758 edition of *Poor Richard's Almanack*, Franklin presents the following aphorisms that are still relevant today:

- ★ *"Early to bed and early to rise makes a man healthy, wealthy and wise."*
- ★ *"If you would be wealthy, think of saving, as well as of getting."*
- ★ *"If you would have your business done, go; if not, send."*
- ★ *"Think what you do when you run into debt; you give to another power over your liberty."*
- ★ *"Creditors have better memories than debtors."*

**Benjamin Franklin**

*Joseph-Siffred Duplessis*



**The Lincoln one-hundred-dollar bill**



**The new one-hundred-dollar bill to be issued in 2011**

\$ Today, the one-hundred-dollar bill is commonly referred to as a “Benjamin.” The U.S. Department of the Treasury reports that the average lifetime of a Benjamin in circulation is 89 months before it is replaced due to wear. Approximately seven percent of all bills produced today are one-hundred-dollar bills.

\$ According to the Bureau of Engraving and Printing, the very first one-hundred-dollar bill (issued in 1862) featured the image of a bald eagle. A new version featuring Abraham Lincoln’s image was issued in 1869. It wasn’t until 1914 that Benjamin Franklin first appeared on the bill.

\$ Since 1928, the one-hundred-dollar bill has also featured an engraving of Philadelphia’s Independence Hall on the reverse side. As the former State House of Pennsylvania and the site where both the Declaration of Independence and

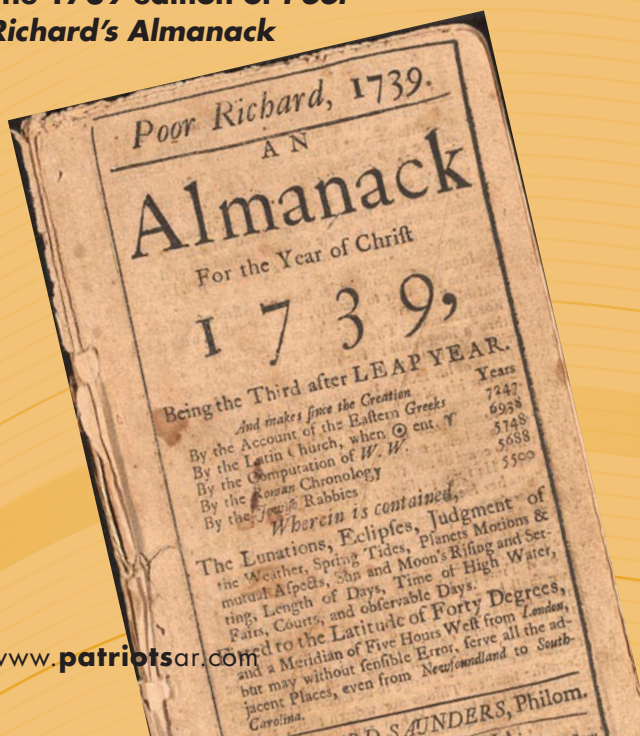
the United States Constitution were adopted, Independence Hall is often called the birthplace of our nation and has strong ties to Franklin’s legacy.

\$ In the 1990s, new microscopic printing around Franklin’s portrait and a metallic security strip on the left side of the bill were added to help prevent counterfeiting. A completely redesigned and state-of-the-art one-hundred-dollar bill will be issued to the public on February 10, 2011. It will, of course, still feature Franklin.

Much like the country that honors him, Benjamin Franklin’s bill has evolved over time. Yet his ever-present portrait has allowed the Founding Father to transcend history and become a cultural icon whose ideals in the world of finance will always be celebrated.



### **The 1739 edition of *Poor Richard’s Almanack***



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