



Harvard University Art Gallery



Earliest known portrait of Benjamin Franklin, oil on canvas by Robert Feke, 1738-1746, detail. Franklin commissioned the portrait in his late thirties or early forties when he left the printing business, having established sufficient wealth to live the life of a gentleman.

## *“an industrious, thriving young man”*

### **Benjamin Franklin becomes a businessman in Philadelphia, 1720s-1730s**

Autobiography, Pt. One, 1771, excerpts

At age 17 with little money, Franklin left his childhood home of Boston, where he had apprenticed as a printer with his brother, to inaugurate his independent adult life in Philadelphia. In these selections from his autobiography, he recounts the arduous and occasionally contentious process of building his own printing business—and learning to be businessman.<sup>1</sup>

My brother-in-law, Holmes, being now at Philadelphia, advised my return to my business, and Keimer<sup>2</sup> tempted me with an offer of large wages by the year to come and take the management of his printing-house, that he might better attend his stationer’s shop. I had heard a bad character of him in London from his wife and her friends, and was not fond of having any more to do with him. I tri’d for farther employment as a merchant’s clerk, but, not readily meeting with any, I clos’d again with Keimer.

I found in his house these hands [workers]: Hugh Meredith, a Welsh Pensilvanian, thirty years of age, bred to country work; honest, sensible, had a great deal of solid observation, was something of a reader, but given to drink. Stephen Potts, a young countryman of full age, bred to the same, of uncommon natural parts, and great wit and humor, but a little idle. These he had agreed with at extreme low wages per week, to be rais’d a shilling every three months, as they would deserve by improving in their business; and the expectation of these high wages to come on hereafter was what he had drawn them in with. Meredith was to work at press, Potts at book-binding, which he, by agreement, was to teach them, though he knew neither one nor t’other. John ——, a wild Irishman, brought up to no business, whose service, for four years, Keimer had purchased from the captain of a ship; he, too, was to be made a pressman. George Webb, an Oxford scholar, whose time for four years he had likewise bought, intending him for a compositor, of whom more presently; and David Harry, a country boy, whom he had taken apprentice.

I soon perceiv’d that the intention of engaging me at wages so much higher than he had been us’d to give was to have these raw, cheap hands form’d thro’ me; and, as soon as I had instructed them, then they being all articed to him, he should be able to do without me. I went on, however, very cheerfully, put his printing-house in order, which had been in great confusion, and brought his hands by degrees to mind their business and to do it better. . . .

<sup>1</sup> National Humanities Center, 2009: [nationalhumanitiescenter.org/pds/](http://nationalhumanitiescenter.org/pds/). Benjamin Franklin, *Autobiography*, written 1771, 1784, 1788, ca. 1789-1790, published 1791. Some spelling and punctuation modernized by NHC for clarity. Full text online in Electronic Text Center, University of Virginia, at [etext.lib.virginia.edu/toc/modeng/public/Fra2Aut.html](http://etext.lib.virginia.edu/toc/modeng/public/Fra2Aut.html). Complete image credits at [nationalhumanitiescenter.org/pds/becomingamer/imagecredits.htm](http://nationalhumanitiescenter.org/pds/becomingamer/imagecredits.htm).

<sup>2</sup> See two excerpts from Franklin’s *Autobiography* (his printing apprenticeship in Boston and his arrival in Philadelphia) at *History Matters* (George Mason University and City University of New York) at [historymatters.gmu.edu/d/6220](http://historymatters.gmu.edu/d/6220) and [historymatters.gmu.edu/d/5823](http://historymatters.gmu.edu/d/5823).

<sup>2</sup> The Philadelphia printer with whom Franklin had worked after arriving in the city in 1723.

Our printing-house often wanted sorts, and there was no letter-founder in America; I had seen types cast at James's in London, but without much attention to the manner. However I now contrived a mold, made use of the letters we had as puncheons, struck the matrices in lead, and thus supply'd in a pretty tolerable way all deficiencies. I also engrav'd several things on occasion; I made the ink; I was warehouseman, and everything, and, in short, quite a factotum.

But, however serviceable I might be, I found that my services became every day of less importance, as the other hands improv'd in the business, and when Keimer paid my second quarter's wages he let me know that he felt them too heavy and thought I should make an abatement.

He grew by degrees less civil, put on more of the master, frequently found fault, was captious, and seem'd ready for an outbreaking. I went on, nevertheless, with a good deal of patience, thinking that his encumber'd circumstances were partly the cause. At length a trifle snapt our connections; for, a great noise happening near the court-house, I put my head out of the window to see what was the matter. Keimer, being in the street, look'd up and saw me, call'd out to me in a loud voice and angry tone to mind my business, adding some reproachful words, that nettled me the more for their publicity, all the neighbors who were looking out on the same occasion being witnesses how I was treated. He came up immediately into the printing-house, continu'd the quarrel, high words pass'd on both sides, he gave me the quarter's warning we had stipulated, expressing a wish that he had not been oblig'd to so long a warning. I told him his wish was unnecessary, for I would leave him that instant; and so, taking my hat, walk'd out of doors, desiring Meredith, whom I saw below, to take care of some things I left, and bring them to my lodgings.

Meredith came accordingly in the evening, when we talked my affair over. He had conceiv'd a great regard for me and was very unwilling that I should leave the house while he remain'd in it. He dissuaded me from returning to my native country [i.e. Massachusetts], which I began to think of. He reminded me that Keimer was in debt for all he possess'd; that his creditors began to be uneasy; that he kept his shop miserably, sold often without profit for ready money, and often trusted without keeping accounts; that he must therefore fall, which would make a vacancy I might profit of. I objected my want of money. He then let me know that his father had a high opinion of me, and, from some discourse that had pass'd between them, he was sure would advance money to set us up, if I would enter into partnership with him. "My time," says he, "will be out with Keimer in the spring; by that time we may have our press and types in from London. I am sensible I am no workman; if you like it, your skill in the business shall be set against the stock I furnish, and we will share the profits equally."

The proposal was agreeable, and I consented. His father was in town and approv'd of it; the more as he saw I had great influence with his son, had prevail'd on him to abstain long from dram-drinking, and he hop'd might break him off that wretched habit entirely, when we came to be so closely connected. I gave an inventory to the father, who carry'd it to a merchant. The things were sent for, the secret was to be kept till they should arrive, and in the mean time I was to get work, if I could, at the other printing-house. But I found no vacancy there and so remain'd idle a few days, when Keimer, on a prospect of being employ'd to print some paper money in New Jersey, which would require cuts and various types that I only could supply, and apprehending Bradford might engage me and get the job from him, sent me



Type matrices, or molds for making type, ca. 1740, owned by Franklin and used in his press in Paris in the 1780s. When he returned to Pennsylvania, Franklin gave them to his grandson, Benjamin Franklin Bache, for the press he was establishing in Philadelphia.

a very civil message that old friends should not part for a few words, the effect of sudden passion, and wishing me to return. Meredith persuaded me to comply, as it would give more opportunity for his improvement under my daily instructions; so I return'd, and we went on more smoothly than for some time before. The New Jersey job was obtain'd, I contriv'd a copperplate press for it, the first that had been seen in the country; I cut several ornaments and checks for the bills. We went together to Burlington, where I executed the whole to satisfaction; and he received so large a sum for the work as to be enabled thereby to keep his head much longer above water. . . .

We continu'd there near three months, and by that time I could reckon among my acquired friends Judge Allen, Samuel Bustill, the secretary of the Province, Isaac Pearson, Joseph Cooper, and several of the Smiths, members of Assembly, and Isaac Decow, the surveyor-general. The latter was a shrewd, sagacious old man, who told me that he began for himself, when young, by wheeling clay for the brick-

makers, learned to write after he was of age, carri'd the chain for surveyors, who taught him surveying, and he had now by his industry, acquir'd a good estate; and says he, "I foresee that you will soon work this man out of business, and make a fortune in it at Philadelphia." He had not then the least intimation of my intention to set up there or anywhere. These friends were afterwards of great use to me, as I occasionally was to some of them. They all continued their regard for me as long as they lived. . . .

We had not been long return'd to Philadelphia before the new types arriv'd from London. We settled with Keimer and left him by his consent before he heard of it. We found a house to hire near the market, and took it. To lessen the rent, which was then but twenty-four pounds a year, tho' I have since known it to let for seventy, we took in Thomas Godfrey, a glazier, and his family, who were to pay a considerable part of it to us, and we to board with them. We had scarce opened our letters and put our press in order, before George House, an acquaintance of mine, brought a countryman to us, whom he had met in the street inquiring for a printer. All our cash was now expended in the variety of particulars we had been obliged to procure, and this countryman's five shillings, being our first-fruits, and coming so seasonably, gave me more pleasure than any crown I have since earned; and the gratitude I felt toward House has made me often more ready than perhaps I should otherwise have been to assist young beginners.

There are croakers in every country, always boding its ruin. Such a one then lived in Philadelphia; a person of note, an elderly man, with a wise look and a very grave manner of speaking; his name was Samuel Mickle. This gentleman, a stranger to me, stopt one day at my door, and asked me if I was the young man who had lately opened a new printing-house. Being answered in the affirmative, he said he was sorry for me, because it was an expensive undertaking, and the expense would be lost; for Philadelphia was a sinking place, the people already half-bankrupts, or near being so; all appearances to the contrary, such as new buildings and the rise of rents, being to his



The Franklin Institute

Slug mold (~10 in.), into which hot lead is poured to create "slugs" of metal from which individual characters (letters, numerals, etc.) can be made

### Tools of the printing trade



Two leather inking pads, also called ink balls, with wooden handles, used to spread ink over a composed page of type (diameter of pad at right: ~10 in.), ca. 1740

certain knowledge fallacious; for they were, in fact, among the things that would soon ruin us. And he gave me such a detail of misfortunes now existing, or that were soon to exist, that he left me half melancholy. Had I known him before I engaged in this business, probably I never should have done it. This man continued to live in this decaying place, and to declaim in the same strain, refusing for many years to buy a house there, because all was going to destruction; and at last I had the pleasure of seeing him give five times as much for one as he might have bought it for when he first began his croaking. . . .

. . . Breintnal particularly procur'd us from the Quakers the printing forty sheets of their history, the rest being to be done by Keimer; and upon this we work'd exceedingly hard, for the price was low. It was a folio, pro patria size, in pica, with long primer notes. I compos'd of it a sheet a day, and Meredith worked it off at press. It was often eleven at night, and sometimes later, before I had finished my distribution for the next day's work, for the little jobs sent in by our other friends now and then put us back. But so determin'd I was to continue doing a sheet a day of the folio, that one night, when, having impos'd my forms, I thought my day's work over, one of them by accident was broken, and two pages reduced to pi, I immediately distributed and compos'd it over again before I went to bed; and this industry, visible to our neighbors, began to give us character and credit; particularly, I was told, that mention being made of the new printing-office at the merchants' Every-night club, the general opinion was that it must fail, there being already two printers in the place, Keimer and Bradford; but Dr. Baird (whom you and I saw many years after at his native place, St. Andrew's in Scotland) gave a contrary opinion: "For the industry of that Franklin," says he, "is superior to anything I ever saw of the kind; I see him still at work when I go home from club, and he is at work again before his neighbors are out of bed." This struck the rest, and we soon after had offers from one of them to supply us with stationery; but as yet we did not choose to engage in shop business.

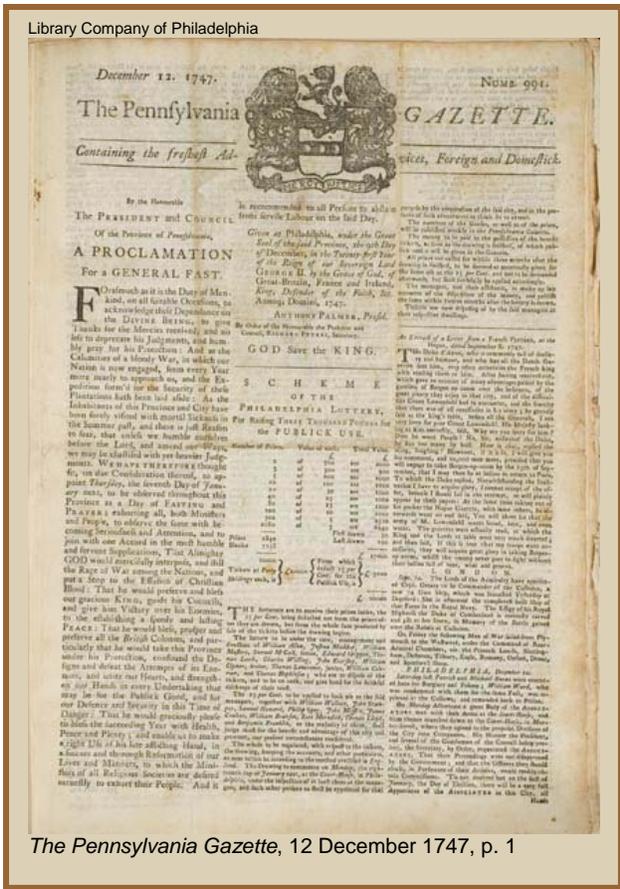
*"For the industry of that Franklin," says he, 'is superior to anything I ever saw of the kind; I see him still at work when I go home from club, and he is at work again before his neighbors are out of bed.'"*

*Dr. Baird of Philadelphia, on Franklin*

I mention this industry the more particularly and the more freely, tho' it seems to be talking in my own praise, that those of my posterity, who shall read it, may know the use of that virtue, when they see its effects in my favour throughout this relation.

George Webb, who had found a female friend that lent him wherewith to purchase his time of Keimer, now came to offer himself as a journeyman to us. We could not then employ him; but I foolishly let him know as a secret that I soon intended to begin a newspaper, and might then have work for him. My hopes of success, as I told him, were founded on this, that the then only newspaper, printed by Bradford, was a paltry thing, wretchedly manag'd, no way entertaining, and yet was profitable to him; I therefore thought a good paper would scarcely fail of good encouragement. I requested Webb not to mention it, but he told it to Keimer, who immediately, to be beforehand with me, published proposals for printing one himself, on which Webb was to be employ'd. I resented this; and, to counteract them, as I could not yet begin our paper, I wrote several pieces of entertainment for Bradford's paper, under the title of the BUSY BODY, which Breintnal continu'd some months. By this means the attention of the public was fixed on that paper, and Keimer's proposals, which we burlesqu'd and ridicul'd, were disregarded. He began his paper, however, and, after carrying it on three quarters of a year, with at most only ninety subscribers, he offered it to me for a trifle; and I, having been ready some time to go on with it, took it in hand directly; and it prov'd in a few years extremely profitable to me.

I perceive that I am apt to speak in the singular number, though our partnership still continu'd; the reason may be that, in fact, the whole management of the business lay upon me. Meredith was no compositor, a poor pressman, and seldom sober. My friends lamented my connection with him, but I was to make the best of it.



The Pennsylvania Gazette, 12 December 1747, p. 1

Our first papers made a quite different appearance from any before in the province: a better type, and better printed; but some spirited remarks of my writing on the dispute then going on between Governor Burnet and the Massachusetts Assembly, struck the principal people, occasioned the paper and the manager of it to be much talk'd of, and in a few weeks brought them all to be our subscribers.

Their example was follow'd by many, and our number went on growing continually. This was one of the first good effects of my having learnt a little to scribble; another was that the leading men, seeing a newspaper now in the hands of one who could also handle a pen, thought it convenient to oblige and encourage me. Bradford still printed the votes, and laws, and other public business. He had printed an address of the House to the governor in a coarse, blundering manner; we reprinted it elegantly and correctly, and sent one to every member. They were sensible of the difference: it strengthened the hands of our friends in the House, and they voted us their printers for the year ensuing. . . .

Mr. Vernon, about this time, put me in mind of the debt I ow'd him, but did not press me. I

wrote him an ingenuous letter of acknowledgment, crav'd his forbearance a little longer, which he allow'd me, and as soon as I was able, I paid the principal with interest, and many thanks; so that erratum was in some degree corrected.

But now another difficulty came upon me which I had never the least reason to expect. Mr. Meredith's father, who was to have paid for our printing-house, according to the expectations given me, was able to advance only one hundred pounds currency, which had been paid; and a hundred more was due to the merchant, who grew impatient, and sued us all. We gave bail, but saw that, if the money could not be rais'd in time, the suit must soon come to a judgment and execution, and our hopeful prospects must, with us, be ruined, as the press and letters must be sold for payment, perhaps at half price.

In this distress two true friends, whose kindness I have never forgotten nor ever shall forget while I can remember anything, came to me separately, unknown to each other, and, without any application from me, offering each of them to advance me all the money that should be necessary to enable me to take the whole business upon myself, if that should be practicable; but they did not like my continuing the partnership with Meredith, who, as they said, was often seen drunk in the streets, and playing at low games in alehouses, much to our discredit. These two friends were William Coleman and Robert Grace. I told them I could not propose a separation while any prospect remain'd of the Merediths' fulfilling their part of our agreement, because I thought myself under great obligations to them for what they had done, and would do if they could; but, if they finally fail'd in their performance, and our partnership must be dissolv'd, I should then think myself at liberty to accept the assistance of my friends.

Thus the matter rested for some time, when I said to my partner, "Perhaps your father is dissatisfied at the part you have undertaken in this affair of ours, and is unwilling to advance for you and me what he would for you alone. If that is the case, tell me, and I will resign the whole to you, and go about my business." "No," said he, "my father has really been disappointed, and is really unable; and I am

unwilling to distress him farther. I see this is a business I am not fit for. I was bred a farmer, and it was a folly in me to come to town, and put myself, at thirty years of age, an apprentice to learn a new trade. Many of our Welsh people are going to settle in North Carolina, where land is cheap. I am inclin'd to go with them and follow my old employment. You may find friends to assist you. If you will take the debts of the company upon you, return to my father the hundred pound he has advanced, pay my little personal debts, and give me thirty pounds and a new saddle, I will relinquish the partnership, and leave the whole in your hands." I agreed to this proposal: it was drawn up in writing, sign'd, and seal'd immediately. I gave him what he demanded, and he went soon after to Carolina, from whence he sent me next year two long letters, containing the best account that had been given of that country, the climate, the soil, husbandry, etc., for in those matters he was very judicious. I printed them in the papers, and they gave great satisfaction to the public.

As soon as he was gone, I recurr'd to my two friends; and because I would not give an unkind preference to either, I took half of what each had offer'd and I wanted of one, and half of the other; paid off the company's debts, and went on with the business in my own name, advertising that the partnership was dissolved. I think this was in or about the year 1729. . . .

I began now gradually to pay off the debt I was under for the printing-house. In order to secure my credit and character as a tradesman, I took care not only to be in *reality* industrious and frugal, but to avoid all appearances to the contrary. I dressed plainly; I was seen at no places of idle diversion. I never went out a fishing or shooting; a book, indeed, sometimes debauch'd me from my work, but that was seldom, snug, and gave no scandal; and, to show that I was not above my business, I sometimes brought home the paper I purchas'd at the stores thro' the streets on a wheelbarrow. Thus being esteem'd an industrious, thriving young man, and paying duly for what I bought, the merchants who imported

stationery solicited my custom; others proposed supplying me with books, and I went on swimmingly. In the meantime, Keimer's credit and business declining daily, he was at last forc'd to sell his printing house to satisfy his creditors. He went to Barbadoes, and there lived some years in very poor circumstances. . . .

There remained now no competitor with me at Philadelphia but the old one, Bradford, who was rich and easy, did a little printing now and then by straggling hands, but was not very anxious about the business. However, as he kept the post-office, it was imagin'd he had better opportunities of obtaining news; his paper was thought a better distributor of advertisements than mine, and therefore had many, more, which was a profitable thing to him, and a disadvantage to me; for, tho' I did indeed receive and send papers by the post, yet the public opinion was otherwise, for what I did send was by bribing the riders, who took them privately, Bradford being unkind enough to forbid it, which occasion'd some resentment on my part; and I thought so meanly of him for it, that, when I afterward came into his situation, I took care never to imitate it.



Portrait of Benjamin Franklin, by Robert Feke, 1738-1746, detail