

The Enlightenment in America

- The Enlightenment was an intellectual movement in Europe (especially France) in the 18th century
 - Influenced by Sir Isaac Newton's *Naturalis Philosophiae Principia Mathematica* (1686), Enlightenment thinkers began a search for the laws that underlay all things
 - Intellectual optimism: Men were capable of perfecting themselves and human society by applying reason

The First Cultivated American

- Benjamin Franklin embodied the Enlightenment spirit
- Scientist
 - Lightning rod
 - Bifocals
 - Franklin stove
 - Founder of the American Philosophical Society, 1743



1789 painting of Benjamin Franklin (1706-1790) by Charles Wilson Peale

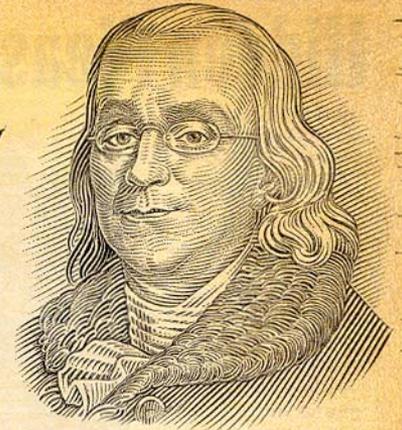
Poor Richard

The *Almanack* reflects the Enlightenment ideal of rational self improvement

Ben's Health

More muscle! Sex! Money! How *this guy* did it

BEN FRANKLIN was like a Microsoft founding father. He earned a bundle and retired at 42, which left him time to fly kites, invent things, foment revolution, the usual. It was 225 years ago this summer that Franklin, 70, helped 33-year-old Tom Jefferson fine-tune the Declaration of Independence. Franklin could polish a phrase: He packed his megaselling *Poor Richard's Almanack* with tons of useful stuff about health, fitness, nutrition, women.... Wait a minute, that's *Men's Health*! See for yourself:



Nutrition

What he said: "A full Belly makes a dull Brain."

Why he's right: The gastric acid your stomach uses to digest a protein-heavy meal forms bicarbonate, which alters your blood pH and indeed causes "dullness in the brain," says Philip Miner, M.D., medical director of the Oklahoma Foundation for Digestive Research. The best meal for a controlled release of energy throughout the afternoon: chicken on whole wheat with a piece of fruit and some juice.

Fitness

What he said: "No gains without pains."

Why he's right: Weight training creates microscopic tears in muscles, which rebuild themselves (bigger and stronger) while you rest. Soreness is a likely result of these muscle tears and inflammation. Know the difference between good soreness and bad pain, says Craig Ballantyne, C.S.C.S., of CB Athletic Consulting. Here's a test: If you feel sore while doing your normal workout, stop and wait 2 more days. If soreness persists, see a doctor.



Health

What he said: "He's the best physician that knows the worthlessness of the most medicines."

Why he's right: Beware the doctor who dispenses antibiotics as if they were Pez—75 percent of prescriptions for upper-respiratory infections are unnecessary, according to a recent study. Doctors often prescribe because of patients' insistence, time constraints, and misconceptions about when antibiotics are necessary, says Vincenza Snow, M.D., the study's author.

Ben's Wealth

What he said: "Patience in Market is worth Pounds in a year."

Why he's right: After the last five bear markets, it took only an average of 1½ years for the market to recover, says Scott Lummer, Ph.D., C.F.A., of mPower.com. If tech stocks make you twitch, consider old economy stocks like railroads and manufacturing. Then sit on them. On average, the stock market has grown 10.5 percent a year for 70 years.



Career

What he said: "Take counsel in wine, but resolve afterwards in water."

Why he's right: It's okay to brainstorm a project over a beer. "Alcohol, when first taken in, loosens inhibitions. Diminished inhibition is the best spur to creativity," says Morris Chafetz, M.D., president of the Health Education Foundation. But it's important to review those cocktail-napkin notes the next day, to see what will really work.



Women

What he said: "Keep your eyes wide open before marriage, half shut afterwards."

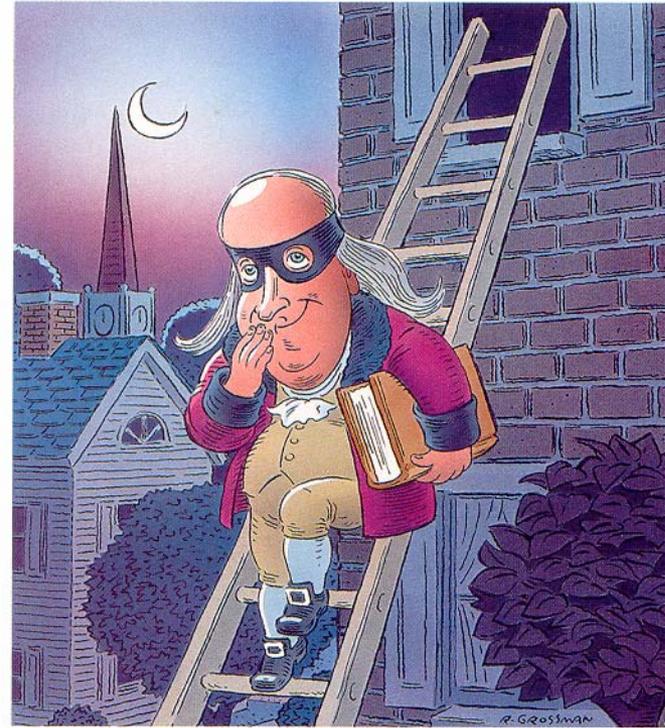
Why he's right: Premarital counseling—or simply talking about their relationships—can help starry-eyed young couples with tough issues like money, kids, sex, and religion, says Al Cooper, Ph.D. After marriage, ignore her quirks and show tolerance, Cooper says. Don't point out an annoying habit while she's doing it. Wait till you have a few peaceful minutes.

Founding Filcher

BENJAMIN FRANKLIN, PLAGIARIST?

THE PRESS HAS RECENTLY SHOWN AN UNUSUAL INTEREST in historiography. During a long, stern inquiry, it has followed accusations of plagiarism against prominent contemporary historians and often compared fragments of their works with those of their predecessors.

Like most things, the practice is nothing new. A predecessor of ours, *Historical Magazine*, reported similar goings-on in its January 1860 issue. Here the malefactor was Benjamin Franklin, whose famous aphorisms in *Poor Richard's Almanac* helped make the young journalist famous. But as "S.A.G."—probably the Boston physician and historian Samuel Abbott Green—reported, "It is generally supposed that most of the proverbs . . . originated with Franklin, although he nowhere lays claim to their originality. I have in my possession a copy of 'A Collection of English Proverbs,' by F. Ray [Father John Ray], second edition, Cambridge, 1678, in which many of these maxims are to be found. Below are some from each in parallel columns."



A Collection of English Proverbs, by Father John Ray, 1678

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

An old physician, a young barber.

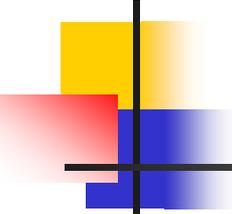
Poor Richard's Almanack, by Benjamin Franklin, 1733

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

Beware of the young doctor and the old barber.

A Collection of English Proverbs, by Father John Ray, 1678

Poor Richard's Almanack, by Benjamin Franklin, 1733



Poor Richard's Almanack

God healeth, and the physician hath the thanks.

Better that the feet slip than the tongue.

Hide nothing from thy minister, physician, and lawyer.

Love and lordship like no fellows.

God sends meat, and the devil sends cooks

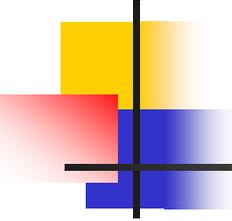
God heals, and the doctor takes the fee.

Better slip with the foot than with the tongue.

Don't misinform your doctor nor your lawyer.

Love and lordship hate companions.

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



The Enlightenment in America

- Franklin and other American intellectuals were Deists
 - God was relegated to the role of creating universal order and setting the universe in motion
- Greatest contribution of the Enlightenment to America was political ideas
 - Governments existed to protect the natural laws of mankind and societies – Locke