

# Basic Detail Report

**Title** The Art of Making Money Plenty in Every Man's Pocket; by Doctor Franklin.

Date 1847

Primary Maker E.B. & E.C. Kellogg

Medium Lithography; printer's ink and watercolor on wove paper

Description An oval, bust-length portrait of a man wearing a wig, eyeglasses, a coat, and shirt with lace cuffs is framed by the title. The man appears to be reading papers that he holds in his hand. Drapery is at the left. Below, a lengthy rebus reads as follows: "At this [time] w[hen] the [major] complaint is t[hat] [money] [i]s so s[car]ce [i]t must [be] an act of kindness [to] in[struct] the [money]less how they [can] reinforce their [pockets]. [I] w[i]ll acquaint [thee] with the t[rue] secret of [money] [cat]ching, the certain way [to] fill empty [purses] and how to keep them [al]ways full. Two simple [rules] [well] observed w[i]ll do the bus[i]ness. 1st Let ho[nest]y and [hard work] [be] thy const[ant] com[pan]ions; 2d s[pen]d one [cent] every day less than thy d[ear] gains. T[hen] sh[all] thy [pockets] soon [be]gin to thr[i]ve, thy cred[i]tors n[ev]er insult thee, nor w[ant] op[ress], nor hunger [bit]e, nor [nakedness] freeze thee; the whole hemi[sphere] w[i]ll shine [brig]hter and pleasure sp[ring] up in every [corn]er of thy [heart]. Thereby emb[race] these [rules] and [be] happy." Pictures are substituted for the letters between brackets, for example, a picture of an eye for the letter "i", a picture of an awl for the phrase "all."

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Dimensions Primary Dimensions (image height x width): 12 3/16 x 9in. (31 x 22.9

cm) Sheet (height x width): 14 3/16 x 10 1/16in. (36 x 25.6cm)