



Poor Richard's Almanack

Ben Franklin began publishing Poor Richard's Almanack in 1732, as a way to advertise and promote his printing business. He used the pseudonym "Richard Saunders," also known as "Poor Richard." An almanack is an annual publication full of information and predictions about the upcoming year. In addition to the contents traditionally found in an almanack, Franklin included poems, interesting sayings, and scientific information. What started out as a way to advertise his printing business, though, became a profitable business itself. Franklin sold 10,000 copies of his almanack a year over a period of 25 years.

1. What is an almanack?

2. Why did Ben Franklin start publishing his Almanack?

3. What happened with his almanack?
