

[Butterworth, Benjamin T.]

Benjamin T. Butterworth, 83, Once Eagle Advertising Chief

Benjamin T. Butterworth, 83, head of the Brooklyn Eagle's advertising department for several years in the early years of the century and retired retail advertising manager of the New York Times, died yesterday at Crown Heights Hospital.

Mr. Butterworth, who resided at 3418 Glenwood Road for more than half a century, was a Brooklynite during his entire career, from the time he came here in 1893 to enter the employ of the Eagle, through his years of service with this and other newspapers and his retirement from the Times in 1936.

Although stricken with cataracts on both eyes, he maintained his active interest in advertising until the week before his death, checking lineage and taking note of new advertisers as friends or relatives scanned Sunday editions for him.

Mr. Butterworth was born in LaPorte, Ind., on Jan. 5, 1870. He received his elementary and secondary education there and attended Purdue University. The year he entered the Eagle's employ, the newspaper sent him to Chicago to be a clerk in its bureau there during the Chicago World's Fair.

In 1894, when the Eagle organized its Bureau of Information, Mr. Butterworth was made manager. He held that post for more than a decade until a series of promotions brought him to the position of head of the department. In 1911 he left to take an executive position with the New York Globe. He subsequently served with the old New York Herald and the old New York Tribune before joining the Times advertising staff in 1915.

In former years Mr. Butterworth was a member of the Municipal Club of Brooklyn and the Advertising Club of New York. He was a member of All Souls Universalist Church.

Mr. Butterworth is survived by two sons, Benjamin T. Butterworth Jr. and Richard H. Butterworth, and five grandchildren.

Funeral services will be held at 2 p.m. Thursday in the Fairchild Chapel, 951 Atlantic Ave.

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