

**'BW&Co;, "War Blue Book of the Great Britain and European Crisis"'**

**Publication/Creation**

1909-1914

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B.W. & CO.. "WAR BLUE BOOK OF THE GREAT BRITAIN AND EUROPEAN CRISIS."

'89/14

Mr. Linstead.

Mr. Wellcome has selected the envelope enclosed as sample for sending the Blue Books to the United States. Will you please order the number required.

There were two printings or editions of this book - one in large type consisting of 140 pages, and one in smaller type of 104 pages. Mr. Wellcome desires the large type copies sent to the Members of the U.S. Senate, the Governors of States and Judges.

The small type copies to be sent to the Newspapers.

If the copies sent by publishers are all the small type, I have no doubt they would exchange a certain number for the large type.

C.J.S.F.

12 October 1914.

W.H.M.M.

Mr. Linstead

Mr. Wellcome has selected the envelope enclosed as sample for sending the Blue books to the United States. Will you please order the number required -

There were two printings, or editions of this book - one in large type consisting of 140 pages & one in smaller type of 104 pages. Mr. W. desires the large type copies sent to the members of the U. S. Senate, the Governors of States & Judges -

The small type copies to be sent to the newspapers.

If the copies sent by publishers are all <sup>the</sup> small type I have no doubt they would exchange a certain number for large type.

over/14

CJT

Miss Beale

Please type above & send to Mr. Linstead with sample envelope by first messenger - CJT



Mr. Linstead.

Please send one copy of "The Blue Book of the Great Britain and European Crisis" to all the leading daily and weekly papers in America to whom we usually send special publications.

One copy is also to be sent to each member of the United States Senate, and one copy to each Governor of the various States.

Twenty-five copies are to be sent to each of the managers of B.W. & Co. at New York, Montreal, Bombay, Cape Town, Shanghai, Sydney, Milan and Buenos Ayres.

Each copy sent is to be marked with the rubber name stamp.

20 September 1914.

W.H.M.M.

BURROUGHS WELLCOME & CO

LONDON (ENG)  
NEW YORK  
MONTREAL  
SYDNEY  
CAPE TOWN

Cable Address: "TABLOID, NEW YORK."  
A B C & Lieber's Telegraphic Codes used  
Telephone: "1350 FRANKLIN"

In reply, please refer to

W/O

45 LAFAYETTE STREET

NEW YORK CITY.

Oct. 1, '09.

Recd.  
OCT 11 1909


Dear Sir,-

I am sending by book post a rough revised proof copy of the Press Souvenir. I would like to see a revised scheme of the revision showing the proposed sequence of the countries represented in respect to the Pictographic and other chronicles of the pre-historic periods, etc.

I think it would probably be desirable to start with the British Isles first, and then follow with the European countries in the most logical sequence, and then to either Africa, or the Greek Archipelago, or Asia.

We must be quite logical in this sequence, and I would like you to think out and weigh up all the pros and cons so as to make the sequence a consistent one.

Respectfully,



Mr. C. J. S. Thompson,  
Messrs. Burroughs Wellcome & Co.,  
London, E.C.



W.H.M.M.

1st October 1914

Mr. Linstead.

Supplementing my note to you of yesterday re the distribution of the "War Blue Book of the Great Britain and European Crisis" which will be published tomorrow, Mr. Wellcome has given me the following instructions for you:-

He desires that copies of the book should be sent to:-

Each member of the United States Senate, who number, I believe	96.
" " " " House of Representatives.	435.
All the American newspapers on your first list	91.
" " " " " " second "	600.
Each Governor of the United States and Territory	50.
" Judge " " " " Supreme Court,	20.
Washington.	

I am ordering from the printers 1,600 copies in all, and will have 1,500 sent to you for this distribution as soon as they are delivered. Mr. Wellcome wants these to be got off as quickly as possible.

Each book is to be placed in a suitable envelope of good paper, on the top left-hand corner of which is to be printed, in san seraf type,

Blue Book  
on the  
European War.

Mr. Wellcome wishes you to have three rubber stamps made for him with the following wording:-

With the compliments of  
Henry S. Wellcome, London.

The lettering for the rubber stamps to be in san seraf characters.

One of these stamps is to be kept in your department, and the other two sent up here for Mr Wellcome's use as soon as they are ready.

The top of the title-page in each Blue Book, ~~if suitable,~~  
sent to America is to be stamped with the rubber stamp. *as above*  
I am sending a sample of the type on enclosed label.

Senate 96

1600 in all  
pieces of

House of Representatives

435

2<sup>nd</sup> class 1st class 91

25  
2  
55

2<sup>nd</sup> class

600

1272  
155  
30  
20

50

Corporation

1272

700

1477  
100

and Government  
of Territories

22,000

Judges U.S. Supreme Court -  
Washington D.C.



outside Envelope

Blue Book  
on the  
European War

Top left hand corner

Have 2 or 3 made

Inside special rubber stamp made

same sort type

with the inscription of

Wentworth London

fly leaf or top  
stamp in ~~cover~~ of Blue book  
x

same sort type

Blue Book War

"Gt Br & European  
Crises" 170 pp = 10

H.M. Stationary  
Office Westminster

mark Wellcome  
1 Copy to all on  
my list & whom I  
have sent papers  
& white papers

L. to send to about  
2000 leading papers  
in U.S.A. mark

25 copies to each

managers - N.Y. Montreal  
~~Rome~~ Argentina  
Milan, India, Capetown  
Sydney.