

weekly publisher who wants to sell out, owing to ill health or other good cause, finds it hard to get purchasers. This is due to a widespread notion that the fruits of toil in the weekly field are inadequate. They may be, but they are more lasting than the larger opportunities and salaries on the city press. There is nothing permanent in city newspaper life, at all commensurate to the vitality, time, and strain which have to be expended. In Canada the number of posts on the daily press which yield salaries large enough to provide a good living and a margin for saving are about a dozen in number. There is, of course, always room at the top. When you get there the prize is the top. Once past your prime you give way to someone else. Are there six well paid managing editors on the daily press of Canada over 50 years of age? Make enquiries and see. The larger the salary and the higher the position, the greater the cost of living. The life may be more agreeable and fuller of incident, but in the end the results are poor. The man of small capital, whose weekly paper nets him \$1,000 or less per annum, is better off than the editor of a daily at \$2,000 or \$3,000.

AN ECCENTRICITY IN HEADINGS.

One of our weekly contemporaries has a peculiar way of putting in its headings on boiler-plate matter. The headings referred to are double-column ones, and, instead of cutting the plate to place the headings across the top of two columns, the headings are placed in the columns sideways. This method of arranging headings is new: It may save time, but the effect cannot be called neat or pleasing.

THE ADDRESS ON THE ENVELOPE.

The Acton Free Press made a timely hint which was calculated to bring business to the job department. It pointed out that the new post office regulations, which went into effect on July 1, would do away with a great deal of the work now imposed upon the dead-letter office, if the public will pay attention to the request which the Department is making, by means of posters at all the post offices, asking that the name and address of the writer or sender shall be placed on the upper left hand corner of all envelopes or wrappers. If this is done the postmaster will at once communicate with the sender, instead of sending the letter to the dead letter office. In addition to the saving in time and labor, the public would, in this, be relieved of the unpaid postage charges now made for the return of mail matter through the dead letter office.

A CIRCULATION SIMULATOR.

The Windsor, Ont., Review is working a new plan to push circulation. Arrangements have been made with a local photographer, who takes free the photographs of people who get new subscribers for The Review. The announcement in the paper says: "The terms are simple. We are offering The Review for a trial trip, from now until the end of the year, for 25 cents, or from now until Jan. 1, 1900, for \$1.25.

"Any subscriber who brings us ten trial trip subscribers and \$2.50 in cash will be given a coupon calling for one dozen medium-sized cabinet photos, 'The Trilby,' without one cent of cost.

"Or you may bring us two new subscribers at the \$1.25 rate and \$2.50 in cash, and you will be given the same privilege."

It remains to be seen how the plan works.

OBITUARY.

THE LATE RICHARD JAFFRAY.

MR. RICHARD JAFFRAY, the last of the Jaffray boys of his generation, one of the quartette so long known to the people of Galt and vicinity, associated as they were with the founding of The Reporter, over fifty years ago, passed away July 4 at his residence, after a brief illness. Harry Jaffray was drowned in 1858. In September, 1895, Mr. George J. Jaffray, editor and proprietor of The Reporter, died in his 59th year, and just twelve months later William, the elder brother, for 34 years postmaster of Berlin, passed away in his 65th year. And now Richard has died in his 65th year. The deceased, who was born in Shrewsbury, England, entered the printing office of his father, the late Peter Jaffray, fifty-two years ago, and he was chiefly responsible for the editorial work on The Reporter for 25 years. He, early in life, posted himself on town, country, and Dominion affairs, and naturally drifted into public office. He served in the town as councillor, deputy reeve, reeve, and mayor for two years, for, though a Conservative, his Liberal friends in town were among his strongest supporters, and he never was defeated at the polls. In 1883 he became warden of Waterloo county, and, after retiring from the council the same year, he was appointed to the county board of audit, holding the position till the day of his death, with the exception of one year, 1897. He was one of the best platform speakers the Conservative party had in South Waterloo for many years, and was frequently urged to enter for political honors, but refused, contenting himself with working with pen and voice for the cause he had at heart.

THE LATE W. HAM HALL.

W. Ham Hall, editor and proprietor of The Markham Sun, died suddenly at Markham July 4. Mr. Hall was taken ill about a week before with appendicitis, and it was thought that he would soon be well again, but having taken suddenly worse, an operation was performed, from which he failed to rally. Mr. Hall was the eldest son of County Councillor W. H. Hall, of Markham, and was only in his 25th year. He was educated in the public and high schools of his native village, and had been proprietor of The Markham Sun for about three years, was married less than nine months ago, and leaves a young widow, who, together with his father and immediate relatives, have the heartfelt sympathy of the whole community. The funeral took place at Markham.

A VALUABLE PAPER.

The Press Bazaar, which opened in London, on June 28, was productive of a unique publication, The Press Bazaar News, a little four-column folio, issued daily during the continuance of the bazaar. One shilling was the price per copy. The News was served by Reuter's Agency, The Central News and The Exchange Telegraph Company, while its staff of 200 comprised the leading lights and ablest intellects in England. Lord Dufferin edited the department of foreign politics. Sir Arthur Sullivan was the musical reporter, Sir Henry Irving and Ellen Terry were the dramatic critics, Lord Ronald Sutherland Gower was the art critic, Thomas A. Edison contributed scientific notes, Ambassador Hay acted as United States correspondent, while the woman's department was edited by the Dowager Countess of Shrewsbury and Lady Addington. Distinguished editors in all parts of the Kingdom were contributors.