

rary stamp. You must be, or at least call yourself, a first class magazine, called into existence, to supply a long-felt want, and not as a mere catch-penny speculation.

B.—Exactly so. Your remarks are quite *ad rem*.

R.—That reminds me. Be careful to avoid Latin phrases in your magazine; many a promising scheme has been ruined by them.

B.—How so?

R.—Why you see, the *οἱ πολλοί*, I beg pardon, I mean the multitude, can't understand them; and people are generally angry with what they can't understand.

B.—That's worth remembering, but to proceed. I see by what you say that you have some administrative talent. Will you accept the, for the present, honorary office of financial manager, bill-poster, and superintendent of the scissors and paste, whilst I undertake the purely literary department, the original articles, reviews, poems, essays, scientific disquisitions, and the inevitable serial tale, which shall, I assure you, be a very first-rate article.

P.—Not a doubt of it: two murders, an elopement, and a trial for forgery—by a bank clerk.

B.—Nothing so common: I shall go into an entirely new line. But of this hereafter; we have not yet settled the name. What do you think of *Investigator*?

R.—I don't much like it. There was once a fast coach of that name between London and Ipswich, which broke down summarily: and there was also a horse of that name, if I mistake not, which did not win the Derby. Besides, *Investigator* is too long a name; it smacks of a foreign origin, and is liable to mispronunciation by the unlearned. I advise you to try something more simple.

B.—The *Mirror*: that's simple enough.

R.—Rather behind the times, I think: too smooth and too reflective for the present go-a-head state of things. You want a central sort of name: one which will give you a hold upon the neighbourhood, one that will look well as the elegantly wrapped number that lies upon the squire's breakfast table, or is contemplated admiringly by the young ladies at the Vicarage. You want a name which will bear something like a substantial meaning to and be easily pronounceable by good neighbour Plowman, as he takes it deliberately out of his great coat pocket on his return from our lively market-town to his own comfortable homestead.

B.—Stay: you are becoming rather wordy: do let us settle this precious name, and have done it with.

R.—By all means. Eureka—here it is, *The County Magazine*. What