

MAHAFFY, Cash

Newsman Mahaffy dies at 64

Newspeople are trained to avoid cliches. So when it came to funeral arrangements, the late Cash Collins Mahaffy, city editor of this newspaper for several years in the early 1970s, avoided the usual ceremonies.

At his request, there was instant cremation following his death on Saturday, June 5, and on Wednesday, June 9, his surviving family members were hosts for a memorial reception at the home of his oldest son, Jeff.

The presence of three sons and their wives still living in Belleville and area is only part of the legacy the late Mr. Mahaffy leaves this city.

As city editor for about five years, from 1970-75 approximately, he directed the community news coverage and helped hone skills of reporters.



Cash Mahaffy

"He was a man who loved the English language and was fascinated by words," his wife, Ruth Mary (Babe) nee Shore, said. "He was particularly impressed with colloquialisms of the Quinte area," she and her children recalled.

Mahaffy, who died at age 64, spent most of his working life either in newspaper work or public relations and many years in the larger centres of Toronto, Montreal and Ottawa, where he died.

But he really came to love Belleville and the Quinte area and the flavor of a smaller centre, said Mrs. Mahaffy. His activities here included coaching The Intelligencer ball team, and playing darts at the Army, Navy and Air Force Club.

Surviving besides his wife are children Jeff, and his wife, Patty, 111 Maple Dr.; Owen, and his wife, Diana, 127 Foster Ave., and Brion and his wife, Patty, Ameliasburgh Township, and five grandchildren. He was predeceased by one son, Kevin.

Mr. Mahaffy died following a valiant nine-month battle with cancer.

In his memory, the family invites friends to make donations to either the Canadian Association for Children with Learning Disabilities or the Belleville General Hospital CAT Scan fund.

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