Publisher's Talks.

Stop My Paper."

Every newspaper publisher is familiar with the words we have placed at the top of this article. Sometimes they are meant as a strong turng at the publisher, but they fall lightly on his broad shoulders.

"Stop my paper" mean, usually, a greater loss to the subscriber than to the publisher. A healthy paper is ever adding new names to its lists to replace those who have fallen out of the ranks, though the publisher is always about restain he old friends.

out of the ranks, though the publisher is always glad to retain his old friends.

One dollar a year is a small sum for a newspaper of the size and usefulness of FARMING, reaching its subscribers fifty-two times in the twelve months. The one who, for the sake of saving a dollar, stops his paper, loses many dollars in the entertaining reading and useful information that is found in the columns of FARMING. This is a thought that may well be entertained by a subscriber before he drops postcard or letter containing these formidable words.

containing these formidable words.

Readers of FARMING know its value.
Look at this—a letter from John O'Brien, stock breeder, London, Ont.; "Please find enclosed \$1.00 for FARMING. I am well pleased with FARMING. I think any farmer that does not take it stands in his own light."

Again, from B. A. Leveors, Wallbridge, Ont.; "I think FARMING is a splendid paper. It is always one of the first I take up when the mail arrives."

There is almost no send to levers of this.

There is almost no end to letters of this kind reaching the publisher. One or two more may be given. J. Lochie Wilson, Alexandria, Ont., writes: "I can hardly do with set FARMING. No stockman should be without it. Though this is a growing time, the farmer, in order to meet the higher price required to pay for what he must lay, needs more than ever the practical methods outlined in FARMING. To make his business pay."

One Word.

In one of these chats of a week or two ago we referred to the carefessness of correspondents in neglecting to give post office address when writing letters. Two letters of this kind have come to us this morning, one from H mer Carl and another from Win. Edye. I' cunnot be expected, in a list running up into the thousands, as is the case with FARKING, that we can have any knowledge of where these letters are from. And yet, because the withes of these correspondents are not complied with,—we have no place to address them—they will be offended, and be disposed to tell their neighbors how carefess are the publishers of FARKING. In time we will hear from them again, scolding us and charging us with gross negligence. Possibly they may give an address when the second letter is written.

I'robably all people are forgetful, but there are some things that ough' not to be forget ten. The payment of one's sub-cription to a paper, involving individually so small an amount ought to be made the first charge with the leaders of a paper. It comes to them every week as a reminder of the fact that they have forgotten to send their subscription. There are some subscribers to FARMING who need this reminder. It means increased labor and expense to send out subscription accounts. How many of the friends of FARMING who know they are behind in their subscription will avy. "As for me, I am not goin, to put the publisher to any such expense and will sit down right there and enclose the amount due."

WHEN writing to Advertisers it is to your advantage to mention FARMING:::::::::

For Readers or

FARMING

Reading Glass

This is one of the most popular, as well as useful, Premiums that we are offering readers. Just see how useful it can be to you.



There is really no family where the Reading Glass will not find a useful and welcome place. Suppose you put in a few hours' time and secure sufficient subscriptions to make the glass yours without any outlay of money.

Address all letters and make cheques, money orders and drafts payable to

FARMING, Confederation Life Building, Toronto