

office is at fault, as that the mailers at the printing office are. And so we ask that in such cases, complainants will see that their papers are not at their local post office before they write about them. We have discovered that persistent inquiry at the post offices reveals nine out of ten of this kind of mistake.

The above method of mailing and distribution is true, except where papers are sent in care of some one person, presumably the agent. The Postmaster's duty is done, of course, when he delivers to the person whose name is on the outside. When papers fail to come to such an agent, word ought to be sent to the Editor as quickly as possible, as it is hard to replace papers late in the month.

Another mistake that sometimes occurs, is that the name of the person whose name is the last on any town list, sometimes gets the whole parcel, which, of course, she is not responsible for delivering. The mailer has put her label on the outside of the package instead of on her paper, and a card to the Editor will soon rectify the blunder.

When agents are sending in their lists, either of new names or of renewals, it must be remembered that, unless they are in the Editor's hands by the 15th of the month, the names and changes of label are not made in the next month's mailing list, and the next month's papers cannot be promised. If the Editor has them, she sends them herself, but they are not mailed from the office. The 15th is the day on which both copy and mailing lists go to the office.

Again the agents must send changes of address, either out of town or changes of street address. The Editor has no other possible way of knowing, the post offices are by no means to be relied on for forwarding monthly papers, and so the agents must be held responsible for their own lists. In

sending, such a change of address, always indicate the former address. The failure to do so often necessitates an extra communication and consequent delay.

Again, it is an invariable rule that the paper is not discontinued until a request to that effect is received. It is not enough that an agent send in her new list each year, and simply omit the names of those not renewing. They are not discontinued unless she or the subscriber themselves definitely say they wish them discontinued. Neither is it enough to say "discontinue any that are not on this year's list." That means a reference to last year's letter file, a search for all the letters of that agent received in the year, and a careful comparison of all with this new list. It saves a great deal of time and energy for the agent to write down the names herself.

Agents should keep all their receipts for money sent in. There is no other possible way for them to verify their assertions that this one and that one paid her subscription at such and such a time. The Editor does not pretend to trust her own memory on such matters, and she cannot afford to trust other people's. She has three different places to which she can refer to see when money came in from any place or person, and consequently, when any subscription expired. If the agent has a receipt to make good her assertions, it is always taken as proof of a mistake somewhere, and an attempt made to rectify it. If not, however, the books, etc., in Toronto must be taken as authority on the matter, rather than anyone's memory.

These foregoing remarks can be interesting to only a limited number of our readers, but a careful attention to them will, we are sure, make easier the work of both the agents and the Editor pro tem. Remember that for a year from October 1st, all mail matter for the "Link" is to go to Miss Kate S. McLaurin, 542 Parliament St., Toronto, Ont.