

TO THE SUBSCRIBERS OF
WITNESS, MESSENGER,
AND
NEW DOMINION MONTHLY.

RENEWING SUBSCRIPTIONS.

THERE is often more difficulty about this seemingly simple operation than one would think. There may be a pen and paper to seek in order to write a letter, and then the ink-bottle may be dry; and, worst of all, paper money may not be procurable to enclose. Any one of these four articles wanting in a house, causes the renewal to be postponed to a more convenient season, and then it is forgot till the paper or magazine stops; and then the subscriber, perhaps, says: "Well, if they stop *my* paper, who have *always paid* and *always mean to pay*, they may just keep it." In answer to this we can only reiterate that sending papers for cash in advance is one business, and sending them on credit is another, and these businesses cannot be run into each other. The credit system necessitates collectors, delays, and a considerable proportion of bad debts; and the cash system absolutely requires discontinuing in all cases where the subscription is not renewed. In the latter way, a paper can be furnished at half the price of the former, and all who pay must see the advantage of getting their paper cheap. It is only those who do not pay at all, that profit by the credit system and dear papers.

With respect to the difficulty that is often experienced in a dwelling-house in finding all the materials for letter-writing, we would suggest that an envelope and a pencil are all that are needed. On the inside of the flap might be written:—

"One dollar from John Smith, Otranto P. O., for *Weekly Witness*."

And on the outside:—

"WITNESS,"

Montreal.

Such an envelope, thus addressed in pencil, with the dollar inside, paid and registered, would not only be as good as a letter of two pages, but a great deal better, for it takes time to wade through a long letter to find what its real business is; not but that we are always pleased to receive letters containing any information of importance, but they should be on a separate sheet or half sheet from the business part.

Considerable irregularities we have discovered exist in the delivery of our publications in some parts of the country; and although these have been going on for some time, we have not been informed of the fact, but have simply lost our subscribers. We shall be greatly obliged if our friends would, in every case, inform us at once of irregularity, that the causes may be sought out without delay.

JOHN DOUGALL & SON.