

January 24, 1984

The Editor  
The Times  
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Dear Mr. Hume.

I have now for more than twenty years, that is since I returned from Chicago, indulged in the luxury which I can little afford, of subscribing to THE TIMES -- even during vacations so far as I was stationary for sufficiently long periods. Redirections have on the whole been efficient, except for the recent experience which so well illustrates how a paper may by negligence lose its subscribers. I am reporting this to you as the only person on the editorial body whom I know personally, but I expect of course that you will simply pass on this ~~note~~ to whoever is competent to deal with it.

After the 22nd of December last, without any previous warning, my TIMES ceased to arrive. I at first ascribed this to the conspicuously poor Christmas mail, but finally, on January 5<sup>th</sup> wrote to complain. To that letter I am still without answer. But today I received, forwarded by the Tyrolean inn to which my Times had at my instructions been sent during July and August, a second reminder informing me that my current subscription would end on December 22. I am now with the same mail sending my cheque for another year's subscription, enclosing a carbon of this letter.

I resent this negligence, particularly as it has deprived me of all the Jubilee issues of THE TIMES. Surely, the Tyrolean mountain inn at which I stayed in July and August cannot be blamed for not forwarding me the first reminder that must have appeared as a business circular for a guest long departed.

I write about this at length because this sort of carelessness is likely to lose you subscribers. At least for a younger man the realization that he can now have another English daily delivered to his home on the morning of issue must be a strong inducement for changing habits.

Sincerely,

F. A. Hayek