

OPINIONS OF THE CLUBBING SYSTEM.

A BAD EFFECT ON THE RATES.

C. W. Lawton, *Paris Review*.

CLUBBING with papers that come into opposition with your own—I mean such papers as *The Globe and Mail*—is a decided detriment in a rural weekly, and, while I am perforce compelled to club with these to a certain extent, I do not push them. With non-competing papers, such as *The Montreal Star*, *Farming*, *Farmer's Sun*, etc., clubbing is an advantage if the rates can be maintained at a reasonable figure. Last year, in this section, *The Mail* and a local weekly were clubbed at \$1, and it is such "damphoolishness" that does the mischief. This year, the thrifty granger confidently expects to get them for 90c. The premium system worked its own cure, and clubbing on such a basis as above will be equally effective.

NOT MUCH CLUBBING IN NOVA SCOTIA.

W. Dennis, *Halifax Herald*.

We do not club *The Herald* with any paper, nor does *The Chronicle*, so far as I know. I do not think the system is general in this Province, and if it exists at all it is among a few of the weeklies, the Liberal weeklies clubbing with *The Globe*, and the Conservative weeklies with *The Mail and Empire*. *The Montreal Star* has had a large circulation in this Province, because they send it down here for \$1 a year.

A DAILY PUBLISHER OPPOSES IT.

F. H. Dobbin, *Peterborough Review*.

Referring to the matter of "clubbing," the term meaning the practice by a publisher of combining the sale of one or more papers with that of his own publication ostensibly to increase the circulation of the latter, we have not found it helpful.

We have stopped the practice, now for some years. Briefly, the local publisher must act as canvasser, office-hand, collector, forwarder of remittances, all for the rake-off allowed. He can use his time to better advantage. It will pay better to put that much additional energy into his own business.

We do not refuse to procure, or order, for one of our subscribers any other paper. Many subscribers ask us to do so, and, were we to refuse, the subscriber might elect to take some other local paper, and with it, the outside periodicals he desired. In so doing we are careful to secure full price for our own papers, and see that the subscriber pays full charges for postage, etc.

We do not put a line of advertising in our papers—for any other paper—unless it is paid for. We print no clubbing lists. We offer no inducements. As far as we are concerned, we do not have the public to know of the existence, or price, or merits of any paper but our own, unless the other paper pays the shot. It's about all a fellow can do now-a-days to run his own business without taking on a share of some other.

The big city weeklies are, many of them, very excellent papers. They claim to be more or less prosperous. They can stand the expense of advertising. Just in proportion as the local publisher helps to introduce the city weekly he is providing something to be used in comparison to his own, and generally, as far as quantity of matter is concerned, to his own disadvantage. If the public—the rural public more particularly

—understood the relative cost of producing city and country papers, they would appreciate some things they never will appreciate.

Don't club, but if one must club, do as little as possible and don't make a row about it. And, finally, brethren, club to your own advantage.

THE CITY WEEKLY POINT OF VIEW.

The editor of a city weekly said to *PRINTER AND PUBLISHER* the other day: "Personally, I think, so far as we are concerned, that we could stop it with profit to ourselves. We don't make a rate lower than 75c. to anybody; and, as the country papers, with scarcely an exception, charge \$1.75 for their own weekly, clubbed with ours, I don't see where they stand to lose anything. But I think that scores of our regular subscribers who would remit \$1 direct send in their subscription through their local weekly, and every time this happens we drop 25c. Still, I suppose, on the whole, we gain in circulation by it. But, if I had my way renewal subscriptions would be \$1 and no less to every person on our list, only on new subscriptions would I pay commissions. It would cost us some circulation no doubt, but it would pay in the long run."

A WEEKLY'S BOLD ANNOUNCEMENT.

J. W. Eedy, in *The St. Mary's Journal*

The *Journal* is opposed on principle to clubbing. Country papers, in doing so, are simply constituting themselves the unpaid and unthanked agents of the large city papers. We have put money, time, and labor into *The Journal* to make it worth two cents a week (\$1 a year) if worth anything, and we will, under no circumstances, accept less or club at such a figure as will make *The Journal* less. Those of our subscribers who wish other papers will find us ready to oblige them when they request it at a price which will, in most cases, be much less than they could obtain these papers for, but that price will be \$1 for *The Journal* plus the gross cost to us of the papers asked for. All clubbing subscriptions must be paid in advance. A list of clubbing rates with all the leading papers can be had at this office for the asking.

THE VIEWS AND STANDING OF PARIS PAPERS.

Owing to the serious situation in Paris it may interest Canadian editors to know just how the papers of Paris stand in regard to the Dreyfus case, and their respective circulations, according to the official register. *Le Jour*, *Le Journal*, *Le Matin*, *Le Figaro*, *Le Journal des Debates*, and *Le Temps* may be said to be independent; formerly, however, with the exception of *Le Figaro*, they were strong anti-Dreyfus sheets. The papers which are carrying on a campaign in favor of Dreyfus, with their recorded circulations, are the following:

<i>L'Aurore</i>	10,000
<i>La Petite Republique</i>	40,000
<i>Les Droits de l'Homme</i>	2,000
<i>Le Siecle</i>	1,500

The following journals are anti-Semitic sheets, and are carrying on an elaborate and fierce campaign in the interests of the army and against the friends and defenders of the prisoner on the *Ile du Diable*:

<i>Le Petit Journal</i> , (Juder's)	2,000,000
<i>Le Petit Parisien</i>	600,000
<i>L'Intransigeant</i> , (Rochefort's)	200,000
<i>La Libre Parole</i> , (Drumont's)	180,000
Other papers	300,000