

Everyone Wants to Know All About Cottage Grove's Tabloid Newspaper

Recent changes made by Cottage Grove's home newspaper have attracted attention outside the home field far beyond the expectations of the publishers. Newspapers over the state are interested in knowing what the reception has been at home for the "tabloid." Other newspapers talk of following suit.

Now comes Pacific Printer and Publisher, the editor of which writes:
"Your article, 'The Little Home Newspaper,' is a very fine one. I read it with a great deal of interest and enjoyment. I thought I might publish it. It would be interesting if I had some facts regarding the changes you have made. I imagine that most town newspapers have about the same problems as you and I am sure the publishers of these newspapers would be mighty glad to get any suggestions you could give them."

Cottage Grove's home newspaper continues to bring favorable publicity to its community.

Junction City Times: The Cottage Grove Sentinel comes to us this week in changed form. The size of its pages is reduced and more pages added. Many of the weekly papers, including the Times, have been seriously considering this change. The smaller compact form makes it easier to read, allows grouping the different classes of news and gives the advertisers better positions.

The Times may make this change in the future. We believe our readers will like it better. The expense of making the change is the chief obstacle.

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Roseburg Chieftain: Several things have characterized Elbert Bede, editor of The Cottage Grove Sentinel, besides his long legs—one of these being the elasticity of the column rules of his weekly paper.

We never knew what to expect when we tore the wrapper loose from Elbert Bede's bright paper. Didn't know whether it would be a weekly, a semi-weekly or a daily. We never knew whether it would be six columns 20 inches long or eight or nine columns of 21 inch length. We had often heard of "rubber chases" (the framework around a newspaper type form) but in practice we had never seen an exemplification until we began to exchange with The Cottage Grove Sentinel.

Considering all the changes Elbert has made during the last ten years in his publication, we believe he has made none that will appeal more strongly to his many readers. Formerly Elbert's paper was read with the greatest difficulty, owing to the size of the type and the manner of getting it into the forms. Now his tabloid is read with the greatest ease. He has made a change which we believe his readers will insist shall become permanent. As we look at it, it isn't a matter of going back but of taking a long step forward. We expect to see many country papers in Oregon follow the lead of The Cottage Grove Sentinel.

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Halsey Journal: We note that The Cottage Grove Sentinel has changed form. The Journal cut the size and increased the number of pages some time ago, and would make the pages still smaller and more numerous, except for mechanical expense. However, we hope to make the change soon. The tendency in all papers is to "go tabloid" and the arguments for it seem to us to be sound.

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