

Reading the Advertisements

EDITORIAL IN EUGENE REGISTER

Not so very long ago it was easy to find a large number of newspaper readers who were ready to assert that they never read an advertisement. This was in the days when newspaper advertising was confined to the bald and uninteresting statement that John Smith was the leading grocer or the leading clothier of his town. This statement carried in the first place not a single germ of real human interest. It was a mere assertion unbacked by detailed proof to challenge the reader's attention. Then it was iterated and reiterated until every vestige of the novelty that all of us crave was destroyed. It is little wonder there were many people who did not read the advertisements.

This condition, however, has changed. John Smith's advertising writer no longer contents himself with the bare and dry assertion that his firm is the leader in its particular line. He produces proof to back up his statement, and since price and quality are the most conclusive proof that can be adduced he talks price and quality at length. He describes in pictures and in text the articles he has to sell, and he lays the proper emphasis on the all important detail of price. He not only tells the reader what he has to sell but exactly what it sells for. Thus he makes of his advertisement a vitally important piece of news—vital because

it concerns intimately the problem of reducing the high cost of living.

In these days the man or woman who never reads advertisements is closely akin to the merchant—if such a one exists—who never reads the price lists of the wholesale houses and who when he buys goods pays without question the price that is asked. Successful modern merchandising consists in offering from day to day bargains that will attract the attention of the customer, and the buyer who takes advantage of these bargain offers is enabled to effect a considerable saving in his living expenses. The news of these bargains is contained in the advertisement in the daily papers, and the buyer who fails to read this bargain news is as unbusinesslike and behind the times as the dealer who fails to read the wholesale quotations on the articles in which he deals.

Everyone in Eugene knows some family whose household expenses are remarkably low in proportion to its scale of living. Close investigation would probably disclose in nearly every case that the manager of the family purse is a close reader of the advertisements in the daily papers. It is only through knowing where the bargains are that the housewife is able to avail herself of them, and it is only through reading the advertisements that she is able to know where they are.

\$200,000 COMES FROM BOHEMIA IN YEARS 1911-1912

Report of United States Geological Survey Is Surprise Even to Those Familiar With District.—Report of Production for 1913 Not Available.

West Coast Property Named as Largest Producer

Government Report on Geological Formation, Ore Deposits, Nature of Deposits, Etc., Indicates Wonderful Future of One of Richest Camps in West.

(Continued from first page)

forests clothe the mountain slopes and the region is noted for its timber value. The rocks of the district are andesitic lavas and tuffs of Tertiary age which are cut by dacite porphyry and probably by basalt. The andesites are the most abundant rocks. Seven consecutive flows aggregating 500 feet in thickness appear on the south face of Bohemia Mountain. They vary from light to dark gray in color and in sand specimens show small elongated phenocrysts of feldspar and very small greenish crystals of pyroxene or chlorite. In weathering the rock assumes a light-gray to buff color, the feldspar becoming white and powdery. Good exposures of andesite are shown on Bohemia, Elephant, Fairview, and Grizzly mountains.

The tuffs, in the main, are of andesitic composition and at many places are interbedded with andesite flows. A tuff composed of coarse fragments of rocks near the White Ghost claim on City Creek. Fine tuff interbedded with lava is shown in the crosscut to No. 2 level in the Noonday mine. The slope east of Horseheaven Creek shows a considerable area of light-gray stratified tuffs. Fine gray banded tuffs were seen on the slopes below Judson Rock. These tuffs are contemporaneous with the andesites, particularly with the later flows.

A light-gray rock, probably dacite porphyry, cuts the darker andesites and tuffs in many places. This rock on fresh fracture shows minute aggregations of quartz, larger crystals of feldspar, and small dark crystals of pyroxene and hornblende. The fine ground-mass between the large crystals is gray to slightly greenish, the green tinge being due to the presence of chlorite. This dacite porphyry cuts andesites and interbedded tuffs at several places along the road about halfway between Disston and Orseco. It also occurs within half a mile of the Musick mine, both to the northeast and to the southeast.

Basalt occurs in one or two small outcrops. It is a fine-grained dark lava, best shown on the south edge of Bohemia Mountain. Its small outcrop suggests that it is intrusive in the andesite.

Ore Deposits.

The ore deposits of this district are fissure veins, which cut the andesites and tuffs. Small sulphide impregnations also occur in the vicinity of altered diabasic dikes, but they have no economic value. The general strike of the veins is north to northwest, with a dip of 60 to 85 degrees. They vary from 1 foot to 12 or 15 feet in width. Some are single veins; others consist of two or more parallel veins, separated by a few inches to a few feet of highly altered country rock. At the Musick

mine there are three parallel veins, 1 to 4 feet in width, separated by thin walls of altered country rock. Only the fissure veins which have suffered post-mineral fracturing have produced profitable ore. These veins, because of their oxidized and easily workable condition, gave good returns in free gold in their upper workings. Veins which have not been fractured since they were mineralized, or which are situated in regions of maximum erosion, such as old glacial cirques, show sulphide ores at the surface. They are tightly cemented and relatively impermeable and represent the conditions of mineralization that prevail in all the veins below the oxidized zone. The minerals which they contain are sphalerite, pyrite, a little galena, and very little chalcocopyrite, with a gangue of quartz, altered country rock, and some calcite. So far these veins have not been found profitable, because their sulphide ore can not be cheaply treated, the tightness with which the ore is cemented makes mining more expensive, and the gold tenor is less than that of the oxidized material.

Hydrothermal Metamorphism.

In the vicinity of the veins the mineralizing solutions have greatly altered the country rock. Several hundred feet distant from a vein the dark color of the rock is in many places changed to a greenish tinge, while close to the deposit it is gray to buff in color, has a clayey appearance, and crumbles easily. The pattern of the rock is fairly well preserved, however, the outlines of the feldspar phenocrysts being clearly visible, though the feldspar material has been changed to a white or yellowish powder.

Under the microscope it is seen that the basic feldspars have altered into sericite, calcite, and quartz, the quartz, however, being in relatively small quantity. The ferromagnesian minerals have been changed to calcite, and the iron in them appears now as limonite. Farther away from the vein, where metamorphism was less intense, these minerals have reached only the chloritic stage of alteration. In many veins soft disintegrated country rock forms a considerable part of the vein matter. An examination of this material showed that near the surface it is composed essentially of very fine granules of quartz with considerable iron-stained kaolin. At greater depth the same rock contains an abundance of sericite and calcite with very little kaolin.

Secondary Alteration and Enrichment.

Some of the veins were brecciated after they were filled, and as a result oxygenated waters were able to percolate downward along the fractured zone. The ores were thus oxidized and sulphides leached out to depths of 100 to 300 feet, depending on the degree of brecciation and the rate of erosion. The gold occurred as threads and filaments included in the pyrite. The pyrite was leached away, leaving the relatively insoluble gold and some iron oxide in a part of the small cavity left in the vein material. This process brought about an association of free gold with iron-stained, spongy quartz, and enriched the ore by leaching out the valueless sulphides. It also rendered the ore soft and porous, so that it is much more cheaply mined and milled than the unaltered ore.

Small local enrichments of free gold occur at the junctions of fissures, pyrite being abundant at these junctions, as shown by the mass of iron oxide left. It is probable that the smaller particles of gold were dissolved from the upper parts of the vein by the ferric sulphate solutions of oxidized pyrite and were precipitated by the local masses of pyrite below.

Some secondary sulphides were observed, but these are of no commercial value. They consist of pyrite crystals deposited in cracks in primary pyrite and of very small masses of sphalerite and galena. Other secondary minerals noted were calcite and, rarely, cerussite.

Mining Development.

Gold was first discovered in Bohemia in 1858. In 1875 the first mill, a five-stamp battery, was built on the Knott claim. From 1877 to 1891 little was done in the district. In the nineties the Musick, Champion, Noonday, Vesuvius, and several other mines became active, and mills aggregating 35 or more stamps were built. At the time of visit, in August, 1908, no ore was being milled in the district, nor had any milling been done since the previous summer. Several companies, however, had men employed in prospecting and development.

Figures for the total output of the camp are not available. As nearly as can be judged from the statistics published in "Mining Resources of the United States," and from verbal reports, the total product is probably between \$300,000 and \$400,000, mainly in free gold. [This only includes production up to 1908.] Although some rich shoots occur locally, the average tenor of the ore is low, generally running \$3 to \$5 a ton. The soft, spongy, iron-stained vein material is cheaply mined and milled. The cost of mining is from \$1.50 to \$2 a ton, and of milling little over 50 cents a ton. The concentrates range in value from \$20 to \$70 a ton and consist in the main of auriferous pyrite, with silver and a little lead and copper. Values less than \$25 a ton can not be profitably shipped because of present high freight rates.

The principal mines of the region which have produced values are the Musick, Champion, Vesuvius, Noonday, Helena, and California, and there are others of lesser note. The Musick leads in development, with about a mile of drifts along six 50-foot levels. Of these, levels 4 and 6 are reached by short crosscuts which tap the vein from the basin at the head of City Creek. About 2,000 feet to the west, on the other slope of the divide, a portal from one of the lower drifts opens out close to a good stand of mining timber. A shaft 80 feet deep connects directly with the two upper levels and through various stopes with most of the lower workings, thus giving good ventilation to the mine. Most of the ore was hauled out at the lower level, which attains a maximum depth of about 300 feet.

The Champion, Vesuvius, and Noonday have each about half a mile of workings. In the Champion most of the development work has been done on two levels, the lower of which attains a maximum depth of about 200 feet and is reached by a crosscut a few hundred feet in length through which all the ore is brought out. A considerable amount of stoping has been done, particularly where the greatest oxidation occurred. The lower workings here show considerable amounts of primary sulphides. The Vesuvius has been worked from several levels to a depth of about 300 feet and has many stopes. The steep slope on which it is situated has facilitated its development by tunnels and has afforded a gravity transfer for the ore from stope to mill, as well as good ventilation and drainage for all the workings. The Noonday has three principal levels, all tapped by crosscuts from the steep slope of the Horseheaven basin; the lowest level attains a maximum depth of about 300 feet. Considerable stoping was done, and the ore from the stopes was sent down to the mill on an aerial tramway about one-third of a mile in length. The Helena has more and the California somewhat less than 1,000 feet of workings. Both are developed by tunnels which will attain 100 to 300 feet of depth. The Helena has two levels and has produced some very rich specimen ore.

The ore from the Musick mine was hauled over a practically level electric tramway about a mile in length and dumped into the ore bins of the Champion mine. Thence the ore of both mines was sent down to the mill on a steep incline, 3,400 feet long. Hauling was effected by an endless cable to which the mine cars were attached by means of an automatic grab, the loaded cars going down pulling the empties up. The Musick-Champion mill, the largest in the district, has 30 stamps and is run by a water-driven electric generating plant located on Frank Bryce Creek, 7 miles below the mine. It handled the ore from both the Musick and Champion mines. The electric plant was designed to develop 300 horsepower and to operate the stamp mill, a small sawmill, and a local electric-light plant, and to furnish mine power. A small auxiliary steam plant is provided for use in case of need. Other milling plants in the district are a 10-stamp mill at the Vesuvius mine, a 5-stamp mill at the ElCalado property, and a 20-stamp mill on the Noonday group.

Silver and Copper Prospects.

The Riverside and Oregon-Colorado claims are promising copper prospects which show good chalcocopyrite ore and are located on strong veins. The combination property covers a somewhat extensive lode, consisting of one large vein and some smaller veins, and is said to have produced ore which assayed more than 25 ounces of silver to the ton.

GRAND CARNIVAL AND STREET FAIR

UNDER AUSPICES OF

Cottage Grove Fire Department

5--Days of Fun & Amusement--5

June 2-3-4-5 and 6

2 Riding Devices--2 Grand Water Fight Saturday Night
Something Doing Every Minute 3 Big Free Acts--3 10 Shows--10

Future of the District.

The Bohemia district contains many well-defined veins and lodes. Many of those which show on the surface have not yet been explored, and no doubt many more are obscured by the dense vegetation which covers a large part of the district. It seems reasonable to suppose that other mines will yet be opened and will find workable gold ore, at least in the upper and oxidized portion of the veins. Workable bodies of copper and silver may possibly be discovered in the district.

In 1910 there were four producing companies in the Bohemia region. The entire output of the Bohemia district in 1912 came from deep mines, the largest producer being the West Coast mine, which is opened by a 1,000 foot tunnel and has a 30-stamp mill. It is reported as one of the large deep mines of Oregon by C. G. Yale in his preliminary estimate for 1913, but details are not yet available.

Notice to Creditors.

ESTATE OF HENRY D. PEARSON, Deceased.

Notice is hereby given, that Harry Short has been, by the County Court of the State of Oregon, in and for Lane County, duly appointed administrator of the estate of Henry D. Pearson, deceased, and that all persons having claims against the said estate of Henry D. Pearson, deceased, are hereby notified to present the same duly verified to the said Harry Short, administrator, at the Bank of Cottage Grove in Cottage Grove, Oregon, within six months from this the 24th day of April, A. D., 1914.

HARRY SHORT, Administrator.
H. J. SHINN, Attorney a29-m27

There was an old woman who lived in a shoe; she had so many children she didn't know what to do. She inserted a want ad. in The Sentinel, and then she didn't have enough to go around. a22

NOTICE OF EIGHTH GRADE EXAMINATION

The uniform eighth grade final examination will be held in each school district where there are pupils recommended for it on June 4 and 5, 1914, according to this program:

Thursday—Physiology, Reading, Geography, History and Civil Government. Friday—Grammar, Writing, Spelling, Arithmetic and Agriculture.

Teachers who have pupils to recommend for passing subjects on class standing, deportment and required attendance, should apply at once for cards. E. J. MOORE, County School Supt. ap22-jun3

The greatest soil in the world for producing crops is located around Cottage Grove. The greatest place in the newspaper world to get results from want ads. is in The Sentinel. ap22-tf

What Wifey Does!

This is an extremely important matter to any married man.

To have her always gentle and docile is a very desirable characteristic to develop, but not as impossible as it sounds.

A woman with a home of her own takes more pride in it than in a rented house and consequently keeps herself much busier in keeping it shipshape. This does not give her as much time to get cross and cranky. With a home of her own she has plenty to make her happy and contented even if hubby doesn't perform just to suit her.

But no matter how good hubby may be he can not expect wifey to be perfectly happy in a home that she may have to move out of most any day, and that makes hubby's job in keeping her good-natured just that much harder.

The moral is plain: Buy a lot in Milapoo Park and build a home while lumber is the cheapest that it will ever be.

W. B. COOPER