ADVERTIS.

The Science of the Laws of Demonstrative Inference.

(Closed from April issue)

In our last issue we outlined the three principal states or modes of mind, broadly termed cognitions, feelings and emotions. We may now proceed to inquire more closely into their relationship.

Generally speaking, in any state of mind that we can observe, we are aware of existent, hearing or seeing certain indubitable (sensation) that is, without any reason or suspicion of it. It must be observed that this is the simplest and most obvious way. We always find that happy frame of mind this way to a determined mood without reason. The cause will always be found to be in a change in our thoughts, in turn due to the influx of new sensations or intuitions.

Certain psychoses have manifested that their reactions are stirred by emotion as well as reason. They point in the fact that having performed or a work that we may gratify in mind them to do it, but the results in the operation of the mind but they are. They have manifested the fact that the mind conditions the action takes of what is done and it is this that produces the change in feeling.

When the limits of our powers of observation are exceeded, or if we require exact statements in the article upon it. It might mean, too, that conditions being the same, the same inferences will suit the case collation and include the same allusion in all cases, but this is not always the case.

Having unfolded the three principal divisions of mental manifestations, we may now proceed to a more elaborate analysis of mind. It is a fact that a classification of the actions and faculties will aid us materially at this stage of our study, but unfortunately, it is a very difficult task to formulate this. It is due to a number of circumstances, some of which are: the difficulty of fixed the phenomenon—which are so fit (philosophers in particular) and complex—to the extent that it is also owing to an insensible nature, in the fact that the faculties overlap and intermingle with one another in such great degree. Speaking of this difficulty, Dr. McCullough says:

This is a problem peculiar to psychology, and there are two main points that must be considered in it. In the first place, there is the difficulty of fixed the phenomena—which are so fit (philosophers in particular) and complex—to the extent that it is also owing to an insensible nature, in the fact that the faculties overlap and intermingle with one another in such great degree. Speaking of this difficulty, Dr. McCullough says:

The accompanying table is submitted only as a provisional arrangement of these peculiar attributes of the mind that we are interested in, in unfolding the science of ant. A classification of the faculties follows:

   - a. The Perceptive Capacities.
   - b. The Reproductive Capacities.
   - c. The Comparative Capacities.
   - d. The Lateral.
   - e. The National.
   - f. The International.
   - g. The Primitive.
   - h. The Composite.

2. The Emotional Powers.
   - b. The Percept.
   - c. The Retention.
   - d. The Motive.
   - e. The Will.

3. The Imaginative Powers.
   - a. The Faculty.
   - b. The Abilities.
   - c. The Emotions.
   - d. The Wills.

   - a. The Physical.
   - b. The Vital.
   - c. The Mental.
   - d. The Sensory.

   - a. The Social.
   - b. The Political.
   - c. The Economic.
   - d. The Religious.

   - a. The Moral.
   - b. The Ethical.
   - c. The Judicial.
   - d. The Religious.

7. The Educational Powers.
   - a. The Educational.
   - b. The Religious.
   - c. The Vocational.
   - d. The Scientific.

8. The Artistic Powers.
   - a. The Artistic.
   - b. The Musical.
   - c. The Dramatic.
   - d. The Plastic.

   - a. The Scientific.
   - b. The Mathematical.
   - c. The Physical.
   - d. The Biological.

    - a. The Religious.
    - b. The Moral.
    - c. The Ethical.
    - d. The Social.

11. Qualities of concepts.
    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

15. Processes of will.
    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

16. Writing.
    - a. The faculty.
    - b. The will.
    - c. The intelligence.
    - d. The memory.

17. Processes of thought.
    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

20. Processes of will.
    - a. Perceptual.
    - b. Retentive.
    - c. Experimental.
    - d. Progressive.

While it is proper to mention that much light may be thrown upon the operations of the mind by the physiology of the brain, it is more accurately to pursue the study of the faculties, the following being the next step in our grasp of this science. In this we see that there is a cause and effect of which we are not aware, but it is wholly impossible to discover just what the connection is. If physiological psychol-
THE BILLBOARD

H. T. HAYES,

The well known and popular Advertising Manager of the Dr. C. Chase Co., of Philadelphia.

New York.

Executive Committee Meets—The Official Organ Needs More Money and Gets It.

By Horace Fields.

BUFFALO, April 8.—Rufus B. Byrns, the correspondent of this paper, arrived here from New York yesterday afternoon, in the course of his trip around the country. He has been traveling for over six months, and will return to his home in a few days. He has been conducting the affairs of the association very satisfactorily, and the committee is confident that he will continue to do so.

Mr. Byrns is a man of considerable experience, and has been associated with the firm of Byrns & Co., of New York, for many years. He is a gentleman of high moral character, and is well respected by his fellow citizens. His work has been very satisfactory, and the committee is confident that he will continue to do so.

Los Angeles.

Does Billopping in Small Towns Pay.

Says the article in the March "Billboard" that "the small-town billopping is a losing proposition. The cost of living is too high. The money earned by the billopper is not sufficient to cover the expenses of living."

This article is based on a survey of the small-town billoppers in the United States. The results show that the small-town billopper is not able to make a living by this means.

Billopping is a difficult business, and requires a great deal of skill and experience. The small-town billopper is not able to get as much work as the large-city billopper, and therefore cannot make a living by this means.

Billopping is a very popular business, and many people are interested in it. The small-town billopper is not able to get as much work as the large-city billopper, and therefore cannot make a living by this means.

Denver.

A temporary excavation was granted to the Denver telephone company by the city council on March 29, for the purpose of laying telephone lines under the street.

The excavation will be made in the center of the street, and will extend from the north end to the south end of the street. The company has been granted permission to use the street for this purpose, and will make no disturbance to the citizens.

The excavation will be made under the direction of the company's engineer, and will be completed as soon as possible.

Bilpping in Denmark.

Queen Conditions that Obseo to be in Copenhagen, Denmark, the queen of Denmark, was in a state of great excitement.

She had received a letter from her daughter, the queen of Norway, who was in a state of great excitement.

The queen of Denmark was in a state of great excitement.

Queen of Denmark.

The queen of Denmark is a very important person, and is much respected by her subjects.

She has been in a state of great excitement for a long time, and has been very active in promoting public works.

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She has been in a state of great excitement for a long time, and has been very active in promoting public works.
HenneGAN & Co.

Have just issued a brand new line of Posters for Picnics, Celebrations, Fourth of July, Fairs, etc.

If you wish anything of this character write for Free samples.
On Distributing.

The Pinhead Advertiser.

COUNCIL Blanks will always possess an enjou-
ment prohibiting the distribution of medi-
um samples. This is due entirely to the
smallness and thinness of the advertising, as
far as the merits of his circular, and
would make quite a few of our readers
who have to rely upon the beauty of the
circulars, and the success of the adver-
tiser, as far as the success of the circulars
particulars may be the same. To be
distributing as far as I am concerned, it
is a little too much.

The Pinhead Advertiser.

Facts Associations.

The Manufacturers' Advertising Co. (M.A.C.)
In the present, they have mercurial propen-
sities. It is true that the extra}

The Pinhead Advertiser.

Facts Associations.

The Manufacturers' Advertising Co. (M.A.C.)
In the present, they have mercurial propen-
sities. It is true that the extra}

Distribution Methods.

About three months ago, I was
magazine in this city, the "Biggest Advertiser" and
covered their doors on an "outside
Before their lead had expired it was,
acceptance for all goods, and immedi-
came up to fifty percent.

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Who Tis Items.

The Billboard, March 12, 1925, Page 5

Who Tis Items.

A recent note from a reader is an expert and practical one in the matter of distributing trade sections. A reader writes:

"Mr. H. E. Linay, General Manager of the Chicago Advertising Co., has just written me about the matter of distributing trade sections. He remarks that the trade section is one of the most effective advertising mediums today. He suggests that every advertiser should use it to the full extent of its possibilities. He states that he has used the trade section in his work for several years and has found it to be a most effective means of reaching the trade. He further states that he has always found the trade section to be one of the most economical advertising mediums.
It is a waste of time for correspondents in the newspaper business to write letters to me, the editor of The Billboard, about prices, as an advertising rate advertiser is given in full.

After waiting a short time I ran across a branch of the "Dr. Shrop" booksellers in Newport, R. I., and informed them of the situation. I ordered 1,000 of the "Dr. Shrop" books, and they sent them to me immediately. I used the 1,000 books as the basis of my advertisement.

On delivery, I found that the books had been delivered by the bookseller, and that they were all of the same quality, and of the same size, and that they had been printed on the same kind of paper. I also found that the books were all of the same length, and that they contained the same number of pages.

I have written to the bookseller, and informed him that I found other evidence of very poor quality in the books. I have also written to the bookseller, and informed him that I have noticed a discrepancy in the prices of the books.

I have written to the bookseller, and informed him that I have noticed a discrepancy in the prices of the books, and that I have noticed a discrepancy in the prices of the books.

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State Fair and Exposition Combined.

The Nebraska State Fair Board of Agriculture and the managers of the Greater American Feeds Company have agreed to a plan for the exposition and marketing of livestock at the Nebraska State Fair. The exposition will be located in the Greater American building and will be open to the public for the duration of the fair. The exposition will feature a wide variety of livestock, including horses, cattle, swine, and sheep, and will provide opportunities for visitors to learn about different breeds and their care. The exposition will also include educational programs and demonstrations to help visitors better understand the livestock industry. The combination of the state fair and exposition will provide a unique opportunity for visitors to experience the best of agriculture and livestock in one location.
The Philadelphia Exposition of 1893.

For the Development of America....

Of the numerous National and International exhibitions that have been held in the last quarter century, none has been more outstanding than the one that was held in Chicago in 1893. This was the first World's Fair, and it was a turning point in the history of American architecture, art, and industry. The fair was a showcase for the latest innovations in technology, art, and design, and it helped to establish the United States as a leader in the world of innovation.

The fair was held in the Loop, an area of downtown Chicago that was then a relatively undeveloped area. The fairgrounds were surrounded by a massive wrought-iron fence, and there were thousands of people who attended the fair each day. The fair was a success, and it helped to establish Chicago as a major city.

The fair ended in 1893, but its legacy lives on today. The fairgrounds were turned into the Field Museum of Natural History, and the Loop remains a bustling area of downtown Chicago. The fair is an important part of the city's history, and it continues to inspire new generations of innovators and artists.
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Ever inaugurated in the South,
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Sky-High and Still Climbing.

My Oil Cloth and Muslin signs, printed with PAINT, are among the greatest successes of the century.

Every manufacturer of every kind of goods wants from 300 to 50,000 of these signs, and they are rapidly learning where they can get them.

These Print-Painted signs come in all sizes, suitable for tacking upon trees, barns or sides of stores where the goods are sold.

They are in every respect as durable as a hand-painted sign, though as cheap as print.

Billposters also do sign tacking, so there is no difficulty in getting these signs prominently displayed in any city, town or village throughout America.

I will make a sign, one foot high and three feet wide, on Oil cloth, in red, white and blue colors, for 6½ cents each in lots of not less than 500.

I will make a sign 4x20 inches for 1c each in lots of not less than 5,000.

I will make a sign three feet wide and five feet high for 25c each, in lots of not less than 500.

If you would prefer other colors than red, white and blue, you can have just what you want.

If you don't want the bother of tacking them, I will take charge of that part of the work and give it an expert's attention, and guarantee satisfactory placing anywhere in America.

I also make all kinds of posters in lots of 1,000 and up, at prices that others can't duplicate. I will make for you 2,000 8-sheet posters for 24c each, all in brilliant colors, on the finest of poster paper. I will post them on the best billboards in any city in America at the lowest regular rates without extra cost to you.

When you want the best of everything in Outdoor advertising come to the recognized headquarters, the shop that sets the pace—the establishment that knows good advertising from bad, and that gives its clients the business-building kind.

Sam W. Hoke, 255 Fifth Avenue, 28th St., New York.

LONG DISTANCE BILLPOSTER.
ADVERTISERS!
Bar in mind that the only reliable

Billposter in Dayton, Ohio, is

J. B. McCONN
721 East Second Street.
49¢ per copy.

Billposter, well known to all, and

reliable. No other advertiser

in this city can claim better service.

MARK A. BONDY
311 Main St.

Established 1879.

G. H. OTTING & SON,
LICENSORS.

BILLPOSTERS, DISTRIBUTORS, ART BULLETINS
MERCHANDISE, DISPLAY, BILL POSTING
40th Street and Vine St., CINCINNATI.

New Edition Billboards. Want a live, conspicuous

display in your interest and perfectly adapted to

your needs? Send for free trial of our new and

improved billboards. Write for full details.

THE WALLACE BAG CO., New York.

Every Distributor

SHOULD USE

THE BILLBOARD FOR EVER.

AMERICAN BILLPOSTING CO.,

BROOKLYN, N. Y.

PITTSBURG, PA.

ALLEGHENY CITY, PA.

THOS. J. MURPHY, President.
BARNEY LINK, Genl. Manager.
WM. P. FAY, Secretary.

UP-TO-DATE HUSTLER.

CHAS. E. BUTLER, City Billposter and Distributor.
BROOKLYN, FREEDOM COUNTY, MD.

WANTED

Billposter and Sales Managers in eastern and central Midwest, and

will make liberal salaries. Apply to

EM BROWN & SONS, City Billposter and Distributors, Galva, Ill.

The English counterpart of The Billboard. Subscriptions go cents per year, post free, may be sent to

127 East Eighth St., Cincinnati, 0.
### THE BILLBOARD

#### LIST OF DISTRIBUTORS OF UNITED STATES AND CANADA

This List is Open to All.

Any distributor's name inserted for $1.00 per year.

**ALABAMA**
- Birmingham-B. E. Berry, 152 S. 24th
- Montgomery—G. A. McIlhenny, city bill poster.

**ARIZONA**

**ARKANSAS**
- Conway—J. F. Clark, Box 108

**CALIFORNIA**
- Los Angeles—E. R. Jones, 2821 Central Ave.

**CONNECTICUT**
- Hartford—J. L. Green, 905 Main St.

**DELAWARE**
- Wilmington—W. S. DuPont Co., 11 Orange St.

**FLORIDA**
- Jacksonville—E. F. Curtis, 110 Gannett Bldg.

**GEORGIA**
- Savannah—G. H. Flowers, 419 Savannah Court.

**ILLINOIS**
- Chicago—R. M. Allison, 111 S. Dearborn St.

**INDIANA**
- Indianapolis—T. S. Moore, 743 N. Pennsylvania St.

**IOWA**
- Des Moines—E. B. Davis, 423 S. Linn St.

**KANSAS**
- Topeka—C. B. Mead, 8th and Washington.

**KENTUCKY**
- Louisville—J. T. Meade, 101 E. Market St.

**MASSACHUSETTS**
- Boston—C. H. Swift, 106 Tremont St.

**MICHIGAN**
- Detroit—E. C. H. Colville, 547 Griswold St.

**MINNESOTA**
- Minneapolis—J. E. M. Bowers, 501 East 2nd St.

**MONTANA**
- Missoula—J. H. Barber, 815 South 5th Ave.

**NEBRASKA**
- Omaha—E. W. White, 1234 Farnam St.

**NEVADA**
- Las Vegas—J. F. Deane, 303 S. 5th St.

**NEW JERSEY**
- Jersey—E. B. Davis, 423 S. Linn St.

**NEW MEXICO**
- Santa Fe—J. F. M. O'Malley, 140 E. Main St.

**NEW YORK**
- Buffalo—A. H. Amsden, 200 E. Main St.

**OHIO**
- Columbus—E. B. Davis, 423 S. Linn St.

**OKLAHOMA**
- Oklahoma City—J. H. Barber, 815 South 5th Ave.

**OREGON**
- Portland—E. W. White, 1234 Farnam St.

**PENNSYLVANIA**
- Philadelphia—J. H. Barber, 815 South 5th Ave.

**RHODE ISLAND**
- Providence—J. H. Barber, 815 South 5th Ave.

**SOUTH CAROLINA**
- Charleston—J. H. Barber, 815 South 5th Ave.

**SOUTH DAKOTA**
- Sioux Falls—J. H. Barber, 815 South 5th Ave.

**TENNESSEE**
- Memphis—J. H. Barber, 815 South 5th Ave.

**TEXAS**
- Houston—J. H. Barber, 815 South 5th Ave.

**UTAH**
- Salt Lake City—J. H. Barber, 815 South 5th Ave.

**VERMONT**
- Rutland—J. F. Davis, 1234 Farnam St.

**WISCONSIN**
- Milwaukee—J. H. Barber, 815 South 5th Ave.

**WYOMING**
- Cheyenne—J. H. Barber, 815 South 5th Ave.

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**NOTICE TO ADVERTISERS**

We want news and shipping data for distributing advertising matter
to our offices. We are not now at the locations where we
can get you the shipping data you need. We have on hand
recent and past shipping data for all the offices in the West.


CARROLL & CO., 104 Market St.

CEPHUS, E. J. Co., 125 Market St.

COOPER, J. M., 104 Market St.

DEW & CO., 104 Market St.

FREEMAN & CO., 125 Market St.

GUTHRIE & CO., 104 Market St.

HARRISON & CO., 125 Market St.

JONES & CO., 104 Market St.

KENTUCKY, C. P. McKee & Co., 125 Market St.

LONSDALE & CO., 104 Market St.

MARTIN & CO., 125 Market St.

MCCORMICK & CO., 104 Market St.

MCCUTCHEON & CO., 125 Market St.

MILLS & CO., 104 Market St.

OAKLEY & CO., 125 Market St.

PARKS & CO., 104 Market St.

ROPER & CO., 125 Market St.

SIMPSON & CO., 104 Market St.

STEVENS & CO., 125 Market St.

TAYLOR & CO., 104 Market St.

WILLIAMS & CO., 125 Market St.

WOOD & CO., 104 Market St.

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TAYLOR & CO., 104 Market St.

WILLIAMS & CO., 125 Market St.

WOOD & CO., 104 Market St.
The International Association of Distributors

Will meet in Convention, in the Banquet Room of the Hotel Emery, at

Cincinnati, July 18-21

All distributors, irrespective of affiliations, and advertisers interested in house-to-house work, are invited to be present.

The International’s member in each town is always the best man in that town. He is always an honest man, an experienced man, a capable man and a reliable man. On top of this is the fact, that his service is guaranteed by a first-class guarantee. Write any of the officers.

OFFICERS FOR 1898-99.

JOSEPH REID

W. H. STEINBRENNER

O. P. FAIRCHILD

W. H. CASE

R. S. DOUGLASS

W. C. TIRRILL

JAMES A. CURRAN

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GUNNING'S CHICAGO POSTER BULLETINS

THE LATEST IN DISPLAY ADVERTISING. ENTIRELY MODERN IN CONSTRUCTION, AHEAD OF THE TIMES IN CONCEPTION. THEY GIVE REPRESENTATIVE POSTER PROMINENCE IN CHICAGO. BUILT ON THE LINES WHICH HAVE MADE GUNNING'S PAINTED BULLETINS FAMOUS THROUGHOUT THE ADVERTISING WORLD.

HIGH-ART IN POSTING.

IS A STRONG FEATURE OF THESE POSTER BULLETINS. THEY ARE ATTRACTIVE; THE PAPER IS "BLANKED IN" WITH APPROPRIATELY COLORED BORDERS TO ADD DISTINGUISHEDNESS AND INDIVIDUALITY. AN IMPROVED WAY OF DOING IT INCREASES THE ADVERTISING VALUE OF THE PAPER—INCREASES THE BENEFIT TO THE ADVERTISER.

200 STANDS EQUAL 400

MORE VALUABLE ADVERTISING AFFORDED BY 200 STANDS ON OUR SERVICE THAN BY 400 PUT UP IN THE OLD WAY, BECAUSE OUR POSTER BULLETINS ARE CENTRALLY LOCATED, ARE AT "LIVE" POINTS—NO UP-ALLEY OR DEAD-STREET LOCATIONS WHICH CAN BE HAD FOR THE ASKING. IN THIS SERVICE WHAT YOU'VE GOT TO SAY ON POSTERS WILL RING OUT WHERE THE PEOPLE ARE—EVERY PLACE YOU'RE PUT.

WE BACK IT WITH OUR REPUTATION

FOR TWENTY-FIVE YEARS' CONTINUOUS LEADERSHIP IN ATTENTION-COMPELLING, DEMAND-CREATING OUTDOOR DISPLAY ADVERTISING.

FOR POSTER PUBLICITY AT ITS BEST IN CHICAGO, SEND PAPER TO

THE GUNNING CHICAGO POSTING SERVICE

The R. J. Gunning Co., Proprietors,
289 Wabash Avenue, Chicago.