

# OUR ADVERTISERS

A plan approved by the Huntington Business Men's Association, to aid in the distribution of the 1940 CHIEF JUSTICE to high schools throughout the state as a permanent advertisement of Marshall College has been incorporated in the production of this book.

This plan, although hitherto untried will, it is believed, prove to be more productive of good will between advertisers as a whole and year book producers. The usual procedure of "space advertising" that has been followed in previous year book production, although quite successful financially, does not accomplish the desired effect. That is, to place before the prospective college student a graphic picture of college life in all of its many phases. Containing photographs of more than twelve hundred students, as well as the faculty; a complete coverage of over fifty campus organizations such as fraternities, sororities, and various clubs; athletic activities; and many views of our campus and buildings, it is felt that this book will show in many ways the advantages of Marshall College.

The present plan which calls for the distribution of annuals to the various high schools of the state will advertise, not only Marshall College, but Huntington as well. Every business man of Huntington realizes the potential value of Marshall College to the city and community, and knows that by cooperation and planning the student body can be increased. This increase will naturally be reflected in the cultural growth and business of the city. It is with this goal in mind that this plan was inaugurated.

While not carried out extensively this year, it is believed that it will prove itself to be ideal with continued practice. The eventual worth of this plan will be reflected in an increased enrollment and a greater interest in Marshall College.

Listed below are those who have, through their confidence in the worth of this novel idea, seen fit to cooperate with the producers of the 1940 CHIEF JUSTICE.

ADVERTISING CLUB OF HUNTINGTON  
ANDERSON-NEWCOMB CO.  
ARCADE RECREATION  
ARCHER'S FLOWERS  
BROWN'S APPAREL  
DUNHILL'S  
FIRST HUNTINGTON NATIONAL BANK  
HOTEL GOVERNOR CABELL  
HUNTINGTON CHAMBER OF COMMERCE  
HUNTINGTON DRY GOODS  
HUNTINGTON SCHOOL OF BUSINESS  
FRANCIS, JAMES D.  
JENNINGS' PASTRY SHOP  
KEITH-ALBEE THEATRE  
OXLEY-BETZ MACPHERSON CO.  
REUSCHLEIN JEWELERS  
ROGERS JEWELRY CO.  
VAN ZANDT SUPPLY CO.  
VARSITY DRY CLEANERS  
WATTS-RITTER CO.

# CAPTION UNNECESSARY



*Bryan Photographic Company*

INDUSTRIAL - COMMERCIAL - ILLUSTRATIVE

312-15 HINES BLDG.

HUNTINGTON, W. VA.

May 1, 1940

TO: The CHIEF JUSTICE staff  
The Student Body  
The Faculty  
President Allen

A big job has been completed! We have enjoyed working with you in the production of this publication. Finally, we wish for each of you complete success in your future undertakings.

Most Sincerely,

BRYAN PHOTOGRAPHIC COMPANY

*C. B. Hingate, Mgr.*

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