

On The Way to Our Advertisers



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A Real Sporting Goods Store

Johnson's Policy

TO DO business on good, sound business principles;
TO MAKE a legitimate profit on all our goods, yet to
sell as "close" as good business judgment will allow;
TO CARRY the best standard lines of SPORTING
GOODS and BICYCLES, and to stand back of every
article we sell.

JOHNSONS'

Yours For Better Service

340 E. Weber Ave., Near Sutter

Phone 1098

LAUXEN & CATTS

Stockton's Largest Home Furnishers

Too Cold

Miss Moore—Have you done your outside reading yet?

Fresh—No, mama says its too cold to read outside.

* * * *

You Bet

Teacher—What other products of the sea are there besides those mentioned?

Mel Parker—Sea sickness.

THE RELIABLE JEWELRY STORE

You will find it a great satisfaction to make use of the reputation for reliability which we enjoy.

WATCHES
CLOCKS
DIAMONDS
JEWELRY

GLASSWARE
SILVERWARE
STATIONERY
ART GOODS

Our Guaranteed Repair Service is especially equipped to remodel or repair your Watches, Jewelry or Silverware, at prices in keeping with the Haas standard of work.

CHAS. HAAS & SONS, Inc.
JEWELERS

130 E. Main Street

Established 1852

Phone 1357

Roland E. Doan, Owner and Manager

DOAN AUTO SUPPLY COMPANY

WHOLESALE AND RETAIL AUTOMOBILE SUPPLIES

Vulcanizing Department
110 E. Miner Avenue

Main Address
Corner El Dorado and
Miner Avenue

WALK OVER SHOES

Are get up and get there shoes. Style with comfort, wear with style, and comfort with wear. You can't beat it.

Hudsons'

Walk-Over Boot Shop

440 E. Main Street,

STOCKTON

Inhospitality

Dutch—I don't think your father feels very kindly toward me.

Myrtis—You misjudge him. The morning after you called on me he seemed quite worried for fear I had not treated you with proper courtesy.

Dutch—Indeed! What did he say?

Myrtis—He asked me how I could be so rude as to let you go away without your breakfast.



LOOK YOUR BEST

on graduation day by wearing a

THRELFALL SUIT

\$15.00 to \$30.00

Threlfall Bros.

439 E. Main Street

This Book

PRINTED

by the

STOCKTON

RECORD

THE BEST
Newspaper
in the Best
City and 
Best County
in California

Printing and Bookbinding
of all kinds

Stockton  Record

**HARDWARE
KITCHEN UTENSILS
SPORTING GOODS**

The Ruhl-Goodell Co.

315-319 E. Weber Avenue

ALWAYS PREPARED to treat you right.

QUINN, the DEAN of the STATIONERS. Leaders in their line.

QUINNS' BOOK STORE

123 E. Main Street

Very Good

Captain of Cadets—Have you changed the guard yet?

Corporal—No, sir. The old guard was doin' the job so good I thought I'd let him stay on.

* * * *

Brains

Lee Hick—Wat time is it?

Hubner—Ten-forty-three.

Hick—Ev—figure that out for me, won't you?

COMPLIMENTS OF

THE FARMERS & MERCHANTS BANK

"BANK OF GOOD SERVICE"

of

STOCKTON, CALIFORNIA

SMITH & LANG

Main Street at San Joaquin

The Place to Buy Your

SUMMER DRESS GOODS

LACES and EMBROIDERIES

PARASOLS

SILK HOSIERY

WASH GLOVES

DRY GOODS OF ALL DESCRIPTIONS

T. B. Littleton, President

Ralph E. Wilcox, Secretary

YOLLAND & COMPANY

(Incorporated)

Fuel, Ice and Building Material

Office: Corner El Dorado and Channel Streets

Telephone Stockton 98

Stockton, California

Still Smoking

He smoked the deadly cigarette,
This youth of tender years,
For aught we know he's smoking yet,
Beyond the vale of tears.

A Catastrophe

A boy fell off Anhauserbusch,
He tore his pants to Schlitz,
He rose a sad Budweiser boy,
Pabst yes. Pabst no.

Majestic Shoe Shining Parlors

342½ E. Weber Avenue

Phone 2016

STOCKTON, CAL.

SHORTER COURSES OF STUDY

We are offering short courses in **STENOGRAPHY** and **BOOKKEEPING** to those students who desire to specialize in these subjects.

There is an urgent demand for stenographers, bookkeepers, and trained office help in all lines of business as well as from the United States Government, at salaries much higher than have ever before been paid. You can do your "bit" in the great struggle, and at the same time lay the foundation for a successful business career by entering the **HEALD COLLEGE** at once, where you can prepare in a very short time to do work the business world wants done.

Write or phone for full particulars.

HEALD-COMMERCIAL COLLEGE

115 North Sutter Street

Phone 943

AVENUE BILLIARD PARLOR

POOL and BILLIARDS

229 E. Weber Avenue

STOCKTON, CAL.

IVER-JOHNSON



The Bicycle with a World-wide
Reputation

We are now exclusive agents
Trust—The Truss Frame—
No Raise in Prices as Yet
Iver Johnson Prices: \$30, \$35, \$40,
\$45, \$50.

Terms to Suit Any Purse

BRANCH'S, INC.

Stockton's Great Sporting Goods
Store

Jewelry

Mrs. Cohn—Abie's got a ringworm.

Mr. Sohn—Oi. Rachael, take id away from im—he's too young to
play with jewelry.



The Cause

"So this is your studio?"

"As you see."

"But it is very cold here."

"Yes," said the artist, "just now I am painting a frieze."

Make Buying an Automobile A STUDY

A FEW THINGS TO LOOK UP

How long has the factory been making cars?

Do you know as a fact that the dealers and factory stand behind
their goods?

Is reliability in construction to be regarded as a great asset?

WHY DO WE SELL SO MANY OVERLAND CARS?


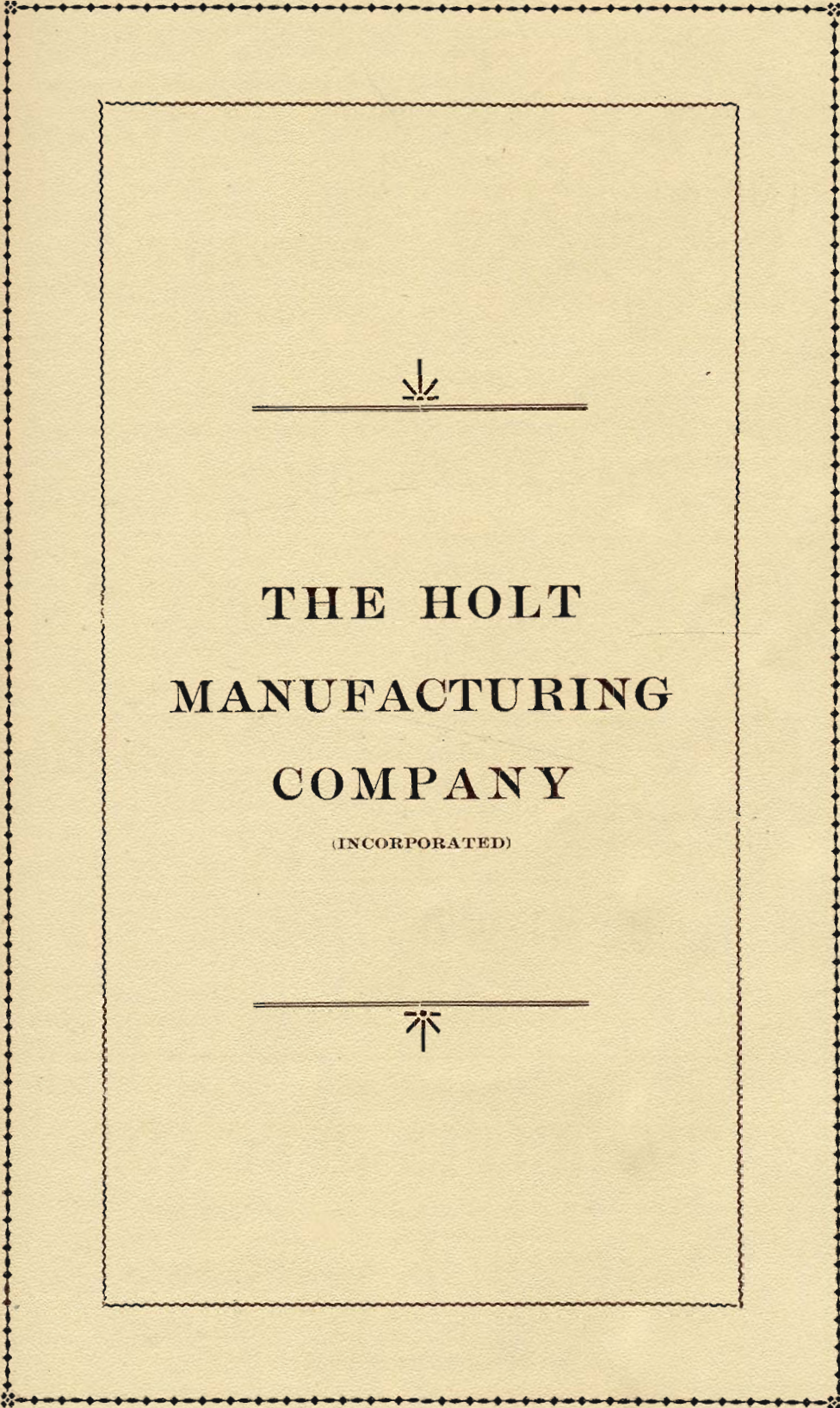
The Overland is the Answer to These Questions

Hansel & Ortman

PHONE 2262


STOCKTON, CAL.

STOCKTON'S LARGEST GARAGE



**THE HOLT
MANUFACTURING
COMPANY**

(INCORPORATED)





The Utmost in Style, Fit and Quality-

The most essential feature in Pumps is Fit—ours cling closely to the foot without gaping at the sides and slipping at the heels.

Dunne's
330-332 E MAIN ST. STOCKTON
FINE SHOES

SCHOOL BOOKS

Drawing Supplies
Fountain Pens

MORRIS BROS.

20 N. El Dorado St.

Phone 444

If Only True

"When the funny man's copy is due,
And jokes seem remarkably few,
He will jump to his chair,
Take a pull at his hair,
Then grind out a Limerick or two."

* * * *

Why?

"I can't say I like your new tooth-paste."
"That's shaving-cream."

TREDWAY BROS.

Stationers—Engraving

516 E. Main St.

Stockton, Cal.

1849

Tel 1—Free Delivery

1917

THE HOLDEN DRUG CO.

Kodaks. Kodak Work. Good Work at Right Price.

The Best of Everything.

The Rexall Store

Sincerity in Film Plays

The success of all great undertakings—by men or by nations—depends primarily on Sincerity of Purpose.

Lyric service is built upon sincerity—the sincere conviction that only by giving the public picture plays that are the best—and only by continuing to give them better plays—can Lyric succeed as a permanent institution.

Lyric Theatre

“Where Quality Meets”

Disappointed

He—I would like to make a proposal to you.

She—I'm awfully sorry, but I'm—

He—That we go get some ice cream—

She—Oh, I'd be delighted—

He—Some warm evening next summer.

* * * *

Naughty

Jewett D.—Golly, I got a zero today.

Joe B.—That's nothing.

All Nut Sundaes 10c

Made with our own Ice Cream

Why Pay More?

AVENUE DRUG CO.

231 E. Weber Ave.

Gerlach & Morath

Smart Shoes for Young
Men and Young Women

409-111 E. Main St.

Stockton, Cal.

To the Graduates

You're soon going to step out into the broad, busy field of life, leaving behind the memory of school days. We congratulate you. Our best wishes for a brilliant future for you.

At commencement time you should appear in a Blue Serge Suit—the proper thing also in your new field among men. The one suit for this time of your life is the "Clothcraft" Blue Serge. We are featuring two suits for graduation at \$15 and \$20 — guaranteed fast indigo and strictly pure wool.



A. K. Thorp
LADIES FOOTWEAR CHILDREN

323 East Main Street

"Smart Footwear for Women"

In Geometry

Miss Warner—What is half the diameter?

Erma H.—The radiator.

Abe G.—Now you're getting hot.

* * * *

Oh, Is That So!

"I don't think mother likes to have you sit in the cozy corner alone this way."

"Why?"

"You might try to kiss me."

Stockton City Laundry, Inc.

Quality Counts

Ladies' and
Gents' Suits
Cleaned and
Pressed



Work Done
Under Strictly
Sanitary
Conditions

22 North Grant St.

Modern Methods

Telephone Stockton 94

BENJAMIN FRANKLIN'S GLASSES

Were crude and unsightly affairs, but they were the best to be had in his day. Eye Glasses of today, such as furnished by the

CHINN BERETTA

Eyeglass and Spectacle
SERVICE

Are finished and becoming products that give efficient aid to the eyesight.
407 E. MAIN STREET STOCKTON, CAL.

7 Stores in California
San Francisco—Oakland—Sacramento—Fresno—Vallejo

Keep It Dark

The Heroine—What shall I do-o-o? My darling Roger hates blond hair.

The Villain—Hist! A secret! Keep it dark.

* * * *

Wrong!

Willie stood on the railroad track,
He didn't hear the bell,

The engine went to Halifax,

And I know where you think Willie went, but he didn't, because he was walking on the other track.

SAVE TIME AND MONEY

A number of the Nineteen Seventeen class will prepare for teaching.

During the past ten years the Stockton High School graduates who have prepared for teaching through the medium of the Western Normal have been just as successful in their work, have held just as good positions, and received just as good pay as those who have attended schools away from home. This statement you can verify.

Why, then, should not the members of the Nineteen Seventeen class who desire to teach secure their preparation at home, where you can secure a maximum efficiency at a minimum cost.

ASK ANY WESTERN NORMAL GRADUATE ABOUT OUR WORK

For full information call or address

Western Normal

Record Building

J. R. Humphreys, Principal.
Frank L. Dodd, Secretary.
Stockton, Cal.

This Bank

Congratulates the young men and young women on their graduation and wishes them all success.

Cordially
Invites
Your
Checking
Accounts



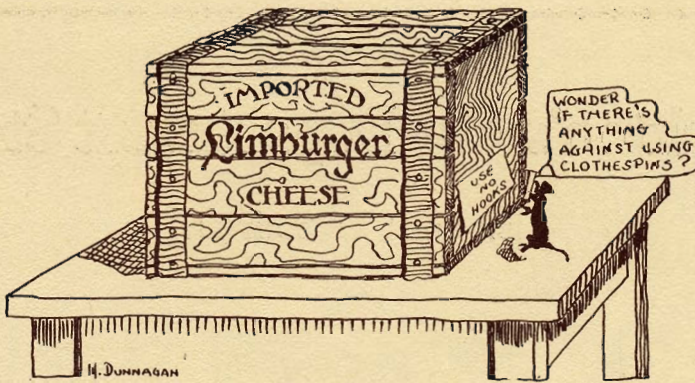
Pays 4%
on
Savings
Accounts

Safe Deposit Boxes For Rent

Commercial and Savings Bank

OF STOCKTON

The Big Building—Main and Sutter Streets



Limburger
(Just read this)

Pfui, Lenchen, du laasyt dich von deinem Vetter auf den Hals Kussen.

Ach was, es geschieht ja hinter mien em Rücken!

* * * *

Fraulein Lauxen—Frank, Wieviel Iuseln Gehoren zu Deutschland und wie heissen zie?"

Frank V.—Zu Deutschland gehoren sehr viele Iuseln und ich heisse Vierra."

Eavesdropping!

"Eavesdropping!" exclaimed Adam, as his wife tumbled out of the fig tree.

* * * *

Favorite Answers

"I don't understand that, what do you mean?"

"I didn't get that far."

"I studied the next chapter."

"Somebody stole my book."

"Were you speaking to me?"

"I didn't hear the question."

"I can't see the board from here."

"Why," (in injured tone) "we didn't have that today."

"I was absent yesterday."

"I know it, but I can't express it in words."

"Beg pardon, where's the place?"

"Why," (also in injured tone) "I studied the next chapter."

"Well, it depends."

"It varies."

"Why—um—er—ah."

"Well—ah."

"You mean a— — —"

"Oh, yes, — er — why."

"Not prepared."

Stockton's Big Department Store

Extends Greetings



to

The Class of 1917

At The Mock Trial

"Have you ever appeared before as a witness, in this suit, madam?"

"No, indeed! This is the first time I've ever worn it."

* * * *

Changed Now

The Pater—I never told lies when I was a boy.

Frosh—When did you begin, dad?

* * * *

Then As Now

Mr. Ellis—Where were the Boii at this time?

Franklin S. (startled)—I suppose they were with the Galli.

SUPER-QUALITY SODA

PLUS IDEAL SERVICE

The use of superior materials, care in making and skill in serving, are some of the things which make our soda different and better.

Soda Water is rarely the same as served at different fountains. If you are particular about the kind of Soda you drink—then come to our fountain.

Try one of our noon lunches.
TRY OUR EGG MALTED MILK

STOCKTON DRUG CO.

MAIN AT SUTTER