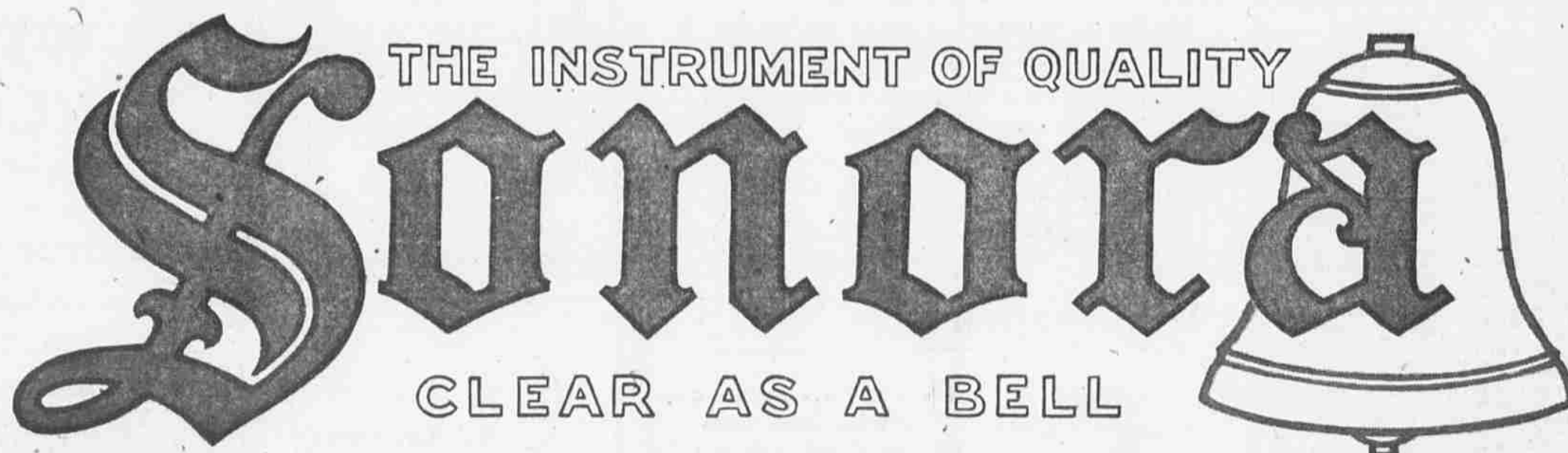




The Highest Class Talking Machine in the World

OPPPOSITE the Ritz, in Walnut Street, Number Thirteen-Eleven, at the new Sonora Salons, which have just been opened, you will find on exhibit the latest models of the instrument which, through excellence, in a few years has advanced to the leadership of the phonograph industry. You are cordially invited to call and hear your favorite records played as they should be played.

May we have the honor of a visit?



DRIVING away the worries and troubles of the day, this superb instrument is a tonic like the sea breeze. A glorious flood of harmony sweeps along—at one time with the mighty strength of the storm wave—later with the gentleness of the summer brook. For its wonderful beauty of tone you will select Sonora.

Read these details — learn why Sonora is better.

- 1—The quality of Sonora's tone is admittedly unrivaled.
- 2—The Swiss Motor runs almost twice as long as do others.
- 3—The Sonora is designed to play all makes of disc records, perfectly.

4—The Sound Box as it grows older does not coarsen the tone.

5—The Patented Sound Amplifier is the result of long, successful manufacturing experience.

6—The Patented Tone Control alters the volume, not the quality of tone.

7—The Patented Envelope Filing System makes each record instantly available.

8—The Patented Cabinet Work is rich, and the graceful "bulge" lines are exclusively Sonora's.

9—The Patented Automatic Stop is thoroughly reliable.

10—The Patented Motor Meter and Spring Control are convenient, saving unnecessary rewinding.

11—Each Sonora is guaranteed for one year.

12—The Sonora is not a new machine: it is established and has an enviable reputation.

The only jury which heard and tested all of the phonographs exhibited at the Panama-Pacific International Exposition recommended that the Sonora be given a marking for tone quality higher than that given to any other phonograph or talking machine.

Call or write for handsome booklet L-12 describing the ten superb models.

\$45 \$60 \$75 \$100 \$150 \$175 \$190 \$225 \$350 \$1000

SONORA PHONOGRAPH CORPORATION

Executive Offices: 57 Reade Street, New York
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279-281 Broadway and 50 Broadway (Standard Arcade)
Boston: 165 Tremont Street

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LICENSED AND OPERATING UNDER THE BASIC

PATENTS OF THE PHONOGRAPH INDUSTRY

