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50 Broadway Standard Arcade

A tone as brilliant as the sparkle of gems-and as sweet as an old love song-as clear as the Sabbath church bells' chimes-and as true as the ring of a gong-this is Sonora's tone which was awarded the highest score at the Panama Pacific Exposition.

# THE INSTRUMENT OF QUALITY Sonora CLEAR AS A BELL

"The Highest Class Talking Machine in the World"

**H**EAR this wonderful phonograph. You will be convinced that it stands in a class alone, and that is what you wish to buy. Some of the features which explain Sonora's superiority are here given. The perfection of Sonora is due to excellence of individual parts correctly assembled.

**Tone Quality:** Highest score for this at Panama-Pacific Exposition.

**The Motor:** Made in Switzerland by experts with generations of experience. Plays nearly twice as long as others in machines sold at the same price.

**Sound Box:** This assists in reproducing the golden tone for which Sonora is famous; and sends forth notes clear, accurate, and beautiful.

**Tone Control:** Tone is controlled at the source—the only proper place. This is another patented Sonora feature.

**Automatic Stop:** Provided on all machines; simple, mechanically correct, convenient and useful, and requiring practically no attention.

**Sound Amplifier or Horn:** Made on scientific principles and with special exclusive treatments known only to us.

**Envelope Filing System:** This is unique in its simplicity and convenience; records can be located instantly.

**Cabinet Work and Design:** The graceful, flowing lines ("bulge" effect) are made by a patented process.

**Universal Playing:** All makes of disc records, steel needle, sapphire, diamond point are played perfectly. Extra attachments are unnecessary. Each Sonora is guaranteed for one year.

Call or write for handsome free illustrated Catalog T 60. It is of great interest to every lover of good music and the phonograph.

## SONORA PHONOGRAPH CORPORATION

GEORGE E. BRIGHTSON, President.

Executive Offices: 57 Reade Street

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NEW YORK CITY

Fifth Ave., at 53d St.

Demonstration Salons  
279-281 Broadway

50 Broadway  
Standard Arcade



Supreme \$1000



Invincible \$350.



Grand \$225.



Baby Grand \$150.



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