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**5th Avenue  
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WHERE the tides of metropolitan fashion rise highest, in Fifth Avenue at 53rd Street, is located the uptown salon of Sonora.



**279-281 Broadway  
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CENTRAL to every one downtown are the large, splendidly appointed quarters at 279-281 Broadway, near City Hall Park. Here you can examine the ten Sonora models and choose just that style which pleases you best.



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(Standard Arcade)**

IF you are in the Wall Street district call at 50 Broadway (Standard Arcade) and listen to the Sonora play your favorite records.

THE INSTRUMENT OF QUALITY

# Sonora

CLEAR AS A BELL

**D**RIVING 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 unrivalled.
- 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 T-90 describing the ten superb models  
\$45 \$60 \$75 \$100 \$150 \$175 \$190 \$225 \$350 \$1000

**SONORA PHONOGRAPH CORPORATION**

George E. Brightson, *President*

Executive Offices: 57 Reade Street  
Uptown Demonstration Salon: Fifth Ave. at 53rd Street  
Downtown Demonstration Salons: 279-281 Broadway and  
50 Broadway (Standard Arcade)

Boston: 165 Tremont Street  
Philadelphia: 1311 Walnut Street

"Highest Class Talking

Machine in the World"

