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**I**N four years the volume of Sonora sales has increased over 100 fold! This brief summary of progress makes clear the wonderful popularity of The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY  
**Sonora**  
 CLEAR AS A BELL



A phonograph merely "as good" or "slightly better" could never have established this wonderful record. *The Sonora is the leader of the phonograph world today.* It is made particularly for those who are accustomed to demand the best of everything.

*New illustrated catalog T-74 sent on request*

\$50	\$55	\$60	\$80	\$105	\$110	\$140
\$155	\$175	\$200	\$250	\$375	\$500	\$1000

Art Models made to special order. Write or call



*Look at the Sonora.* The handsome "bulge" lines typical of the finest furniture are produced by patented methods and are exclusively Sonora's.

*Study the Sonora.* Examine the important details—the long running motor, the tone control, the automatic stop, sound box, duplex tube, envelope filing system, etc.

*Hear the Sonora.* It plays all types of disc records. The makers of the Sonora were the first in the world to manufacture a machine to play all these records *perfectly.* The wonderful beauty of this instrument will make clear to you why Sonora won highest score for tone at the Panama Pacific Exposition.

**Sonora Phonograph Sales Company, Inc.**

George E. Brightson, President

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