



Fifth Avenue Sonora Salon at 53rd Street

WITH the holidays come gifts, bonuses, dividends, and the always pleasing order to "take this money and buy what you like with it." For you there is nothing which will bring such real pleasure as

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Choose your phonograph carefully because it is an important part of your home life. The beautiful Sonora, invariably selected when heard in comparison, will give you years of enjoyment.

New 1918 illustrated catalog T-83 sent on request.

- | | | | | | | |
|-------|-------|-------|-------|-------|-------|--------|
| \$50 | \$55 | \$60 | \$85 | \$105 | \$110 | \$140 |
| \$160 | \$180 | \$200 | \$275 | \$375 | \$500 | \$1000 |

Art models made to order to suit any taste.

Remember your soldier and sailor boys with the Sonora Portable—the world's best portable phonograph. Hear it!

Sonora Phonograph Sales Company

INCORPORATED

GEORGE E. BRIGHTSON, President

*Fifth Ave. at 53rd St. 50 Broadway (Standard Arcade) 279 Broadway at Reade St. *1285 Fulton St. 1311 Walnut St.

New York New York New York Brooklyn Philadelphia

*Evening Demonstrations

*Evening Demonstrations



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.