

FOREIGN DEPARTMENT
OF THE

NATIONAL PHONOGRAPH CO.
EDISON MANUFACTURING CO.
BATES MANUFACTURING CO.

FACTORIES:
ORANGE, N. J., U. S. A.



EDISON PHONOGRAPHS
AND RECORDS.
EDISON PROJECTING KINETOSCOPES
AND ORIGINAL FILMS.
EDISON PRIMARY BATTERIES
AND FAN MOTOR OUTFITS.
BATES AND EDISON NUMBERING MACHINES.

83 CHAMBERS STREET,
NEW YORK, N. Y.

EUROPEAN OFFICE,
32 REMPART ST. GEORGES,
ANTWERP, BELGIUM.

New York, U.S.A.

4/29/04

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5/13/1904
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Mr. W. E. Gilmore, President,
National Phonograph Co., Ltd.,
#25 Clerkenwell Rd., London, E. C.

Dear sir: ADVERTISING IN MEXICO

In a recent communication received from Mr. Cabanas, he took up the matter of advertising, and was very anxious to engage space on the drop curtain of the principal theatre in Mexico. He forwarded a sketch of the curtain, a copy of which I am enclosing herewith.

Performances are given in this theatre every night, with matinees two days a week, and all holidays, and the attendance is approximately 40,000 people per month.

The cost of this advertisement is \$100.00 Mexican silver, per month, - which is equivalent to \$44.00 U.S. gold. This price includes painting the announcement, and they agree to keep same in good condition for one year. The space must be engaged for one year, but privilege is given to sub-let same, should we desire to discontinue our "Ad."

I consulted with Mr. Schermerhorn, and he thought it would be advisable to accept the proposition, so I telegraphed Cabanas to do so, instructing him to arrange for an attractive

announcement. This is in the way of preliminary work.

You suggested that we make an allowance of 5% to Mexican jobbers for advertising purposes, provided our goods were advertised exclusively, all vouchers to be forwarded to us for approval before this allowance was made. Mr. Cabanas has looked into this matter very carefully, and is under the impression that, for the present at least, it would be advisable for us to do all our own advertising in the more important Mexican newspapers.

He has forwarded me copies of these papers, together with rates - which I think very reasonable - but I have advised him to hold this matter in abeyance until such a time as the work of Record Making has been completed. We shall then be in a position to make an important announcement and have a man on the ground to follow it up.

PRICE CUTTING

In a recent letter to Mr. Cabanas, I asked him for a report as to the prices charged for our apparatus, and whether or not a uniform price was maintained in Mexico.

He writes in reply that there are no uniform prices, as goods are sold at any and all prices, and he gives as an instance the Home Phonograph. This machine should list at \$76.50 Mexican silver, including freight and duty, but it is usually sold at \$65.00, which is more than \$5.00 less than the price at which this same machine is sold in the U.S.

I have asked Mr. Cabanas to gather all information possible in regard to this matter, which he will forward to me at a latter date.

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I have also taken this matter up with Mr. Dyer, and he advises me that he is giving the Mexican Agreement his attention, and will advise me when same is perfected. I will then have the several prices arranged, and submit same to you for your approval.

MEXICAN JOBBERS

Joaquin Espinosa is tied up with the Columbia people, but will continue to handle our apparatus.

Jorge Alcalde recently forwarded a letter through Mr. Cabanas, asking that he be appointed our agent, and receive a percentage on sales. He also desired that his name and address be engraved on our Records, sold in his territory.

I did not reply direct to Mr. Alcalde's letter, but wrote Mr. Cabanas very fully on the subject, and asked him to advise Alcalde that we would not for a moment entertain a proposition of this kind. Also that we would not, under any circumstances, put his name, - or any name other than Mr. Edison's - on our Records. That, provided he ordered the required number of Phonographs and Records, we would establish him as jobber, but could do nothing beyond this.

Mr. Cabanas is working in harmony with these people, and I feel quite sure that before he returns, he will make good connections.

DUTY ON RECORD TAKING OUTFIT

I have corresponded with the Custom Officials at Laredo, and have endeavored to have duty waived on the material which we are forwarding to Mexico for Record Taking purposes. The officials give me no encouragement in regard to same, but state they will use every endeavor to aid us in this matter.

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NATIONAL PHONOGRAPH COMPANY
FOREIGN DEPARTMENT.

Our business continues very good, and on the first of the month, or soon after, I will give you a report of the business done during the past month.

Very truly yours,

Walter Storm
Manager Foreign Dept.

WS/MP