

NATIONAL PHONOGRAPH COMPANY
FOREIGN DEPARTMENT.

January 12, 1905.

W.H.G.--7.

in Mexico. I am sure that we could find no better man.--One of the most enthusiastic phonograph men I have ever met.

I have omitted one other suggestion regarding the demand for Records in Australia.---- All records as issued with the exception of foreign selections are very acceptable in Australia, and we are receiving large orders, but there is a demand which is constantly increasing for a limited number, at least, of British subjects. We have issued no British supplements later than May, 1904, and if we could supply from time to time, even a limited number of British Records, I am sure the trade would greatly appreciate our efforts. I might also add that during our entire business experience there, our losses have not exceeded \$100.00, which I believe is a very good record when you consider the amount of business done.

MEXICO:

Anticipating Mr. Cabanas's trip to Mexico, I obtained from there one of their latest directories and sent out about 10,000 complete sets of our catalogues. These catalogues were addressed principally to merchants who were likely to become interested and I believe this together with Mr. Cabanas efforts is responsible for the increase of our business, which is nearly double that of 1903. I will not at this time go into details of Mr. Cabanas trip, but have asked him to submit a full report, which he will do in the course of a few days and I will then forward same to you.

SALES

| | AUSTRALIA | INDIA | So. AFRICA | CHINA | JAPAN | MEXICO | CUBA | So. AME. |
|------|--------------------|----------|------------|--------|--------|---------|---------|----------|
| 1901 | 4148242 | 4809266 | 978570 | 552637 | 90054 | 1662487 | 392226 | 2905 |
| 1902 | 5120557 | 4871816 | 1250240 | 322018 | 224052 | 1427739 | 401179 | 2601 |
| 1903 | 6384780 | 3064163 | 650506 | 251971 | 38334 | 1059865 | 546519 | 29758 |
| 1904 | 6067489 | 4335761 | 535201 | 325177 | 616487 | 2001178 | 1116516 | 20224 |
| | | | | | | | | |
| | <u>Total Sales</u> | | | | | | | |
| | 1901 | 15538872 | | | | | | |
| | 1902 | 16219210 | | | | | | |
| | 1903 | 14971948 | | | | | | |
| | 1904 | 17020279 | | | | | | |