Taking a Musical Census
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Right here is a point worth bringing out as regarding the usual propaganda that is sent out on a mass mailing. As a rule the list of releases is necessarily general in character, and has an appeal of but one or two records or to any particular individual. But with comprehensive information of a circular of certain individuals the dealer can, by use of the phone, call them at the time of the new releases and, being able to select certain numbers, make an appeal on the type of music which this person likes. In consequence this serves a double purpose in that it eliminates the usual expense of sending out the larger circular irregularly, which is expensive, and, secondly, has a direct appeal which the old-time method does not have.

In the remark column enough space is left for considerable information of a general character. For instance, the general appearance of the house called on, which is important; the canvasser’s opinion as to credit risk and the likelihood of the person called on being a prospect and for what in the near future. Other information which he deems of importance may be placed in this remark column for future reference.

The Reverse
The reverse side of the card is for the dealer’s information and guidance. Space is left for the division of the city by zones and a check mark can be made opposite the zone in which the prospect resides. This information has been found important, as it gives the dealer a splendid reference guide for any particular campaign which he desires to put on. For instance, the north zone of the city is, presumably, a select residential district, so if the dealer desires to move some reproducing pianos, his prospects are naturally in this section. He can select the names of those from his prospect cards and eliminate considerable waste by having this specific information.

Similarly, a player-piano campaign might be conducted in the same way. The second column is numbered 1, 2, 3 and 4, and can be translated from the key to mean “Excellent,” “Good,” “Fair” and “Poor,” which, of course, has reference to the credit standing of the person on whom the call is made. The third column is used for the purpose of making an entry as to what the person called on is a prospect for. The space underneath is for registering the date of the call and the approximate date for the second and third call, etc. The balance of the space can be used by the dealer for any information which he may desire to place on it for his guidance. No doubt there are several other cards of this nature, and dealers containing similar information, but from the experience gained by over 2,000 calls by the Field Editor of The Review this constitutes a card that covers pretty generally the best points contained in a good many others.

Block & Kuhl Co. Opens
PEORIA, ILL., May 17—The newly completed warerooms of the Block & Kuhl Co. were formally opened here recently and patrons were offered three Ampico programs of unusual interest. Mrs. Sonia Rozann Pelta, soprano, sang several numbers with Ampico accompaniment at each concert. Attractive displays were set up in the showrooms for the following lines of pianos: Chickering, Marshall & Wendell, Armstrong, Schiller, J. & C. Fisher and others. A large attendance greeted the opening of the new store, which is attractively decorated.

Picotte Opens in Derby
DERBY, CONN., May 19—The new local store of the Picotte Piano Co. has just been opened at 146 Main street by W. H. Johnson, who has been connected with William Picotte as manager. The Sterling piano will be carried as well as several other lines and a complete phonograph department will also be maintained.

SHERMAN, CLAY & CO. NOW OCCUPYING NEW WHOLESALE BUILDING IN SAN FRANCISCO

SAN FRANCISCO, CAL., May 15—For a number of years the wholesale departments of Sherman, Clay & Co. at San Francisco occupied the one floor at 241 Mission street. The wholesale business grew so rapidly, however, that in the last few years the floor was crowded to capacity with no possibility of expansion. Therefore, early in January, Sherman, Clay & Co. selected a site at the corner of Mission and Ecker streets, several blocks below the old wholesale location. A five-story and basement building of concrete was erected according to their requirements. It was finished in February, 1924, and the various departments moved in last month.

On the second floor is located the Victor department. One steps off the passenger elevator into a large and commodious office and salesroom, which opens into the record stock room—a long vista of record racks. At the extreme end are the order-filling counters and to the left of this is ample storage space for Victrolas.

The small goods department is located on the third floor. The elevator opens right into the offices and salesrooms, which are also large and commodious. Back of these are the stock bins and stock drawers loaded with musical merchandise. The order-filling counters are conveniently located and arranged to fill orders from the shelves with the least effort and in the shortest time.

One steps out of the elevators on the fourth floor into the anteroom of the advertising department and the purchasing department. On this floor is an immense storeroom for stationery and supplies, which takes care of the needs of the Coast organization of Sherman, Clay & Co. On this floor is also the surplus player roll stock—and the player roll cutting machines. Across the rear of this floor are five separate repair shops—Victrola, violin, string instrument, woodwind instrument and brass instrument—each in charge of experts. On this floor is also the women’s lunch room, the men’s lunch room and special dressing and shower rooms for the men. The fifth floor is devoted for the present to Victrola and piano storage and as the business grows new departments are added this floor will be available.

The rear of the building faces on Jessie street. Here on the ground floor are located the receiving, packing and shipping departments. The wagons back into the building up against load-