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NEW ART METAL DESK — This is "The 500", the new desk developed in conjunction with sales expansion program at Art Metal, Inc. Desks are being manufactured here, and will soon be subject of national promotional campaign by the office equipment firm.

Art Metal Shows Latest In Desks

New Product May Play Leading Part In Sales Expansion Of Corporation

A Jamestown-manufactured desk expected to play a key part in sales expansion at Art Metal, Inc., was exhibited here today.

About 50 salesmen and dealers from Western New York, North-western Pennsylvania and Eastern Ohio viewed the new product as they closed a two-day seminar in Hotel Jamestown.

Director of Sales Education J. Arthur Johnson said the desk will play a pivotal part in expansion of the office equipment firm's sales program. Knoll Associates, a recent acquisition by Art Metal, collaborated in the development of the desk.

"The 500"

Mr. Johnson said the desk is called "The 500" and "ties in with the newest ideas in design trends in modern architecture and interior decorating. It is particularly important to us because it is being manufactured here."

A pilot run has already been supplied for the Turnstead Division of General Motors in Detroit, and 2,200 desks are now in production

for the Chase Manhattan Bank of New York City.

The Jamestown seminar was the second in a series of 16 regional conferences intended to acquaint salesmen with the structure, operation and conveniences of Art Metal products.

Three Aims

"We have three aims," Mr. Johnson said, "we want to give the customer convenience, something that creates a good work mood, and something that results in better use of floor space."

The seminar was conducted by Mr. Johnson, dealer sales manager Donald L. Fillpot, district managers E.E. Mathews, John Horan and Richard F. Rose, Contract Sales Manager V. D. Swanson, and C. B. Ulrich, Jr., manager of Planfiles. The Planfiles houses large engineering tracings and were invented by Mr. Ulrich's father, the late C. B. Ulrich, Sr. They also are manufactured in Jamestown.