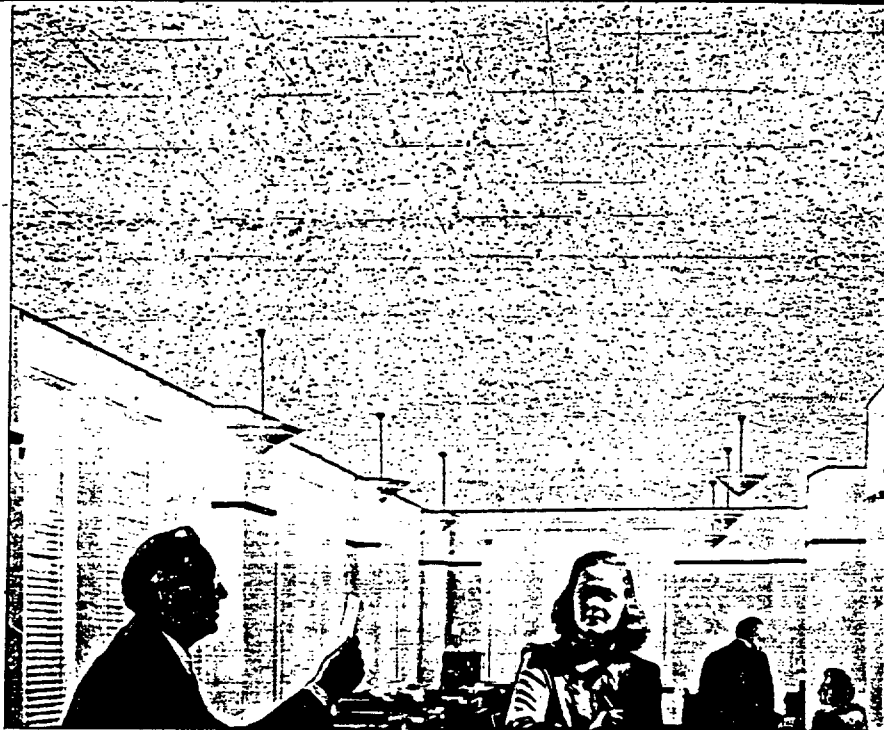


.... ONE Silent Partner EVERY Business Needs



ACOUSTONE

ACOUSTICAL MINERAL TILE

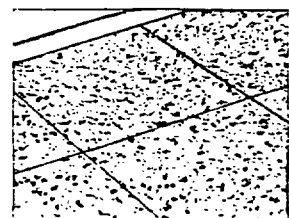
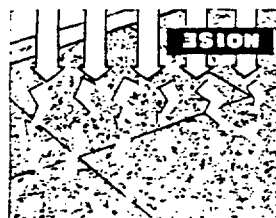
Outstanding Beauty • • • High Efficiency • • • Incombustible

UNITED STATES GYPSUM COMPANY

Acoustone can be cleaned with a vacuum cleaner or painted. It does not damage the sound-absorption properties of Acoustone.

High in efficiency, Acoustone, in varying thicknesses, has a noise reduction coefficient of from 60 to 75%.

Either in its design or the modern flush-joint effect, the Travertine-like texture adds a distinguished note of beauty.



B3006 0111

BEAUTIFIES • • ABSORBS SOUND • • PAINTABLE • CLEAN

Acoustone, with its exceptionally true, clean-cut edges, provides an outstanding medium for the "flush-joint" type of construction shown here. Its unobtrusive beauty fulfills the strong demand for this type of expression in modern functional design.



"Silence is Golden"

... Noise is a "racketeer" robbing offices of great efficiency ... bouncing back and forth from hard-surfaced walls ... heckling the help ... taking its toll from your payroll in lowered efficiency and increased errors.

This is what happens when sound gets out of hand and runs riot. Noise actually affects the human brain like a powerful drug. Medical research has proved that a sudden, sharp noise produces a rise in brain pressure four times above normal, continuing for 30 seconds.

Now enter Acoustone ... "The silent partner every business needs" ... the picture changes ... "rackets" are out ... quiet and order are restored ... for Acoustone in varying thicknesses absorbs as much as 75% of the noise which strikes its surface. Relieved of incessant disturbing din, jumpy nerves relax, minds become more alert and keen.

Efficiency, morale and productive work increase in the quiet atmosphere which is conducive to concentration on the work at hand. No wonder Acoustone is considered a profitable investment ... one that readily pays for itself.

As a plus factor ... the outstanding appearance of Acoustone with its interesting simulation of Travertine texture is a thing of beauty and a joy for the life of the building.

Our engineers are always available to assist in an advisory capacity without obligation.

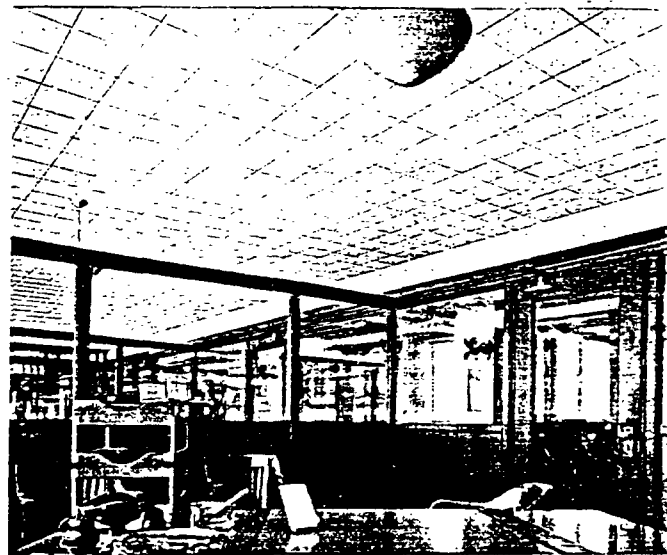
ACOUSTONE

FIREPROOF MINERAL TILE

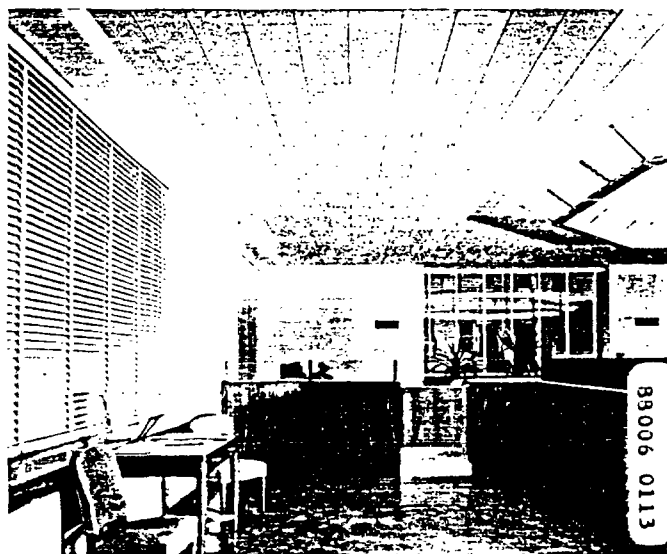
UNITED STATES GYPSUM COMPANY
where research develops better, safer building materials



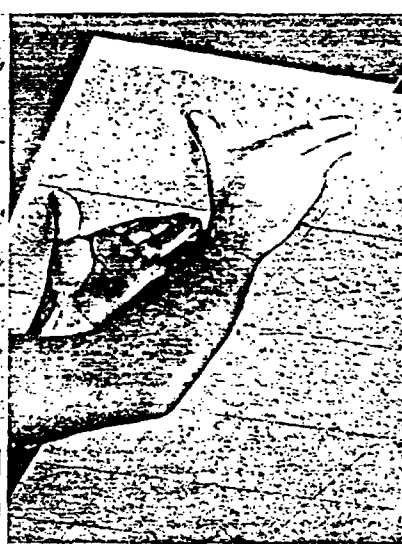
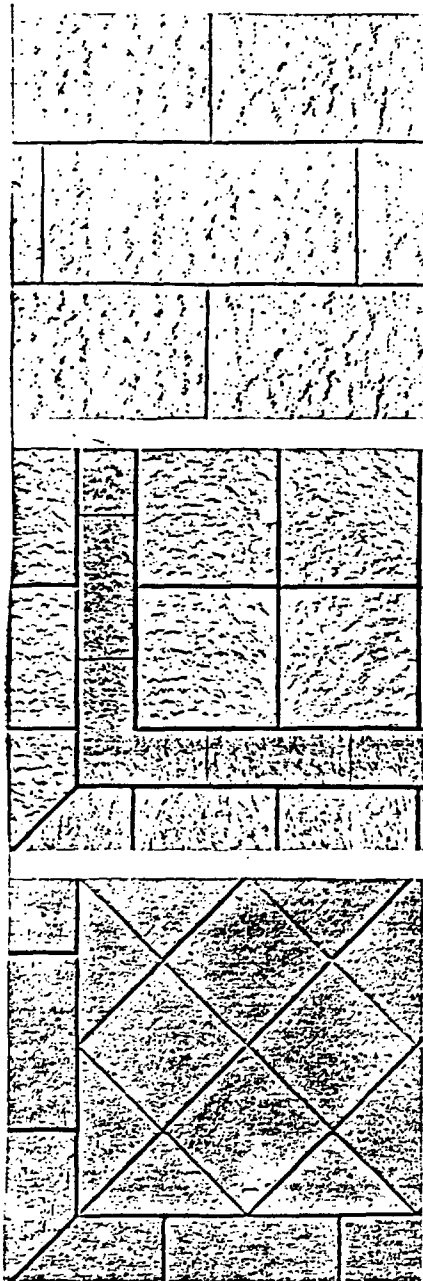
Greater efficiency is made possible with Acoustone in the office of Pacific National Fire Insurance Company, Philadelphia, Pennsylvania.



Employee concentration is increased by Acoustone in the offices of the Du Pont Company, 1616 Walnut Street, Philadelphia, Pennsylvania.



An atmosphere of quiet that befits a banking establishment is accomplished by Acoustone in the First Federal Bank, Upper Darby, Pa.



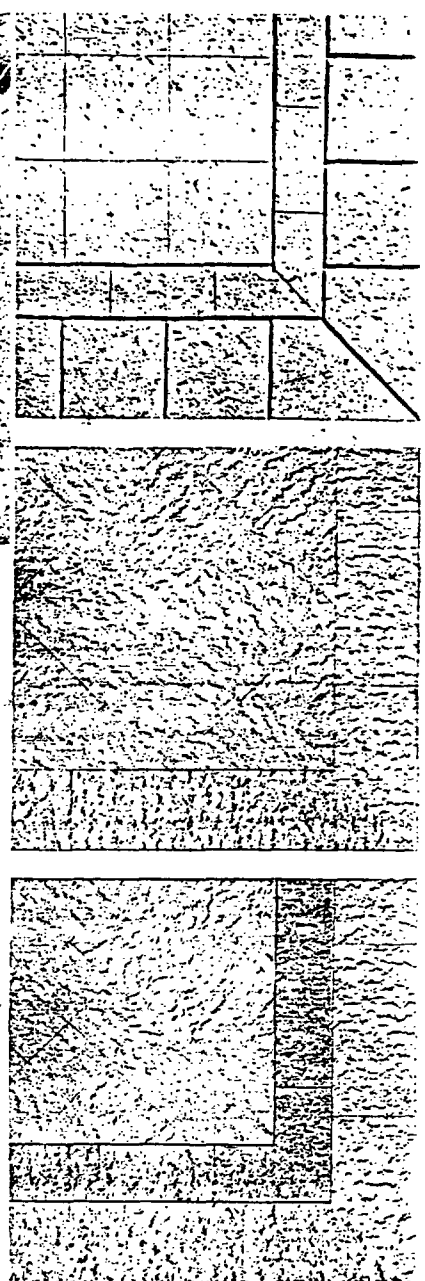
FURNISHED IN INTEGRAL COLORS OR MILL-PAINTED

The outstanding beauty of Acoustone lies in its pleasing texture, relieved of monotony by high and low light effects reminiscent of Travertine.

It is made in varying shapes, sizes and thicknesses which may be laid out in striking tile designs or made with flush joints to create an all-over pattern without perceptible markings. The flush joint type is enjoying increasing popularity because so many architects and decorators feel that tile patterns are more suitable to floors while plain all-over effects, such as the flush joint Acoustone, are preferable for walls and ceilings. The natural, undecorated Acoustone has a distinguished white tone with a light reflectivity of 70%. Lighter mill-painted shades are furnished with a light reflectivity of 83%.

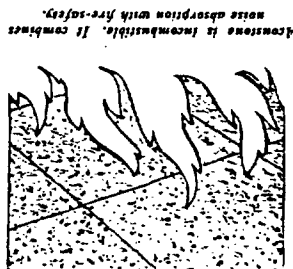
A wide selection of various colors are available. If preferred, Acoustone can be furnished integrally colored or mill-painted; or it can be painted or stenciled on the job. It may be easily applied over any solid backing.

Let us make a study of your problem and make a recommendation for sound control. We will gladly furnish estimates without obligation.

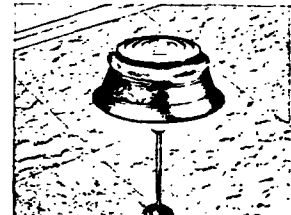


SC31—Copyright 1940—United States Gypsum Co.

Acoustone preserves its sound absorbing properties for the life of the building. Its maintenance is low and its beauty and its benefits are enduring.



Acoustone is incombustible. It combines noise absorption with fire safety.



Tests show that Acoustone in its natural shade reflects 70% of the light striking it while mill-painted Acoustone has a light reflectivity of more than 80%.



Acoustone is painted in its natural shade.

ABLE • REFLECTS LIGHT • RESISTS FIRE • LASTING •

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