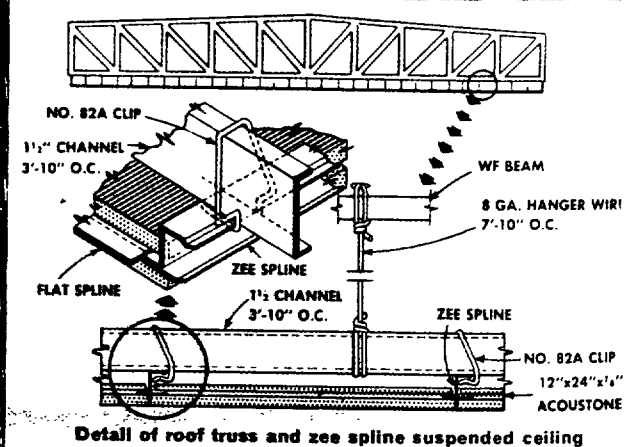
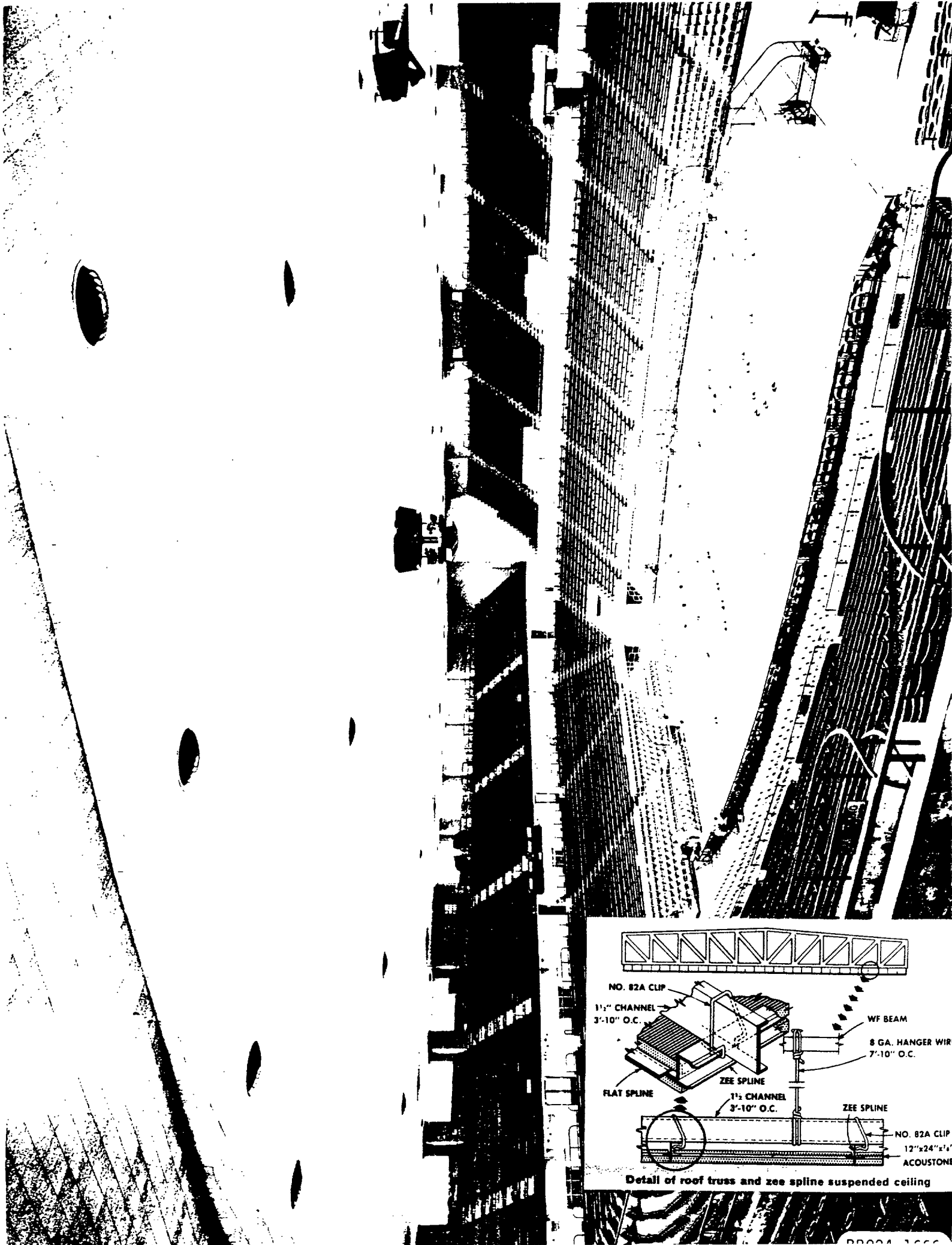


SOUND BUSINESS

PLAINTIFF'S EXHIBIT

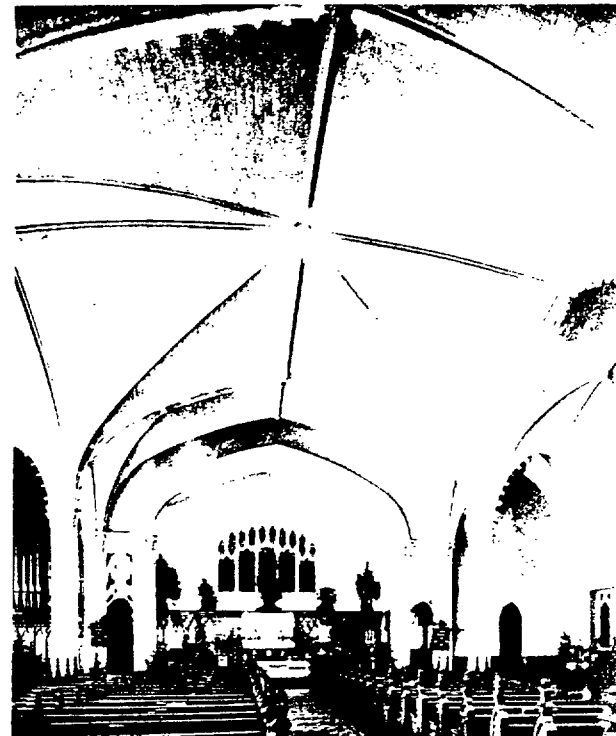
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Big Rooms

SHOULDN'T Boom



Curved surfaces often create acoustical problems in large rooms. In St. Paul's Episcopal Church, Louisville, Ky., the vaulted ceiling made hearing very difficult in certain portions of the room. ACOUSTONE mineral tile adhered to these curved ceiling surfaces made an acoustical improvement that is the marvel of the entire congregation. Its beauty is a fitting complement to the new decorative treatment that was also a part of the renovation job. Pochel Chowng Co., Inc., acoustical applicators.

Amplification is not the sole solution to the problem of audibility in rooms of great size. Amplifiers will boost the sound level so that it will reach all parts of such a room, but usually tremendous reverberation is also present. A room such as the coliseum of the University of Kentucky at Lexington, shown here, in untreated condition, would have a reverberation time as high as 15 to 20 seconds. It is easy to realize that speech from the finest amplification system could hardly be understood when each word lingers 15 seconds to confuse the intelligibility of succeeding words.

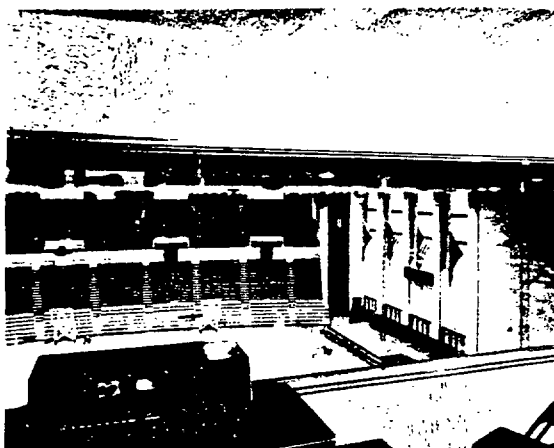
The aim of the acoustical engineer is to reduce this to a two second rever-

beration time. To accomplish this in the Kentucky coliseum, this remarkable clear span ceiling of 225 x 336 feet was created by suspending acoustical tile with a Z-spline system, 49 feet above the playing floor (see diagram).

The presence of an audience makes a big difference in the acoustics of such a room. Clothing absorbs sound waves and reduces reverberation. The acoustics of this sound treated room are such that even with the room empty, as shown here, the instructions of the coach speaking to the famed Kentucky Wildcat basketball team in normal conversational tones, could be understood clearly without amplification on the top row.

The Southern Baptist Theological Seminary at Louisville, Ky. has a large chapel that is similar in design to many protestant churches in the South. The appointments of this building are magnificent. Notice especially the acoustical treatment. The front ceiling panels are not treated, permitting a reflection of a spoken message or music to the rear of the room. However the rear panels of the ceiling, and the wall surfaces facing the pulpit are treated with ACOUSTONE mineral tile to reduce reverberation (below). These include back walls of the balcony, the front surface of the balcony railing and the back partition below the balcony.

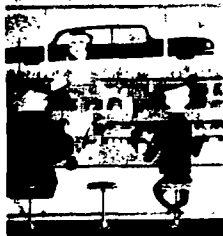
Joseph H. Kolbrook, Louisville, architect



John Gillig, Ernst Johnson, Hugh Merriwether, Lexington, architects
ACOUSTONE mineral tile ceiling application by Pochel Chowng Co., Inc., Louisville



Hedrich Blessing photograph



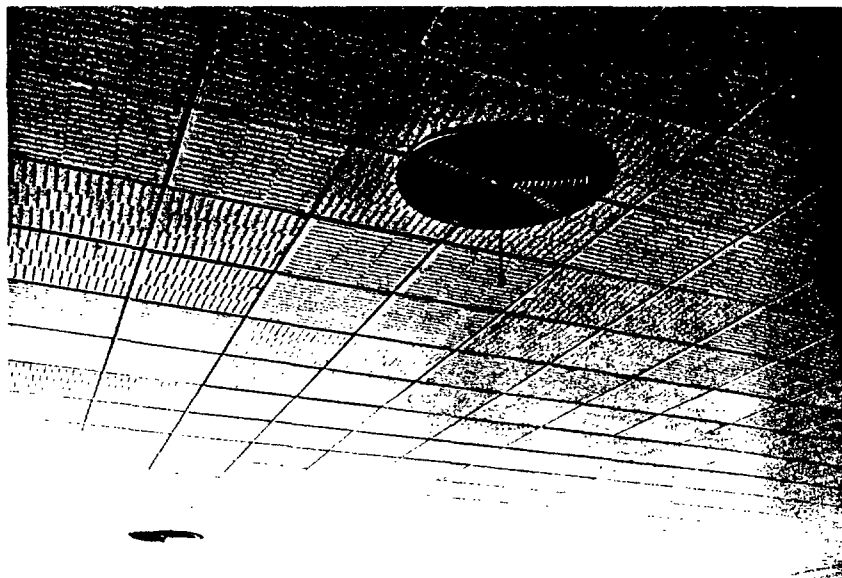
This is Owen's Cafe of Plainfield, Illinois, a farming community located on two major highways. A complete remodeling job modernized the appearance and included the installation of AUDITONE fiber tile. A business volume increase is reported by the owner, following remodeling.



Acoustical Tile is a profit-making investment for companies who serve the public. The proof is no better illustrated than it is in the restaurant industry. Customer preference for a particular restaurant is based not only on good food and service, but also on surroundings.

Acoustical tile is not a luxury item. Good, modest-sized restaurants find that an investment in sound control is as important to them as it is to the larger, more elaborate dining places. It minimizes the noise of service. It quiets the mingled voices of many customers at rush hour, and helps to make dining in these establishments a pleasant, relaxing experience. The appearance of economical AUDITONE fiber ceiling tile is neat and effective as well.

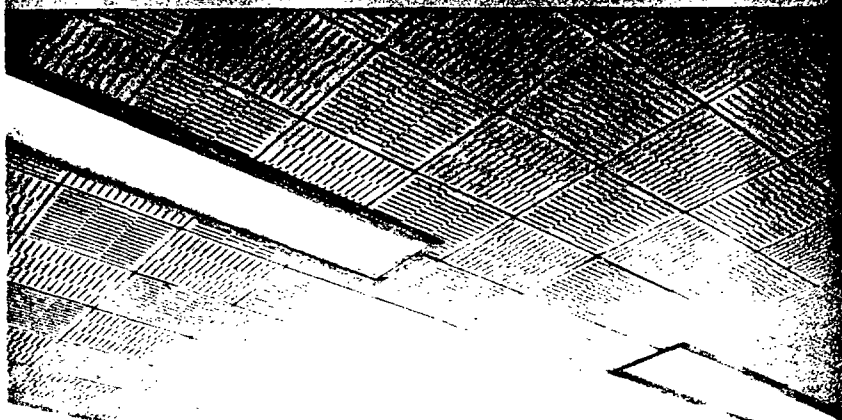
Colorful native posters and glass table tops covering a display of postcards and photographs of Mexican theme, set the scene for Chile Bowl Restaurant of Louisville, Ky. Good food, a spark of Mexican culture, and comfortable quiet provided by a ceiling of sound quieting AUDITONE fiber acoustical tile, attract a high volume of business to this fine small restaurant.



Hedrich Blessing photographs.



Archer-Johnson Co., Chicago, acoustical application.
Hedrich Blessing, Louisville, acoustical application.



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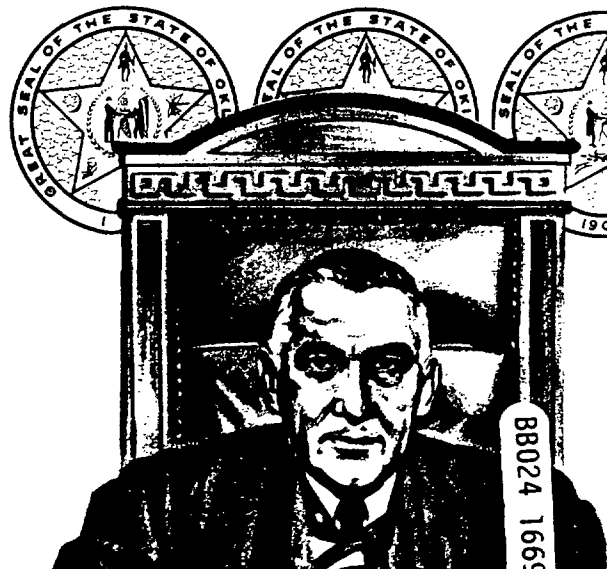
ACOUSTONE mineral tile installation by Denman Floors Co., Oklahoma City, Okla.

The Supreme Court of the Sovereign State of Oklahoma

The Supreme Court Chambers of the State of Oklahoma, handsome and impressive though they were, had one shortcoming. This room, where the ability to hear and comprehend is so important, was acoustically imperfect.

A richly baroque ceiling eliminated that area as a possible surface for acous-

tical tile. So wall panels at the back and sides of the room were selected for application of sound quieting and controlling material. Notice that the surfaces at the front of the room were left clear, while others were tiled. Now speech is more distinct and more readily understood, that justice might be done.



SOUND CONTROL
is a Job for Experts



SEE COMPANY
Named on Back Cover



Combine the wages of a group of executives in conference, and it can be quickly seen that a one hour meeting is a costly item. Maximum accomplishment must be the keynote. This Reynolds

Metals conference room is treated with MOTIF'd ACOUSTONE so that all participants may hear the speaker clearly in an atmosphere that is conducive to concentration on the subject at hand.

Does Office Beauty Pay?

Reynolds Metals says "Yes"



edrich Blesing photograph.

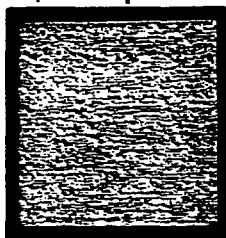
Good Planning and good appearance pays off in office construction. Attractive offices attract the cream of secretarial and clerical employees and contribute to their interest and happiness in their jobs. Good looking offices make a favorable impression on all visitors—they add prestige to their own company personnel and put them on a better bargaining level with those with whom the company does business.

Acoustical properties are part of such a picture. Sound control materials contribute not only beauty, but also an atmosphere that complements visual beauty. They boost morale and effi-

ciency, reduce working fatigue.

To house their sales headquarters, fast growing Reynolds Metals Co. converted what had been a war production plant in Louisville, Ky. into attractive office quarters which exemplify the truths stated above.

Good planning and a regard for esthetic values are apparent throughout the structure. Aluminum building materials were used extensively and effectively. Visitors' parking is within the building and with direct entrance to the reception lobby. Sales conference rooms are numerous and accessible on every floor where they are needed. Din-



David P. Reynolds, vice president, occupies a two room office suite. Pattern 19 R-L is used in both rooms, as well as in the conference room. The striations are run parallel in two directions in the large office (below). The tile is alternated in direction to give an entirely different effect in the small lounge (lower left p. 6). See close-up of tile pattern 19 (left).



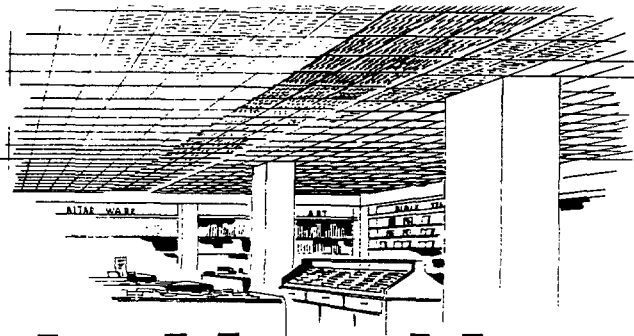
ing facilities for employees are also within the building. Color has been used with imagination to add real character to the interiors.

These illustrations indicate how good planning at Reynolds Metals included sound control, achieved with a ceiling tile that contributed beauty as well as acoustical properties to these interiors. Beauty and quiet were both recognized as good investments by Reynolds Metals.

Stratton O. Hammon, architect for remodeling.
Pochel-Chowning Co., Inc., Louisville, acoustical applicators.



Malcolm B. Moody, who had much to do with the planning and construction of the Reynolds sales offices, has an office that is typical of those of this size, in the building. Standard ACOUSTONE mineral tile is on the ceiling.



New Visual Uses for slotted acoustical tile

The distinctive slotted pattern of AUDITONE fiber acoustical tile has direction. This factor can be used to influence the flow of traffic through a room in a manner that is as subconscious and subtle as the acoustical properties that the same material provides to such area.

The sales psychology of a moderate sized store is to move customer traffic through the entire length of the space, even though it has entered for a single purchase. Moving through the store exposes the customer to all the displays, and may create desire for an additional purchase.

The traditional basket weave pattern of AUDITONE fiber tile application provides a pleasing, even texture to a ceiling. In such a field why not build a "highway" on the ceiling, in which the AUDITONE slots all point the direction that it is desired for traffic to move; four tile wide, starting at the store entrance and leading past the principal display areas to the back of the space. This principle can apply to restaurants, residences, theaters, any place that traffic has definite flow.

AUDITONE pattern has other psychological uses. A narrow room can seemingly be widened in appearance by running the tile pattern in a single direction across the width of the room. In the handsome Tremaine residence appearing in the last issue of this publication, direction was emphasized by tile pattern placement. The Owen's Cafe installation on page 4 of this issue shows a slight and interesting variation of pattern.

Use AUDITONE fiber tile for its acoustical properties, but put its appearance to work too. The acoustical application company in your trading area which is named on the back cover of this magazine can be of aid in this respect.

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SOUND BUSINESS

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ELMER H. JOHNSON, Editor

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