

LY-AUGUST 195

SOUND BUSINESS

PLAINTIFF'S EXHIBIT

USG-988

Sound Control
and the
Entertainment
Business

Must Acoustical
Tile all Look Alike?
See pages 6 and 7.



Entertainment is



Dan M. Robins & Associates, architects. Porter-Trustin Co., Omaha, installed the AUDITONE ceiling.
Photography, Inc. (Minneapolis) photograph.

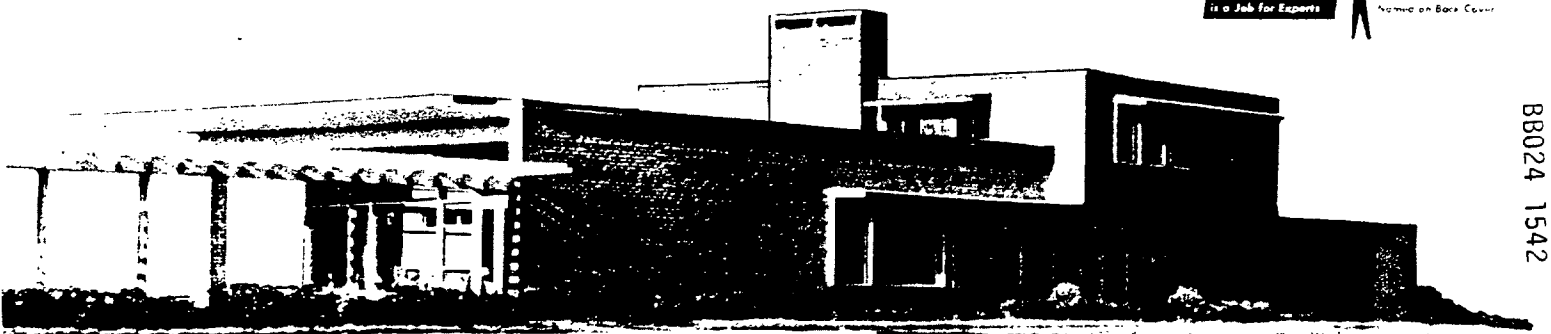


Omaha, Neb. has this beautifully knit municipally-owned structure designated as **Dewey Park Tennis Center**. It is flanked by a small park and a number of well kept tennis courts. It contains showers, locker rooms, a concession for tennis supplies, soft drinks and candy, and on the second floor, living quarters for tennis pro J. L. Tatom and his family. The interior view is of the fireplace corner of a large open room used as a lounge for tennis players, and as a civic center for meetings and small dances. An **AUDITONE** fiber tile acoustical ceiling controls sound reverberation. Large window areas and the polished concrete floor would create a reverberation problem if ceiling treatment were absent.

SOUND CONTROL
is a Job For Experts



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Name on Back Cover



BB024 1542

BIG Business...

Competition makes sound control a necessity for the entertainment world

AMERICA has changed. A generation has brought us from a nation which found its entertainment in the home and other simple pleasures, to one which buys much of its recreation. Entertainment has become big business.

People who buy entertainment want to be comfortable while they are entertained. The theater or cafe or bowling alley which lacks air conditioning, for example, is at a disadvantage.

Sound control has become a similar necessity in entertainment places. Acoustical treatment adds so much to customer comfort that it tips the scales of preference toward the establishment where it is present. People who formerly shouted to make their table companions hear in a busy restaurant, now know that there are places where acoustical treatment eliminates this discomfort.

Witness the variety of entertainment spots pictured on these pages which have introduced audio-comfort with ACOUSTONE mineral base acoustical tile and AUDITONE fiber tile. Notice that sound control is an all-weather, all-season asset.

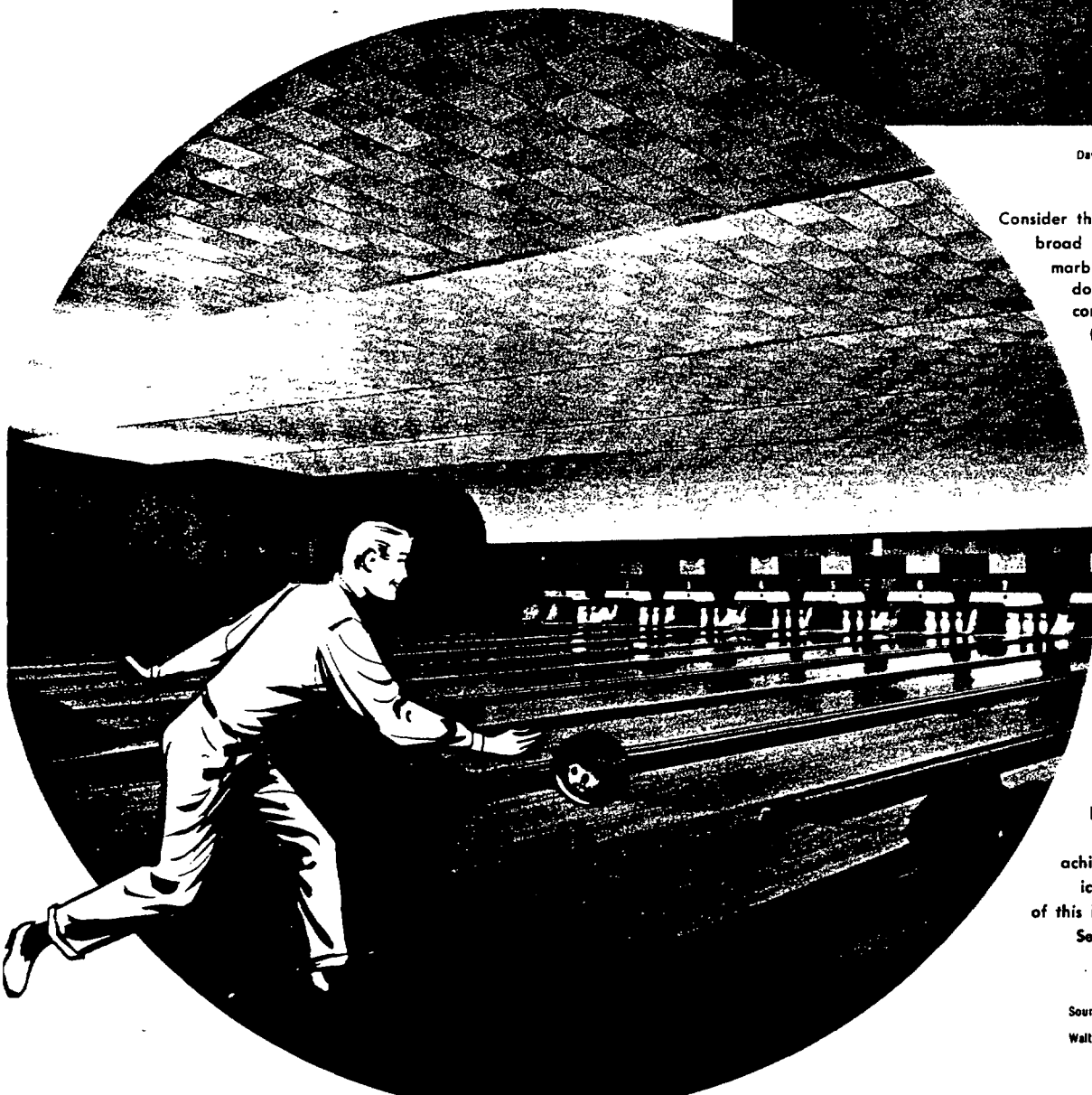


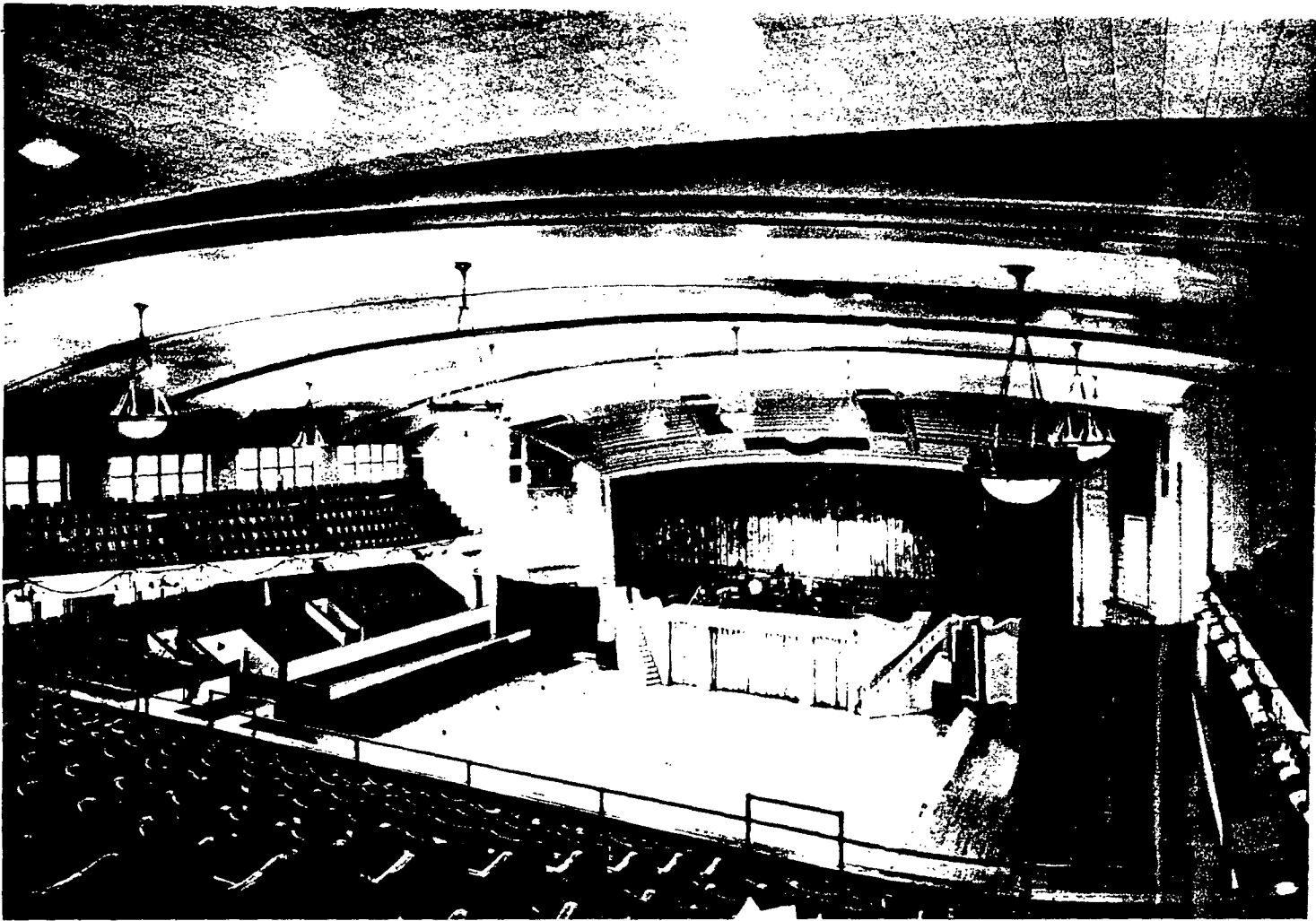
Davis-Fetch & Co., Buffalo, N. Y., acoustical applicators.
Hedrich Blessing photograph

Consider the art hall. Usually undraped, with broad expanse of smooth surfaced walls, marble or other hard surfaced floors, seldom crowded at any one time, it becomes an ideal chamber of echos. Every footstep, every cough is reiterated by echo. Albright Art Gallery, Buffalo, N. Y. is modernizing its galleries with new lighting, and with ACOUSTONE mineral tile, which combines beauty of texture with sound control properties which absorb, instead of reflect noise.

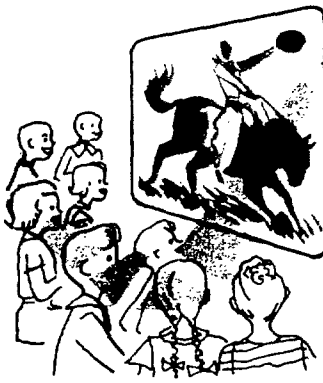
Bowling is an old game with many new wrinkles. With automatic ball lifts, motor driven pin setters, electric eye foul watchers, the pin boy job is relieved of much back break. All of these devices, plus equally important sound control, achieved with AUDITONE fiber acoustical tile, are part of the equipment of this bowling alley in the new American Serb Memorial Hall, Milwaukee, Wis.

Sound conditioned by Insulation Service, Co., Milwaukee.
Walter Pollatz, architect





Sound control service by Currin Co., Chattanooga, Tenn.
Hedrich Blessing photograph



Rogers Theater sound conditioned by Currin Co., Chattanooga, Tenn.
Jasper Theater by Shook & Fletcher, Birmingham, Ala.
Erle G. Stilwell, Hendersonville, N. C., architect

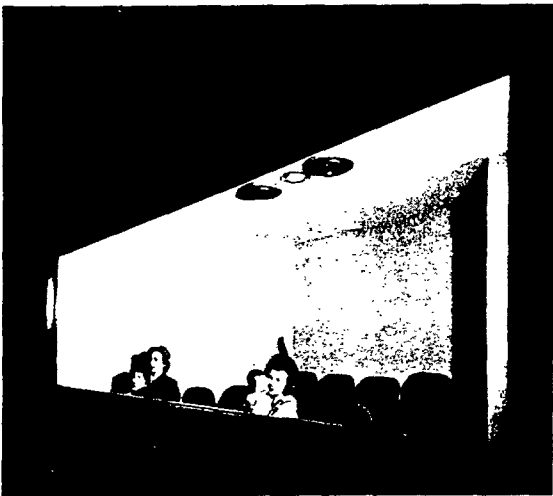
Motion picture theaters have the problem of variable acoustical conditions. As the size of an audience increases, sound reverberation declines. Upholstery or lack of it on seats, the type of floor covering material, and the amount of draperies are factors having direct bearing. Permanent control of acoustics is a part of the back wall of the new Rogers Theater of Chattanooga, Tenn., shown at left under construction. The back wall of a theater receives the full blast of the movie sound track amplification, and sound absorbent material here reduces reverberation.

The balcony back wall, side wall and projection room of the new Jasper Theater, Jasper, Ala. (right) have all been surfaced with ACOUSTONE mineral tile for audio-control.

Chattanooga's municipal auditorium had a bad reputation, acoustically. It was satisfactory for sporting events or spectacles such as ice shows, but those who came to hear fine concerts or an outstanding speaker found reverberation to be a disturbing factor. But all that is a thing of the past. ACOUSTONE mineral acoustical tile has wrought a complete change in the acoustics, and the Chattanooga auditorium ranks with others in the nation as a place to hear, as well as to see. ACOUSTONE is non-combustible, an important feature for a building where many people gather. It was applied to the entire top ceiling, and in small panels elsewhere as dictated by analysis of acoustical needs.



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The Holiday Theater, Park Forest, Ill. is a fresh new approach to theater design. The lobby (right) with its fireplace has a friendly warmth of homelike atmosphere as mothers and children wait for friends before the children's matinee. An ACOUSTONE mineral base tile ceiling controls the noise of many voices to maintain this intimate air.

Behind glass, but with a full view of the screen, the acoustically treated "cry room" (above) allows mothers to enjoy the show while their offspring can express themselves without disturbing other theater-goers.

The approach to the seating area (below) is acoustically treated to minimize disturbance of those who enter while the show is in progress. Notice the AUDITONE fiber tile on the face of the balcony, helping to control reverberation of sound from the screen.



Loebl, Schlossman & Bennett, architects.
Anning-Johnson, Chicago, acoustical installation



Milwaukee's Sports Arena (right) is a great demonstration area for the value of sound control materials. Here large areas of glass, glazed tile wall, and terrazzo floor material, all sound reflective surfaces, are balanced by an ACOUSTONE mineral base tile ceiling which is sound absorbent. As great crowds surge through this lobby, noise is controlled and moderated by the ceiling material.

Eschweiler & Eschweiler, architects. Ceiling tile installation by Insulation Service Inc., Milwaukee



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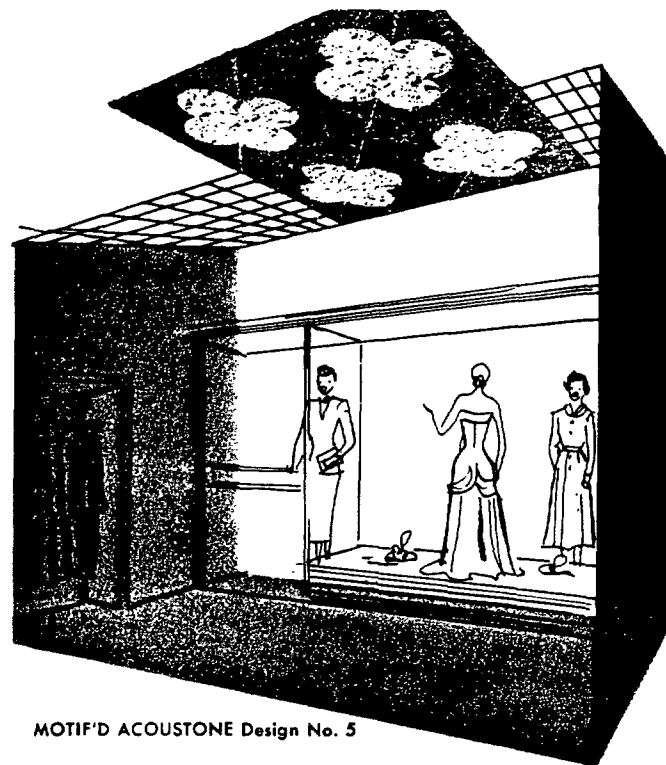
Famed for Beauty...

Helena Rubinstein Salon, ACOUSTONE mineral tile

DEDICATED to the beauty of American womanhood is the new and handsome Chicago salon of Helena Rubinstein. Customer comfort is provided during customer improvement. Sound quieting ceilings are a primary factor in achieving audio-comfort throughout the entire building. Hair styling, make-up and exercise rooms are shown here, each equipped with an ACOUSTONE mineral tile ceiling, which is clean, non-combustible, beautiful, and sound quieting.

Friedman, Alschuler and Sincere, architects

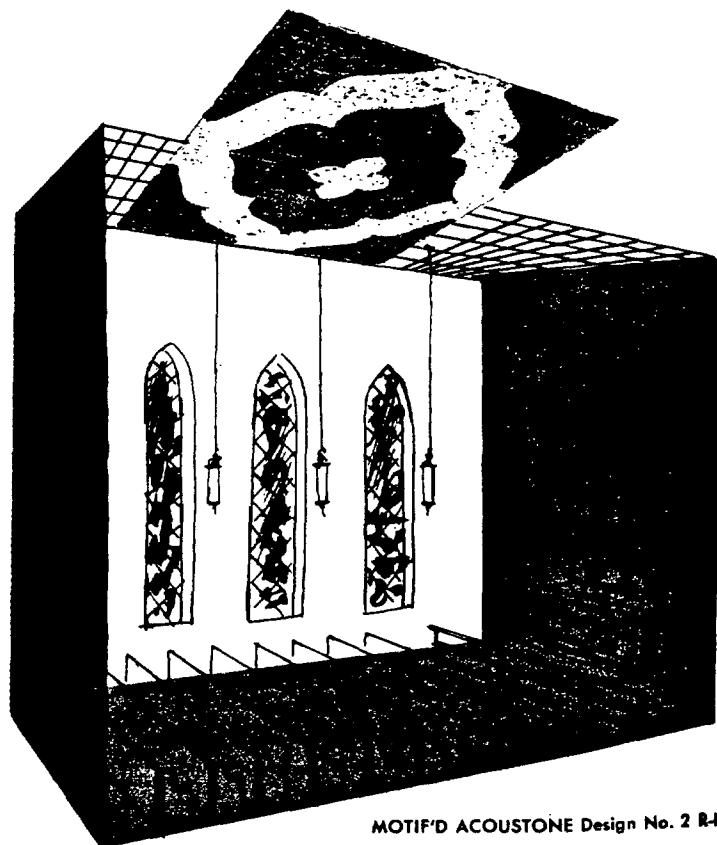
Sound Control by Anning-Johnson, Chicago.



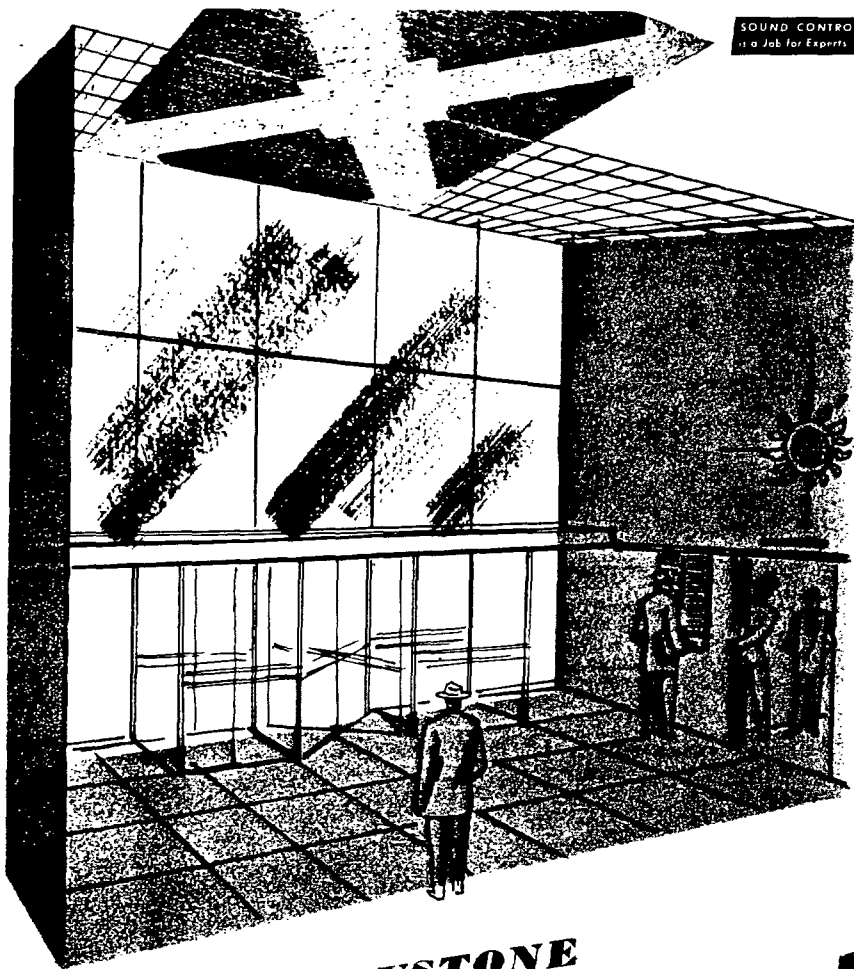
MOTIF'D ACOUSTONE Design No. 5

PORTFOLIO OF PATTERNS...

Wide selection

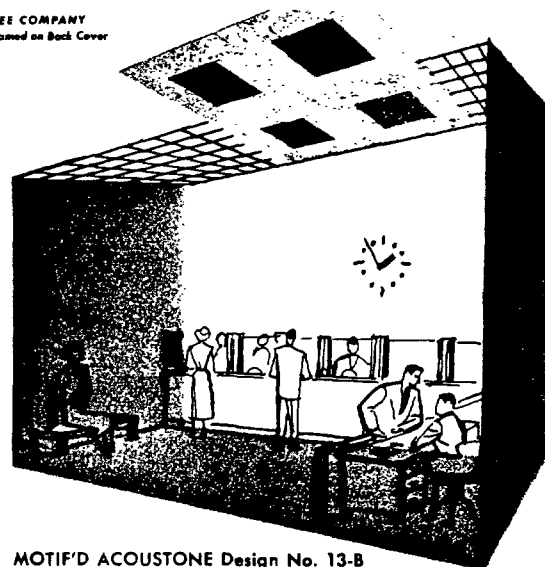


MOTIF'D ACOUSTONE Design No. 2 R-L



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MOTIF'D ACOUSTONE Design No. 13-B

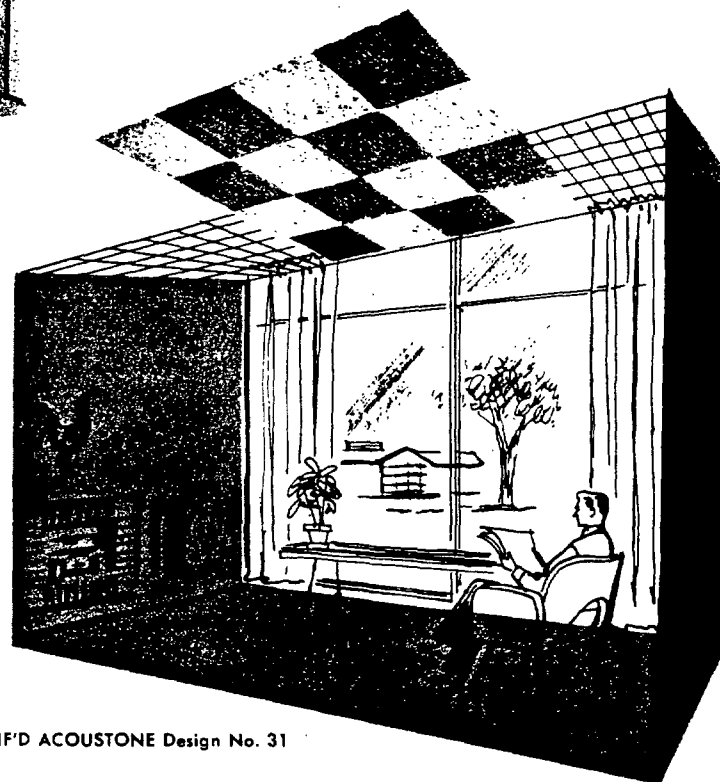
MOTIF'D ACOUSTONE Design No. 7 R-L

available with **ACOUSTONE**

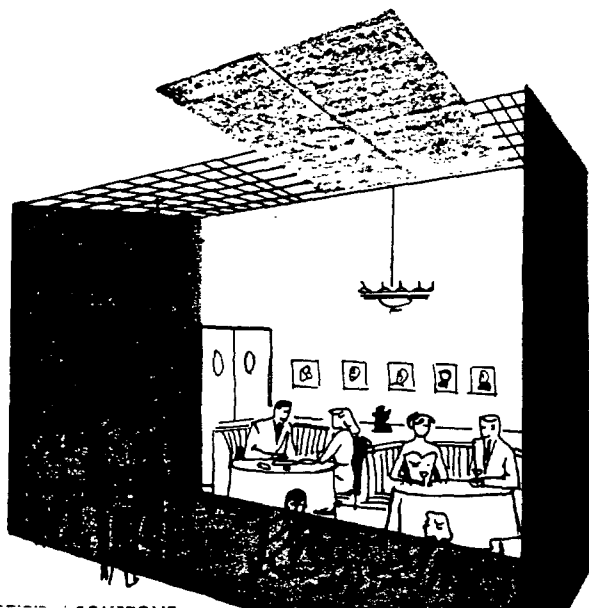
SOUND controlling properties are equal among these various patterns of MOTIF'D ACOUSTONE mineral base tile, but the variety suggests that there is one to suit every need and taste. These six are just a suggestion of the many patterns which are available in MOTIF'D ACOUSTONE.

Certainly the choice of tile pattern for individual types of buildings shown here is not arbitrary. The local company named on the back cover of this magazine is as close as your telephone, and is prepared and anxious to help you make a choice of pattern that is a compliment to any building which you may wish to improve with sound control material.

Remember that all of these tile shown are incombustible, are clean, and have great dimensional stability.



MOTIF'D ACOUSTONE Design No. 31



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SOUND BUSINESS

Devoted to new horizons in acoustics for every type of structure. Sent to you bi-monthly with the compliments of the local company named in the advertisement on the back cover.

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ELMER H. JOHNSON, Editor

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Have you ever watched Ivy grow?

First a few tentative tentacles feel the face of stone in search of a pocket to grip. And year by year it reaches upward, until eventually the entire face of the wall is embellished with a texture of green. We have seen sound control materials grow through the rooms of a building in a manner that is very comparable. One small especially noisy room will receive treatment with sound quieting tile. The benefits are so apparent and sometimes so surprising, that soon it is suggested for another room, and another, until one day the entire building is equipped, and the comfort and restfulness and appeal of controlled sound is experienced throughout the whole structure. We would like to help you make that first step, and bring the values of sound control to the spot in your building where noise is most annoying. Once you try it, ACOUSTONE mineral base tile, or AUDITONE fiber tile, proves itself. It would be a pleasure to discuss the possibilities of sound control in your building, large or small, and we are glad to do it without obligation. Our name is below. Give us a call.

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JOHNSON & JOHNSON

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Louisville, Kentucky

UNIVERSITY OF KENTUCKY

Lexington, Kentucky

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