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DOCUMENT DESCRIPTION: Company Advertising

LATH & PLASTER
acoustical plaster

9

Pfizer

TIGER
LIME

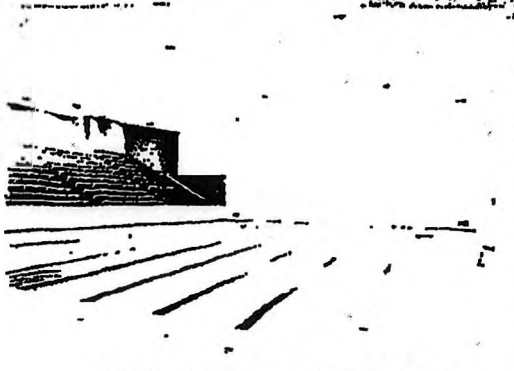
KILNOISE
ACOUSTIC
PLASTER

Only Kilnoise could offer these streamline, curved surfaces that are hard, and yet offer superb sound insulation for the Cleveland, Contractors.
Architect, Andrew J. Murin Associates, J. Coffey, both of Youngstown, Ohio.

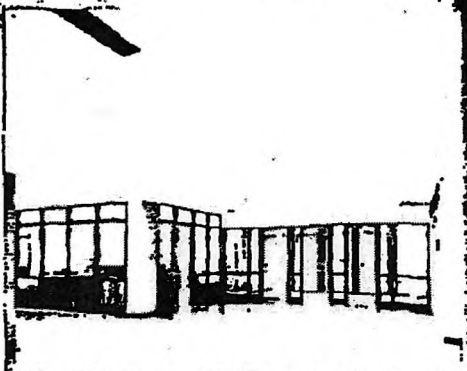
SAMPLE 16379

Sample PFZ0015

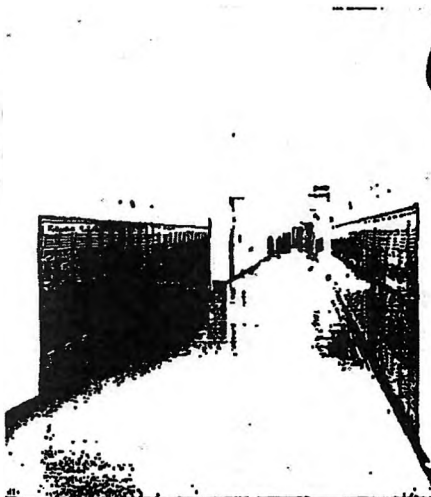
Where KILNOISE Kills Noise!



Swimming pools¹ may have up to 115 decibels of noise, and a 95 percent humidity! Here Kilnoise is superb. It reduces the noise to conversation level, and is completely indifferent to water-saturated air. Water splashes will not stain.



A school lobby² where Kilnoise muffles the noise and offers a plain, unlined surface that is absolutely easy to keep clean with only a vacuum sweeper and brush. When repainted with water-base paint, its acoustic properties are little altered.



Another real noisy place is the school cafeteria³. Kilnoise, because of fine action in the 500 cps range, is most effective in fighting the noise. Note the ribbed ceiling, possible only with plaster-type acoustic materials.

This long, open hallway⁴ becomes, between classes, unbelievably crowded and noisy. Kilnoise kills the bedlam of noise, and presents a hard surface, immune to tossed-in-air books.



Which Do You Prefer?

The two pictures above are identical except lines are drawn over the ceiling at right to show the appearance of conventional acoustic tiles. Compare the impact of this busy checkerboard with the clean, sweeping surface of Kilnoise. And esthetic value is not all that

Kilnoise offers: It has high and fine acoustic properties, and at the same time, is *hard-surfaced*! It has Class A, Incombustible fire-safety. It is indifferent to water, and the long passage of time. It won't rot, fissure or harbor fungus.

Two Installation Methods

(Either machine or hand-applied)

1. **Rourke Method**—a fast new technique which applies Kilnoise over the gypsum brown coat before the brown coat sets. This method slashes labor cost and reduces scaffold up-time. Final installation costs compare with conventional smooth-cast plaster having two coats of paint. (see specifications on back)

2. **Standard Method**—Kilnoise is applied in the traditional manner, after the brown coat sets. So applied, Kilnoise has slightly different acoustic properties. (table at right)

Either way, Kilnoise has excellent adhesion to many types of base coat and materials. See back cover of this folder.

Sound Absorption Coefficients

	CPS	ROURKE METHOD	STANDARD METHOD
	125	.31	.33
	250	.31	.33
	500	.63	.58
	1000	.66	.74
	2000	.34	.69
	4000	.26	.72
Noise Reduction Coefficient		.50	.60
Percent Light Reflectivity		80	80
K-Factor		1.09 (70°)	1.09 (70°)

Values above are based on tests and data from a nationally recognized laboratory.

SAMPLE 16381

Sample PFZ0017

KILNOISE ACOUSTIC PLASTER



Architectural Specifications

SCOPE / Apply the acoustic material to all areas specified in the plans. (Kilnoise Acoustic Plaster may be applied by two methods: **ROURKE** or **STANDARD** as outlined below.)

MATERIAL / (Kilnoise) This must be a lime-base, hard-surfaced acoustic plaster sold non-corrosible by Underhill Laboratories, Inc., and with a Federal Specification Class A rating. It must have a light reflection of 80 percent or better. It must be receptive to repeated applications of water-base paint without appreciable loss of sound absorption.

MIXING / (For both hand and machine application)

- The acoustic plaster must be machine mixed.
- Two full 5-gallon buckets of clean water to be used for each 50-pound bag of acoustic plaster.
- Mixer is to be run from 12 to 15 minutes at 30-32 rpm. (Mixing time should be reduced proportionately if higher rpm machine is used; for instance, 8 to 10 minutes at 45 rpm.)
- Mixer blades must be kept clean and free of material build-up.

APPLICATION / **ROURKE METHOD**
(Over gypsum base coats)

APPLICATION OF GYPSUM SCRATCH COAT ... Over metal lath or clip-system (including nailable channels) of gypsum lath (perforated and non-perforated), the gypsum scratch coat must be a 1-2 mix with either sand or lightweight aggregate and allowed to set. (No scratch coat is necessary over gypsum lath nailed to wood joists if gypsum brown coat has a normal 2- to 3-hour set.)

APPLICATION OF GYPSUM BROWN COAT ... To be applied after scratch coat is set and preferably before scratch coat is dry, with sufficient pressure to insure good mechanical bond between scratch and brown coat. Gypsum plaster must be a 1-2 mix with either sand or a lightweight aggregate and must be free of lumps and foreign matter.

ROURKE METHOD ... Apply Kilnoise to a minimum thickness of 1/2 inch. If machine-applied, spray on in one coat. If hand-applied, use the two-coat, double-up method. Apply Kilnoise before gypsum brown coat has set (brown coat must be in a plastic state). Follow with straight-edging, darning and spotting to bring to a level surface. Kilnoise may be applied over portland cement base coat only if base coat is well-scratched and completely dry.

APPLICATION / **STANDARD METHOD**
(Over gypsum and portland cement base coats)

KILNOISE may be applied over any of these dry, well-scratched base coats: gypsum scratch coat on metal lath; gypsum or portland

cement scratch and brown coat on metal lath; 3/4-inch brown coat on gypsum lath, hollow tile or brick.

STANDARD METHOD ... Apply Kilnoise to a minimum thickness of 1/2 inch. If machine applied, spray on in one coat. If hand-applied, use two coats, with thickness of first coat determined by type of aggregate and amount of suction in base coat. Use feather-edge and thin-beveled darning to obtain a true, even surface.

COVERAGE / One bag of Kilnoise Acoustic Plaster applied by the **ROURKE** method will cover 6 sq. yds. 1/2" thick, and if applied by the **STANDARD** method will cover 4 1/2 sq. yds. 1/2" thick.

BRUSH-TEXTURING / The surface of **STANDARD**-applied Kilnoise may be brush-stippled immediately after darning; and **ROURKE**-applied Kilnoise a few hours after darning. For best results, keep stippling brush clean and free of material build-up at all times.

MACHINE-TEXTURING / When mixing for hand-type, texture-coat machine, use 1 1/2 to 12 1/2 gallons of clear water for each 50-lb. bag of Kilnoise. Mix 8 to 10 minutes.

PERFORATING / Use nail perforator over entire surface after texturing and only after a slight crust has formed on surface. For best results, perforate **ROURKE**-applied Kilnoise 48 hours after application, and **STANDARD**-applied Kilnoise 24 hours after application. Keep exit hole clean and free of fibers. Flatten off backing fibers with high pressure of clean, rust-free towel. Unperforated Kilnoise has a noise reduction coefficient of .25 to .30. Per square foot, 600 perforations will give maximum noise reduction.

ROURKE-applied Kilnoise complies with Federal Spec. SS-A-III-Type I—Class C at 512 cycles, Class II for noise coefficient. **STANDARD**-applied Kilnoise complies with Federal Spec. SS-A-III-Type I—Class H at 512 cycles, Class CC for noise coefficient.

NOTE: Sand or lightweight aggregate used in brown coat mortar must meet ASTM Specifications for plastering aggregates. Gypsum mortar consistency must conform with that of good plastering practice. Discoloration and staining can result from certain drying conditions and from retarders and soluble constituents in the gypsum plaster.

BONDING AGENTS ... We do not recommend the use of Kilnoise over asphalt emulsions or similar bonding agents. Accepted and proven polymer cements are best suited for this purpose. Such bonding agents will hold Kilnoise when applied in strict accordance with their manufacturers' specifications. Never apply a gypsum or portland cement base coat between a bonding agent and Kilnoise.

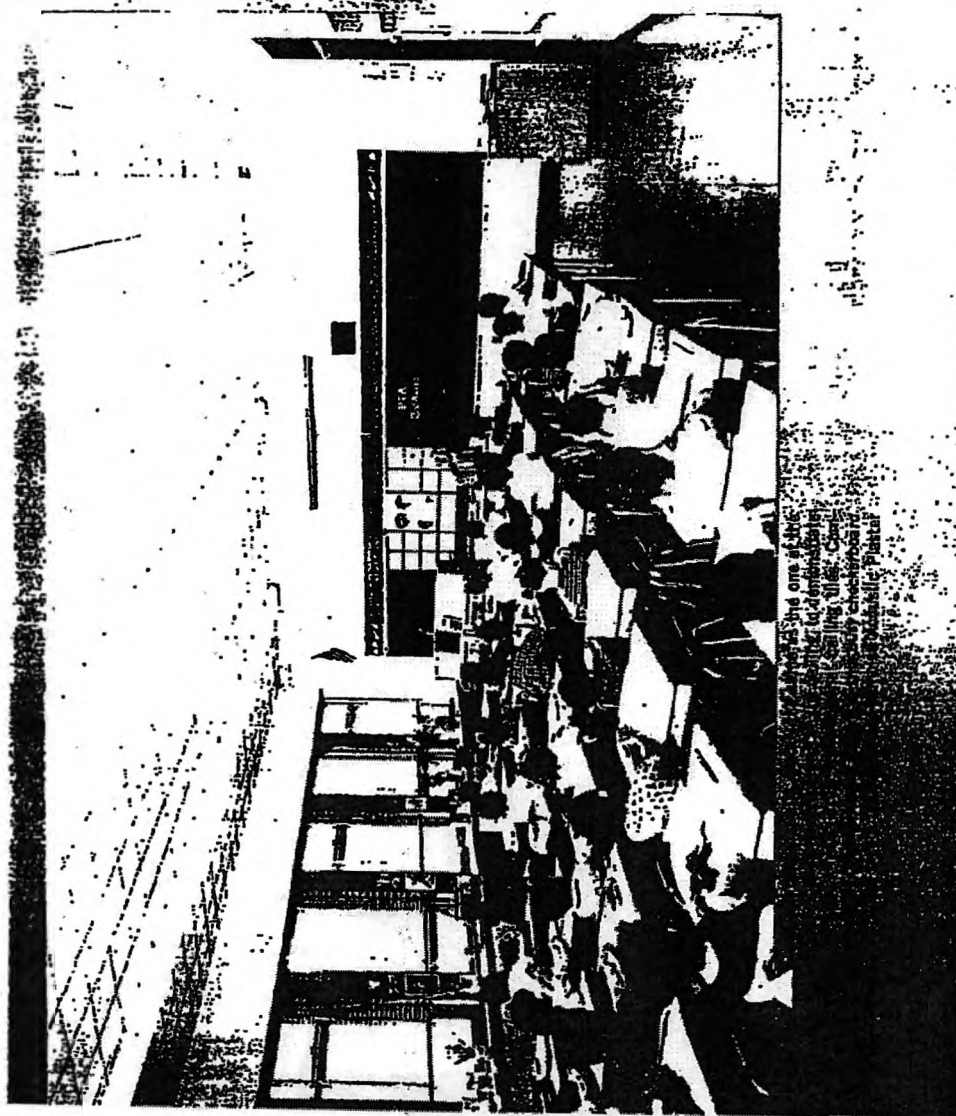


MINERALS, PIGMENTS & METALS DIVISION
235 East 42nd Street, New York, N.Y. 10017



SAMPLE 16383

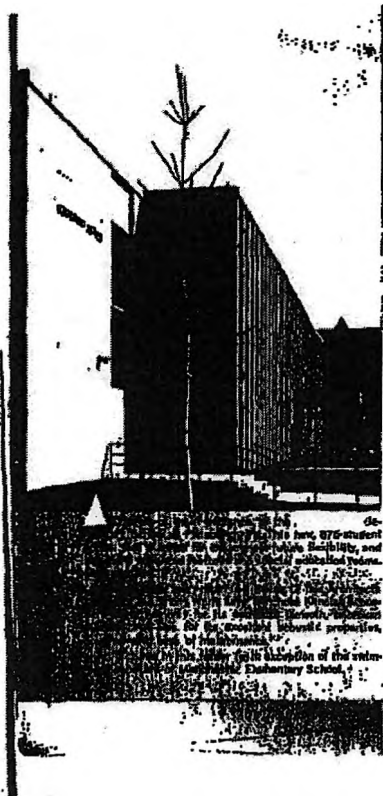
Sample PFZ0019



SAMPLE 16384



This is an actual, unlined photo of a school classroom having a Kinnoise Acoustic Plaster ceiling. Note the pure surface, unfilled by geometric pattern. And you can add to this unlined surface the very real functional gains of noise-reduction, permanence, fire-safety, and negligible maintenance costs. Please turn the page for more about this same school.



Three-faced plaster—the Klorose—have realized the passing of centuries of time!

Unlike many soft, clay-based plasters, Klorose is hard-surfaced—won't flake, show rust stains or harbor fungus growth.

Maintenance is negligible. Klorose's natural white surface reflects 80 percent of the light. It is no problem to clean: a brush or vacuum cleaner does it. When painted with water-base paint, sound absorption is little affected.

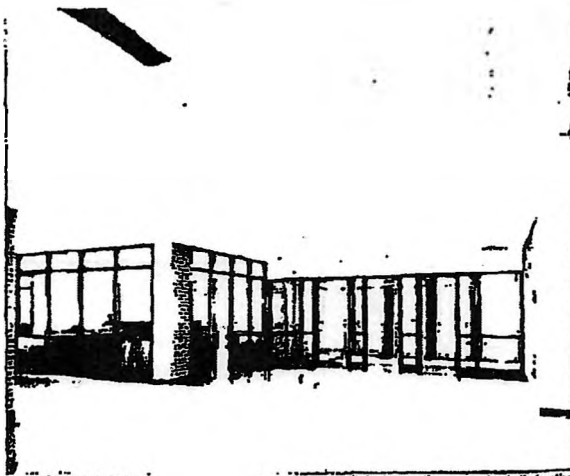
Either machine or hand-applied Klorose may be put up by two different methods:

POURAGE method—a fast new technique which ap-

pplies the Klorose Acoustic Plaster over a gypsum board coat before the brown coat sets. This faster method slashes labor cost, reduces scaffold up-time very materially, and produces up to 30 percent superior insulation. First installation costs compare with conventional smooth-coat plaster having two coats of paint.

STANDARD method—Here, Klorose is applied in the traditional fashion, after the brown coat is set. Thus applied, Klorose has slightly different noise reduction coefficients as shown in the table below.

Applied by either method, Klorose has excellent adhesion to many types of base coat and materials. See specifications on back of this folder.



Main entrance lobby of

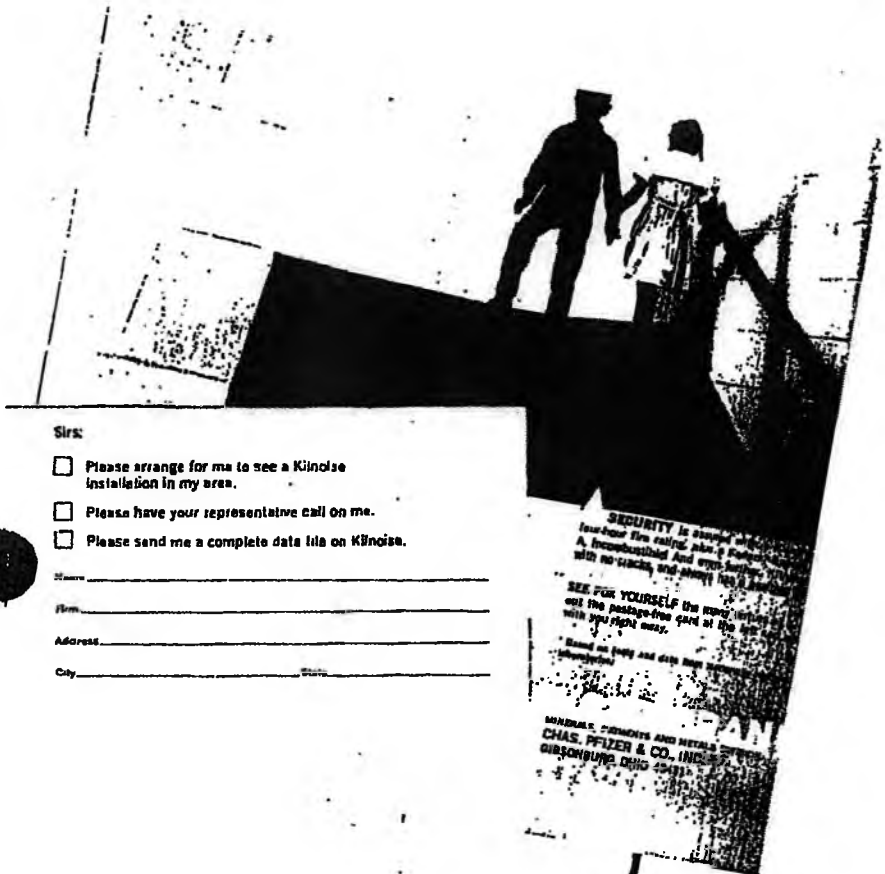
Here Klorose fulfills both acoustic needs and esthetic function.



What's under up to 115 decibels and under 65 percent humidity than a reference point? Here Kinsale is superb. It enables the noise to more conventional level, and looks and sounds of installation show that Kinsale will ignore water-saturated air, year after year. Moisture just doesn't affect it.

Hard-surfaced Kinsale has sound absorption equal and often superior to other materials. It performs exceptionally well in the 500 cps range after so troublesome in auditoriums and public buildings.

	CPS	ROURKE METHOD	STANDARD METHOD
125	.51	.51	.51
250	.51	.51	.51
500	.63	.63	.63
1000	.66	.66	.66
2000	.74	.74	.74
4000	.86	.86	.86
8000	.92	.92	.92
MTC*	.90	.90	.90
% LIGHT REFLECTIVITY*	90	90	90
K-FACTOR*	1.00 (70°)	1.00 (70°)	1.00 (70°)



Sirs:

- ☐ Please arrange for me to see a Kinolse installation in my area.
- ☐ Please have your representative call on me.
- ☐ Please send me a complete data file on Kinolse.

Name _____
Firm _____
Address _____
City _____

SECURITY is a must for every business. A fireproof safe is the best way to protect your money and valuables. See for yourself the new, improved, fireproof safe at the bottom of the page. It's the only one with no locks, and always has a key.

SEE FOR YOURSELF the new, improved, fireproof safe at the bottom of the page. It's the only one with no locks, and always has a key.

Based on facts and data from independent sources.

MUNDRAE, FURNITURE AND METAL
CHAS. PFIZER & CO., INC.
GIBSONBURG, OHIO 43041

SAMPLE 16388

Sample PFZ0024

Sample PFZ0025

KILNOISE® ACOUSTIC PLASTER

Both Kilnoise-R and Kilnoise-S are now in one bag. Because of recent product developments, KILNOISE can now be applied in the "STANDARD APPLICATION" or in the fast "ROURKE METHOD." When KILNOISE is applied in the "STANDARD APPLICATION," a 50 lb. bag will yield 4-1/2 square yards, 1/2" thick. When KILNOISE is applied in the fast "ROURKE METHOD," a 50 lb. bag will yield 8 square yards, 1/2" thick. Consideration as to which application is to be used should be a basis for computing the necessary quantity to be ordered. KILNOISE will not rust, fissure, or permit fungus growth.

East of the Rocky Mountains*

\$3.15 per bag - Freight allowed to destination in less carload and less truckload lots. Minimum order on freight allowed is 51 bags or more - 50 bags or less sold \$2.75 per bag, F.O.B. Gibsonburg.

\$2.75 per bag - Freight allowed if shipped in straight or mixed cars or trucks with other Tiger products.

West of the Rocky Mountains*

\$3.30 per bag - Shipped in straight cars or mixed with other Tiger products.

\$2.90 per bag - Kilnoise Acoustic Plaster, F.O.B. Denver Warehouse.

KILNOISE and other fine TIGER products such as TIGER Finish Limes and TIGER Masons and Stucco Limes, can be mixed shipped in either carloads or truckloads from the Gibsonburg, Ohio Plant. Mixed loading can be most advantageous to the dealers.

Please Note: for east of the Rocky Mountains: In order to provide faster dock loading, customer truck pickups should be arranged in advance through Tiger Brands' Gibsonburg office. (Telephone: 419 - 637-2101)

for west of Rocky Mountains: customer truck pickups should be arranged in advance through O.A. Chanute & Company, Denver. (Telephone 303 - 355-9335)

*With a boundary extending north and south beginning with the Montana-North Dakota line south to but not including Moorcroft, Wyoming to Casper and Cheyenne, Wyoming. Colorado - a north and south line including Greeley, Boulder, Denver, Colorado Springs, Pueblo, Wolcott - New Mexico - north and south line including Raton, Santa Fe, Albuquerque, Bernardo, Las Cruces and Lucero.



MINERALS, PIGMENTS & METALS DIVISION
836 NATIONAL BANK BLDG. TOLEDO, OHIO 43604

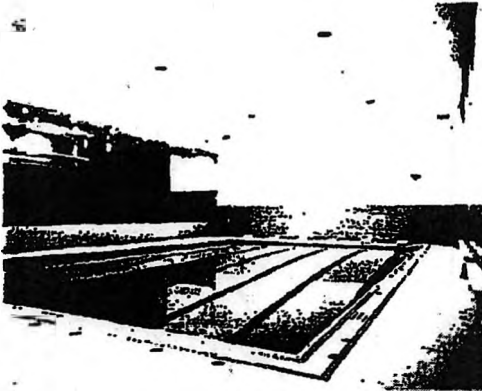
PURE SURFACE, UNFLAWED BY LINES!



SAMPLE 16391

Sample PFZ0027

THE INTEGRITY OF UNLINED SURFACE, PLUS REAL FUNCTIONAL GAINS!



What's noisier (up to 115 decibels) and wetter (up to 95% humidity) than a swimming pool? Here KILNOISE is superb. It smothers the noise down to a mere conversation, and will ignore the water-saturated air, year after year.



Application

Machine or hand-applied KILNOISE acoustic plaster is actually lower in cost than many types of acoustic materials which lack its extreme permanence and moisture-resistance!

KILNOISE is versatile. It can be formed into every kind of monolithic, line-free, sweeping surface. Complex surfaces, planes, curves and grooves are all the same to KILNOISE.

KILNOISE goes over almost anything... bonded surface, gypsum and even portland cement base coats!

Lime-based KILNOISE is serenely indifferent to passage of time...

Plasters—like KILNOISE—which are made basically of lime, have resisted the passing of centuries!

KILNOISE has proven itself—tests and thousands of installations show that moisture-laden air just doesn't affect or warp KILNOISE.

Unlike many soft, clay-base plasters, KILNOISE is hard-surfaced—won't fissure, show rust stains, or permit fungus growth.

Maintenance amounts to little. KILNOISE's natural white surface reflects 80 percent of the light. It is no problem to clean: a brush or vacuum cleaner does it. When painted with water-base paint, sound absorption is little affected.

4-hour UL fire rating

KILNOISE has been given an Underwriters' Laboratories four-hour retardant fire rating. It was tested to 2000°F on a metal lath ceiling suspended from metal joists. A mere 1/2" of KILNOISE on a gypsum base coat protected the entire structure from damage! Federal Specification is Class A Incombustible.

Since KILNOISE presents a monolithic surface, the fire rating is always positive!

Noise reduction

The surface of KILNOISE is remarkably hard and tough, yet it has a sound absorption coefficient equal and often superior to softer materials!

The above is particularly true in the 500 cps frequency so bothersome in auditoriums and public buildings in general.

	CPS	KILNOISE-R	KILNOISE-S
SOUND ABSORPTION COEFFICIENT	125	.31	.33
	250	.31	.33
	500	.66	.74
	1000	.34	.69
	2000	.26	.72
	4000	.58	.60
PERCENT LIGHT REFLECTIVITY		80	80
K-FACTOR		1.09 (70°)	1.09 (70°)



THERE ARE TWO TYPES OF KILNOISE

KILNOISE-R—for fast Rourke Method

KILNOISE-R is a new type of acoustic plaster. It is designed to be applied by the Rourke Method, a striking new technique which applies this new material over a gypsum brown coat before the brown coat sets! Job installation time can be cut nearly 30%!

This high-speed Rourke Method permits application of gypsum brown coats and a full $\frac{1}{2}$ " of KILNOISE-R all in the same operation. Startling economic advantages are available with KILNOISE-R, including lowered labor cost, less scaffold up-time, and faster scheduling of the entire job. And the cost of applying KILNOISE-R compares to that of conventional smooth-coat plaster with two coats of paint! Coverage is excellent: a fifty-pound bag of KILNOISE-R will cover fifty-four square feet, holding a full $\frac{1}{2}$ " thickness.

KILNOISE-S—for standard application

KILNOISE-S is applied in the conventional manner after the brown coat has set. It has a somewhat different acoustic range (see table at left) than the "R" form of KILNOISE. It has perfect adhesion to many types of base coat; gypsum scratch coat on metal lath; gypsum or portland cement scratch and brown coat on metal lath; $\frac{3}{8}$ " brown coat on gypsum lath, hollow tile or brick. Coverage from a fifty-pound bag is forty square feet, $\frac{1}{2}$ " thick.

**KILNOISE
ACOUSTIC
PLASTER**



SAMPLE 16393

Sample PFZ0029

SCOPE — Apply the acoustical material to all areas as specified in the plans.

SCOPE — Apply the acoustical material to all areas as specified in the plans.

MATERIAL.—This must be a fine base, hard-surfaced acoustic plaster, rated non-combustible by Underwriters' Laboratories, Inc., and with a Federal Specification Class A rating. It must have a light reflection of 80 per cent or better. It must be receptive to repeated applications of waterbase paint without appreciable loss of sound absorption.

(For both hand and machine analysis)

- a. The acoustic plaster must be machine mixed.
- b. Two full 5-gallon buckets of clean water to be used for each 50 pound bag of acoustic plaster.
- c. Mixer to be run from 12 to 15 minutes at 34-32 rpm. Mixing time should be reduced proportionately if higher rpm machine is used; for instance, 8 to 10 minutes at 45 rpm.
- d. When mixer must be kept clean and free of material buildup.

APPLICATION OF ZEPHYR SCRATCH COAT...Over metal bath or clip system including suitable charcoal of zephyr bath (perforated and non-perforated), the zephyr scratch coat must be a 1-2 mm with either sand or lightweight aggregate and allowed to set. No scratch coat is necessary on zephyr laminated to wood joists (zephyr brown coat has a normal 2- to 3-mm set.)

APPLICATION OF GYPSUM BROWN COAT... To be applied after scratch coat is set and preferably before scratch coat is dry, with sufficient pressure to insure good mechanical bond between scratch and brown coat. Gypsum plaster must be a 1-2 mix with either sand or a lightweight aggregate and must be free of lumps and foreign matter.

APPLICATION OF MINIMAX-2... Apply to a minimum thickness of 1/8 inch. If machine applied, spray on in one coat. If hand applied, use the two-coat, double-spray method. Apply Minimax-2 before gypsum board coat has set. Brown coal must be on a plastic steel follow with straightening, sanding and spotting to finish in a steel surface. MINIMAX-2 may be applied over polished cement base coat only if base coat is well etched and conditioned.

(Ovarian growth and postnatal ovarian development)

MEMBERS may be applied over any of these dry, well-scratched base coats: gypsum scratch coat on metal lath; gypsum or portland cement scratch and brown coat on metal lath; 1/2-inch brown coat on masonry lath, hollow tile or brick.

APPLICATION OF MILDWAX... Apply to a minimum thickness of 1/4 inch. If machine-applied, spray on in one coat. If hand-applied, use two coats, with thickness of first coat determined by type of aggregate and amount of suction in base coat. Use leather-edge and thin-bladed trowel to obtain a true, even surface.

Surface of Nitrocellulose can be brush-slipped immediately after drying.
Surface of Nitrocellulose can be brush-slipped a few hours after drying.
For best results, keep slipping brush clean and free of material.

When mixing for hand-bru, brush-excel machines, use 11 1/2 to 12 1/2 gallons of clear water for each 50-lb. bag of Alkoxite. Mix 8 to 10 minutes.

Use nail perforator uniformly over entire surface after troweling, and only after a slight crust has formed on surface. For best results with Milwaukee portable 48 hours after application; for best results with Milwaukee-S portable 24 hours after application. Keep walls wet, clean and free of dirt. Flatten all hanging doors with light pressure of clean, fast-flowing water. Unperforated Milwaukee has a noise reduction coefficient of .25 to .30. Per square foot, 600 perforations will give the maximum noise reduction coefficient.

Notes: Sand of light-weight aggregate used in brown coat mortar must meet ASTM Specification for Plastering Aggregate. Gypsum mortar consistency must conform with that of Sand Plastering practice.

We do not recommend the use of Klean-Krete over asphalt emulsion or shingle bonding agents. Accepted and proven polyurethane sealers are best suited for this purpose. Such bonding agents will hold Klean-Krete when applied in strict accordance with their manufacturers' specifications. Never apply a system of Portland cement base coat followed by a bonding agent and Klean-Krete.

[illegible]

GIBSONBURG LIME PRODUCTS COMPANY • Gibsonburg, Ohio
ONECOT PLASTER • ACOUSTIC PLASTER • FINISH LIMES • AIR-ENTRAINING MASON'S LIME • MASON'S LIMES

**MINERALS
PIGMENTS
& METALS**
DIVISION CHAS. PFIZER & CO. INC.

Pfizer

PLANT LOCATIONS:
Adams, Massachusetts
Convent, Connecticut
Gibsonburg, Ohio
Lucama Valley, California



Quiet, please...

Whenever you price a job that has a low-ceiling recreation room, a noisy office, a high-style conference room, a sound theatre, or any area that just begs for absolute quiet, don't hesitate to suggest (and bid) Kilnoise® Acoustic Plaster! For two good reasons:

First, Kilnoise is superbly rated as a real noise-reducer, especially in the bothersome 500 cps range.

Second, Kilnoise is hard-surfaced and can't be hurt by most bumps and impacts. It won't need painting and it can be cleaned

with a plain old vacuum cleaner.

More expensive? No, not if you compare Kilnoise to materials that require two or three coats of paint. Or add maintenance costs to other materials that have such a delicate surface that almost anything makes a dent or scratch.

Additionally, there's a new, cost-saving way for you to apply Kilnoise before the brown coat even sets. Want details? Write TIGER BRANDS, Chas. Pfizer & Co., Inc., Gibsonburg, Ohio 43431.

AD NO 6-1-8 QUIET, PLEASE

SAMPLE 16395

Sample PFZ0031

Pfizer

**PLASTERER'S
PRODUCTS**

Finishing Lime

BLUBAG®
GIBSONBURG®
HYWITE™
SNOWITE
TIGER BRAND®

Stucco Lime

AQUASEAL®
TIGER AIRO®

Acoustic Plaster

KILNOISE®

**MINERALS
PIGMENTS
& METALS**
DIVISION CHAS. PFIZER & CO. INC.

Pfizer

PLANT LOCATIONS:
Adams, Massachusetts
Canaan, Connecticut
Gibsonburg, Ohio
Lucerne Valley, California

SAMPLE 16396

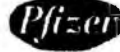
Sample PFZ0032

CYCLES/SECOND	KILNOISE [®] SOUND ABSORPTION COEFFICIENT	
	ROURKE METHOD	STANDARD METHOD
125	.31	.33
250	.31	.33
500	.63	.59
1000	.66	.74
2000	.34	.69
4000	.26	.72



Watch Your Decibels

When specifying acoustic materials, check sound absorption against Kilnoise Acoustic Plaster, particularly at that troublesome 500 cps. You will often find hard-surfaced, water-impervious Kilnoise actually outperforms soft, easily damaged materials. Be ready—let us send you our data file.



TIGER LIME

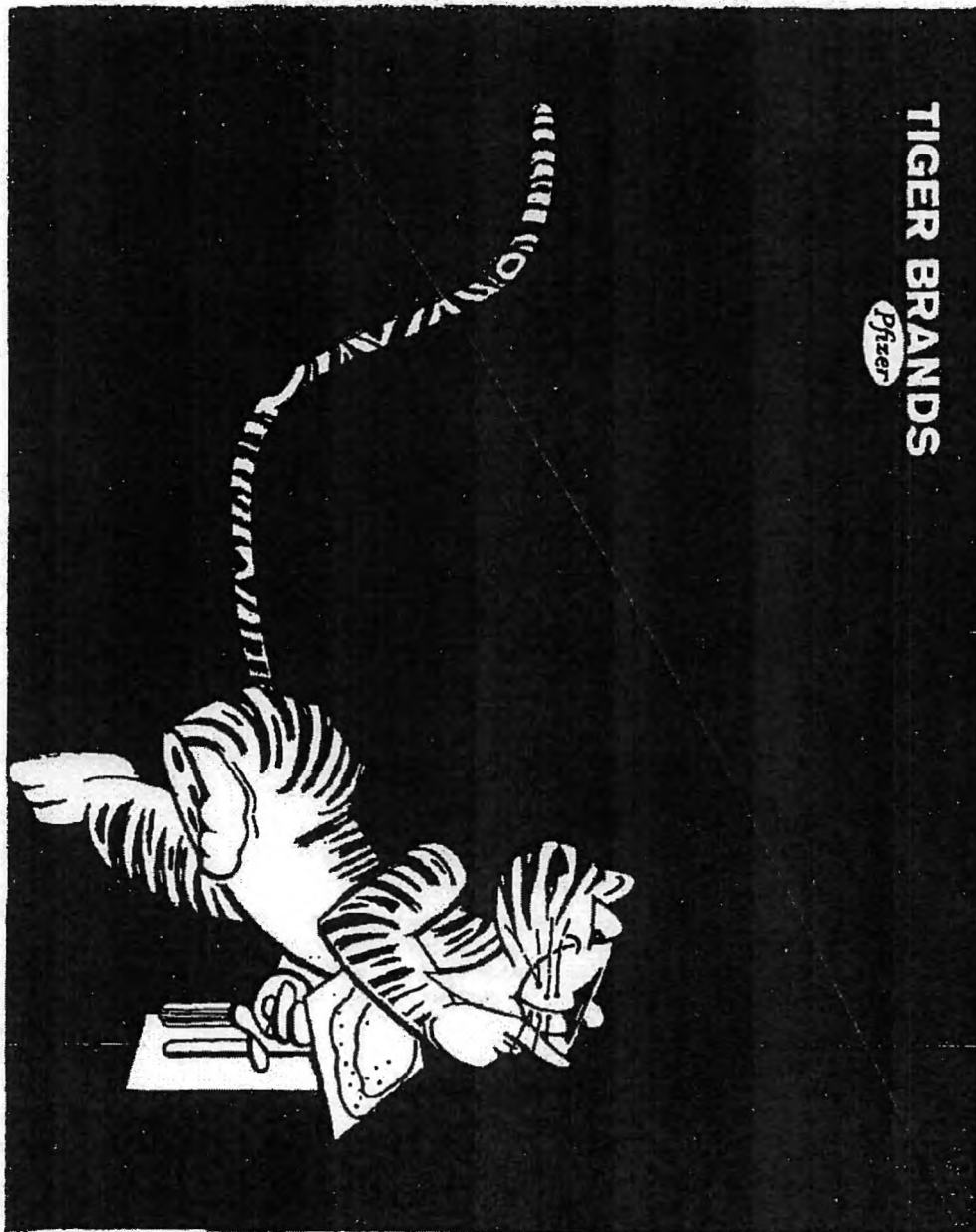
MINERALS, PIGMENTS & METALS DIVISION
235 East 42nd Street, New York, N.Y. 10017

Ad Number 9-45, 1

SAMPLE 16397

Sample PFZ0033

22



SAMPLE 16398

Sample PFZ0034