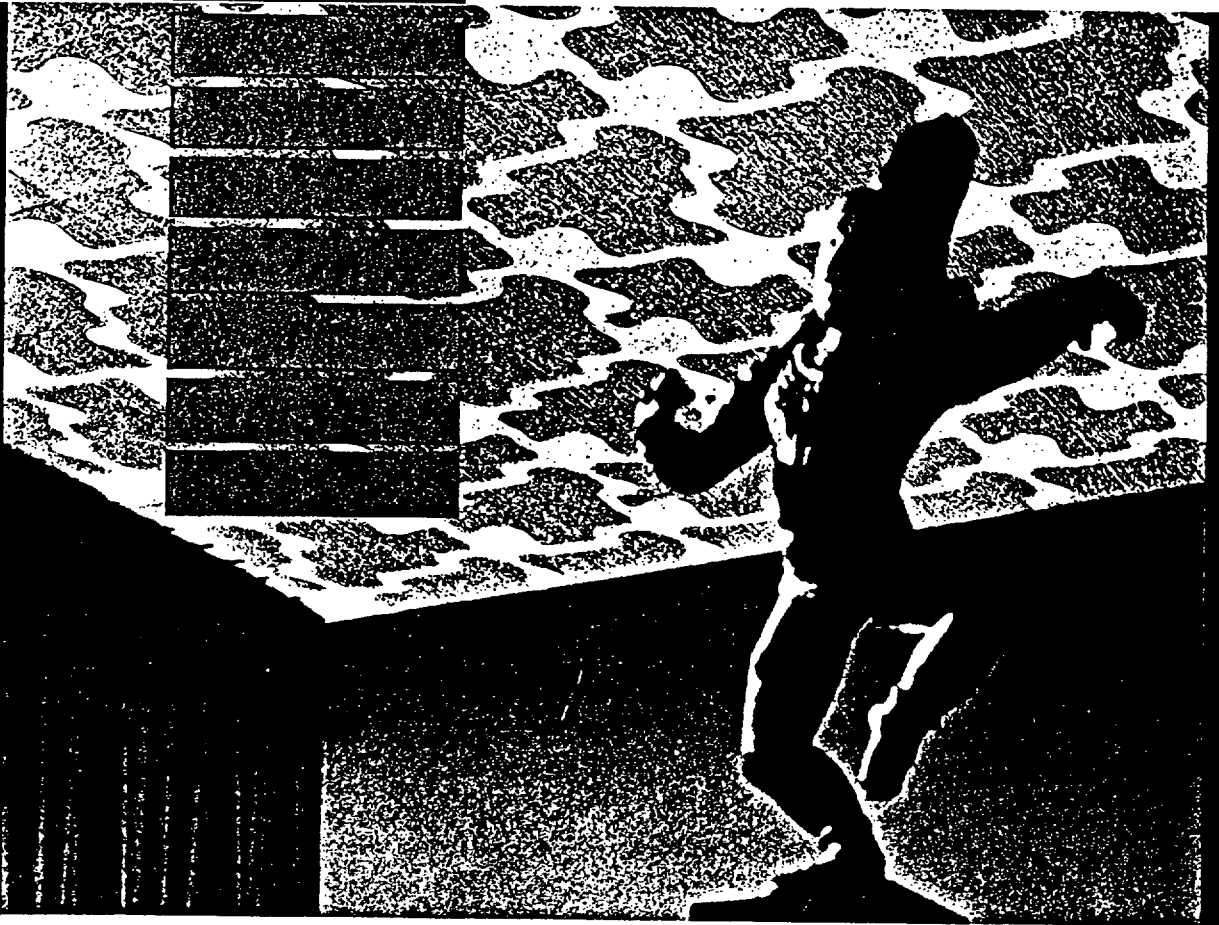
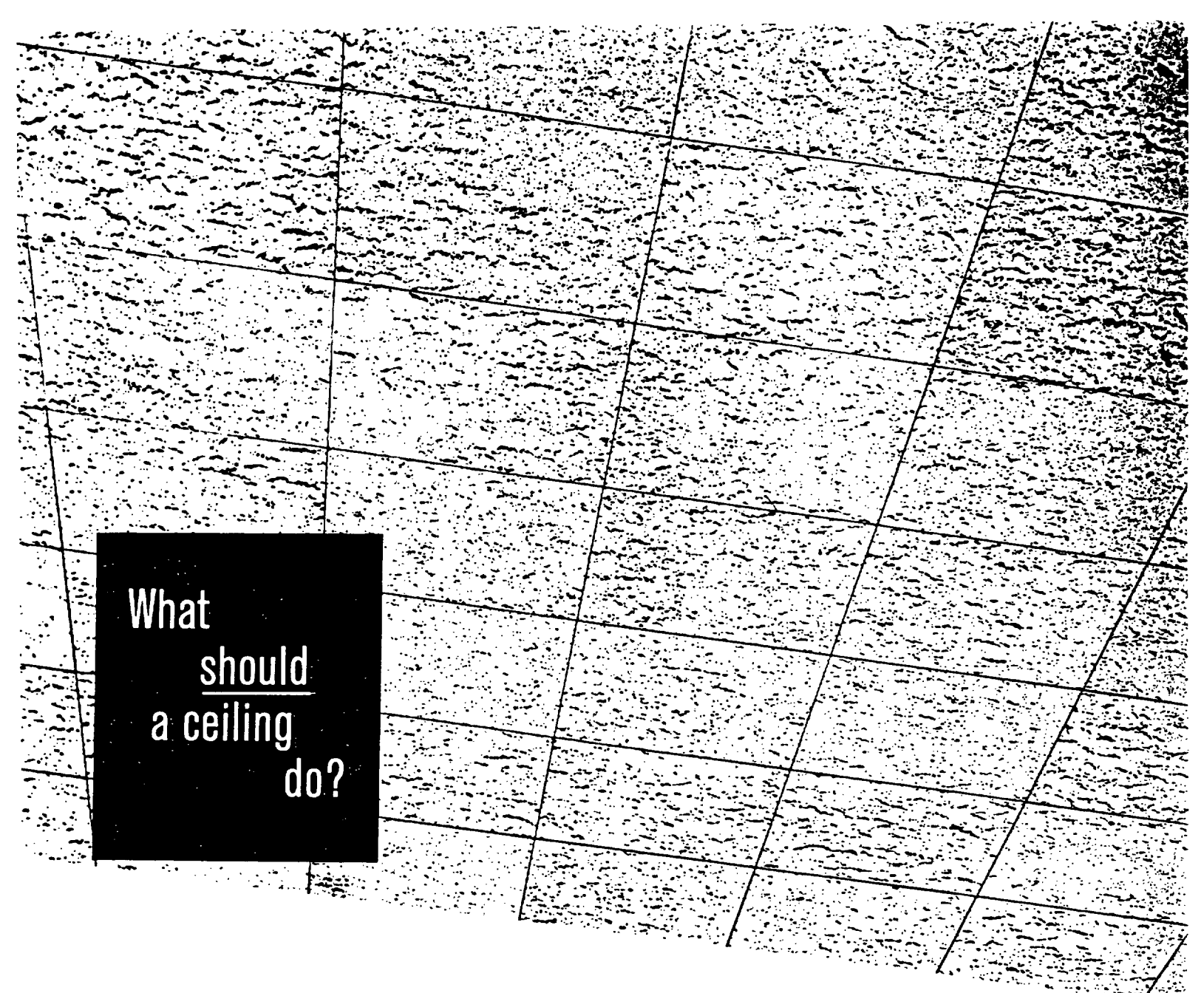


What  
should  
a ceiling  
do?

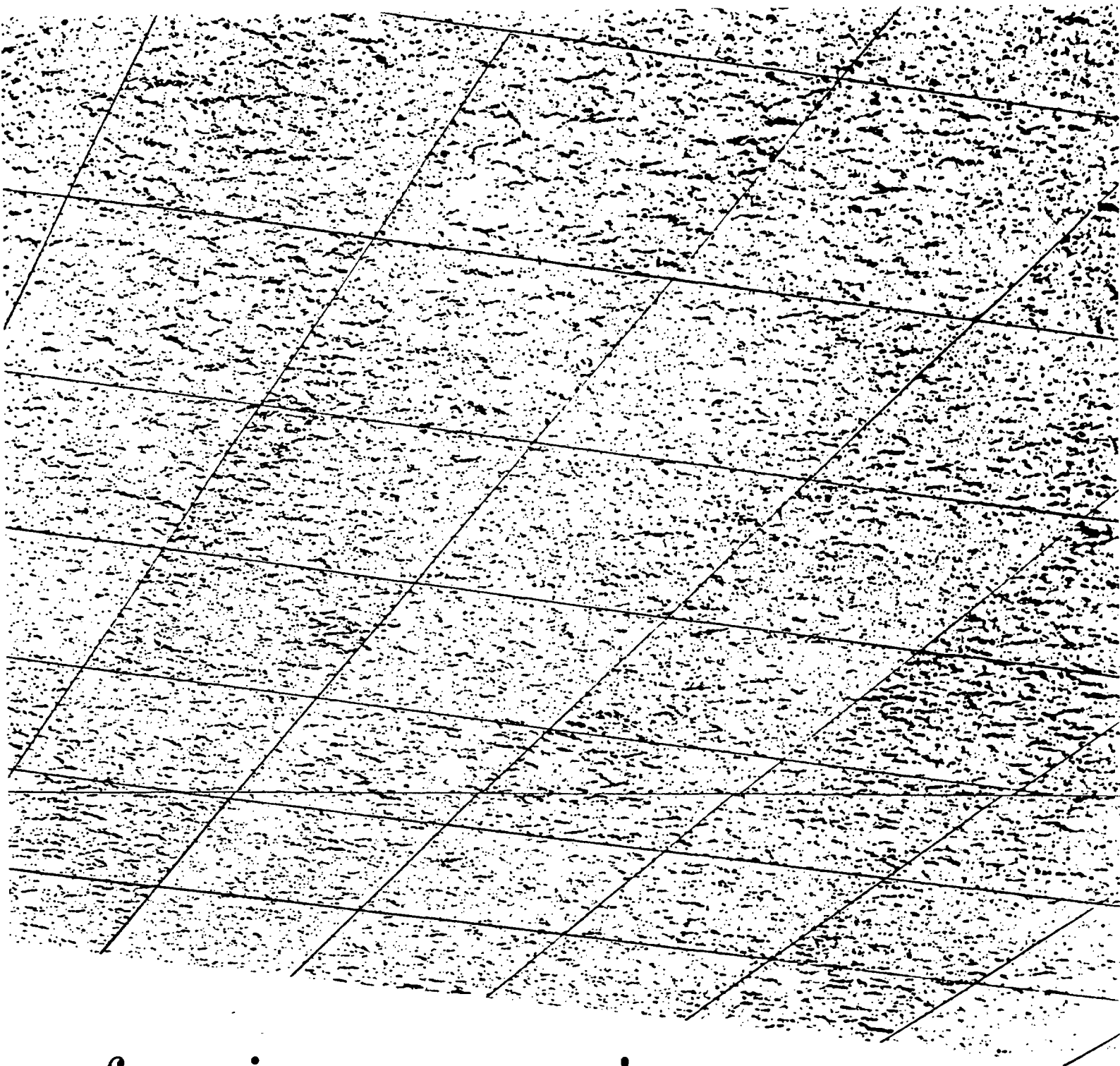


*acoustical ceilings by United States Gypsum*



What  
should  
a ceiling  
do?

The ceiling...most important

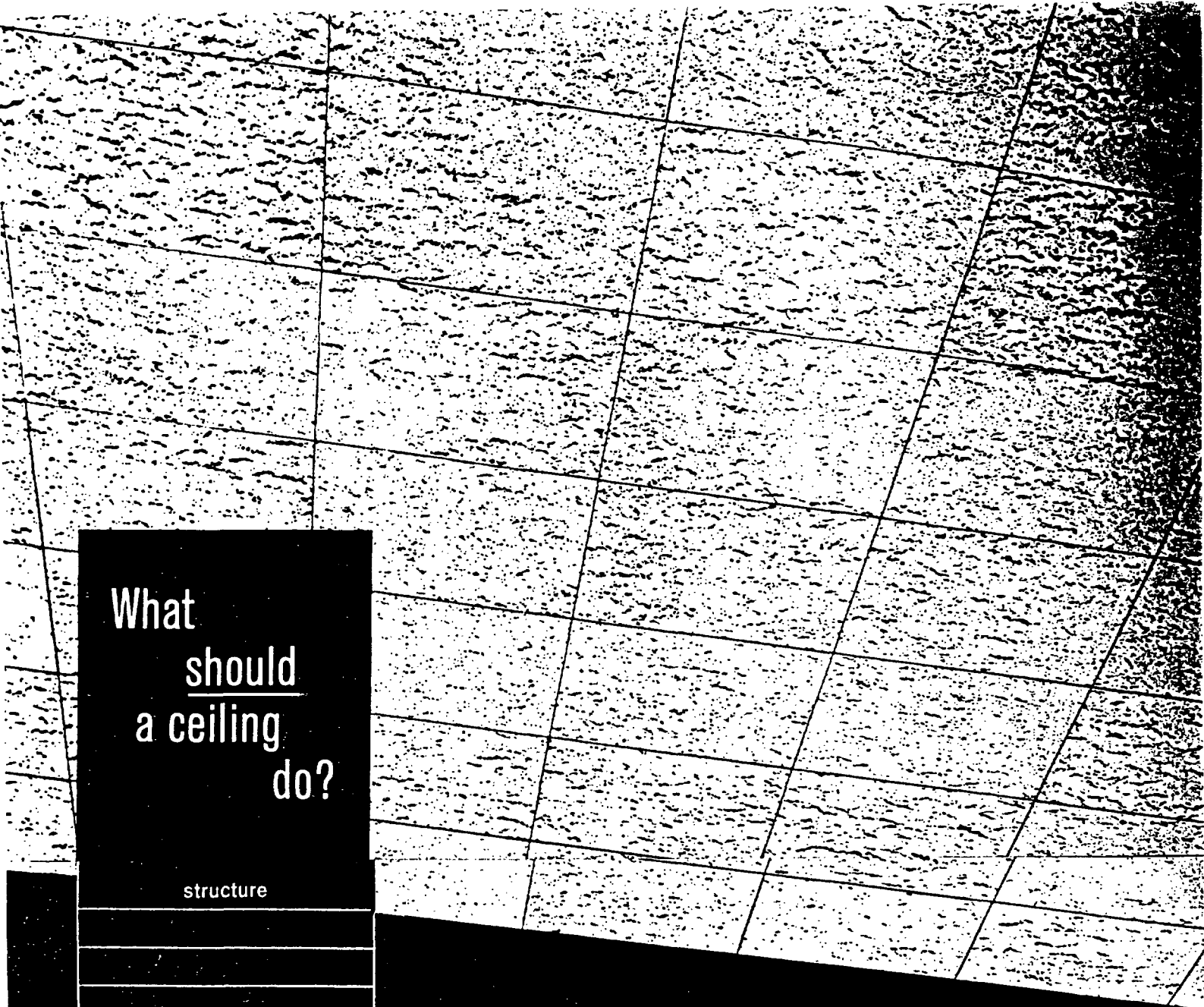


# surface in any room!

In choosing a new acoustical ceiling, lasting beauty is important. But beauty is only *one* of the vital ceiling functions you should consider. Your investment in a ceiling system is most profitable when it provides the services that best satisfy your specific requirements. That's why the proper selection of *your* ceiling system requires the competent analysis of an expert—why every ACOUSTONE® Acoustical Tile Ceiling System is sold not as a product, but as a complete service, a completed job.

There are seven vital functions that you should consider when selecting a ceiling. The performance factors described on the following pages are the services you're *sure* of with a modern ceiling system of ACOUSTONE, the original fissured mineral acoustical tile by United States Gypsum.

BB028 0633



What  
should  
a ceiling  
do?

structure

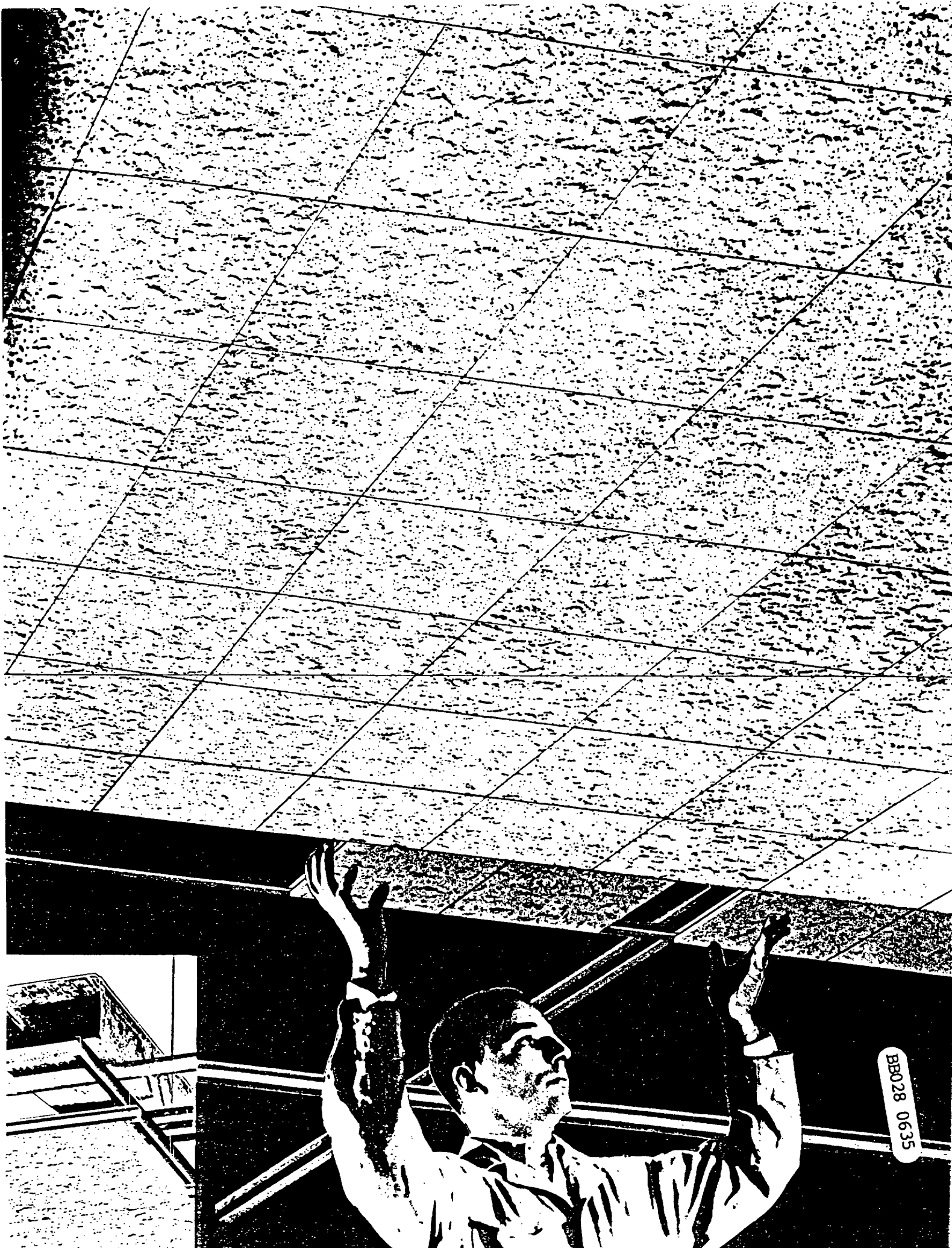
|  |
|--|
|  |
|  |
|  |
|  |
|  |
|  |

## Structure

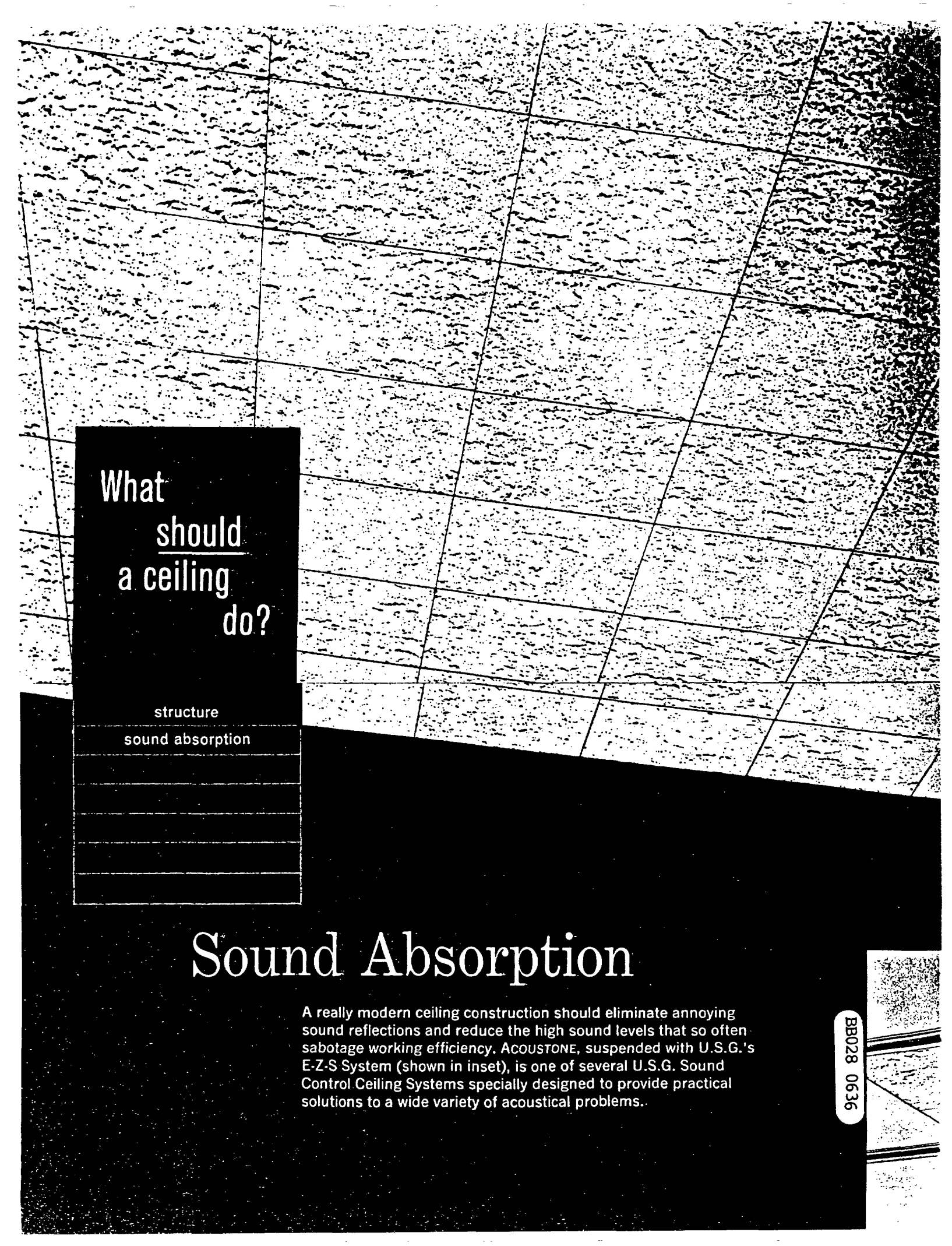
A good ceiling design should accommodate lighting fixtures, air-conditioning and heating ducts, piping and wiring—all above-the-ceiling facilities essential to the health and well-being of employees who work below. ACOUSTONE Mineral Acoustical Tile, suspended by the U.S.G. Concealed Z-Spline System (shown in inset) provides the simplicity of design that accomplishes this versatility. In addition, such a system permits easy access for quick adjustments and repairs, and the durability to resist normal building stresses.

BB028 0634





BB028 0635



What  
should  
a ceiling  
do?

structure  
sound absorption

## Sound Absorption

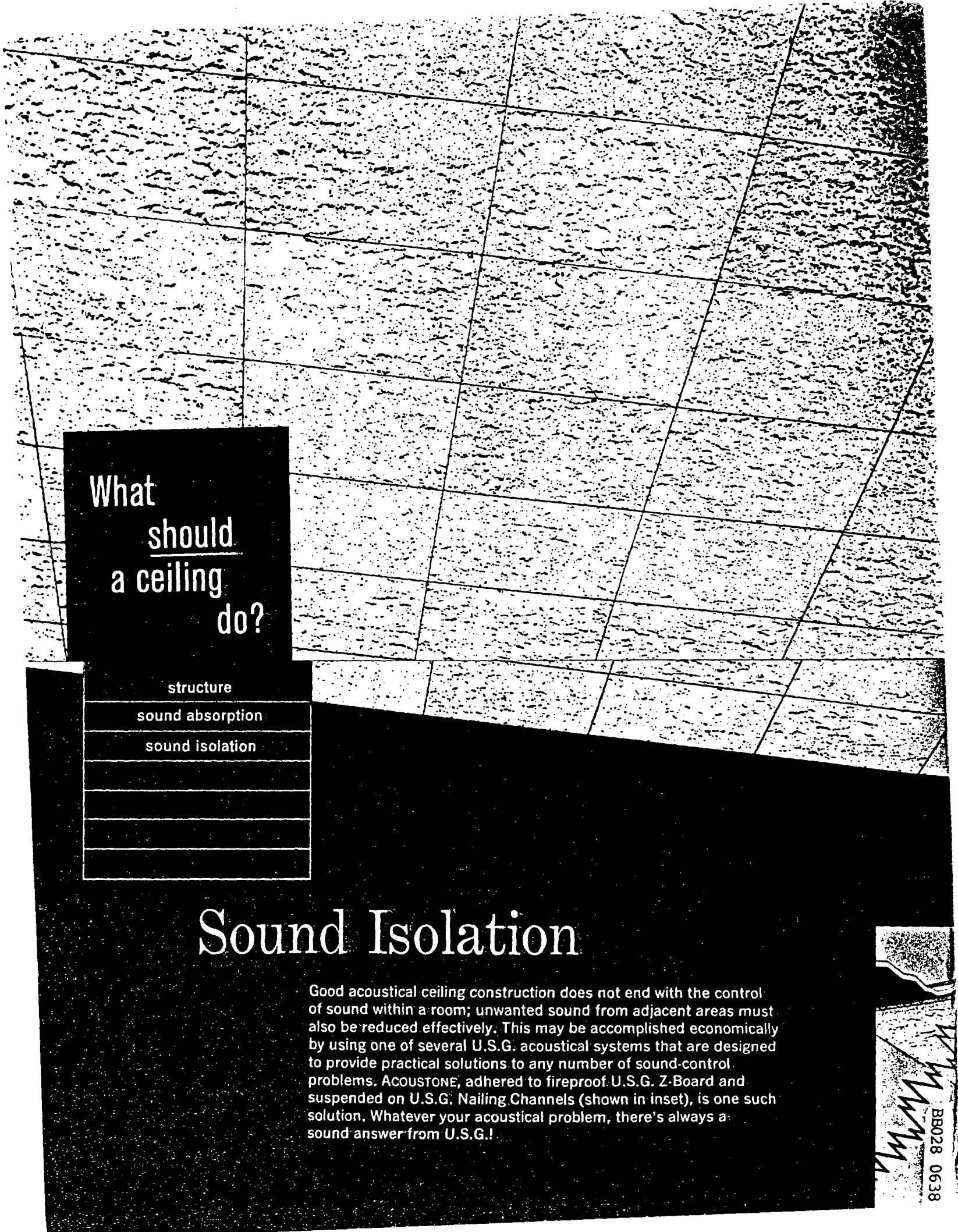
A really modern ceiling construction should eliminate annoying sound reflections and reduce the high sound levels that so often sabotage working efficiency. ACOUSTONE, suspended with U.S.G.'s E-Z-S System (shown in inset), is one of several U.S.G. Sound Control Ceiling Systems specially designed to provide practical solutions to a wide variety of acoustical problems.

BB028 0636





BB028 0637

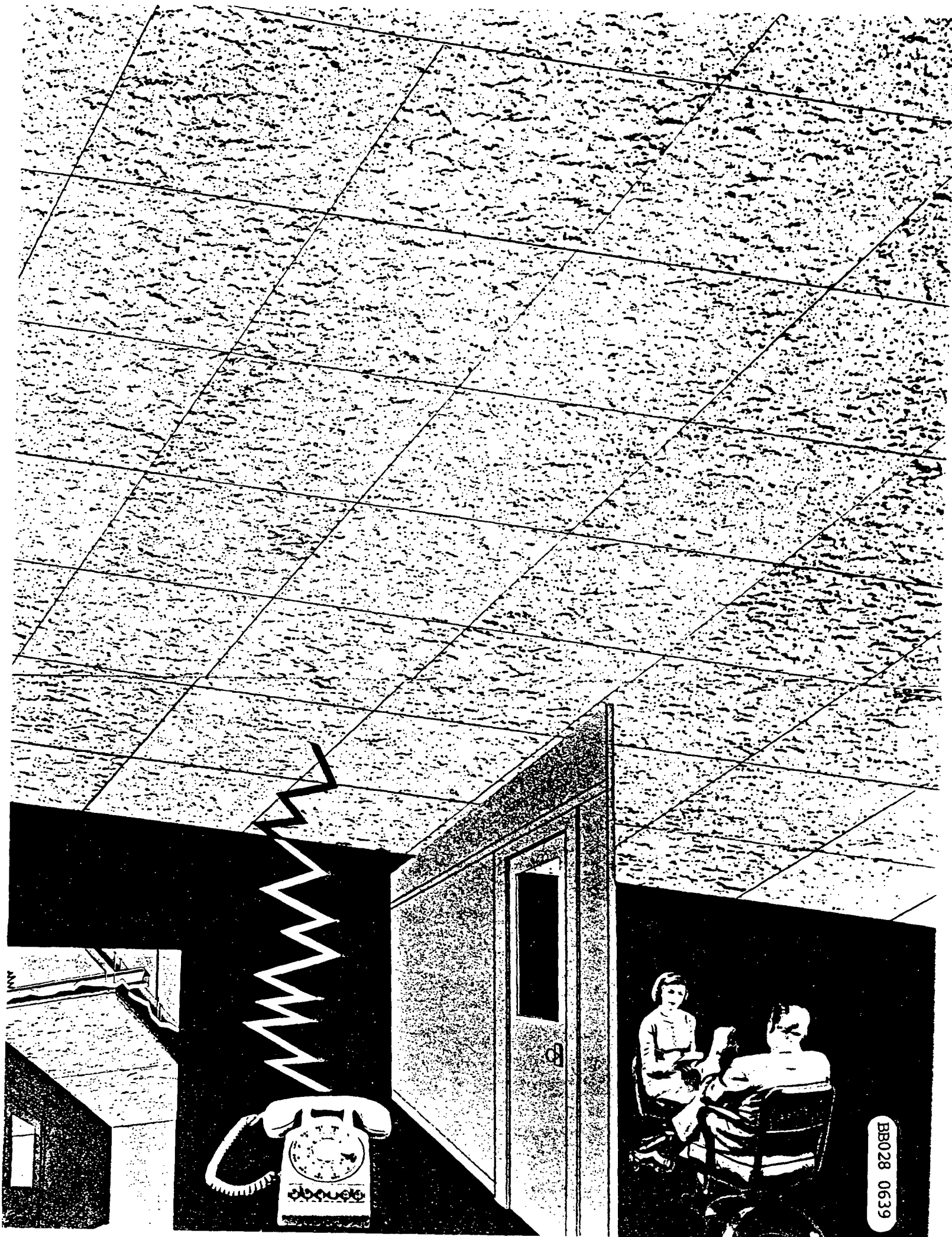


What  
should  
a ceiling  
do?

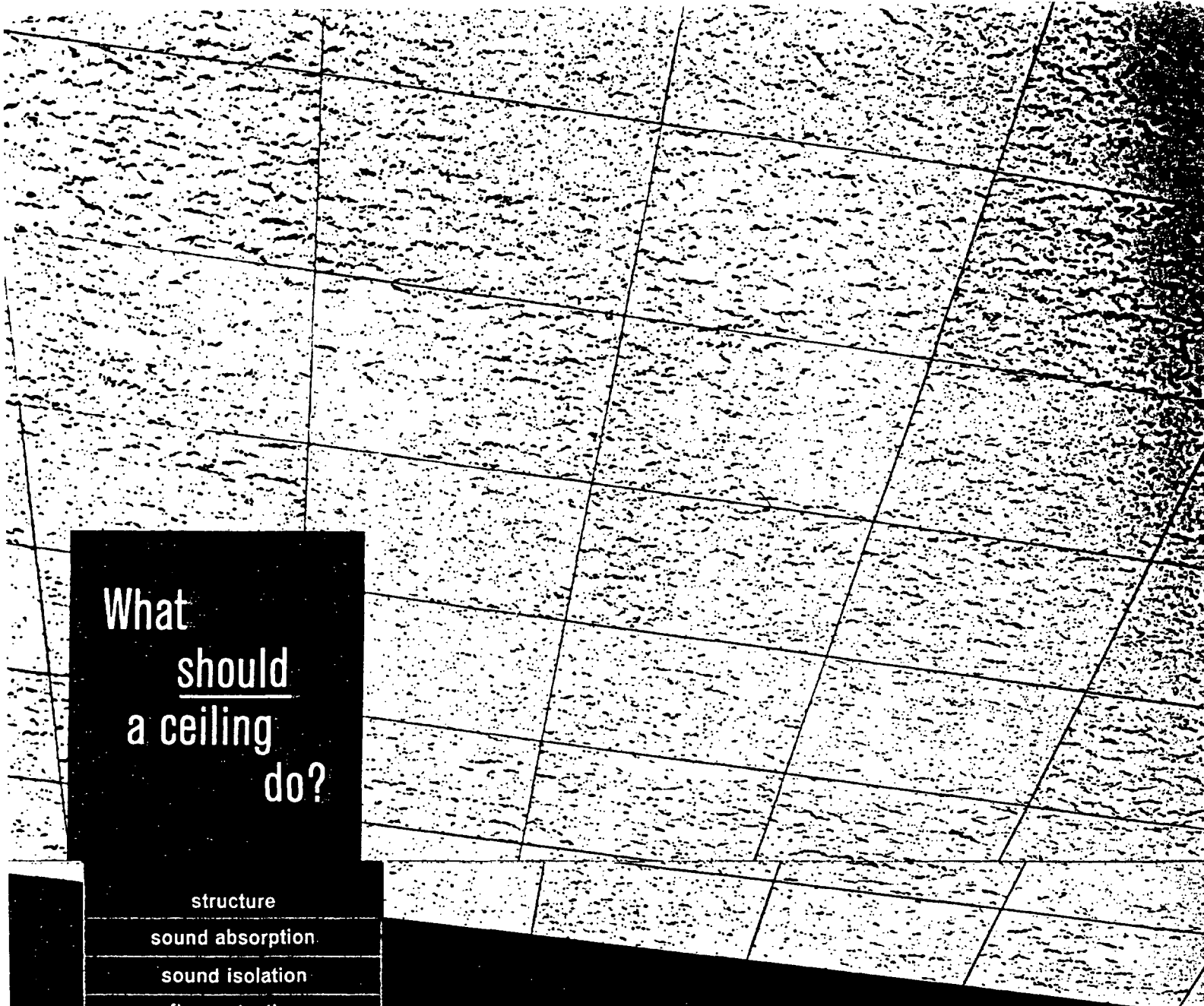
|                  |
|------------------|
| structure        |
| sound absorption |
| sound isolation  |
|                  |
|                  |
|                  |
|                  |

## Sound Isolation

Good acoustical ceiling construction does not end with the control of sound within a room; unwanted sound from adjacent areas must also be reduced effectively. This may be accomplished economically by using one of several U.S.G. acoustical systems that are designed to provide practical solutions to any number of sound-control problems. ACOUSTONE, adhered to fireproof U.S.G. Z-Board and suspended on U.S.G. Nailing Channels (shown in inset), is one such solution. Whatever your acoustical problem, there's always a sound answer from U.S.G.!



BB028 0639



What  
should  
a ceiling  
do?

structure

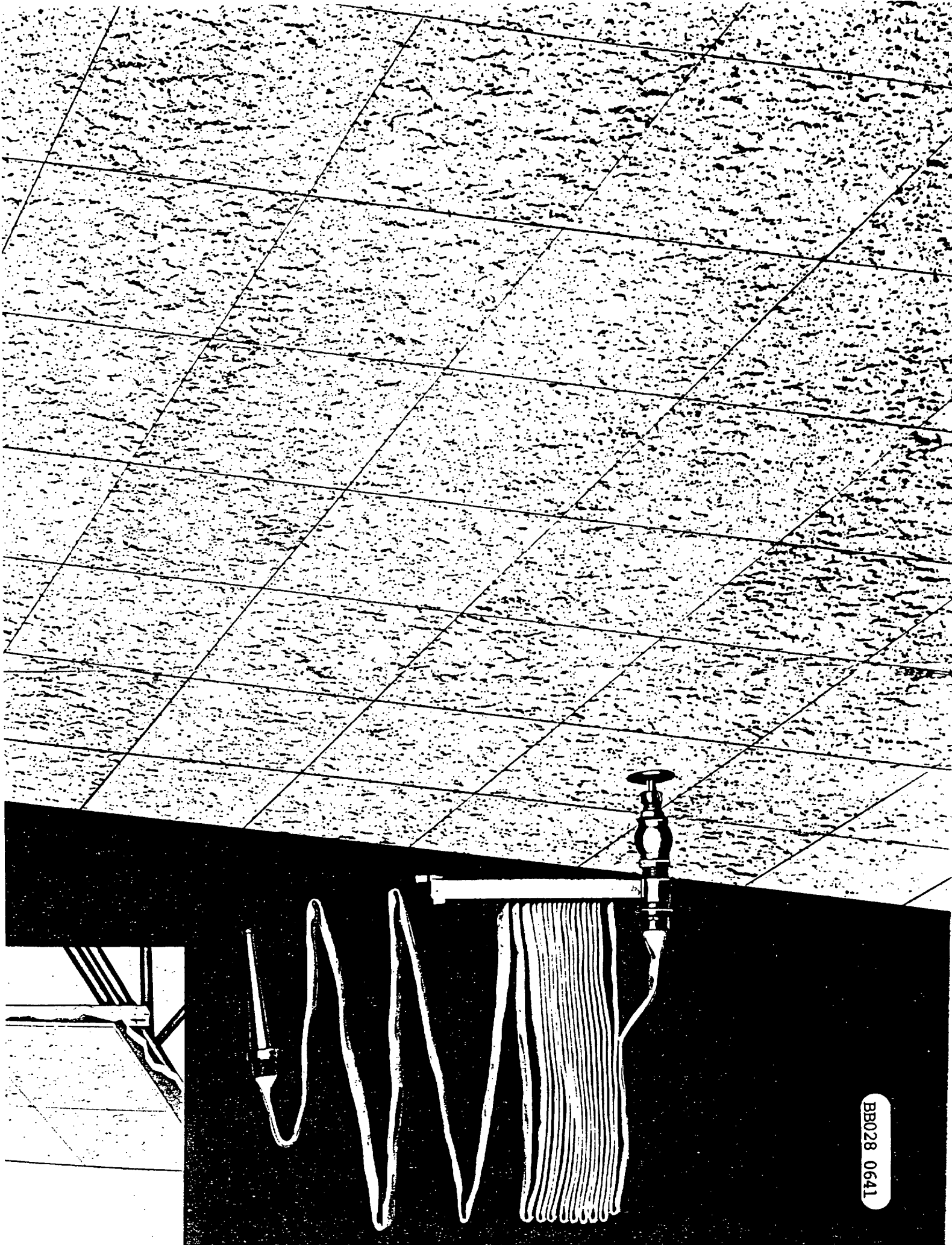
sound absorption

sound isolation

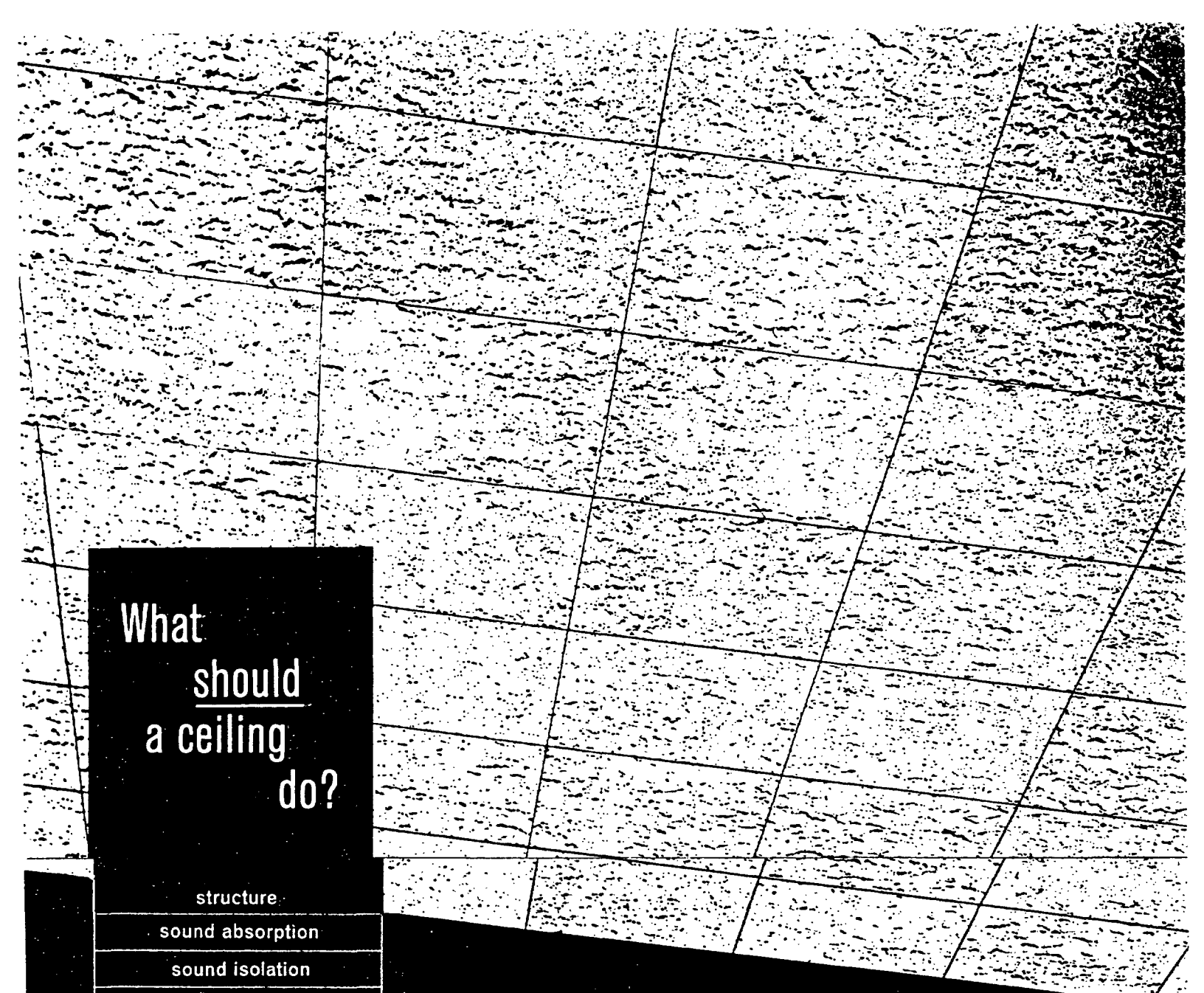
fire protection

## Fire Protection

A one-hour fire rating can be obtained on a construction incorporating a new ACOUSTONE Tile Ceiling System perfected by U.S.G. The system shown in inset includes incombustible ACOUSTONE Tile adhered to fireproof  $\frac{5}{8}$ " BAXBORD\* FIRECODE 60 Gypsum Backing Board attached to U.S.G. Nailing Channels. While providing excellent fire resistance, this system saves money by reducing the cost of protecting the structure against fire.



BE028 0641



What  
should  
a ceiling  
do?

structure

sound absorption

sound isolation

fire protection

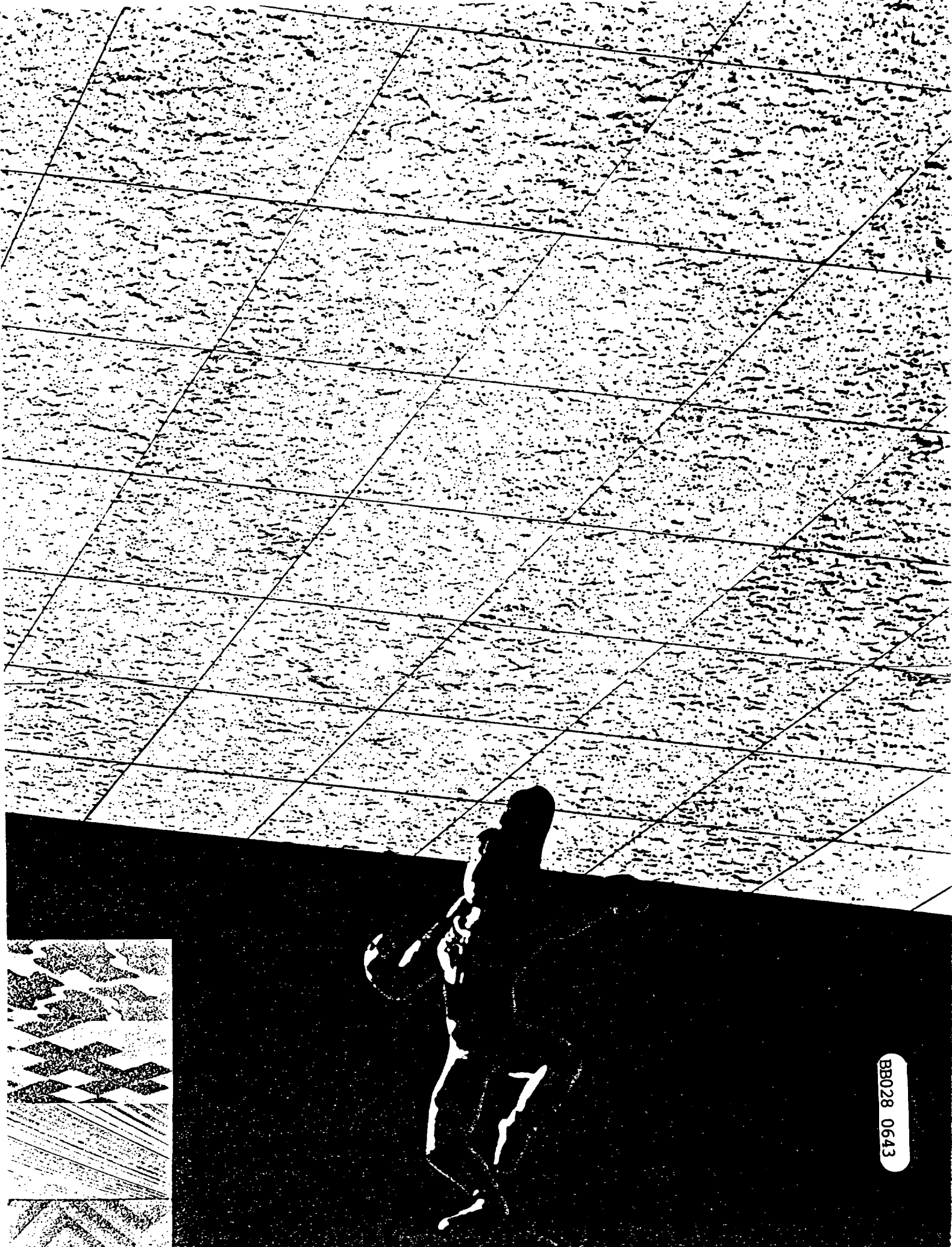
beauty

## Beauty

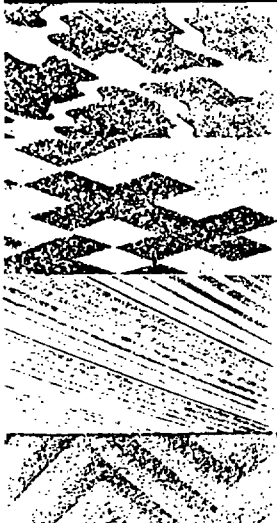
A beautiful ceiling plays a dominant role in helping you bring drama and visual interest to your room. United States Gypsum has a number of new and striking patterns that complement the decor of any room . . . and that offer maximum flexibility of design to architects. Small wonder that ACOUSTONE Tile is known as "The beautiful way to quiet a room"!

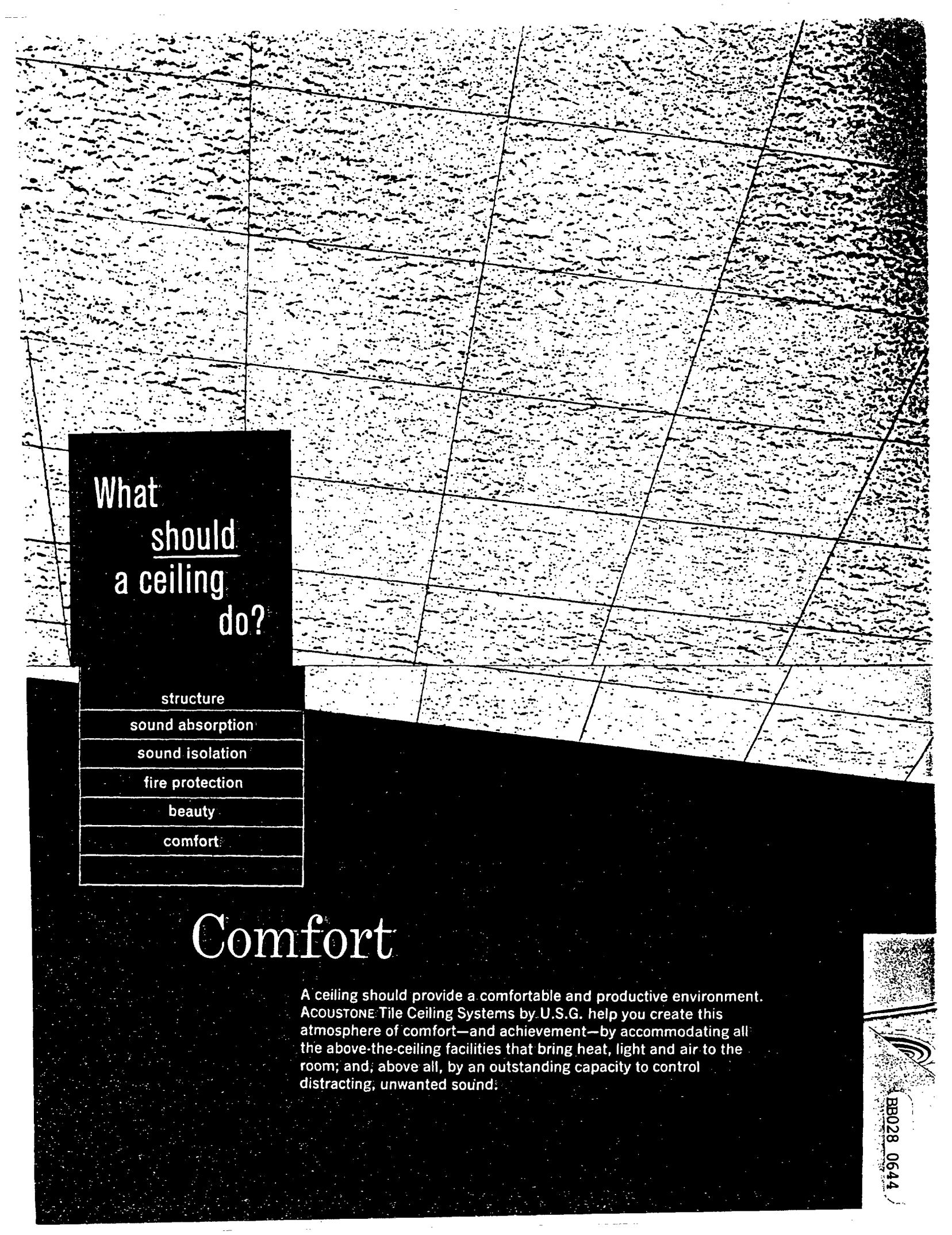
BB028 0642

*Right, top to bottom*  
Four of the many striking  
MOTIF-D\* ACOUSTONE patterns  
available: Fantasia, Mosaic,  
Linea and Grosgrain.



BB028 0643





What  
should  
a ceiling  
do?

structure

sound absorption

sound isolation

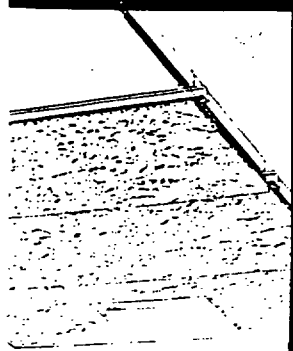
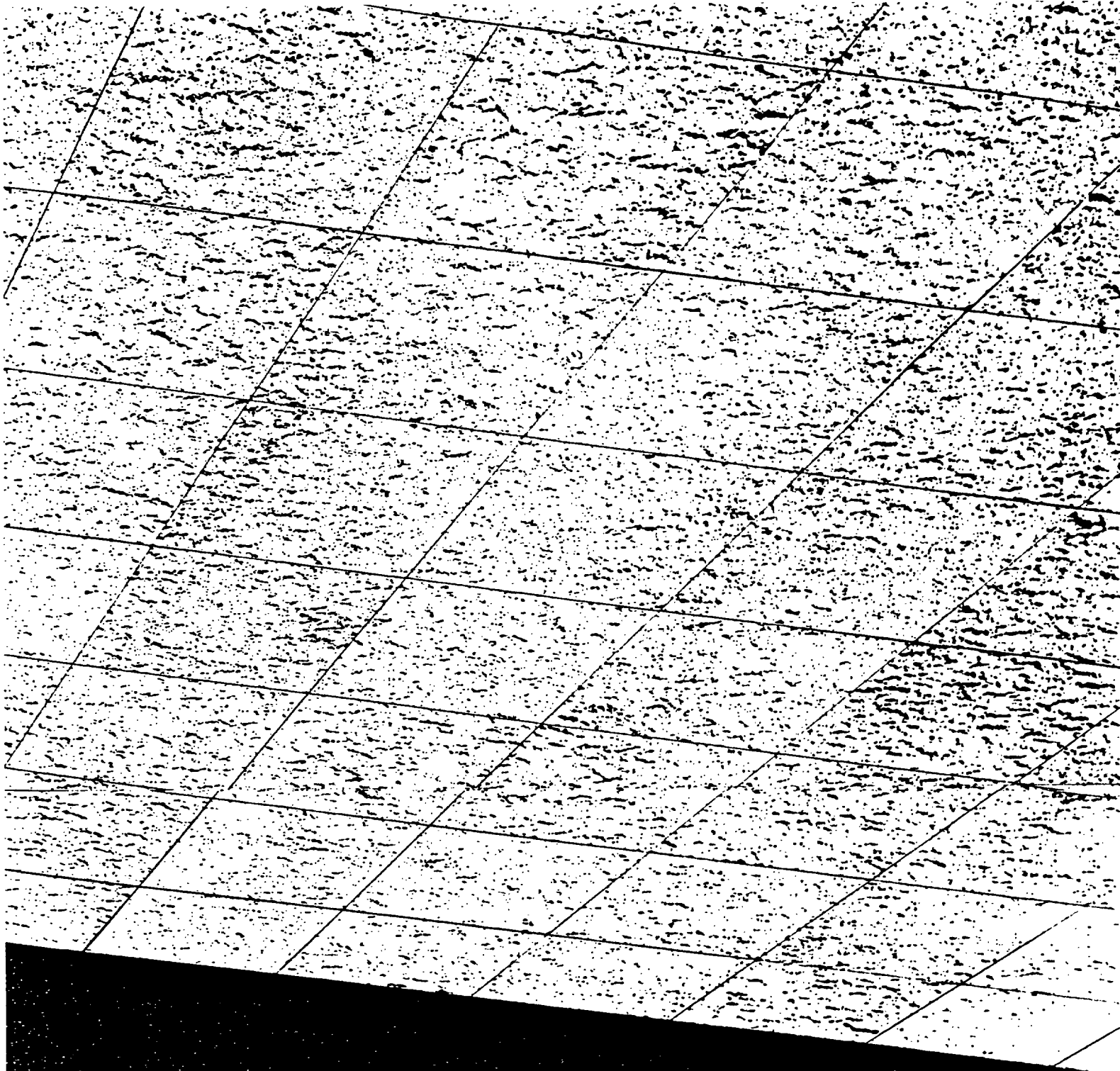
fire protection

beauty

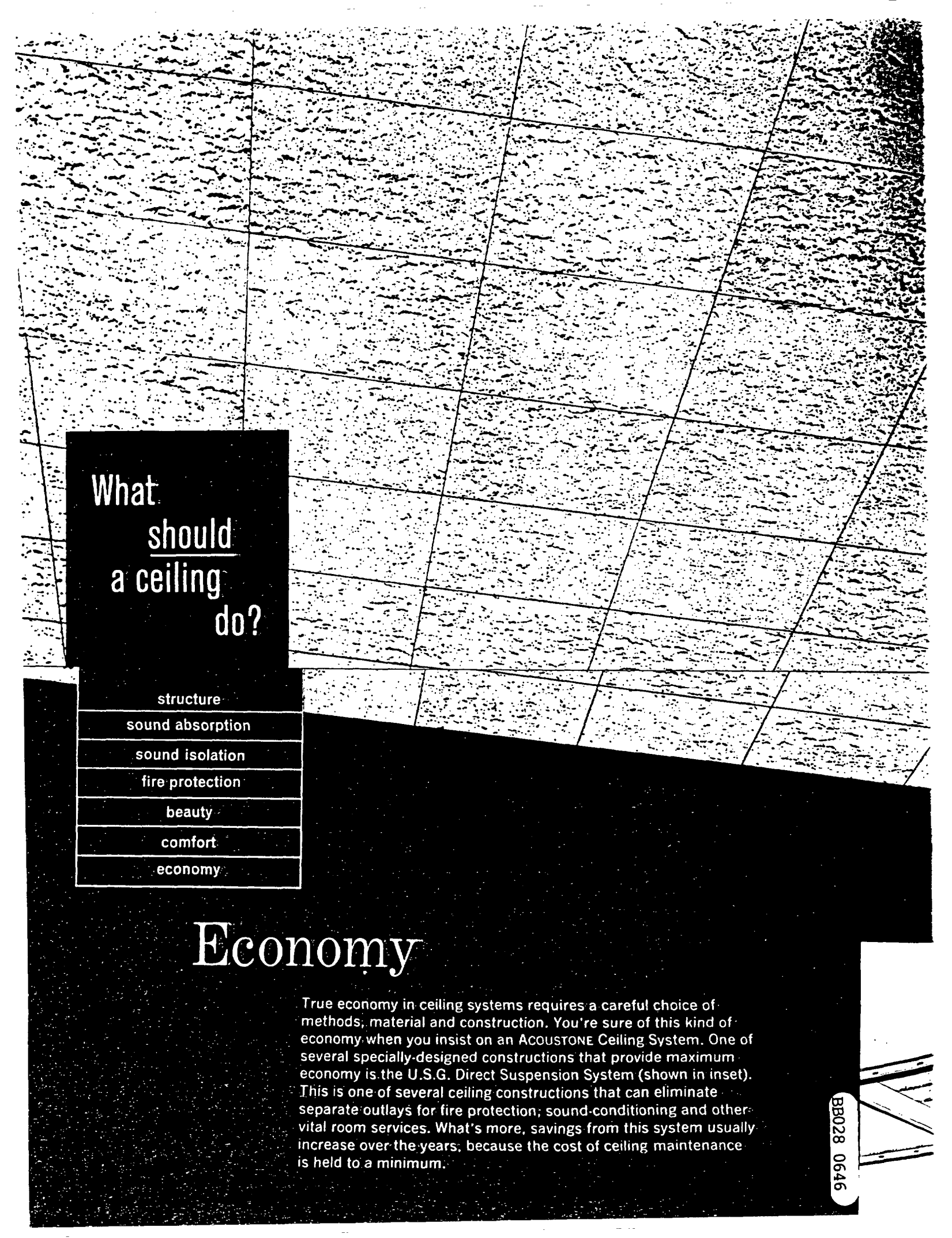
comfort

# Comfort

A ceiling should provide a comfortable and productive environment. ACOUSTONE Tile Ceiling Systems by U.S.G. help you create this atmosphere of comfort—and achievement—by accommodating all the above-the-ceiling facilities that bring heat, light and air to the room; and, above all, by an outstanding capacity to control distracting, unwanted sound.



BB028 0645



What  
should  
a ceiling  
do?

structure

sound absorption

sound isolation

fire protection

beauty

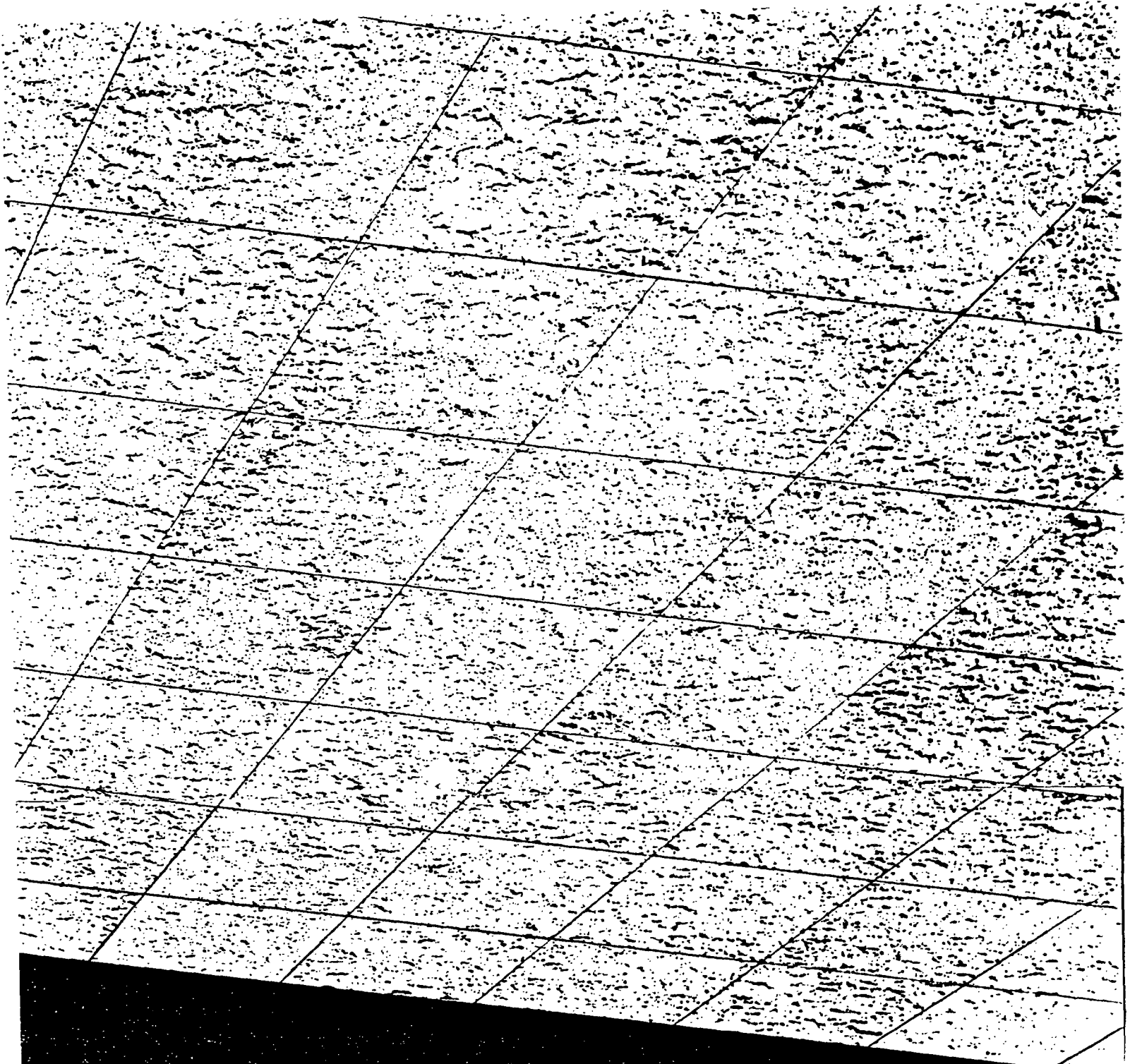
comfort

economy

# Economy

True economy in ceiling systems requires a careful choice of methods, material and construction. You're sure of this kind of economy when you insist on an ACOUSTONE Ceiling System. One of several specially-designed constructions that provide maximum economy is the U.S.G. Direct Suspension System (shown in inset). This is one of several ceiling constructions that can eliminate separate outlays for fire protection; sound-conditioning and other vital room services. What's more, savings from this system usually increase over the years, because the cost of ceiling maintenance is held to a minimum.

BB028 0646



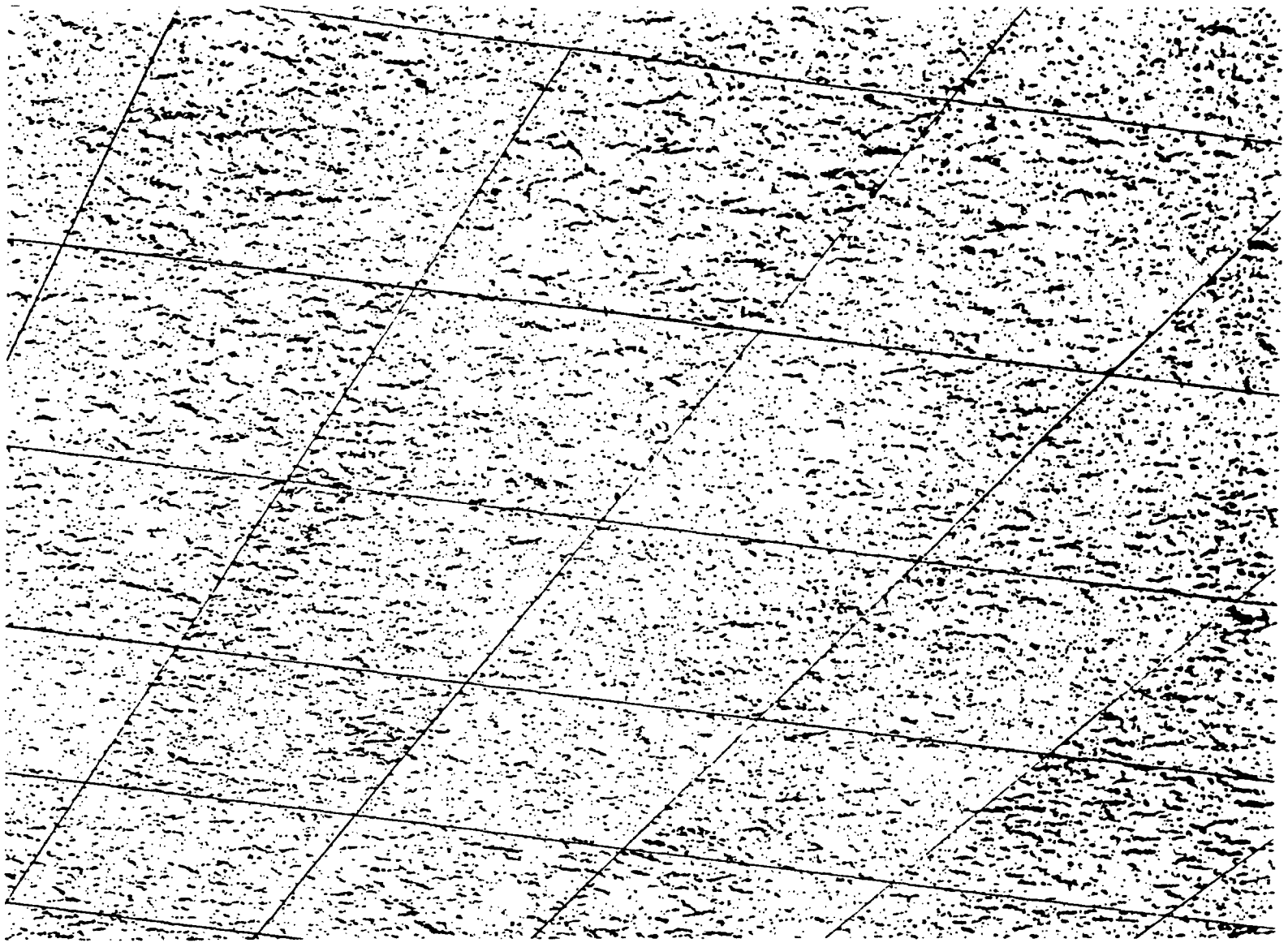
SAVINGS

BB028 0647

What  
should  
a ceiling  
do?

Sound





# control is a job for experts

Insist on trained acoustical contractors that have been appointed to apply United States Gypsum acoustical materials and systems in your area. Their appointment was based on their demonstrated ability to do professional work at a reasonable price . . . and because of their outstanding business integrity.



For further information on any of the *seven* vital ceiling functions of particular interest to you, or to get a free showing of the 16 mm. color and sound film, "More than Meets the Eye," contact your nearby U.S.G. Acoustical Contractor or write United States Gypsum, Dept. 122, 300 West Adams Street, Chicago 6, Illinois.

# *it's* sound business

*to look to U.S.G. for all your acoustical needs.*

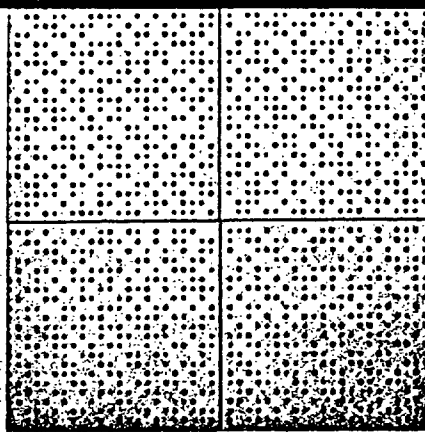
The materials shown here are only three of many U.S.G. products that have been designed to bring welcome quiet and efficiency to homes, schools, shops and offices.

For full information—or answers to your own sound- or space-control problems—write United States Gypsum, Department 122, 300 W. Adams St., Chicago 6, Illinois.



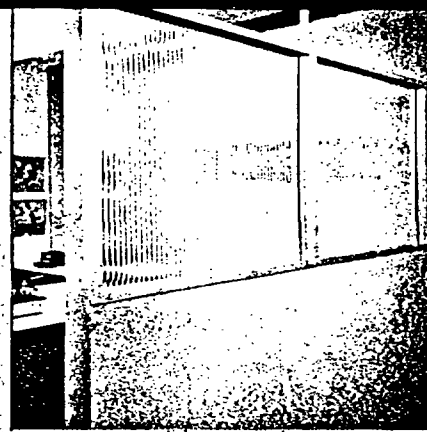
## **ACOUSTOSORBER UNITS**

Quiet—when and where you need it! Lightweight and portable ACOUSTOSORBER Units bring to industry the same beneficial results of acoustical treatment already paying big dividends in offices—at a fraction of the cost!



## **RANDOM PERFORATED AUDITONE\***

To complement the smartest interior! This economical ceiling tile gives any room greater interest and warmth; tiles blend with one another, forming a striking, unregimented pattern that creates an over-all effect of beauty and functional efficiency.



## **NEW E-Z WALL MOVABLE PARTITIONS**

Simple, economical, incombustible! Here is an improved, easier way to control space in offices and other commercial and institutional buildings. New E-Z WALL Movable Partitions—with less than 30 parts, all fully-modular—are designed for maximum simplicity, economy and fire protection.

\*T.M. Reg. U.S. Pat Off.

**UNITED STATES GYPSUM**

*the greatest name in building*



BB028 0650

Noncombustible

# MOTIF'D ACOUSTONE

mineral tile

## SPECIFICATIONS AND SOUND ABSORPTION COEFFICIENTS

**SIZES**... All patterns of MOTIF'D ACOUSTONE, except Linea, are 12" units; 3/4" thick; with square edges only. Linea pattern is 12"x24" units only; 3/4" thick; with square edges only.

**LIGHT REFLECTION**... MOTIF'D ACOUSTONE painted white has a reflection coefficient of 71%, as tested by A.M.A. Laboratories.

**DESIGNS**... The standard patterns illustrated in this folder give the designer with a wide range of beautiful and unusual decorative effects. Custom designs can also be produced to meet special requirements.

**METHODS OF INSTALLATION**... MOTIF'D ACOUSTONE may be adhesively attached to an existing ceiling or to a suspended ceiling board base.

MOTIF'D ACOUSTONE in 12"x12" units may also be mechanically suspended on the Concealed Z-Spline System.

MOTIF'D ACOUSTONE in 12"x24" units (Linea only) may be mechanically suspended on the E-Z-S System.

### Application and utility

**SOUND ABSORPTION**... The adhesive application is designated as the "No. 1 mounting," and the suspended acoustical units

on the Z-Spline System are designated as the "No. 7 mounting." (See Technical Data for sound absorption values.)

**COLORS**... The face side of MOTIF'D ACOUSTONE is painted at the factory with a full-finish coat of either white or ivory paint. Other standard pastel colors shown on the current USG TEXOLITE® Standard Color Selector are obtainable on special order.

**WASHABILITY**... Factory-painted MOTIF'D ACOUSTONE may be washed with a damp sponge; or cleaned with a vacuum cleaner, chemical rubber sponge (used dry) or wallpaper cleaner of either putty or paste type. Accidental spotting or soiling can usually be removed by this method before over-all redecoration is necessary.

**PAINTABILITY**... MOTIF'D ACOUSTONE mineral acoustical tile may be brush- or spray-painted many times without loss of sound absorption at 500 cycles per second, or in the Noise Reduction Coefficient. Oil, casein, resin emulsion or spirit-thinned paints may be used with normal painting procedures. Latex paints are not recommended.

**RESISTANCE TO SOILING AND "BREATHING"**... The painted finish of MOTIF'D ACOUSTONE resists soiling, and limits objectionable air travel ("breathing") through the face of the tile.

### TECHNICAL DATA

| SOUND ABSORPTION COEFFICIENT (source: Acoustical Materials Association) |          |           |                              |     |     |      |      |      |        |                 |
|-------------------------------------------------------------------------|----------|-----------|------------------------------|-----|-----|------|------|------|--------|-----------------|
| UNITS                                                                   | Mounting | Thickness | Coefficients at Cycles Shown |     |     |      |      |      | N.R.C. | Wt. Per Sq. Ft. |
|                                                                         |          |           | 125                          | 250 | 500 | 1000 | 2000 | 4000 |        |                 |
| MOTIF'D ACOUSTONE "Striated"                                            | 1        | 3/4"      | .03                          | .26 | .77 | .93  | .83  | .78  | .70    | 1.30            |
|                                                                         | 7        | 3/4"      | .55                          | .62 | .64 | .77  | .87  | .87  | .75    | 1.30            |

MOTIF'D  
ACOUSTONE with U. S. G. systems

performs all 7 functions of a modern ceiling

|                  |
|------------------|
| structure        |
| sound absorption |
| sound isolation  |
| fire protection  |
| beauty           |
| comfort          |
| economy          |

UNITED STATES GYPSUM  
Dept. 122  
300 West Adams Street  
Chicago 6, Illinois

Gentlemen:

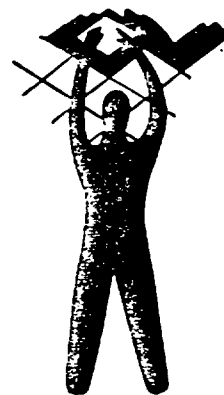
Please have your representative call with complete information on the application of MOTIF'D ACOUSTONE with U.S.G. ceiling systems.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

MAIL THIS  
POSTAGE-PAID CARD  
FOR FULL  
INFORMATION

BB028 0677

*sound  
control  
is a job  
for  
experts*



Sound control is sold as a service—a complete job, rather than just the product alone. For this reason United States Gypsum ceiling systems are installed by experts, trained in the science of acoustics and equipped to compute the exact acoustical installation required in your design.

## UNITED STATES GYPSUM

*the greatest name in building*

Postage  
will be Paid  
by  
addressee

No  
Postage Stamp  
Necessary  
If Mailed in the  
United States

UNITED  
STATES  
GYPSUM

**BUSINESS REPLY MAIL**

First Class Permit No. 760, Chicago, Illinois

**United States Gypsum**

300 West Adams Street

Chicago 6, Illinois

JUNE - 1960

BE028 0678