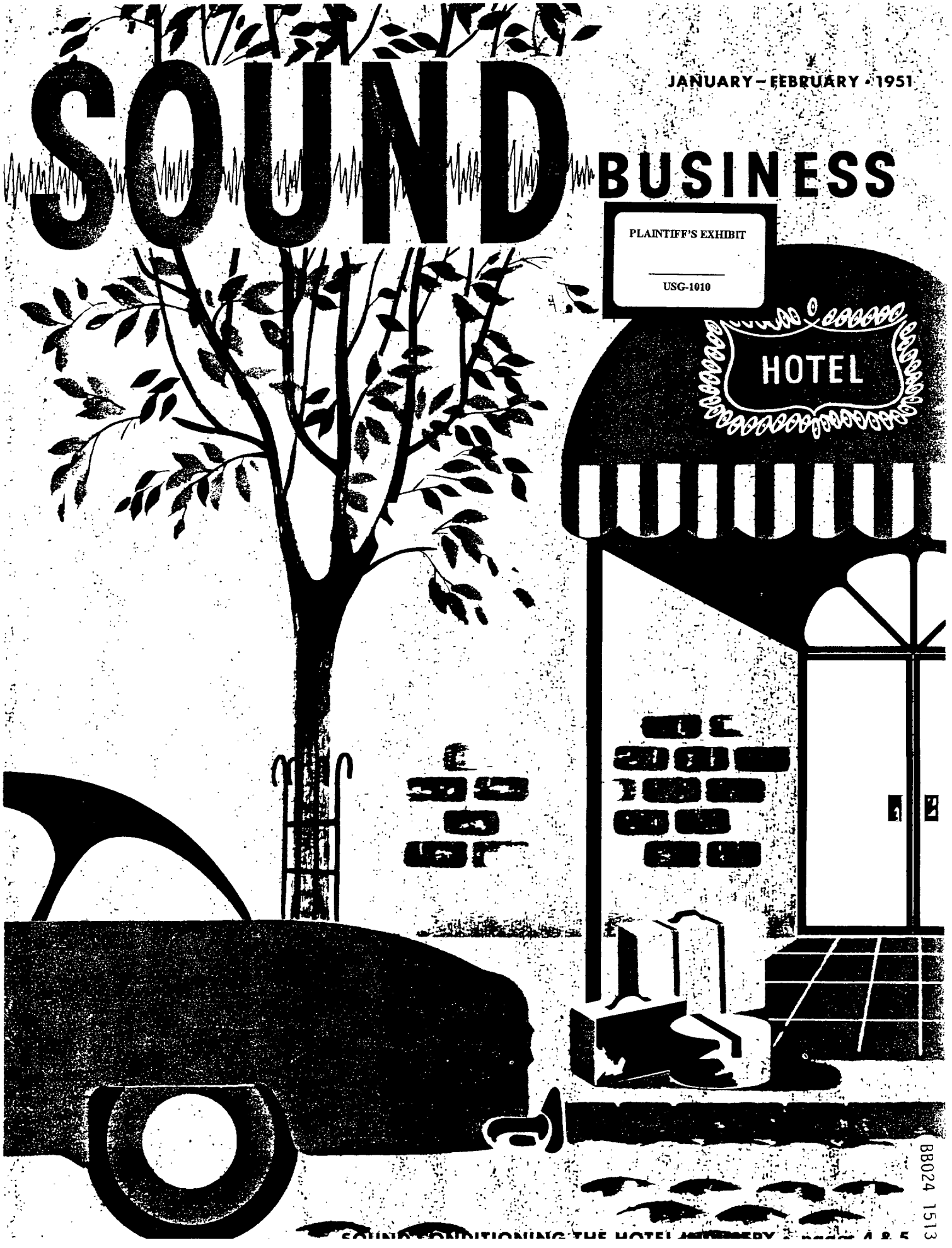
SOUND BUSINESS

JANUARY–FEBRUARY · 1951

PLAINTIFF'S EXHIBIT

USG-1010



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SOUND-CONDITIONING THE HOTEL [illegible] PAGE 4 & 5

the PLUS quality of Sound Control



George Davis photo.

W. T. Roberts Construction Co., Cambridge, Mass., Acoustical Contractors

AN ACOUSTONE sound quieting mineral tile ceiling is a good partner for a tile floor. While tile brings dignified appearance, easy cleanability and long life to the floor, it also creates a hard and highly sound reflective surface. ACOUSTONE mineral tile has these same qualities of beauty, cleanability and long life when used as a ceiling material, but it adds a plus quality of sound control. It will help to make this room a pleasant, quiet place to transact business.

National Shawmut Bank of Boston has a quality of almost home-like appearance. The ceiling material helps to foster this impression.

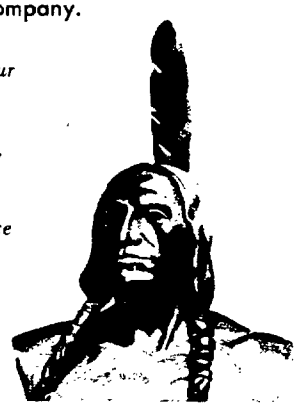


E. E. CHUTE, vice-president of The National Shawmut Bank of Boston, is in charge of the several banking structures operated by that company. Of sound conditioning for bank buildings Mr. Chute has said,

"ACOUSTONE *gives our banking rooms an over-all subdued tone which our customers expect while conducting their personal business.*

We feel that this material is invaluable in our operating sections where heavy office equipment is in use most of the day. In our remodeling work, 'before' and 'after' effects are so marked that we would not consider doing any of this work without application of sound proofing material.

"We are happy to say that ACOUSTONE *also has a decorative appearance that blends perfectly with the colonial atmosphere which we attempt to produce in each of our jobs. Currently we have future building work in mind, and it is our intention to use* ACOUSTONE."



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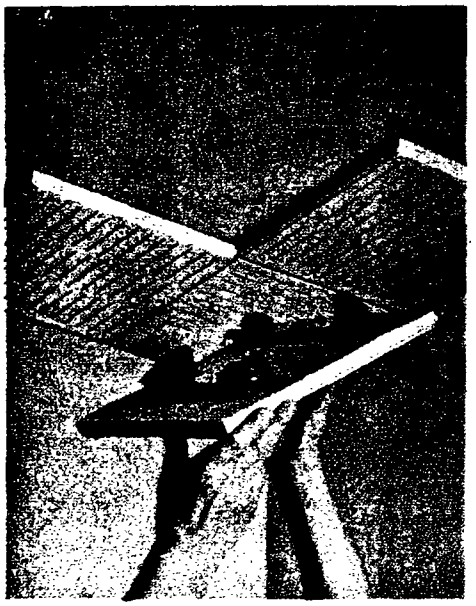
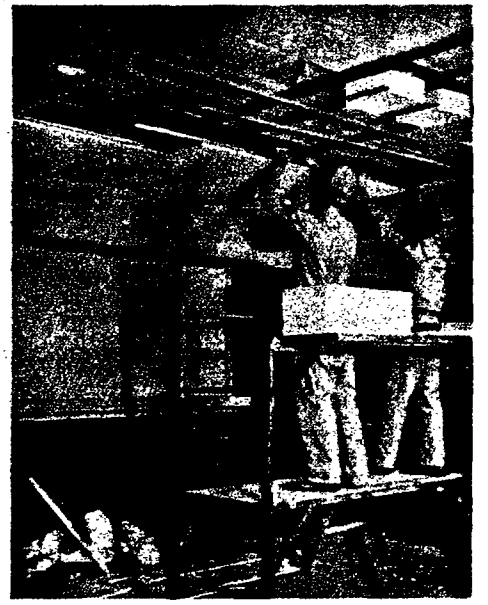
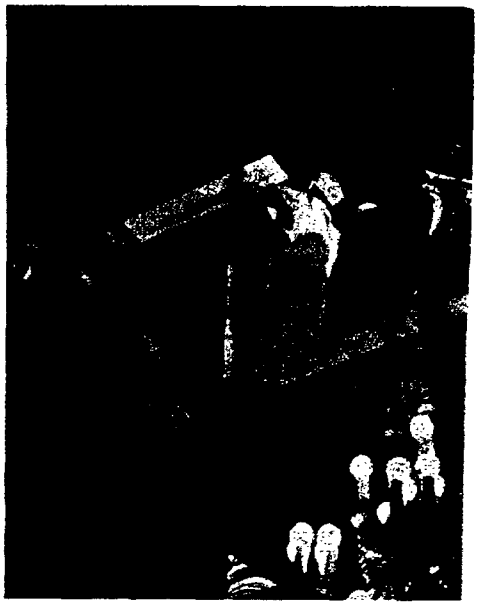


Adhesive is applied to the back of tile in this manner. It is a clean method practically eliminating droppings. This is done right on the scaffold, so the entire operation is confined to the area occupied by the scaffold, plus a small storage space for cartons of tile. When the scaffold moves the area is ready for use.



Notice the compactness of this portable scaffold mounted on rubber-tired wheels. From it two men install a suspended ACOUSTONE mineral tile ceiling, in a relatively low-ceilinged room. Notice that this scaffold would be suitable for much greater ceiling heights, and that materials for the job are carried on the scaffold.



Here is a high and complicated ceiling installation of ACOUSTONE mineral acoustical tile. Yet the scaffold from which the crew works occupys only a relatively small area in a lounge of Chicago's Union League club. It is moved periodically, and the rest of the room is used as usual.

BUSINESS AS USUAL...

...while remodeling with acoustical tile

"How long is this going to tie up my shop?" the store owner wants to know when he contemplates improving his place of business with acoustical tile.

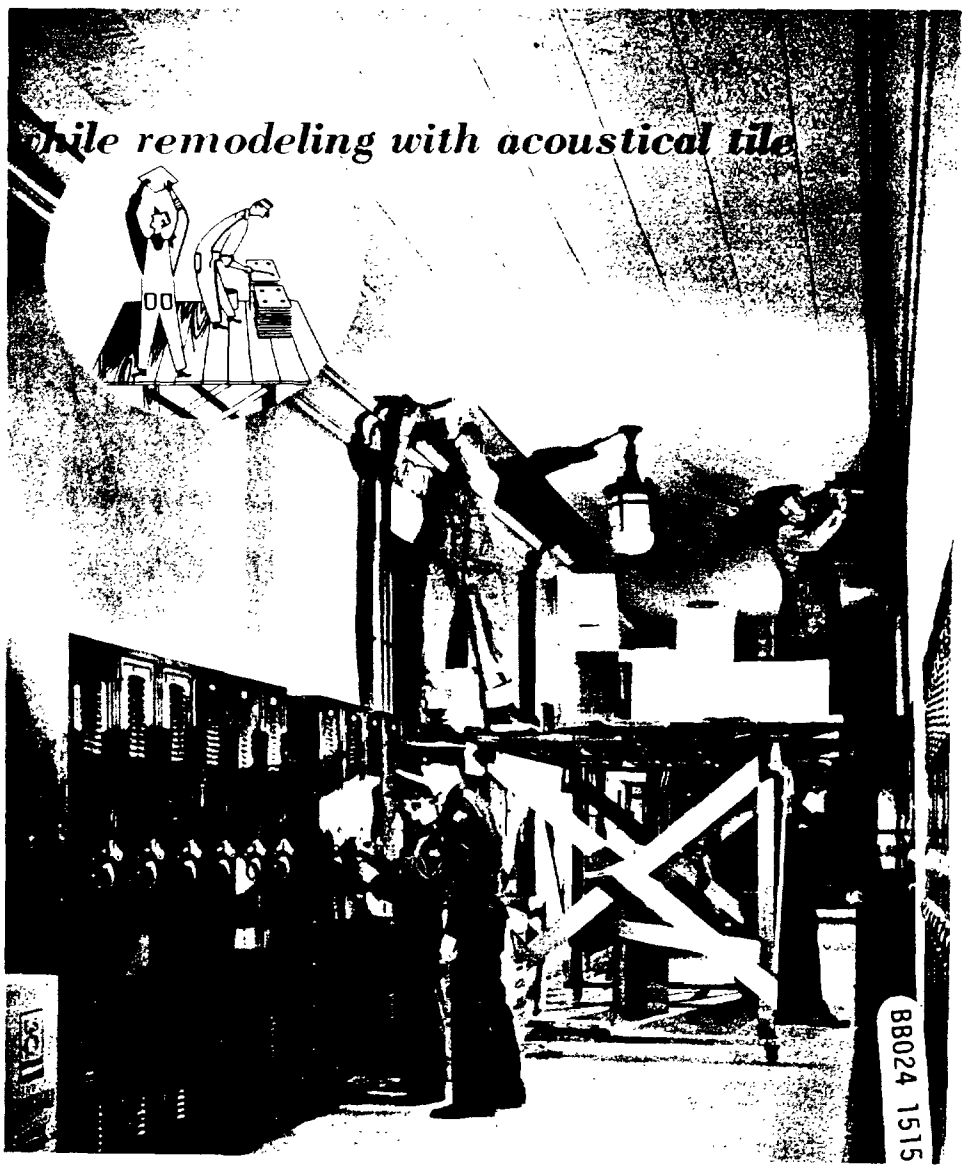
"Will we have to close our dining room while the ceiling goes in?" asks the restaurant owner.

"Must we tell our office staff to stay home on the days when we get our new ceiling tile?" inquires the office manager.

In most cases the answer is *no*. Business may be inconvenienced while remodeling with a new acoustical ceiling, but it need not cease.

The working crew of an acoustical applicator usually operates in a limited area. The men progress gradually to cover the entire room, but with certain shifting of the normal operations going on in the room, the acoustical applicators and the regular workers can proceed with business as usual.

Once an area is completed, the workmen move their scaffold (usually it is small and portable), pick up their drop cloths, and the area is ready for use under a new ceiling and new conditions of quiet.



In Cretin High School for boys (Minneapolis), there is no slow-down of classes or regular activities while workmen from Hauenstein & Burmeister, Inc. install a new ACOUSTONE mineral tile ceiling in two corridor areas. Two other corridors and the cafeteria had been sound-conditioned previously, and the corridors on another floor will be done at a later date, as funds become available. The marked contrast between the corridors which had been treated with acoustical tile, and those which were untreated, convinced school authorities that this improvement was extremely worthwhile to be carried into all parts of the building.

Hotel lobbies are often centers of great activity, and a gathering point for a multitude of people. Sound quieting material (ACOUSTONE mineral ceiling tile) combines with carpeting and drapery fabrics to make guests comfortable in the lobby of Omaha's handsome Blackstone Hotel, a unit of the Schimmel hotel group.



Porter-Trustin Co., Omaha, acoustical contractor Photography, Inc., Minneapolis



Sound Conditioning in the Hotel Industry..

THE customer is king in a hotel more than in almost any other type of business establishment; for the customer of a hotel pays his money and walks away with nothing more tangible than an impression. He is buying service. He is buying the right to occupy and use surroundings and facilities that he likes or dislikes.

Most people who patronize a hotel use it as a haven or place to rest and renew their energies. For a brief period they are in the area where the hotel is located. They fill their days with the business which brought them to that area, and because the time is limited, they make every minute count. They return to the hotel to rest—to sleep—to withdraw from people, refresh themselves, renew their energy and resolve their thinking for the work of the day to come.

For these purposes, an atmosphere of quiet is desirable, and that is one of the things that the hotel guest hopes to buy when he signs the registration card.

The acoustical engineer can be of aid to hotel management in this respect. He can recommend where and how sound-controlling materials will do the most effective job in a hotel for fine appearance as well as acoustical properties—where they add most to a good "impression" on the guest.

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Macatee, Inc., Dallas, acoustical contractors — Wm Davis, photograph

Reducing kitchen noise within the kitchen can reduce the noise that reaches the dining room beyond. Metal pan ceiling sound-absorbent is recommended in kitchens where the air may be moisture-laden. It is perforated and has a soft pad above.

SOUND CONTROL is a Job for Experts — SEE COMPANY Name on Back Cover

A hotel management that is conscious of the relationship of noise and "atmosphere", and wishes to improve their property by degrees, will find that dining facilities are a good starting place. These rooms are used not only by hotel guests, but by potential hotel customers as well. Many coffee shops have hard floors and a minimum of hanging or upholstery fabrics. Here is where a sound-absorbent ceiling tile can make a most noticeable improvement that soon becomes noticeable in the cash register.

SHERIDAN HOTEL, Minneapolis — Hauenstein & Burmeister, Inc., acoustical contractor — Photography, Inc.



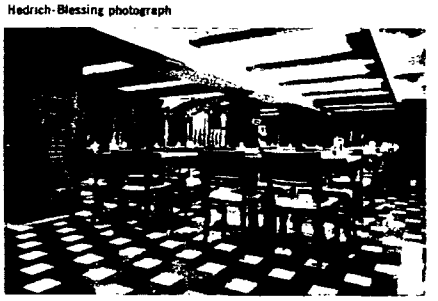
Dining facilities designed to provide lush surroundings have this impression heightened by subduing the sounds of conversation and dinner service. Here are several which achieve this with ACOUSTONE mineral tile.



WALDORF ASTORIA, NYC
Waidvogel Bros., Inc., acoustical contractors
Richard Averill Smith photograph



SWISS CHALET, BISMARCK HOTEL, Chicago
Anning-Johnson Co., acoustical contractors
Hedrich-Blessing photograph



MORTON HOUSE, Grand Rapids, Mich.
Harold R. Sobie Co., Grand Rapids, acoustical contractors



OLYMPIC HOTEL, Seattle, Wash.
Pioneer Sand & Gravel Co., Seattle, acoustical contractors
Pearson photograph.



KING COLE ROOM, ST. REGIS HOTEL, NYC
Waldvogel Bros., acoustical contractors

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