sound BUSINESS

PLAINTIFF'S EXHIBIT

USG-1002



BB024 1300



Sheltered from the famous Chicago wind, this inner courtyard provides one of the city's few outdoor dining places. Small Victorian maiden presides over the fountain.



Imperial House

revives an almost-forgotten formula for dining

in surroundings that are elegant yet unpretentious.

BB024 1301

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IN THESE days of stadium-size restaurants decorated in American Palatial manner and visited for "see-and-be-seen" purposes, a refreshing new Chicago restaurant has received a more sophisticated mode of dining.

Good food, a small and intimate background, a quiet and leisurely atmosphere conspire to bring out good conversation, the owners feel. And they have built their restaurant around that plan with outstanding success.

An old house on Chicago's near north side was remodeled, and much of the fine original woodwork and ironwork were retained. Rooms are small and humanly scaled and the decor has been described as nostalgic—with touches from the Viennese and the Victorian.

To keep the conversation noise level comfortably low in the popular lounge bar, one of the largest rooms in the two-story establishment, the management installed AUDITONE, fiber acoustical tile, on the ceiling. Painted tan to match the walls, this handsome tile blends softly into the background.

Soft, low-key colors and the always-quiet atmosphere make this room a popular gathering place for Chicagoans in the late afternoon. Without the AUDITONE ceiling the room could not comfortably accommodate the crowds it now holds daily, according to the owners.

Beyond the lounge bar a courtyard offers dining in the open air, during the spring and fall. In the hottest summer weather, guests return to the air conditioned dining rooms.

AUDITONE SOUND CONDITIONING BY ANNING-JOHNSON COMPANY, INC., CHICAGO, ILL.





Dining room off the lounge bar is small, intimate and simple in its design.



Deep green walls dramatize bright chintz draperies in a upstairs dining room.



AUDITONE sound conditioning tile on the ceiling of the lounge bar keeps the noise level down to a low hum and softens notes of the piano in the corner. Converted oil lamp chandelier, *left*, provides soft illumination. Engravings of French generals line the walls. Cast iron balcony rail is used as the bar front.

Mabel Shamberg, designer. Frazier and Raftery, architects.

B5024 1302

Hampton Village Shopping Ce

takes the *drive-hunt-park-*

WHAT'S the trouble with shopping today? Today's purchaser is a shopper-on-wheels. Yet American cities have retail districts concentrated in business centers that were never planned to hold the traffic that converges there daily.

For that reason, the trend is toward decentralized centers designed for the car-borne family purchaser.

One of the five pioneer shopping villages in the country—and probably most unique of all—is Hampton Village, strategically located at the hub of seven express highways and completely surrounded by thick layers of the best buying power in St. Louis, including all prosperous suburbs.

This $11,000,000 development, for which the first piece of land was bought 18 years ago, covers the equivalent of 15 downtown square blocks. Its unique feature is the provision of 2½ square feet of parking space for every square foot of shopping area—room for 2500 cars. (Most shopping villages provide only one square foot.) This exceeds the on-street parking area of all 32 of the other shopping areas in St. Louis

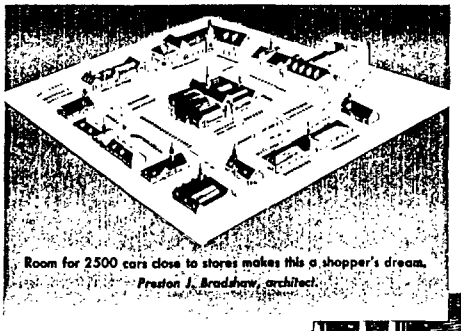
The plan of Hampton Village is similar to the square of a country town. A huge supermarket, largest in the country, corresponds to a courthouse in the center of the square. Around it will eventually be 11 other buildings, including a *theater, a medical building, department stores, chain store* units and specialty shops housed in multiple-store buildings.

So far, only the supermarket and two of the retail buildings are in operation. The medical building is in construction. The remainder will be completed by 1950, the owners expect.

The buildings are red brick, Williamsburg Colonial in design. Signs are simple and standardized to retain the character of the buildings. *All the shops have been sound conditioned* with AUDITONE, fibre acoustical tile, to minimize the reverberation of sound from hard surfaces. With this sound conditioning, conversations in the sales areas do not "carry" from group to group and shop managers report it improves selling conditions. Simple fluorescent light troughs blend with the linear pattern of the AUDITONE ceilings. All shops are air conditioned.

A *thousand applicants* for dealerships were considered in the choice of the first 23 aggressive retailers who form the core of the project. Each dealer spends a percentage of his volume of sales in cooperative advertising and promotion. Promotions that center around feminine interest themes will be inaugurated shortly, and seasonal festivals are planned.

Here, eventually, a shopper can visit her dentist, attend a lecture, buy the groceries, have the laundry done automatically while she shops, meet her friends for lunch, make all the purchases on her list at leisure—then walk a few steps and place all her packages in the car for the short trip home.

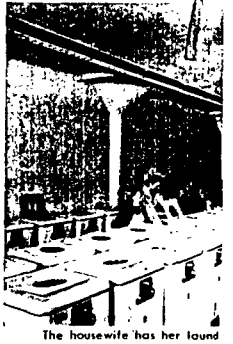


Room for 2500 cars close to stores makes this a shopper's dream. *Preston J. Bradshaw, architect.*





The children's shop, located in a building not shown here, features a series of colorful mural treatments.



The housewife has her laund AUDITONE-quieted Launderall

BB024 1303

nter

walk-buy torture routine out of shopping

AUDITONE SOUND CONDITIONING BY HAMILTON CO., INC., ST. LOUIS



Shadow box display, modern furniture and striking color combination make the beauty shop a show place.





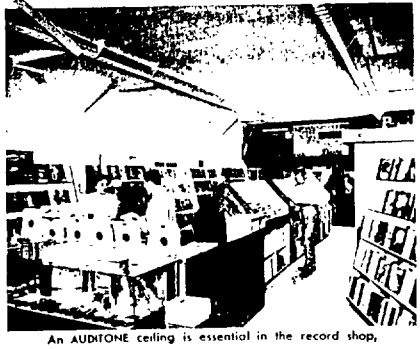
A quiet, relaxed atmosphere is one of the main factors to which cocktail lounge owner attributes success.



done automatically in
while she waits or shops.

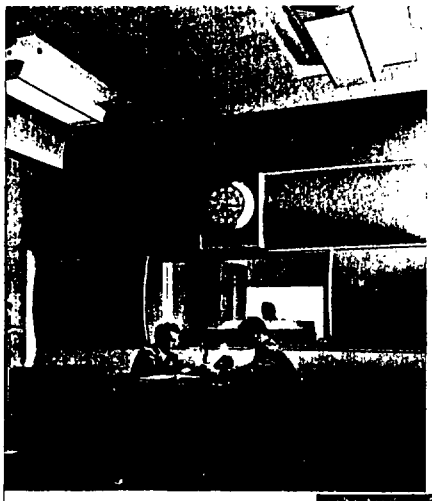


Rug dealer states that AUDITONE-quieted conditions help in handling several groups of buyers at once.



An AUDITONE ceiling is essential in the record shop, where conflicting sounds seep out of listening booths.

BB024 1304



POLYCYLINDRICAL

does the work of three studios and saves the space of two

ACOUSTONE SOUND CONDITIONING BY WATSON ENGINEERING COMPANY PEORIA ILL.

Even news broadcasters find the new studio more effective than smaller rooms.

Design elements of the WMMJ studio are cylindrical walls and ACOUSTONE ceiling.



Carter E. Hewitt, architect
Ted Giles, consulting radio engineer



The Story Lady at Station WMMJ circulates among her audience with a hand microphone before beginning to read.



Improved acoustical conditions make possible far greater freedom of direction, sound effects in dramatizations.

BB024 1305

STUDIO

A SINGLE studio so versatile that it creates the acoustical conditions that make almost any kind of broadcast sound as though it originated in its natural environment . . . that would have sounded like a pipe dream to radio engineers about five years ago.

Now the new Polycylindrical Studio employed by United States Gypsum Company acoustical engineers for a number of progressive stations throughout the country has proved that radio stations can eliminate special studios for each type of broadcast. A single medium-sized studio, such as the one shown at the left from Station WMMJ in Peoria, Ill., can be substituted for a large, a medium and a small studio. This is of particular advantage where space limitations or cost are planning factors.

For in the same polycylindrical studio a news broadcast sounds like it originates in a living room—yet a large chorus sounds like it comes from an auditorium. Here's how this "natural environment" effect is achieved:

Basic elements of the studio are vertical and horizontal wall panels formed of cylinder segments of varying diameters, plus a complementary sound absorbing ceiling such as ACOUSTONE or ACOUSTONE.

In an ordinary studio, reverberation of sound from the flat walls builds up high spots and low spots of noise throughout the room. This creates problems of microphone placement and has been a constant stumbling block to fidelity.

Cylindrical wall surfaces diffuse the sound that strikes them, so that loudness levels throughout the room are sufficiently uniform to make adequate one microphone, placed at almost any spot in the room.

By varying their diameters, the cylinders have been tuned to absorb different pitches uniformly. These walls are constructed of WEATHERWOOD Hardboard or plywood.

ACOUSTONE, mineral acoustical tile, is installed on the ceiling in an area carefully adjusted to complement the absorption of the cylindrical walls. The absorption curve of ACOUSTONE is especially suited to balance the absorption-reflection of these hardboard walls. Reverberation time is calculated to give brilliance to music without sharpness in speech.

Directors of Station WMMJ have experimented with various types of broadcast in the polycylindrical studio pictured at the left, with these observations:

A broadcast of a 60-voice Shriners' chorus in this medium size studio (32 feet x 24 feet) had "unusual brilliance and clarity and sounded like it originated in a large hall." An untrained quartet of spiritual singers who moved around excessively in the excitement of the moment was picked up with complete naturalness because of increased microphone range.

News broadcasters find the studio preferable to smaller studios and comment on how clearly they can gauge the sound of their own voices while broadcasting. In dramatizations, the voice of a speaker moving away from the microphone does not produce the "cathedral" hollow effect at a distance.

ACOUSTONE SOUND CONDITIONING BY S. A. SPENCER, ROCHESTER, N. Y.



William L. Phillips & Associates, architects

How SOUND CONDITIONING helps departmentalize a store

MARKS AND FULLER of Rochester, N. Y., is a photographic store in a city of exacting photographic specialists. For that reason, no ordinary methods of merchandising will do, and unusual new types of displays have been developed.

In designing the store, all merchandise and services were divided into departments, with a specialist in charge of each. ACOUSTONE was installed on the ceiling to reduce the noise level and keep voices from carrying from one conversation group to another. This "invisible curtain of privacy" property of ACOUSTONE sets the customer at ease and encourages intensive discussion of photographic problems and techniques—a part of the company's plan to make itself a real service center.

The pattern in floor and ceiling design directs the flow of traffic to the selling area in the center and rear of the store. Even the ubiquitous cash register is sunken so as not to cut the line and view. The ACOUSTONE has been applied to the ceiling in overlapped strips that lead the eye toward the back of the store, as well as providing pleasing ceiling design.

Vertical louvers, adjustable as Venetian blinds, shield the business office on the balcony at the back of the store.

The basement floor provides a Club Room, available for club meetings and visitors. Three darkrooms, equipped with sink, trays, printers and enlargers, are available free, for customers who wish to do their own finishing on the premises.

BB024 1306

HISTORICAL FILE
Trade Mark Protection
Received September 1942
DO NOT DESTROY

NOTICE:
ACOUSTONE, AUDITONE, MOTIF'D AND WEATHERWOOD MENTIONED IN THIS PUBLICATION ARE REGISTERED TRADE-MARKS OWNED AND USED BY THE UNITED STATES GYPSUM COMPANY TO DISTINGUISH PRODUCTS OF ITS MANUFACTURE FROM THOSE PRODUCED BY OTHERS.

MOTIF'D ACOUSTONE

the custom-styled luxury ceiling

MOTIF'D ACOUSTONE SOUND CONDITIONING
IN THE MENGER HOTEL BY GENERAL SUPPLY CO., SAN ANTONIO, TEXAS



With MOTIF'D ACOUSTONE, mineral acoustical tile, you can have all the luxury of sound quieting with a beautiful ceiling that resembles no other existing design.

Designs are permanently "etched" into the irregularly fissured sound-catching surface by an exclusive process. The finished effect resembles the satiny texture of fine damask.

Approximately 15 standard designs may be used in almost unlimited combinations. Or architects or designers may create completely exclusive patterns.

Pattern does not impair efficiency. MOTIF'D ACOUSTONE absorbs up to 75 per cent of all noise that strikes it and has a light reflection of 78 per cent. It is fireproof, easily cleaned.

BB024 1307