

JULY-AUGUST • 1952

ROUND BUSINESS

PLAINTIFF'S EXHIBIT

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*Realm
the Retailer...*

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Quiet

In the parade of large retailers toward development of their store facilities, New York's S. S. Straus have opened a spanking new branch at Hempstead, L.I. The new structure is a merchandising tool. It is strikingly handsome, temporary in its appearance, and in a sense, the greatest promotion medium.

Pleasant an environment that Long Islanders in the shopping area seek an excuse to visit the store. When they have a need they think first of Abraham Straus as the source of fulfilling it because they like the store. They like it because it is easy to park their cars. The store layout makes shopping easy and comfortable because even the merchandise is given a lift in prestige by being displayed in such fine surroundings and because they are comfortable when in the building.

Several functional design elements contribute to this comfort. One is careful temperature and humidity control. Another important part of customer comfort is acoustical comfort, obtained by ceiling treatment with ACOUSTONE mineral tile.

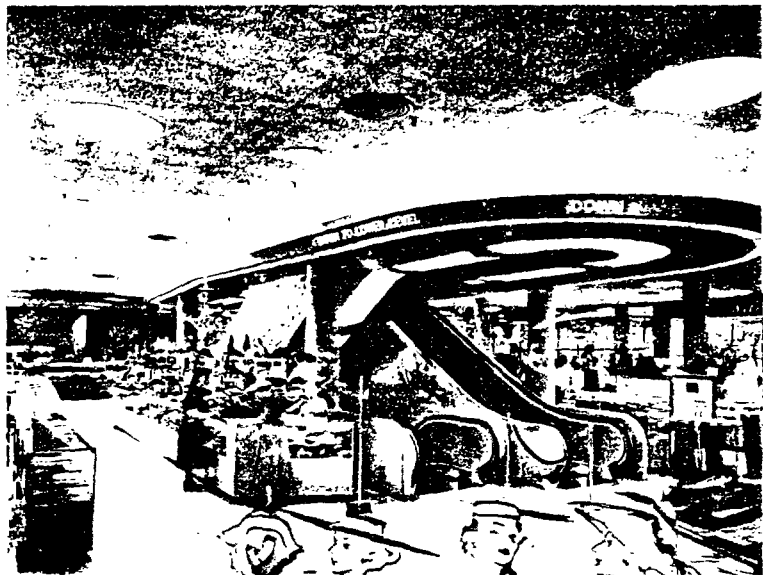
The hard surfaced, easily maintained, long wearing material of the street level sales floor is sound absorbing, and ACOUSTONE mineral ceiling tile is the solution of the noise problem caused by the heavy traffic that the space is carrying. Everywhere in the store this material ACOUSTONE, while providing quiet, creates an atmosphere of dignity that develops customer preference for this retail establishment.

And brides mingle in an atmosphere of excitement, provided by the ACOUSTONE mineral acoustical tile which is over-all in the bridal gown department.



Handsome display, good lighting and a location near one entrance make this hats and shoes department a successful sales center for men. An acoustical tile ceiling helps create the buying mood in customers.

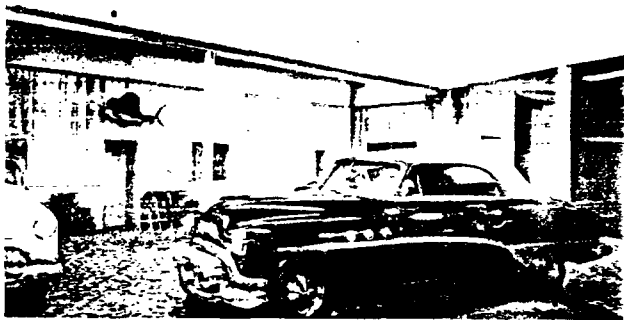
Diagonal aisles from each of the corner entrance areas converge at this point. Traffic here is extremely heavy and the ACOUSTONE mineral tile overhead helps to keep disturbing noise to a minimum.



F. S. LINGLEN PHOTOGRAPHS



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E. F. Glenn Buick Co., dealer in Lexington, Ky., included a turntable, terrazzo floor, wood paneled walls and an ACOUSTONE mineral tile ceiling in the company's new hard selling showroom.

Retailing in all of its phases, from control. From large costly items such as automobiles and pianos, to small "convenience" items including drugs and candy, acoustics helps create buyer preference and outlet. Notice how well the acoustics of non-combustible ACOUSTONE mineral tile and distinctive, economy-wise AUDITONE fiber tile adapted to a variety of decors and surroundings in these examples of fine installations.

The Realm of the Retailer (continued)



SOUND BUSINESS



Or New York City's Fifth Avenue, Barricini candies are merchandised in these handsome surroundings. The distinctive tile floor with its sound reflective surface is balanced by ACOUSTONE mineral tile on the ceiling which keeps noise down and customer comfort up.

ACOUSTONE mineral tile installed by Waldvogel Bros., NYC



F. S. LINCOLN PHOTOGRAPH



SOUND Behind

There is more than one way to equalize sound. These are vital pieces of equipment. Goods come in. This is a sales floor to minimize noise. The over the ceiling between. It does compress absorb.



Avenue, N.Y. brings a homelike decor in piano and organ salesrooms with Acoustics are extremely important in sale of musical instruments and the atmosphere is well justified by results achieved.



Cox Pharmacy, Louisville, Ky. features the open plan and self-service. Its display windows are open to the entire store and the acoustical tile ceiling has view importance from outside as well as inside. This is AUDITONE fiber tile, with efficient acoustical properties, distinctive appearance and low cost.



CONTROL

and the Scenes in Retailing

more to retail store opera-
tive sales space. Of al-
importance is work area.

the compressors which are
of the air conditioning
in the new Stewart's Dry
store in Lexington, Ky.
directly below the street level
and every effort was made
the transmission of noise from
machines to the floor above.

AUDITONE fiber acoustical tile
compressors does not improve
structure as a sound barrier
this room and the room above.
the noise intensity in the
room. That part of the noise
by the AUDITONE fiber tile

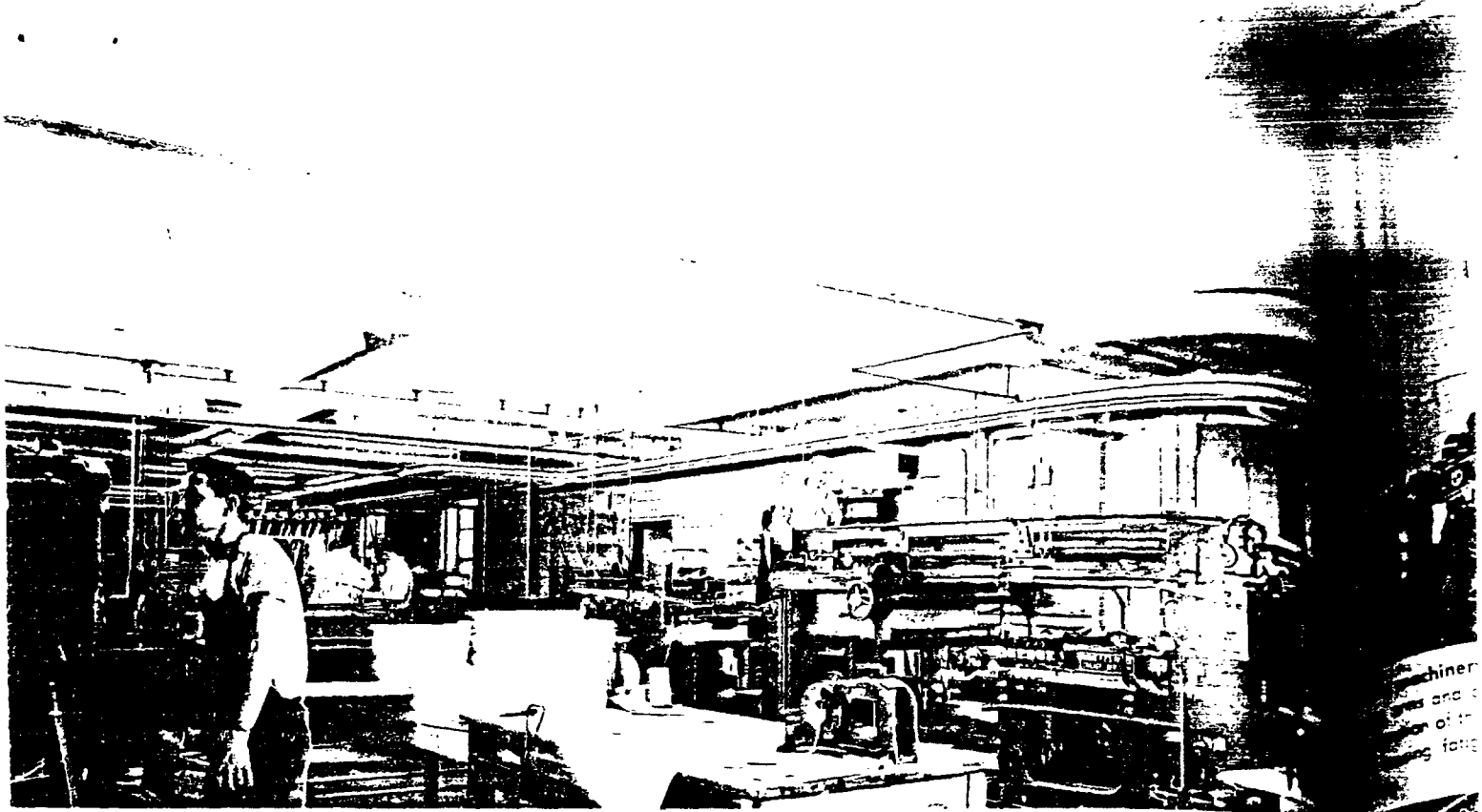
does not reach the salesroom overhead.

Notice that the equipment is on a
spring mounted platform. The springs
absorb and dissipate most of the vi-
bration before it can be transmitted
through the structure to cause noise in
other parts of the building. Some of
the pipes shown had been supported
from hangers suspended from the ceil-
ing. It was found that these supports
carried vibration and noise to the sales
floor above. When they were removed
this noise transmission was eliminated.

The control of machine noise has
many facets, but acoustical tile, properly
installed, together with resilient ma-
chine mounting, can help solve those
problems by reducing noise intensity.



AUDITONE fiber tile installation by Fochel-Chowning
HEDRICH BLESSING PHOTOGRAPH



Automatic printing presses are money makers only while they are running. Thus their constant thump and drone is the music of every printer. This "printers' music" is more acceptable when it is reduced in intensity to a minimum, or accompanied by music, as achieved with acoustical tile ceiling treatment as illustrated in this pressroom of the University of Kentucky School of Journalism.

Reducing Noise in Industry

Printing

Acoustical tile is making steady progress in the halls of industry. It is progress based on outstanding performance. The importance of sound control in industry should not be underestimated (see pages 4 & 5, Issue No. 1, January-February, 1952, SOUND BUSINESS).

In these photographs non-combustible mineral acoustical tile spans a magnificent new printing plant. This is a commercially operated shop at the University of Kentucky.

The equipment used in the printing industry maintains a constant drone and clatter of high intensity that is fatiguing and nerve-racking to workers operating the equipment. Acoustical tile reduces noise intensity by absorbing part of the energy of the noise produced. It is energy of sound waves produced by machinery which is disturbing to the human auditory system and the central nervous system, causing fatigue.

Reduced noise in any working environment usually results in increased efficiency and lessened fatigue for the working personnel.

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typesetting
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stone mine

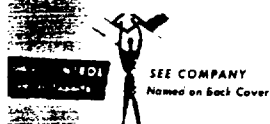
SOUND BUSINESS
the Job Done Right



every produces the noise of wire stitching and conveyors. Sound quieting tile reduces the this sound which may add a disturbing noise for workers and reducing productive



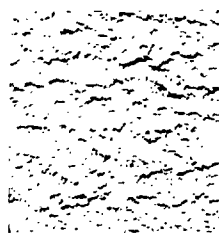
machines have a distinctive clatter all their clatter which can be desirably reduced when ACOUSTONE tile is present overhead as it is here.



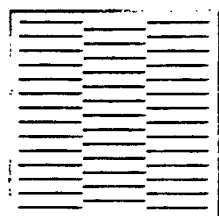
SOUND BUSINESS

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.

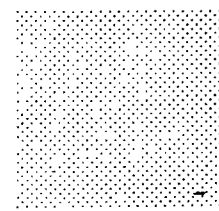
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ACOUSTONE,
the mineral acoustical tile that combines incombustibility, high light reflection, easy cleanability with fine appearance and highly effective sound control properties.



AUDITONE,
the only slotted-fiber acoustical tile: a high quality sound quieting material with a distinctive appearance, good light reflection and easy maintenance.



PERFATONE,
a perforated metal pan tile with sound absorptive pad above, that features maximum sound absorption, wipe off cleanability, and easy removal and replacement of individual tile for access to space above.

Further information about these acoustical products and their proper installation is available from the local company named on the back cover.



The Greatest Name In Building

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as important as the material that is installed. Our policy is to protect the interest of the customer because:

- ★ An expert analysis of your acoustical problem is a prerequisite to a satisfactory acoustical installation. Over-treatment and ill-advised placement of material. We provide such expert analysis as part of the job.
- ★ Only skilled installation of acoustically absorbent material assure full effectiveness of the material.
- ★ Only expert workmen have the knowledge and facilities to solve installation problems successfully and provide a ceiling that is initially beautiful and remains beautiful. Our crews are trained and have the training and experience to do this kind of work.
- ★ Only established acoustical applicators are prepared to do any installation, any time.
- ★ One price covers the complete service. There are no hidden charges.

Call us today for a friendly visit about your acoustical problems. There is no charge.

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