

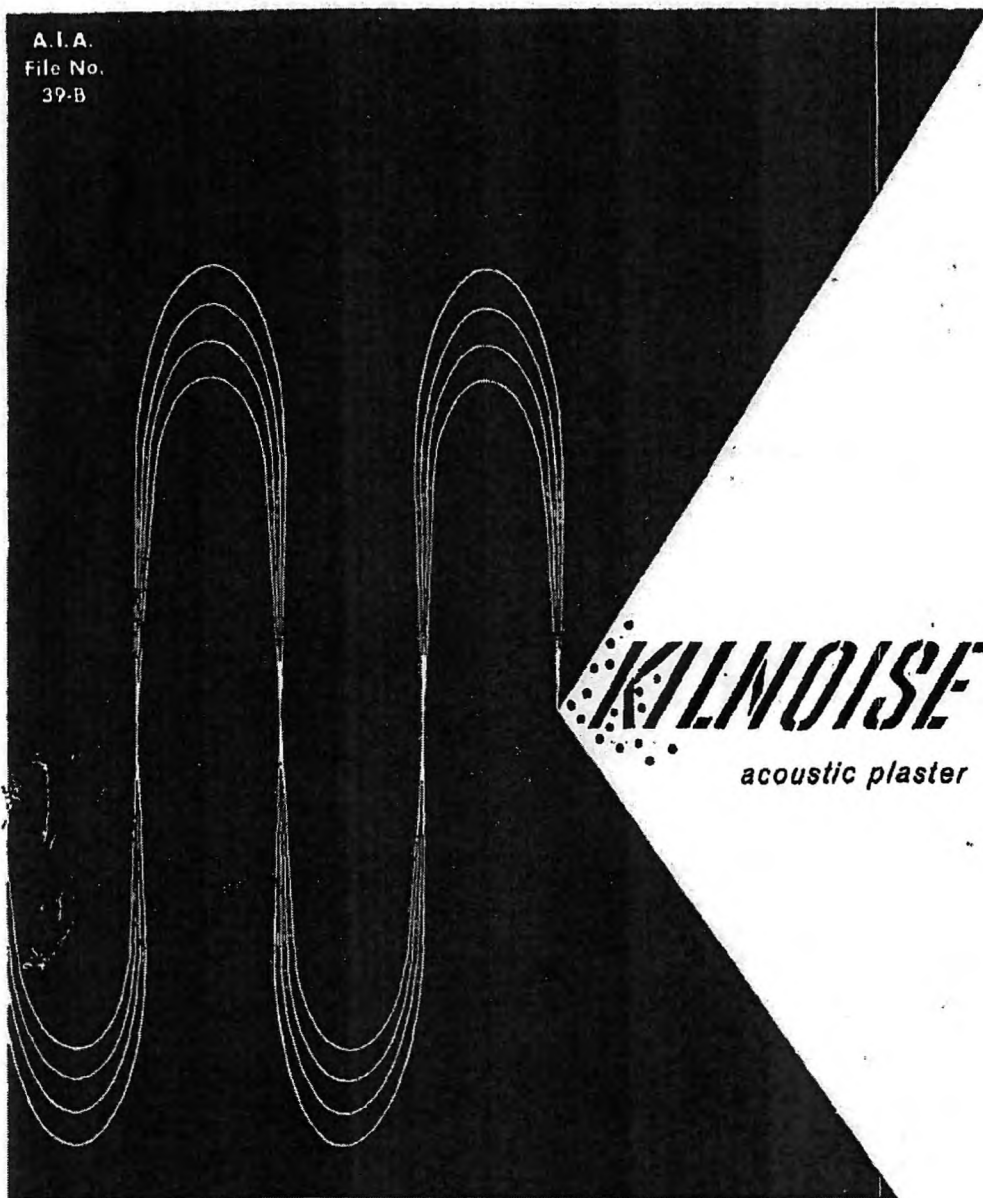
FILE NAME: Pfizer (PFIZ)

DATE: 0000

DOC#: PFIZ044

DOCUMENT DESCRIPTION: Company Advertising

A.I.A.
File No.
39-B



SAMPLE 16428

Sample PFZ 0063



KILNOISE...

acoustic plaster for ceilings and walls

*Offices, Churches, Schools, Hospitals, Cafeterias,
Banks, Theaters, TV Studios, Auditoriums,
Showrooms, Swimming Pools*

KILNOISE is a formed pressure lime plaster with ideal acoustic and decorative values. When trowelled on ceiling and/or walls a chemical reaction in Kilnoise creates thousands of interconnected pores within the plaster mat which render it highly sound absorbent and light in weight. Shaping and random perforating of the surface with special tools complete the application. The resultant Kilnoise has a noise absorption coefficient of 60 at 1/2" thickness. The National Bureau of Standards tests for sound absorption qualities as follows:

Frequency	S A Coef	Frequency	S A Coef
128	33	2048	69
256	33	4096	73
512	59	N R	60
1024	74		

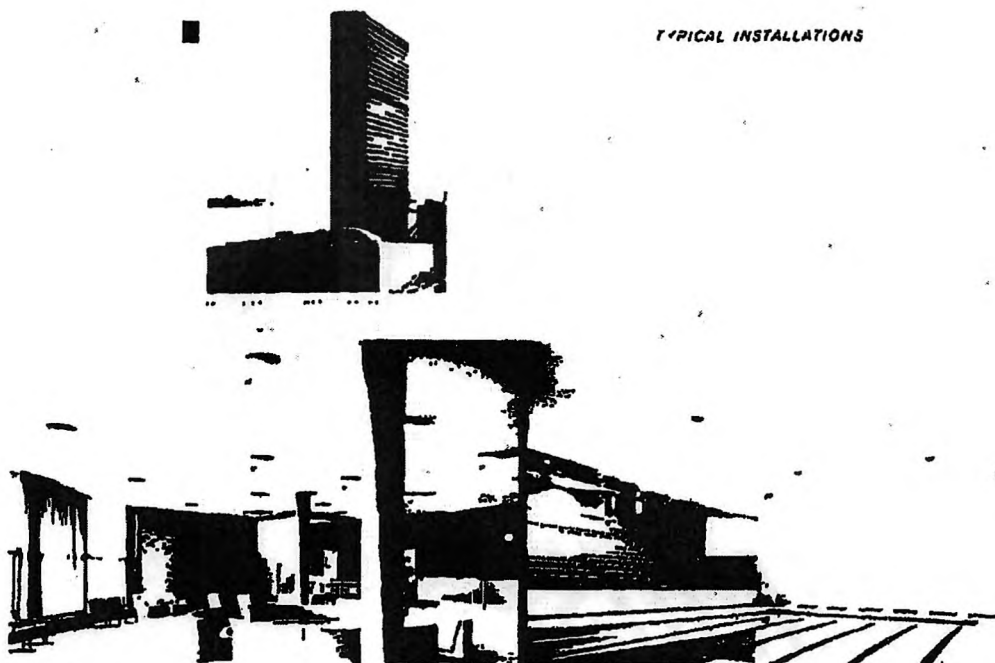
APPEARANCE In appearance Kilnoise has an interesting pleasing texture which can be further heightened by relief designs impressed in the plaster while still damp. Any pattern or motif developed by the architect can be carried out with artistic effect.

Kilnoise is available in white, cream and buff. If other colors are desired they can be obtained by applying water base paint without materially reducing sound absorbent efficiency.

* Plaster, wall is not made or sold by the Tiger Products Division but tests

SAMPLE 16429

Sample PFZ 0064



TYPICAL INSTALLATIONS

OTHER IMPORTANT VALUES In addition to its excellent acoustical and decorative properties, Kilnoise offers these other important values to architect, contractor and owner:

Complete fire safety—Kilnoise is an all mineral plaster—100% non-combustible and a positive fire barrier.

Light reflectivity—Naturally-white Kilnoise reflects 80% of the light that strikes it.

Moisture resistance—Kilnoise provides the ideal ceiling for swimming pools, laundries and other rooms where humidity is high.

Monolithic structure—An inherent characteristic of Kilnoise which permits the design of complicated coves, groins, recesses, curves and angles without sacrificing sound absorption qualities.

Paintability—Experience demonstrates that repeated painting does not materially reduce sound absorption qualities of Kilnoise.

Adaptability—Use of Kilnoise is not limited to new construction. With *Plaster-weld*® Kilnoise can be applied to almost any type of surface.

Low cost—A major consideration, Kilnoise is low in first cost and low in application cost because of easy application and reduced plastering time.

APPLICATION Kilnoise can be applied over any surface, new or old—wood lath, metal lath, gypsum lath, hollow tile or brick (see Architectural Specifications). Application is simplified and permanent bond is assured by the use of *Plaster-weld*, a special, guaranteed, bonding agent of proven worth.

A hawk or trowel is usually preferred for application; however, Kilnoise can also be applied through a spray gun.

MAINTENANCE Kilnoise plaster sets monolithically with a hard, tough, durable surface which can be painted repeatedly without reducing sound absorption. This surface can be kept clean and attractive by washing with water and mild soap.

The long life of lime plaster, one of the world's oldest interior finishes, is well known. Kilnoise has been marketed for ten years and all tests and actual experience indicate that it compares favorably with the best, top quality lime plasters.

AVAILABILITY Kilnoise acoustic plaster is manufactured by Basic Incorporated at its modern plants at Gibsonburg and Clay Center, Ohio. Stocked and sold by leading building supply and lumber dealers throughout the United States. It is also available for use through any reputable plastering contractor.

PACKAGING AND COVERAGE Kilnoise is packed in convenient 50 pound paper bags. Coverage per bag approximately 4½ sq. yds. ½" thick.

ARCHITECTURAL SPECIFICATIONS FOR KILNOISE ACOUSTIC PLASTER

1. **SCOPE** Kilnoise Acoustic Plaster shall be applied to all areas as specified in the plans

2. **MATERIAL** Acoustical material shall be Kilnoise Acoustic Plaster, with a noise-reduction coefficient of .60, with a sound-absorption coefficient of .59 at 512 cycles per second, with a light-reflection coefficient of 80%, shall be receptive to repeated painting (with an adequate casing or resin-emulsion water paint, properly thinned, applied by either brush or spray method) without loss of either sound-absorption or noise-reduction coefficients, shall be rated incombustible and fire-retardant by National Bureau of Standards.

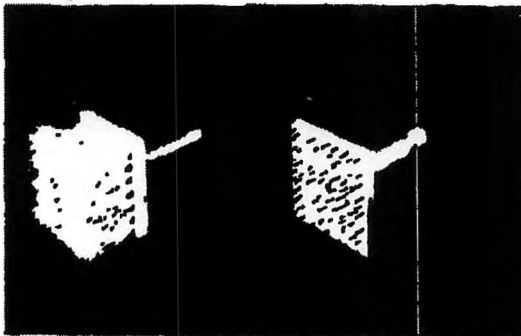
3. **MIXING** All mixing shall be done in a power plaster mixer. The only ingredients of the mix shall be Kilnoise Acoustic Plaster and clean water, in the ratio of 100 pounds of Kilnoise to 6 or 7 full 12-quart pails of water. Mixer shall be agitated from 10 to 15 minutes. Mixer shall be cleaned thoroughly at end of each day's run.

4. **APPLICATION** Kilnoise Acoustic Plaster shall be applied to a dry, well-scratched base coat of plastering mortar (scratch coat on metal lath, or scratch coat and brown coat on metal lath; or $\frac{1}{4}$ " brown coat on gypsum lath, hollow tile or brick). Kilnoise shall be applied, with hawk or trowel, in two coats. The first coat shall be $\frac{1}{2}$ " thick, and shall dry for several hours. The second coat shall be applied to make the final thickness of Kilnoise a minimum of $\frac{1}{4}$ ". All angles shall be straightened with a feather-edge, and a thin-bevelled darby shall be used lightly to bring a true even surface. A brush stippler shall be used immediately to get desired texture. A perforator shall be used on following day, over entire surface.

PLASTERING TIPS For best results, follow exactly the proportions outlined in the architectural specifications. Especially, be sure to agitate the mix 10 to 15 minutes, this is essential to obtain proper foaming throughout the mix. Kilnoise covers approximately 180 yards to the ton.

THE BRUSH STIPPLER is used to give a pleasing texture to surface. Excessive trowelling tends to make the surface too dense by closing the pores but the stippler eliminates this possibility of over-trowelling. And it helps increase the exposed, sound-absorption area.
Furnished without cost

THE PERFORATOR assures proper acoustical value. It consists of 90 random-spaced nails set in a 6" x 6" area, to give a minimum of 360 perforations per square foot. These perforations speed sound energy into the porous, absorbing body of Kilnoise. *Also furnished without cost*



TIGER BRANDS INCORPORATED, DIVISION OF BABCO INCORPORATED
845 HANNA BUILDING • CLEVELAND 16, OHIO • TEL. CH. 1-6000

TIGER BRAND LIME PRODUCTS THE FINEST FOR MORE THAN 75 YEARS



F 20-1 Printed in U.S.A.

SAMPLE 16431

Sample PFZ 0066



KILNOISE *Acoustic Plaster*

specified for



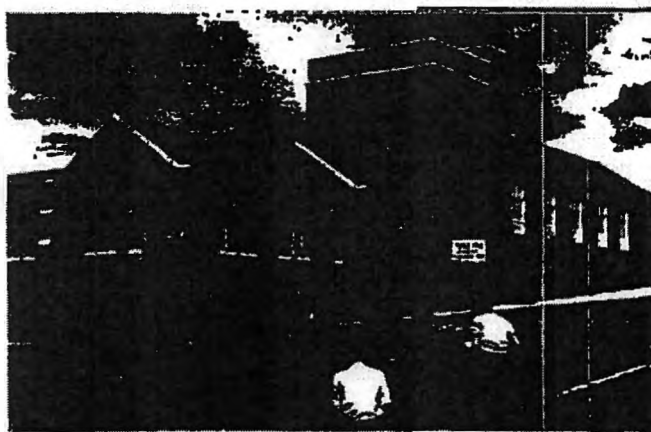
by

Jonathan F. Butler & A. Roger and Butler Architects

JONATHAN F. BUTLER & A.
ROGER AND BUTLER ARCHITECTS
NEW YORK CITY

Complete moisture-resistance was just one of the many reasons KILNOISE Acoustic Plaster was specified for the ceilings and walls of this modern swimming pool shown above. The high light-reflectivity, excellent sound-absorption and complete fire-retardance of KILNOISE have also found favor with the many leading architects who have discovered KILNOISE to be ideal for interiors of institutions, churches, commercial buildings and residences as well. Still other features you can expect from KILNOISE are its quick cleanability, its easy paintability and, of course, its outstanding decorative possibilities. For perfect acoustic applications KILNOISE will fulfill your most rigid specifications. Tiger Products Division of Basco Incorporated 345 Hanna Building, Cleveland 18, Ohio

THE BEST ACOUSTICAL
MATERIAL IS
Plaster...



SAMPLE 16432

Sample PFZ 0067

Positive Moisture-Resistance of Kilnoise Guarantees No Warping or Rust Stains

As tests and thousands of applications prove, no amount of moisture can warp Kilnoise ever! Nor will it show rust streaks or crumble even after many years.

Thus, Kilnoise is the ideal acoustic material for ceilings and walls in such high-humidity applications as swimming pools, laundries, bathrooms, showers and steam rooms.

Lime-based Kilnoise has a monolithic structure with a hard, durable surface which survives every condition of hard use through the years. Successful installations from mountainous Peru and Colombia to deserts of the Near East attest the remarkable durability of Kilnoise under severest extremes of humidity and temperature.



Don't Overlook These Other KILNOISE Features!



Cleveland 15, Ohio



KILNOISE
Tiger Products Division of
BASCO INCORPORATED
Box 3
845 Hanna Building
Cleveland 15, Ohio

Increased Sound-Absorption—Many thousands of tiny interconnected pores render Kilnoise highly sound-absorbent. Stippling and random-perforating the surface provide a high noise reduction coefficient of 90.

Complete Fire Safety—Kilnoise is an all-magnesium acoustic plaster. It is one-hundred-per-cent non-combustible and a positive fire barrier.

Maintenance—Kilnoise acoustic plaster sets monolithically with a hard, durable surface which can be painted (with a water based paint) repeatedly without materially reducing its sound-absorption qualities. This surface can be kept constantly attractive by quick, easy cleaning.

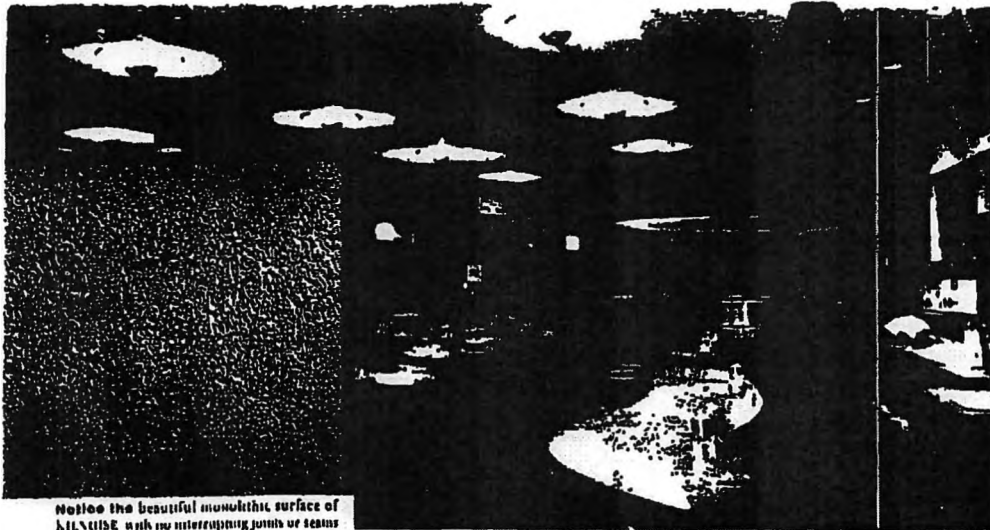
More Light Reflectivity—Kilnoise provides light reflection exceeding that of most other acoustical materials. This furnishes an extra margin of safety where proper lighting has become an increasingly important factor.

pleasing Appearance—Kilnoise is a crackless plaster with an interesting, pleasing texture which can be further heightened by relief designs, impressed in the plaster. Kilnoise is fast finding favor with architects for residential applications where appearance is perhaps a more vital factor than in commercial applications.

AIA File No 39-B

SAMPLE 16433

Sample PFZ 0068



Notice the beautiful monolithic surface of KILNOISE with no interrupting joints or seams

Unspoiled beauty with **KILNOISE** ACOUSTIC PLASTER

WHEN KILNOISE Acoustic Plaster was chosen at fabulous Silver Springs for its superior sound-absorption qualities, it also paid a big bonus in beauty.

Unmarred by joints, lines or seams, the natural anti-white color of the

KILNOISE ceiling surface offers interesting eye-appeal while creating a pleasant air of spaciousness.

Completely unaffected by moisture, KILNOISE is used both indoors and outdoors at this well-visited Ocala, Florida, resort. The operators of Sil-

ver Springs are pleased, too, with the remarkably low maintenance cost of KILNOISE. Just a soft brush has been needed occasionally to keep it white and clean.

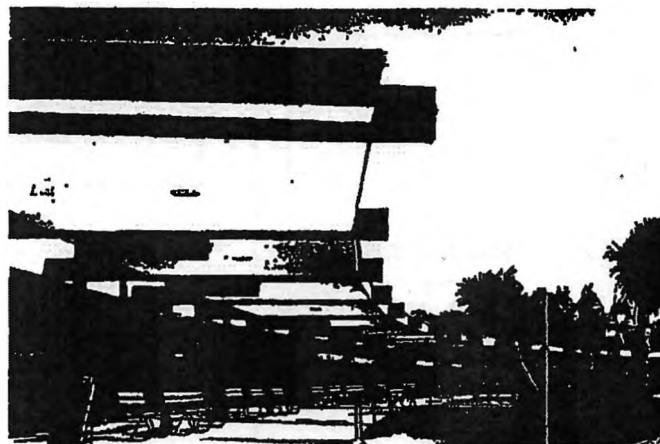
For functional beauty, excellent sound-absorption, high light-reflectivity, low maintenance, fire-retardance and moisture-resistance, KILNOISE Acoustic Plaster is unsurpassed by any acoustical material whatsoever.

*The most beautiful
acoustical material
is*

KILNOISE
ACOUSTIC PLASTER



TIGER BRANDS INCORPORATED
division of *Basic Incorporated*
803 MARINA BUILDING - CLEVELAND 15 OHIO

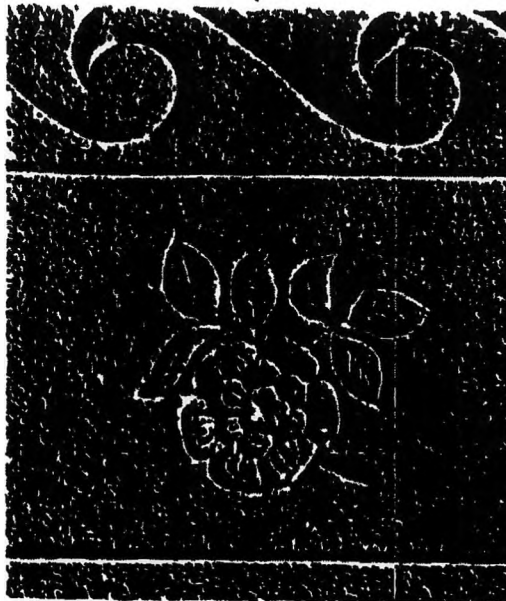


For added beauty...
KILNOISE with
 Impressed Design

A VERSATILE new "tool" of the modern architect is the interesting technique of Impressed Design...first and most successfully used on KILNOISE.

When designing interiors for clubs, schools, stores, institutions, even residences, you find unlimited opportunities for unusual effects by adapting any motif for your Impressed Design...floral, emblematic, geometric or contemporary.

Simply make a tracing of your design if you wish to highlight wide expanses of either wall or ceiling plaster...plaster craftsmen do the rest.



DON'T OVERLOOK THESE OTHER KILNOISE FEATURES!



KILNOISE
 ACOUSTIC PLASTER

TIGER BRAND INCORPORATED - DIVISION OF BASF INCORPORATED - 605 N. W. 10th St. CLEVELAND 15 OHIO



Place
 3¢
 stamp
 here

KILNOISE
 TIGER BRAND INCORPORATED
 DIVISION OF BASF INCORPORATED
 605 N. W. 10th St.
 CLEVELAND 15 OHIO

Increased Sound-Absorption—Many thousands of tiny interconnected pores render KILNOISE highly sound-absorbent. Spraying and random-perforating the surface provide a high noise reduction coefficient of 68.

Complete Fire Safety—KILNOISE is an all-mineral acoustic plaster. It is one-hundred-per-cent non-combustible and a positive fire barrier.

Maintenance—KILNOISE acoustic plaster sets multilaterally with a hard, durable surface which can be painted (with a water base paint) repeatedly without materially affecting its sound-absorption qualities. This surface can be kept constantly attractive by quick, easy cleaning.

More Light Retention—KILNOISE provides light reflection exceeding that of most other acoustical materials. This furnishes an even margin of safety where proper lighting has become an increasingly important factor.

Higher Moisture Resistance—Wherever humidity is high, other materials may crumble, rust, stain or warp. But KILNOISE is impervious to moisture, making it the ideal ceiling for swimming pools, bathrooms, laundries, shower rooms and other high-humidity areas.

A.I.A. File No. 39-B

SAMPLE 16435

Sample PFZ 0070

Do You Get Enough Sound-Reduction? ... Kilnoise Will Guarantee It!

When trowelled on ceilings and/or walls, a chemical reaction in Kilnoise creates thousands of tiny interconnected pores within the plaster mat.

This not only renders Kilnoise light in weight but highly sound absorbent. Stippling and random-perforating of the surface with special tools make the application even more efficient.

The resultant Kilnoise surface has a noise reduction coefficient of .50.

The National Bureau of Standards tests list the sound-absorption qualities of Kilnoise as follows:

Frequency	S. A. Coefficient
128	.33
256	.33
512	.39
1024	.74
2048	.60
4096	.72
N. R.	.60

Because of its efficient sound-absorption properties... together with many other superior qualities... Kilnoise is today regarded by most architects and plastering contractors as "the finest acoustic treatment available!"

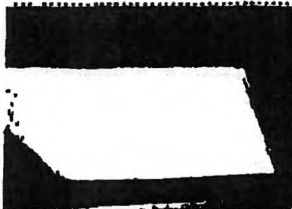


DON'T OVERLOOK THESE OTHER KILNOISE FEATURES



KILNOISE[®] ACOUSTIC PLASTER

TIGER PRODUCTS DIVISION OF BASIC INCORPORATED • CLEVELAND 15, OHIO



Please send me, at no obligation, above
KILNOISE sample and full information.

Name _____
Firm _____
Address _____

Place
2¢
Stamp
Here

KILNOISE
Tiger Products Division of
BASIC INCORPORATED
BOX 3
845 Hanna Building
Cleveland 15, Ohio

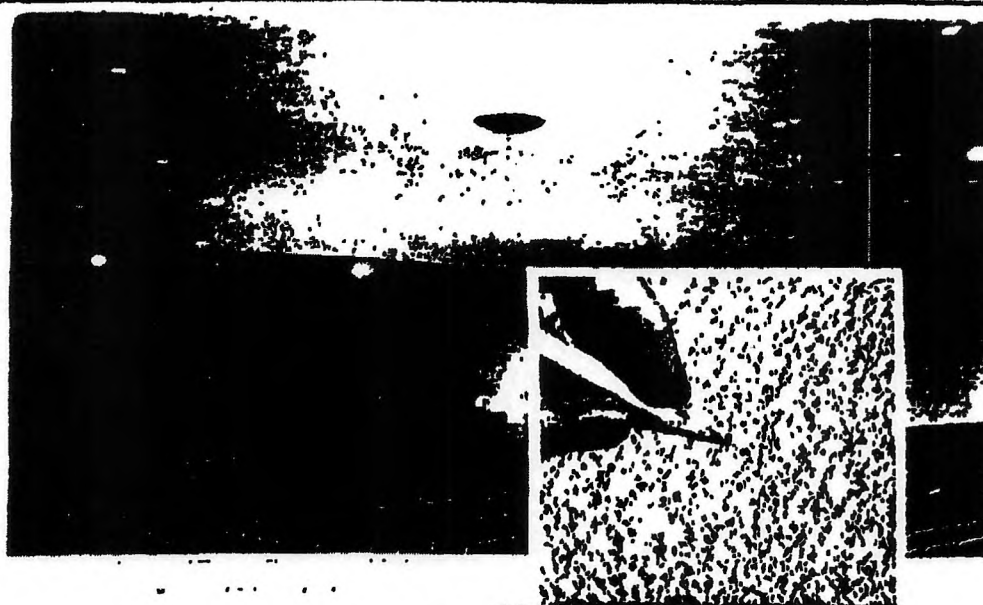
COMPLETE FIRE SAFETY—Kilnoise is an all-mineral acoustic plaster. It is one-hundred-per-cent non-combustible and a positive fire barrier.

MOISTURE RESISTANCE—Wherever humidity is high, other materials may crumble, rust, stain or warp. But Kilnoise is impervious to moisture, making it the ideal ceiling for swimming pools, bathrooms, laundry, shower rooms and other high-humidity areas.

MAINTENANCE—Kilnoise acoustic plaster sets immediately with a hard, durable surface which can be painted (with a water base paint) repeatedly without materially reducing its sound-absorption qualities. This surface can be kept constantly attractive by quick, easy cleaning.

LIGHT REFLECTIVITY—Kilnoise provides light reflection exceeding that of most other acoustical materials. This furnishes an extra margin of safety where proper lighting has become an increasingly important factor.

PLEASING APPEARANCE—Kilnoise is a crackless plaster with an interesting, pleasing texture which can be further heightened by relief designs, impressed in the plaster. Kilnoise is fast finding favor with architects for residential applications where appearance is perhaps a more vital factor.



KILNOISE

ACOUSTIC PLASTER

specified for



by Charles C. Finestone II, AIA

PARTNER, FINESTONE & MOTTER, ARCHITECTS, CANTON, OHIO

As in so many modern schools today, KILNOISE Acoustic Plaster was specified for the ceiling of

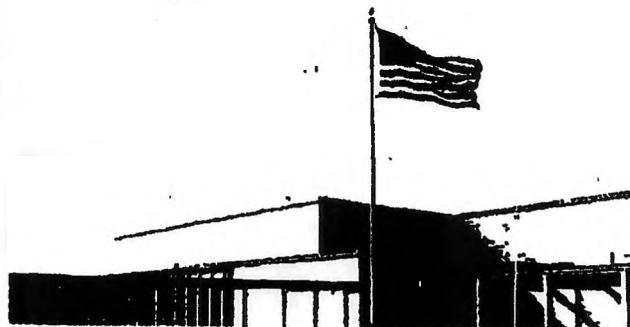
School classrooms, corridors, gymnasium and auditorium.

Not only does KILNOISE add quiet beauty to blend with the simple decor of modern schools, but its complete fire-retardant qualities contribute the all-important factor of safety.

Efficient sound-absorption qualities, high light-reflectivity, moisture-resistance and ease of painting and cleaning are further reasons why leading architects are specifying KILNOISE not only for schools

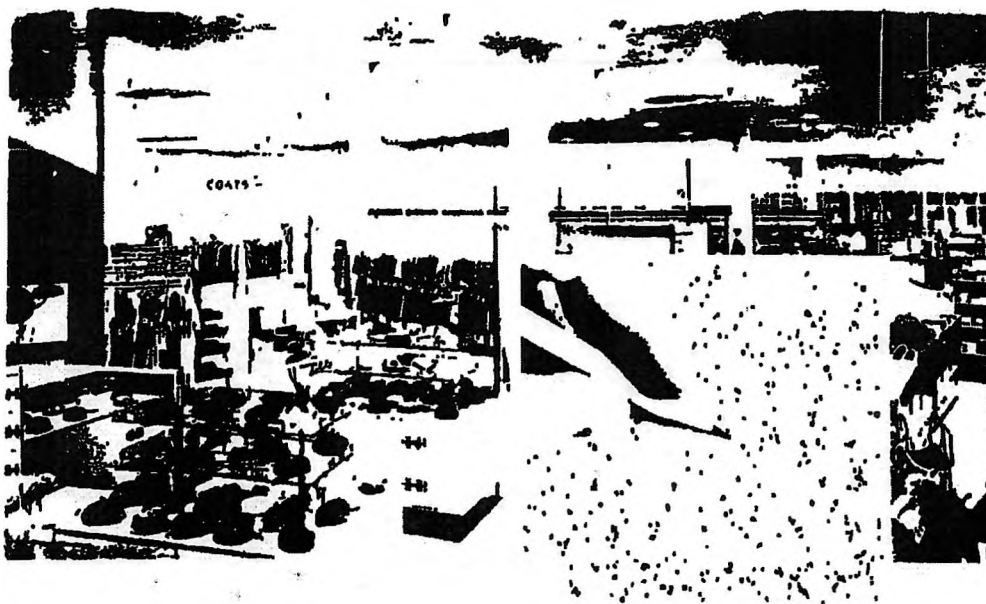
but also churches, institutions, commercial buildings and homes, too! Always specify KILNOISE for perfect applications of acoustic plaster. Tiger Products Division of Bascor Incorporated, Cleveland 15, Ohio.

The best acoustical material is Plaster
... and the best
Acoustic Plaster is
KILNOISE



SAMPLE 16437

Sample PFZ 0072



KILNOISE[®]

ACOUSTIC PLASTER



specified for

by *Weinberg & Teare*

ARCHITECTS, CLEVELAND, OHIO

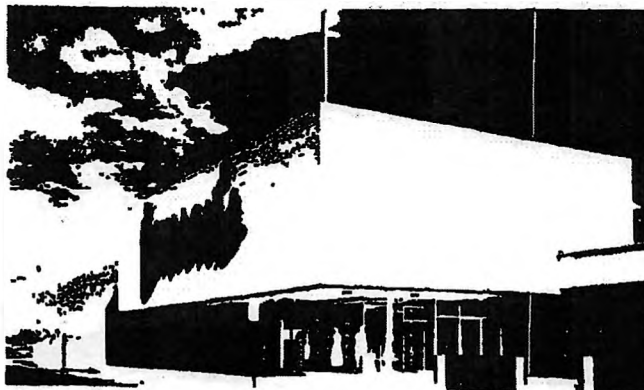
one of Toledo's smartest stores, offers its clientele the finest in comfortable surroundings. The normal noise of shopping crowds has been effectively subdued by KILNOISE Acoustic Plaster—a foamed lime plaster with ideal acoustic and decorative qualities. KILNOISE is being specified by more architects than ever not only for commercial interiors, but for homes, as well.

Architects specify KILNOISE for other important reasons, too: its

complete fire-retardant and moisture-resistant properties; its easy paintability and cleanability; its efficient sound absorption qualities; and, of course, its high light reflectivity, so vital to more comfortable vision of

shopper and salesperson alike.

For perfect applications of acoustic plaster, KILNOISE will fully meet your most rigid specifications. Tiger Products Division of Bascor Incorporated, Cleveland 15, Ohio.



The best acoustical material is Plaster
... and the best
Acoustic Plaster is
KILNOISE

Kilnoise acoustic plaster provides 2½% greater light reflectivity than other acoustical materials

Scientific instrumentation tests show that KILNOISE Acoustic Plaster has a light reflection of 80, whereas 37 other acoustical materials averaged only 78, when tested in the laboratories of the Acoustical Materials Association.

Proper lighting has become an increasingly important factor in business and industry, as well as in schools, churches, homes, and institutions... not only as a matter of sight-preservation, but also as a contribution to the efficiency, safety and personal morale of employees.

That is why we stress efficient Light Reflectivity along with the many other superior qualities of KILNOISE considered by most architects and plastering contractors as "the finest acoustic plaster on the market today."



THE BEST ACOUSTICAL MATERIAL IS PLASTER
AND THE BEST ACOUSTIC PLASTER IS



KILNOISE

ACOUSTIC PLASTER

TIGER PRODUCTS DIVISION OF BASIC INCORPORATED • CLEVELAND 14, OHIO



Please send, at no obligation, above
KILNOISE sample and full information.

Name _____

Firm _____

Address _____

Please
send
stamp
here

KILNOISE
Tiger Products Division of
BASIC INCORPORATED
BOX 3
641 HANNA BUILDING
CLEVELAND 14, OHIO

DON'T OVERLOOK THESE OTHER KILNOISE FEATURES:

COMPLETE FIRE SAFETY—Kilnoise is an all mineral acoustic plaster. It is one hundred percent non-combustible and a positive fire barrier.

MOISTURE RESISTANCE—Wherever humidity is high, other materials may crumble, rust, stain or warp. But Kilnoise is impervious to moisture, making it the ideal ceiling for swimming pools, bathrooms, laundry, shower rooms and other high humidity areas.

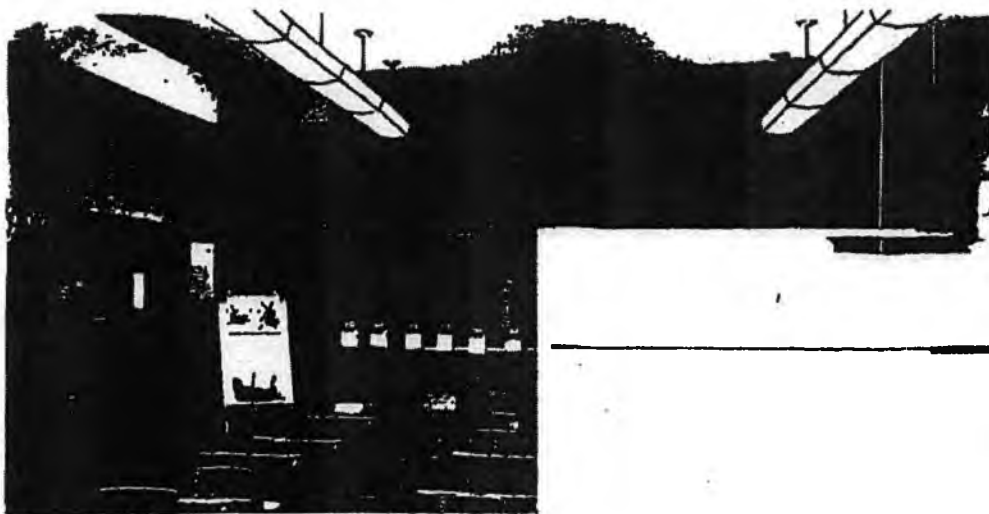
MAINTENANCE—Kilnoise acoustic plaster sets monolithically with a hard, durable surface which can be painted (with a water base paint) repeatedly without materially reducing its sound absorption qualities. This surface can be kept clean and attractive by easy, quick soap and water washing.

SOUND ABSORPTION—Many thousands of tiny interconnected pores render Kilnoise highly sound-absorbent. Stippling and random perforating the surface provides a high noise reduction coefficient of 60.

PLEASING APPEARANCE—Kilnoise is a crack-free plaster with an interesting, pleasing texture which can be further heightened by color design, improved by the plaster Kilnoise is fast finding favor with architects for residential applications where appearance is perhaps a more vital factor than in commercial applications.

SAMPLE 16439

Sample PFZ 0074



KILNOISE[®]

ACOUSTIC PLASTER

specified for



by

G. Darius Schaefer
ARCHITECT OF WARREN, OHIO A.I.A.

For seven years, KILNOISE Acoustic Plaster has proven itself on the ceilings and sidewalls throughout

Ohio. When a new addition was recently built, KILNOISE was again specified—over other materials.

A "foamed" pressure lime plaster, KILNOISE has ideal acoustic and decorative qualities. It has high light-reflectivity, efficient sound-absorption, total fire-retardance and moisture-resistance. It offers easy, quick paintability and cleanability, too. And

its extreme durability and crack-free qualities are making KILNOISE a standard specification with more and more architects. KILNOISE is today being effectively applied not only in schools but in churches, hospitals, stores,

commercial buildings and residences.

For perfect acoustic applications, KILNOISE fully meets your most rigid specifications. Tiger Products Division of Bruc Incorporated, Hanna Building, Cleveland 15, Ohio.

The best acoustical
material is Plaster
...and the best
Acoustic Plaster is
KILNOISE



SAMPLE 16440

Sample PFZ 0075

Kilnoise acoustic plaster can be repeatedly painted ... without materially reducing sound-absorption

Kilnoise Acoustic Plaster sets monolithically
with a hard, durable surface which can be

of history. Lime-based Kilnoise has success-
fully met the test of time under every possi-
ble condition of temperature and hard use.
Kilnoise is first and it lasts!

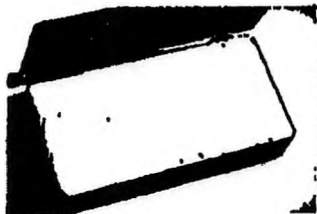


DON'T OVERLOOK THESE OTHER KILNOISE FEATURES!



KILNOISE ACOUSTIC PLASTER

TIGER PRODUCTS DIVISION OF BASF INCORPORATED CLEVELAND 15, OHIO



Please send about KILNOISE sample
and full information at no obligation

Name _____
Firm _____
Address _____
City _____



KILNOISE
Tiger Products Division of
BASF INCORPORATED
BOX 3
945 HANNA BUILDING
CLEVELAND 15, OHIO

INCREASED SOUND-ABSORPTION—Many thousands of tiny interconnected pores render Kilnoise highly sound absorbent. Slipping and random-perforating the surface provide a high noise reduction coefficient of 80.

COMPLETE FIRE SAFETY—Kilnoise is an all mineral acoustic plaster. It is one-hundred per cent non-combustible and a positive fire barrier.

HIGHER MOISTURE RESISTANCE—Wherever humidity is high, other materials may crumble, rust, stain or warp. But Kilnoise is impervious to moisture, making it the ideal ceiling for swimming pools, bathrooms, laundries, shower rooms and other high humidity areas.

MORE LIGHT REFLECTIVITY—Kilnoise provides light reflection exceeding that of most other acoustical materials. This furnishes an extra margin of safety where proper lighting has become an increasingly important factor.

PLEASING APPEARANCES—Kilnoise is a crack-free plaster with an interesting, pleasing texture which can be further emphasized by color designs, impregnated in the plaster. Kilnoise is fast finding favor with architects for residential applications where appearance is perhaps a more vital factor than in commercial applications.

SAMPLE 16441

Sample PFZ 0076

Fourth Grade classroom of the West Franklin Grammar School, Columbus, Ohio



"KILNOISE gives us the best results . . . always free of joining marks"
says

"It's a neat finish," adds Mr. and Mrs. [Name] Acoustic plaster. It's even and fast. After using Kilnoise for the past five years, Mr. [Name] has joined the hundreds of Professional Contractors who look to Kilnoise for better results and greater profits.

The use of 40,000 square feet of Kilnoise on almost every ceiling in the school including offices, cafeteria, gymnasium, corridors and classrooms assures com-

plete fire-retardance and moisture-resistance, as well as effective sound-absorption. Its quick, easy paintability and cleanability are added advantages.

You, too, will find Kilnoise means greater per-yard profits—a better job for your customers on all institutional, commercial or residential applications. To get the full Kilnoise story, write Tiger Products Division of Bata Incorporated, Cleveland 18, Ohio.

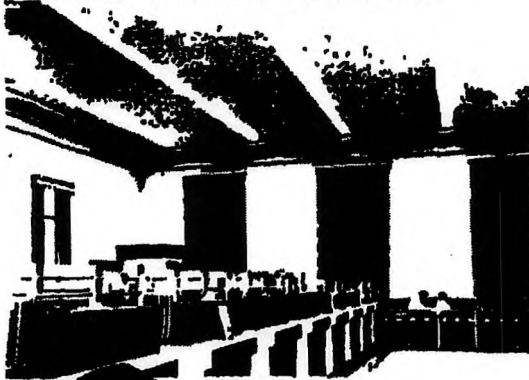


KILNOISE
ACOUSTIC PLASTER

Plastering Industries—May 1951

Plaster & Cement Notes—May 1951

A Grand Example of the Kilnoise Acoustic Plaster of the Uniformity of One Hundred Percent Quality



**"KILNOISE acoustic plaster
has a fine quality finish"
says**

also says "we like its
ease of workability, too." Similar en-
thusiastic comments come to us from
many hundreds of Plastering Con-
tractors and, too, from the Archi-
tects who specify Kilnoise Acoustic
Plaster for commercial, institu-
tional and residential applications.
Kilnoise trowels on faster and
easier gives you larger per-yard
profits on commercial, institutional

and residential installations.
Other sound reasons for the selec-
tion of Kilnoise Acoustic Plaster
are its complete fire-retardance and
moisture-resistance its top light-
reflectivity and sound-absorption
qualities its efficient paintability
and easy maintenance.
Get the full Kilnoise story by
writing to Tiger Products Division of
Bassie Incorporated, Cleveland 18, O



KILNOISE
ACOUSTIC PLASTER

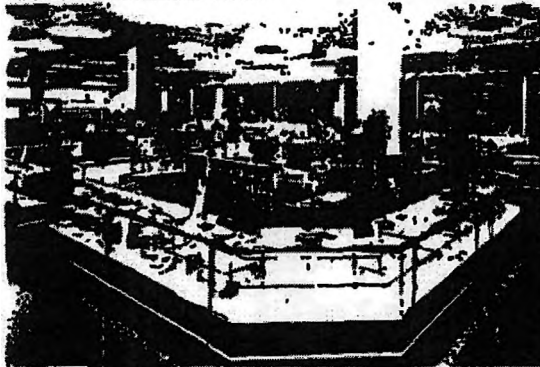
Plastering Industry—March 1947

Plastering & Cement Mason—March 1947

SAMPLE 16443

Sample PFZ 0078

Section of Sales Floor of Cox's Department Store, Melbourne, Pa.



**"KILNOISE acoustic plaster
does a superior job where
quality is primary"
says**

This comment from Mr. [Name] is typical of those received from leading Plastering Contractors across the nation.

For many reasons, both the Architect and Enaley & Rivers chose KILNOISE Acoustic Plaster for this ceiling installation in Cox's Department Store.

The total fire-resistance and non-tumescence of KILNOISE were two good reasons for its selection.

Excellent sound-absorption qualities and efficient paintability were other vital factors.

Another important consideration to the Plastering Contractors was the greater per-yard profit gained from the use of KILNOISE. It trowels faster, cleans easier, lasts longer.

To get the full KILNOISE story, write Tiger Products Division of Bane Incorporated, Cleveland 18, O.



KILNOISE
ACOUSTIC PLASTER

Plastering Trade Association, 1947

Plastering in Cox's Department Store, 1947

SOMETHING NEW! FAST! READY TO USE! RUST-FREE!



Reach a new ceiling in profits with

KILNOISE-R[®] **ACOUSTIC PLASTER**

'R stands for Rourke Method—a new way of applying an outstanding new product. KILNOISE-R is applied directly over the brown coat before the brown coat has set! Think of what this saves you in equipment tie-up alone. What's more, you get greater coverage with KILNOISE-R, saving you extra money on materials.

KILNOISE-R unites with the brown coat to form a seamless surface—free of blisters, rust or fissures. As for noise reduction,

KILNOISE-R properly perforated has a minimum NR factor of 50 in the very critical 500-cycle area. KILNOISE-R has a sound absorption coefficient of .63—possibly the highest absorption of all acoustic plasters in this mid-range frequency. KILNOISE-R can be applied by hand or by machine and gives you the same excellent results in either application. Make your next job easier and more profitable for you—look into the new opportunities made possible by new KILNOISE-R.



TIGER BRANDS

INCORPORATED • 848 Hanna Building • Cleveland 15, Ohio

SAMPLE 16445

Sample PFZ 0080

SINCE 1886

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KILNOISE ACOUSTIC PLASTER

TIGERSKIN ONE-COAT PLASTER

TIGER FINEST FINISHING LIMES

PURE SURFACE, UNFLAWED BY LINES!

TO HELP YOU SELL ACOUSTIC PLASTER

—this folder, asserting the clean, unified beauty and overwhelming functional superiority of plastered surfaces as opposed to surfaces which aren't plaster, will be included in Hunt's 1963 Architectural File going to over 20,000 architects. Another 10,000 says we will broadcast the compelling story to the general building industry.

In the long run, it will help you sell acoustic plaster, and plaster in general!

But if the acoustic plaster you sell isn't Kilnote and the smooth lime isn't Tiger Lime, you are just not selling the best!

Please rush me a copy of the folder headed
"PURE SURFACE, UNFLAWED BY LINES!"

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____



TIGER BRANDS*

DIVISION OF

GIBSONBURG LIME PRODUCTS COMPANY • Gibsonburg, Ohio

• ONE-COAT PLASTER • ACOUSTIC PLASTER • FINISH LIMES • AIR-ENTRAINED MASON'S LIME • MASON'S LIMES

12

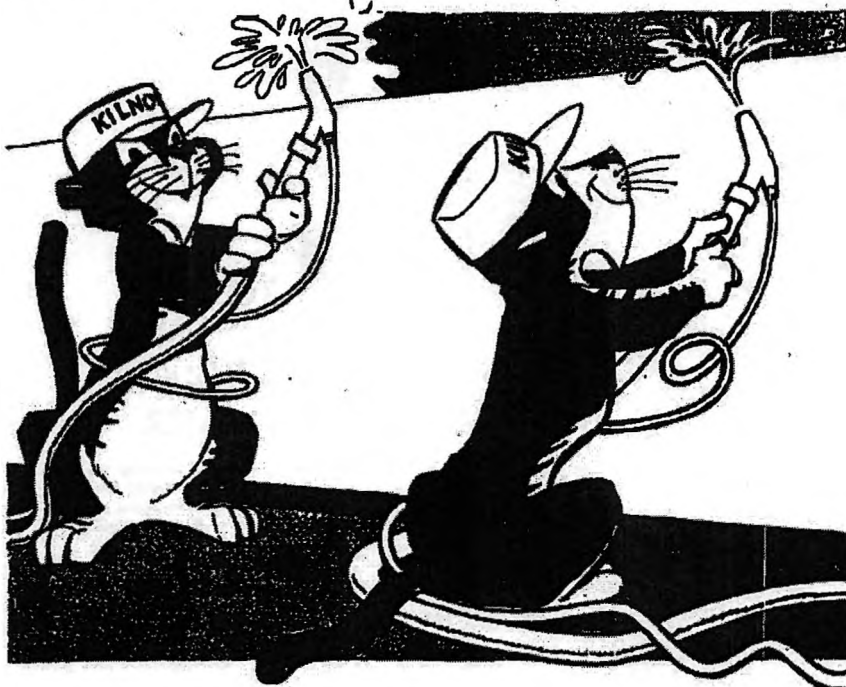
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Sample PFZ 0082

SOMETHING NEW! FAST! READY TO USE! RUST-FREE!



The big jobs seem smaller with

KILNOISE-R* ACOUSTIC PLASTER

... because new KILNOISE-R goes on faster and gives greater coverage. KILNOISE-R is applied by the new "Rourke Method." This enables you to apply KILNOISE-R directly over the brown coat before the brown coat has set! In the illustration above, the two mechanics are working seven minutes apart — not seven days apart! The tiger on the right is applying the brown coat, followed close behind by the tiger with KILNOISE-R. They could be 30 minutes apart or three

hours, just as long as the brown coat hasn't set. Yielding a good six yards for every 50-pound bag, KILNOISE-R can be applied either by hand or by machine with excellent results. Its hard white surface won't flake, blister or show rust marks. With an N R factor of 50, KILNOISE-R has a sound absorption coefficient of .63 in the critical 500-cycle area — possibly the highest of all acoustic plasters in this range. Take advantage of this outstanding new product—use KILNOISE-R on your next job!



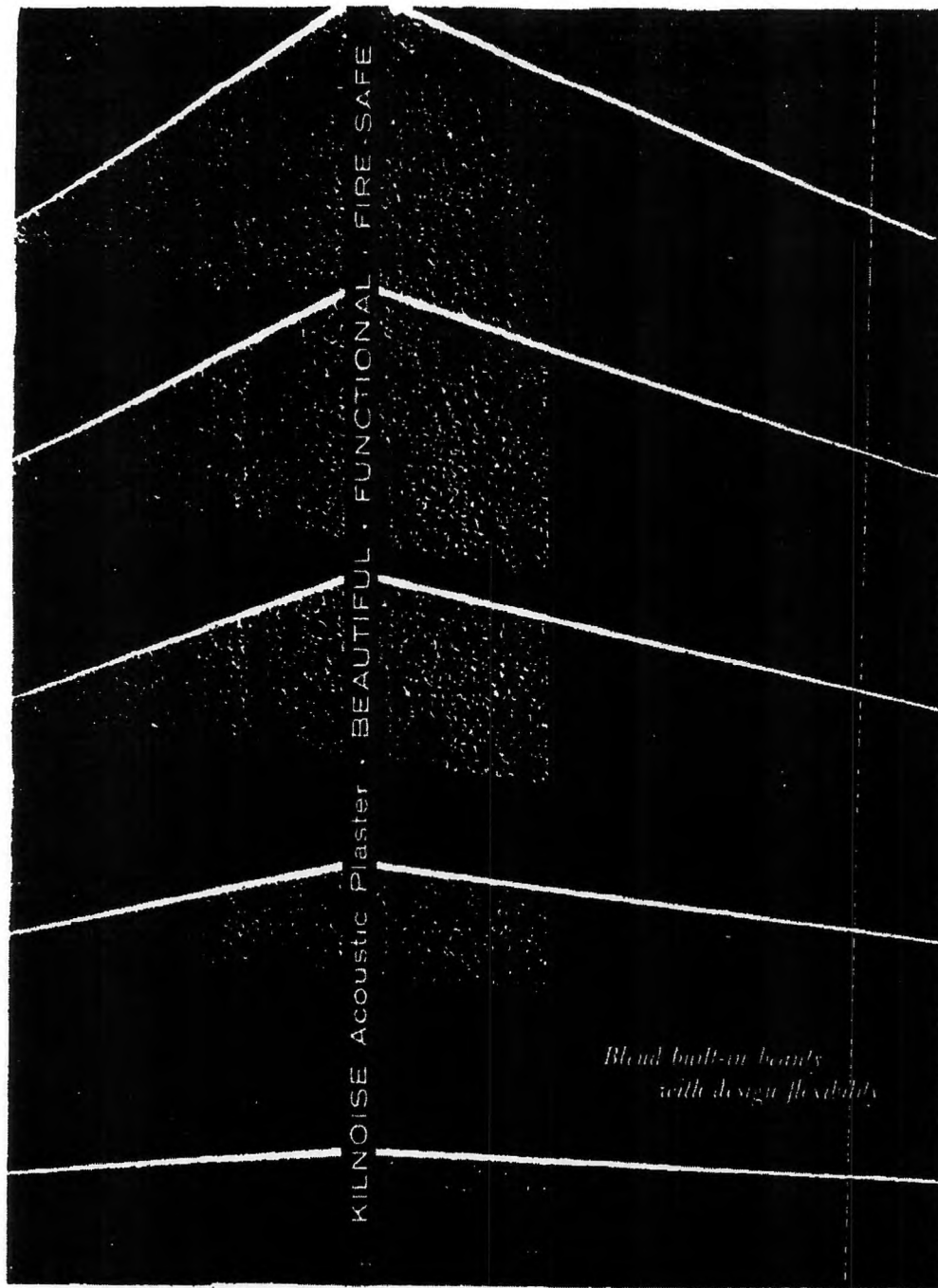
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DIVISION OF
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SAMPLE 16449

Sample PFZ 0084



ACOUSTIC PLASTER S

OFFICES
CHURCHES
SCHOOLS
HOSPITALS
MOTELS
CAFETERIAS
BANKS
THEATERS
COCKTAIL LOUNGES
STUDIOS
BOWLING ALLEYS
SHOWROOMS
AUDITORIUMS
HOMES
SWIMMING POOLS

KILNOISE GIVES A BEAUTY BONUS

Offering quiet and distinctive beauty — with infinite possibilities for design invention and variation — Kilnoise complements any interior design with an unbroken snow-white expanse. Hand applying or machine texturing plus random perforations provide a unique and pleasing surface. And Kilnoise "shapes" to your ideas, permits full definition of curve and line. It's the ideal material for complete freedom of design — with proper acoustical treatment — over covers, recesses and other uneven planes.

KILNOISE IS A FIRE PROOF SOUND BARRIER

"Sound planning" and fire-proofing can be included at the same time with Kilnoise, an all-mineral, lime-base plaster. Non-combustible and a positive fire barrier, it has received a 4-hour fire safety rating from Underwriters' Laboratories.

SAMPLE 16450

Sample PFZ 0085



KILNOISE OFFERS LOW-COST APPLICATION

Now with a new faster technique (the Rourke Method) Kilnoise can be specified at costs competitive with "soft" acoustic plaster — while retaining all the superior characteristics of hard, lime-base acoustic plaster. With the Rourke Method, gypsum base coats and a full half-inch of Kilnoise can be applied *all in the same day*. Among its many advantages, the Rourke Method:

- a Offers the finest acoustical treatment at the same comparative cost as smooth plaster plus two coats of paint,
- b Increases coverage of Kilnoise from 4½ yards to 6 yards per bag, while maintaining proper ½-inch thickness,
- c Permits greater flexibility in job planning,
- d Eliminates costly scaffold tie-ups,
- e Can be used equally well in either machine or hand application,
- f Gives the journeyman complete control of material at all times



KILNOISE — provides the ideal answer for classrooms where proper lighting is an ever-increasing consideration — because naturally white Kilnoise reflects over 80 percent of the light that strikes it.



KILNOISE — offers functional beauty with built-in design flexibility. Unmarred by joints or seams, monolithic Kilnoise "shapes" to covers, grooves, recesses, curves and angles — adds distinction to design without sacrificing sound-absorption qualities.



KILNOISE — requires minimum maintenance. Repeated applications of water-base paint will not materially affect its sound-absorbing qualities.

IDEAS OF "SOUND PLANNING"



KILNOISE — absorbs noise like an acoustic sponge. Thousands of tiny interconnected pores trap unpleasant fatigue-producing sounds. Kilnoise can be perforated as required for desired noise reduction.



KILNOISE — also provides a built-in humidity dampener. Impervious to moisture, Kilnoise will not "crumble" or show rust marks. Ideal for pools, laundries, bathrooms, locker rooms and showers.

SOUND ABSORPTION COEFFICIENTS OF KILNOISE

at frequencies of	125	250	500	1000	2000	4000	N R C
by the Rourke Method	31	31	63	66	34	26	50
by Standard Method	33	33	59	74	69	72	60

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

MATERIAL — This must be a lime-base, hard-surfaced acoustic plaster which meets the 4-hour fire rated approval of Underwriters' Laboratories Inc. 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.

MIXING

- 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.

APPLYING

By the Bourke 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 is given 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.

Application of Kilnoise Acoustic Plaster — Apply to a minimum thickness of $\frac{1}{2}$ inch. If machine applied, spray on in one coat. If hand applied, use the two-coat, double-up method. Apply Kilnoise before brown mortar has set (brown coat must be in a plastic state). Follow with straight-edging, darbying and spotting to bring to a level surface.

APPLYING

By the 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; $\frac{3}{8}$ -inch brown coat on gypsum lath, hollow tile or brick.

Application of Kilnoise Acoustic Plaster — Apply to a minimum thickness of $\frac{1}{2}$ inch. If machine-applied, spray on in one coat. If hand-applied, bring first coat to $\frac{3}{8}$ -inch thickness, then double back with second coat to make final thickness of $\frac{1}{2}$ inch. Follow with feather-edge and thin-bevelled darby to obtain a true, even surface.

TEXTURING — Surface is to be textured to specified finish with plaster machine or brush. (For details on texture application see Tiger Brands bulletins 101 and 102.)

PERFORATING — Nail perforator is to be used over entire surface after a slight crust has formed. Sufficient perforations must be made to assure the required noise reduction coefficient. (With unperforated Kilnoise the noise reduction coefficient is 25 to 30. For each square foot, 600 perforations are required to give a noise reduction coefficient of 50 to 60.)



*Meets Federal Specifications SS-A-111
Amendment—1 January 7, 1943 Type I*

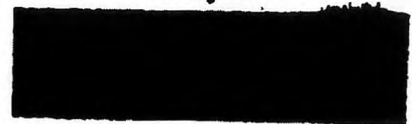


ACOUSTIC PLASTER

KILNOISE **KILNOISE**



GO LEO, GET



KILNOISE

THE KILNOISE COMPANY
1000 N. 10TH ST.
MILWAUKEE, WIS. 53233



SAMPLE 16453

Sample PFZ 0088

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