SOUND BUSINESS

The Magazine of Better Acoustics

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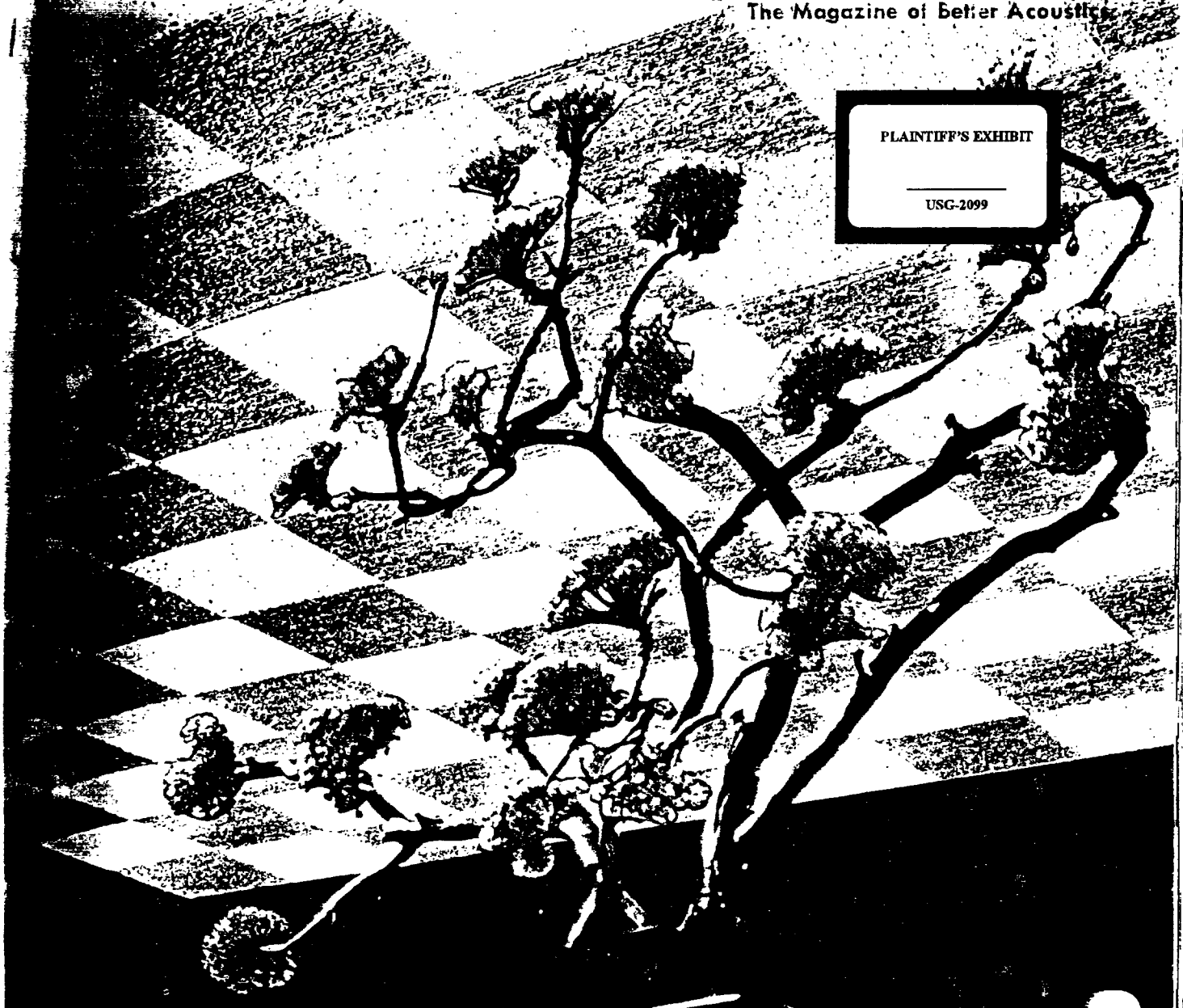
USG-2099



BB007 1859

FEATURING THE COMFORT OF QUIET

in Hotels, Libraries, Conference Rooms

SKILL

shapes a ceiling

This beautiful light reflective sound absorbent dome is the work of a skillful crew of artisans. Its accomplishment is a point of pride to the men who did it, a source of beauty for the reception lobby it graces. Similar crews of skilled, experienced workmen are maintained in your area by the acoustical contractor named on the back cover of this magazine. His facilities permit him first to give you sound advice on your acoustical problems, and then provide the skilled service required to solve them. Like any great artist, he has fine instruments to work with. He offers the finest of acoustical materials: ACOUSTONE, a mineral tile combining beauty with incombustibility, and AUDITONE, the budget-wise fiber tile with a distinctive slotted pattern. Both are manufactured by United States Gypsum Co.

call the number on the back cover for prompt, friendly, skilled attention to your acoustical needs.

SOUND [illegible]

magazine

Devoted to new horizons in [illegible] every type of structure

Sent to you bi-monthly with the [illegible] the company named in the [illegible] back cover. Please address all [illegible] that company.

JANUARY-FEBRUARY [illegible]

THE COVER background is Pattern 19, MOTIF'D ACOUSTONE mineral acoustical tile, an incombustible material. This has become a favorite with architects and designers who appreciate its straightforward design.

You can duplicate these results

There is an acoustical contractor in your [illegible] equipped and staffed to duplicate for you [illegible] results indicated in any examples shown [illegible] issue. He provides acoustical analysis [illegible] without obligation, and [illegible] fiber or [illegible] acoustical tile in many patterns. Consult [illegible] cover of this magazine for his phone number.

Photographs in this issue by Hedric [illegible] Chicago; F. S. Lincoln, NY [illegible] Schulman, [illegible] Carmel, Calif.

NOTICE: SOUND BUSINESS magazine published by United States Gypsum Co. USG, ACOUSTONE (mineral tile), AUDITONE (fiber tile), PERLATONE (metal pan tile) and MOTIF'D are trade marks registered in U. S. Patent Office. UNITED STATES GYPSUM CO. [illegible] used in these pages to identify [illegible] product.

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SOUND BUSINESS, 300 W. Adams St., Chicago [illegible]

Elmer H. Johnson [illegible]

BB007 1860

Acoustical



The Phoenix Hotel, Lexington, Ky. is a 375 room unit undergoing remodeling and enlargement by Holabird & Root & Burgee, architects. The new lobby includes ACOUSTONE mineral tile for the audio-comfort of guests. POCHEL-CHOWNING, Louisville, Ky., acoustical contractors

is "Standard Equipment" in Hotels

THESE ARE familiar scenes to traveling men. ACOUSTONE mineral tile and AUDITONE fiber tile acoustical ceilings are becoming increasingly familiar to them. [illegible] That's because hotels the nation over recognize the value of these sound quieting materials and their importance to the comfort of their paying guests. Hotels have learned that customer preference for their establishment is based on customer comfort and that tiles which quiet have contribute materially to comfort in public rooms—lobbies, dining rooms, banquet halls and exhibition rooms.

Any business which serves the public within its own walls can profit from acoustical treatment. Call the nearby company named on the back cover for information.

R. E. HOWARD CO., Los Angeles, acoustical applicator



Inside and outside are wed through window walls in the Ship's Room, Huntington Hotel, Pasadena, Calif. ACOUSTONE mineral tile takes care of acoustics and customer comfort in this handsome dining room in a world famous hostelry.

BB007 1861

Libraries substitute Sound Cards

San Fran
standing e
tecture. Ir
lour is in pr
is painted
the slope

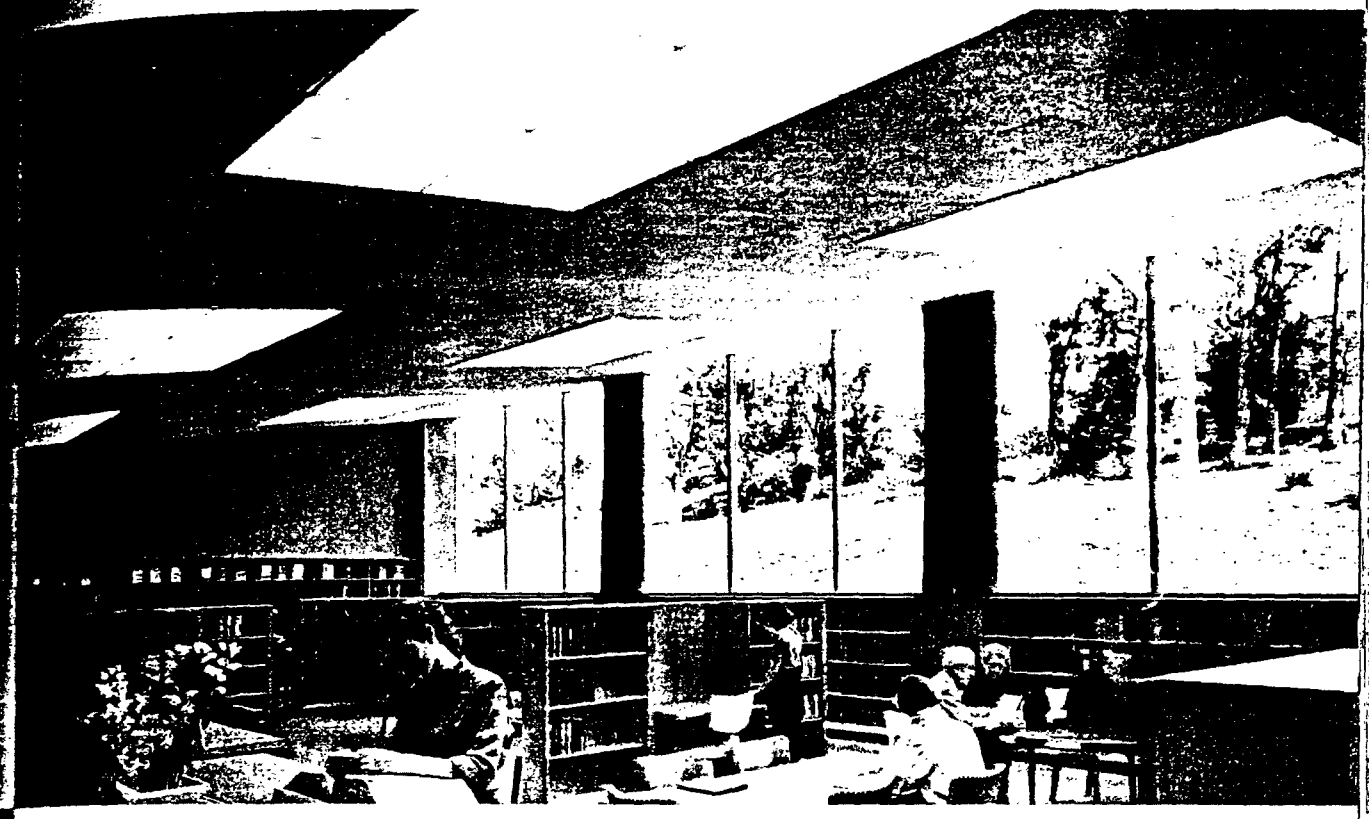
BB007 1862

liscipline

LIBRARIANS aren't the stern disciplinarians that they once had to be. Acoustical tile has taken over part of the job of keeping reading rooms quiet. Instead of every whisper bouncing from a hard ceiling to whisper again (at about 96% of its original loudness), it now comes back in roughly 30% of original intensity, usually too soft to be heard. That is because a modern mineral acoustical tile of AUDITONE fiber like this absorbs at least 70% of the sound that strikes them. It's enough to make a big difference to small impatient boys and to serious students alike, when they use library facilities.

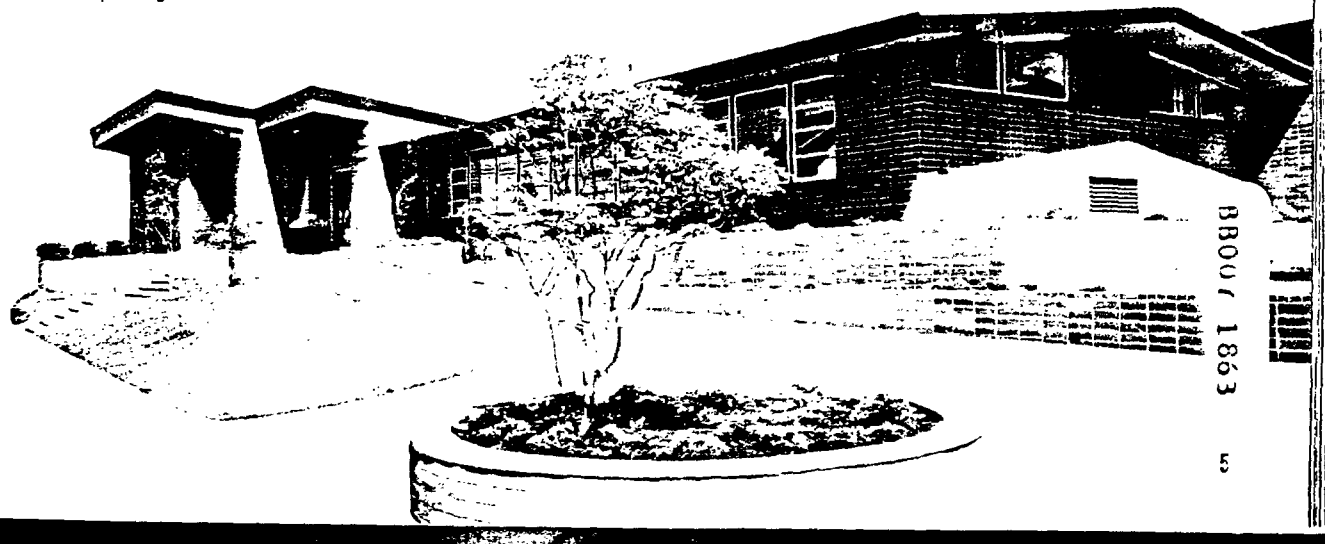
ncisco, Calif. is one examples of small in the lounge, where progress, the Acous- d dark brown on a pe of the roof.

Appleton & Wolford, architects
F. K. PINNEY, INC., San Francisco, acoustical contractors



The reading room ceiling slopes up to great windows, and reflects light while it absorbs sound.

Entrance area and reading room of the Garret W. McEnerney Law Library within Boalt Hall of Jurisprudence, University of California, Berkeley, have beautiful sound quieting acoustical tile overhead.



BBOOT 1863



R. E. WARREN S... CO., Phoenix, acoustical ...

Room to Relax in Cattle Country



ONE of the nation's most interesting cattle ... is Tovrea Land and Cattle Co.'s headquarters on the ... of Phoenix, Ariz. The main office building includes barber shop, restaurant and other facilities for the convenience of cattle men doing business there. A unique adjoining building houses a bank.

The penthouse of the main building shown here is the private clubroom of the Tovrea family. Its great fireplace dominates this room and the suite includes a kitchenette, bedroom and bath for entertaining and housing out-of-town guests. Notice how compatible the beauty of ACOUSTONE mineral tile is with this sturdy type of interior decor, as well as with other types shown elsewhere in this issue. Its sound quieting properties and incombustibility are other assets.

BBOC7 1864


with a quiet conference room

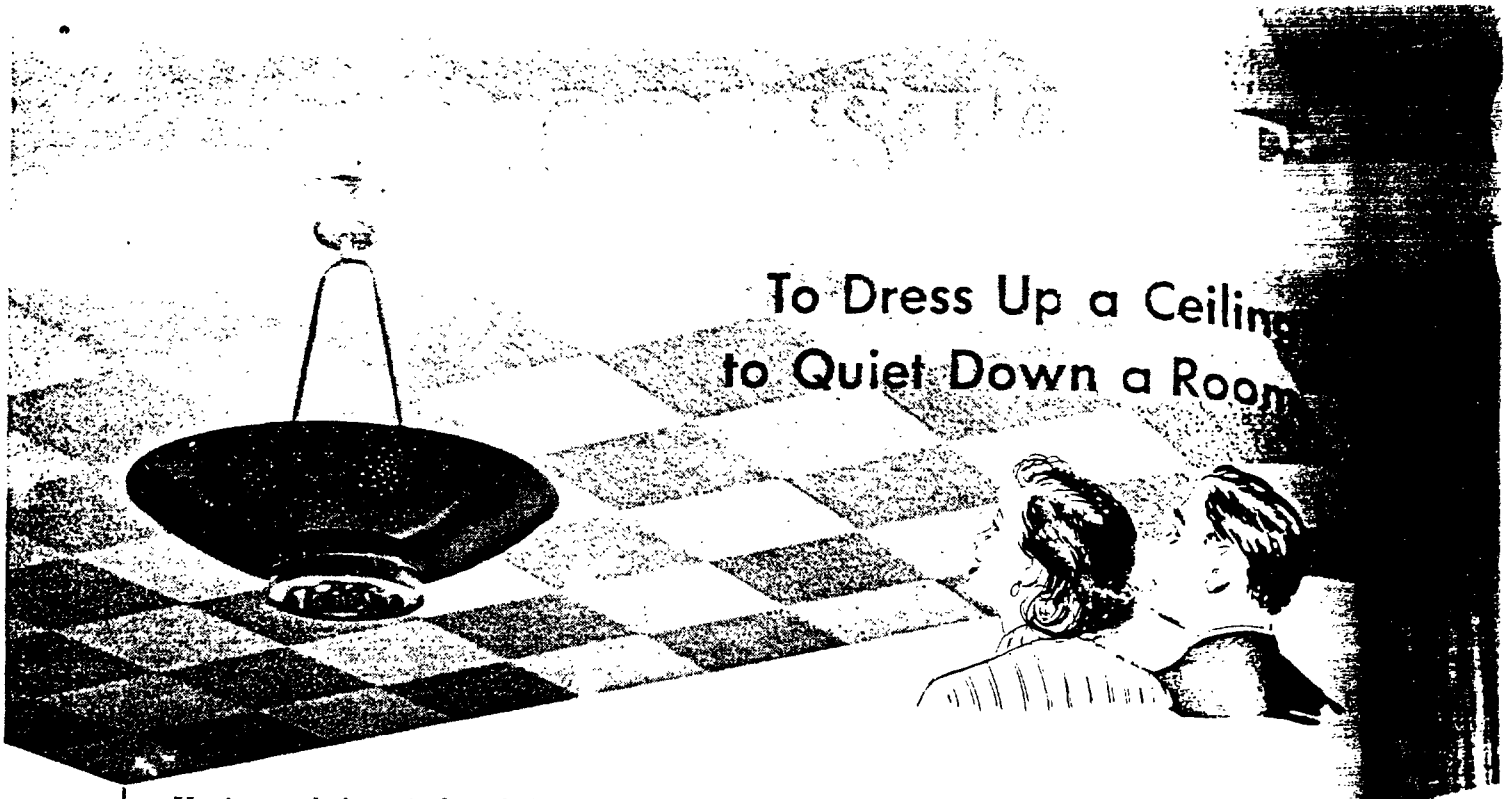
you consider the cost in time of
of executives, accomplishment
Here are ideal surroundings for
ng provided by the Columbia-
l Division of United States Steel
ncisco, Calif.
oint lights in the ceiling make it
ad papers on the table while the
room is dark for projection of
otion pictures. The chart shown is
ral which slide into view and out
response to push-button control.
hese items are time savers—just as
ical tile ceiling is a time saver when
conversation more easily understood
s the necessity for repetition. Like
well designed chairs, it is a comfort
o, bringing audio-comfort to those
the room.
So sound control is a
investment for meet-
rooms. The company
ned on the back cover
suggest the possibili-
of sound control in
conference room.

mineral tile by F. K. PINNEY, INC.,
San Francisco

SOUND CONTROL
a Job for Experts

SEE COMPANY
Named on Back Cover

BB007 1865


To Dress Up a Ceilin
to Quiet Down a Room

You've read about it, heard about it—in all probability you've seen the beauty and quiet this distinguished mineral tile affords.

Now we urge you to *see* ACOUSTONE first hand, and consider its unique advantages for *your* needs. Let us show you samples . . . give you a FREE sound conditioning survey.

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

RECENT USG SOUND CONDITIONING INSTALLATI

HARNISCHFEGER CORPORATION
Port Washington, Wisconsin

K.U.O.M. BROADCASTING STATION
Minneapolis, Minnesota

B. F. GOODRICH COMPANY
Akron, Ohio

STANDARD OIL COMPANY
Cleveland, Ohio

BELL & HOWELL
Chicago, Illinois

A. B. DICK CO.
Chicago, Illinois

FURNITURE MART
Chicago, Illinois

MERRILL, LYNCH, PIERCE, FENNER & BEANE
Cincinnati, Ohio

ALUMINUM COMPANY OF AMERICA
Bettendorf, Iowa

ST. PAUL'S LUTHERAN CHURCH
Oklahoma City, Oklahoma

MINNEAPOLIS ATHLETIC
Minneapolis, Minnesota

HOLLAND FURNACE CO.
Holland, Michigan

SOUTHERN BELL TEL. & TEL. COMPANY
Charlotte, North Carolina and Florence, South Carolina

WESTINGHOUSE ELECTRIC CO.
Indianapolis, Indiana

PRUDENTIAL INSURANCE COMPANY
Newark, New Jersey

JOHNSON & JOHNSON
New Brunswick, New Jersey

PHILLIP MORRIS COMPANY
Louisville, Kentucky

UNIVERSITY OF KENTUCKY
Lexington, Kentucky

ROCKEFELLER CENTER, INC.
New York, New York

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For Building • For Industry

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