

SOUND BUSINESS

PLAINTIFF'S EXHIBIT

USG-1118

UNITED STATES DEPT. OF JUSTICE
U.S. LIBRARY U.S.
CHICAGO

QUIET
FOR SCHOOLS

BB007 0322

open the doors to
Quiet with Economy



AUDITONE

fiber acoustical tile

is the answer to a limited budget for sound control.

It has acoustical efficiency equal to more costly
tiles and a distinctive slotted pattern that defies monotony
of appearance. Clean it—paint it—
and still it retains its sound absorption values.

Call Us Your headquarters for economical AUDITONE fiber acoustical
tile. We offer free recommendations for solving your noise

MAY - JUNE, 1953

SOUND BUSINESS

magazine

NEW HORIZONS IN ACOUSTICS
FOR EVERY TYPE OF STRUCTURE



SENT TO YOU BI-MONTHLY BY
THE COMPANY NAMED ON
THE BACK COVER. THEY ARE
EQUIPPED TO DUPLICATE FOR
YOU ANY RESULTS SHOWN
IN THIS ISSUE. THEY PROVIDE
ACOUSTICAL ANALYSIS OF YOUR
SOUND PROBLEMS WITHOUT
OBLIGATION. CALL THE PHONE
NUMBER FOUND ON THE BACK

PAGE

NOTICE: SOUND BUSINESS (magazine),
USG ACOUSTONE, MOTIF'D (mineral tile),
AUDITONE (fiber tile), PERFATONE
(metal pan tile) are trademarks registered
in U. S. Patent Office by the United States
Gypsum Co., and are used in these pages
to identify products of its manufacture.

Copyright 1953, United States Gypsum Co.

SOUND BUSINESS, 300 W. Adams St., Chicago 6

Elmer H. Johnson, Editor

32007 0323



ELIAS MORRIS & SONS CO., Salt Lake City, acoustical contractors.

BB007 0324

sound control for those who LIVE BY EAR

WHERE EARS must also serve as eyes the control of sound becomes doubly important. At Murray B. Allen Center for the Blind, Salt Lake City, the broom shop, rubber matting shop, weaving headquarters (shown here) and all other rooms are sound conditioned with AUDITONE fiber tile to reduce economically the noise of equipment, and to help workers distinguish sounds which reach them.





Cover view: All levels in the educational scale benefit from sound control. Art students at the University of Kentucky enjoy the quiet provided in their Fine Arts building by a slotted pattern fiber acoustical tile.

William B. Brock and Ernst Johnson, architects
AUDITONE fiber tile installed by POCHEL CHOWNING, Louisville.

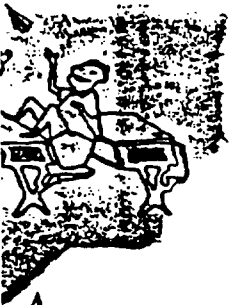


Quiet for Schools

NEW OR OLD



56205
BB007 C



ACOUSTONE mineral tile and AUDITONE fiber tile serve two senses when used in a school building. Their highly light reflective surfaces raise the light level in classrooms. Their sound absorbent qualities make spoken instruction more distinct—more easily understood.

These examples suggest the scope of acoustical tile use in school structures. It reduces the noise of reverberation in corridors which is often a disturbing element in adjoining classrooms. And in auditoriums, gymnasiums, classrooms, cafeterias it has functions which more than justify its cost.

Acoustical tile is almost universally used in new school structures. It is being adopted and installed in many existing buildings as well. For beauty—for quiet—for economy, the company named on the back cover of this magazine has the best sound control answer. Their systems of installation provide for all structural problems. Call them for reliable suggestions on acoustics.

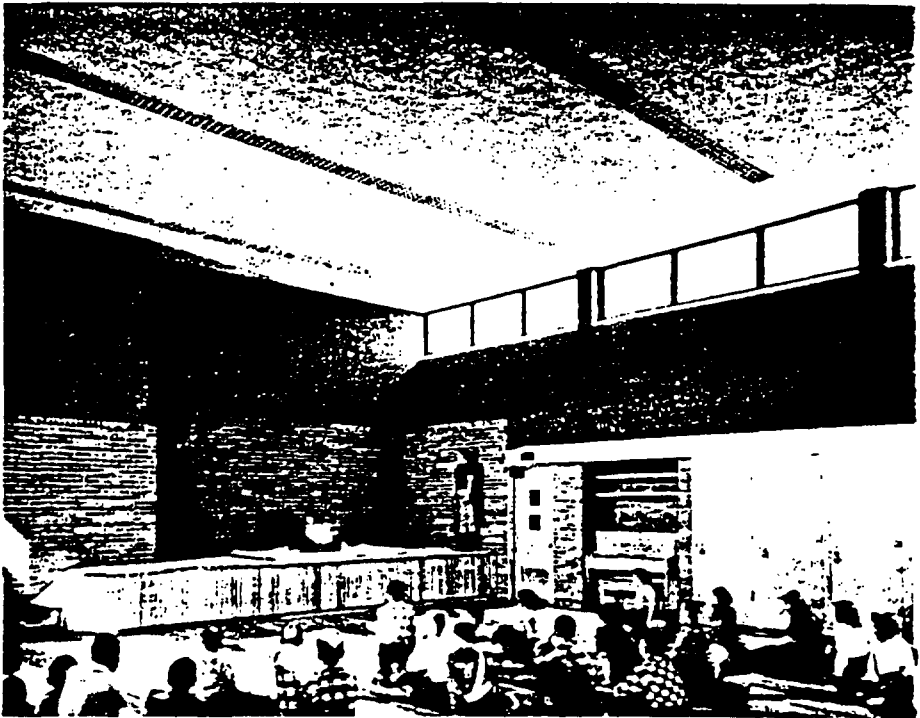


A high level-low level ceiling in Phillips school kindergarten brings light from three directions. The mineral tile ceiling reflects light and absorbs sound throughout this fine modern school.



Miss Virginia Wittenberger, principal of Phillips School, counsels and guides from this sound conditioned administrative center. The entire faculty is enthusiastic about the many benefits achieved by sound conditioning.

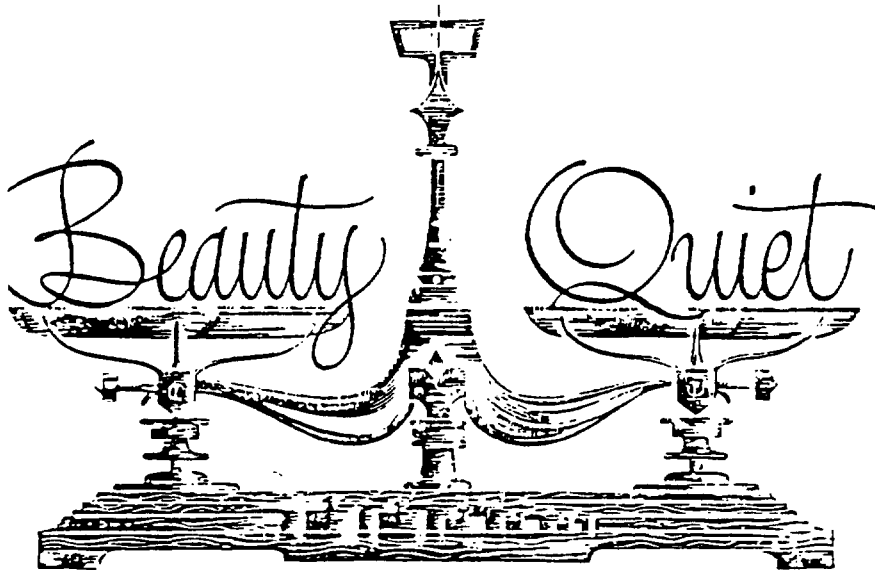
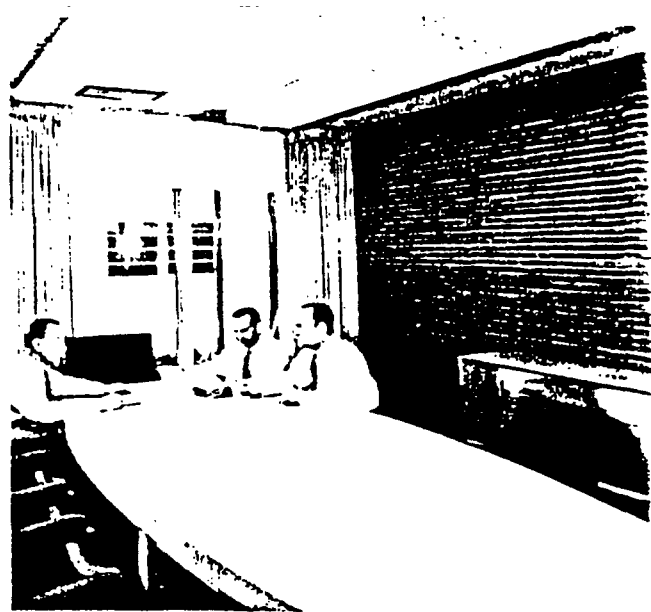
Phillips Elementary School, Denver, Colo.
Muesch & Lee, Denver, architects
CONSTRUCTION SPECIALTIES CO., Denver, acoustical contractors.



If the reverberation of sound within a gymnasium is reduced with sound quieting material on the ceiling, there is less disturbing noise present to reach other parts of the building. Mineral tile reduces reverberation in Phillips School, Denver.



A great shaped table in the conference room serves as a quiet meeting spot where a few men can work out a knotty problem, as here, or as a meeting headquarters for the entire executive force. Understanding is the essence of any meeting, and the acoustical properties of the ceiling tile help to make speech clearly audible and understandable to those gathered here.



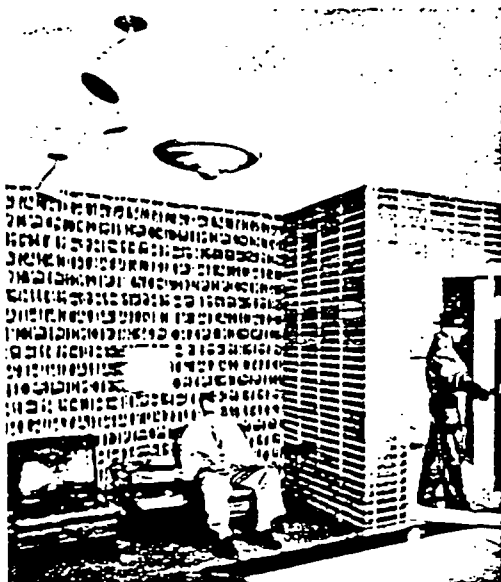
in balance for a fine office

THESE handsome offices are a pattern for the Southwest. They serve the Del Webb Construction Co., nationally known Phoenix, Ariz. building construction company. This structure is not large, but careful attention to details in its design and construction sets it apart as one of the finest.

Sound control is a detail that is important to the entire business function of the office. ACOUSTONE mineral tile is on all ceilings to encourage concentration and, to provide quiet businesslike dignity, balanced with beauty.

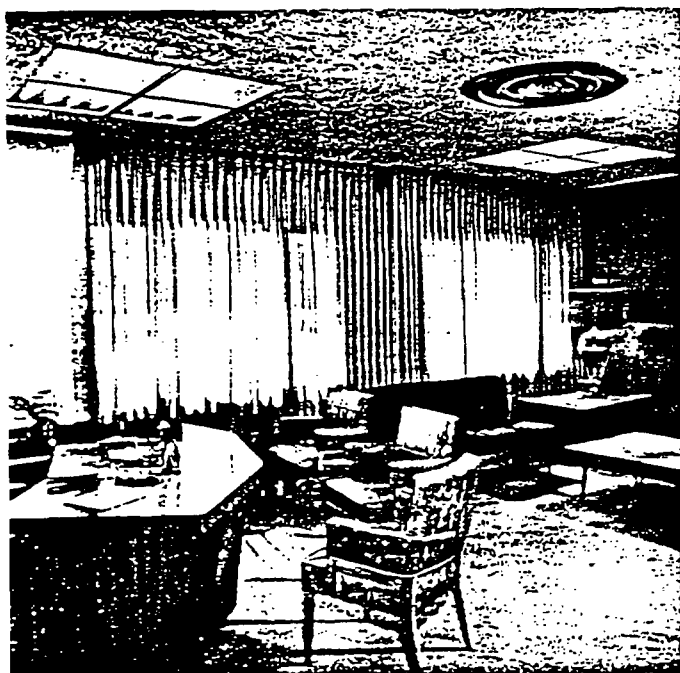


The office of L. C. Jacobson employs natural materials for their beauty. A wood paneled wall at left is complemented by a stone wall that has geologic interest with the imprint of shells and fossils and ocean foliage clearly visible. ACOUSTONE mineral ceiling tile picks up the travertine effect. No two tile are alike in texture.



The reception room of the Del Webb organization gives a first time visitor an immediate impression of good taste in appearance and of quiet that implies business-like efficiency.

H. E. Green, Phoenix, architect
R. E. WARREN SALES CO., Phoenix, acoustical contractor.



The private office of Del Webb, president of the company, is interesting for its details—the shaped desk, the unusual slate coffee table, and lamp. While the mineral tile ceiling is present primarily to provide sound control, its rich appearance becomes another important detail in the over-all planning of such an office as this.

Photographs in this issue by Bill Hedrich.
Hube Henry and Torle Kurling of Hedrich
Blessing Studio. Chicago; Julius Schulman.
Los Angeles; Photography, Inc.; Minneapolis;
Western Ways, Tucson.



ACUSTONE mineral tile applied by R. E. HOWARD CO., Los Angeles.

QUIET... helps relieve "pressure" at **TIME** MAGAZINE

AN office of *Time*, the weekly newsmagazine, is always in high gear. This is their Los Angeles headquarters where much of the magazine's coverage of the West Coast is centered.

Quiet contributes to concentration, it reduces fatigue, it soothes jangled nerves. Perforated baffles used for partitions and a mineral acoustical tile ceiling over the entire space indicate that *Time* recognizes quiet as an aid to the effectiveness of their staff operations.

Sound control can improve your office or store or restaurant or any place you do business, and also save money. Investigate its possibilities with the company in your area whose name and number appear on the back cover.

BB007 0328

we install

ACOUSTONE

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

*The original fissured mineral
acoustical tile*

FIRST on the market, FIRST in the field—ACOUSTONE is the *original fissured mineral acoustical tile*. Distinguished for beauty and texture, it's America's *outstanding* acoustical tile. Outstanding in efficiency—in high light reflectivity—in fire resistance. Once you see ACOUSTONE and compare its unique advantages, we know it will win FIRST place in *your* sound control plans. Let us show you samples and make a free survey of your sound problem.

A FEW OF OUR RECENT SOUND CONDITIONING JOBS

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 CLUB

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

HOWARD JOHNSON RESTAURANTS

Eastern United States

United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation

Roofing • Paint • Acoustical Tile

300 West Adams Street, Chicago 6, Illinois



Merchandise Manager
Industrial Sales
Dept. 147-B

B8007 0329