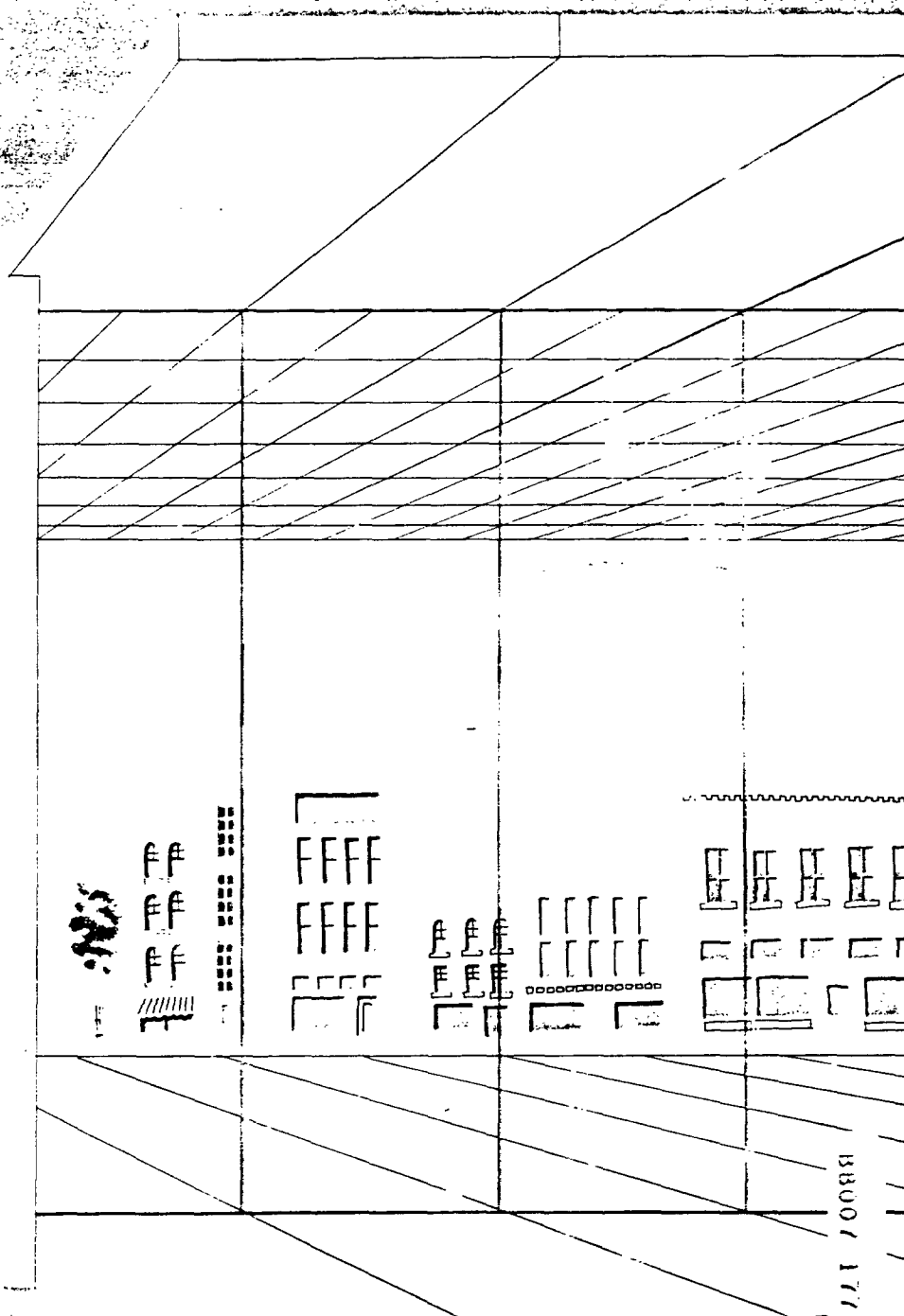


FOUND BUSINESS

PLAINTIFF'S EXHIBIT

USG-1023

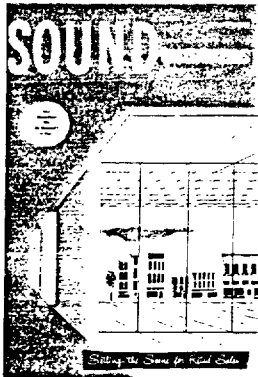
Can
Acoustical
Tile
Be Painted?
See Page 7



BROOKLYN

Sitting the Scene for Retail Sales

HOW'S YOUR point of purchase



Cleanliness is sales sense for Davenport Fish Co., Davenport, Ia. ACOUSTONE mineral base tile is the clean and handsome way to obtain sound control for their store.

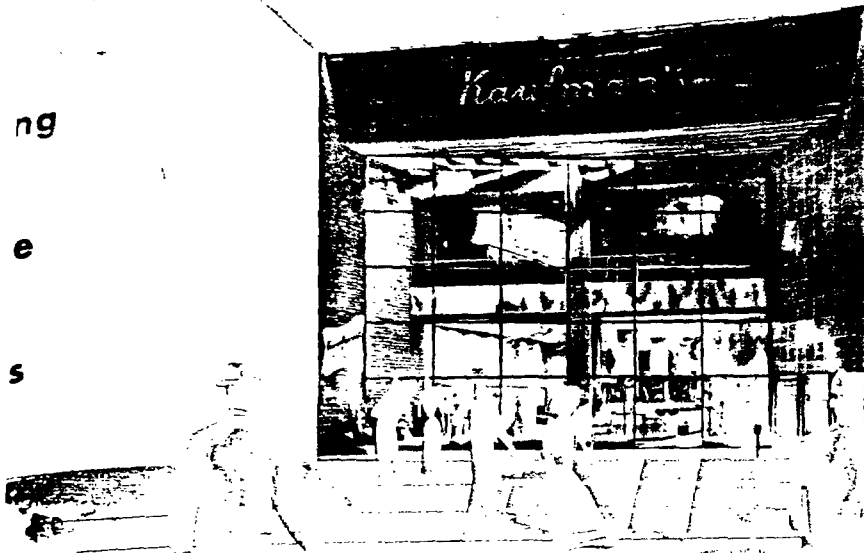
Acoustical installation by
Builders' Sales & Service,
Moline, Ill.
Photography, Inc.
photograph

BB007 173C

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The idea of making the entire store a show window is beautifully illustrated in this night view of Kaufman's apparel shop in Colorado Springs, Colo. This evening opens up a mezzanine sales floor to street view.

Photo courtesy Kawneer Co. Niles, Mich.

ME—the place and the customer are elements of retail. A buyer buys when he feels right. The final act of establishing the mood for possession. That's why the act of purchase is so important. Sales often depend on what the customer sees around him, on atmosphere or on the place "feels".

Part of this is color. Part is light; and, even more intangible, an important part is sound. Control sound and you control mood. And that's the salesman's aim—to control the mood to buy or possess.

Sound control can make a customer comfortable—can make him want to stay until his needs are satisfied; and it can create a favorable impression which will hasten his return. Sound control can be achieved with ACOUSTONE mineral tile, or AUDITONE fiber tile. Both are effective and add to the appearance of a store or shop. Store designers are sales psychologists. They talk about types of merchandise: impulse items, convenience items, and demand items.

"Demand" goods—the items for which a customer enters the store with a definite desire established—are usually located toward the rear of the space. To reach them he must pass "convenience" items, located near the center of the store. These are the things everyone uses regularly and must buy. While he is here and sees them he might as well buy now and save a special trip to the store at the actual time of need.

The third are "impulse" items, displayed near the front, near the cashier or wrapping areas where the customer may have occasion to loiter a moment, or in prominent display along the route back to "demand" items. Desire for possession of impulse items (often luxuries) is developed as the customer sees them.

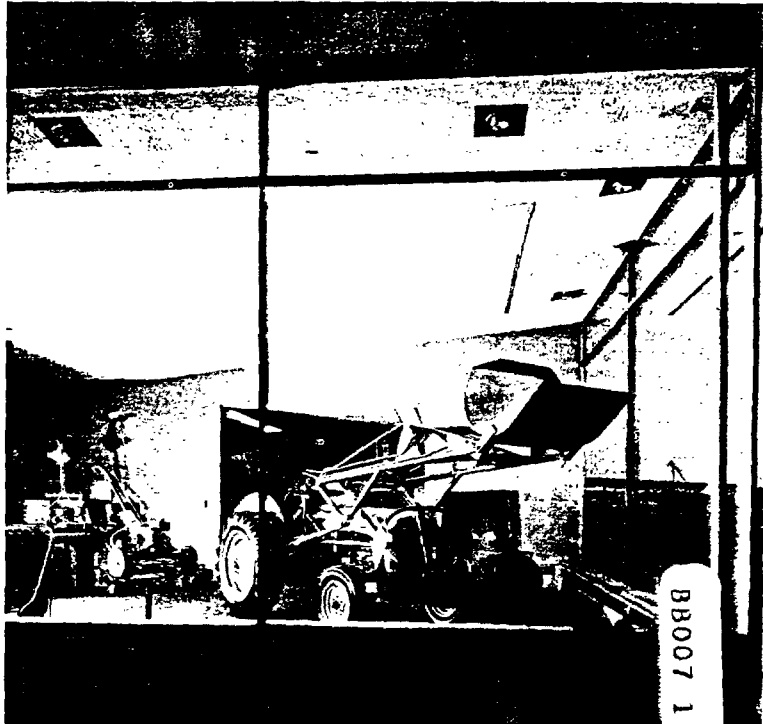
Store design works from the inside out. These three buying areas are correlated with storage and service space, with

consideration given to "traffic" lanes and opportunities for display. Planning of the front begins with the entrance door. Placement is dictated by best location for traffic flow to the interior, rather than by conformity to an exterior appearance factor.

A good store front reflects the interior by exposing as much of it as possible. (Notable exceptions are those which for business reasons should have closed fronts: loan office, beauty shop, dry cleaners, etc.)

A store front has two basic elements, a billboard area for identification and advertising, and the entry for display and invitation. Neither should be over-designed. Merchandise is displayed on the normal level of use, i.e., refrigerators and large items from the floor or low platforms; small items,

Hedrich Blessing photograph



BB007 1/31

fish to Ford tractors, sound control adds to the sales climate of a establishment. This is Roseman Tractor Co., Evanston, Ill., where remodeling included the installation of ACOUSTONE mineral base and quieting tile.

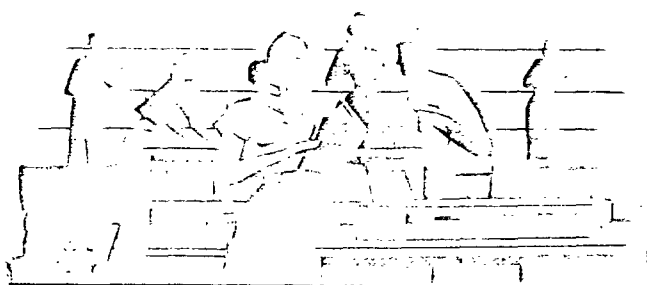
Acoustical installation by Anning-Johnson, Chicago

Setting the Scene for Sales (cont'd)

jewelry, drugs, etc., higher—near to the eye level. Lighting then will automatically take its place to fit this pattern.

Small stores avoid a center entrance door. Tests have shown that one large and one small window display areas are more effective than two medium sized displays. There are other considerations such as careful attention to light sources and use, to color, which should be used boldly but with emphasis on a few colors rather than a rainbow. Contrasts of texture and between light and dark draw the eye, and are sales and display tools.

Store design is a problem in drawing attention to merchandise and creating a desirable environment in which to buy. The intangible quality of such an environment is the contribution of sound control. It is a quality which can be achieved easily, economically, and beautifully with materials and service offered by the company named on the back cover of this magazine. Call them for specific information, without obligation.



Strong on service is the function of the Cornhusker Motor Club of the AAA in Omaha, Nebr. Under a mezzanine balcony, where office machines would be especially confined and bothersome, mineral tile has been installed to absorb much of this sound.

Porter-Trustin Co., Omaha, sound control service.
Photography Inc., photograph

Jewelry bought for cash or credit is often a major purchase for many. To help customers feel relaxed, and create the climate for sale, sound control is a part of this Omaha, Nebr. store of Brodkey's.



1957/1958



Book store sales experts encourage browsing by customers. They know that customers often find one or more which they want to buy. That is why a sound quieting ceiling is important. It gives the store that makes customers comfortable as they leisurely look over the display. Notice the openness of the sales display window, and how the store is on view from the street. This is Cokesbury Book Store in Atlanta.

Hedrich Blessing photograph
Lewis and Co. are acoustical experts in Atlanta, Ga.



Installed by Insulation Service Co., Milwaukee

Many stores are now favoring the "open plan" of display where their entire store is a show window. They now use AUDITONE, the economy fiber acoustic tile, which brings pattern to this broad expanse of ceiling, as well as sound control to the sales floor. Maione's Drug Store, Wauwatosa, Wis.

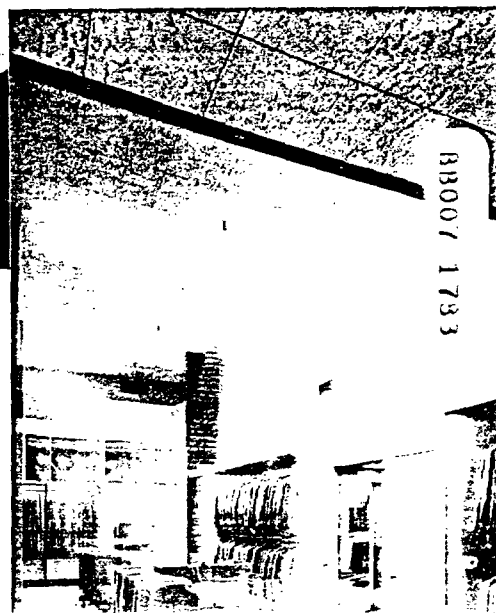
Schwabik Clothing Co. has this attractive outlet for men's clothing in Birmingham, Ala. It is enhanced in both appearance and atmosphere by an ACOUSTONE sound quieting ceiling.

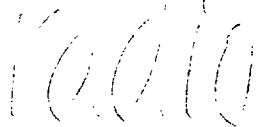
Ceiling installation by Shook & Fletcher Supply Co., Birmingham. Hedrich Biesing photograph



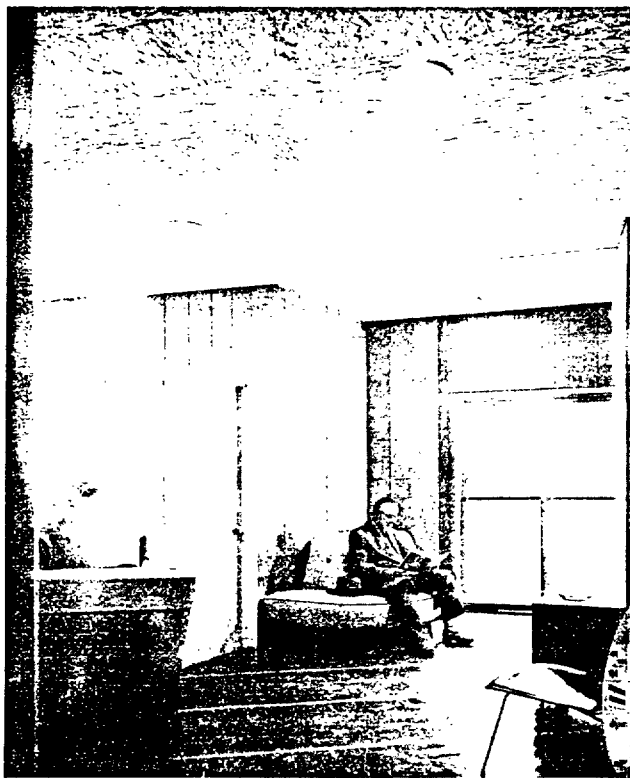
ACOUSTONE mineral tile ceiling by Builders' Sales & Service, Moline.

The auto industry has been building and expanding in recent years, and in many cases, these brilliant merchandisers have embraced sound control as an important element to put prospects in a buying mood. This is Moline Auto Sales, Moline, Ill.





SELLS BY SOUND...

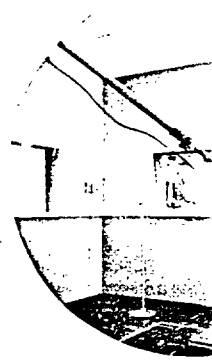


Radio men have sound for sale. The best of sound materials is a necessary part of their capital.

The industry went through a cycle. In its early years was a shift from an absence to an abundance of sound materials. Studios became acoustically "dead", and more natural or desirable than the hollow hall sound of excessive reverberation. Then there was a return to the which produced an ideal acoustical medium for broadcast music and the spoken word.

This is a page of examples of how this optimum...

For men who know their acoustics best, sound control materials are important in every room where people work, and where visitors are received. Here in WKBW's control room and their reception room, mineral base tile acoustical ceiling, play an important role.



Buffalo, N. Y.

ACOUSTONE mineral tile perforated baffles correction in the broadcasting WKBW, Buffalo, N. Y.

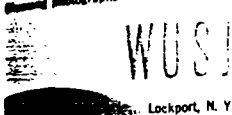
Acoustic installations by Davis-Fetters Co., Inc., Buffalo, N. Y.
Hedrick pressing photographs

BB007 1784



STONE mineral tile on the and partially on the walls, the right atmosphere for air- comments a Disc Jockey Davis.

of installations by Davis-Fetch & Co., Inc. N. Y.



ACOUSTONE does not insulate rooms against sound, or prevent its passage. It does reduce the multiplication of sound by reverberation so that there is less noise in this control room which might penetrate to the broadcasting studios beyond.

WUSJ, Lockport, N. Y. The sound controlling qualities of AUDITONE fiber tile are much appreciated in WUSJ's news room, where the teletype clicks endlessly.



KERG, Eugene, Ore. uses an interesting pattern of slotted perforated AUDITONE fiber tile in their studios.



Local installation by and Zedrek Co., Portland, Ore.

6, Issue No. 3 June, 1951

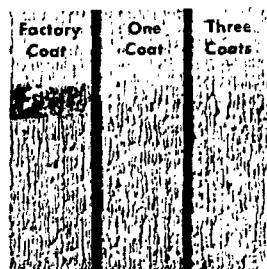
SOUND BUSINESS

oted to new horizons in acoustics for every type of cturc. Sent to you bi-monthly with the compliments of the company named in the advertisement on the back cover.

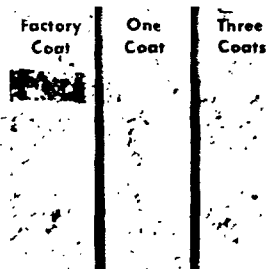
ished by UNITED STATES GYPSUM CO., 300 West Adams Street, ago 6, Illinois, manufacturers of products for sound conditioning. ELMER H. JOHNSON, Editor

OTICE: SOUND BUSINESS, ACOUSTONE, AUDITONE, PERFATONE, XOLITE (Paints) and MOTIF'D are trade-marks registered in U. S. Patent by UNITED STATES GYPSUM CO. and are used in this publication to dis-

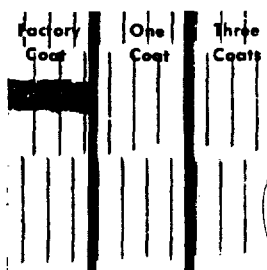
USG Acoustical tile with factory painted surface, (left panel in each case) one and three coats of TEXOLITE paint brush applied under identical conditions. Lamp black streak at left crossed entire tile before painting, proves coverage.



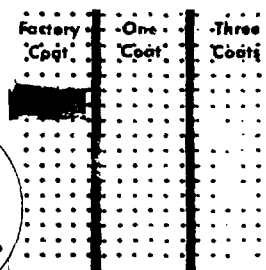
Motif'd ACOUSTONE, pattern 19



ACOUSTONE, pattern F



AUDITONE



Perforated AUDITONE

Can
Acoustical
Tile
Be Painted?

Of course it can be painted!

ACOUSTONE mineral tile and AUDITONE fiber tile can be painted a number of times without appreciable change in sound absorbing properties.

This has been proven by scientific tests. These two tiles reduce reverberation by trapping sound in pores and openings in their surface which lead to other capillaries within the structure of the tile. Because the slots in AUDITONE and the fissures in ACOUSTONE are of considerable size, paint does not readily film across these openings or close them. Such filming reduces sound absorption ability of some acoustical materials.

AUDITONE and ACOUSTONE are easily and satisfactorily cleaned. Wallpaper cleaner, or even a vacuum cleaner with a brush type nozzle does a good job. After a number of cleanings however, it is sometimes desirable to repaint the surface of the tile. The reason for painting sometimes springs from a desire to change color.

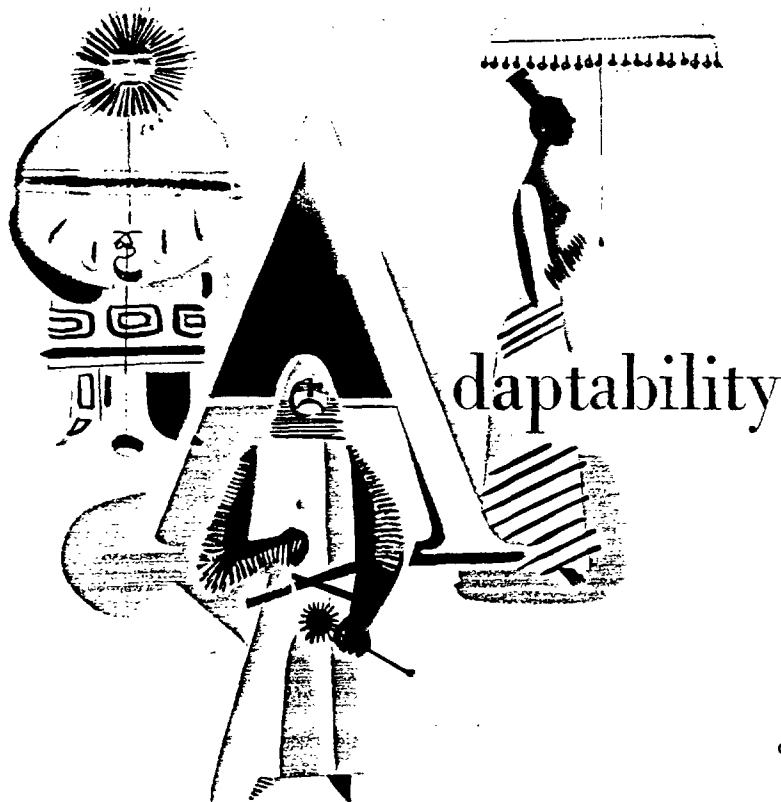
AUDITONE fiber tile and ACOUSTONE mineral tile are shipped with a factory painted surface. Standard TEXOLITE, a casein paint, or IMPERIAL TEXOLITE, a resin emulsion paint, or Seven Star Imperial TEXOLITE are recommended for repainting purposes when used according to directions. Oil paint may be used with equal satisfaction.

Surface dirt should be removed before painting begins. With ACOUSTONE, the paint brush should be kept well filled with paint, brushing the tile in one direction and cross brushing in the opposite direction. No attempt should be made to stipple or fill the larger surface fissures. Each tile should be finished before starting the next. A six inch Dutch type brush is recommended.

On slotted AUDITONE fiber tile, all brush strokes should be parallel to the slots rather than across them.

The most uniform job is obtained with spray gun painting. In tests by the United States Government, paint was thinned with as much as 50 percent turp-

BB007 1735



SOUND BUSINESS can never hope to put type of installation of sound control material that can be made with profit. This issue varies in retail establishments from a motor fish to a tractor showroom; but still the adaptability of acoustical tile is almost unlimited. You may never see your type of business in SOUND BUSINESS, still acoustical tile may be the answer to one of your specific noise problems. There is a way to find out.

Start with the basic fact that noise causes distraction, fatigue, lack of concentration, irritation. If it does this to people on your payroll—if it drives away people whom you want to attract as continued customers, then noise is costing you money. We have the answer to many noise problems and the basis of our service is to relate it to your specific situation, even though it be far afield from anything you have ever seen in SOUND BUSINESS magazine. We will do this frankly and clearly and without obligation. Call us today! ➔

Recent U-S-G Sound Conditioning Installations by Anning-Johnson Co.

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NORTHERN TRUST CO.
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NORTH SHORE NATL. BANK
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Chicago, Ill.

CONTINENTAL NATIONAL
BANK & TRUST CO.
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CHICAGO SUN
Chicago, Ill.

CHICAGO TIMES
Chicago, Ill.

CHICAGO TRIBUNE
Chicago, Ill.

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