

EARLY FALL • 1949

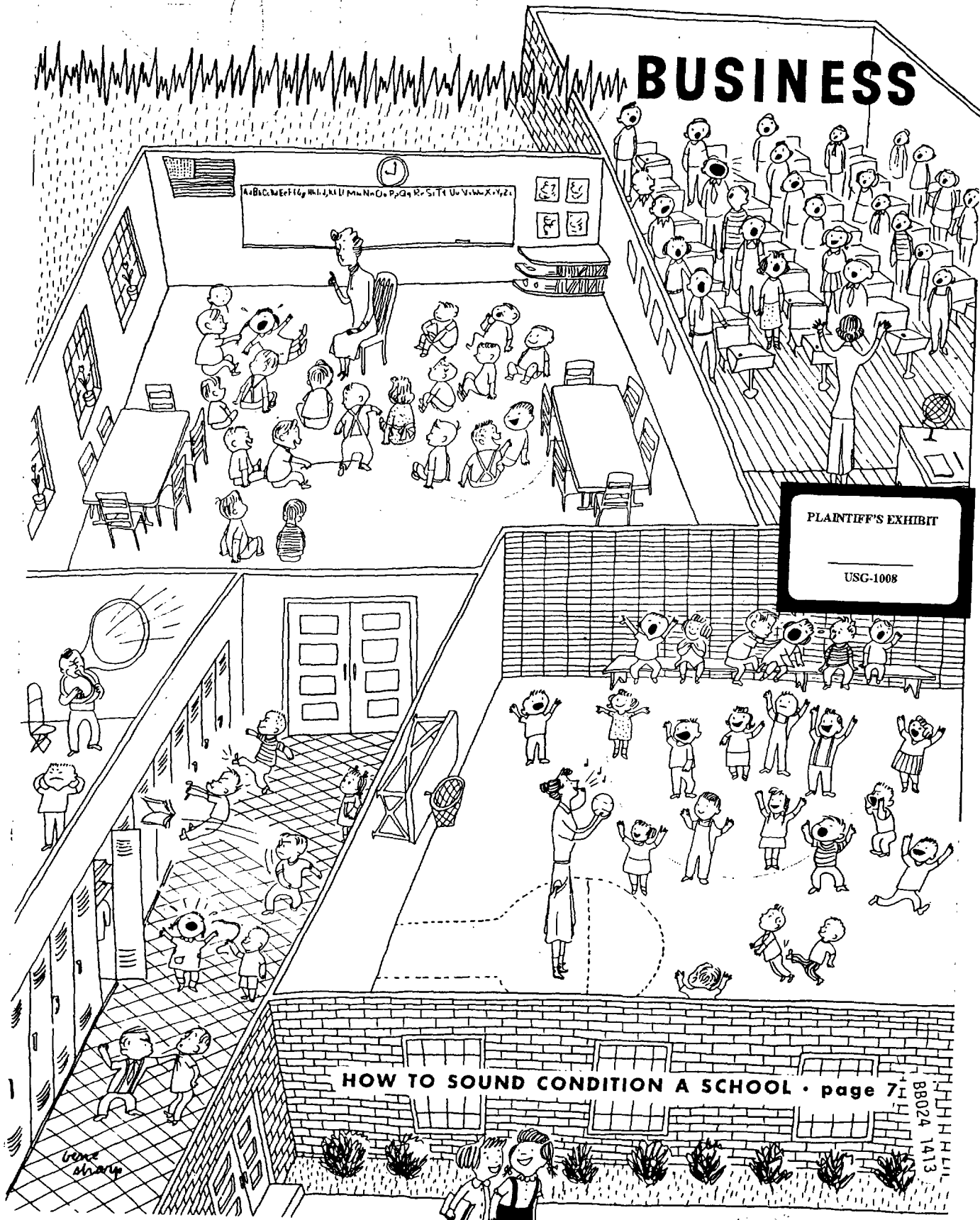
# BUSINESS

PLAINTIFF'S EXHIBIT

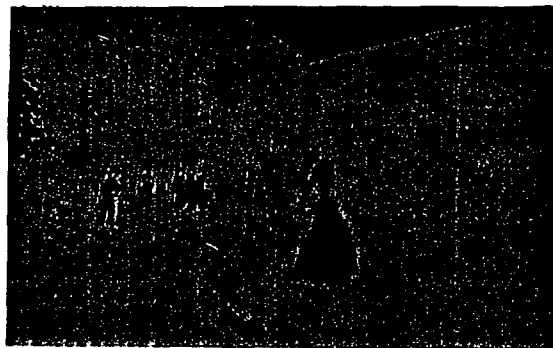
USG-1008

HOW TO SOUND CONDITION A SCHOOL • page 7

BB024 1413



Acoustone mineral tile, manufactured by T. K. Finney, Inc., San Francisco

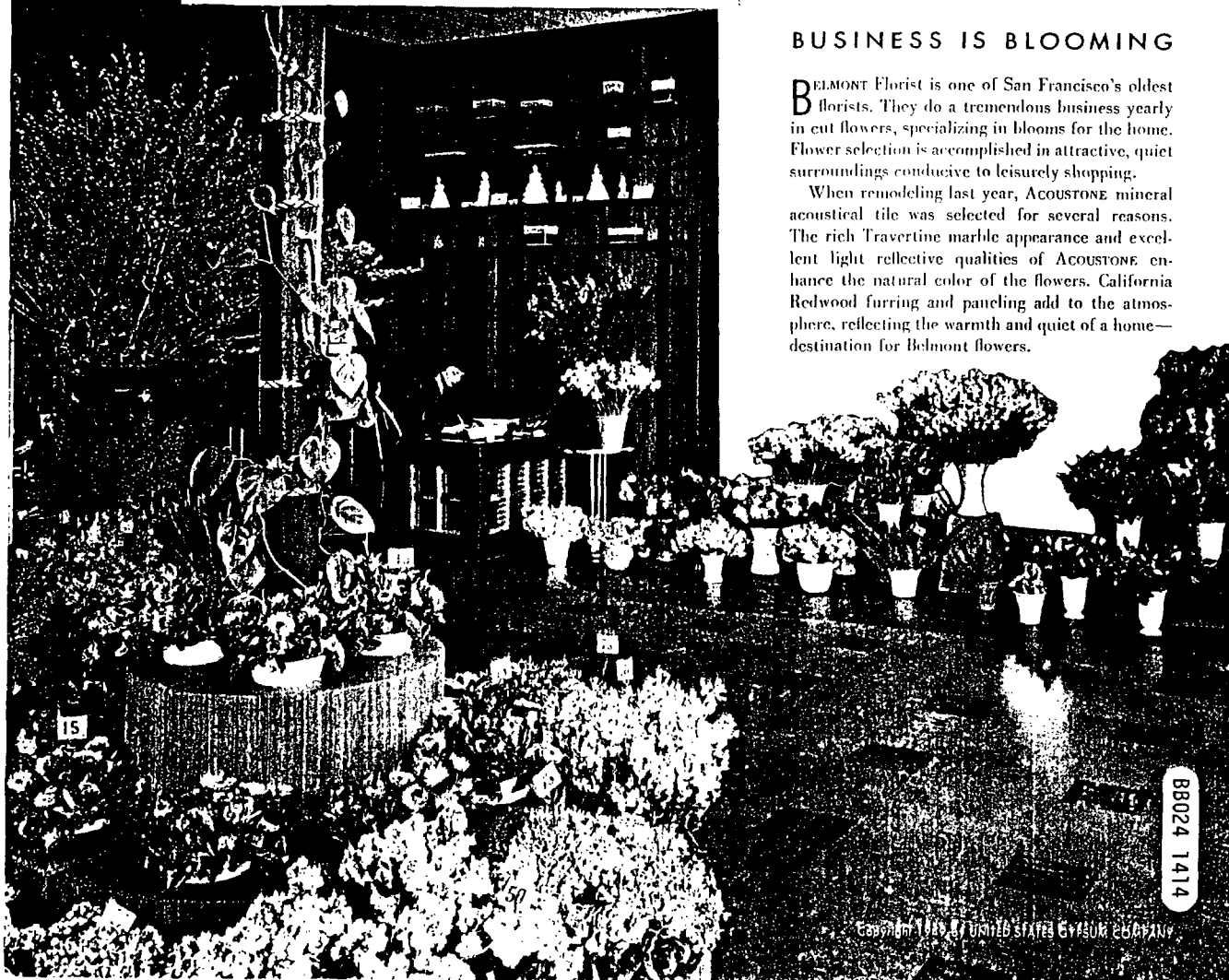


SAN FRANCISCO

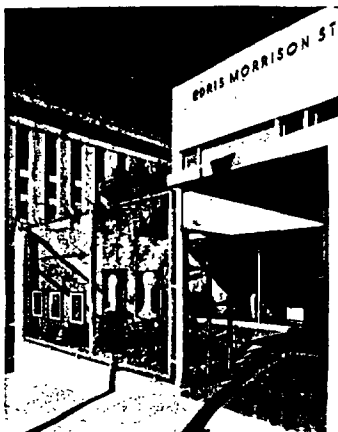
## BUSINESS IS BLOOMING

**B**ELMONT Florist is one of San Francisco's oldest florists. They do a tremendous business yearly in cut flowers, specializing in blooms for the home. Flower selection is accomplished in attractive, quiet surroundings conducive to leisurely shopping.

When remodeling last year, ACOUSTONE mineral acoustical tile was selected for several reasons. The rich Travertine marble appearance and excellent light reflective qualities of ACOUSTONE enhance the natural color of the flowers. California Redwood furring and paneling add to the atmosphere, reflecting the warmth and quiet of a home—destination for Belmont flowers.



Acoustone Tile by UNITED STATES Gypsum Company



## new approach to photographic sales

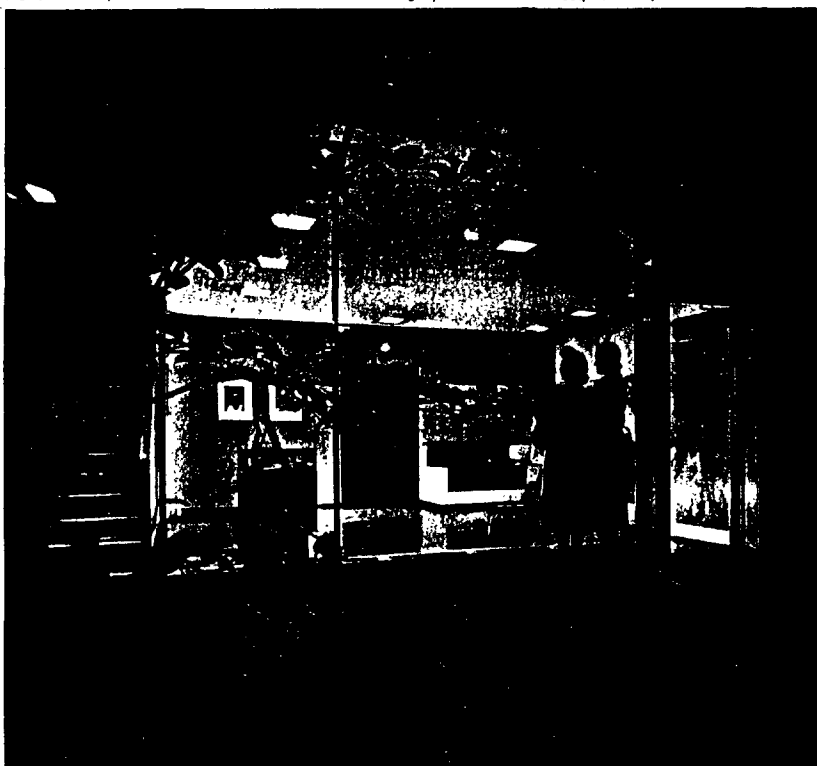
Pietro Belluschi, architect ACOUSTONE Sound Conditioning by Emerl & Zednik Co., Portland, Ore.

Glass wall highlights distinctive display of some outstanding studio work.

View from patio shows charm and inviting atmosphere of reception room.



Attractive display case in main reception room. ACOUSTONE aids in promoting the selections and sales.



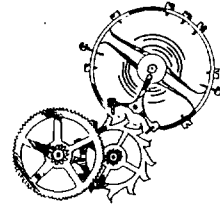
An ideal setting for photography must be dramatic and artistic. This setting is achieved in the Elris Morrison Studio in Portland, Oregon. Excellent contemporary design is carried throughout the striking two-story white concrete structure.

Facing the street, a glass wall provides dramatic impact with display frames to show passers-by the Morrison work. Terra Cotta tiled court lends exotic introduction to studio.

Effective balance between practical and artistic elements is carried out on the interior. Operators and staff members work under ideal conditions with modern equipment. ACOUSTONE mineral acoustical tile, the modern ceiling, was the natural selection to complete the motif of this outstanding studio. ACOUSTONE lends additional charm and complements the relaxed, quiet atmosphere.

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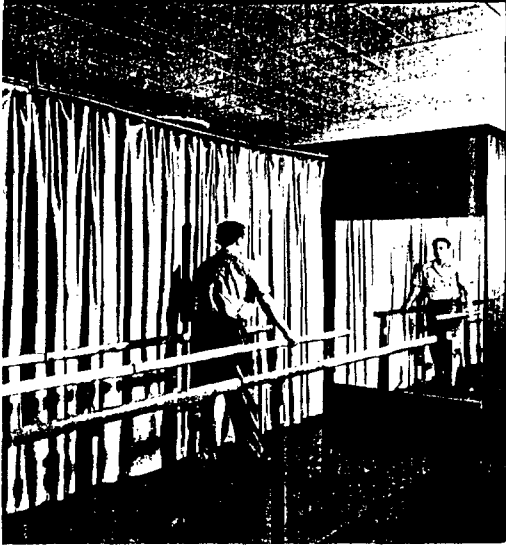
**GOING PLACES**—students of the Joseph Bulova School of Watch-making learn complicated and fascinating trade, then are graduated to take jobs offered by 2,000 jewelers in communities all over the country.



Huge main classroom is a beehive of activity. Conversation is general and constant, but ACOUSTONE mineral acoustical tile sound conditioning maintains a low noise level conducive to concentration and a steady hand with the tiny watch parts.

Each student has his own desk specially designed to hold the many delicate and intricate instruments of his future trade. The modern, attractive school was built and is operated by the Bulova Watch Company on Long Island.

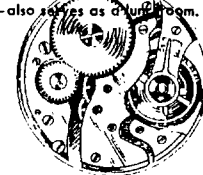
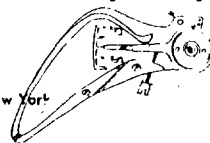
Watch  
this  
school



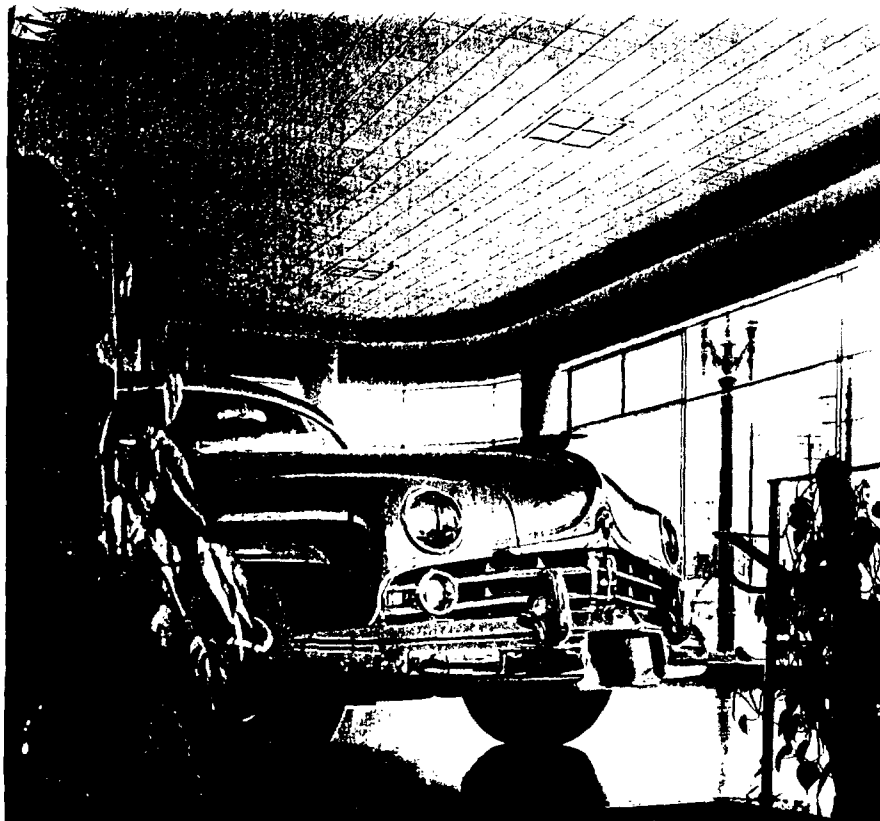
Physical therapy section and medical dispensary are also ACOUSTONE sound-conditioned. With ACOUSTONE quiet, only draperies are needed as partitions to divide area for privacy; these may be drawn back to throw two rooms into one.

Students lead busy, active lives, with many recreations provided by the school. This ACOUSTONE sound-conditioned recreation room is excellent for informal conversations and relaxing games during off-hours—also serves as a lunch room.

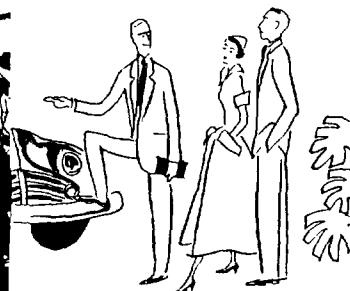
Charles M. Lobejager, Flushing, Long Island, architect  
ACOUSTONE sound conditioning by Waldvogel Brothers, Inc., New York



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Hudson and Brokaw, architects AUDITONE sound conditioning by Acoustical Contractors, Los Angeles



"Nothing could be finer" epitomizes customers' feelings on viewing car in lavish surroundings.

## Planned for Selling

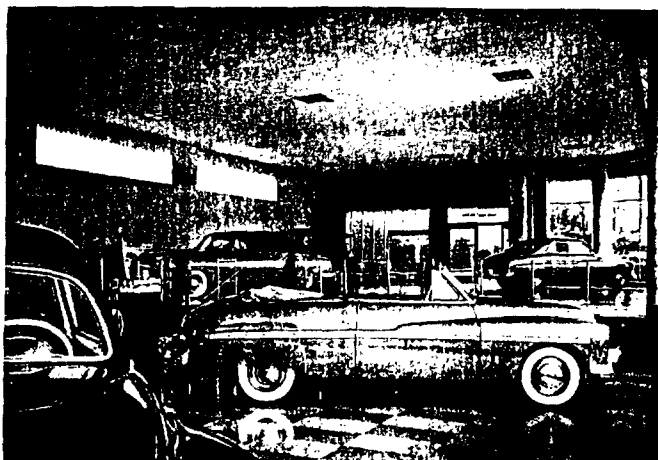
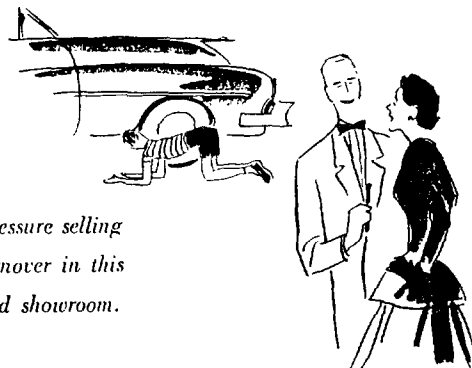
REALIZING that the post-war demand for cars would not remain in the hysterical stage, J. E. Coberly, Inc. of Los Angeles decided to prepare ahead of time for a return to normal competitive selling. In business since 1916, Coberly's has constantly been building for the future, developing good will and satisfaction through dependable service.

Today, with a completely equipped building for sales and maintenance, this agency is the largest outlet in Southern California for Lincoln and Mercury cars.

In order to facilitate demonstrations and sales, Coberly's chose AUDITONE fiber acoustical tile for ceilings. Salesmen make presentations without competing for attention, without straining to be heard. Individual discussions can be carried on with freedom and without embarrassment to customer or salesman. Here in a showroom requiring unbroken spaciousness for effective display, AUDITONE provides privacy that can be likened to invisible partitioning.

Unusually large area effectively promotes display of wide range of models. Salesmen have adequate space for demonstrations and sales.

*No need for high pressure selling to reach volume turnover in this distinctively designed showroom.*



B8024 1417



## More service=more profit

Projection booth built from cloakroom plus closet space converted to control room add new business for a hotel banquet center.

A business group holds district meeting in the Lafayette Hotel's banquet room because of excellent acoustical conditions for speeches, movie and slide sound.

By analyzing—then meeting—the town's needs, the Lafayette Hotel of Rockford, Ill. proved that a hotel not having facilities for large functions can build a sizable revenue from its banquet room.

Many business, social, or wedding groups feature—or would like to feature—movies, slides, or music as part of their programs. These groups provide a potential banquet room trade that responds to movie, slide, sound and music facilities.

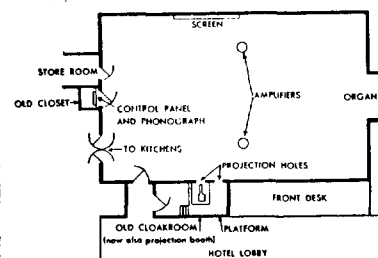
So Ferdinand P. Sperl checked with

groups in the city. He found that an ordinary banquet room was an obstacle course for film showing. Projection screens had to be set up, tables stacked, light cables laid across the floor. Reverberation from hard wall and ceiling surfaces blurred speeches, movie sound and music.

Today the Lafayette Hotel helps sell its banquet service with a complete movie installation in a projection booth created from a cloakroom adjacent to banquet room. For special events there is selected music

available over a record player, plus wired music, all installed and controlled in a closet turned into a control room.

Primary step in conversion was installation of ACOUSTONE mineral acoustical tile on ceiling to lower noise level in room by reducing reverberation from hard surfaces. ACOUSTONE provides ideal hearing conditions for speeches, music, and movie sound which emanates from two loud speakers recessed into the highly attractive ACOUSTONE ceiling.



Details of remodeling and installation of new equipment.

BB024 1418



COVER STORY

## How to SOUND CONDITION a SCHOOL

**S**TRIPPED down to its essentials, learning . . . and therefore teaching . . . and therefore a school . . . requires basically seeing and hearing. Necessity for good seeing conditions is understood and met in nearly every school in the country, but equal necessity for good hearing conditions often has been overlooked.

Poor hearing conditions can retard students as surely as imperfect vision. Misunderstandings of assignments and tendencies to day-dream or indulge in horse-play often result from blurred hearing of the teacher's words when students are cut off by an invisible curtain of indistinct sounds.

Principals or school boards can work wonders in improving existing schools, or planning for new ones, by studying noise problems and planning their correction.

An experienced acoustical engineer will analyze the noise conditions in each area, with recommendations for correction with the proper amount of sound correcting materials to produce optimum results—materials such as ACOUSTONE mineral acoustical tile, AUDITONE fiber acoustical tile or PERFATONE metal pan tile. This service is offered free, with no obligation to school.

Areas that need acoustical treatment most:

**Classrooms** In this most crucial area of the school, an absorptive material on the ceiling will reduce the general noise level and eliminate reverberation to make the teacher's job easier and more effective.

**Corridors** Absorption of noise in these universal trouble spots is a *MUST* in schools to lower noise level and reduce carrying of noise from one classroom to another as no amount of "policing" of students can do.

**Stairwells** Second only to corridors in creating noisy schools, these areas should have enough absorptive materials on walls, stair soffits and ceiling to obtain an 8 decibel reduction.

**Auditoriums** Use of acoustical tiles on ceilings helps correct reverberation time for speeches, music, sound films, etc. An acous-

tical engineer should be consulted in order to achieve good acoustics.

**Gymnasiums** It is increasingly common to treat gymnasiums acoustically. Sound-conditioning the ceiling with acoustical tile is usually sufficient treatment.

**Lunchrooms and Cafeterias** Here a sound-absorbing material on the ceiling may be augmented by minor changes such as rubber pads on trays and in the silver bins, instructions to servers on quiet operation, etc.

**Business Offices** Reducing noise levels results in an increase in office efficiency. Sound absorption through ceiling treatment with acoustical tile is usually ample.

In addition to this treatment, especially noisy areas such as band and music rooms, laboratories and manual training areas should be isolated by position from rest of the building if possible and sound insulated with special construction to eliminate, or minimize, structure-borne sound. Here, sound absorptive tile is important to reduce noise level within the room, reducing strain, increasing efficiency and concentration.

The sound absorptive tile chosen will depend on its particular characteristics for use in the room—the beauty and incombustible qualities of ACOUSTONE, for instance, handsome modern appearance and economy of AUDITONE, extremely high efficiency, and soap-and-water washability of PERFATONE. All are rapidly installed and may be painted or cleaned without materially impairing sound absorption.

A complete school and university check list showing types of sound treatment required may be had free by writing to United States Gypsum Company, Department 136, 300 West Adams St., Chicago 6, Ill.



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*This is*

## PERFATONE

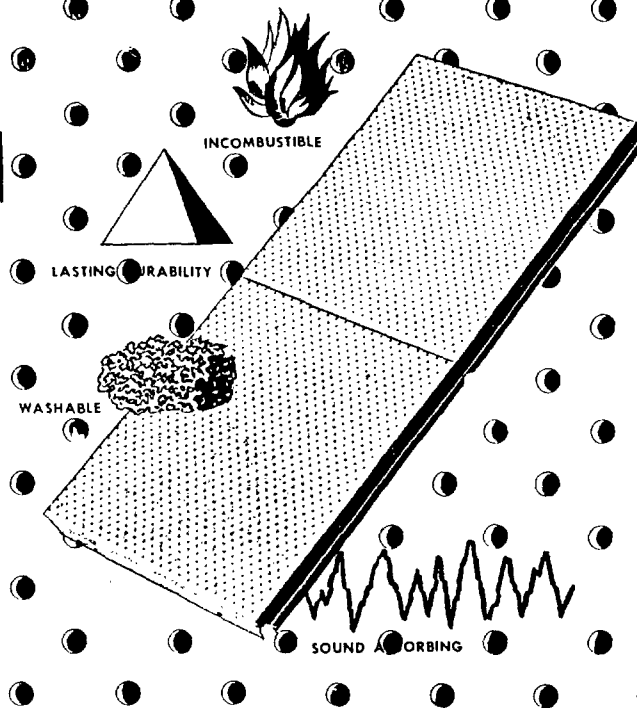
IT'S the last word in high sound absorptive efficiency and low cost maintenance.

Imagine being able to remove any 12"x24" area in your ceiling to reach wiring, plumbing, air conditioning ducts—then replace it without repainting or maintenance cost! This money-saving feature is yours with PERFATONE® acoustical tile construction.

PERFATONE consists of perforated metal units, 12"x24", backed by mineral wool sound absorbent pads. This gives you the unusually high Noise Reduction Coefficient of .85, combined with exceptional fire resistance, lasting durability, sanitation and ease of removal.

The smooth, baked enamel metal surface of PERFATONE may be washed or painted repeatedly—ideal for locations where dirt and grease are deposited on the surface.

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



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