JULY-AUGUST • 1952

SOUND BUSINESS

PLAINTIFF'S EXHIBIT

USG-985



BB024 1673

BB024 1674

The Realm of the Retailer...

can be comfortably Quiet

Leading the parade of large retailers toward decentralization of their store facilities, New York's Abraham & Straus have opened a spanking new branch in suburban Hempstead, L.I. The new structure is a brilliant merchandising tool. It is strikingly handsome and contemporary in its appearance, and in a sense, is its own greatest promotion medium.

It is so pleasant an environment that Long Islanders in its trading area seek an excuse to visit the store. When they have a need they think first of Abraham & Straus as the source of fulfilling it because they like to go there. They like it because it is easy to park their car, because store layout makes shopping easy and convenient, because even the merchandise is given a lift in prestige by being displayed in such fine surroundings, and because they are comfortable when in the store building.

Several functional design elements contribute to this comfort. One is careful temperature and humidity control. Another important part of customer comfort is audio-comfort, obtained by ceiling treatment with ACOUSTONE mineral tile.

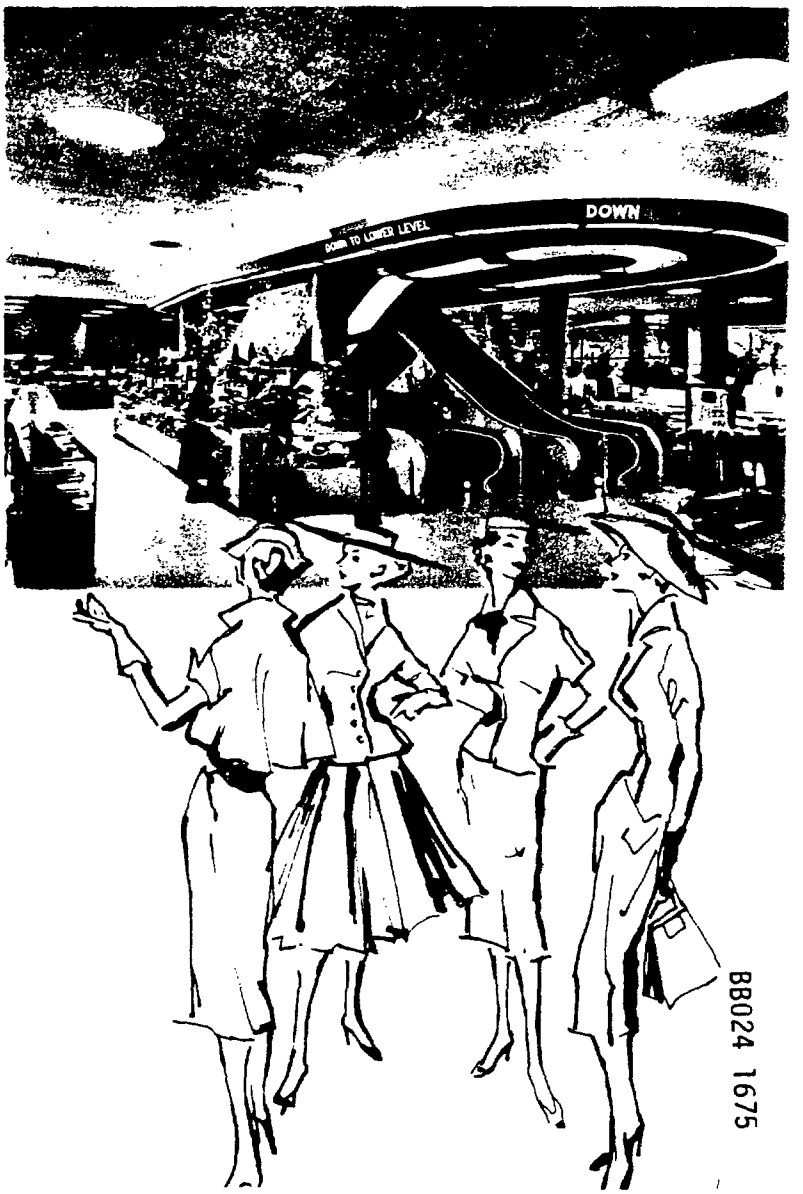
The hard surfaced, easily maintained, long wearing flooring material of the street level sales floor is sound reflective, and ACOUSTONE mineral ceiling tile is the salvation of the noise problem caused by the heavy traffic that the space is carrying. Everywhere in the store this material ACOUSTONE, while providing quiet, adds an atmosphere of dignity that develops customer preference for this retail establishment.

ACOUSTONE mineral tile ceilings installed by Waldvogel Bros., NYC.
Daniel Schwartzman, NYC, architect.



Handsome display, good lighting and a location near one entrance make this hats and shoes department a successful sales center for men. An acoustical tile ceiling helps create the buying mood in customers.

Diagonal aisles from each of the corner entrance areas converge at this point. Traffic here is extremely heavy and the ACOUSTONE mineral tile overhead helps to keep disturbing noise to a minimum.



F. S. LINCOLN PHOTOGRAPHS

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Left: Blossoms and brides mingle in an atmosphere of excited quiet provided by the ACOUSTONE mineral acoustical tile ceiling which is over all in the bridal gown department



E. F. Glenn Buick Co., dealer in Lexington, Ky., included a turntable, terrazzo floor, wood paneled walls and an ACOUSTONE mineral tile ceiling in the company's new hard selling showroom.

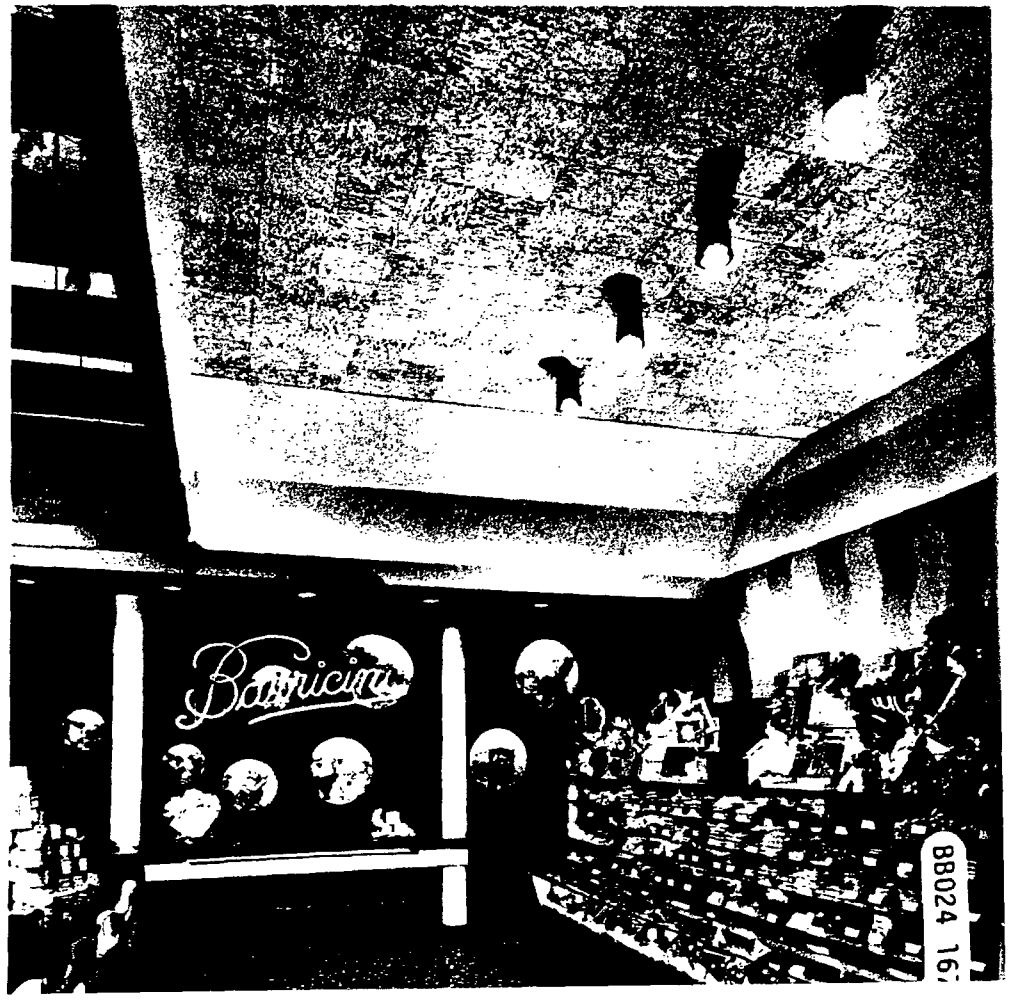
Retailing in all of its phases benefits from sound control. From large costly items such as automobiles and pianos, to small "convenience" items including drugs and candy, acoustical tile overhead helps create buyer preference for a certain sales outlet. Notice how well the appearance of non-combustible ACOUSTONE mineral tile and distinctive, economy-wise AUDITONE fiber tile is adapted to a variety of decors and surroundings in these examples of fine installations.

The Realm of the Retailer *(continued)*





F. S. LINCOLN PHOTOGRAPH



On New York City's Fifth Avenue, Barricini candies are merchandised in these handsome surroundings. The distinctive tile floor with its sound reflective surface is balanced by ACOUSTONE mineral tile on the ceiling which keeps noise down and customer comfort up.

ACOUSTONE mineral tile installed by Waldvogel Bros., NYC

SOUND CONTROL is a Job for Experts

SEE COMPANY Named on Back Cover



The Aeolian Co., Fifth Avenue, N.Y. brings a homelike decor and homelike quiet to its piano and organ salesrooms with ACOUSTONE mineral tile. Acoustics are extremely important in the demonstration and sale of musical instruments and the attention given to them here is well justified by results achieved.

HEDRICH-BLESSING PHOTOGRAPH



Cox Pharmacy, Louisville, Ky. features the open plan and self-service. Its display windows are open to the entire store and the acoustical tile ceiling has view importance from outside as well as inside. This is AUDITONE fiber tile, with efficient acoustical properties, distinctive appearance and low cost.



SOUND CONTROL

Behind the Scenes in Retailing

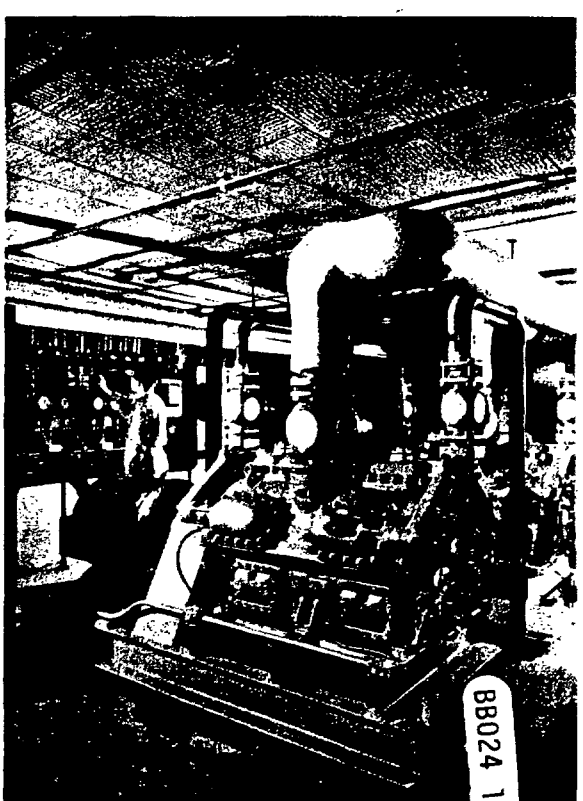
There is more to retail store operation than attractive sales space. Of almost equal importance is work area.

These are the compressors which are a vital part of the air conditioning equipment in the new Stewart's Dry Goods company store in Lexington, Ky. This is directly below the street level sales floor, and every effort was made to minimize transmission of noise from these machines to the floor above.

The AUDITONE fiber acoustical tile over the compressors does not improve the ceiling structure as a sound barrier between this room and the room above. It does reduce the noise intensity in the compressor room. That part of the noise absorbed by the AUDITONE fiber tile does not reach the salesroom overhead.

Notice that the equipment is on a spring mounted platform. The springs absorb and dissipate most of the vibration before it can be transmitted through the structure to cause noise in other parts of the building. Some of the pipes shown had been supported from hangers suspended from the ceiling. It was found that these supports carried vibration and noise to the sales floor above. When they were removed this noise transmission was eliminated.

The control of machine noise has many facets, but acoustical tile, properly installed, together with resilient machine mounting, can help solve those problems by reducing noise intensity.



AUDITONE fiber tile installation by Pochel-Chowning
HEDRICH BLESSING PHOTOGRAPH

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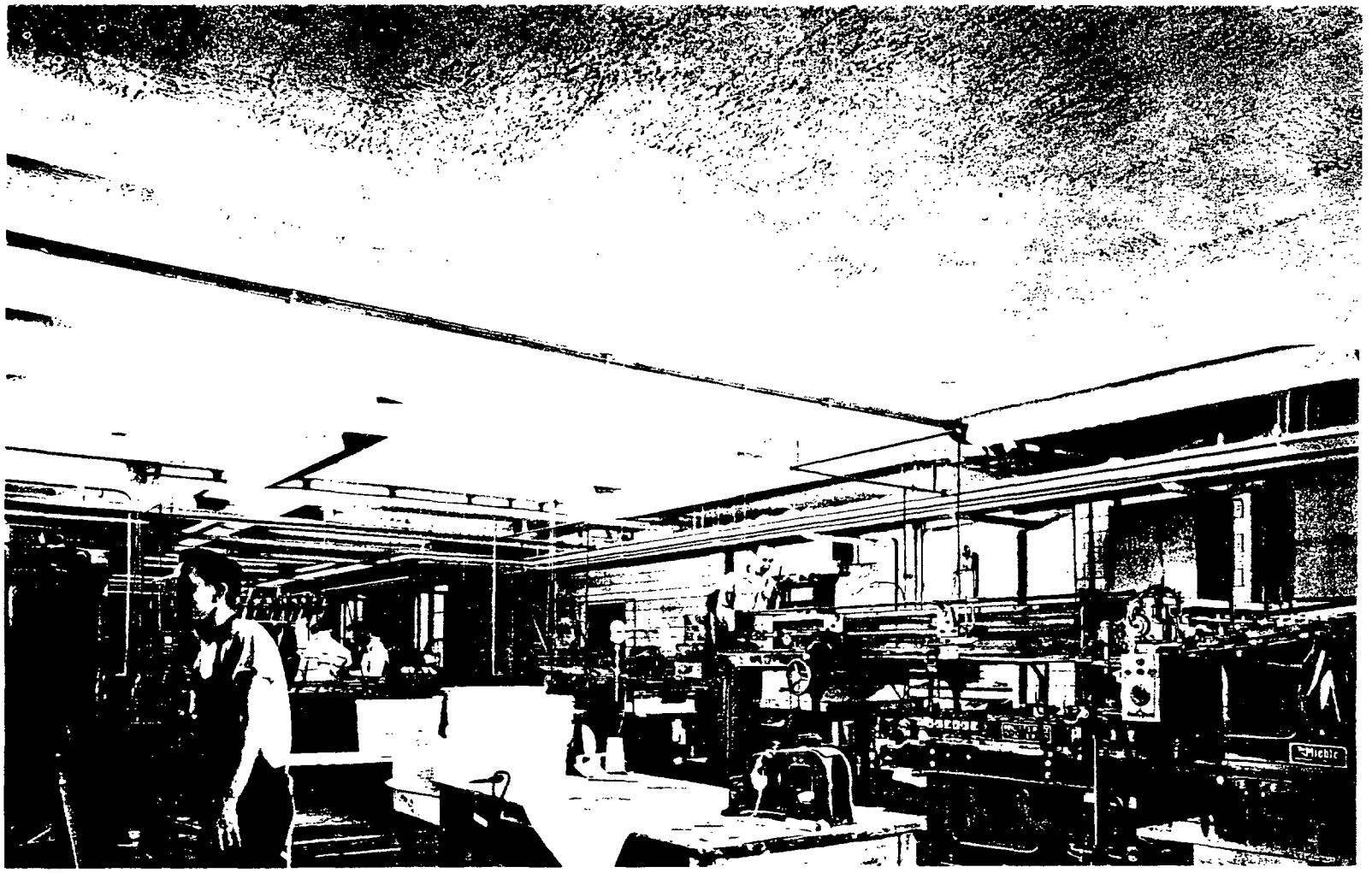


Automatic printing presses are money makers only while they are running. Thus their constant thump and drone is the aim of every printer. This "printers' music" is more acceptable when it is reduced in intensity to a minimum, an accomplishment best achieved with acoustical tile ceiling treatment as illustrated in this pressroom of the University of Kentucky School of Journalism.

Reducing Noise in Industry

Printing

Acoustical tile is making steady progress in the halls of industry. It is progress based on outstanding performance. The importance of sound control in industry should not be underestimated (see pages 4 & 5, Issue No. 1, January-February, 1952, SOUND BUSINESS).

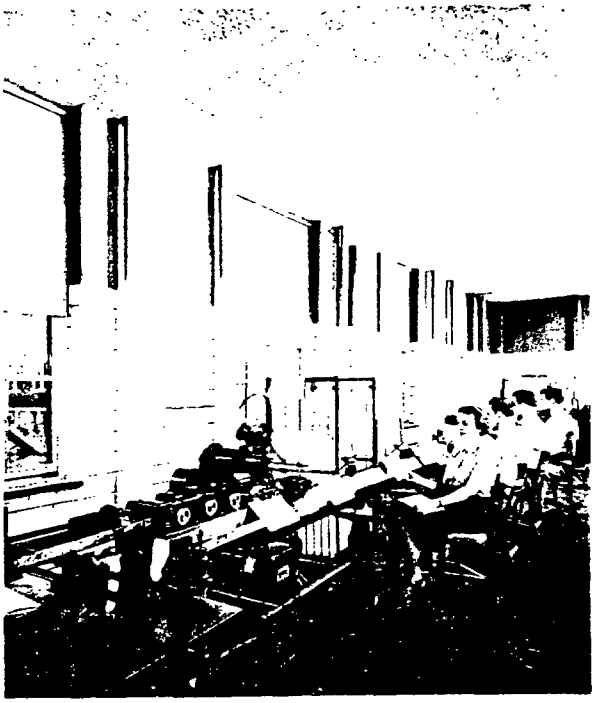
In these photographs non-combustible mineral acoustical tile spans a magnificent new printing plant. This is a commercially operated shop at the University of Kentucky

The equipment used in the printing industry maintains a constant drone and clatter of high intensity that is fatiguing and nerve-racking to workers operating the equipment. Acoustical tile reduces noise intensity by absorbing part of the energy of the noise produced. It is energy of sound waves produced by machinery which is disturbing to the human auditory system and the central nervous system, causing fatigue.

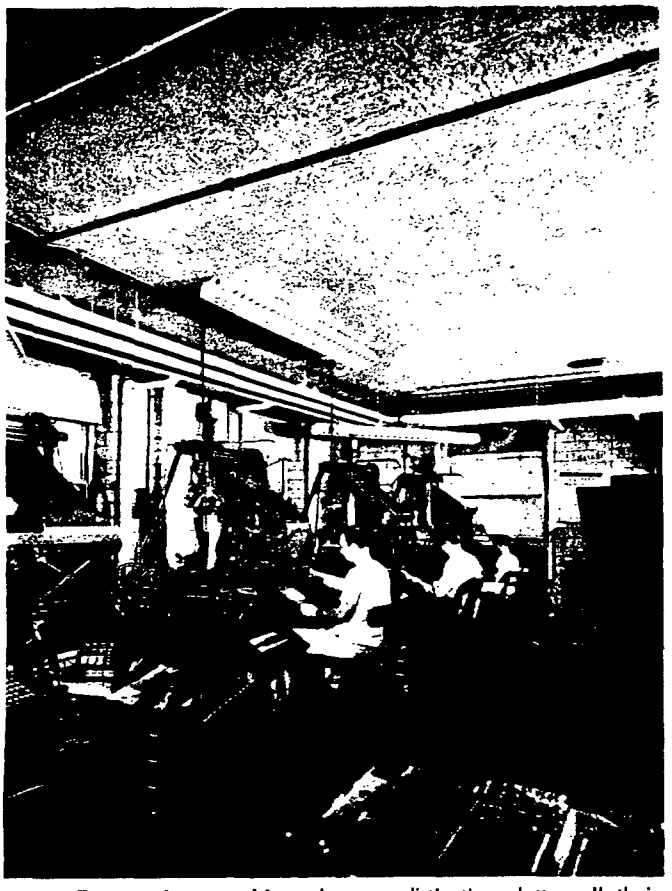
Reduced noise in any working environment usually results in increased efficiency and lessened fatigue for the working personnel.

BB024 1678

Whayne W. Haffler & Robert W. McMeekin, Lexington, architects
ACOUSTONE mineral tile installation by Pochel-Chowning, Louisville



Bindery machinery produces the noise of wire stitching and moving arms and conveyors. Sound quieting tile reduces the reverberation of this sound which may add a disturbing noise level causing fatigue for workers and reducing productive capacity.



Typesetting machines have a distinctive clatter all their own—a clatter which can be desirably reduced when ACOUSTONE mineral tile is present overhead as it is here.

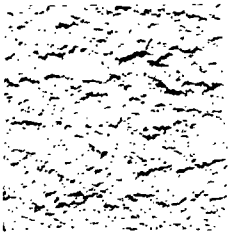
SOUND CONTROL SEE COMPANY

Volume 7, Issue No. 4—July—August, 1952

SOUND BUSINESS

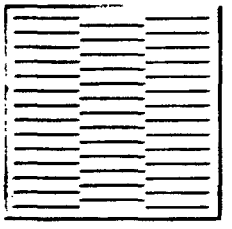
Devoted to new horizons in acoustics for every type of structure. Sent to you bi-monthly with the compliments of the local company named in the advertisement on the back cover.

Published by **UNITED STATES GYPSUM CO.**, 300 W. Adams St., Chicago 6, Illinois, manufacturers of products for sound conditioning: **ELMER H. JOHNSON, Editor.**



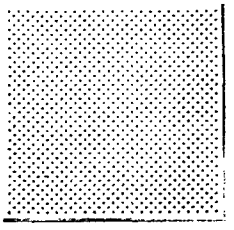
ACOUSTONE,

the mineral acoustical tile that combines incombustibility, high light reflection, easy cleanability with fine appearance and highly effective sound control properties.



AUDITONE,

the only slotted-fiber acoustical tile; a high quality sound quieting material with a distinctive appearance, good light reflection and easy maintenance.



PERFATONE,

a perforated metal pan tile with sound absorptive pad above, that features maximum sound absorption, wipe off cleanability, and easy removal and replacement of individual tile for access to space above.

Further information about these acoustical products and their proper installation is available from the local company named on the back cover.

USG 1902 · 1952 50 YEARS

The Greatest Name In Building

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BB024 1679

BUY THE PACK-

Sound Control:



THE JOB!

We are experts in the business of sound control. We sell audio-comfort as a complete job because in this business service is as important as the material that is installed. Our policy is in the interest of the customer because:

★ An expert analysis of your acoustical problem is an important prerequisite to a satisfactory acoustical tile installation. It avoids over-treatment and ill-advised placement of sound absorbent material. We provide such expert analysis as part of the job, at no cost.

★ Only skilled installation of acoustically absorbent material can assure full effectiveness of the material.

★ Only expert workmen have the knowledge and facilities to meet installation problems successfully and provide a ceiling surface that is initially beautiful and remains beautiful. Our crews are specialized and have the training and experience to do this kind of work.

★ Only established acoustical applicators are prepared to service any installation, any time.

★ One price covers the complete service. There are no extras.

Call us today for a friendly visit about your acoustical problems. There is no obligation.

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