

NOVEMBER • DECEMBER 1952

SOUND BUSINESS

PLAINTIFF'S EXHIBIT

USG-1550

BB016 0273

BEAUTY

for
quiet
ceilings

.... just one
of many beautiful
patterns of

MOTIF'D ACOUSTONE Pattern 2 R-L

MOTIF'D ACOUSTONE

A mineral acoustical tile with a world of exciting possibilities. Here beauty and efficiency are combined. The pattern changes as you walk around the room. MOTIF'D ACOUSTONE has sound quieting properties that give major acoustical improvement (noise reduction coefficient .70). It meets code requirements for non-combustibility, and is not subject to dimensional change.



FOR BEAUTY—for quiet—with MOTIF'D ACOUSTONE, call or write us—the principal acoustical expert of your area. Our name and number are on the back cover.

SOUND BUSINESS

magazine

Devoted to new horizons in acoustics for every type of structure.

Sent to you bi-monthly with the compliments of the company named in the advertisement on the back cover. Please address all correspondence to that company.

NOVEMBER-DECEMBER, 1952

Number 6

THIS ISSUE offers a kaleidoscope of settings familiar to the holiday season: settings for travel, for shopping, for beauty treatment, for worship. Common to all is a gift for quiet, a quality derived from the acoustical tile with which each location is equipped. See how beauty is also an element of this material.

You can duplicate these results

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

Photographs in this issue by Hedrich Blessing Studio, Chicago; F. S. Lincoln, NYC; Western Ways, Phoenix, Ariz.; Julius Schulman, Los Angeles.

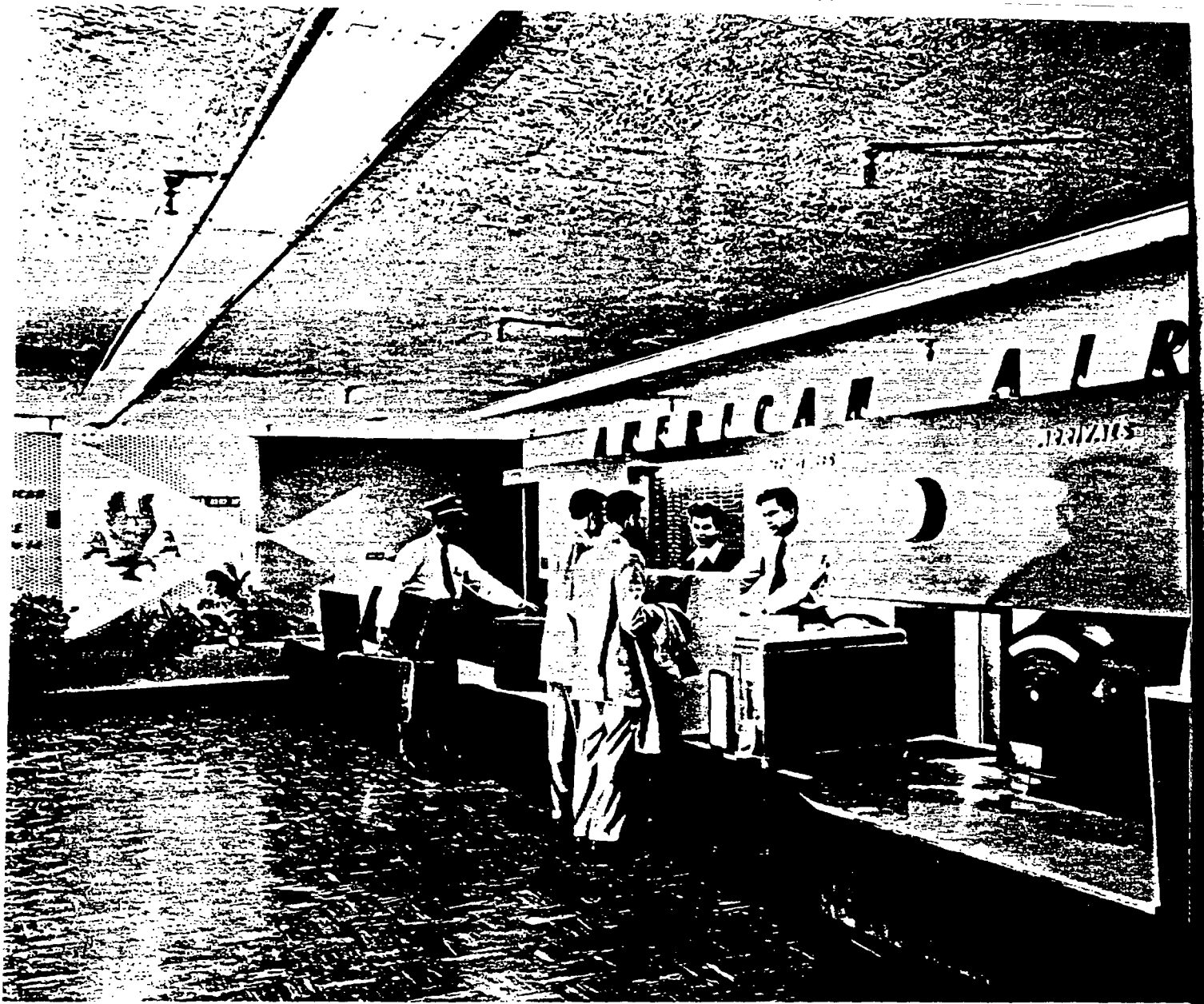
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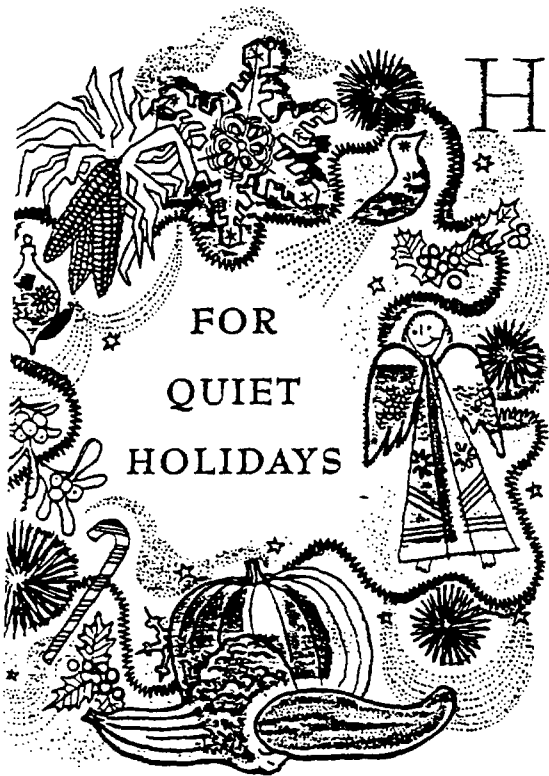
Elmer H. Johnson, Editor

BB016 0274



ACOUSTONE mineral tile installed by R. E. HOWARD CO., Los Angeles, Calif.

HOLIDAY TRAVEL



MISUNDERSTANDINGS across this counter can be costly—especially during the holiday rush. The beautiful and effective acoustical tile ceiling shown will minimize them this holiday season, and every peak traffic period for years to come in the Los Angeles airport terminal.

Sound control increases customer comfort too. Heavy traffic areas usually have hard surfaced sound reflective floors and walls for easy maintenance. A sound absorbing ceiling will compensate acoustically for these other surfaces. This ceiling is incombustible mineral tile.

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WALDOVIGEL BROS., NYC, acoustical contractors

HOLIDAY BEAUTY

THE BEAUTY SALON of Abraham and Straus' new Hempstead, L. I. department store (above), and many others, find that dignified quiet supplied by ACOUSTONE mineral acoustical tile helps suggest business-like efficiency, a mark of those confident in their skill. Its beauty establishes the owner's good taste.



HOLIDAY SHOPPING

SUCCESSFUL MERCHANTS know that an attractive place of business brings new customers through the door and into the selling arena. But customer appeal is more than appearance. It is also atmosphere—an intangible "feel" of pleasant, business-like dignified comfort that makes a customer want to return. MOTIF'D ACOUSTONE mineral tile (pattern 19) adds both appearance and "feel" to Kleiner's Dress Shop, Albuquerque, N. M. (right). It reduces the noise of reverberation which is often the disturbing element of sound that irritates customers.

WELCH-ERWIN CORP., Albuquerque, acoustical contractors



LEWIS & CO. ASSOCIATES, INC., Atlanta, Ga., acoustical contractors



Silvo Antonucci (center) of Casavan Carrara Marble Products Society has local helpers clean a newly completed mosaic in St. Thomas More Church, Atlanta, Ga. As mosaic adds beauty to this wall, ACOUSTONE mineral tile adds beauty and sound control to the ceiling.

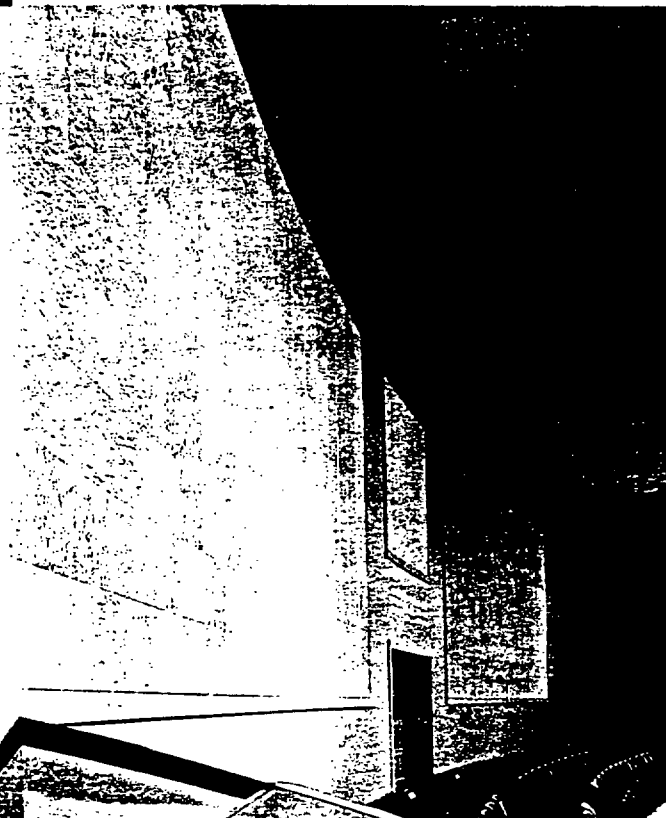


For a new chapel, First Baptist Church, Phoenix, Ariz., built this handsome addition to their large church structure and equipped it with a fine electronic organ. The ACOUSTONE mineral tile ceiling contributes to the excellent hearing and low reverberation experienced here.

HOLIDAY WORSHIP

A CHURCH BUILDING not only must provide shelter and seating accommodations. Its very appearance and atmosphere should offer serenity and compel reverence, whether empty or occupied.

Acoustical tile is a major factor in this achievement because it offers quiet. In an auditorium treated with ACOUSTONE mineral tile you feel the hush. In an empty room acoustical tile helps silence the reverberation or echo that is expected. When the room is occupied, it quiets the normal sounds of people, moving, rustling programs, clearing throats. Instinctively conversation ceases. Thoughts center on that to which the service is dedicated.

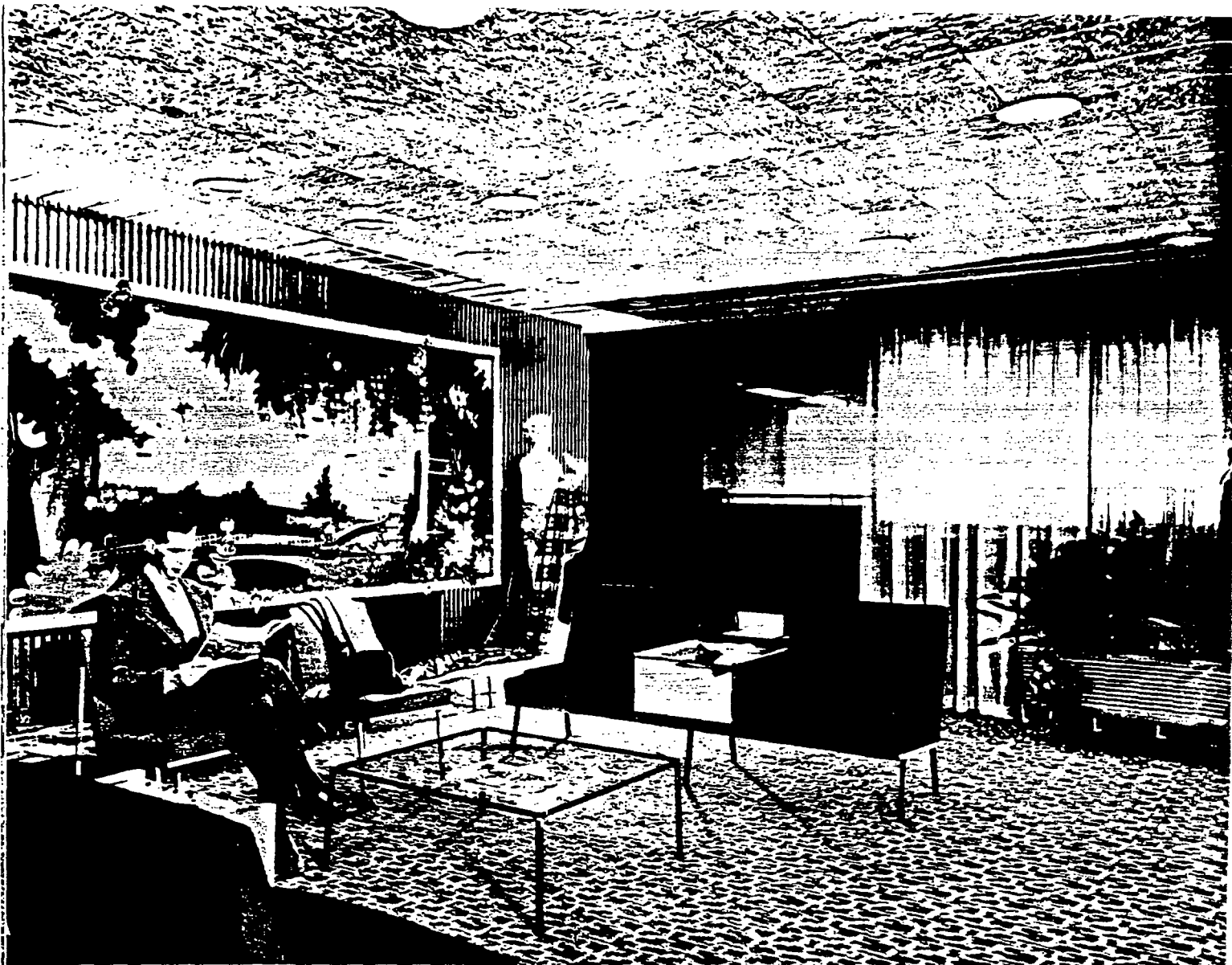


The First Church of Christ Scientist, Albuquerque, N. M., has recently occupied this straight-forward new structure. An ACOUSTONE mineral tile ceiling makes the spoken message easily understood in all parts of the room. Acoustical tile permitted the architect to design a concave curved rear wall. Without tile such a surface tends to cause reflected sound to converge at a single point.



William Ellison, architect
WELCH-ERWIN CORP., Albuquerque, N. M., acoustical contractors

BB016 0277



The Dan River reception room achieves its multiple purposes: to give a good first impression, to establish the identity of the product of the company, to offer a pleasant, comfortable area for those who wait

there. The comfort of quiet is provided by an ACOUSTONE mineral tile sound quieting ceiling, and a carpeted floor. The company named on the back cover is your local source of ceiling quiet and beauty.



SEE COMPANY
Named on back Cover

Here is the open plan in full use in the suitings sales division. Most of these men are away from their office during the major portion of the working day. In late afternoon they return for paperwork to these workspaces at an individualized counter area at extreme right. This device is also the dividing element that establishes the corridor at this point. At left salesmen may entertain customers at display tables flanked by cabinets which contain fabric samples.



Waldvogel Bros., acoustical applicators

Offices look Big, have Privacy

with Open Plan and Acoustical Ceilings

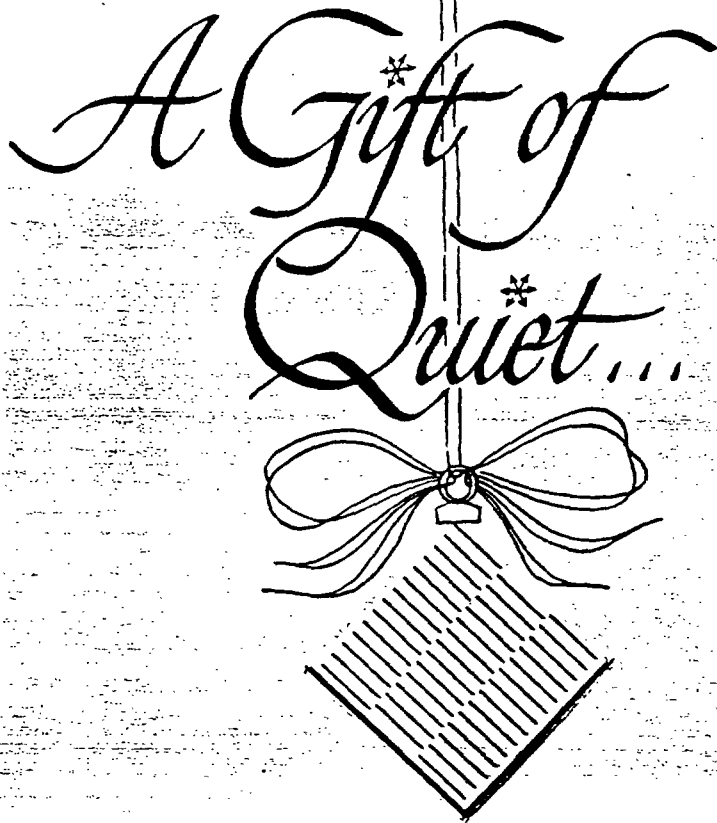
DAN RIVER MILLS is a great name in the textile industry, and Dan River's new Manhattan offices are in keeping with the company's position in the industry. Their design reflects the most advanced thinking in office refinement. The entire space has great openness of feeling. Low partitions are used wherever practical to develop this feeling, and the ceiling becomes a unifying factor over the entire space. Thus the random textured beauty of the acoustical ceiling tile and its sound quieting properties, take on even greater than usual importance. In fact acoustical treatment makes open planning practical.

Executive offices skirt a wall of windows, but light is borrowed from these windows through partitions of translucent glass to illuminate corridors (see photo). Here again the feeling of openness is maintained.



This is an executive corridor, with secretaries seated just inside the translucent glass partitions and the executive office farther to the right. No doors, partitions lifted from the floor and glass rising flush to the ceiling enhances the open feeling here.

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THERE is a true gift of quiet—the quiet within an individual, born of composure and rightness with the world.

There is another, physical quiet that acoustical tile can give your business or home. ACOUSTONE mineral tile can do it. So can AUDITONE fiber tile. We can supply either or both. Installation of either at this holiday season would be a gift that serves for many years.

But sound control is more than a gift. It means dollars in your pocket if you hire employees or seek to please customers. It reduces fatigue, increases efficiency for employees, and develops customer preference for you.

We are experts in sound control. We give advice on acoustical problems at no cost or obligation. And standing back of the acoustical materials we supply is United States Gypsum. Telephone us or stop at our office for a visit about sound control. There is no obligation or cost.

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