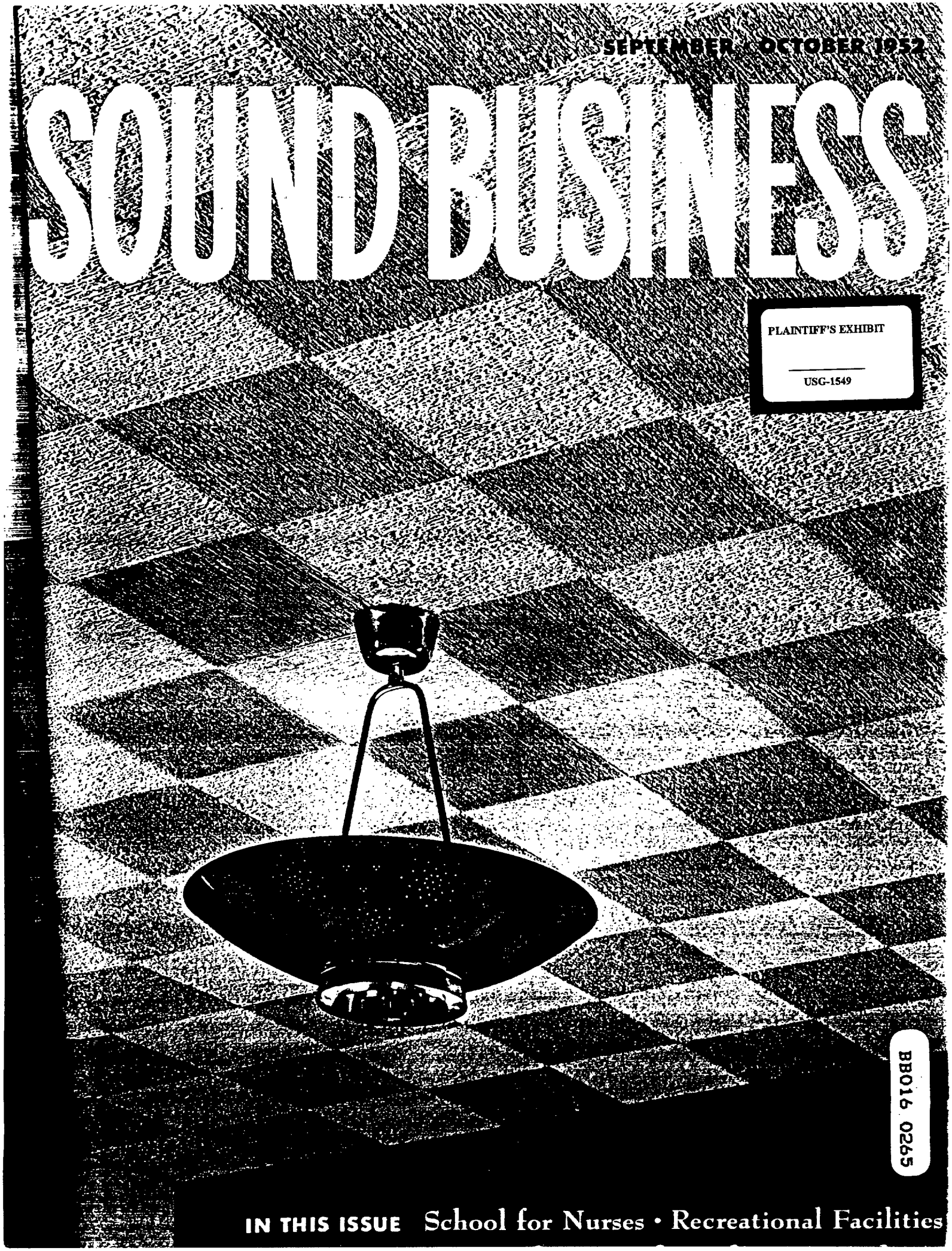
SEPTEMBER • OCTOBER 1952

SOUND BUSINESS

PLAINTIFF'S EXHIBIT

USG-1549



BB016 0265

IN THIS ISSUE School for Nurses • Recreational Facilities

BB016 0266



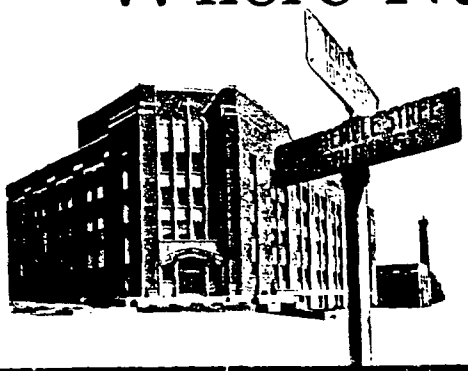
ACOUSTONE mineral tile in this classroom not only lowers noise level but makes instructors' lectures and directions more



The cafeteria for student nurses is conducive to refreshment because it is quiet. The normal clatter of dishes and combined sound of many voices is hushed by the mineral tile acoustical ceiling which is decorative as well as sound absorbent.

It's Quiet!

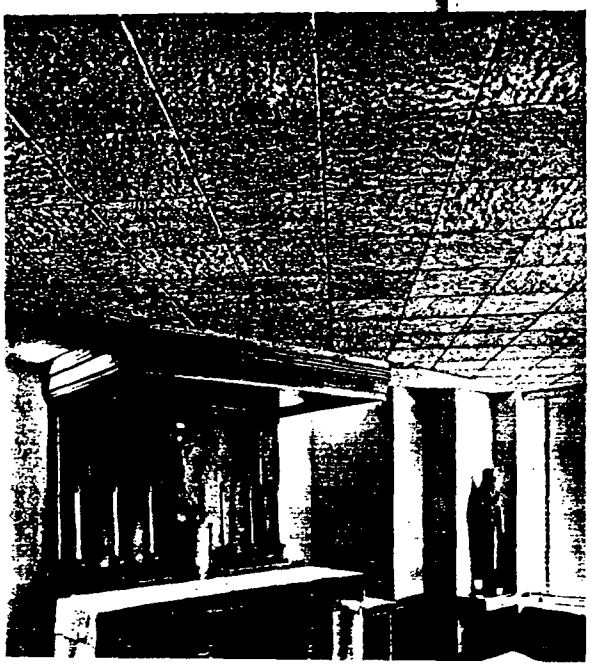
Where Nurses Live and Learn



NURSES IN TRAINING live and learn in Moreau Hall, dormitory and classroom building for the Holy Cross Hospital School of Nursing, Salt Lake City, Utah. Facilities of the building are in constant heavy use, and acoustical treatment throughout the structure makes life there more restful and relaxing for the young women who are under the pressure of intensive study.

BB016 0267

Hedrich Blessing photographs by Torkel Korling



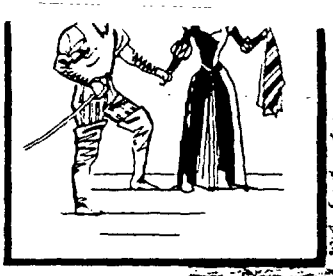


All the comforts of home are found in the lounge of Moreau Hall, with the plus value of an ACOUSTONE mineral tile ceiling added. It assures audio-comfort for reading, entertaining, or a rousing good time.

Nursing draws for success on spirit as well as skill. The chapel at Moreau Hall provides the quiet, reverent atmosphere where spiritual resources can be renewed.

more satisfactory if proper attention has been g

In fact, if acoustics are poor the entire purpose of the theater as a gathering place for people who wish to hear a performance is defeated. Beautiful sound quieting ceiling tile gives this theater in the University of Kentucky's new fine arts building good acoustic properties and attractive appearance.

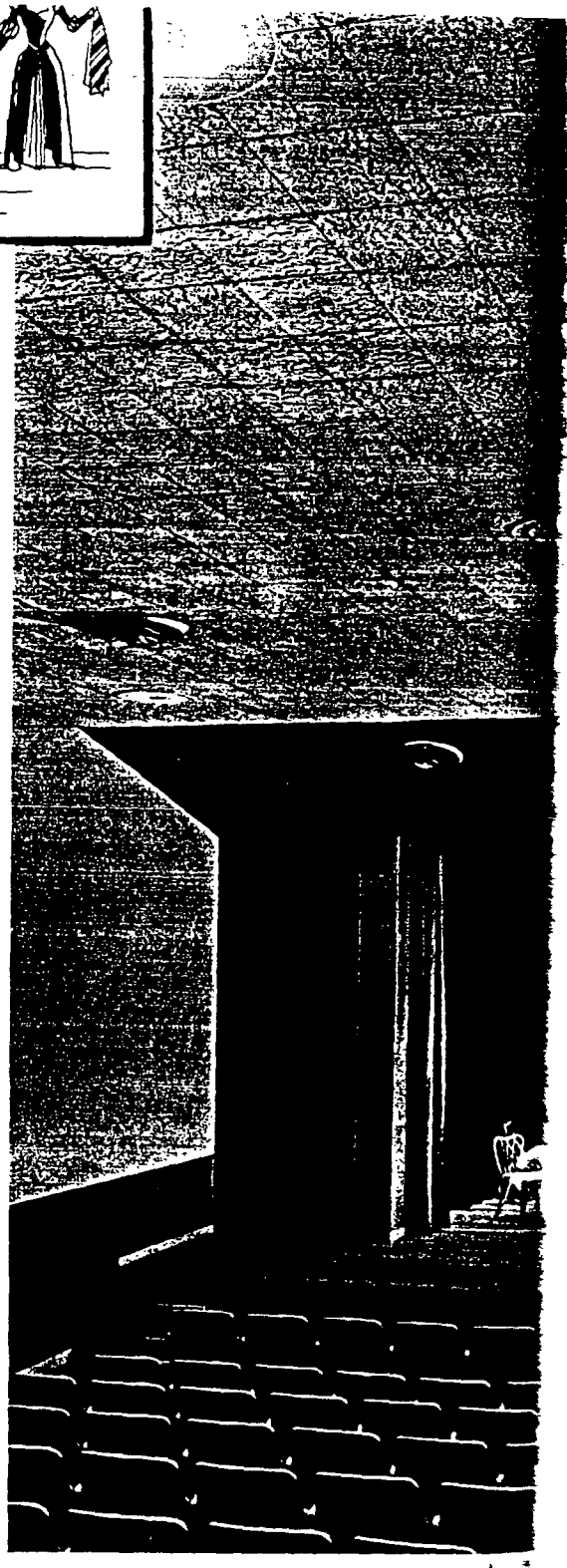


After hours

MAN is at his best when work can be balanced with freedom to do that which provides his greatest pleasure or satisfaction. For some it is sports—for others the theater or participation in civic or fraternal organizations.

The examples on these pages indicate the importance of a sound quieting material in many "after hours" pursuits. Beauty-wise ACOUSTONE mineral tile and budget-wise AUDITONE fiber tile are elements of beauty and of quiet and of practical utility in each of these examples. The local company named on the back cover can supply these elements for you.

Through the Masonic orders many men gain the satisfaction of service to their communities and to humanity while subscribing their own lives to the high principles of this organization. One of several lodge halls in Denver's Masonic Temple is illustrated here. Each is treated with an ACOUSTONE mineral tile ceiling. The material improves audibility at all rites and ceremonies and enhances the rooms in appearance and in dignity of "atmosphere", that intangible "feel" that sound quieting material can give to a room.

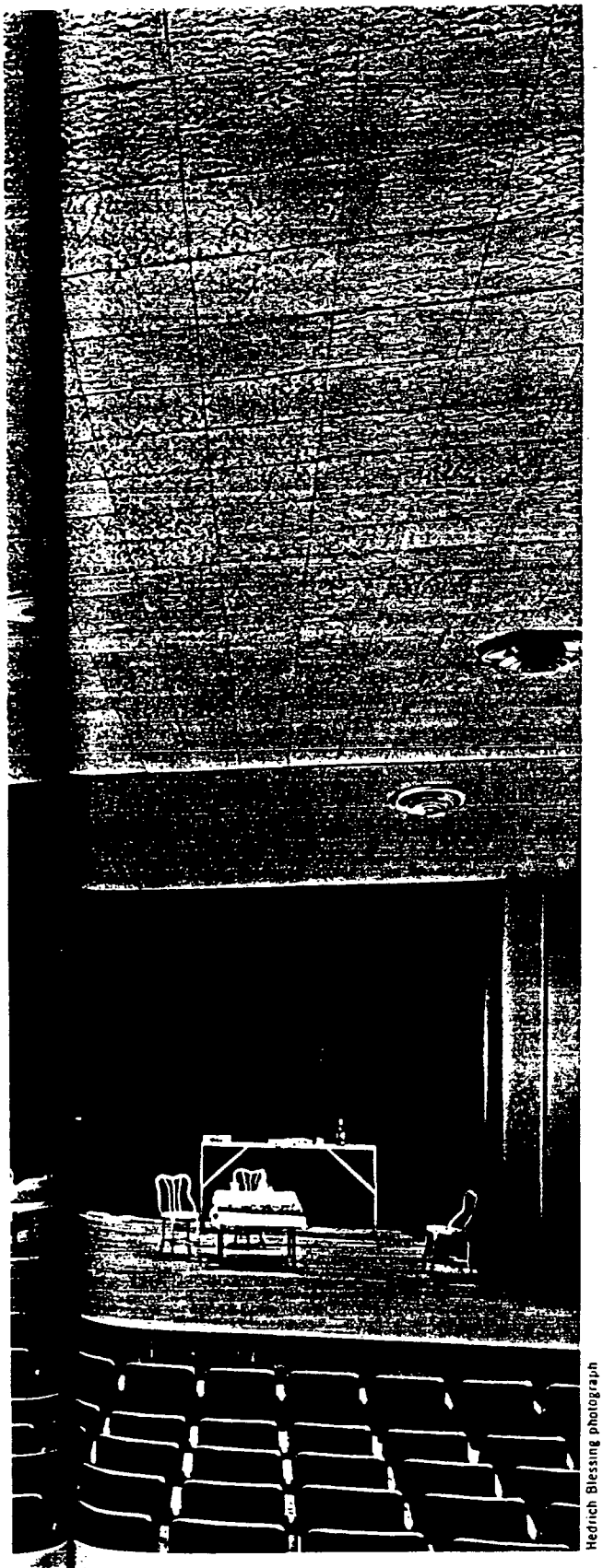




Construction Specialties Co., Denver



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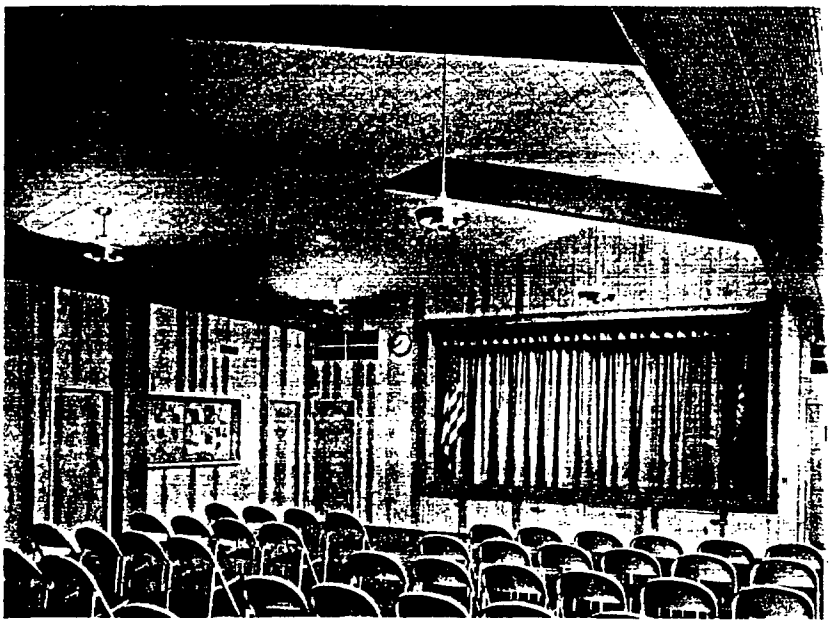


Hedrich Blessing photograph

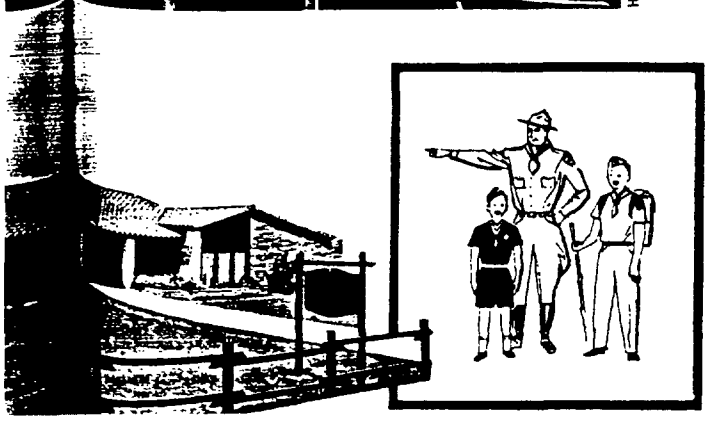
Pochel Chowning Co., acoustical applicators
Hedrich Blessing photograph



Any who have known the thrill of seeing a single ball topple ten carefully set bowling pins, also know the noise which is part of the game. In Fredericks' Bowling Alley, Louisville, Ky. AUDITONE slotted fiber acoustical tile absorbs much of the noise of reverberation and thus lowers the total noise level of this recreation center by considerable degree.



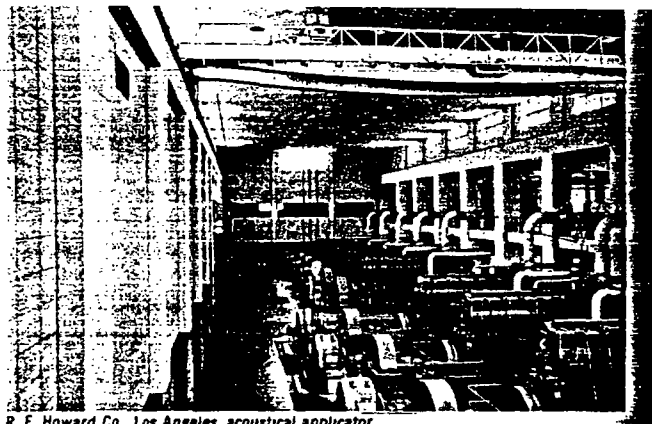
The Boy Scouts of America provides opportunity for leadership that can carry with it the satisfaction of truly contributing to the welfare of one's fellow man. In Phoenix, Ariz. the Boy Scouts have this magnificient new headquarters building designed by architect Edward L. Varney. This is a leadership training headquarters, and includes the auditorium shown in this view. The entire structure is sound treated with perforated AUDITONE fiber acoustical tile. Club rooms are to the left, and a wall of glass doors on the right opens to an outdoor patio. Kitchen facilities are reached through the doors shown at right.



R. E. Warren Sales Co., Phoenix, acoustical applicators
Western Ways photographs by Ray Manley

BB016 0269

SEE COMPANY



R. E. Howard Co., Los Angeles, acoustical applicator

Shulman pho

Softening the Sounds of Industry

Sludge Plant

FANS AND GENERATORS driven by great diesel engines are the heart of the new Hyperion Activated Sludge Plant at Venice, Calif. serving Los Angeles. They are efficient, but their noise fills this tremendous room. To keep reverberation from adding much intensity to the direct noise, sound absorbent ACOUSTONE mineral tile was installed on all walls.

High noise level is a problem in many industries. It costs money because it lowers efficiency, increases worker fatigue and is responsible for work spoilage. It can be a ser hazard if its intensity is suffic to produce permanent hearing pairment to workers. Reverber is sometimes the element that total noise intensity just enou push it over the safety level point that causes hearing da through advanced auditory fa

The company named on the cover will be pleased to discuss matter further with you. They the answer to reduced noise dustry through minimized re beration. Call them today.

BB016 027

Those who say they

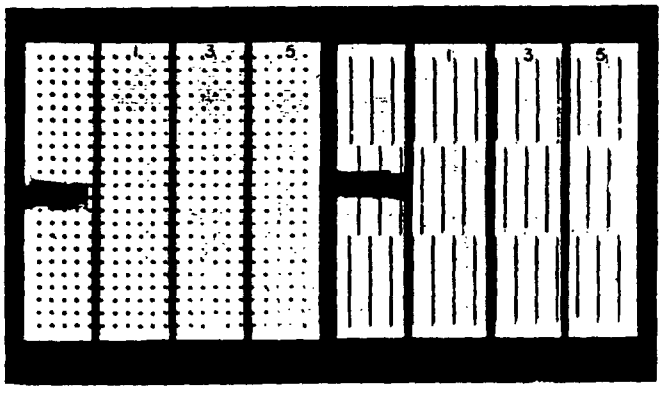
know what they like

usually mean they

like what they know

THIS IS AS TRUE of acoustical tile as of any other area of choice based on taste. Some of the original acoustical materials were in punchboard pattern consisting of round holes. This was probably the first type of acoustical tile that many people saw. Some recognized no other pattern as having acoustical properties, and continued to request "punchboard" tile after improved types were available.

One superiority of an improved pattern tile is illustrated here. Both of the tile illustrated are



manufactured by United States Gypsum. One is AUDITONE fiber tile — the other Perforated AUDITONE. Both have been painted in stripes, no coats, one coat, three coats and five coats of paint as marked. The photographs tell the story. Notice how paint increasingly bridges the holes and closes them, while the slots remain more open. Any pattern of holes will have this shortcoming.

In appearance the punchboard pattern is constant, unvarying and subject to monotony. Slotted tile can be installed in a multitude of direction patterns which provide specialized effects tailored to the installation.

Select perforated fiber tile if that is what truly pleases your taste, but do so recognizing the possibilities and potentialities of other interesting patterns such as slotted AUDITONE fiber tile, at no greater cost. The local firm named on the back cover can serve you impartially with either pattern and will be pleased to help you make a choice—Call them.

SOUND CONTROL — SEE COMPANY Named on Back Cover

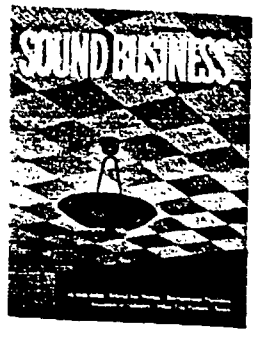
Volume 7, Issue No. 5 — SEPT.—OCTOBER, 1952

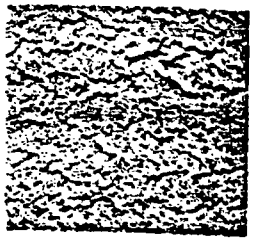
SOUND BUSINESS

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.**

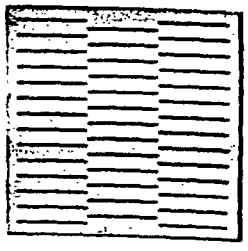
THE COVER this issue attempts to suggest the beauty of MOTIF'D ACOUSTONE'S pattern 19. This mineral tile pattern embodies the beautiful simplicity of textured striations which has made it a favorite of leading architects to whom esthetic values are important as well as acoustical properties. See a sample at the local company named on the back cover.





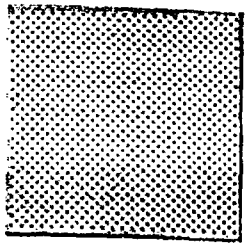
ACOUSTONE,

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 UNITED STATES GYPSUM — 1902 · 1952 — 50 YEARS

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