

NOVEMBER-DECEMBER 1953

SOUND BUSINESS

The Magazine of Better Acoustics

PLAINTIFF'S EXHIBIT

USG-979

**SKILL SHAPES
A CEILING**
Page 3

BB024 1745



Rules of Thumb in Acoustics



Convex Curves are Better

You'll want to whistle! And if you want the sound of the whistle controlled, use *convex* curves. They tend to disperse sound evenly throughout the room. Concave surfaces, on the other hand, often focus sound unpleas-

antly and make treatment almost impossible.

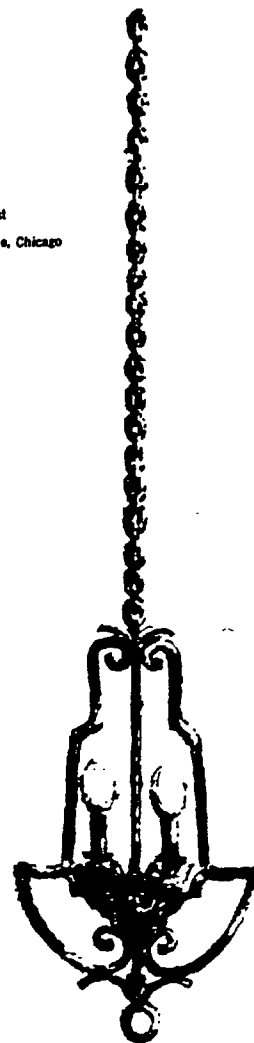
Sometimes you can break a large concave wall into several convex curves. The best bet is to call in an acoustical engineer *before* your plans are completed to help avoid trouble.



Englewood Baptist
Community House, Chicago

AFTER

BEFORE



Skill Shapes a Ceiling

Experts Solve Acoustical and Mechanical Problems of Concave Curves

THE thing that keeps a crew of skilled artisans enthusiastic about their work is the frequent opportunity to prove their ability with a difficult operation.

The domed area shown above was a good test. The ceilings curved and slanted in all directions to a peak where lighting fixtures hang. Sound reflected from concave curves tends to focus and create special noise annoyance; it requires a scientific analysis for correction.

The assignment was to install USG's beautiful new MOTIF'D Textura ACOUSTONE (pattern #36) so that its parallel lines rose in each direction from the outer rim

to the peak. The finished beauty of these two domes is ample proof of what skilled application can accomplish on curved surfaces with beautiful, effective ACOUSTONE mineral tile. The tight joints of Textura are hidden in the pattern and a monolithic effect prevails.

Sound control is a job for experts, in the science of acoustics—in the skill of erection. We are proud of the men in our crews and eager to put our experience and talent at your disposal. Call our number shown on the back cover of this magazine. We welcome your problems in acoustics.

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free Rules of Thumb in Acoustics

Bound in a handsome book and illustrated with original SAM *Berman* cartoons

A valuable collection of important but often unfamiliar principles of sound control that everyone should understand; and they're illustrated with captivating original cartoons by the one and only Sam Berman.

A reference book and a collector's item all in one.



Sign here for your free book
of Rules of Thumb

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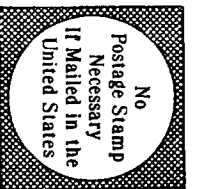
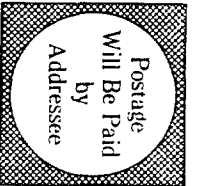
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Acoustical Contractor named on back cover of this magazine



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SOUND BUSINESS magazine

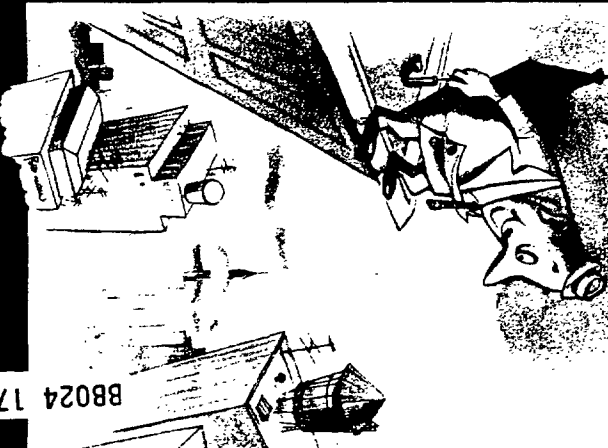
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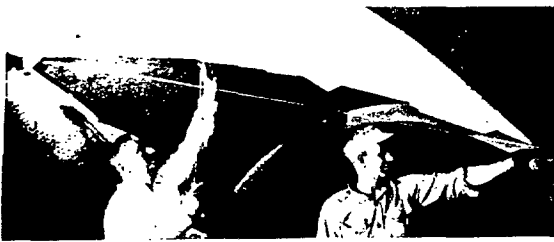


**Rules
of Thumb
in Acoustics**

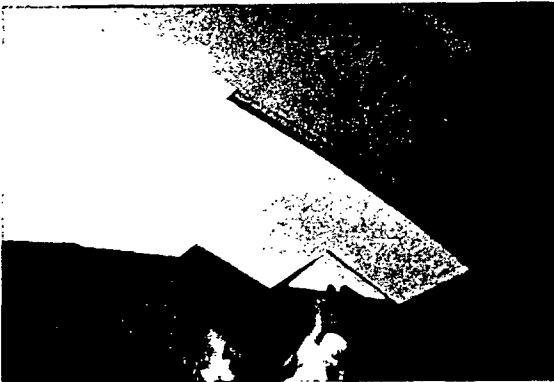
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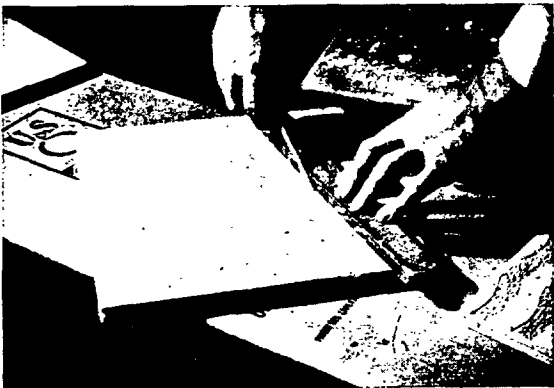
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Curved surfaces leave no room for guesswork in acoustical tile application. With plumb bob and marking string, Carl Olson of the Anning-Johnson organization finds the ridge line of meeting curves. A snap of the string leaves a chalk line on the tile for accurate trimming.



Not all areas on a complex job like this will accept a square piece of tile. Tile must be shaped to fit in many cases. ACOUSTONE mineral tile scores with a pen knife and snaps accurately along the line cut.

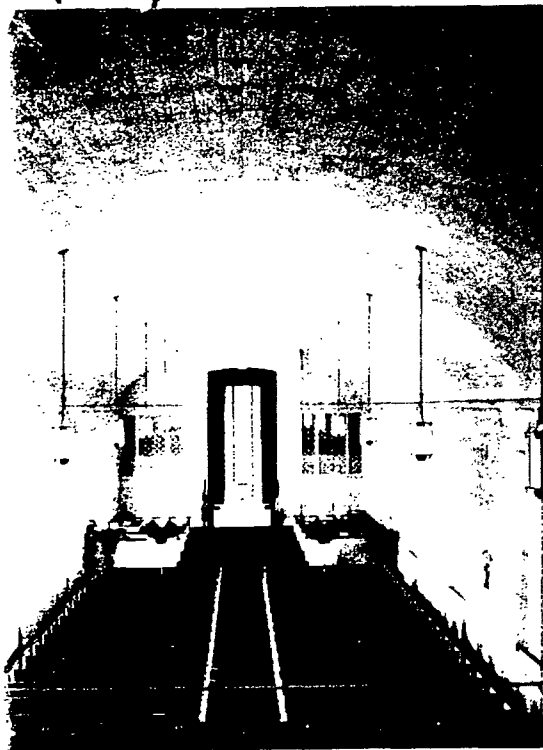


Adjusting the thickness of balls of adhesive accommodates some of the curvature of coves such as these, but when the curve becomes too sharp the tile can be scored on the back and bent to follow the curve without damaging the face of the tile. Carl Olson is placing such a tile in this view.



Just three of many more examples of what can be done with ACOUSTONE mineral tile on curves and domes. On the cover: Western Printing and Lithographing Co. reception lobby, Racine, Wis. (Insulation Service Co., Milwaukee, acoustical contractors); at right: Central Schwenkfelder Church, Worcester, Pa. (W. M. Moyer Co., Philadelphia, acoustical contractor); below right: St. Paul's Episcopal Church, Louisville, Ky. (Pochel-Chowning, Louisville, acoustical contractors). Sound control is a job for experts. We are experts and our crews can handle acoustical jobs as complex as these economically and efficiently. Call our number shown on the back cover of this magazine for an appraisal of what is needed to solve your acoustical problem and an estimate of the cost of solution. No obligation, of course.





One end of the L-shaped living room combines fine cabinetwork, contemporary furnishings, a view of the Rock River and the audio-comfort of beautiful acoustical tile.

Audio-Comfort

The touch of perfection at Home

"OUR friends say they like to visit in our house because it seems so restful and home-like," said Mrs. Irl Martin, Rockford, Ill., "and I'm convinced that the quiet supplied by our acoustical ceiling, and carpeted floors contributes to that feeling." Extensive remodeling of the Martin residence, beautifully situated on the Rock River, included installation of a MOTIF'D ACOUSTONE mineral tile ceiling. It is the Striated pattern (No. 19) used in one direction.

The increasing use of acoustical treatment in residential structures stems from more open planning, mechanical devices which are noise sources, and the trend to easily cleaned hard floor and wall surfaces.

Notice that with traditional furnishings the ceiling tile is in equally good taste as with the contemporary pieces in other parts of the Martin home.

SOUND CONTROL
is a Job for Experts



SEE OUR NAME and
Number on Back Cover



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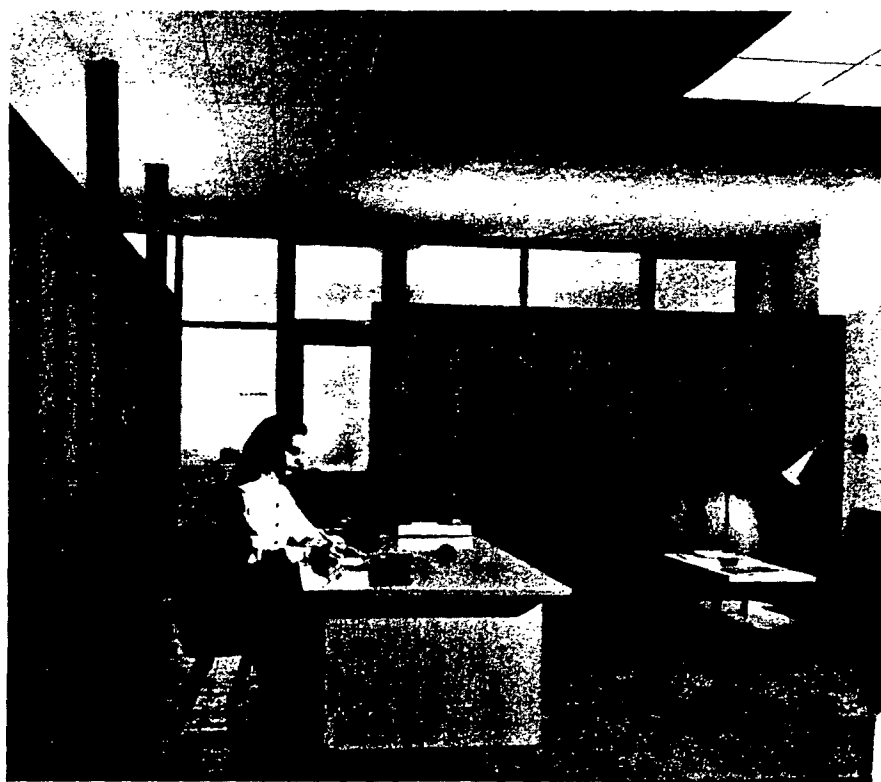
Sound Control with BEAUTY FOR ALL

Architects find ACOUSTONE fits traditional and modern rooms

FEW materials are so universal in application as ACOUSTONE mineral acoustical tile. Opposite extremes in decor are pictured here, yet both enjoy the acoustical efficiency of ACOUSTONE and in each case there is perfect harmony in appearance and beauty.

The richness of texture of ACOUSTONE mineral tile and its creamy color become an integral part of the Williamsburg decor of Davis Oldsmobile Co., Chicago. The same texture is equally at home in the offices of Pace Associates, prominent Chicago architects, where, in the contemporary manner, surface texture and form carry the burden of decorative interest and design.

In addition to this standard travertine pattern of ACOUSTONE there are eight other handsome patterns. The benefits of sound control can truly be accompanied by beauty of appearance. Call our number, shown on the back cover. We will work with you to find precisely the tile that meets your needs best.



BB024 1752

What's Behind all this Beauty

THAT'S easy to answer with the new E-Z-S Accessible suspended ACOUSTONE mineral tile ceiling. Each of these handsome mineral tile is free to be lifted and shifted so that the space above is accessible. Think what a saving that can be when trouble develops with heating or electrical lines located there. The tile drops back into place just as easily, and leaves no hint of its removal and replacement.

E-Z-S is the ideal answer for an economical suspended ceiling, and the smart horizontal bands add a style note, too.

Muntz-TV Showroom, Milwaukee, Wis.



We can tell you and show
you lots more about the
**E-Z-S ACCESSIBLE
ACOUSTONE CEILING**
the economical fire-safe way
of suspending a ceiling so you can
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and number are on the back
cover of this magazine.

NOVEMBER-DECEMBER, 1953

SOUND BUSINESS

magazine

NEW HORIZONS IN ACOUSTICS
FOR EVERY TYPE OF STRUCTURE

We send this magazine bi-monthly to inform you of new developments in acoustics and what they can mean to your comfort and to the prosperity of your business. We are equipped to duplicate any acoustical results shown in this issue for you. We do jobs like this every day. We provide scientific analysis of your acoustical or noise problems without obligation. Our name and number are on the back page of this magazine. Call us.

SOUND CONTROL
is a Job for Experts



SEE OUR NAME and
Number on Back Cover

WHERE CREDIT IS DUE

Acoustical installations shown in this issue were made by the following Acoustical Contractors: E-Z-S Installation, page 2, Insulation Service, Inc., Milwaukee, Wis.; Curved dome, p. 3,4, Amling-Johnson Co., Chicago; curved installation, page 5, Wm. Moyer & Co., Philadelphia; Insulation Service, Milwaukee; Pechel-Chowing, Lombard, residential work p. 6, Acoustical Engineering Co., Inc., Rockford, Ill.; Universal beauty story p. 6, Amling-Johnson Co., Chicago. Photographs by Hedrich Bunting Studio, Chicago; Carlisle V. G. Hubbard, Philadelphia.

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SAM BERMAN talks with his pencil, and in a few deft strokes manages to say more than most people can in a thousand words. For years he has done cartoons for *Collier's*, *Esquire*, *Stage* and *Fortune* magazines and for King features.

Now, commissioned by *SOUND BUSINESS* magazine, he turns his talent for clarifying the complex to some "Rules of Thumb in Acoustics". One is on page two of this magazine. The entire series is collected in a book which you may obtain, free of charge, by signing and mailing the post card facing page two.

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free

Book of Cartoons

Entertaining

Original

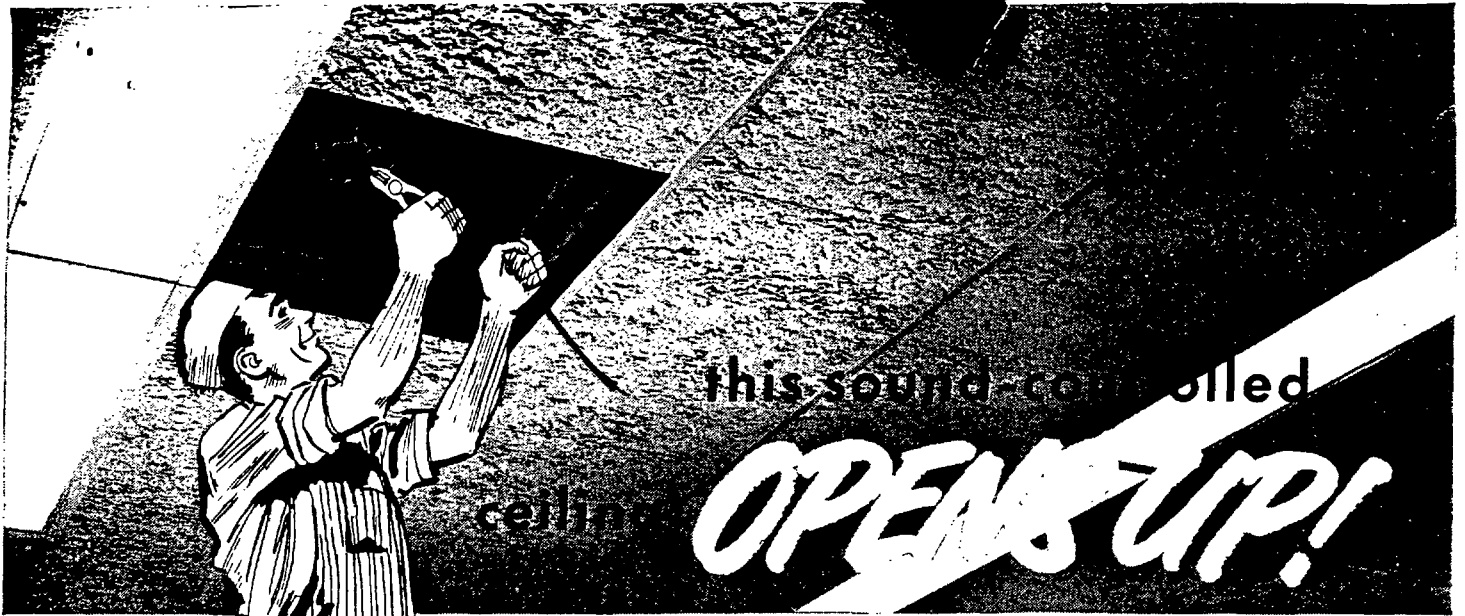
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*T.M. Reg. U.S. Pat. Off.

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