



National Theatre, Washington, D. C., Warren & Wetmore, Architects—All side walls of this theatre were finished in Johns-Manville Acoustical Treatment. The installation, which was made *after* the theatre had been completed and occupied, shows the decorative possibilities of the acoustical material, and that it may be applied without mutilation of architectural details.

# Sound Films *Require* ACOUSTICAL EFFICIENCY

*The Johns-Manville System of Sound Control Improves  
Audition without Loss of Decorative Interiors*

**T**HEATRE owners are finding that sound film projection, under faulty acoustical conditions, is a poor box-office producer.

When organ or orchestral music was the only sound in motion picture theatres, poor acoustics were generally tolerated by audiences, although of course such conditions were annoying. But in this day of sound films neglect of proper acoustics is impossible. The theatre owner who allows echoing, reverberation and distortion to prevent proper projection of sound films will find his audiences dwindling.

It is a mistake to attempt a scientific job, such as acoustical correction, in an amateurish manner. Johns-Manville specialists are the foremost engineers in the world in the

field of sound control. For years this organization has assisted architects and owners in every phase of acoustical control for auditoriums, churches, theatres, etc. We have perfected ourselves in the technique of this exceedingly intricate science.

### *Unlimited Decorative Possibilities*

Modern theatres must be architecturally and decoratively correct and impressive. With the J-M System of Sound Control there is no limitation to decorative plans. Any scheme of decoration can be followed without hindrance to acoustical efficiency.

Let a J-M Acoustical Engineer explain how the acoustical efficiency of your own theatre can be quickly increased. *Address: Acoustical Department, Johns-Manville Corp., 292 Madison Ave., New York City.*



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ACOUSTICAL AND SOUND  
CONTROL TREATMENT