PLAINTIFF'S EXHIBIT

USG-1562



ACOUSTICAL SURFACES OF DISCRIMINATING DESIGN

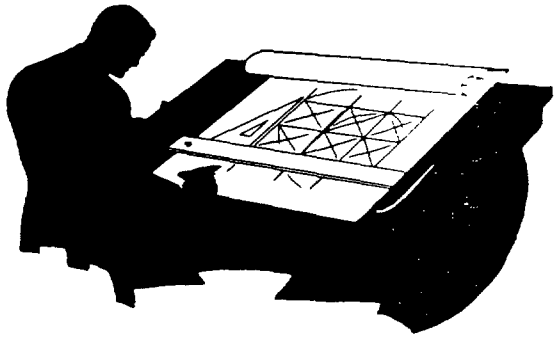
Motif'd Acoustone **decoration is an integral part of the tile itself. It is not a** paint — not a covering. **Soft designs, accentuated by lights and shadows,** are actually etched **into the surface of Acoustone by a new United States** Gypsum process, **producing an acoustical product of classical beauty.**

A Product of the United States Gypsum Company

BB022 0656

New

CREATIVE DESIGNS TO DECORATE ACOUSTICAL SURFACES



Rooms may be scientifically "sound controlled" with this new acoustical method giving offices and interiors new dignity and beauty as well as acoustical benefit. These Motif'd surfaces demonstrate the rich beauty obtained by using the basic patterns developed by the United States Gypsum Company. The designs offer complete variations of strikingly different acoustical surfaces. In addition to those patterns available, architects and designers are given a free hand to create and design their own patterns for Motif'd surfaces.

Individual designs are limited only by two direction etching per tile and pattern designs should be developed within the area of four 12"x12" tiles as illustrated on this page.

Acoustone borders, if used, should be plain, without design. It is recommended that borders be of a greater thickness than the field tile and have a ⅛" bevel on the edge adjacent to the field. If field and borders are the same thickness all edges should be flush.

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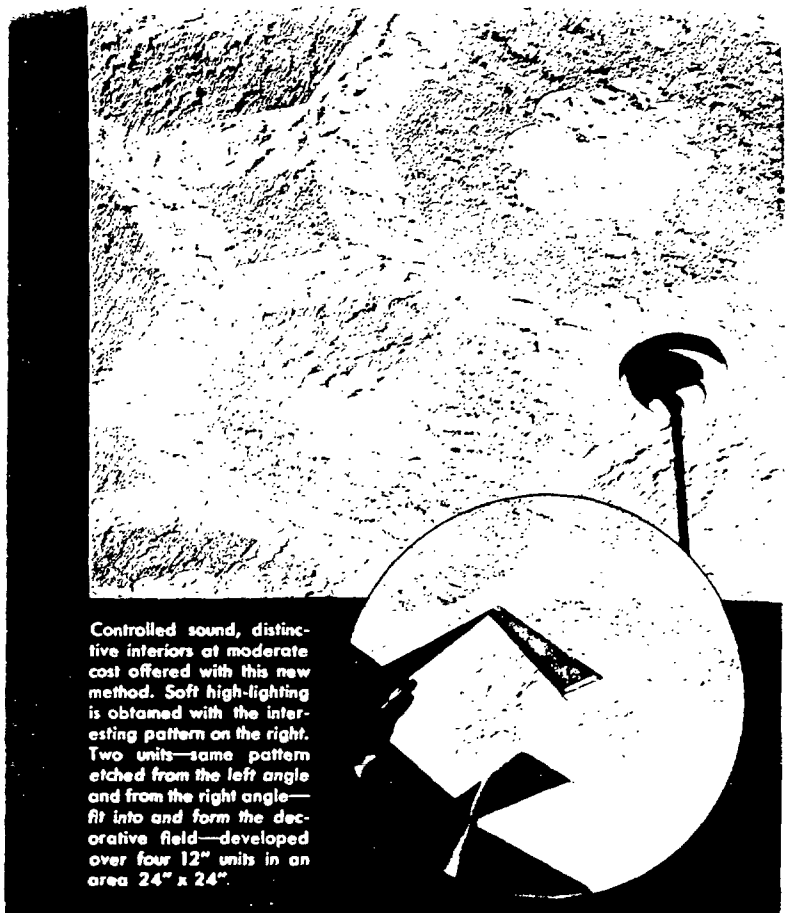
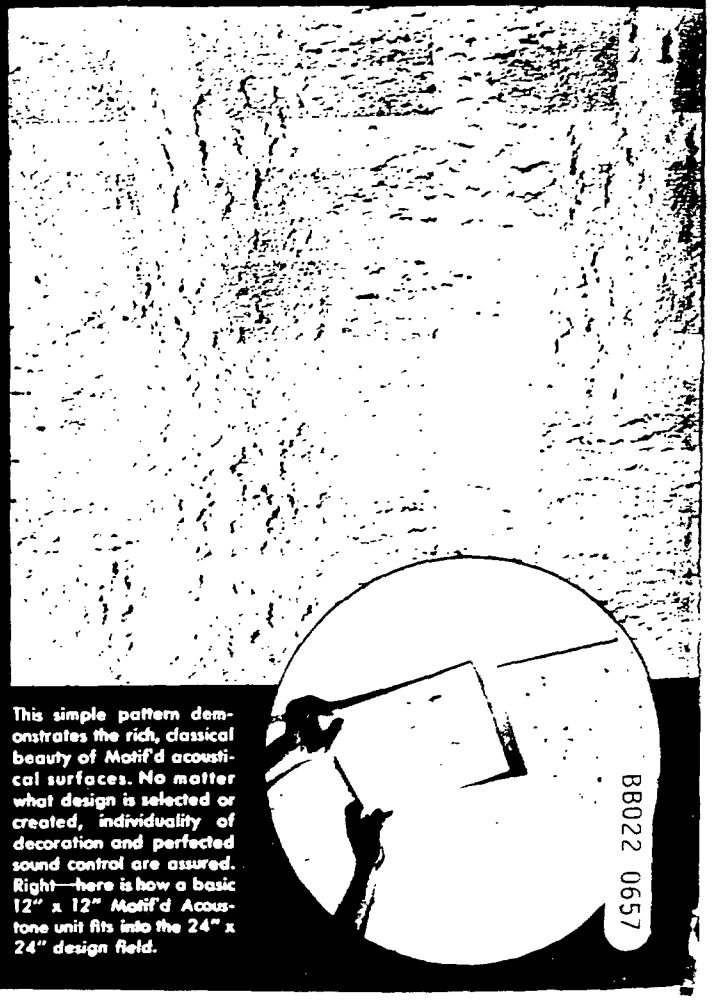


Controlled sound, distinctive interiors at moderate cost offered with this new method. Soft high-lighting is obtained with the interesting pattern on the right. Two units—same pattern etched from the left angle and from the right angle—fit into and form the decorative field—developed over four 12" units in an area 24" x 24".

HERE ARE SOME TYPES OF MOTIF'D ACOUSTONE DESIGNS



This simple pattern demonstrates the rich, classical beauty of Motif'd acoustical surfaces. No matter what design is selected or created, individuality of decoration and perfected sound control are assured. Right—here is how a basic 12" x 12" Motif'd Acoustone unit fits into the 24" x 24" design field.

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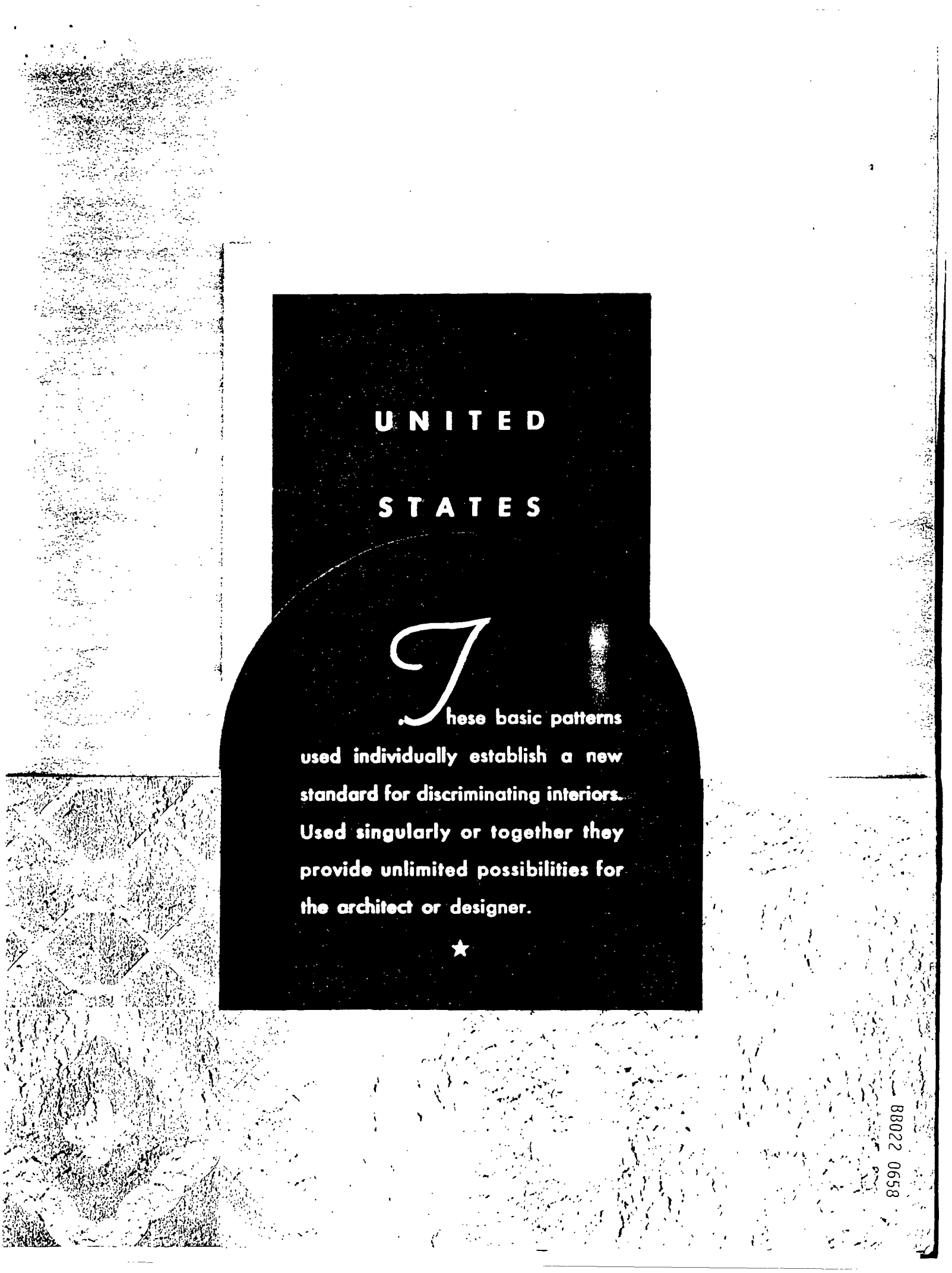

UNITED STATES

These basic patterns used individually establish a new standard for discriminating interiors. Used singularly or together they provide unlimited possibilities for the architect or designer.

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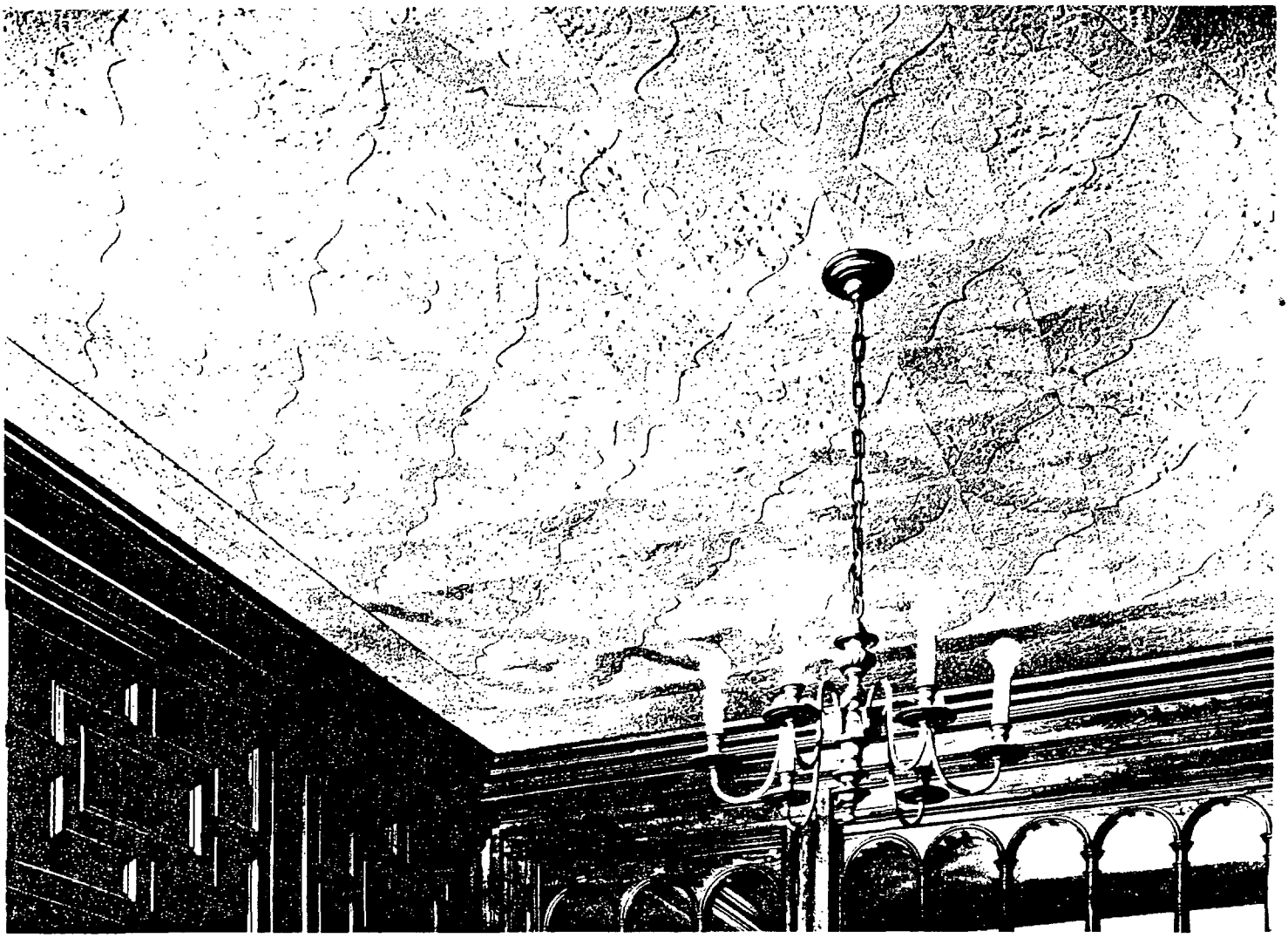

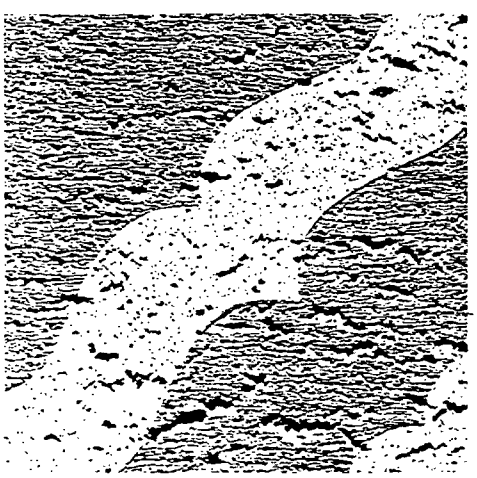

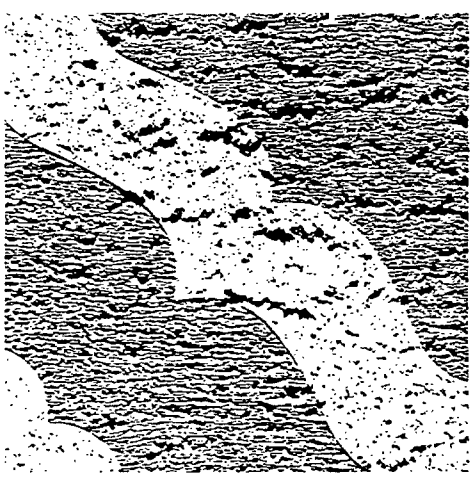

MOTIF'D ACOUSTONE

DESIGN 2-RL

ACOUSTONE TILE UNITS — 12″ x 12″ set with joints parallel to walls.

DESIGN — 45 degrees with walls.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

BB022 0659

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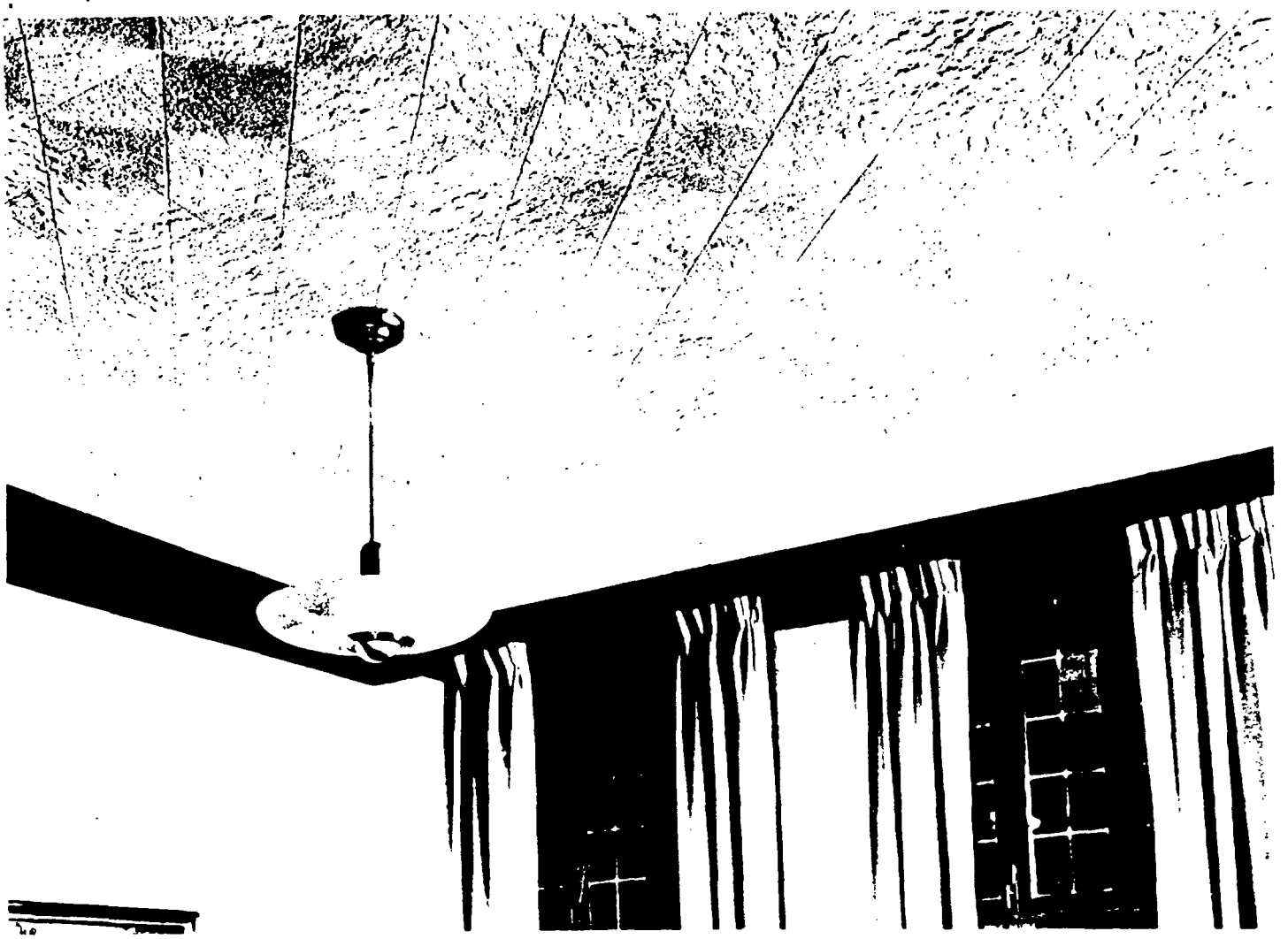

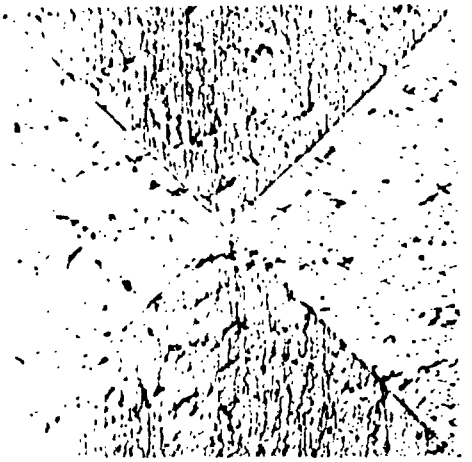

MOTIF'D ACOUSTONE

DESIGN 4

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls.

CHECKERBOARD DESIGN—8½" x 8½" and 45 degrees to walls.

OPTION—12" x 12" Acoustone tile units can be set with edges 45 degrees to walls which makes the checkerboard design parallel with walls. This requires more job cutting at the borders.

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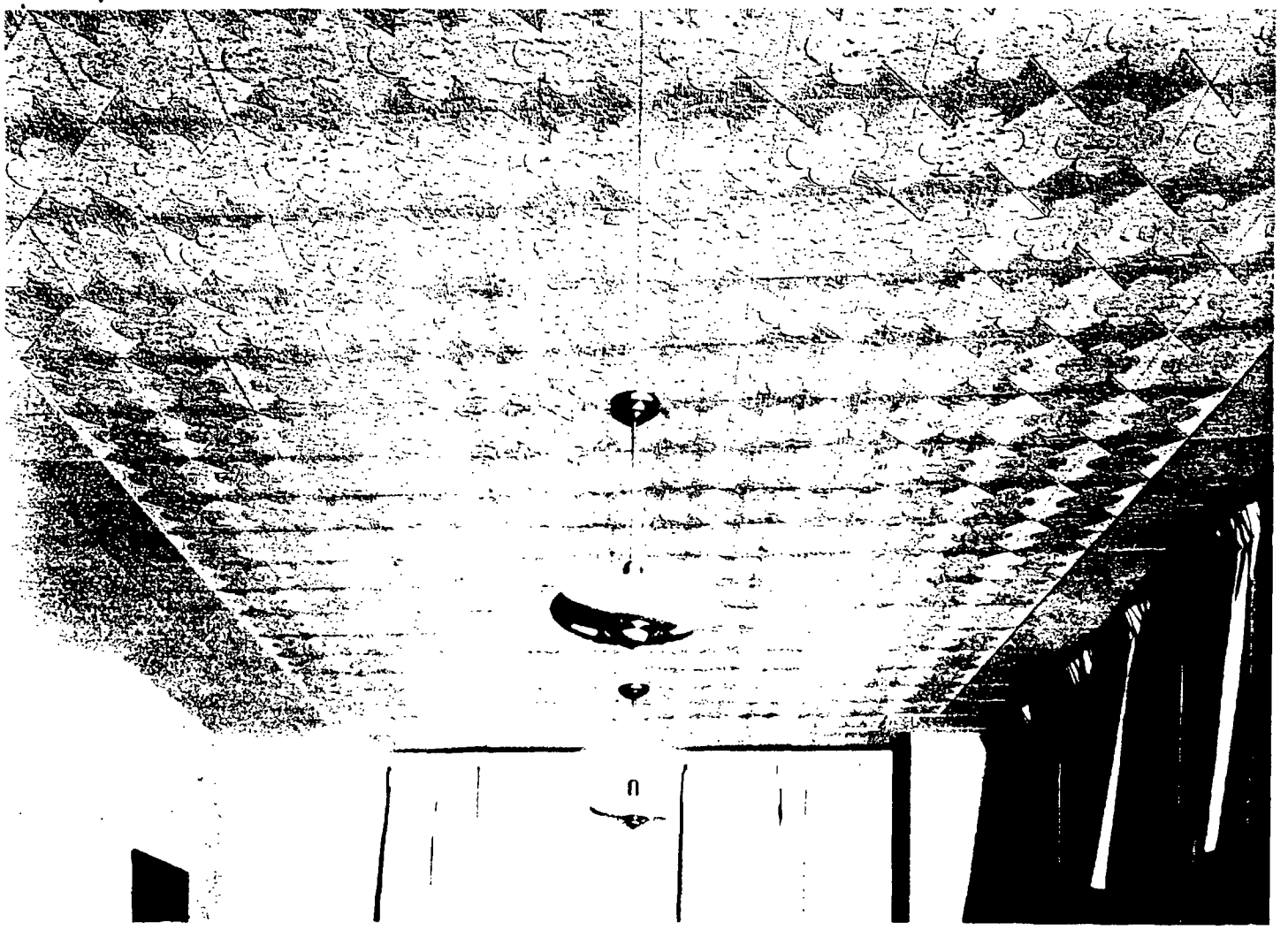

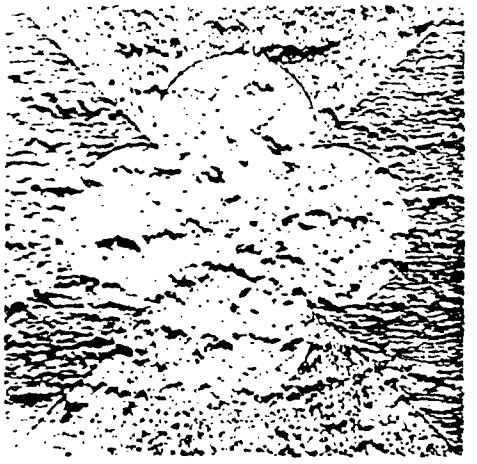

MOTIF'D ACOUSTONE

DESIGN 5

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls making checkerboard background 45 degrees with walls.

OPTION—12" x 12" Acoustone units can be set with joints at 45 degrees to walls making checkerboard background parallel to walls. This requires more job cutting at borders.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

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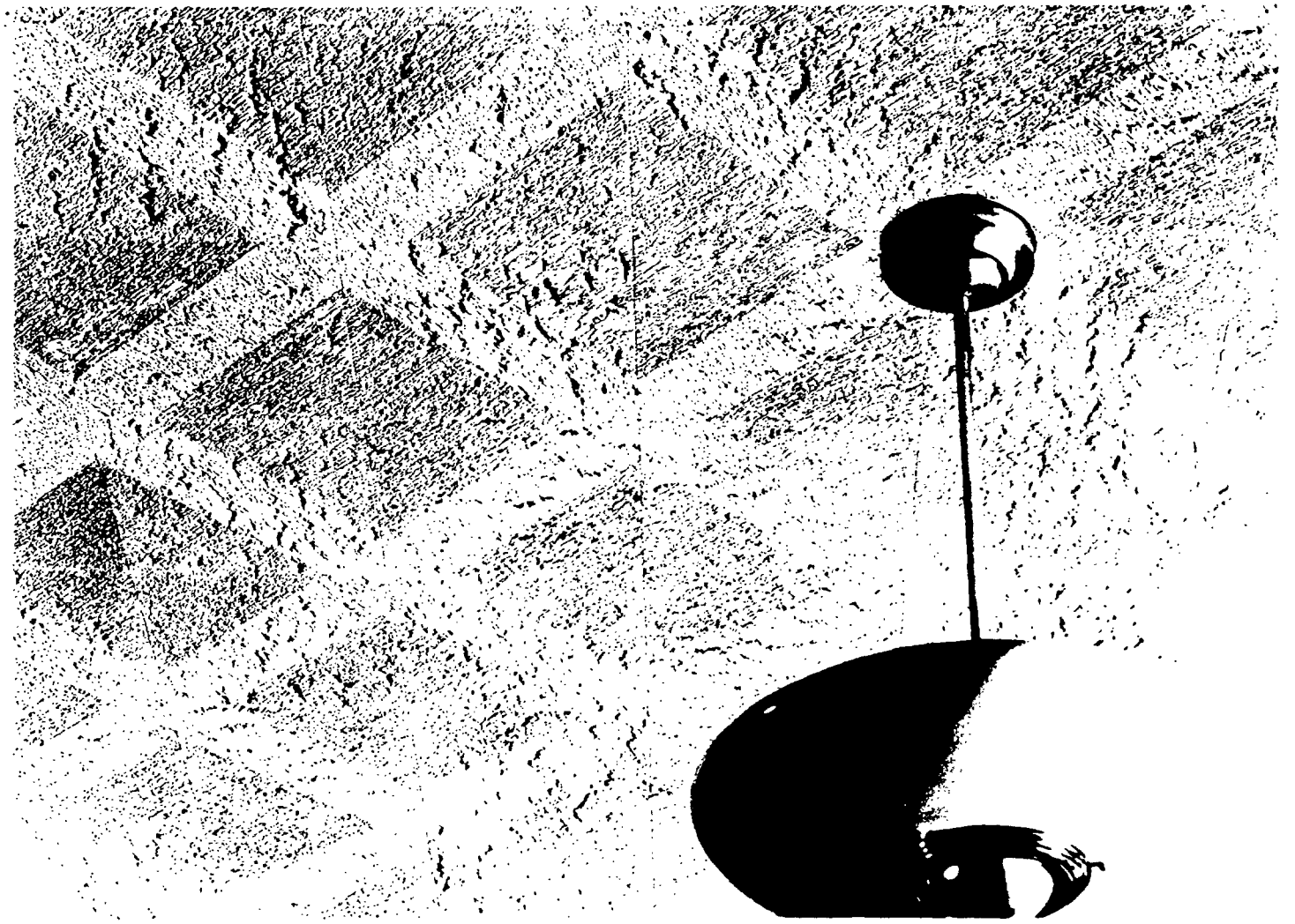

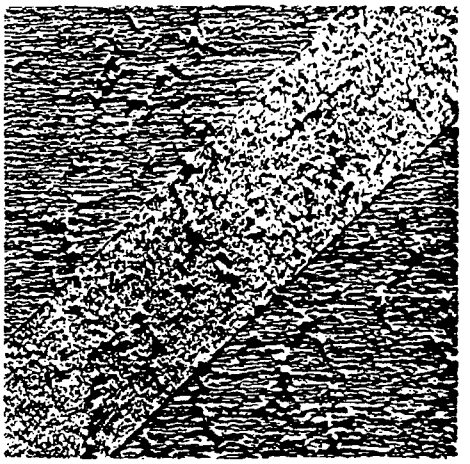

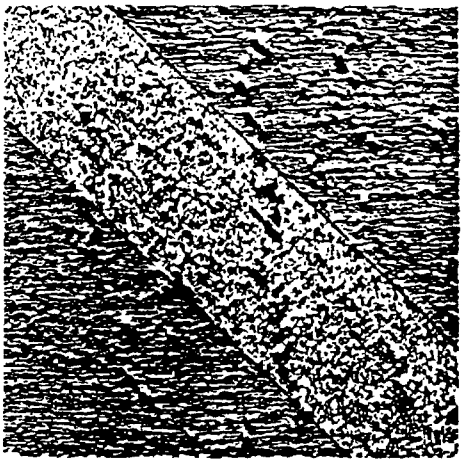

MOTIF'D ACOUSTONE

DESIGN 8-RL

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls.

DESIGN—45 degrees to walls.

OPTION—12" x 12" Acoustone units can be set with joints at 45 degrees to walls making design parallel to walls. This requires more job cutting at borders.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

BB022 0662

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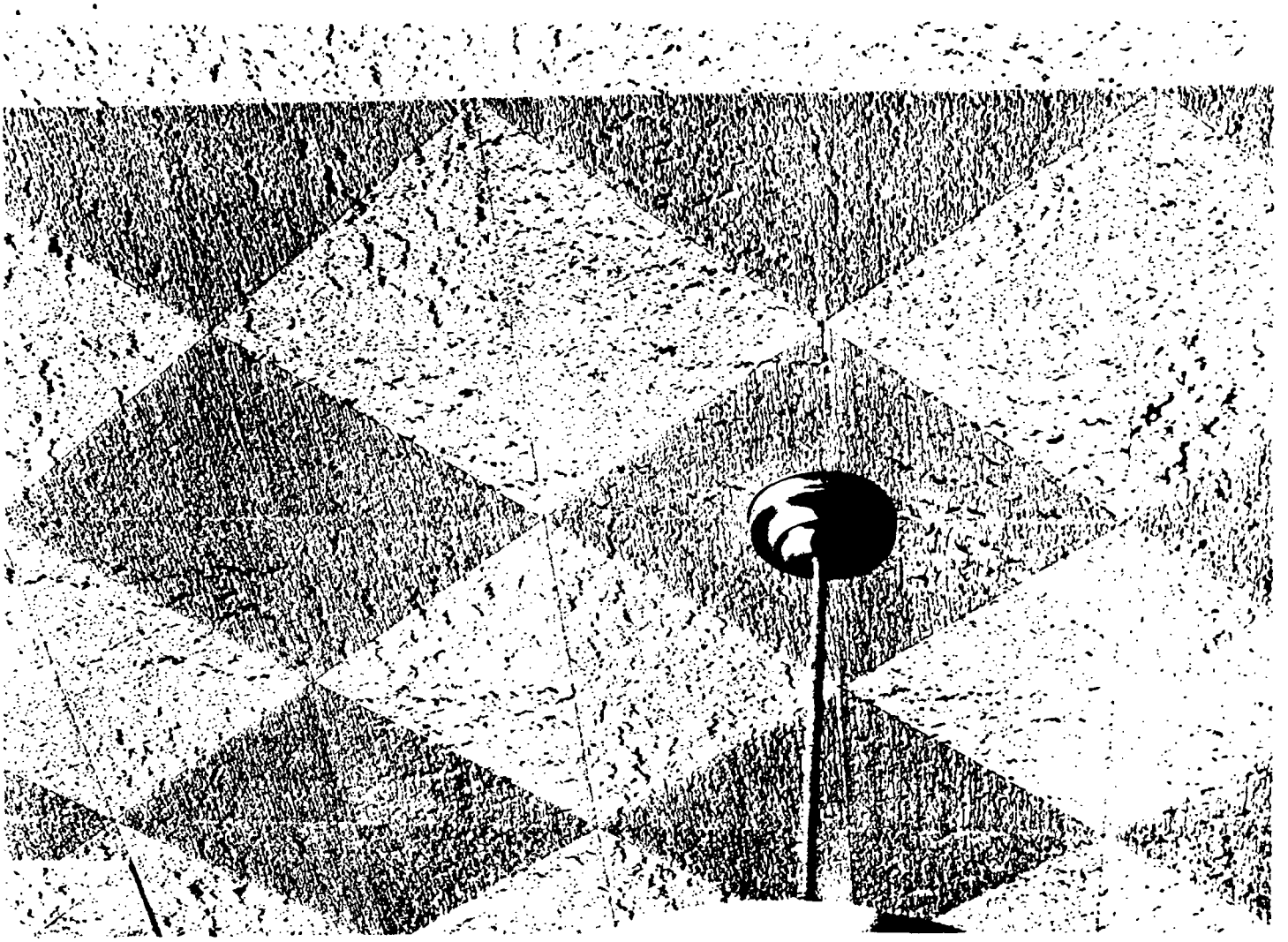

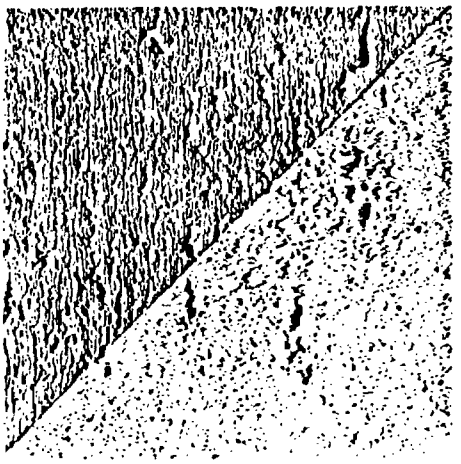

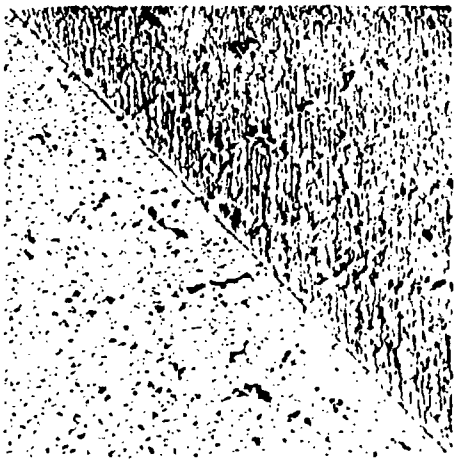

MOTIF'D ACOUSTONE

DESIGN 9-RL

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls.

CHECKERBOARD DESIGN—16-15/16" x 16-15/16" shown at 45 degrees to walls.

OPTION—12" x 12" Acoustone units can be set with joints at 45 degrees to walls making the checkerboard design parallel to walls. This requires more cutting at borders.

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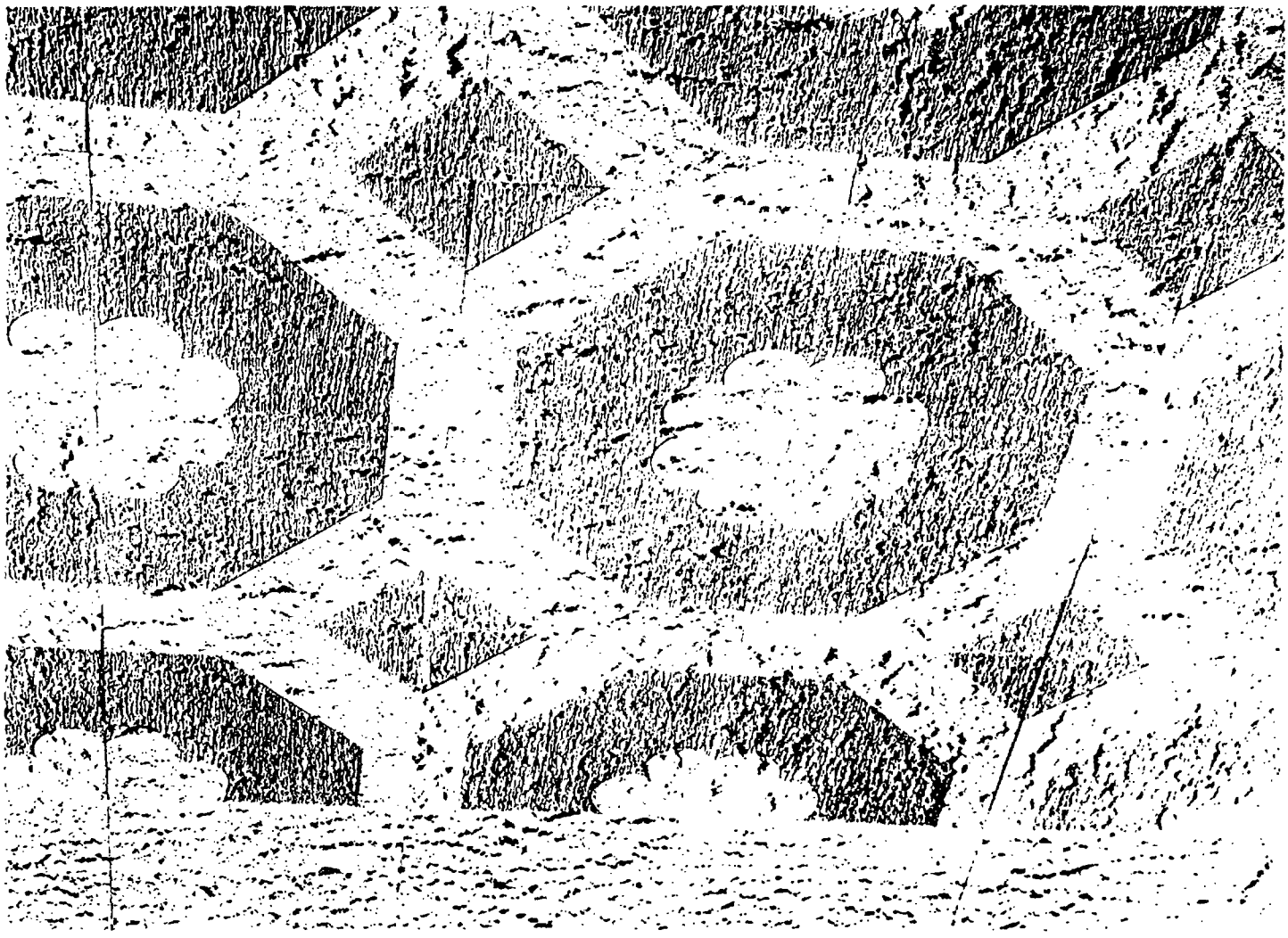

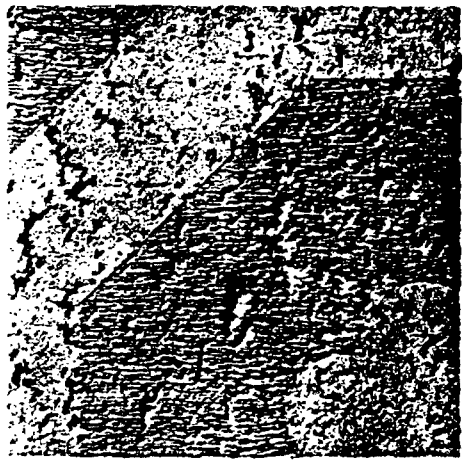

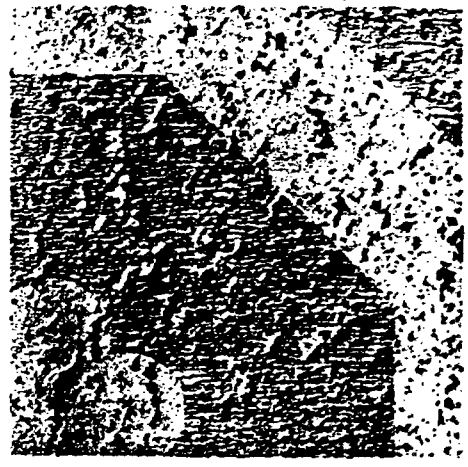

MOTIF'D ACOUSTONE

DESIGN 10-RL

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls.

DESIGN—Parallel with walls.

OPTION—12" x 12" Acoustone units can be set at 45 degrees to walls, which makes the design 45 degrees to the walls. This requires more job cutting at the borders.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

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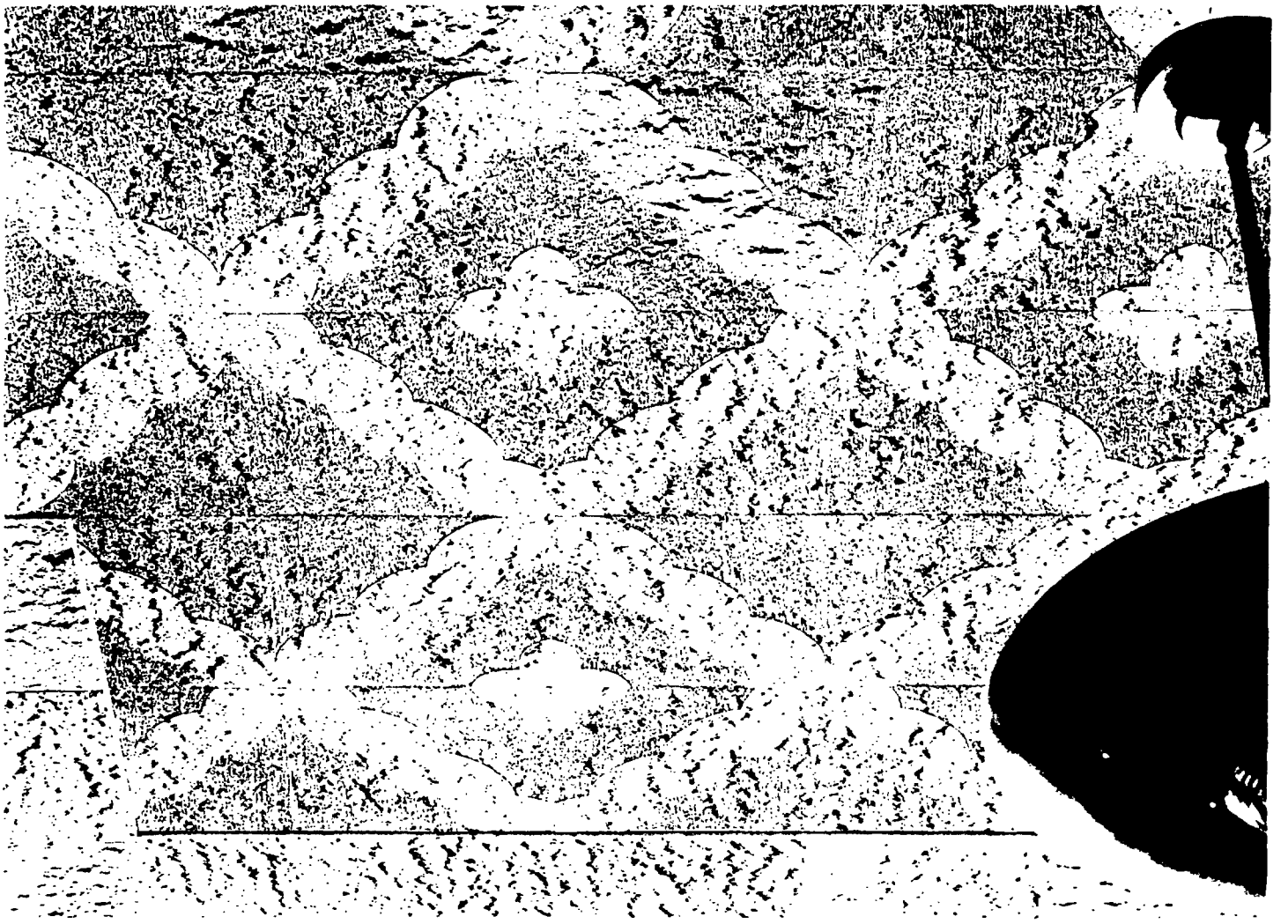

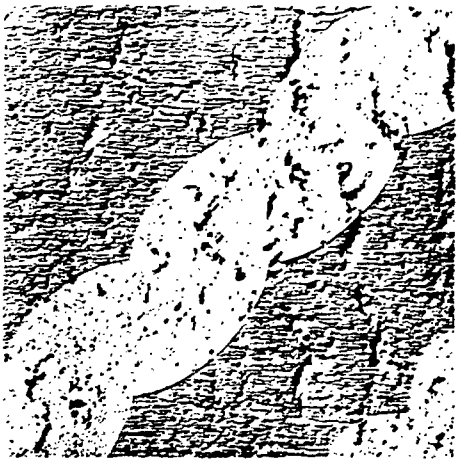

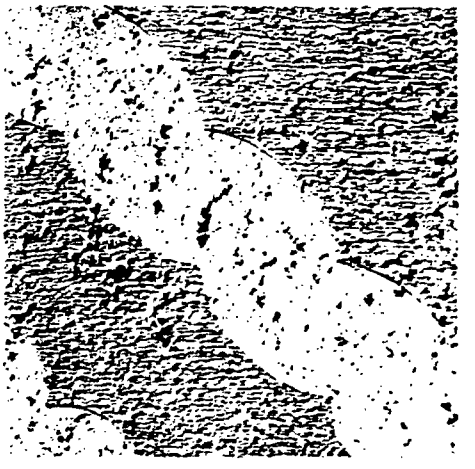

MOTIF'D ACOUSTONE

DESIGN 11-RL

ACOUSTONE TILE UNITS — 12" x 12" set with joints parallel to walls.

DESIGN—45 degrees with walls.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

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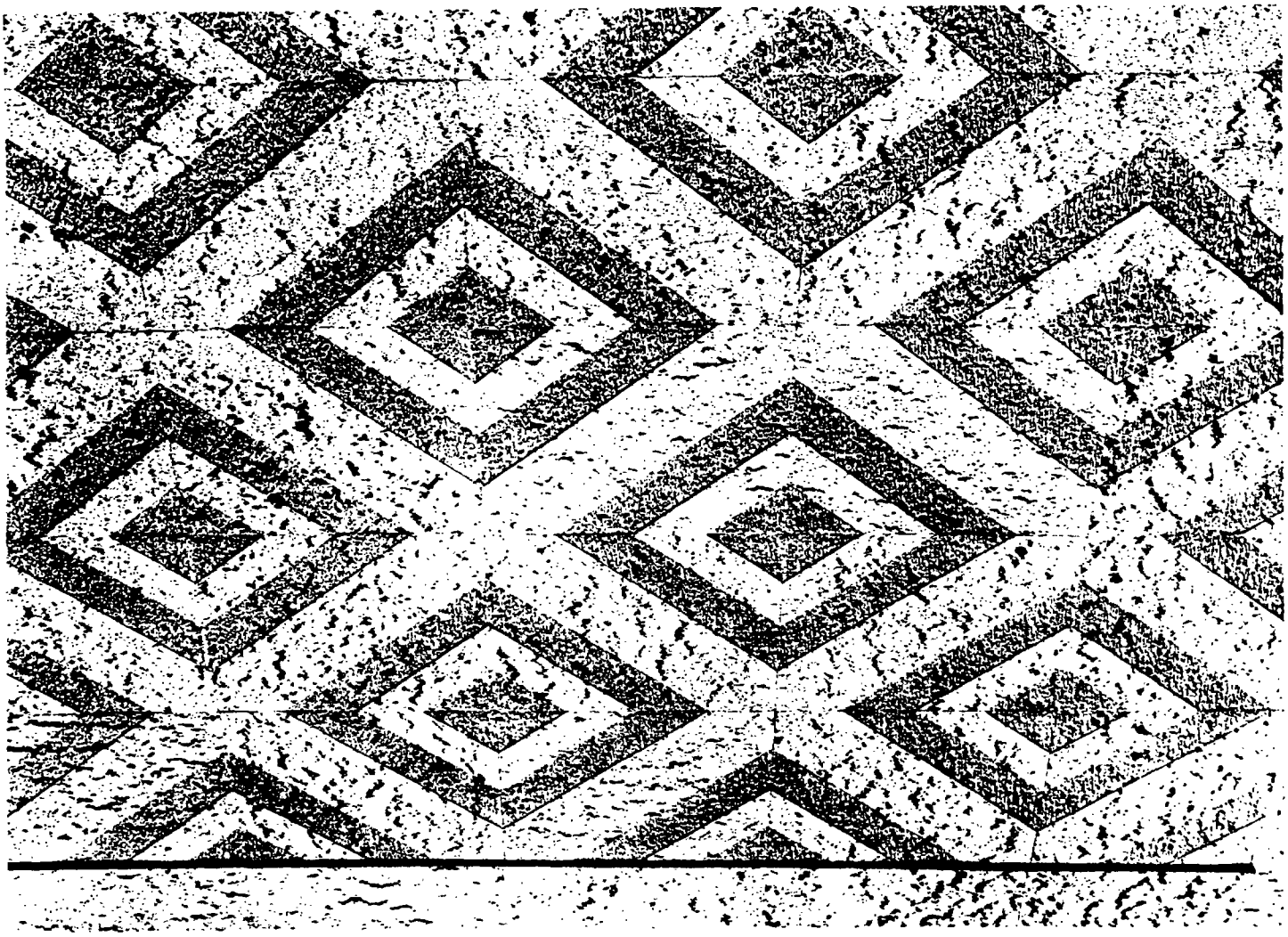

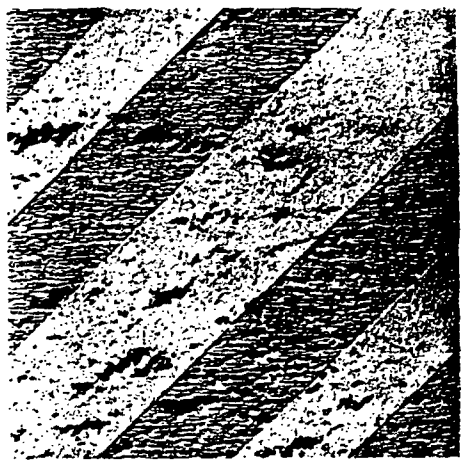



MOTIF'D ACOUSTONE

DESIGN 12-RL

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls.

DESIGN—Shown at 45 degrees to walls.

OPTION—12" x 12" Acoustone units can be set with joints at 45 degrees to walls making the design parallel to walls. This requires more job cutting at borders.

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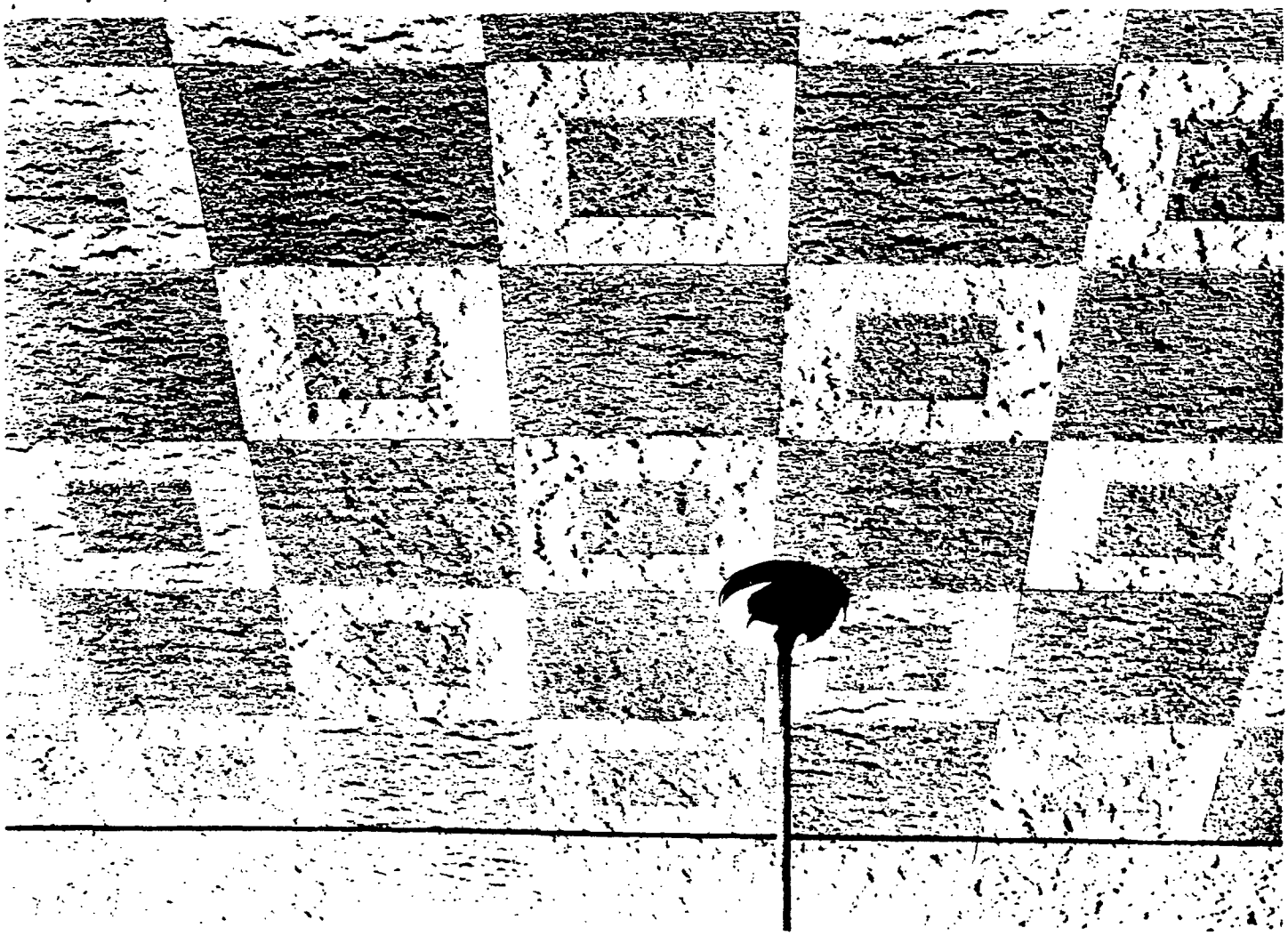

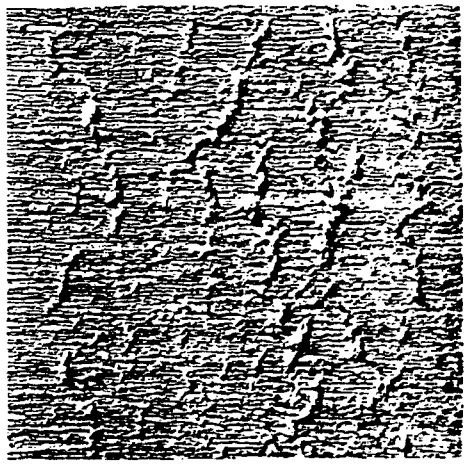

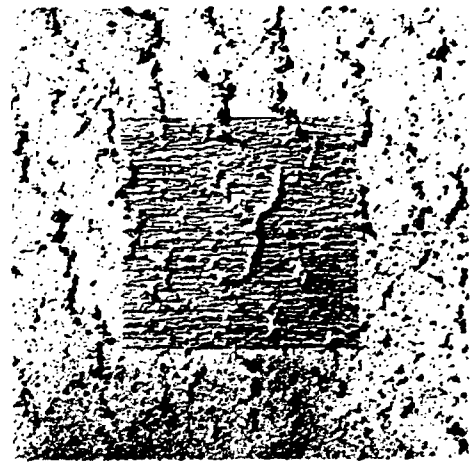

MOTIF'D ACOUSTONE

DESIGN 13-AB

ACOUSTONE TILE UNITS — 12" x 12" set with joints parallel to walls.

DESIGN — Parallel with walls.

OPTION — 12" x 12" Acoustone units can be set at 45 degrees to walls making design 45 degrees to walls.

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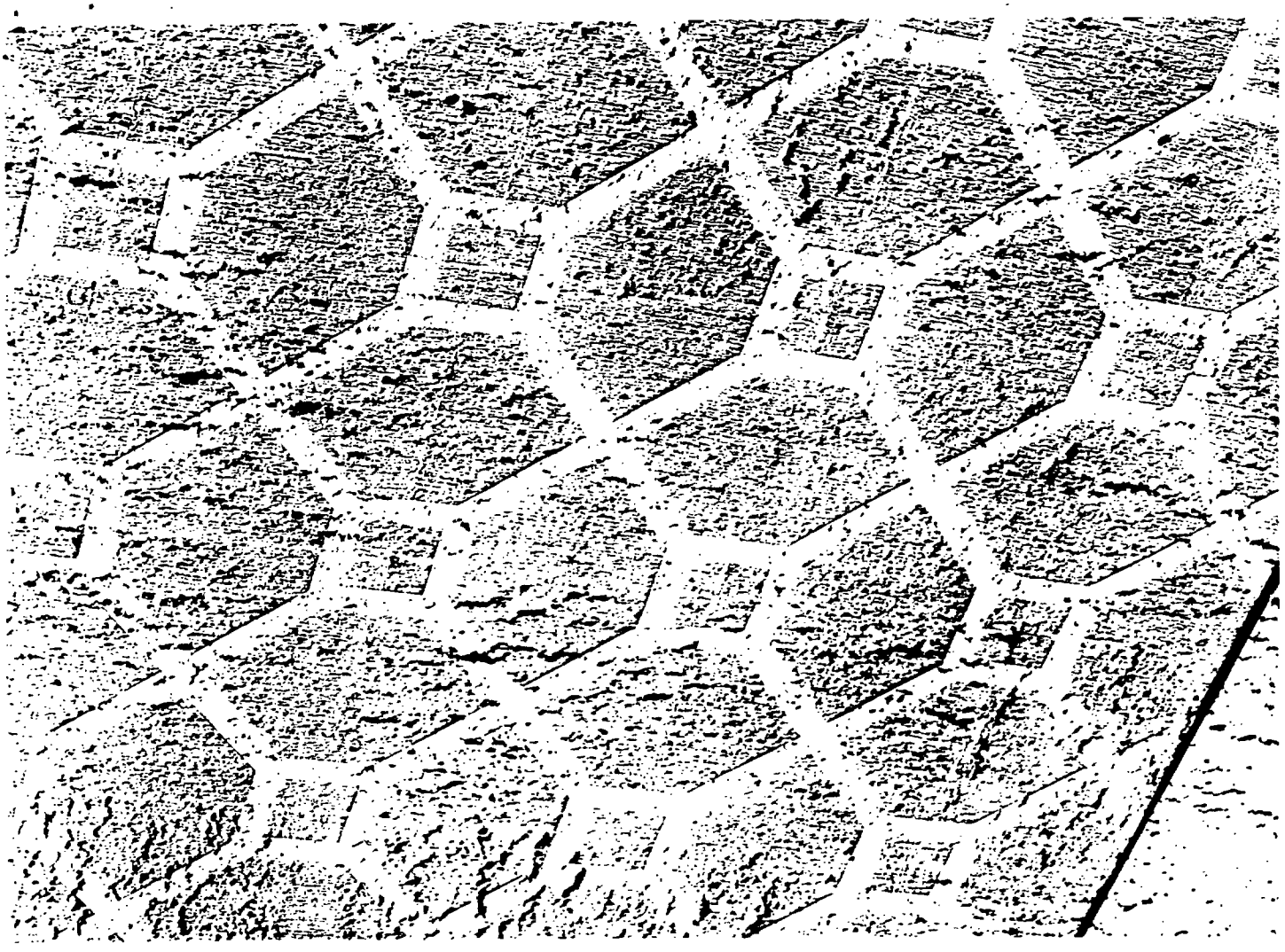

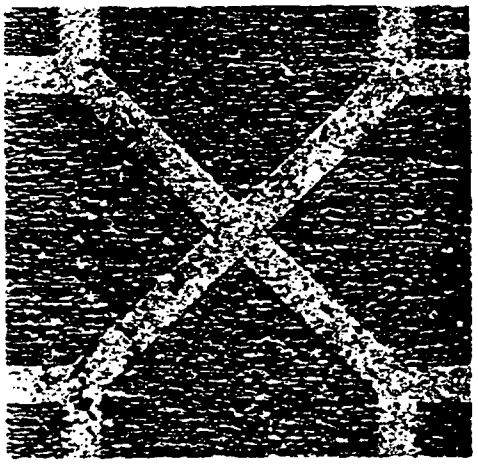

MOTIF'D ACOUSTONE

DESIGN 16

ACOUSTONE TILE UNITS — 12" x 12" set with joints parallel to walls.

DESIGN—Small squares parallel to walls.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

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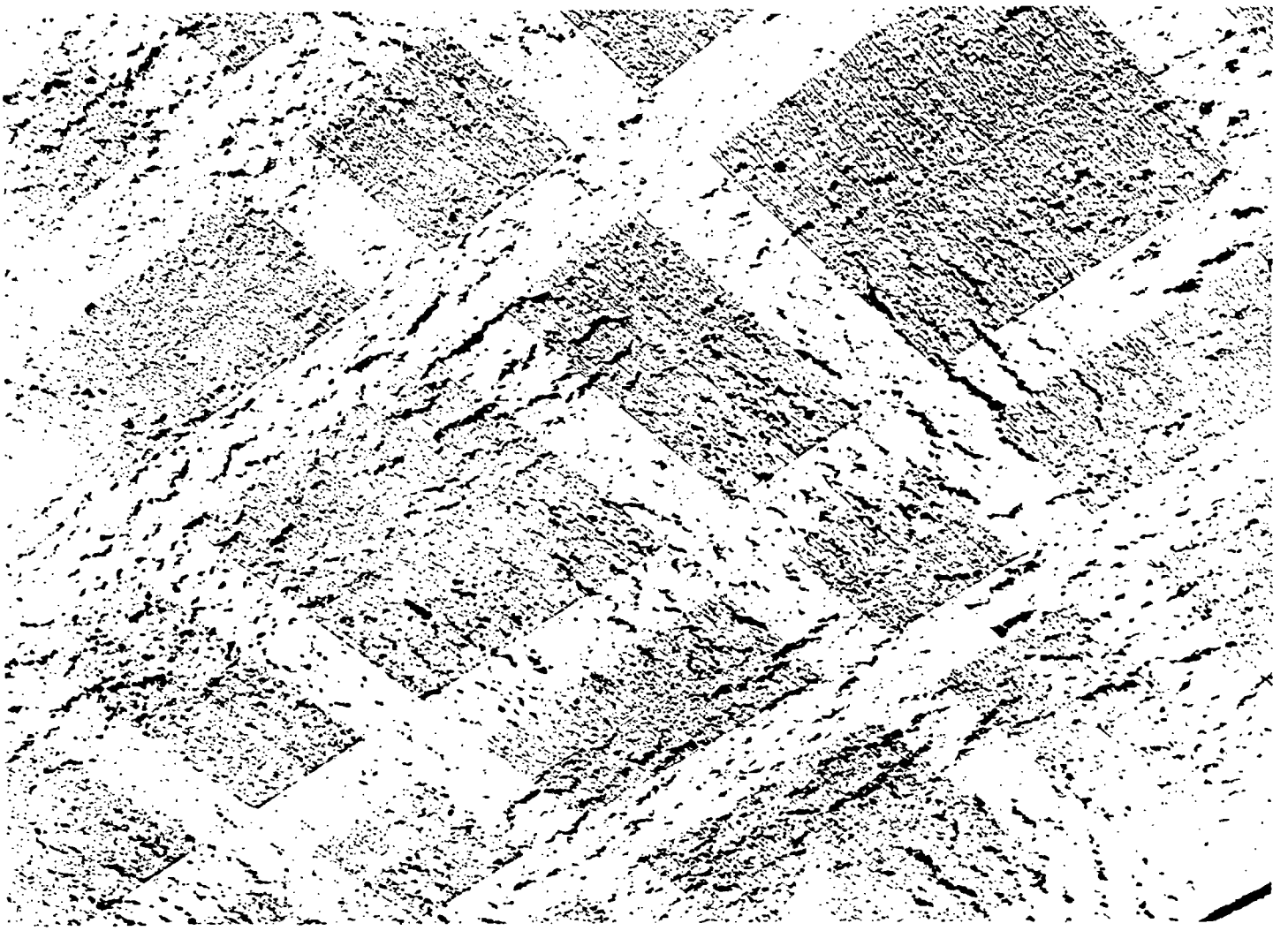

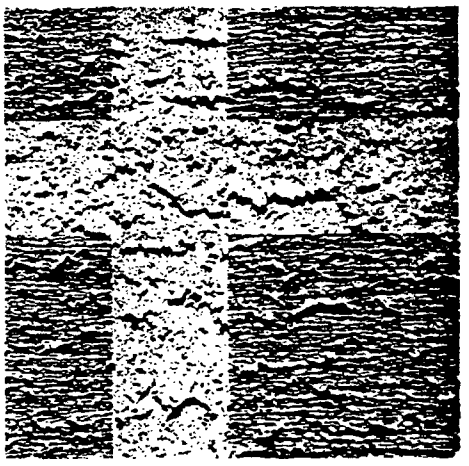

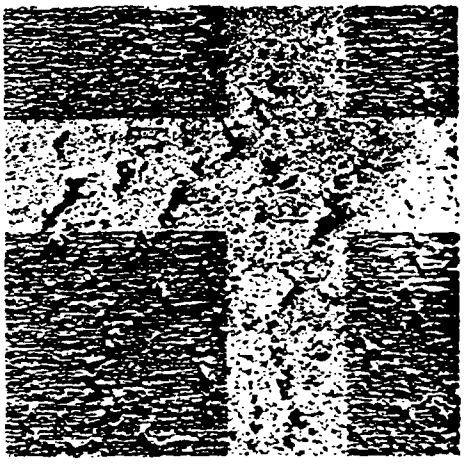

MOTIF'D ACOUSTONE

DESIGN 17-RL

ACOUSTONE TILE UNITS — 12" x 12" set with joints parallel to walls.

DESIGN — Parallel to walls.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

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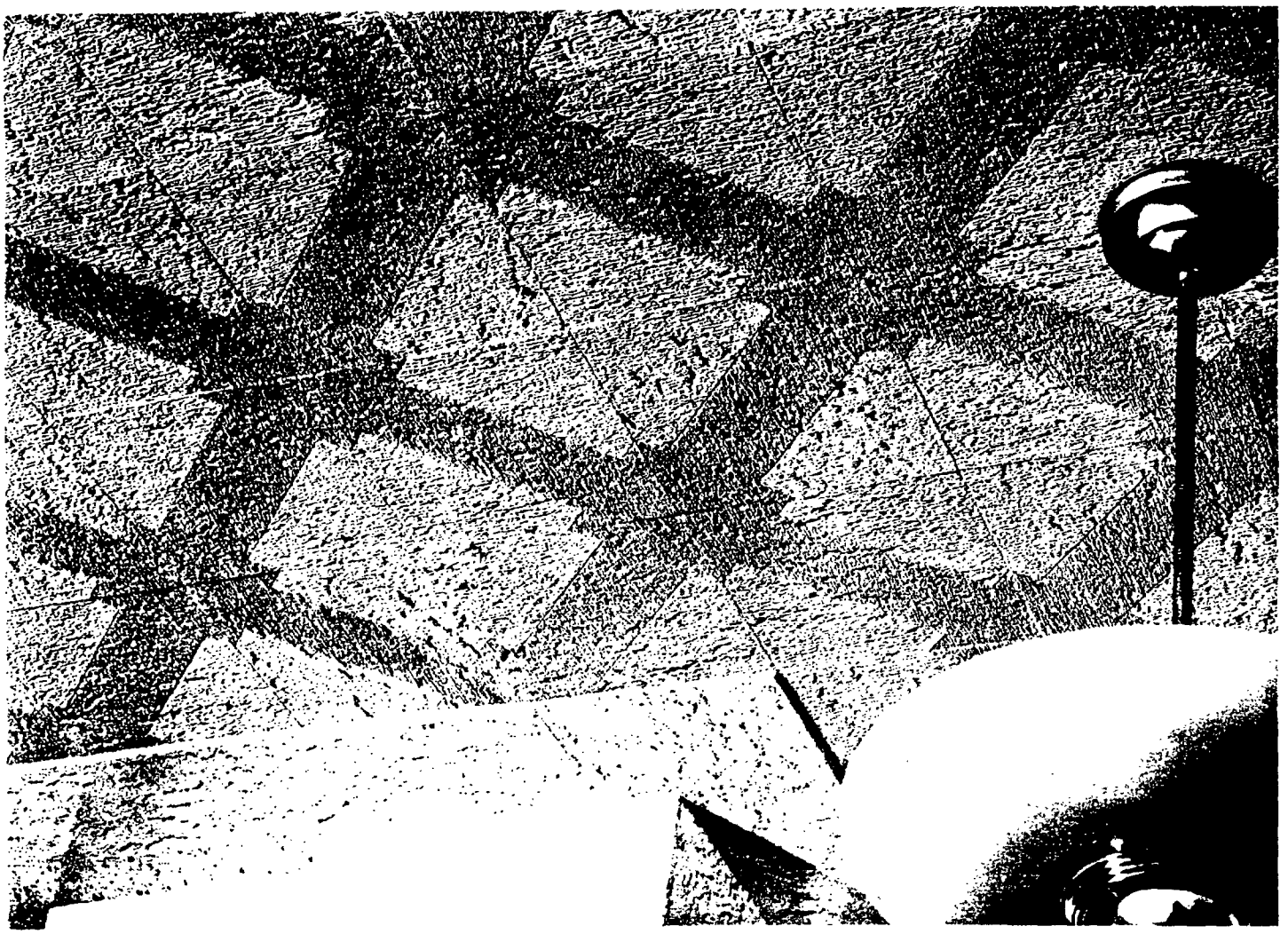



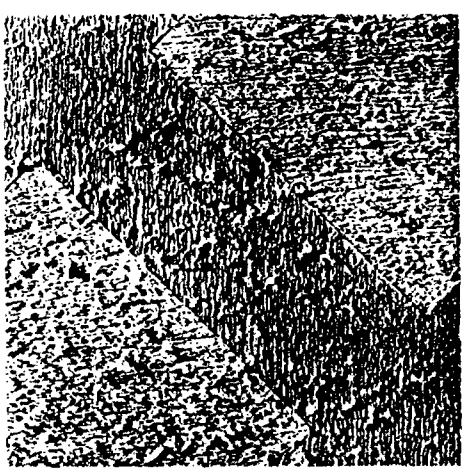

MOTIF'D ACOUSTONE

DESIGN 18-RL

ACOUSTONE TILE UNITS—12" x 12" set with joints parallel to walls.

DESIGN—45 degrees to walls.

OPTION—12" x 12" Acoustone units can be set at 45 degrees to walls making design parallel to walls. This requires more job cutting at borders.

Motif'd Acoustone decoration is an integral part of the tile itself. It is not a paint—not a covering. Soft designs, accentuated by lights and shadows, are actually etched into the surface of Acoustone by a new United States Gypsum process, producing an acoustical product of classical beauty.

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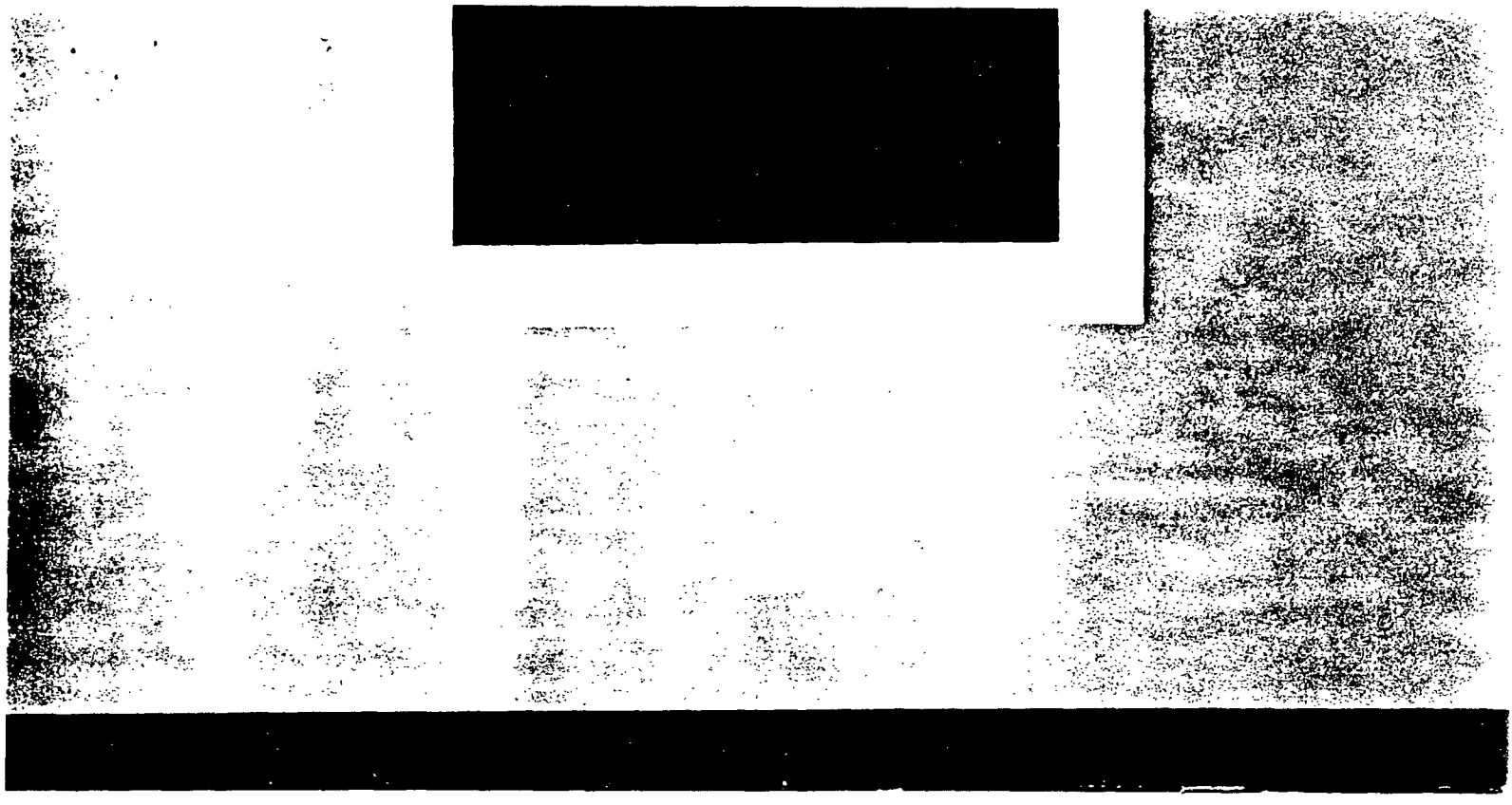


• • • • WHERE RESEARCH DEVELOPS
BETTER, SAFER BUILDING MATERIALS

USG

BB022 0671

MOTIF'D ACOUSTONE ADDS CHARACTER TO SURFACES AT LOW ADDITIONAL COST

BEAUTIFUL • NOT COSTLY

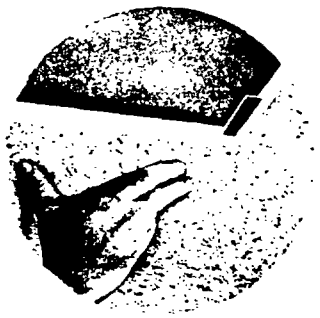
Costs but little more than regular Acoustone. These dignified Motif'd surfaces are available at very little additional per square foot and the added beauty and originality of a Motif'd surface helps create a room of discriminating taste.

QUICK INSTALLATION—FOR OLD OR NEW SURFACES

Motif'd Acoustone is applied directly to walls or ceilings in either old or new construction. It is well suited to application in existing buildings with little inconvenience to the occupants. Particularly is this true in busy offices, restaurants, banks, theatres, hospitals, and auditoriums, where it may be installed overnight without interfering with the usual routine.



MOTIF'D ACOUSTONE'S "SPLINE-ALINEMENT"—FLUSH JOINT ACOUSTICAL TREATMENT



Motif'd Acoustone has the advantages of "Spline-Alinement."

A thin metal spline is inserted into each Acoustone unit. This spline snugly fits a slot in the adjacent unit. Accurate precision placement of splines and slots plus the sharp, clean-cut edges of Acoustone give beautiful acoustical surfaces. Spline-Alinement is self leveling. There are no dropped corners.

MOTIF'D ACOUSTONE IS FIREPROOF
A major safety factor—protection against fire.



MOTIF'D ACOUSTONE REFLECTS LIGHT
Reflects as much as 80% of light striking it.



MOTIF'D ACOUSTONE ABSORBS SOUND
High in sound absorption efficiency.



MOTIF'D ACOUSTONE IS PAINTABLE
Painting does not damage its sound absorption properties.



BB022 0672

Motif'd Acoustone • • INSURES PRACTICAL AND EFFICIENT ACOUSTICAL SURFACES

MOTIF'D ACOUSTONE

Motif'd Acoustone is formed from inorganic filaments of specially processed mineral fiber, manufactured in tile form. It is as enduring as the structure in which it is installed. Motif'd Acoustone combines to a unique degree the properties of high sound absorption with originality in surface design.

HIGH ABSORPTION

Motif'd Acoustone provides a highly efficient noise reduction surface. Tests prove the noisy hubbub of a business office fatigues the personnel—hinders their efforts—increases costly errors—and cuts down the efficiency of the organization. Creative management is seriously handicapped in those surroundings.

USES

Applicable on ceiling and wall surfaces in offices, restaurants, churches, hospitals, banks, stores, and all other interiors where acoustical value and discriminating beauty are desired.

PAINTABLE AND SANITARY

Motif'd Acoustone may be painted with Texolite or interior oil-base paint without damage to its sound absorption properties.

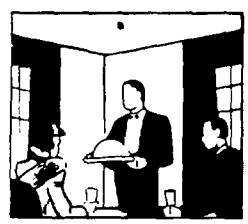
Motif'd Acoustone provides an aseptic, inorganic sound absorbent for hospitals, sanatoriums, restaurants and other buildings. The stately beauty of these ceilings may be kept fresh indefinitely.



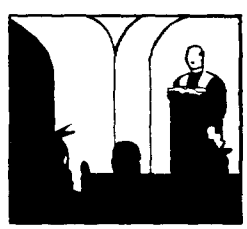
• OFFICES •



• STORES •



• RESTAURANTS •



• CHURCHES •



• HOSPITALS •



• THEATRES •

"SOUND CONDITIONING IS SOUND BUSINESS"

Whether it is a restaurant, theatre or shop, uncontrolled noise and racket drive customers away. There is a reason. Medical research has proved that a sudden sharp noise produces a rise in brain pressure four times above normal, continuing for 30 seconds. One company reports 52% less comptometer errors and 29% less stenographic errors after an Acoustone installation.

Here is the answer—a prescription for profits—Motif'd Acoustone is a sound business investment and one which pays its way.

USG MATERIALS AND SERVICE

A variety of sound absorbent materials which meet the complete range of acoustic and economic requirements have been developed by thorough laboratory and field research. The acoustical treatments are *Acoustone D and F, Motif'd Acoustone, Perfatone,* and *Quietone.*

A staff of competent sound control engineers is available to assist the architect, without obligation, on any problem involving noise absorption, audience room correction, or sound insulation in new or existing buildings.

Installations are made by USG Approved sound control contractors, thus assuring good workmanship and adequate treatment.

BB022 0673

SC-42 6-41

Motif'd Acoustone

SPECIFICATIONS

A Sound Absorbent of High Efficiency for Old and New Buildings

LONG FORM

Note: Notes are explanatory or advisory only and should not be included in the specifications.

(1) WORK INCLUDED — *Note:* List and locate all walls and ceilings to be covered with MOTIF'D ACOUSTONE. If more than one thickness of Tile is used, specify the thickness (11/16", 13/16", or 15/16") for the various areas.

(2) COLOR — Motif'd Acoustone is furnished only in mill painted white. *Note:* Additional job paint should be specified under the painting specifications if a final color other than white is desired.

(3) BASE—MOTIF'D ACOUSTONE shall be applied direct to plaster or similar smooth surfaces in accordance with manufacturers' specifications.

(3b)—On new work a good level brown coat of plaster offers the best base for MOTIF'D ACOUSTONE.

(3c)—On existing work MOTIF'D ACOUSTONE may be applied over any firm, true finish.

(4) JOINTS—Joints between Tiles shall be square edged (not beveled). 1"x4" flat metal splines shall be used in tile edges at intersecting corners to keep tiles flush and even.

(5) BORDERS—Borders of tile, if used, shall be plain, without design. They shall be of a greater thickness than the field tile and shall have a 1/8" bevel on the edge adjacent to the field. If field and borders are the same thickness, all edges shall be flush.

(6) APPLICATION OF MOTIF'D ACOUSTONE

(6a)—MOTIF'D ACOUSTONE shall be furnished by the United States Gypsum Company and erected by one of its authorized erectors in sizes and pattern shown on the drawings and details.

(6b)—The tile shall be laid close and accurately cemented in position in full conformance with the manufacturer's specifications.

SHORT FORM

The contractor shall allow the sum of _____ to cover the cost of acoustical treatment, using MOTIF'D ACOUSTONE to be furnished by the United States Gypsum Company and erected by one of its authorized erectors as directed and approved by the architect.

MOTIF'D ACOUSTONE—SPECIFICATION FACTS

Sizes: Standard size 12"x12".

Thickness: 11/16", 13/16", and 15/16" thick.

Color Mill painted white—other colors must be applied on job.

ABSORPTION COEFFICIENTS OF ACOUSTONE D:

(Coefficients from official bulletin of Acoustical Materials Association)

Thickness	*128*	*256*	*512*	*1024*	*2048*	*4000*	*Noise Reduction Coefficients*	*Surface*
11/16	.08	.22	.73	.91	.81	.85	.65	Not painted
11/16	.13	.26	.70	.88	.76	.74	.65	Mill painted
13/16	.15	.26	.79	.92	.85	.85	.70	Not painted
13/16	.11	.30	.84	.88	.77	.76	.70	Mill painted
15/16	.20	.40	.84	.88	.85	.88	.75	Not painted
15/16	.12	.37	.83	.88	.83	.80	.75	Mill painted

All tests made on material mounted on plaster board, considered equivalent in accordance to plaster or concrete ceiling.

Coefficients on painted material are the result of tests made on Acoustone that had been well painted with an oil-base paint.

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