

1962

MERCHANDISING BULLETIN

SOUND CONTROL

December 4, 1962



PLAINTIFF'S EXHIBIT

USG-1036

GIANT *

Few products ever achieve the market acceptance ACOUSTONE enjoys. It's the big selection on the big jobs. Why? Quality! Proven hundreds of times, in thousands of installations!

Case in point is the magnificent new Pan Am Building. Well over two million feet of ACOUSTONE is going into this New York City giant. Another is the Empire State Building. That's an ACOUSTONE job too. The story on both is outlined in the attached reprint.

This four-page insert ran in Issue 4 of Business of Building (architectural circulation only). Five thousand copies of the insert - turned - mailer will be sent to executives in America's top corporations this month. We're telling everybody about this big ACOUSTONE story.

The ACOUSTONE story is a big one. Tell it in a big way!

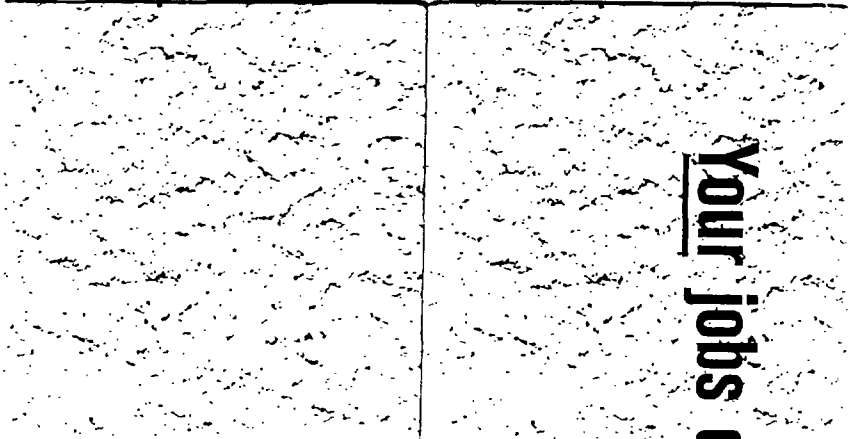
James A. Preib
Commodity Advertising Manager
Industrial Sound Control

This letter sent to: All U.S.A. Division and District Managers, Salesmen (Dealer, Paint and Industrial) and to others on lists #1, 2, 3, 4 & 5.

* With apologies to Edna Ferber.

BB015 2194

Your jobs deserve the best...



ISS015 2195

*Big jobs prefer the big name
in acoustical ceilings*

ACOUSTONE

MINERAL TILE

BIG is the word for ACOUSTONE Mineral Ceiling Tile in major construction, for one big reason—*consistently high quality*. The name ACOUSTONE on a specification has long assured builders, architects, tenants of highest standards in performance. It was true when ACOUSTONE was used in the Empire State Building; it's true today in such fine examples of contemporary architecture as New York's gigantic new Pan Am Building. For all construction—large or small—where superior beauty, sound control, and fire protection are important, the preferred ceiling tile is ACOUSTONE.

UNITED STATES GYPSUM
THE GREATEST NAME IN BUILDING

Countless visitors and 17,000 office workers will enjoy the beauty of ACOUSTONE in the new 59-story Pan Am Building, being built on air rights above New York's Grand Central Terminal.

For more than 30 years, the 102-story Empire State Building, familiar New York City landmark, has given the 16,000 people who work there protection from distracting noise with ACOUSTONE.

FOR THE PAN AM BUILDING

ARCHITECTS : EMERY ROTHS & SONS

DESIGN CONSULTANTS : PIETRO DELLUSCHI AND
WALTER GROPIUS, T. A. C.

GENERAL CONTRACTOR : DIESEL CONSTRUCTION CO., INC.

ACOUSTICAL CONTRACTOR : WALDOVOLE BROTHERS, INC.



UNITED STATES GYPSUM

THE GREATEST NAME IN BUILDING

THIS partial list of buildings
with ACOUSTONE ceiling installations
includes some of the outstanding
structures in the nation

Republic Bank—Dallas
Shamrock-Hilton Hotel—Houston
University of Kentucky—Lexington, Ky.
Raphel Union—Valley Forge, Pa.
Constellation Plaza—Hartford, Conn.
Homan Marquis—Dallas
Rockefeller Center—New York City
Edgewater Beach Hotel—Chicago
Gateway Center—Pittsburgh
Wall Street Journal Building—New York City
Boeing Aircraft—Seattle
U. S. Capitol Building
Pure Oil Co. Building—Palatine, Ill.
Fontainebleau Hotel—Miami
University of Chicago
Disneyland Hotel—Anaheim, Calif.
Sahara Hotel—Las Vegas, Nevada
Aero Space Center Building, El Segundo, Calif.

Your building, whether it's large or small, belongs
on the ever-growing list of ACOUSTONE installations
—to take advantage of the high quality standards
maintained by U.S.G. ACOUSTONE, a mineral tile,
is UL-rated for systems with fire protection up to
two hours. It provides unmatched sound control,
with N.R.C. ratings up to .65-.85. A broad range
of tile sizes, designs, and types of suspension make
ACOUSTONE extremely adaptable; give you literally
dozens of opportunities for exclusive designs—for
any ceiling requirement.

Ask your U.S.G. Sales Representative about
ACOUSTONE; or write BUSINESS OF BUILDING, 300
W. Adams St., Chicago 6, Ill.

BB015 2197