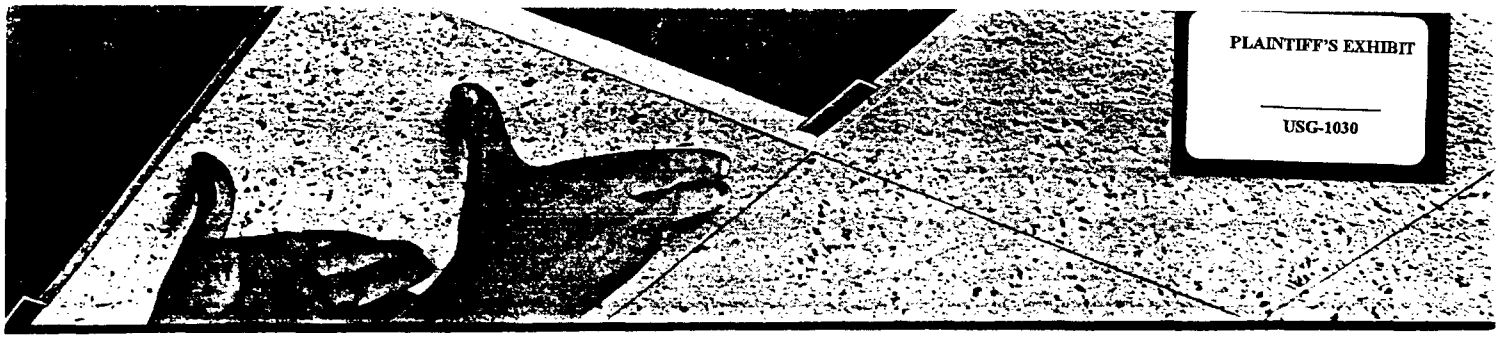


PLAINTIFF'S EXHIBIT

USG-1030

"Season with *Quiet*—Add CUSTOMERS, then *Serve*"



ACOUSTONE

ACOUSTICAL MINERAL TILE

Outstanding Beauty • • • High Efficiency • • • Incombustible

BB007 1932

UNITED STATES GYPSUM COMPANY



Acoustone, with its exceptionally true, clean-cut edges, provides an outstanding medium for the "flush-joint" type of construction shown here. Its unobtrusive beauty fulfills the strong demand for this type of expression in modern functional design.

BB007 1933



Quiet is part of the good taste in the La Petite Restaurant. The interior beauty is outstanding with harmonious color and texture of Acoustone.

Recipe for Profits

Noise is bad business—bouncing back and forth from hard-surfaced ceilings, walls, floors and table tops—it drives away appetites and soon sends your customers to quieter places.

There's 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.

Here's the answer . . . a Recipe for Profits . . . take the din out of dining with Acoustone. Then you attract more trade and satisfy the appetite for quiet, beautiful surroundings as well as good food.

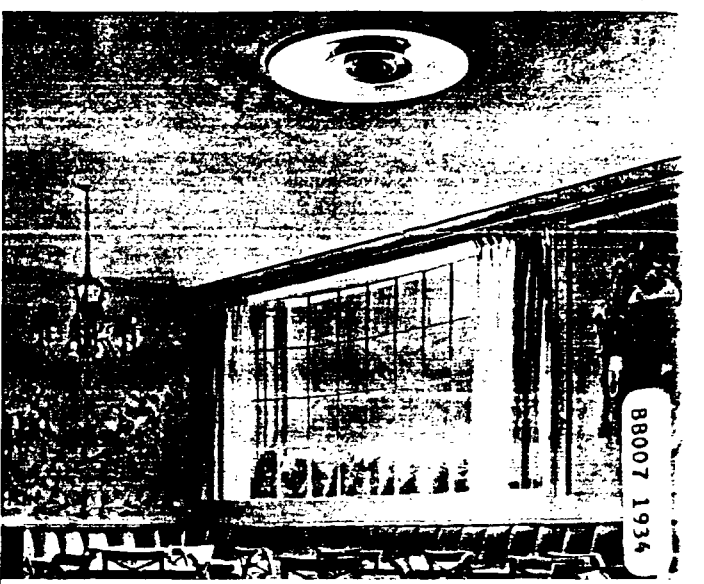
With the result . . . that guests eat more, relish their food and willingly pay more for it. That is why Sound Controlled with Acoustone is a sound business investment and one which pays its way.

As a plus factor . . . the outstanding appearance of Acoustone with its interesting simulation of Travertine texture is a thing of lasting beauty.

Our engineers are always available to assist in an advisory capacity without obligation.



The sky's the limit to conversation especially when beautiful Acoustone ceiling limits the noise in this dainty Weeks' Tea Room, Wilmette, Ill.



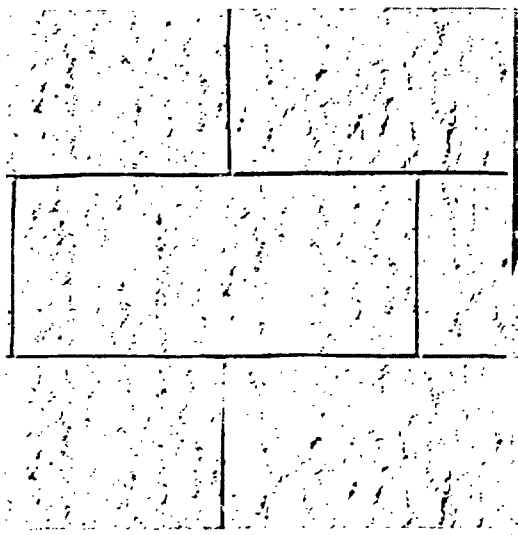
This beautiful dining room of Stouffer's Restaurant is an "oasis from noise" off busy 42nd Street in New York City.

ACOUSTONE

FIREPROOF MINERAL TILE

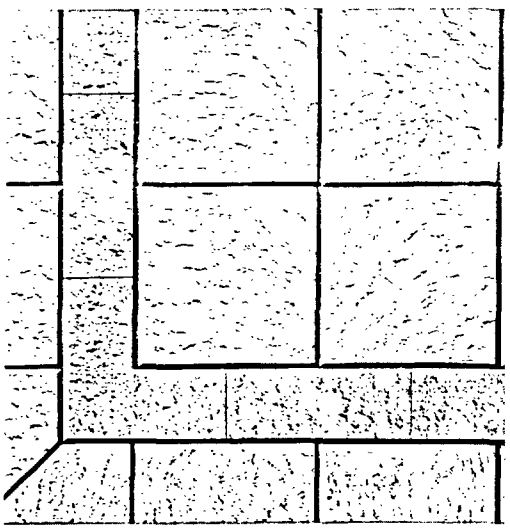
ITED STATES GYPSUM COMPANY

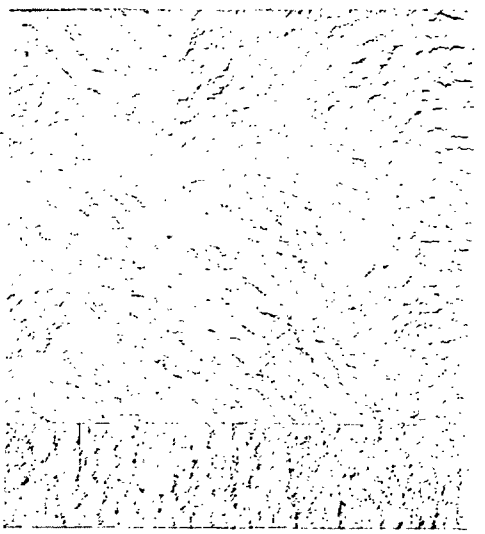
A WIDE RANGE OF DESIGNS AND COLORS...

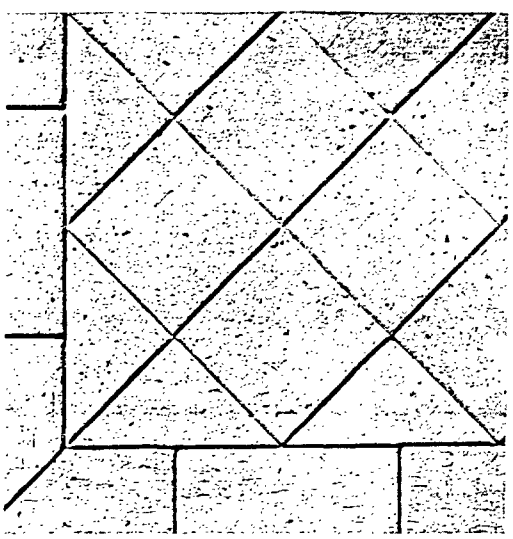


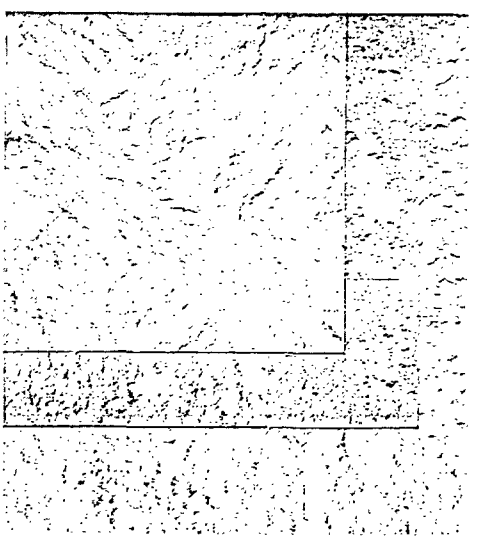












FURNISHED IN INTEGRAL COLORS OR MILL-PAINTED

The outstanding beauty of Acoustone lies in its pleasing texture, relieved of monotony by high and low light effects reminiscent of Travertine.

It is made in varying shapes, sizes and thicknesses which may be laid out in striking tile designs or made with flush joints to create an all-over pattern without perceptible markings. The flush joint type is enjoying increasing popularity because so many architects and decorators feel that tile patterns are more suitable to floors while plain all-over effects, such as the flush joint Acoustone, are preferable for walls and ceilings. The natural, undecorated Acoustone has a distinguished white tone with a light reflectivity of 70%. Lighter mill-painted shades are furnished with a light reflectivity of 83%.

A wide selection of various colors are available. If preferred, Acoustone can be furnished integrally colored or mill-painted; or it can be painted or stenciled on the job. It may be easily applied over any solid backing.

Let us make a study of your problem and make a recommendation for sound control. We will gladly furnish estimates without obligation.

BB 907
1935