

DELIGHTFUL QUIET AND NEW BEAUTY

ATTRACT BUSINESS FOR HOTELS AND RESTAURANTS

USING

ACOUSTONE

UNITED STATES OF AMERICA  
U.S. DEPARTMENT OF ACOUSTICAL MINERAL TILE

PLAINTIFF'S EXHIBIT

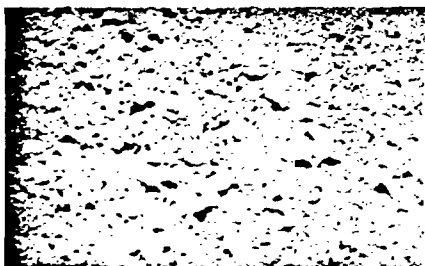
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Among the prominent, successful restaurants holding old patrons and attracting new ones is DeMet's, Chicago, Illinois. Shown here is the beautiful sound-absorbing ceiling of Acoustone in one of DeMet's Chicago dining rooms.

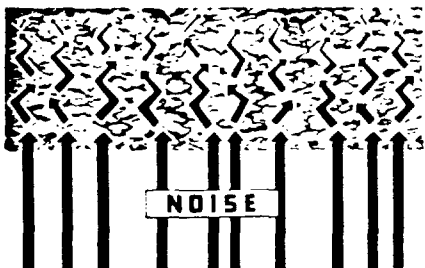
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UNITED STATES DEPARTMENT OF ACOUSTICAL MINERAL TILE DIVISION

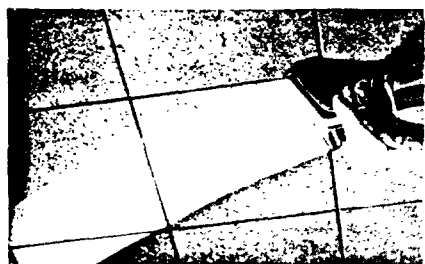
# USG ACOUSTONE HAS ALL THESE 5 ESSENTIALS OF EFFICIENT ACOUSTICAL TILE



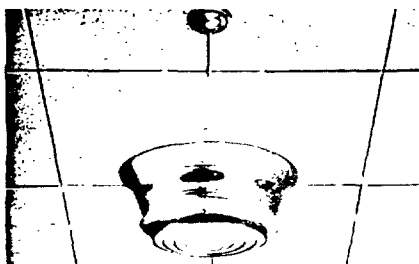
1. LASTING BEAUTY OF INTEGRAL COLOR
2. INCOMBUSTIBILITY



3. ABSORBS NOISE AS A SPONGE ABSORBS  
WATER—THEN DISSIPATES IT



4. LASTING EFFICIENCY, VACUUM-CLEANED  
AT LOW COST—ALSO PAINTABLE



5. HIGH LIGHT-REFLECTION CUTS COST  
OF LIGHTING

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UNITED STATES GYPSUM COMPANY **US**  
ENGINEERING SALES DIVISION **O**

# PEOPLE GO OUT OF THEIR WAY TO FIND A QUIET PLACE TO EAT

Restaurant, hotel dining room and cocktail lounge interiors are quieted, made more beautiful, overnight, with Acoustone\*, USG Fireproof Acoustical Mineral Tile. The use of Acoustone results in a dignified, quiet atmosphere that attracts discriminating people. Thus, when you install Acoustone you are making a real dividend-paying investment in increased repeat patronage.

Acoustone is applied to new or old walls and ceilings to hush noise and provide outstanding decorative effects.

When efficiency and maintenance are considered, Acoustone is actually a low-cost acoustical material. Acoustone has lasting efficiency. The rich integral colors of Acoustone need no further decorating. Acoustone's beauty may be kept fresh indefinitely by simple vacuum cleaning—at a small fraction of the cost of painting. If color changes are desired, Acoustone may be painted, without damage to its great noise-absorbing ability.

Shown here are a few prominent installations where the benefits of Acoustone are paying constant dividends. While inspecting them remember that USG acoustical engineers are always available to assist you in an advisory capacity, without obligating you in any way.

\*REG. TRADE-MARK

The USG Acoustone ceiling quiets and adds to the attractive atmosphere of the popular Weeks Dining Room, Wilmette, Illinois.

## YOU CAN ATTRACT AND HOLD MORE REPEAT BUSINESS WITH ACOUSTONE TREATMENT



Dignity, quiet, and a pleasing air of distinction attract knowing epicures to this Acoustone treated dining-room—it is the Hunting Room, Hotel Astor, New York City.

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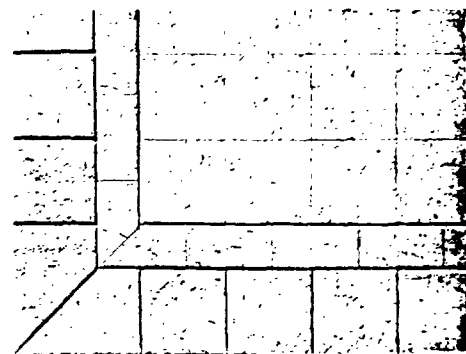
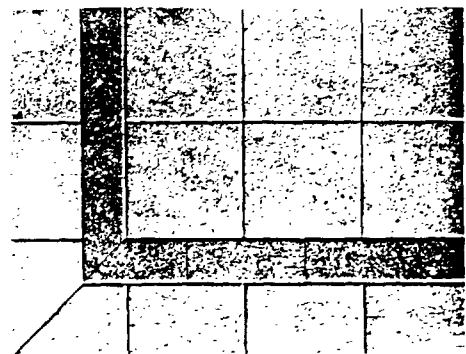
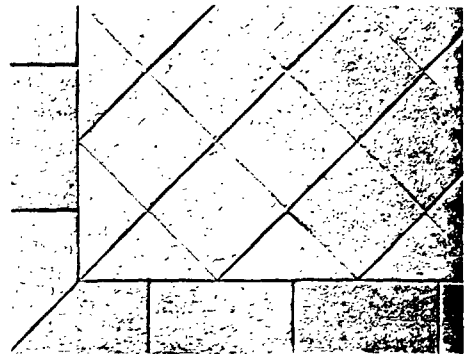
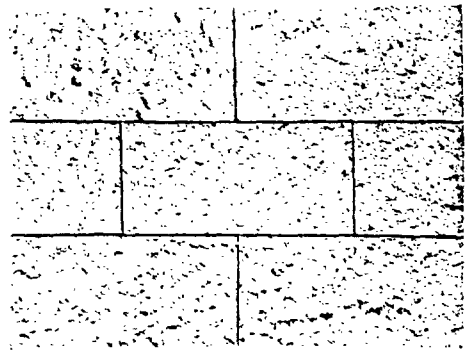


Interesting Acoustone ceiling in the ever popular Triangle Restaurant, North Clark Street, Chicago. Mr. Toffenetti, genial host of the "Triangles," enthusiastically praises the benefits his guests—and he—derive from U S G Acoustone.



Animation and gayety do not disturb in La Petite Cafe, the attractive Acoustone treated supper room of The Palmer House, Chicago, Illinois.

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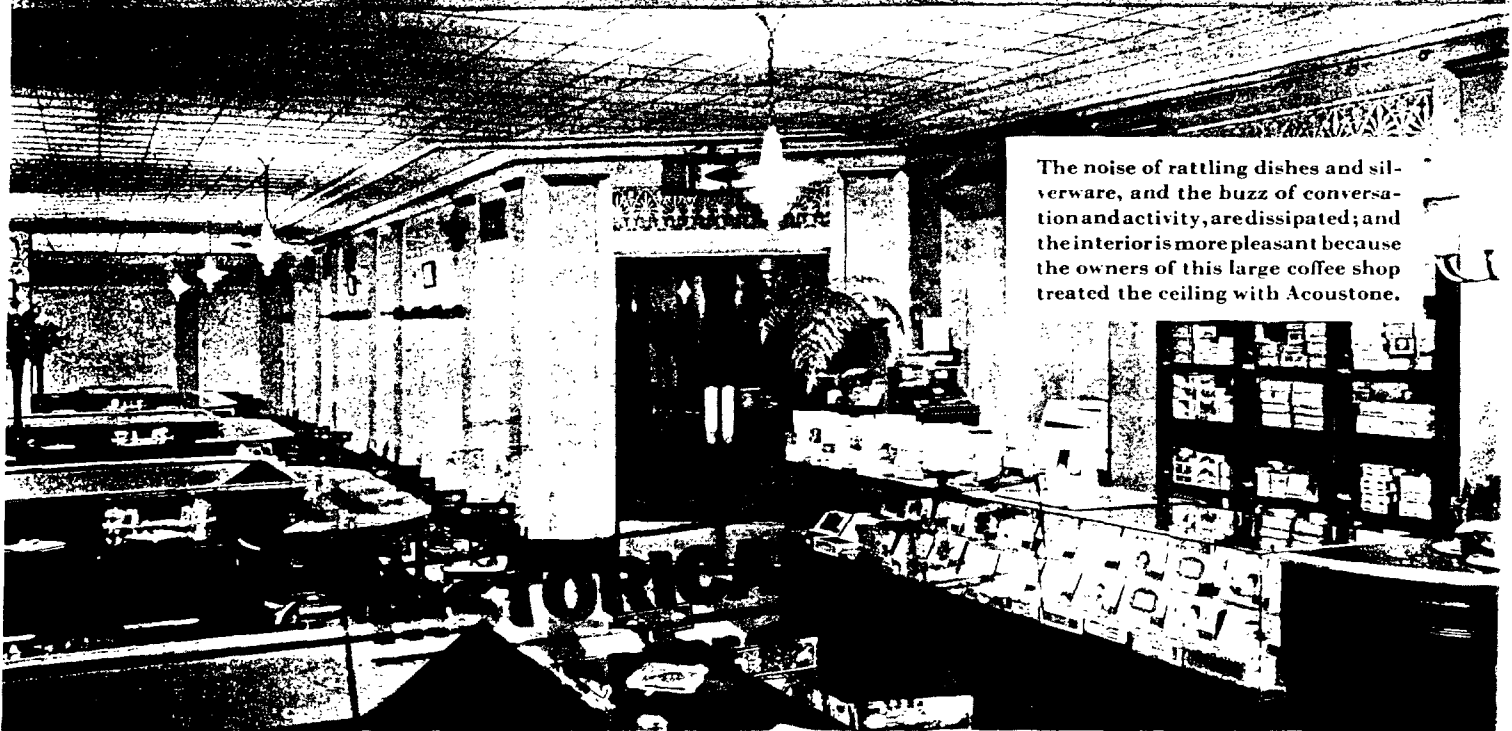


**A FEW OF THE MANY  
ARCHITECTURALLY CORRECT DESIGNS  
OBTAINED WITH ACOUSTONE**

Acoustone can be adapted to practically any design. Four typical patterns are shown above. A few examples of the unlimited effects obtainable are illustrated in the adjoining photos of installations. There are many others — all interesting, harmonious, and suited to unobtrusive inclusion in a wide variety of decorative schemes.

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IN ADDITION TO EXCELLENT FOOD—MANY FAMOUS RESTAURANTS  
 NOW PROVIDE THE ATTRACTIVE QUIET AND MEMORABLE  
 LEARN OF **USG ACOUSTONE**



The noise of rattling dishes and silverware, and the buzz of conversation and activity, are dissipated; and the interior is more pleasant because the owners of this large coffee shop treated the ceiling with Acoustone.

## ACOUSTONE CAN BE PURCHASED ON THE USG MONTHLY PAYMENT PLAN



This plan is available through authorized District Contractors on all Acoustone installations.

Property owner is not required to make a down payment.

You may take as long as 36 months to pay.

Most installations require no mortgages or security.

You can start drawing "dividends" on your Acoustone installation at once without business interruptions. Acoustone helps increase repeat patronage, increases beauty, and has low maintenance cost, high light-reflection, and lasting efficiency.