PLAINTIFF'S EXHIBIT

USG-686

UNITED STATES GYPSUM COMPANY

ACOUSTONE®

MINERAL ACOUSTICAL TILE

for beautiful, fire-resistant acoustical ceilings



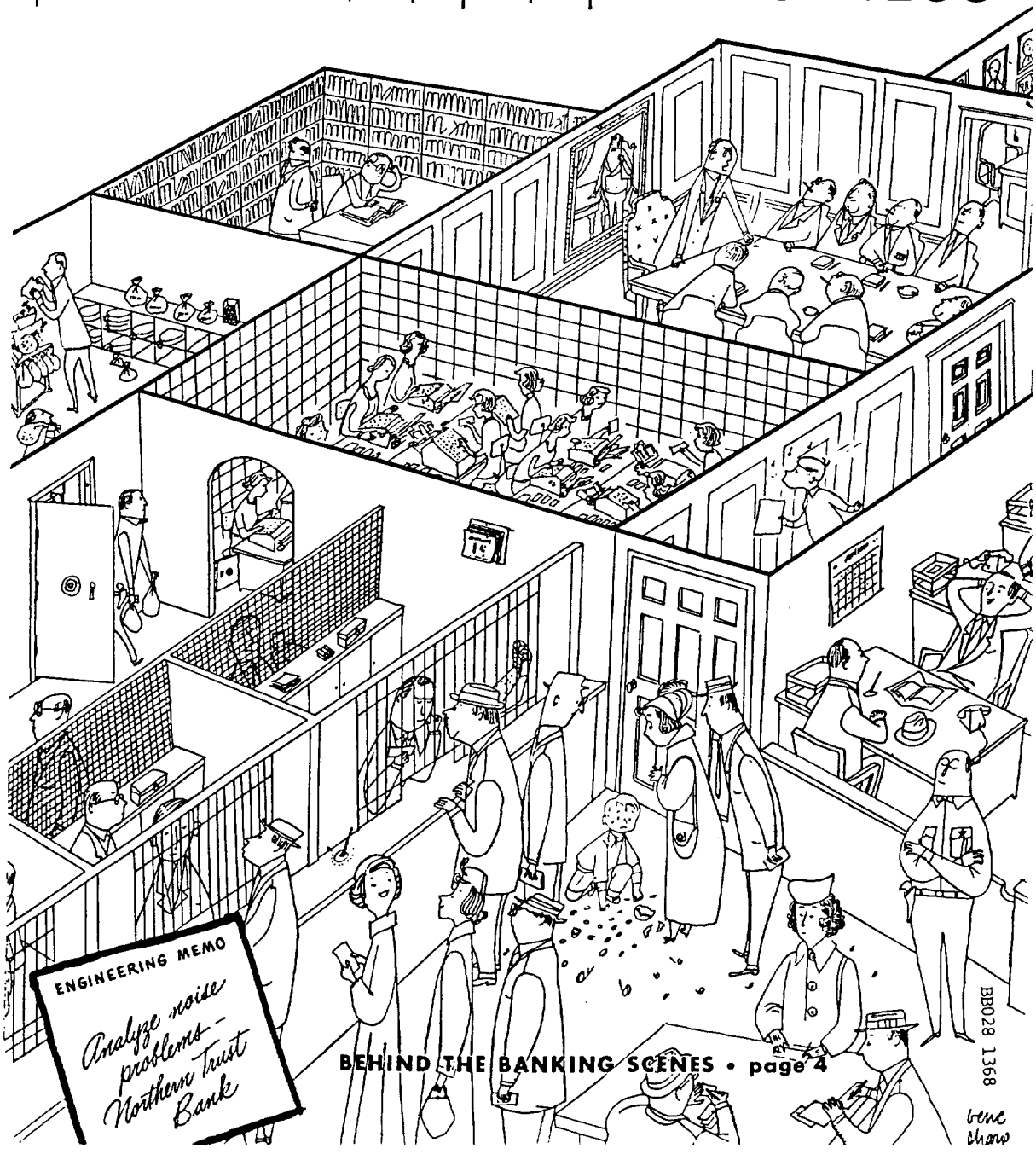
UNITED STATES GYPSUM
THE GREATEST NAME IN BUILDING

UNITED STATES GYPSUM COMPANY

UNITED STATES GYPSUM COMPANY

JANUARY-FEBRUARY • 1950

BUSINESS



BEHIND THE BANKING SCENES • page 4



A head start

ACOUSTICAL treatment is receiving increasing attention in commercial and residential planning and building through the active promotion of leading architects, designers, and builders throughout the nation.

The use of AUDITONE fiber acoustical tile serves a dual purpose in a Teague-designed office in Los Angeles. Incorporation of modern materials in these attractive, architects' offices acquaints clients with the products successful architects use in their projects. Clients gain first-hand knowledge of the utility, efficiency, and beauty of AUDITONE fiber acoustical tile as they witness AUDITONE "at work" on these office ceilings. The office staff also benefits from reduced noise levels and improved working conditions attributable to effective acoustical treatment.

SOUND BUSINESS is prepared and published by
UNITED STATES GYPSUM
300 W. Adams Street, Chicago 6, Illinois

NOTICE: *Acoustone, Auditone, Perfatone and Marif'd Acoustone* mentioned in this publication are registered trademarks owned and used by the *United States Gypsum Company. Sound Business* is also a registered trademark.

BB028 136

Perkins & Will, architects-engineers, Chicago
AUDITONE Sound Conditioning by Anning-Johnson, Chicago.



flexible school

A NEW CONCEPT

Designed to blend with natural surroundings, the Clyde L. Lyon school promotes indoor comfort and outdoor beauty with spacious windows and attractive modern design.

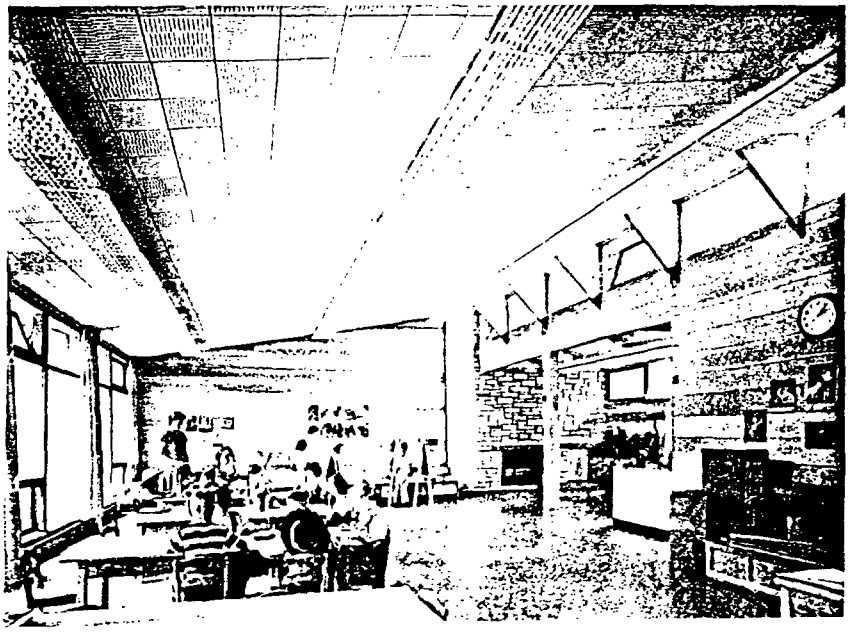


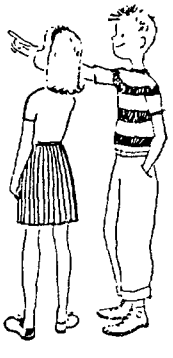
"Community lounge" reflects flexibility. It is used for creative exhibitions, lecture groups, and discussion periods. Low noise level, better hearing are achieved with AUDITONE.

Individual rooms for study and play have even, natural light enhanced by light reflective acoustical ceilings. Fireplace is located in combination study nook and work room.

RESIDENTIAL in character, but modern in design and facilities, the Clyde L. Lyon elementary school blends with the suburban atmosphere of Glenview, Illinois. Many new advances in school design have been incorporated in this outstanding school. Each room features flexible areas for study, work, and play. Clerestory windows over corridors give classrooms bi-lateral illumination. Quiet individual study is fostered by appropriately soft-toned interior decoration. Better hearing is assured by the use of AUDITONE fiber acoustical tile on the ceilings. AUDITONE is highly light reflective, and contributes to the visual comfort of the students.

Low maintenance costs were considered an important element in the selection of materials for the Lyon school. Ease of maintenance of AUDITONE influenced the use of this practical acoustical tile for the ceilings. AUDITONE can be cleaned or repainted easily and simply. The new trend in school design reflects increasing attention to student comfort by incorporating an efficient, practical acoustical tile—AUDITONE, for effective acoustical treatment.





BB028 1370





ABOVE LEFT: Smartly designed individual offices feature ACOUSTONE on the ceilings. Effective sound conditioning promotes quiet for meetings and private discussions without ceiling-height partitions.

Thirty typists work at top speed in the Stenographic Room. Busy clatter of typewriters is adequately reduced with ACOUSTONE. High light reflectiveness of ACOUSTONE aids in providing excellent lighting conditions.

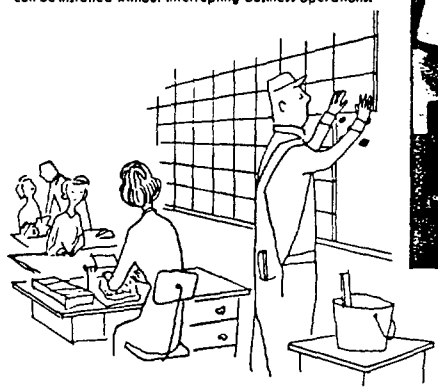


One of the scenes that is most familiar to bank users. The use of ACOUSTONE mineral acoustical tile on the ceilings reduces noise level to promote privacy and quiet during customer transactions.



Principal figures in the installation of ACOUSTONE in new sections of the Northern Trust were (above l. to r.) E. B. Johnson, H. E. Anning, and Sig Miller. Anning-Johnson also made original installation over 20 years ago.

BELOW: ACOUSTONE installation is clean and simple. It can be installed without interrupting business operations.



ACOUSTONE Sound Conditioning by Anning-Johnson, Chicago. Holabird and Root and Burgee, Chicago, Architects.



Beautifully decorated employees' lounge offers relaxation during lunch time and rest periods. Lounge also is used for teas and informal discussion groups.



Attra
meals a
time tra
is effecti

RIGHT
Tabulati
raises et
the comp

BB028 1371

YD THE BANKING SCENE

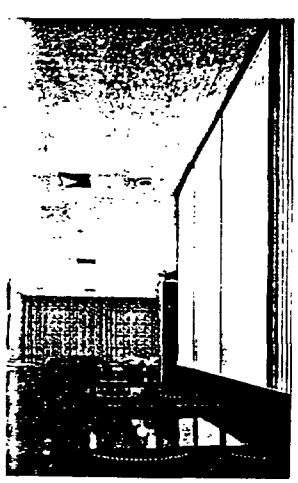
Most people never see the behind-the-scene activities of a large bank —the important functions that keep the bank running smoothly and efficiently. In order to serve the public better. The Northern Trust Company of Chicago embarked on an extensive remodeling plan during the past few years. Their expanded accommodations were designed to improve employee working conditions and facilitate their extensive operations. Top management realized that, owing to the demanding accuracy of the bank's work, employees needed the maximum in visual, sound, and general comforts to work efficiently.

Acoustical tile figured prominently in the new plans, for the Northern Trust was one of the earliest users of this sound-conditioning medium in older sections of their bank. Anning-Johnson, acoustical contractors, analyzed the complex acoustical conditions that were presented by the multitude of operations. Tabulating rooms with heavy-duty, noisy equipment; spacious office areas with no partitions; stenographic rooms, and general clerical areas had to be effectively sound-conditioned. ACOUSTONE mineral acoustical tile was selected for use on the majority of ceilings.

ACOUSTONE was selected for its high sound absorption efficiency and its high light reflectivity. ACOUSTONE is also *incombustible*—provides added protection against the threat of fire—a necessary protection in a bank. Today, with expansion and remodeling completed, the Northern Trust Bank has the finest in modern working conditions. ACOUSTONE is effectively reducing noise levels under a variety of noise conditions and adding to comfort and efficiency of employees.



Analyzing poor noise conditions and correcting them with outstanding installations, such as the Northern Trust Bank, is typical of the services offered by your acoustical contractor whose name appears on the back of this magazine.



ve cafeteria serves approximately 1,000
ay to bank's employees. Hubbub of meal-
: and conversation and usual dish clatter
·y reduced by the use of ACOUSTONE.



IBM machines are constantly busy in the
Room. Sound-quieting effect of ACOUSTONE
·ency level in this department which handles
a accounting operations.

BB028 1372

The Remarkable Story of the Manufacturing of Incomparable ACOUSTONE, *the incombustible mineral acoustical tile that has its origin in rock!*



ACOUSTONE

born of rock



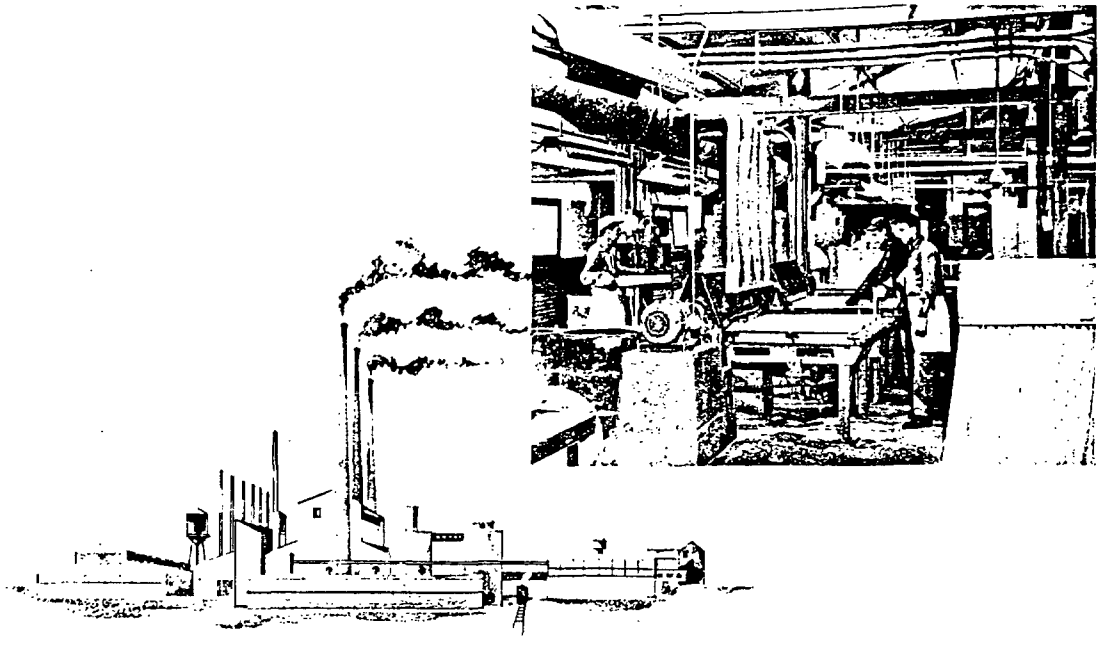
ACOUSTONE—the ultimate in sound control efficiency and ceiling beauty—is actually born of rock. Silica, a highly refractory mineral, and slag, the by-product of steel, form the initial ingredients. The slag and silica are mixed with coke, which acts as a firing agent, and subjected to intensive heat. After reaching a molten state, the now-liquid stream of silica and slag passes over steam jets. These jets blow the molten stream into fluffy fibers known as *rock wool*. The rock wool passes into a drying and cooling stage—to form the basic material for ACOUSTONE. Rock wool is the principal ingredient for outstanding insulations and other *incombustible* materials.

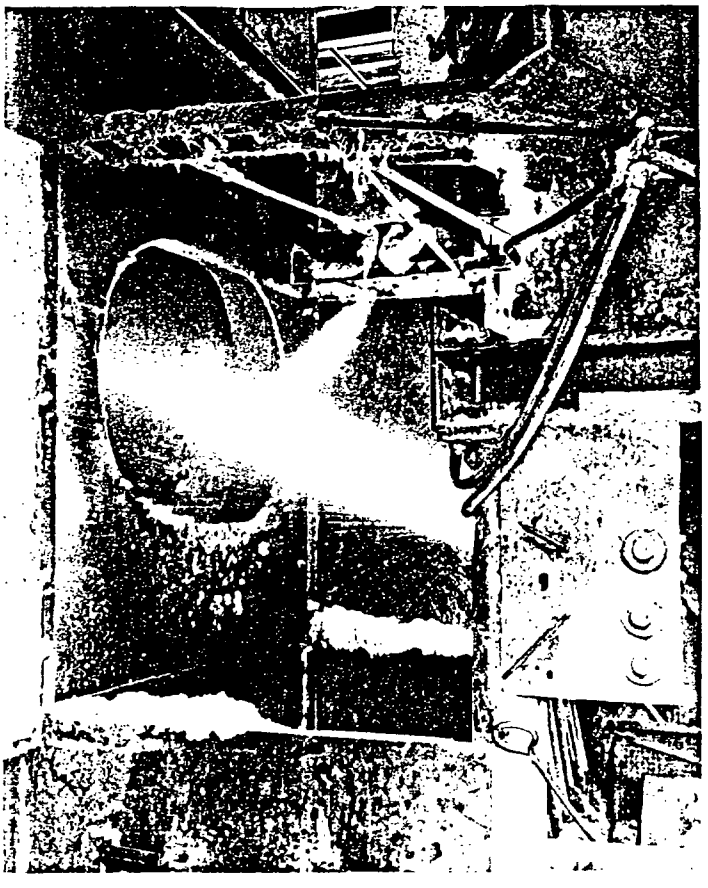
The rock wool is carried to the mixing vats, where under scientifically controlled measurements, other ingredients are added. After thorough mixing, the wet mass is placed into specially-constructed moulds and put through an automatic texturing process. A special machine developed by U.S.G. insures the rich, random fissured texture that characterizes the finished ACOUSTONE. At each step in the process, quantities and quality are constantly checked to insure consistent quality of every tile produced.

Next, the tiles enter a specially-designed kiln and are baked under controlled temperatures. The baked sheets are cut to specific measurements in a variety of sizes. This variety adapts ACOUSTONE for installation on practically every ceiling. Then the tiles are finished on precision equipment; beveled, kerfed, and otherwise machined for several methods of application. From here, they are carried on a conveyor through an automatic paint spray. Painting the tiles produces their high light reflective qualities and enhances their naturally attractive appearance, produces greater resistance to "breathing," decreases maintenance problems.

A major factor in the manufacture of ACOUSTONE acoustical tile is the constant control of quality. Thorough checks and tests are conducted at each stage of manufacturing, at precise intervals, to assure maximum uniformity. The magic of ACOUSTONE comes largely from two sources. First, ACOUSTONE is *born of rock*—and being basically rock, it is *incombustible*. Secondly, the exclusive texturing process makes ACOUSTONE acoustical tile's natural resemblance to Travertine marble possible. No two tiles are exactly alike—making every installation individual and singularly attractive. Because ACOUSTONE is incombustible, it is the ideal acoustical tile for schools, theatres, banks, hospitals, etc. The other distinctive features of ACOUSTONE . . . its durability, high light reflection, cleanability . . . come through superior materials and manufacturing processes, plus scientific control of quality.

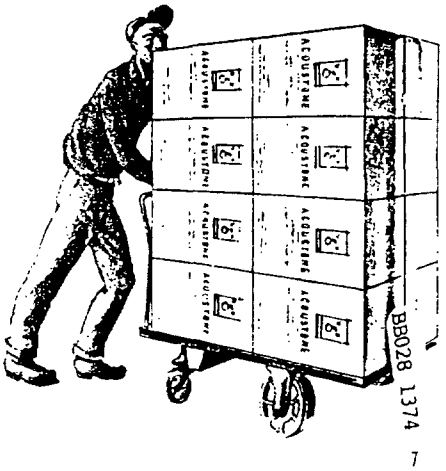
BB028 137





Specially-designed machines bevel, kerf, and otherwise machine the ACOUSTONE tiles. This precision machining assures accurate, tight-fitting installations for every type of ceiling.

Molten streams of silica and slag are blown over high pressure jets of steam in first step of the manufacturing process.



BB028 1374



Why beautiful *Acoustone* is the wisest investment in Sound Control

IT'S the *unique combination* of advantages that makes ACOUSTONE mineral acoustical tile, America's No. 1 sound investment in sound control—a combination including all the extras that experts look for.

Yes, architects, engineers and interior designers; fire insurance and building inspectors look for more than sound control and beauty. They also demand economy, long life, light weight, incombustibility. ACOUSTONE mineral acoustical tile is the ideal product on all counts!

Compare ACOUSTONE—its *unique combination* of all these advantages that make it your wisest investment in sound control.

here's everything you want: beauty and economy · light weight · long life · incombustibility

Recent U·S·G Sound Conditioning Installations by *Anning-Johnson Co.*

FEDERAL RESERVE BANK *Chicago, Ill.*
NORTHERN TRUST CO. *Chicago, Ill.*
NORTH SHORE NATL BANK *Chicago, Ill.*
FIRST FEDERAL LOAN & SAVINGS BANK *Chicago, Ill.*
BELMONT NATIONAL BANK *Chicago, Ill.*
CONTINENTAL NATIONAL BANK & TRUST CO. *Chicago, Ill.*
CHICAGO SUN *Chicago, Ill.*
CHICAGO TIMES *Chicago, Ill.*
CHICAGO TRIBUNE *Chicago, Ill.*
UNITED BROADCASTING CO. *Chicago, Ill.*
RADIO STATION W.G.N. *Chicago, Ill.*
ZENITH RADIO CORP. *Chicago, Ill.*
MOUNT SINAI HOSPITAL *Chicago, Ill.*
PRESBYTERIAN HOSPITAL *Chicago, Ill.*
UNIVERSITY OF CHICAGO *Chicago, Ill.*
NORTHWESTERN UNIVERSITY *Evanston, Ill.*
ROSARY COLLEGE *River Forest, Ill.*
GLENBARD HIGH SCHOOL *Glen Ellyn, Ill.*
ELM PLACE SCHOOL *Highland Park, Ill.*
SUNSET RIDGE COUNTRY CLUB *Northbrook, Ill.*
ILLINOIS ATHLETIC CLUB *Chicago, Ill.*
UNION LEAGUE CLUB *Chicago, Ill.*
PUBLIC SERVICE CO. *Northbrook, Ill.*
WESTERN UNION *Chicago, Ill.*
UNITED AIR LINES *Chicago, Ill.*
T.W.A. *Chicago, Ill.*
FURNITURE MART *Chicago, Ill.*
BORG WARNER CORP. *Chicago, Ill.*
GLORE, FORGAN & CO. *Chicago, Ill.*
PEPSODENT CO. *Chicago, Ill.*
RELIANCE MFG. CO. *Chicago, Ill.*
JEWEL TEA CO. *Barrington, Ill.*
BETHLEHEM STEEL CO. *Chicago, Ill.*
CORN PRODUCTS REFINING CO. *Argo, Ill.*
A. B. DICK CO. *Chicago, Ill.*
BELL & HOWELL *Chicago, Ill.*
WESTERN ELECTRIC CO. *Chicago, Ill.*
WESTINGHOUSE ELECTRIC & MFG. CO. *Chicago, Ill.*
CHASE BAG CO. *Chicago, Ill.*
SOCONY VACUUM OIL CO. *Chicago, Ill.*
HALES & HUNTER *Chicago, Ill.*
SPIEGEL'S INC. *Chicago, Ill.*

ANNING-JOHNSON COMPANY

1514 West Van Buren St., Chicago 7, Illinois
Telephone Chesapeake 7020

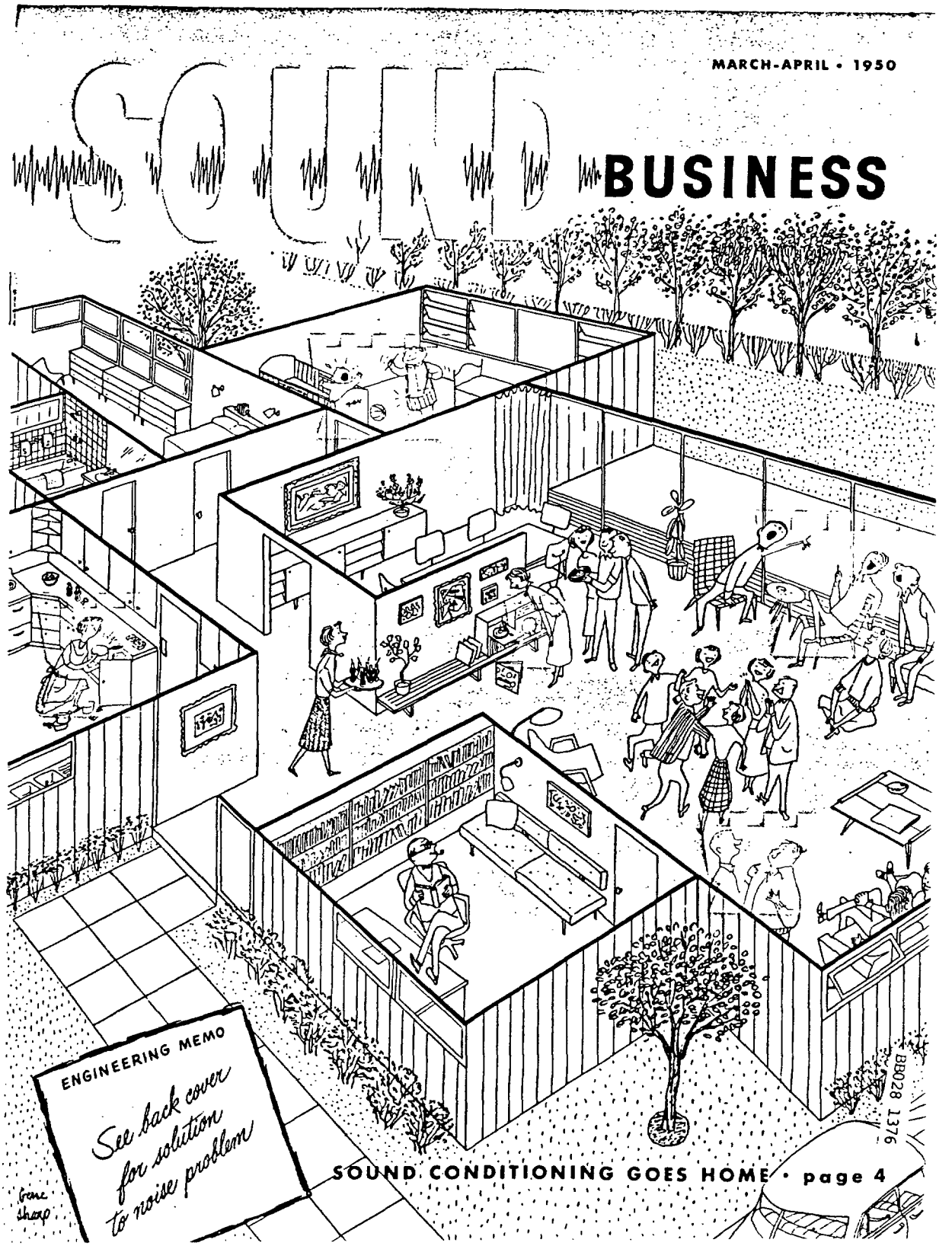
- GYPSUM ROOF CONSTRUCTIONS
- LIGHTWEIGHT CONCRETE BLOCK
- KAWNEER DOORS AND GRIDS
- BURGESS CONFESSIONALS AND PHONE BOOTHS

HISTORICAL FILE
FEB 1950
DO NOT DESTROY

BB028 1375

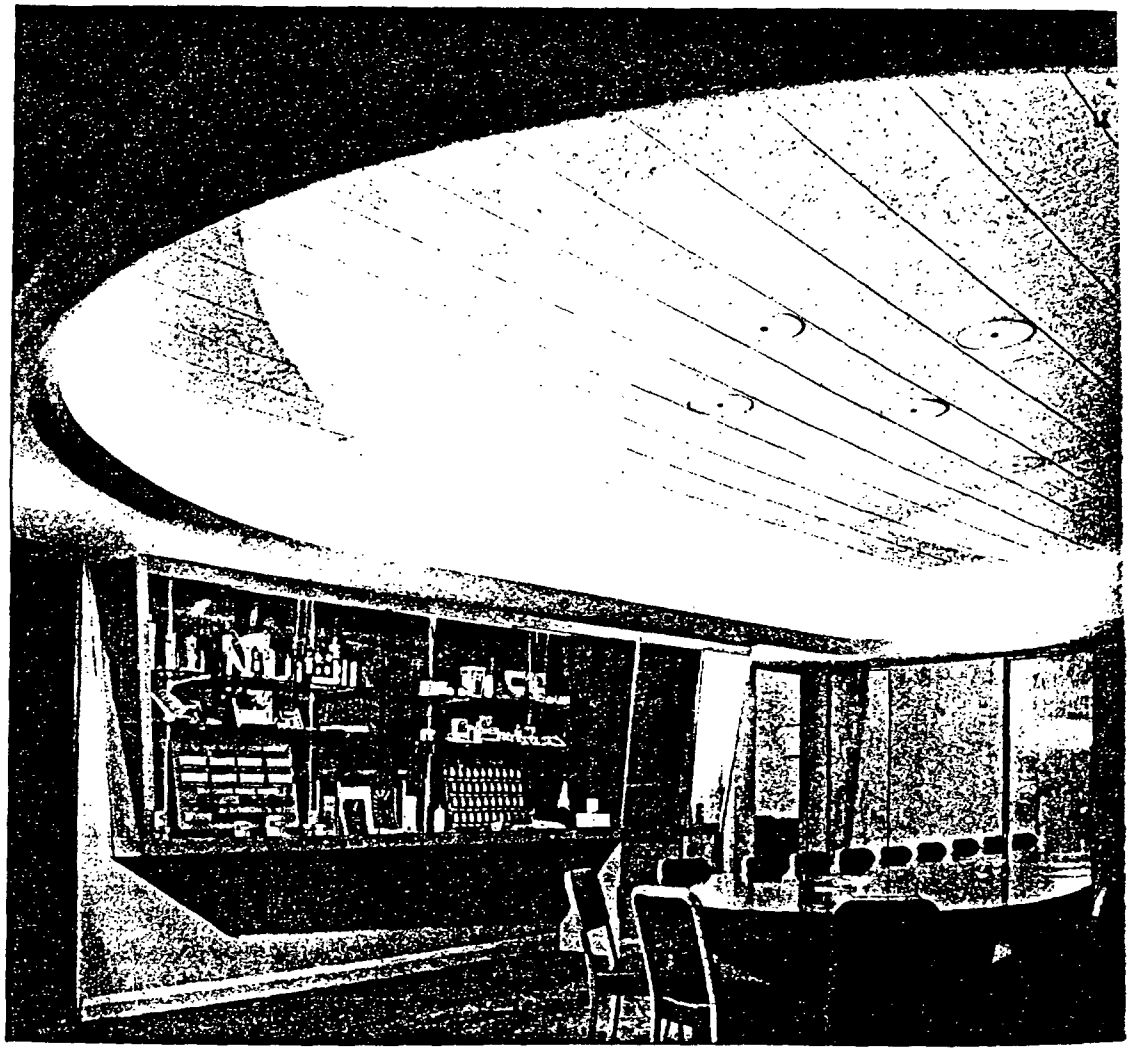
MARCH-APRIL • 1950

SOUND BUSINESS



SOUND CONDITIONING GOES HOME • page 4

SOUND *controlled...*



THIS imposing room serves for conferences and sales meetings in the Aluminum Company of America's Philadelphia administrative offices. Equally adaptable for large or small groups, this attractively appointed conference room offers unusual visual and sound comforts and outstanding beauty.

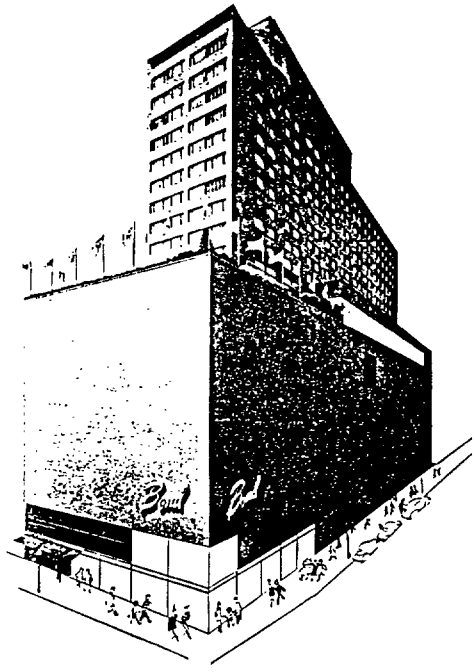
ACOUSTONE acoustical tile on the ceiling effectively reduces the noise level and helps to eliminate disturbing noise elements during important meetings. The high light reflective qualities of ACOUSTONE contributes to the effectiveness of the excellent lighting design of this room, permitting maximum comfort and utility.

BB028 137

THE brilliant new Terrace Plaza Hotel in Cincinnati actually started as two stores. In fact, the hotel facilities do not start until the eighth floor level of the attractive, well-designed building. Bond and J. C. Penney stores occupy the large area devoted to retail outlets.

This startling departure in hotel planning required many design innovations. The hotel lobby is on the eighth floor and permits a smart roof-top plaza for summer dining and wintertime skating. The atmosphere of the Terrace Plaza is light and refreshing; works of top-flight contemporary artists have been integrated into the design expressions.

The Terrace Plaza incorporates the ultimate in modern design and features for the comfort of its patrons. ACOUSTONE mineral acoustical tile ceilings are featured in the Terrace Garden lounge, the Skyline Restaurant and the Little Gourmet restaurant. Effectively reducing the noise levels in these normally noisy areas, ACOUSTONE plays a major role in adding to the gracious, relaxed air of these distinctively decorated dining spots. Incombustibility and ease of maintenance were two factors that strongly influenced the choice of ACOUSTONE.



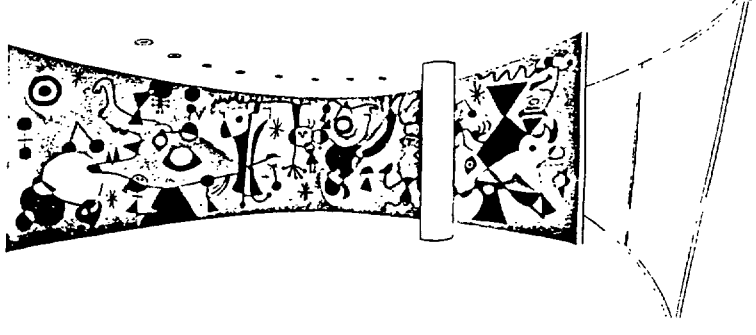


Skidmore, Owings, Merrill, Chicago, architects.

. . . call it an afterthought

This modern, well-appointed kitchen is representative of the exacting attention given to over-all planning in the Terrace Plaza. PERFATONE metal acoustical tile was used on the ceilings to promote more comfortable and efficient working conditions. PERFATONE is particularly adaptable for use in areas requiring excessive maintenance.

Below: The Gourmet Restaurant features fine cuisine, a sky-high view of Cincinnati, a brilliant Miro mural, and the utmost in comfort for patrons. The large window areas are slanted out so that any sound hitting them is "bounced" into the acoustically treated ceiling—effectively reducing the noise level in this diminutive, but dramatic dining spot.

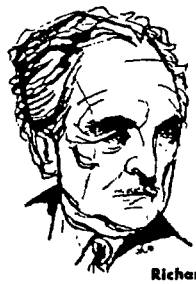




A MAN'S CAST

The entire family enjoys the comfort and quiet of

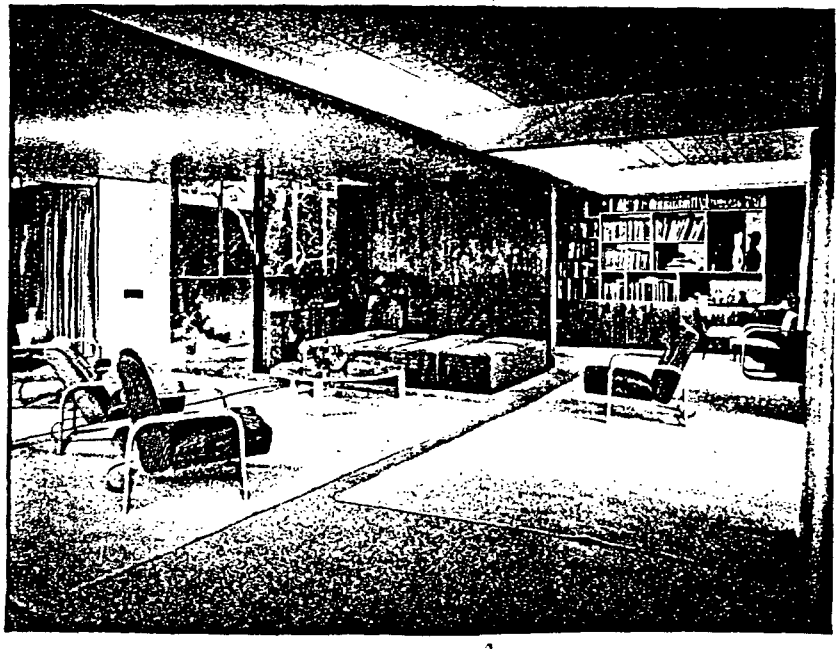
a modern, sound-condition



Richard J. Neutra

AMERICA's leading architects realize the necessity of providing maximum comfort in the finer homes of today. Just as quiet surroundings provide greater efficiency in commercial buildings, effective sound-conditioning plays an important role in achieving relaxing atmospheres for modern homes.

Above-normal noise areas such as game rooms, nurseries, etc. in the home need sound-conditioning to reduce the noise levels, add to the comfort of residents or guests. U.S.G. acoustical tiles add other benefits such as fire resistance, decorative value, ease of maintenance, cleanability or paintability—making them adaptable to all needs of the modern home.



This distinctive home in Montecito, California, has spacious, sweeping areas; features AUDITONE fiber acoustical tile throughout the home. Note how AUDITONE adds attractive ceiling pattern to modern motif of decorations. The use of acoustical tile ceilings and the modern design of this Neutra-designed home is indicative of the work of leading architects.

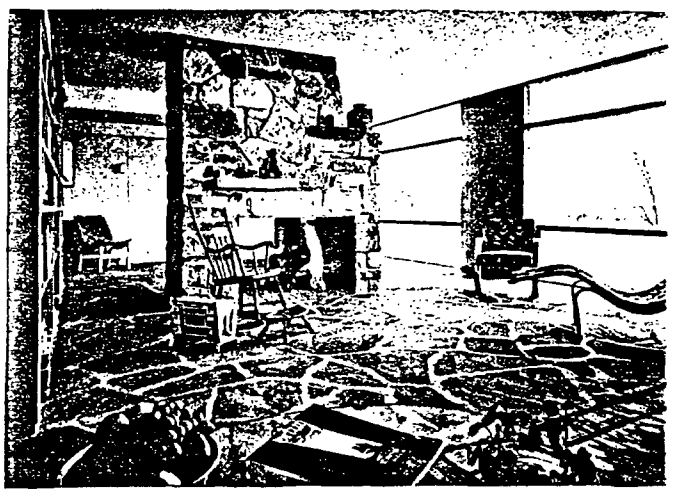


BB028 1379

LE...

t home of today.

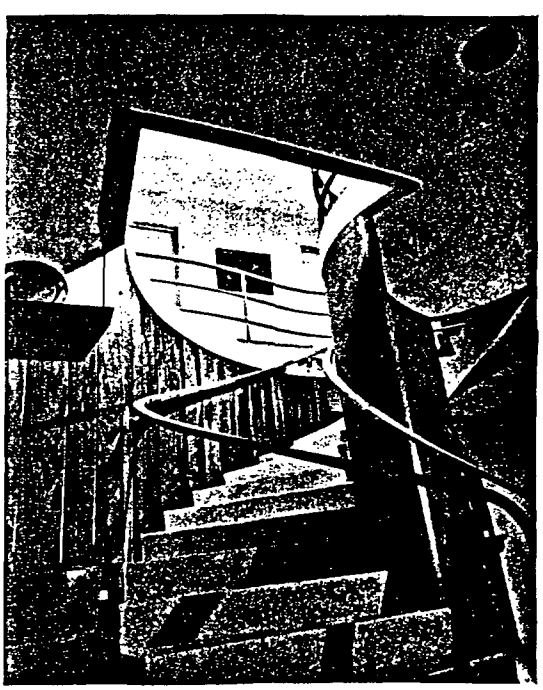




Ultra-modern Tompkins residence in Long Island, N. Y., has field stone floor, sweeping windows with no drapes. The ACOUSTONE mineral acoustical tile ceiling reduces noise level in this room, enhances quiet for conversational groups without need for partitions or further isolation.



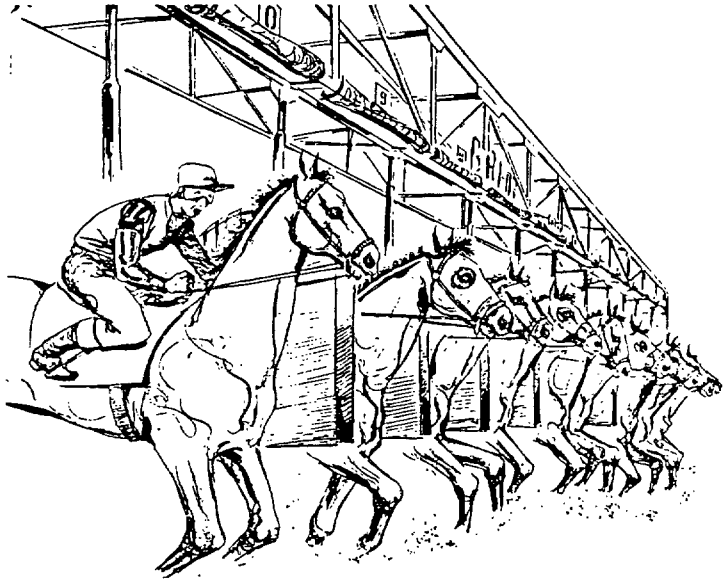
The Sanchez residence in Coral Gables, Florida, is modern throughout. ACOUSTONE and MOTIF'D ACOUSTONE were used throughout the home... living room, bedrooms, game room, halls, kitchen, etc. This well-planned home naturally incorporated sound conditioning as basic and necessary.





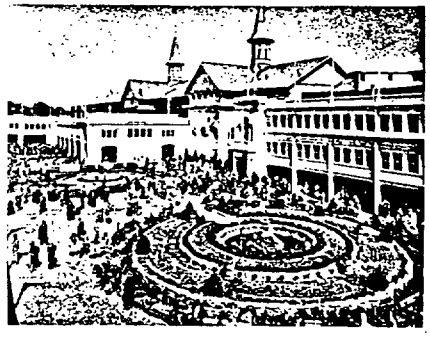
"Rumpus" activities in the game room of the Freedman home in Portland, Oregon, don't disturb the normal household routine. ACOUSTONE mineral acoustical tiles have high light reflective qualities which enhance the excellent lighting from the fluorescent panels set in the acoustical ceiling.

BB028 1380



Thousands roaring, thundering horses

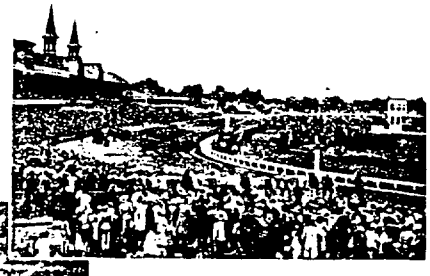
—it's Derby Day at Churchill Downs!



ONE of the most historic sports events in America is approaching as post time for the fabulous Kentucky Derby draws near. Down through the years, some of the greatest thoroughbreds have shown their flying heels at Churchill Downs.

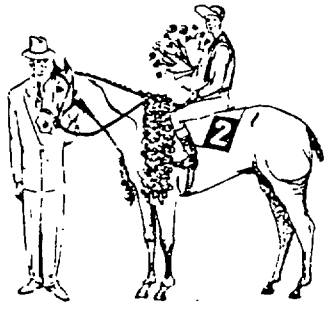
This exciting event draws rabid partisans from the world over—cheering their favorites on towards one of the greatest single achievements any thoroughbred may earn—winner of the Kentucky Derby.

The Club Room at Churchill Downs is known to international sportsmen —the room where hundreds gather for refreshments and last minute wagers in the mounting tension that grips everyone on Derby Day. This famed room has an attractive MOTIF'D ACOUSTONE mineral acoustical tile ceiling which effectively reduces the noise level even during the crowded moments on Derby Day.

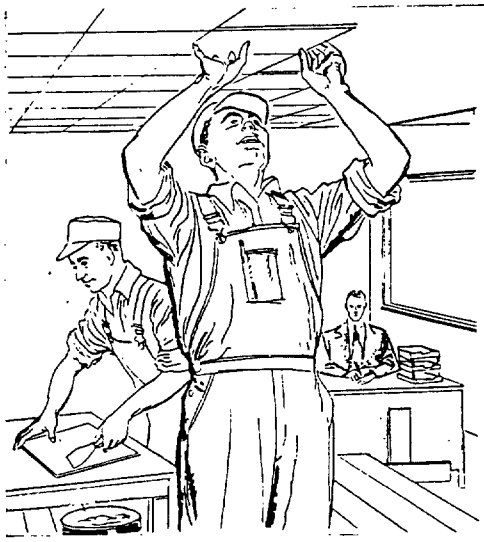


MOTIF'D ACOUSTONE on the ceiling in the world-renowned Club Room at Churchill Downs lends a rich decorative pattern to the room. MOTIF'D ACOUSTONE is fire-resistant, can be cleaned easily or painted during normal building maintenance.

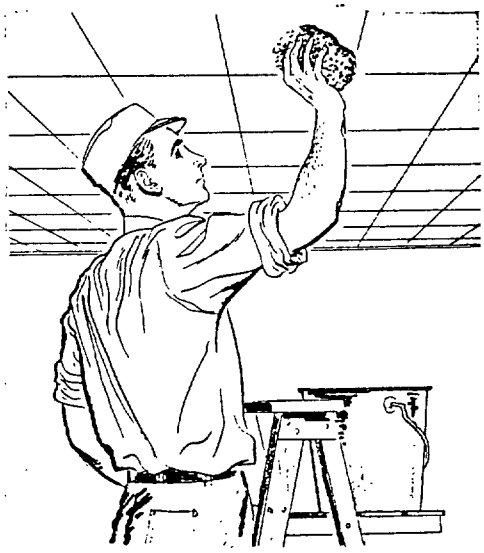




BB028 1



EASY TO INSTALL
EASY TO MAINTAIN



COUSTONE mineral acoustical tile has often been installed in offices, department stores, etc. without disturbing the normal routine and activities. This is a highly desirable feature where modernizing or remodeling is desired but would interrupt operations. Installation of ACOUSTONE is also rapid and easy. There are three methods of installation which provide flexibility to meet practically all ceiling requirements.

Applied with adhesive to an existing surface or nailed to wood furring strips.
Nailed directly to wood strips through concealed fiber splines.
Suspended mechanically on ZEE-SPLINE system.

The rich beauty of ACOUSTONE closely resembles Travertine marble. No two tiles are identical in texture—the pattern is as natural as the veining of fine marble or the grain of wood. This exceptional beauty, plus other distinct advantages, makes ACOUSTONE a logical choice for fine ceilings. ACOUSTONE is basically mineral and rated incombustible by the National Bureau of Standards—ideally suited for hospitals, schools, etc. Its official noise reduction coefficient of .65 to .70 is unusually high.

And—ACOUSTONE is remarkably easy to maintain. It can be washed simply with sponge and water when necessary. Or, it can be cleaned with wallpaper cleaner. For added decorative value, or under special maintenance problems, ACOUSTONE can be painted and repainted many times without reducing the noise reduction coefficient. Where extremely severe maintenance problems occur (such as in the Dearborn Street Station in Chicago), ACOUSTONE has been selected because of its ease of maintenance. Keeping an ACOUSTONE ceiling in its naturally beautiful condition can generally be accomplished with minimum interruption of normal business activities.

ACOUSTONE answers all your problems . . . a highly efficient, incombustible acoustical tile with rich beauty, it can be installed and maintained simply and easily!



SOUND BUSINESS is prepared
and published by
UNITED STATES GYPSUM
300 W. Adams Street, Chicago 6, Illinois

NOTICE: Acoustone, Auditone, Portatone and Motif of ACOUSTONE mentioned in this publication are registered trademarks owned and used by the United States Gypsum Company. Sound Business is also a registered trademark.

BB028 1382



a call for QUIET

There's no time like the present to rid yourself of those nerve-wracking, efficiency-stealing, unchecked noises. A simple telephone call to your acoustical contractor, *whose name and address appear below*, will start you on your way to effective sound conditioning.

Your acoustical contractor, with a staff of qualified sound engineers, is prepared to give you a complete acoustical service. A thorough analysis of your noise problems plus recommendations to correct specific, individual requirements is offered to you *without charge or obligation!*

And . . . your acoustical contractor can give you the finest possible installation with any one of the outstanding United States Gypsum acoustical tiles. Make your call for quiet right now—a U.S.G. acoustical installation pays for itself over and over through improved working conditions, improved efficiency, and better results.

Recent U·S·G Sound Conditioning Installations by *Anning-Johnson* Co.

FEDERAL RESERVE BANK
Chicago, Ill.
NORTHERN TRUST CO.
Chicago, Ill.
NORTH SHORE NATL. BANK
Chicago, Ill.
FIRST FEDERAL LOAN & SAVINGS BANK
Chicago, Ill.
BELMONT NATIONAL BANK
Chicago, Ill.
CONTINENTAL NATIONAL BANK & TRUST CO.
Chicago, Ill.
CHICAGO SUN
Chicago, Ill.
CHICAGO TIMES
Chicago, Ill.
CHICAGO TRIBUNE
Chicago, Ill.
UNITED BROADCASTING CO.
Chicago, Ill.
RADIO STATION W.G.N.
Chicago, Ill.
ZENITH RADIO CORP.
Chicago, Ill.
MOUNT SINAI HOSPITAL
Chicago, Ill.
PRESBYTERIAN HOSPITAL
Chicago, Ill.
UNIVERSITY OF CHICAGO
Chicago, Ill.
NORTHWESTERN UNIVERSITY
Evanston, Ill.
ROSARY COLLEGE
River Forest, Ill.
GLENBARD HIGH SCHOOL
Glen Ellyn, Ill.
ELM PLACE SCHOOL
Highland Park, Ill.
SUNSET RIDGE COUNTRY CLUB
Northbrook, Ill.
ILLINOIS ATHLETIC CLUB
Chicago, Ill.
UNION LEAGUE CLUB
Chicago, Ill.
PUBLIC SERVICE CO.
Northbrook, Ill.
WESTERN UNION
Chicago, Ill.
UNITED AIR LINES
Chicago, Ill.
T.W.A.
Chicago, Ill.
FURNITURE MART
Chicago, Ill.
BORG WARNER CORP.
Chicago, Ill.
GLORE, FORGAN & CO.
Chicago, Ill.
PEPSODENT CO.
Chicago, Ill.
RELIANCE MFG. CO.
Chicago, Ill.
JEWEL TEA CO.
Barrington, Ill.
BETHLEHEM STEEL CO.
Chicago, Ill.
CORN PRODUCTS REFINING CO.
Argo, Ill.
A. B. DICK CO.
Chicago, Ill.
BELL & HOWELL
Chicago, Ill.
WESTERN ELECTRIC CO.
Chicago, Ill.
WESTINGHOUSE ELECTRIC & MFG. CO.
Chicago, Ill.
CHASE BAG CO.
Chicago, Ill.
SOCONY VACUUM OIL CO.
Chicago, Ill.
HALES & HUNTER
Chicago, Ill.
SPIEGEL'S INC.
Chicago, Ill.

ANNING-JOHNSON COMPANY

1514 West Van Buren St., Chicago 7, Illinois
Telephone Chesapeake 7020

- GYPSUM ROOF CONSTRUCTIONS
- LIGHTWEIGHT CONCRETE BLOCK
- KAWNEER DOORS AND GRIDS
- BURGESS CONFESSIONALS AND PHONE BOOTHS

HISTORICAL FILE
Trade Mark Protection
Received APR 1950
DO NOT DESTROY

BB028 1383