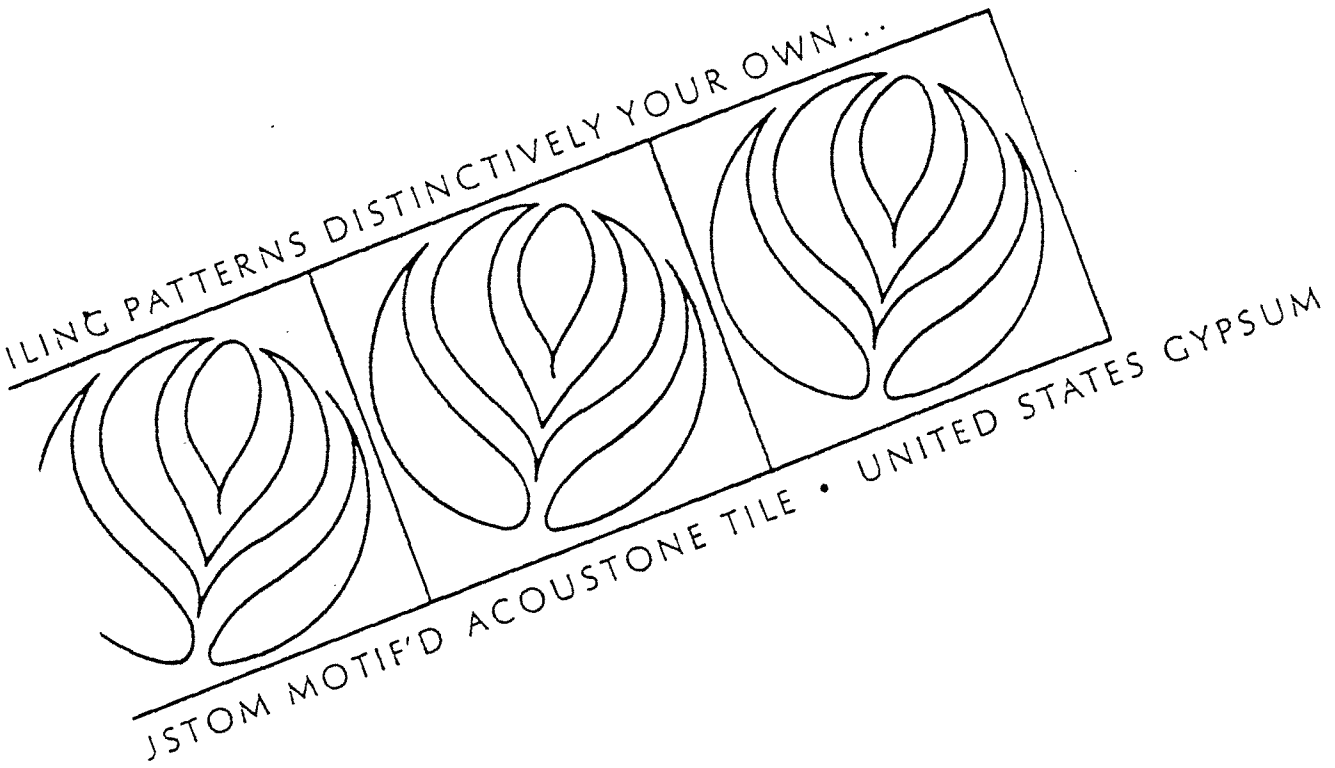
PLAINTIFF'S EXHIBIT
USG-703

HISTORICAL FILE
Trade-Mark Protection
Received 1-70
DO NOT DESTROY



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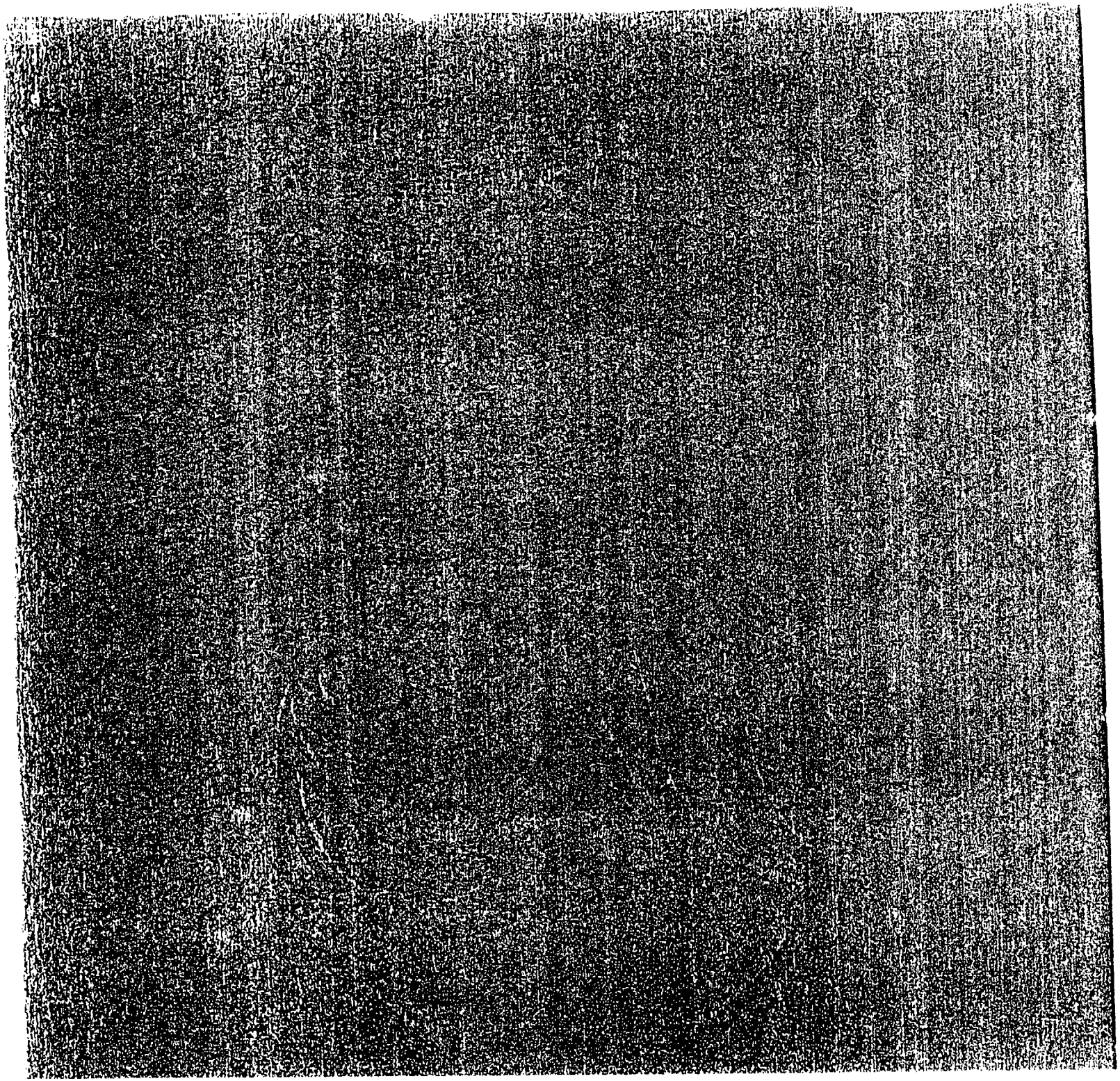
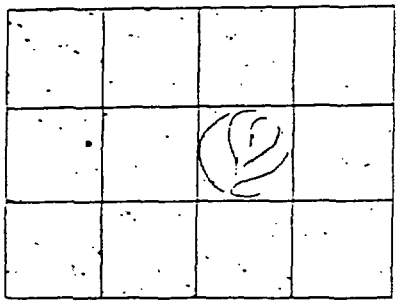


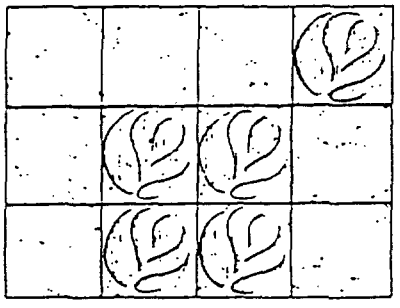
Imaginative, Personal, Practical Way for Expression . . .

Custom MOTIF'D ACOUSTONE Tile with its many possibilities for variation in design and function, appeals to the designer, owner or builder who is looking to be different and practical at the same time. Here are just a few suggestions for its use:



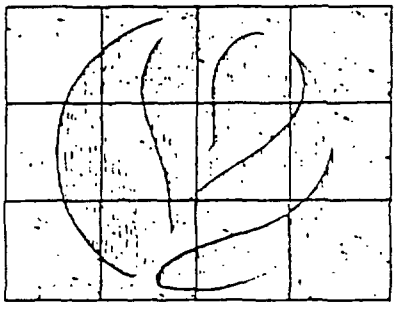
1

A single Custom MOTIF'D Tile surrounded by a mass of standard ACOUSTONE tile



2

Single Custom MOTIF'D Tile repeated to form a certain pattern (square, diamond, etc.)



3

A series of Custom MOTIF'D Tiles used to make up a single overall design

Examples of these follow showing the architectural flexibility that is possible . . .

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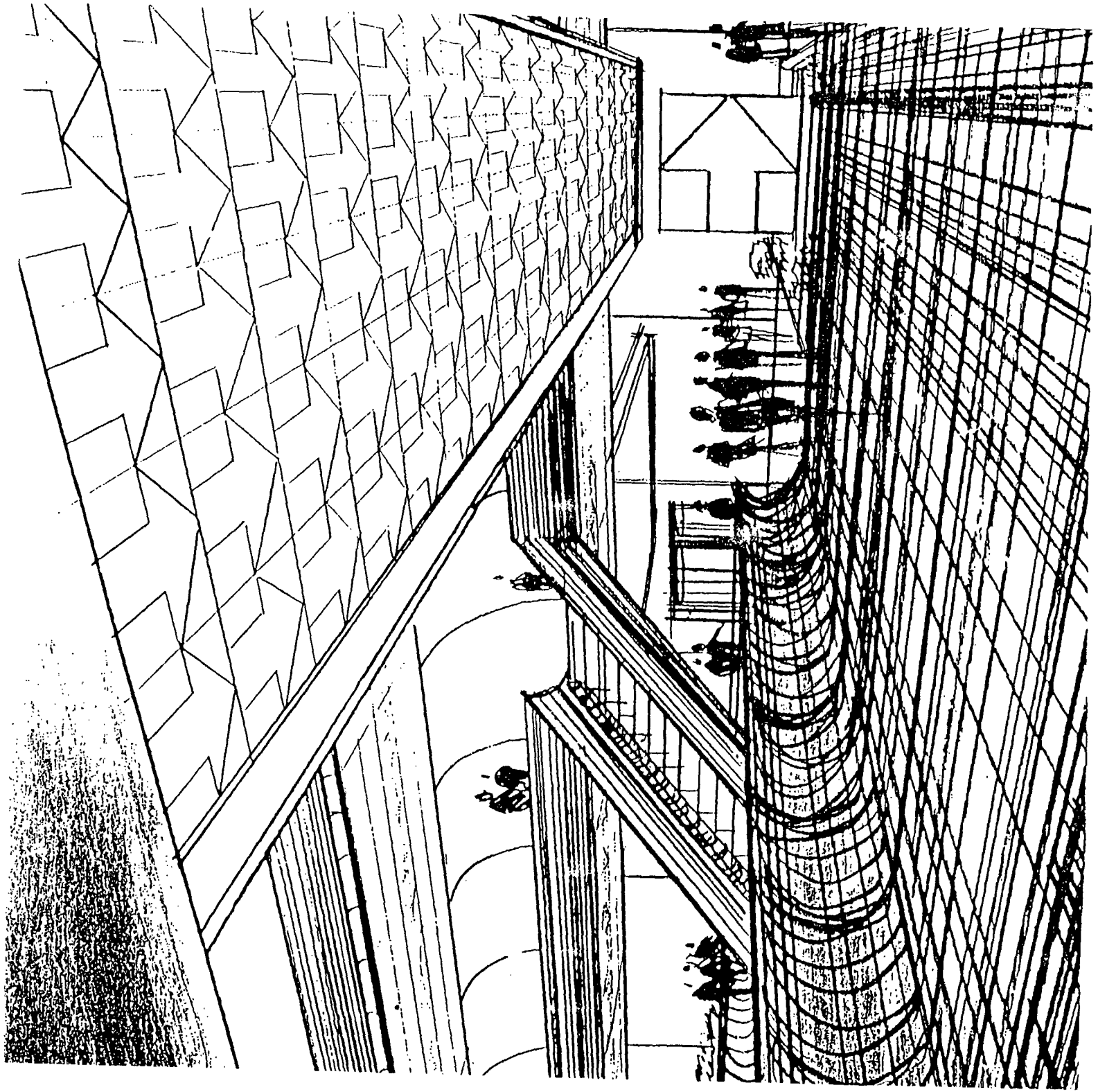

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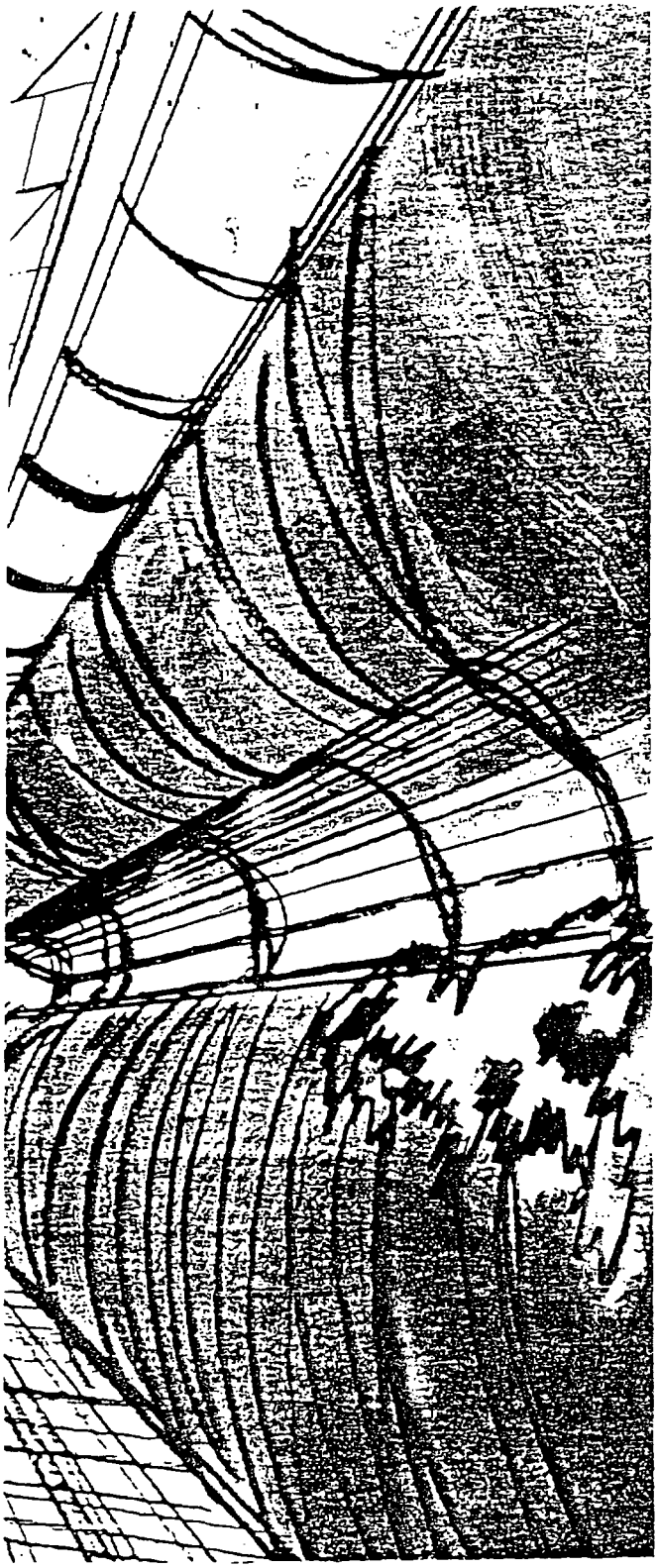

Single Tile Used Creatively: this rendering shows the subtle overtones of design that can be added using single Custom MOTIF'D ACOUSTONE Tile in various situations. In this proposed office lobby scene, the Custom tile is used with standard patterns to influence traffic flow as well as to accent interior walls.

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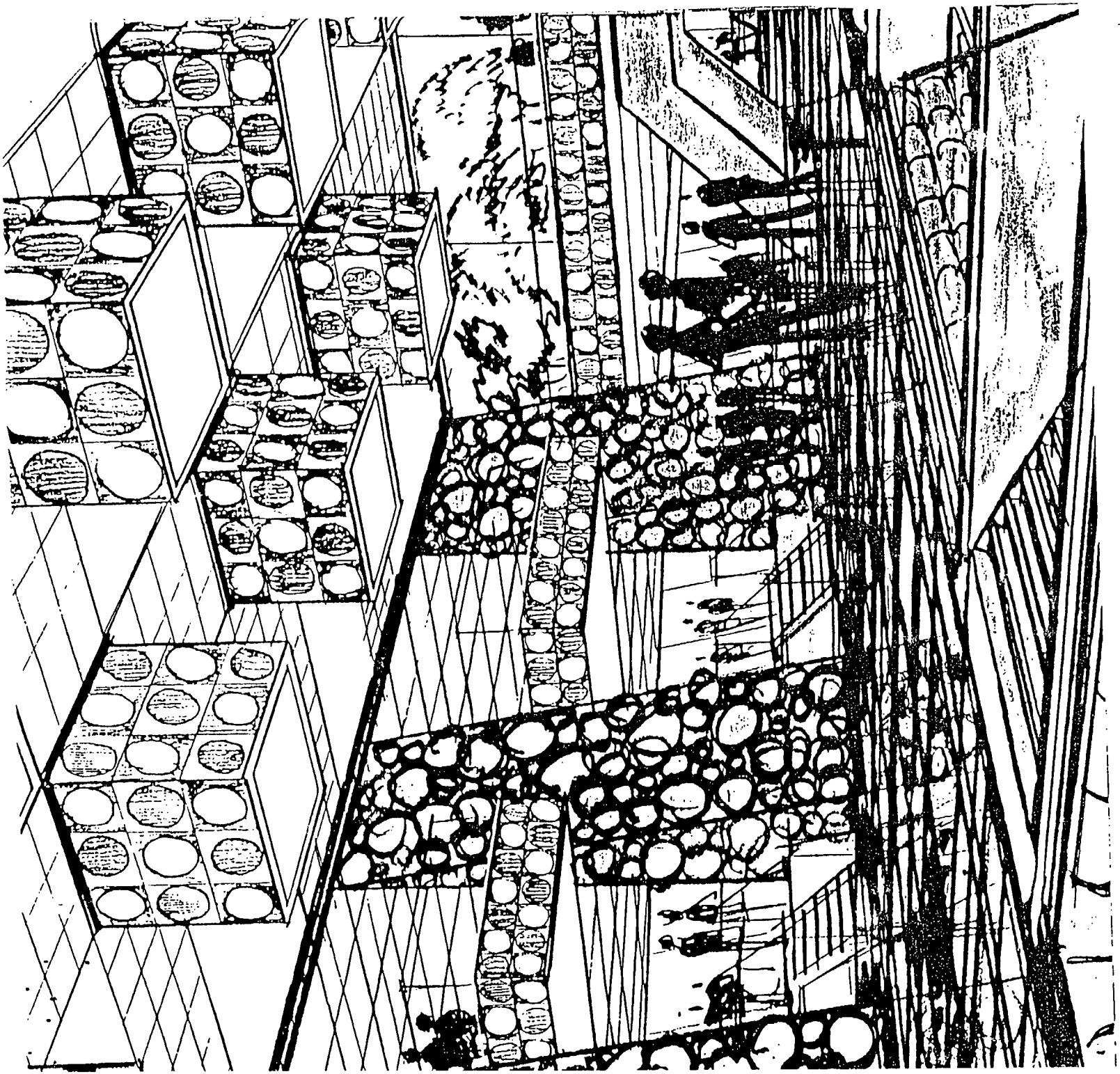

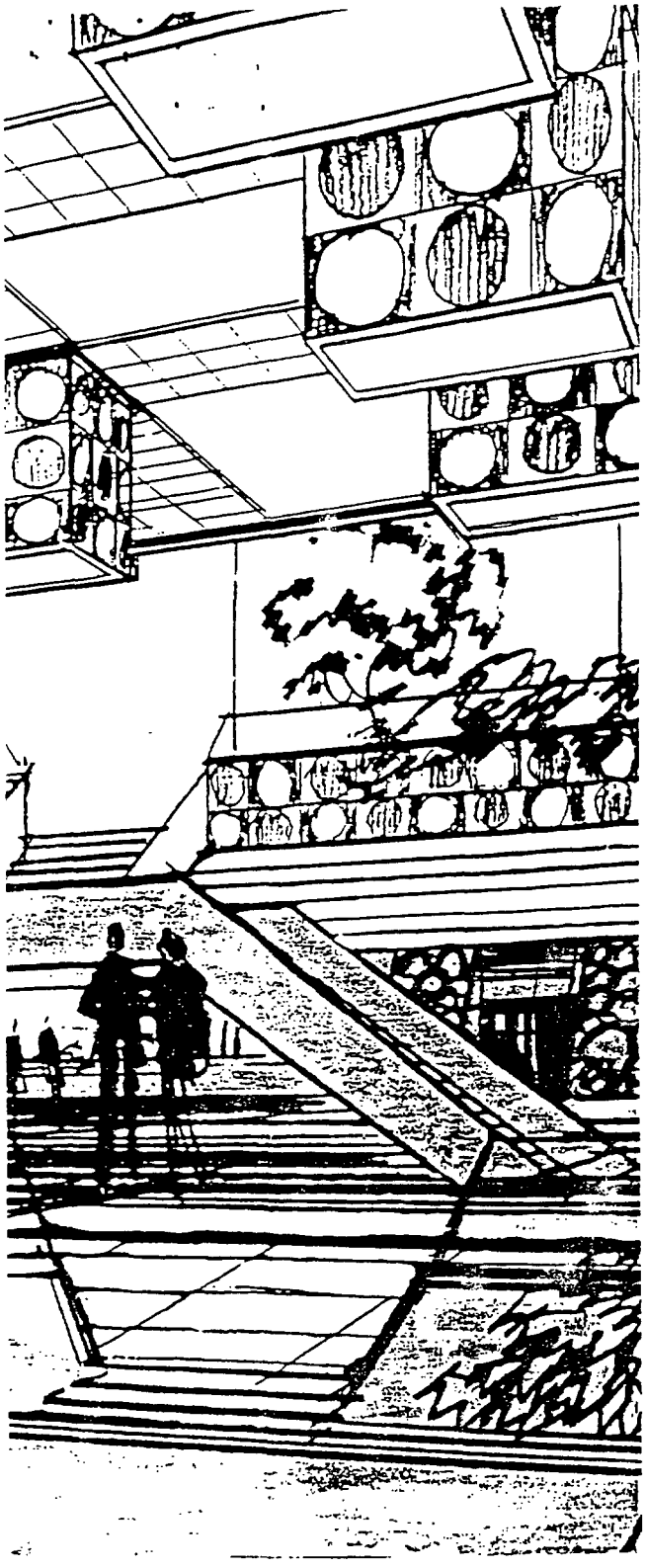

Repetition for Dramatic Impact: by using a repeat pattern, the designer here has integrated Custom MOTIF'D Tile with standard ACOUSTONE Tile. The whole effect adds visual dimension to the lighting system as well as accenting ceiling and wall panels in this foyer. The renaissance of walls and ceilings is on.

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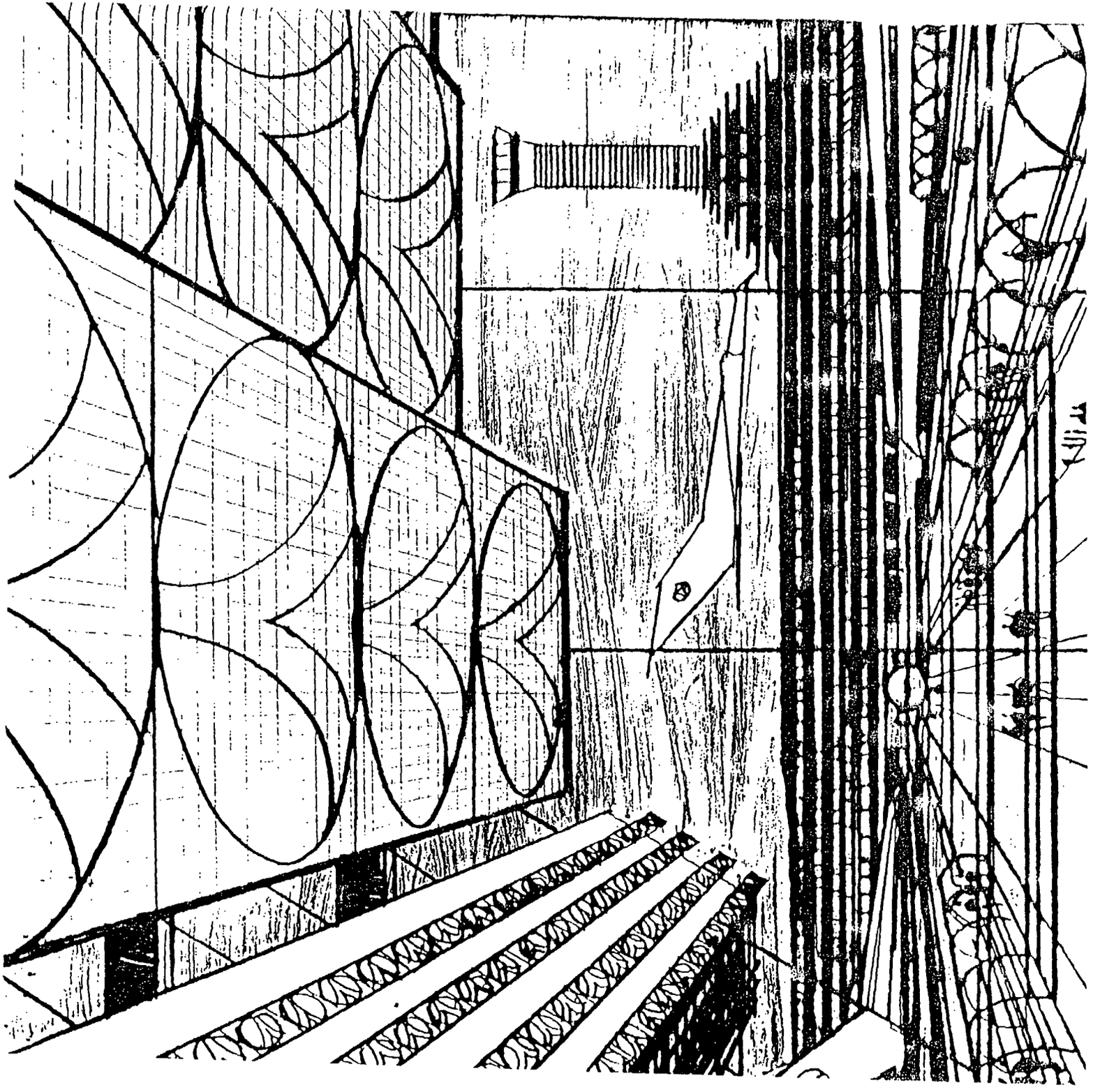

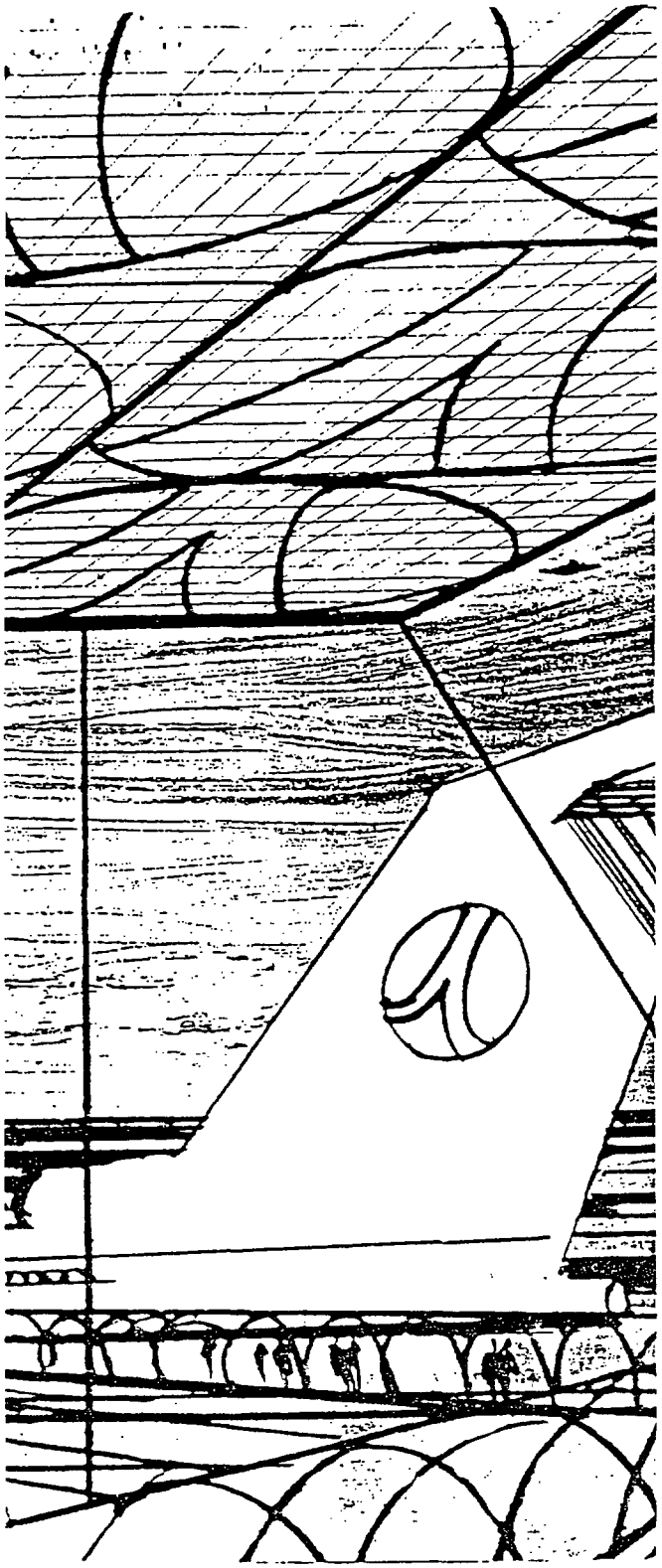

Overall Pattern for Unique Effect: In this proposed airport setting, an overall pattern of Custom MOTIF'D Tile represents an airway symbol set against a sky of standard tile. The overall effect unites sound, light and baffles in grand, striking fashion. Airport concourses will never be the same.

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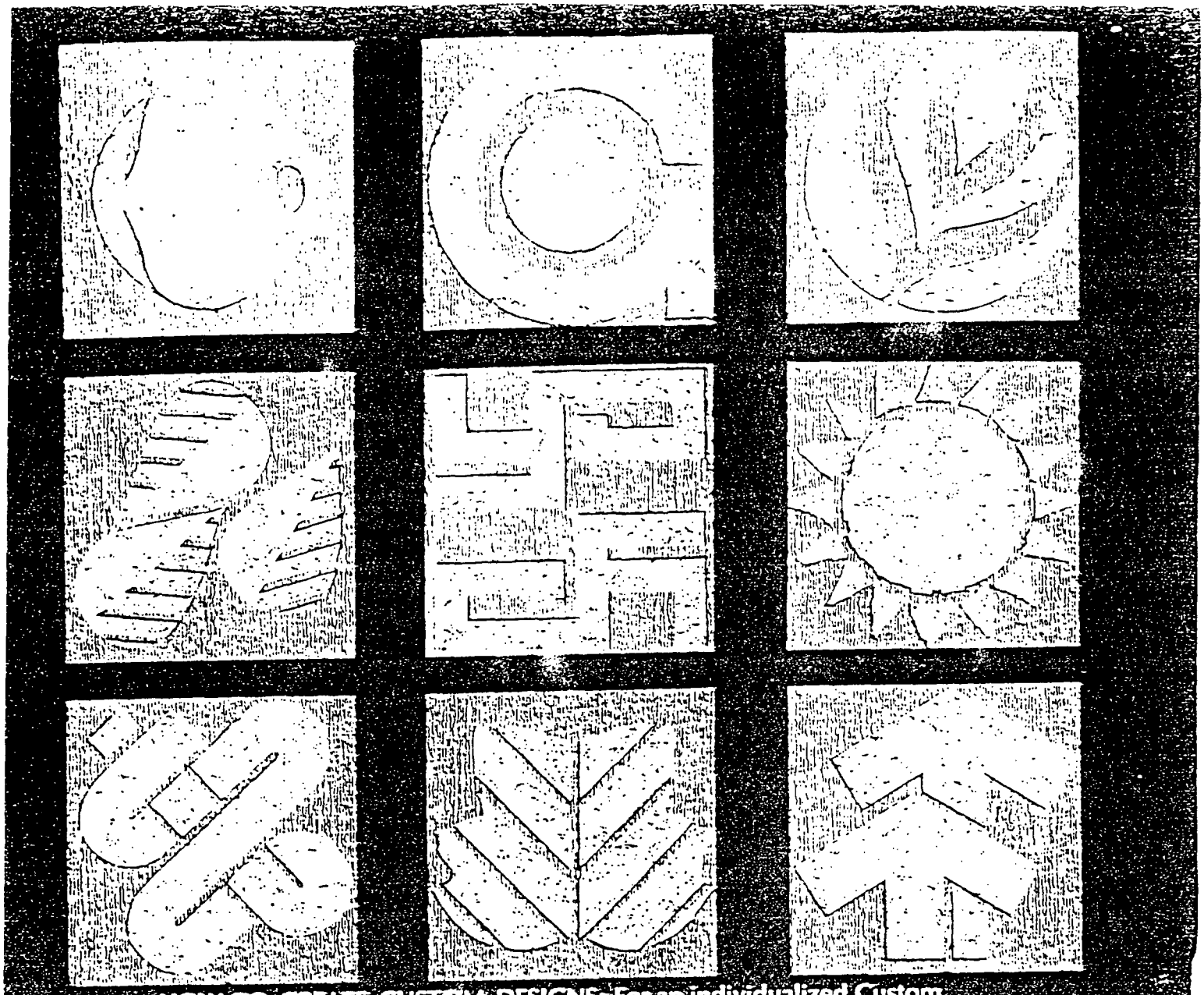

HOW TO CREATE CUSTOM DESIGNS: For an individualized Custom MOTIF'D Tile design, submit a rough sketch, full-scale drawing or scaled art (avoid fine detail) to your U.S.G. Acoustical Contractor. He will advise the additional cost, if any, and delivery schedule. Samples of Custom MOTIF'D ACOUSTONE Tile also can be provided — ¾ in. thick, 12x12-in. size.

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CUSTOM MOTIF'D ACOUSTONE TILE DESIGNS...
from Aircraft to Presidential Seals

Shown here are examples of the distinctive Custom MOTIF'D ACOUSTONE Tile designs that are possible with the patented U.S.G. surface etching process. Need a sculptured cross or ornate steeple for a dramatic effect in a place of worship? A huge medallion for a sloping ceiling in a modern shopping center? A caduceus symbol for a hospital reception room? Some companies have used their trademark effectively in a reception area as a single tile design or overall repeat ceiling pattern. One of the more outstanding MOTIF'D ACOUSTONE designs was a 36-sq. ft. Presidential seal that completely dominated an acoustical installation in the U. S. Pavilion at the New York World's Fair.

Custom MOTIF'D ACOUSTONE Tile can be used in virtually any area where acoustical tiles serve a purpose. In addition to those situations already suggested, custom designs are used effectively in:

- ☐ Hotels, Motels
- ☐ Theaters, Auditoriums
- ☐ Supermarkets
- ☐ Art Galleries
- ☐ Educational Buildings
- ☐ Recreation Rooms
- ☐ Business Offices
- ☐ Research Facilities
- ☐ Sports Facilities
- ☐ Apartment Lobbies

BB030 1036

Visually unique MOTIF'D ACOUSTONE TILE— exclusive from United States Gypsum

Along with Custom MOTIF'D ACOUSTONE Tile, U.S.G. offers the option of using the five stock MOTIF'D Tile patterns available.

These are not custom designed but they are visually unique in lending the ultimate in luxurious, rich appearance to any decor. Tiles are designed so that each square of four 12x12-in. units repeats the basic pattern (Georgian requires 4 tiles to complete pattern). Each of the patterns shown takes on a fresh, new look as the direction of the dominant light source changes and shadows vary. MOTIF'D ACOUSTONE is widely used in restaurants, hotels, churches and other distinctive interiors. Examples of these installations can be seen in U.S.G. Architectural Catalog f-1920 on Sound Control Products.

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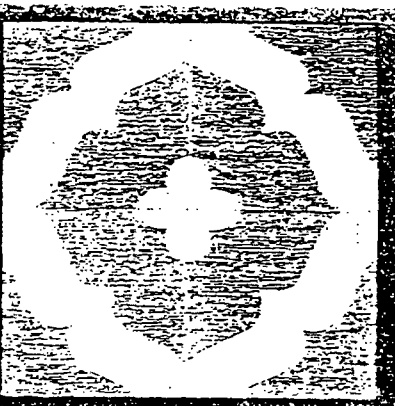
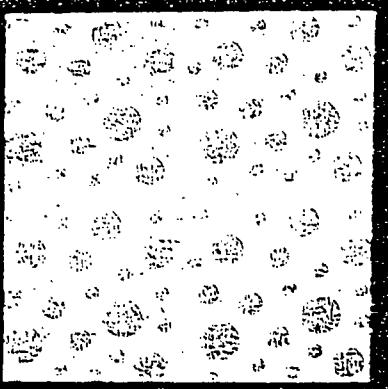
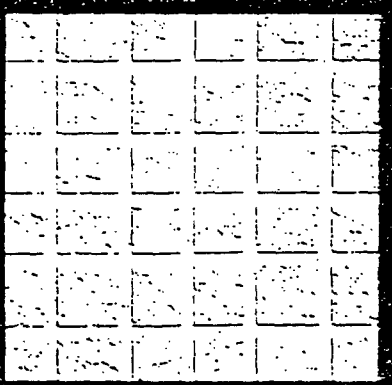
FANTASIA



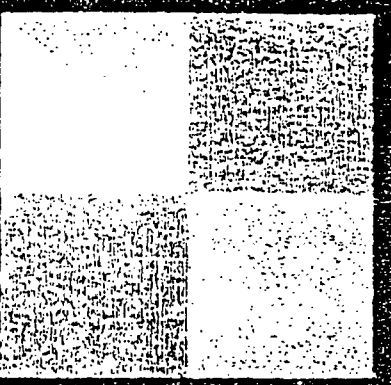
GEORGIAN



GALAXY



INTERLINE



STRIATED

MOTIF'D ACOUSTONE Tile patterns provide a sound absorption range of .75-.85 and a Class C light reflectance. All patterns are also available on special order in ACOUSTONE db, Rated ACOUSTONE, and standard air-distributing AIRSON+ Mineral Tile.

BB030 1038

STANDARD ACOUSTONE TILE...
the Eloquent Complement to a Custom Setting

ACOUSTONE Mineral Acoustical Tile is long established as the prestige product for creative ceiling expression and the ideal complement to a custom designed interior. ACOUSTONE Tile has a natural, functional beauty and its eloquent patterns and textures set the industry standard for beauty as well as efficient sound attenuation and absorption. Now, more than ever before, its range of sizes, edge treatments and suspension methods offer complete flexibility of concept to the designer. Patterns and types include:

- ☐ ACOUSTONE "F" in a natural fissure design
- ☐ FINESSE with a lighter, more subtle fissure
- ☐ GLACIER in a deeper, heavier fissure
- ☐ DOMINO, a routed version of ACOUSTONE "F"
- ☐ ACOUSTONE "db" with foil backing for increased sound attenuation and insulation value
- ☐ Fire-Rated ACOUSTONE with high sound absorption, light reflection and fissured beauty of regular ACOUSTONE Tile
- ☐ ACOUSTONE 2x2 and 2x4 offered in Fissured and Glacier patterns
- ☐ Odd Module ACOUSTONE available on special order
- ☐ ACOUSTONE PC supplied with factory-applied plastic surface coating for reduced maintenance

For physical characteristics of size, suspension systems, fire and flame spread ratings, acoustical values and styles available in the distinctive family of ACOUSTONE Acoustical Mineral Tile, consult U.S.G. Architectural Catalog f-1920 on Sound Control Products.

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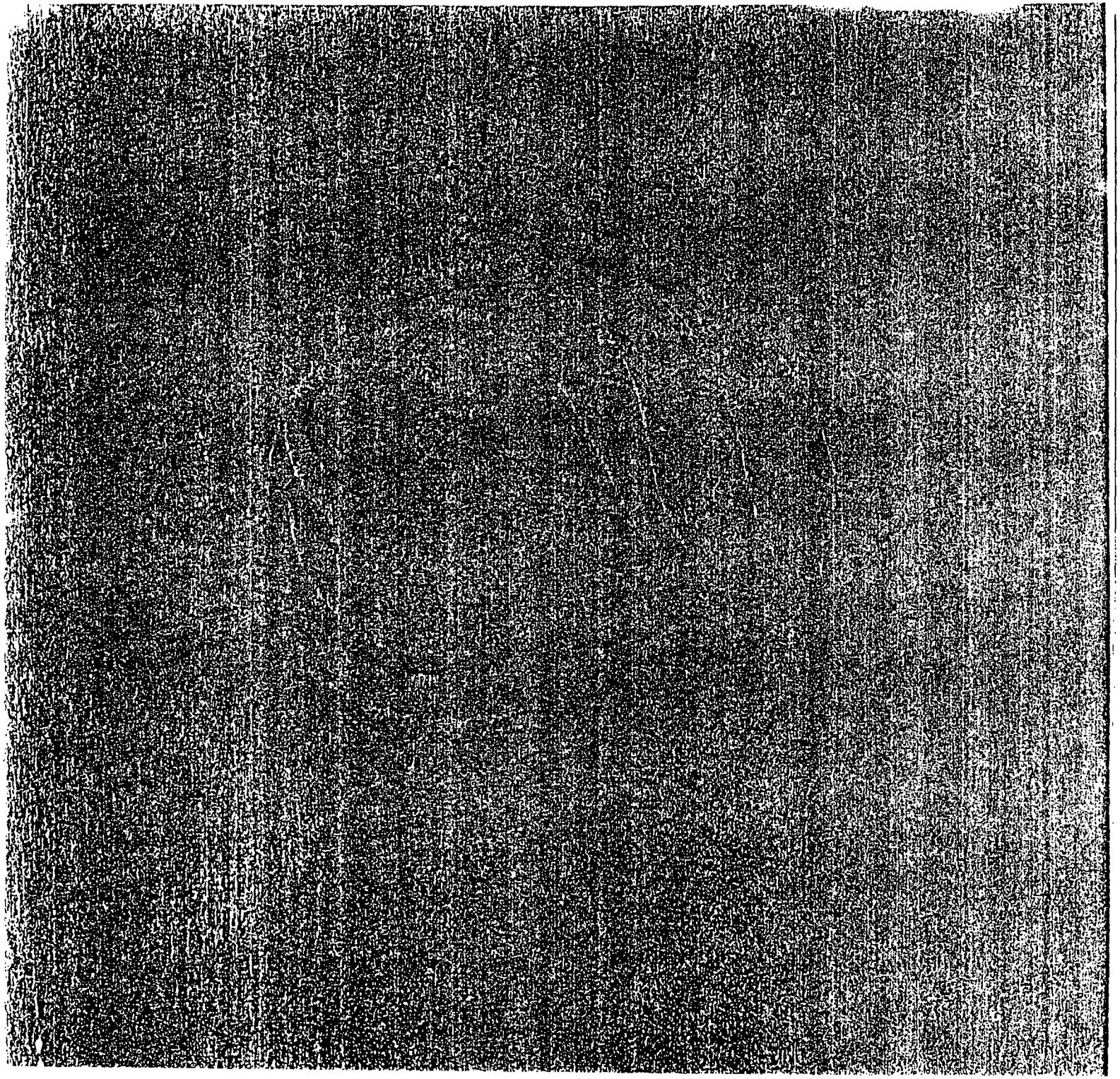

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