PLAINTIFF'S EXHIBIT
USG-1116

USG Helps Quiet "The World of Tomorrow"

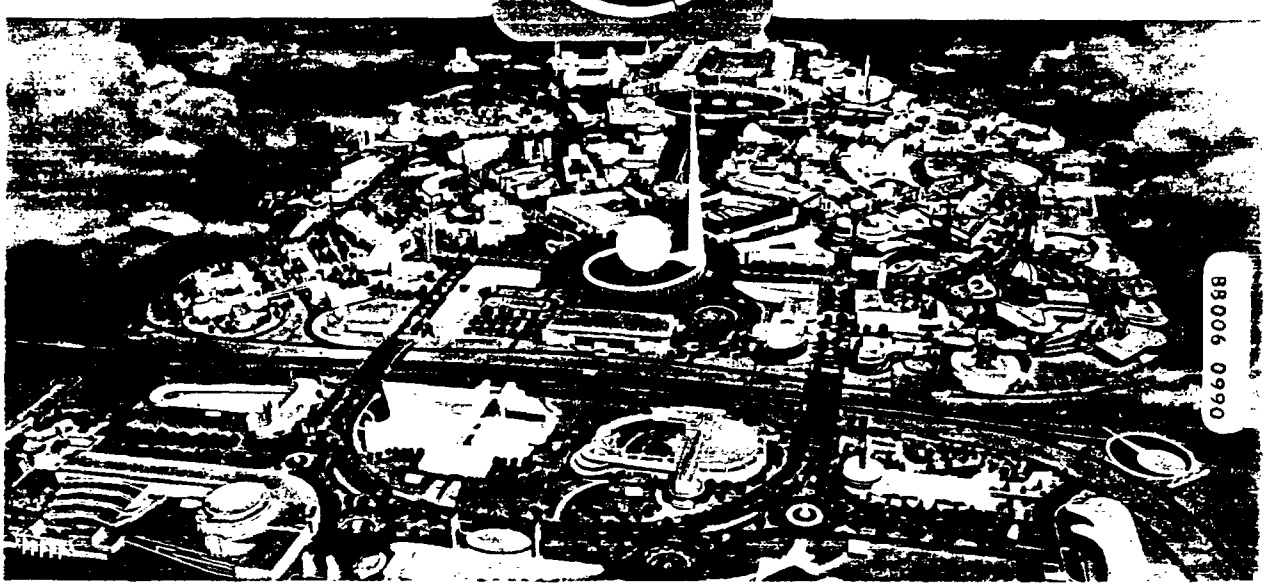
- **The New York World's Fair Number One choice in acoustical materials**
- **66% of the acoustical installations were done with USG products, most of it with Acoustone-Incombustible Mineral Acoustical Tile**
- **More than 200,000 square feet of Acoustone were used to reduce noise and to better hearing**
- **Acoustone is lastingly efficient—outstanding in beauty**

Pointing the way to the future, the New York World's Fair presents the picture of "The World of Tomorrow." Based upon that prediction, we see a world of clean-cut functional design—a world whose buildings are protected against fire—sanitary—better lighted—air conditioned—and, most important, a world where nerve-shattering noise is quieted, resulting in better hearing, better health, better thinking—more and better work done.

For the New York World's Fair officials meant this exposition as a prediction of what is to come. They drew upon the imagination of designers and the best, most recent scientific discoveries. They saw that the science of sound control in buildings has made enormous forward strides in recent years, that because of it, distracting noise is needless. They saw that this science, working together with modern acoustical materials, adds to our comfort and working efficiency.

Primarily Acoustone makes the New York World's Fair buildings quieter, more restful, and more beautiful. It enhances the enjoyment of the exhibits, makes the buildings pleasant places in which to linger, and enables concentration without disturbing din. While the "World of Tomorrow" has brought Quiet to the fore, business men who insist on results have been using more than twenty million feet of quieting treatments annually to step up efficiency and to increase their business.

May we demonstrate to you how the quiet that Acoustone brings pays dividends? Your request for information from us or from our authorized contractor whose name is imprinted, will not obligate you in any way.



UNITED STATES GYPSUM COMPANY, CHICAGO, ILL.



FORD MOTOR COMPANY EXHIBIT—A hundred animated puppets, gathering and preparing materials, revolve on a huge turntable to show the cycle of production which ends in the Ford automobile. 58,620 feet of ACOUSTONE*—2,830

NOISE REDUCTION
for "The World of Tomorrow"

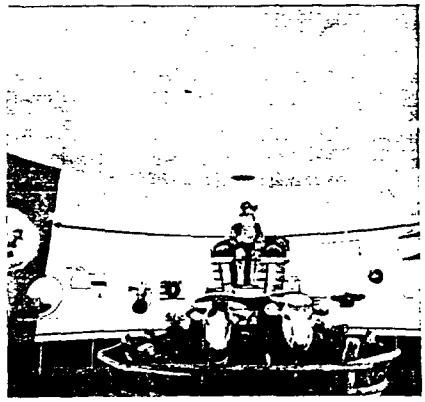
Tomorrow's world will be a quieter world—free from nerve-shattering noise—from the disturbance of uncontrolled sound. That's the hopeful message which Acoustone—mineral acoustical tile—delivers at the New York World's Fair. No other World's Fair has made such extensive study and use of acoustical correction. And it's only natural that Acoustone—combining scientific sound control with outstanding beauty and fireproofing qualities—should have been the Fair's No. 1 choice in acoustical materials.

WORLD'S FAIR BUILDINGS "QUIETED" WITH ACOUSTONE

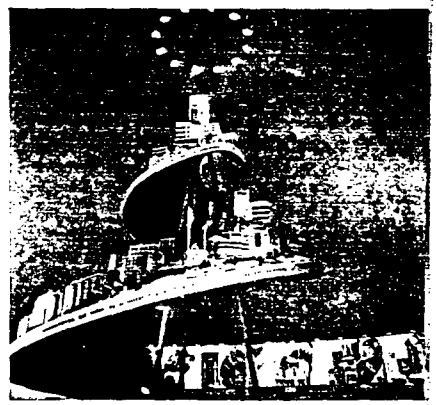
Administration Bldg.—American Tobacco Co. Bldg.—Ballantine Bldg.—Chrysler Bldg.—Communications Bldg.—Distilled Spirits Bldg.—Eastman Kodak Bldg.—N. Y. City Exhibition Bldg.—Food Bldg.—Ford Bldg.—Gas Industries Bldg.—The Heinz Dome—International Business Machines Exhibit—Italian Bldg.—Petroleum Industry Bldg.—RCA Bldg.—The Home Furnishings Bldg.—Theatre & Concert Hall—U. S. Gov't Bldg.—U. S. Steel Bldg.—E. I. du Pont de Nemours.



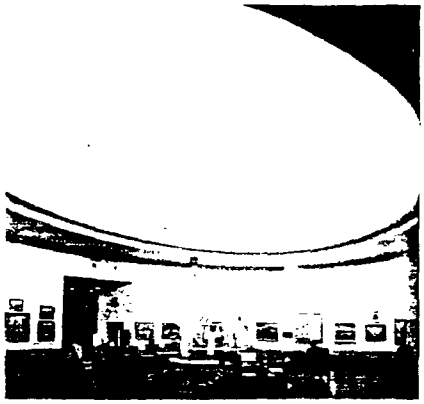
AMERICAN TOBACCO COMPANY—No step in the production of tobacco is left in doubt by this exhibit. And there's no doubt, either, of the value of effective noise quieting—for 6,290 feet of ACOUSTONE help make this exhibit even more attractive.



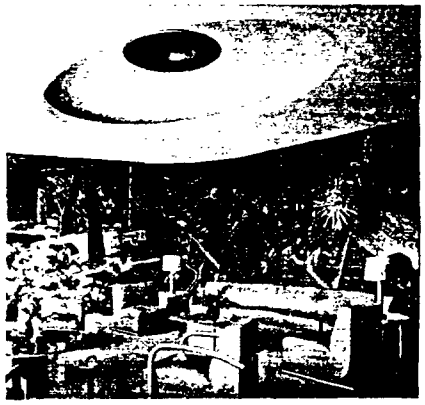
PETROLEUM INDUSTRY EXHIBITION—*Petroleum at work is the theme of this exhibit.* Scientific sound control is at work here also—with 4,050 feet of ACOUSTONE and 3,784 feet of USG Perforated Hardboard and PERFATONE.



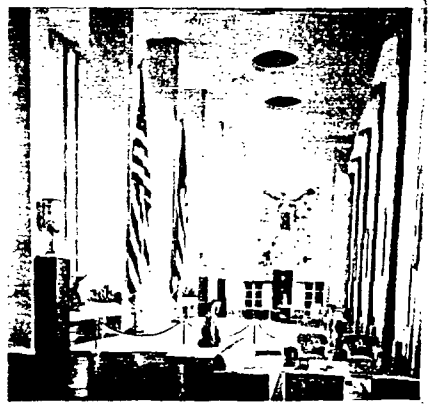
DISTILLED SPIRITS EXHIBIT, INC.—Colorful models that demonstrate distilling processes—comprehensive murals and dioramas—are highlights of this exhibit. Highlighted, too, is ACOUSTONE—covering a total area of 6,635 square feet.



INTERNATIONAL BUSINESS MACHINES EXHIBIT—Business today needs quiet—for higher production and efficiency. 4,580 square feet of ACOUSTONE are an appropriate accompaniment to the many machines displayed in this exhibit.



UNITED STATES STEEL SUBSIDIARIES—Here are amazing displays of steel consumption and processes of steel manufacture. Steel's progressive outlook is evidenced by the fact that 681 feet of ACOUSTONE are used in the building.



UNITED STATES FEDERAL BUILDING—Its symbolism—the progress of America from the 13 original states to the present. Progress in sound control—exemplified by 6,500 square feet of ACOUSTONE—helps create just the proper atmosphere of dignity.

USG

ACOUSTONE

ACOUSTICAL MINERAL TILE, OUTSTANDING IN BEAUTY, HIGH IN EFFICIENCY

PRODUCT OF UNITED STATES GYPSUM COMPANY

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USG Sound Control Service

A complete service consisting of analyses and recommendations on acoustical problems. A complete line of acoustical materials to take care of any sound absorption or sound insulation need economically. Installation of these constructions by USG or one of its licensed contractors:

ACOUSTONE
Incombustible Mineral Acoustical Tile

PERFATONE
Incombustible Perforated Metal Acoustical Tile

QUIETONE
Low Density Wood Fiber Acoustical Tile

PERFAVENT
An acousrical system for use with air conditioning systems

USG PERFORATED HARDBOARD OR ASBESTOS BOARD
High absorption acoustical systems, resistant to abrasion

SABINITE
Acous. cal Plaster

USG SYSTEM OF SOUND INSULATION
A complete system to solve problems of undesirable sound travel in buildings

TREMBAR RESILIENT MACHINE BASES
Resilient mounting for quieting noisy machinery vibration

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