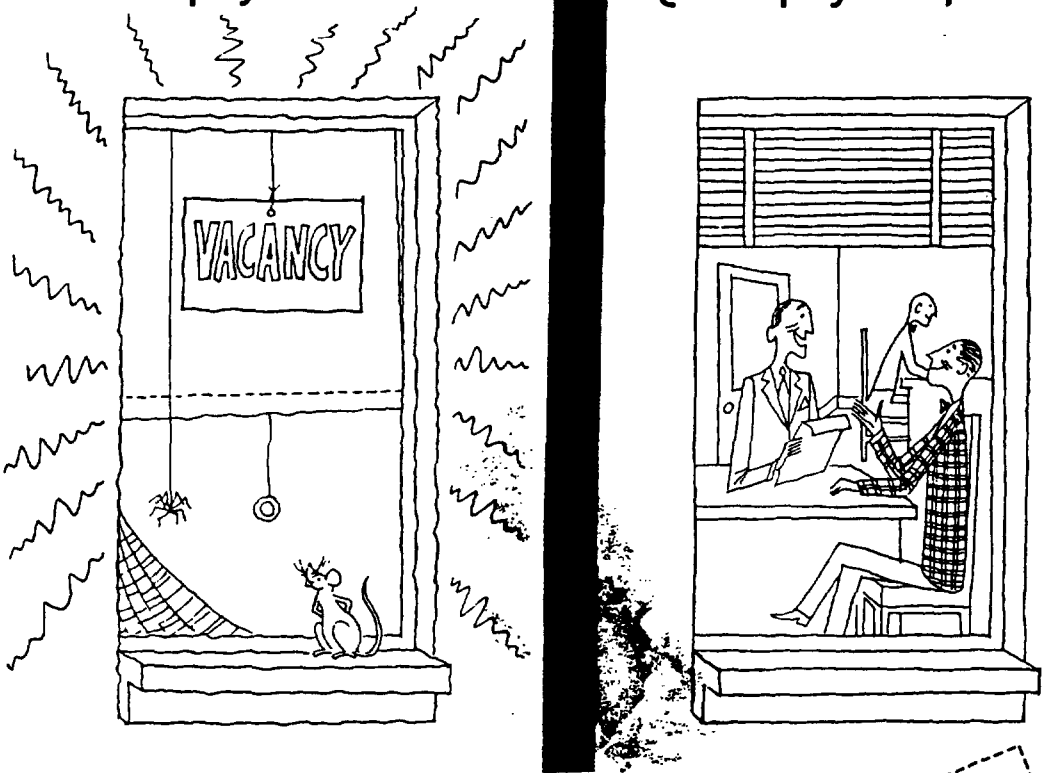
PLAINTIFF'S EXHIBIT

USG-1381

Ad No. 683-A {Plastering Industries / Plasterer & Cement Finisher} March, 1950

Noise pays no rent... Quiet pays a premium



Plastering is being promoted to architects, builders and building managers nationwide with advertisements like this.

reduce noise with

SABINITE acoustical plaster

T. M. Reg. U. S. Pat. Off.

Is your building a headquarters for annoying noise—or pleasing quiet?

Wise building managers know that *NOISE* pays no rent . . . that *QUIET* pays a premium.

If your building's a noise center, you can correct it with SABINITE, the acoustical plaster that reduces *NOISE*, increases *QUIET*.

SABINITE goes on over your present ceilings quickly and easily . . . its beautiful surface is smooth and bright. SABINITE provides efficient sound absorption at low cost.

SABINITE, in four beautiful pastel colors and oyster white, is perfectly adapted to any type of architecture. It can be painted, according to directions, to harmonize with any interior decorative scheme.

SABINITE acoustical plaster is the practical, low cost solution to your noise problems. It's a sure way to greater tenant satisfaction, and greater property values.

United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

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