

PLAINTIFF'S EXHIBIT

USG-1378

Hotel LaSalle

selects
SABINITE*
Acoustical
Plaster Ceilings
because...



Happ and Happ, architects for the remodeling; Paschen Contractors, Inc., general contractors; Zanner Reum Co., plastering contractors

SABINITE absorbs sound



The strikingly beautiful ceiling of the Lotus Room, the LaSalle's sleek new cafe-restaurant, SABINITE lends itself perfectly to the unusual design.

The new LaSalle Hotel is the result of an intensive, one-year rehabilitation program that has made this world-famous hostelry one of the finest in downtown Chicago. An essential element in this rehabilitation program was the acoustical correction of lobbies and public rooms with ceilings of SABINITE, the acoustical plaster finishing coat that absorbs sound.

Why SABINITE?

The answer is that SABINITE is the easy, economical solution for the architect's noise correction problem in any building, new or old.

The continuous surface of SABINITE

eliminates the mechanical effect generally associated with acoustical treatment. SABINITE can be adapted to any decorative plan. When you use SABINITE, no ceiling pattern is imposed on the designer.

SABINITE is incombustible... because it is made of gypsum and other minerals that will not burn.

SABINITE is readily available, and can be applied by any competent plasterer.

When working on any acoustical correction problem, why not call for your USG representative? He will be glad to show you how SABINITE can help.

* U. S. Pat. Off.



United States Gypsum

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