

PLAINTIFF'S EXHIBIT

USG-1255

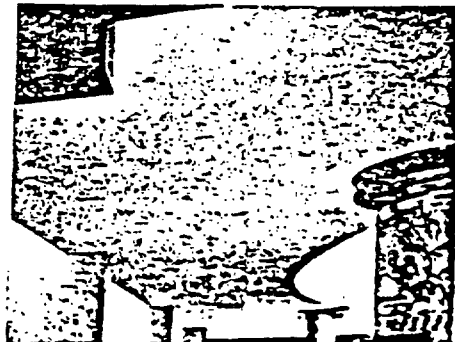
Pierre E

selects
SABINITE*
Acoustical
Plaster Ceilings
because...

CF003 1661

Samuel A. Mears, Neal L. Flint, Charles W. Schuman, Architects, Chicago Edward M. Klein, General Contractor

SABINITE absor



For discriminating New York
for thousands of people who
ally find themselves in Monte
Hotel Pierre has long played the
and continues to lead.

Today there's a new Pierre
comfortable, contemporary
which to dine at home. The
element in the atmosphere of
room is QUIET.

Quiet created by SABINITE
acoustical plaster (and not
absorbent foam). Of all the acoustical
materials available, SABINITE
lasted because it is the best
for the architect's basic purpose.



United States

Gypsum Co. Ltd.

The smooth, unbroken surface of the Pierre walls are SABINITE and
the room's atmosphere is beautiful because of the acoustical plaster.
SABINITE is the answer and SABINITE is the answer.

Pierre Grill



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Mr. Charles W. Schmitt, Architect, Chicago; Edward H. Klein, General Contractor, New York; Celotti & LaGuarda, Inc., Plastering Contractors, New York.

SABINITE absorbs sound



For discriminating New Yorkers, and for thousands of people who occasionally find themselves in Manhattan, the Hotel Pierre has long played the gracious and considerate host.

Today there's a new Pierre Grill—a comfortable, contemporary room in which to dine at leisure. One essential element in the atmosphere of this new room is QUIET.

Quiet created by SABINITE, the acoustical plaster finishing coat that absorbs noise. Of all the acoustical materials available, SABINITE was selected because it is the logical 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, and can be perfectly adapted to any decorative plan. No ceiling pattern is imposed on the designer!

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

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

Call for your U.S.G. representative when working on an acoustical correction problem. He'll be glad to show you how SABINITE can help.

U. S. G. Reg. U. S. Pat. Off.



United States Gypsum, CHICAGO 6

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