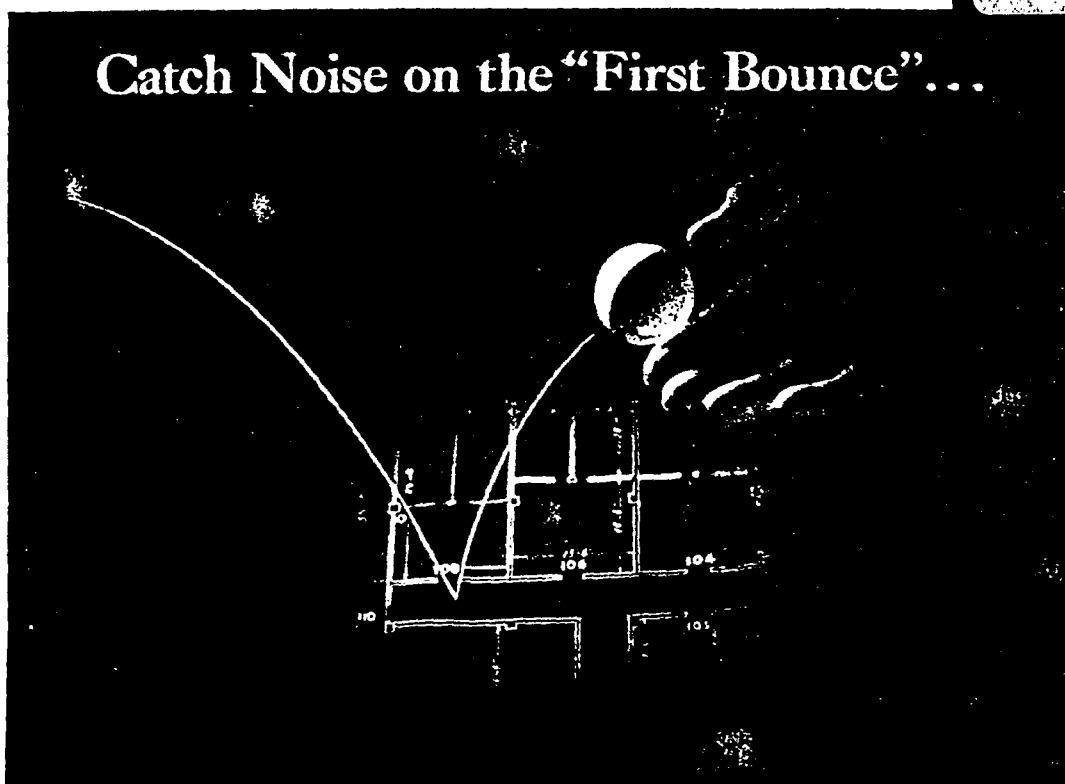


Catch Noise on the "First Bounce"...



WITH SABINITE "M"

Disturbing noise bouncing around—is on the way out—it's old-fashioned and unnecessary. For today, with Sabinite® "M", walls and ceilings are not only beautiful and fire-protecting but "catch noise on the first bounce" and absorb a large percentage of it.

A "plus" has been added to plaster with Sabinite "M" . . . and this without change in standard building practice, men or methods. For Sabinite "M" is a plaster finish applied by any good plasterer over standard plaster bases. It has high light-reflectivity; is available in several colors.

This results in buildings that are designed with



ACOUSTICAL
PLASTER
FINISH

"sound-conditioning" as a part of the original conception—that blends with the decoration and harmonizes with the design instead of adding a distracting note—"patched on" like a P. S.

So today—the modern-designed office buildings, restaurants, homes, auditoriums, hospitals, schools and churches make "sound-conditioning" a part of the original conception. Otherwise they are old-fashioned before they are built. This is possible

because Sabinite "M" decorates, protects from fire, and quiets sound in one operation—a three-way service at a cost extremely low.

•Trademark Reg. U. S. Pat. Off.

TODAY'S "QUIET" WAY

One material that decorates, protects against fire and quiets sound in one operation—Sabinite "M".



UNITED STATES GYPSUM
300 W. ADAMS ST., CHICAGO, ILL.

This famous trademark identifies products of the United States Gypsum Company—where for 40 years research has developed better, safer building materials.

FIREPROOF GYPSUM

The World's most widely used Mineral for making Fireproof Wall and Ceiling Materials.

PLASTER • LIME • KEENE'S CEMENT • STUCCO • GYPSUM AND METAL LATH • GYPSUM TILE

This advertisement will carry the story of plaster and its advantages over 122,000 times to architects, builders and contractors in 1944