Product Advertising on Sabinite "M"

Something new—sensationally new—has been added to the plaster sales kit. With Sabinite "M", sound conditioning is made practical for buildings—all buildings—just as practical as air conditioning. The war has created a public appreciation and demand for sound control.

We have the product—Sabinite "M". Now we need specifications and acceptance—from architects, builders, contractors, building managers, plasterers and lathers.

With advertising we will quickly and effectively tell this story to all of the important factors who must be sold. We will win their acceptance. At the same time we are assuring a continued market for plaster.

PLAINTIFF'S EXHIBIT

USG-1544

Magazines That Will Tell the Sabinite "M" Story:

ARCHITECTS

ARCHITECTURAL RECORD ..... **3 issues** — concentrating on management and engineering phases with a thorough coverage in these branches of the architectural field.

PENCIL POINTS ..... **3 issues** — with special emphasis on design problems and a circulation that reaches draftsmen, specification writers and other vital factors.

BUILDERS AND CONTRACTORS

AMERICAN BUILDER ..... **3 issues** — with a vast following among builders and contractors throughout the country, including a large material dealer circulation.

BUILDING MANAGERS

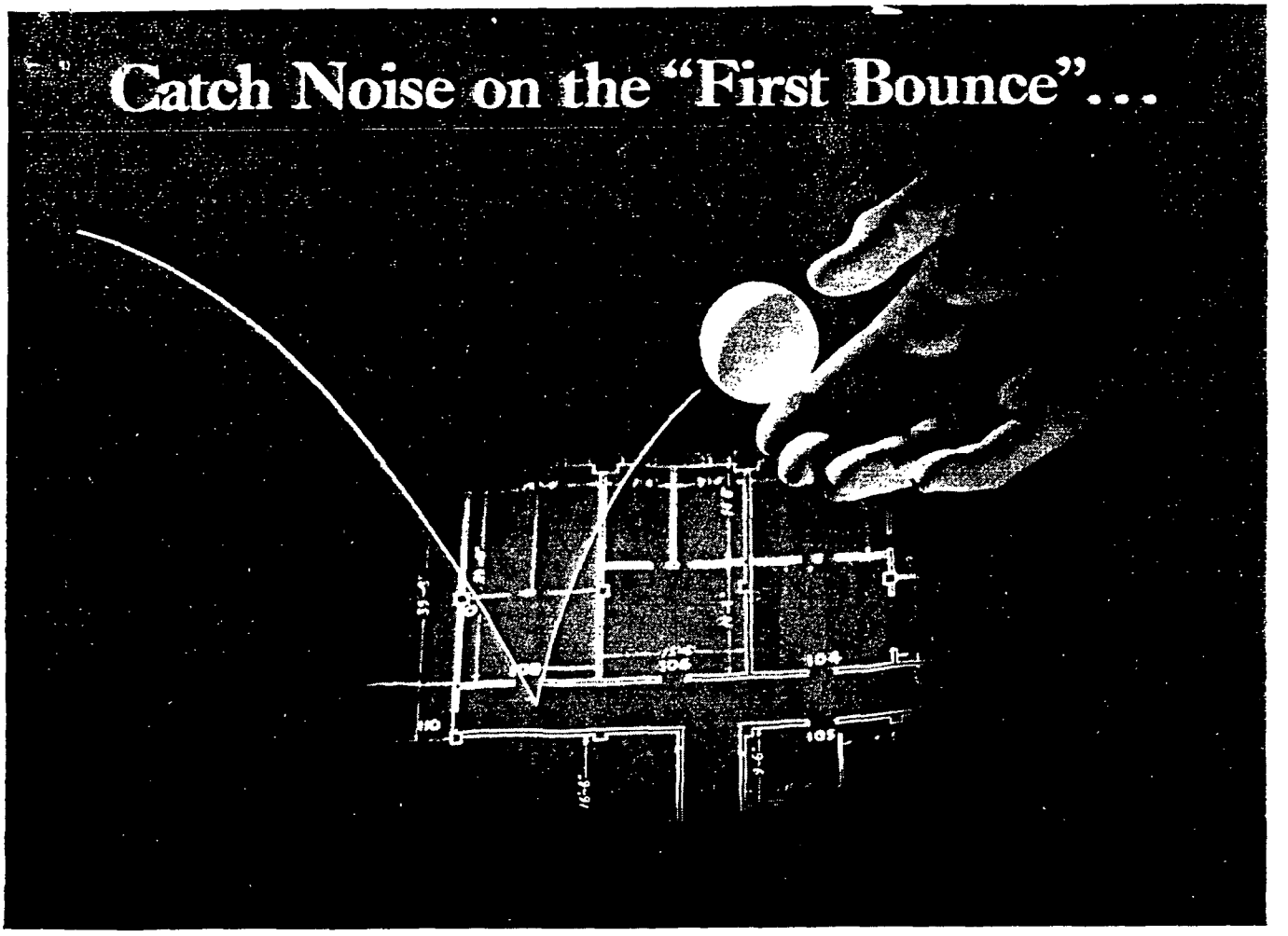
BUILDINGS AND BUILDING MANAGEMENT . **4 issues** — reaching managers of approximately 90% of the office buildings in the United States, as well as apartment building managers.

PLASTERERS AND PLASTERING CONTRACTORS

PLASTERER AND CEMENT FINISHER ..... **3 issues** — the official magazine of Operative Plasterers' International Union.

THE LATHER ..... **3 issues** — the official publication of the Lathers' International Union.

BB006 1015



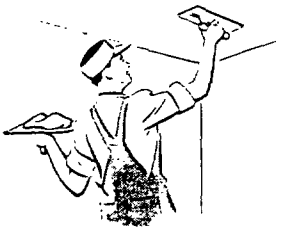
WITH SABINITE "M"

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 "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.



ACOUSTICAL PLASTER FINISH

*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

BB006 1016



WITH SABINITE "M"

Similar to movies that get "out of focus"—sound gets "out of control" and becomes blurred by bouncing back and forth from walls and ceilings that do not absorb it. That's what we mean by out-of-focus sound.

There's no "rhyme or reason" for poor sound reception these days in theaters and auditoriums—no room for nerve-shattering noise in modern restaurants, offices and schools—all this became obsolete from the moment when Sabinite* "M" was first introduced.



ACOUSTICAL PLASTER FINISH

For Sabinite "M" is *more* than a plaster finish—it is an *acoustical* plaster finish that absorbs a high percentage of sound—it is light-reflecting—available in prepared colors or decorated to suit.

Being a plaster finish, Sabinite "M" becomes a part of the original plan—blends with the design and decoration—needs no special construction—may be applied by any good plaster craftsman. This is "Today's Quiet Way"—with Sabinite "M".

*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".

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