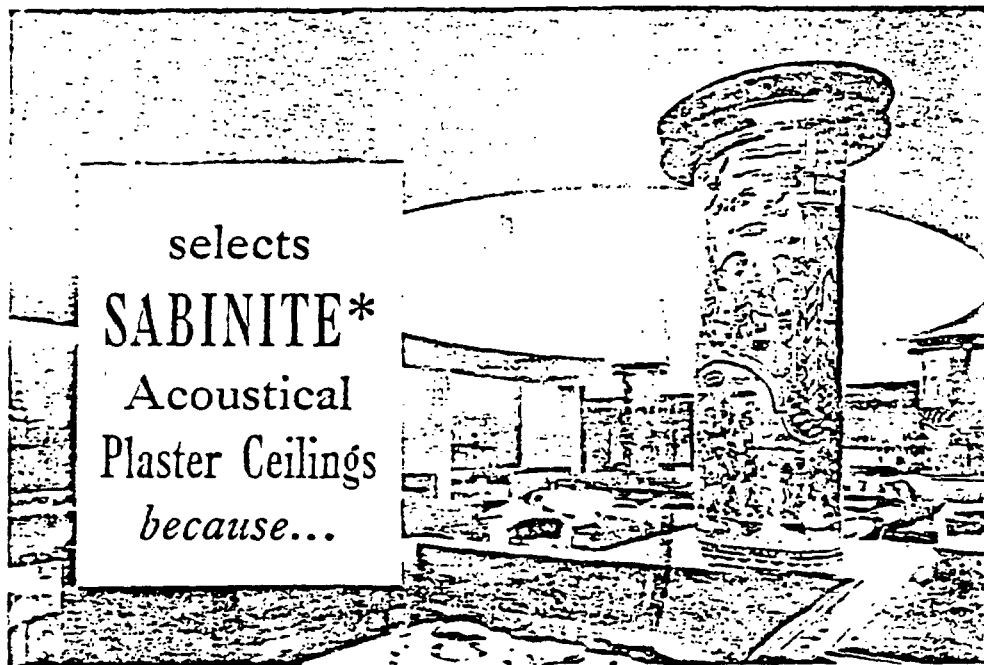


PLAINTIFF'S EXHIBIT

USG-1253

Ad No. 36
Plastering Industries—March, 1957

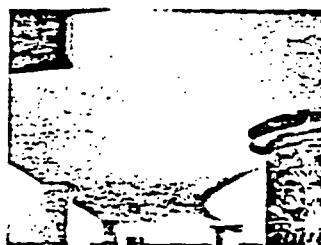
Pierre Grill



selects
SABINITE*
Acoustical
Plaster Ceilings
because...

Samuel A. Marx, Neil L. Flint, Charles W. Schuman, Architects, Chicago; Edward R. Kiers, General Contractor, New York; Colletti & LaGuardia, Inc., Plastering Contractors, New York.

SABINITE absorbs sound



The smooth, absorbent surface of the Pierre Grill's new Sabinite ceiling complements the beautiful interior and the rich, ornate plaster. Sabinite is available in many colors and textures.

For thousands of people who find themselves in Manhattan, the Hotel Pierre has long provided a home.

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. SABINITE was selected because it is the logical solution for the architect's noise correction problem in any building.

The continuous surface of SABINITE 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, which will not burn.

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

Call for your USG representative whenever a job requires acoustical plaster. He'll help you select the appropriate SABINITE type and color.

U.S. Pat. 2,612,400



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

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