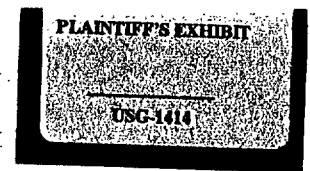


LOOK



AND



LISTEN

PLASTER DESIGN HAS CHANGED COMPLETELY -- with Sabinite "M" it becomes a "Three-in-one" operation--for now one plaster finish gives you Beauty, Fire-protection and sound correction as a part of the original conception. You can "STOP"--the quick spread of Fire--"LOOK"--to plaster for Beauty and "LISTEN"--for the absence of diquieting noise.

THIS CAN ALL BE DONE WITH ONE PLASTER FINISH -- Sabinite "M" -- in one single, simple operation -- applied much like any other plaster finish by any competent plasterer -- requires no special construction.

Sabinite "M" has the flexibility to follow flat planes or curving contours. It can meet any color requirements with a selection of pre-colored shades or be readily painted with Texolite.

SABINITE "M" BLENDS WITH THE ORIGINAL PLAN AND DESIGN--because it is an integral part of it. There is no distracting note to detract from the simple beauty of design that looks like an "Afterthought". The whole conception blends together as one -- because it is all done in one material -- a part of one plan.

A ONE-COST JOB, TOO--When planning your jobs you figure one cost -- not a separate job of plastering, plus acoustical treatment. This means that for only a slight additional cost you get a finish that does three things in one operation.

SEEING IS BELIEVING -- The attached booklet describes the high light reflectivity -- and sound absorption, but we cannot describe the beauty of the smooth-textured surface of Sabinite "M". Therefore, we have prepared a beautiful sample packed in a container for your use. It is FREE -- See the card attached ... send it today and get the full story of Sabinite "M".

Yours truly,

UNITED STATES GYPSUM COMPANY