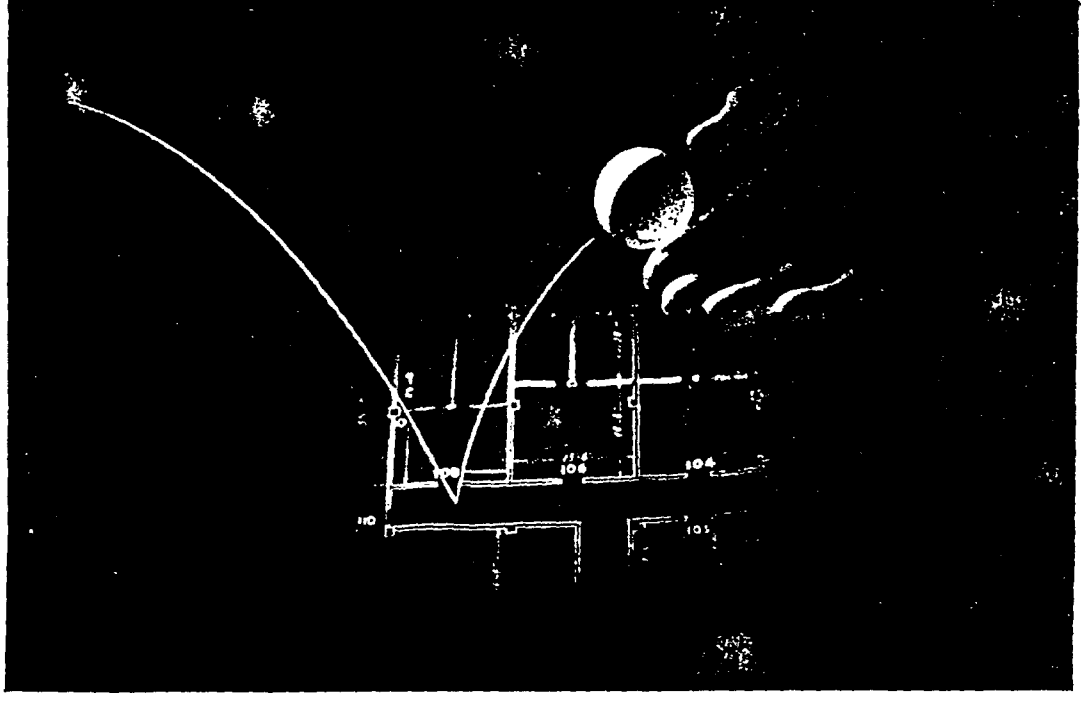
PLAINTIFF'S EXHIBIT
USG-1374

# 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 "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".

USG

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***

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