

No Need for "Out-of-Focus" Sound...



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".



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