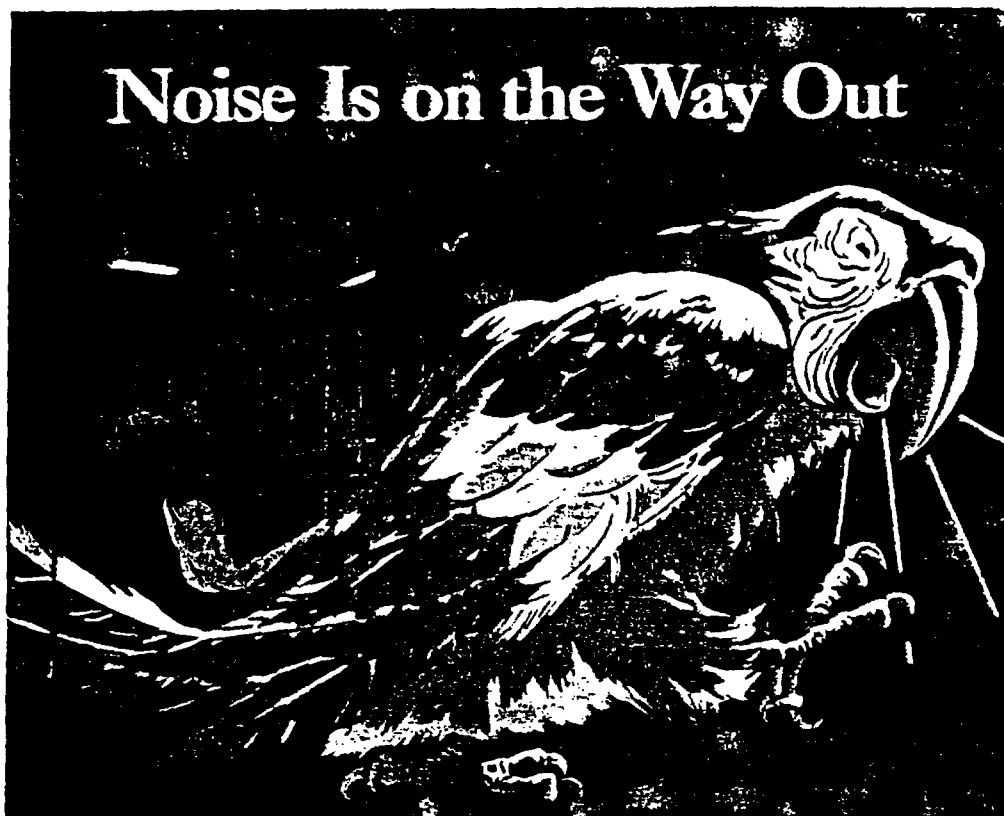


Industries - November 1946

Ad No. 94-B-1 Page 1 - 7 x 10 in - Plastering
 Ad No. 94-C-1 Page 1 - 7 x 10 in - Plastering



Noise Is on the Way Out

with SABINITE "M"

In modern buildings, noise is conspicuous by its absence . . . clatter and chatter belong to the "noisy-nineties" . . . yes—noise is on the way out, replaced by Today's Quiet Way . . . Sabinite "M".

—and what's more . . . "patch-as-patch-can" patterns are on the way out, too . . . No longer need the decorative scheme be tied to a fixed ceiling design . . . for Sabinite "M" is just as beautiful and no more noticeable than the plaster walls themselves. It follows flowing contours or simple, unbroken surfaces.



ACOUSTICAL
PLASTER
FINISH

All these advancements group themselves around the fact that Sabinite "M" is an acoustical plaster finish. Combines noise quieting, decoration, light reflection, fire protection in one material. Can be used for new construction or reconditioning and sound conditioning present interiors as well.

Advertisements like this are being read by architects, builders, contractors and building managers. The purpose of this campaign is to create more business for plasterers with Sabinite "M".

Sabinite is a trademark owned by the United States Gypsum Company.



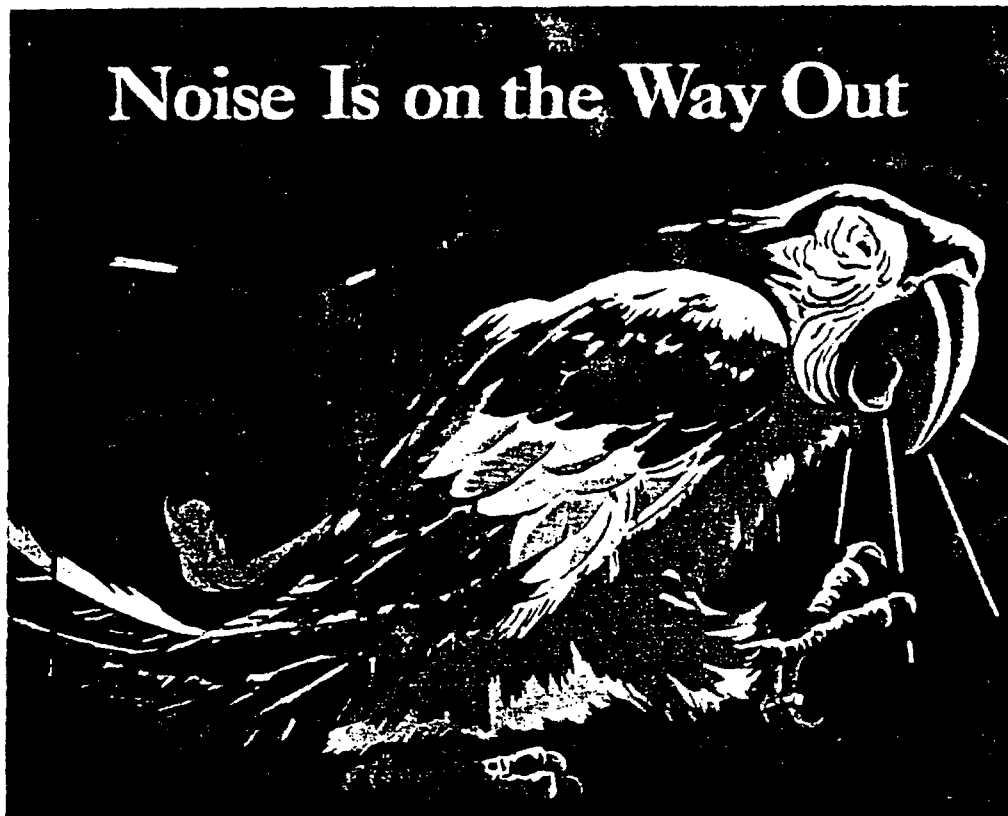
United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

BB029 0597

Noise Is on the Way Out



with SABINITE "M"

In modern buildings, noise is conspicuous by its absence . . . clatter and chatter belong to the "noisy-nineties" . . . yes—noise is on the way out, replaced by Today's Quiet Way . . . Sabinite "M".

—and what's more . . . "patch-as-patch-can" patterns are on the way out, too . . . No longer need the decorative scheme be tied to a fixed ceiling design . . . for Sabinite "M" is just as beautiful and no more noticeable than the plaster walls themselves. It follows flowing contours or simple, unbroken surfaces.



ACOUSTICAL
PLASTER
FINISH

All these advancements group themselves around the fact that Sabinite "M" is an acoustical plaster finish. Combines noise quieting, decoration, light reflection, fire protection in one material. Can be used for new construction or re-conditioning and sound conditioning present interiors as well.

Advertisements like this are being read by architects, builders, contractors and building managers. The purpose of this campaign is to create more business for plasterers with Sabinite "M".

Sabinite is a trademark owned by the United States Gypsum Company.



United States Gypsum

For Building • For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint