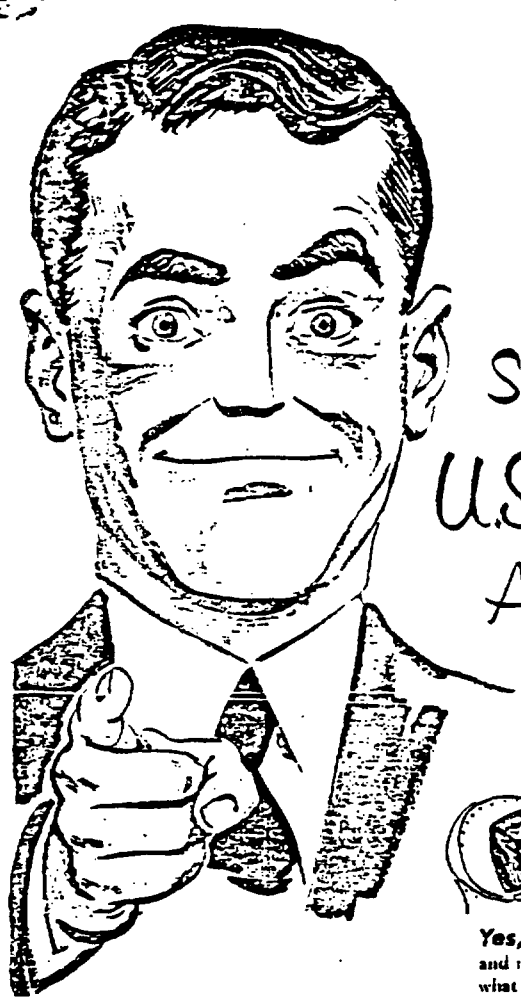
Ad No. 871 { Plastering Industries / California Plasterer / The Lather } February, 1952—2 colors

Ad No. 871-A—Plasterer & Cement Mason—February, 1952—B&W
R-0906

Proof 3—(S24)—HL

PLAINTIFF'S EXHIBIT

USG-1268



Now you, too,
can make money
on sound control

Sensational New U.S.G. SABINITE Acoustical Plaster



Yes, sir, I sure put it up to Bill Rogers...
and my plastering contractor friend saw right off what a whale of an opportunity new SABINITE opens. Bill saw (and you'll see too) how new SABINITE paves the way for sound conditioning business in public and institutional buildings, auditoriums, restaurants, schools, churches—wherever people congregate.
A BIG opportunity for every plastering contractor, for SABINITE is so easy to apply that any good craftsman can do *quality* work with it from the start. With an asphalt emulsion bonding agent, it goes over old ceilings, too. Trowel SABINITE or float it—it absorbs noise, completes the architectural design. Adaptable—as only plaster can be! Better go get this ready business, yourself!

Red Topper

YOUR U.S.G. SALESMAN

OUTSTANDING ADVANTAGES!

Efficient—High noise reduction. Countless air passages in SABINITE acoustical plaster blot up sound, cut noise to a fraction of its original intensity.

Beautiful—Comes in four beautiful pastels and oyster white. Can be redecorated without materially reducing its sound absorption efficiency.

Fire-resistant—It is classified as incombustible.

Bonds Securely—½ inch of SABINITE has a bond to a gypsum basecoat of over 500 lbs. per sq. ft.

Adaptable—Lends itself to curves, angles or flat surfaces. Goes over gypsum basecoat on new jobs, existing plaster, or monolithic concrete with asphalt emulsion as a bonding agent.

Economical—The finish coat can be applied 24 hours after the first coat, eliminating the need of rescaffolding.

United States Gypsum

For Building • For Industry

The Greatest Name in Building

Gypsum • Lime • Steel • Insulation • Roofing • Paint

Mr. [illegible]

Fulton, Morrissey Company Advertising . . . CHICAGO

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