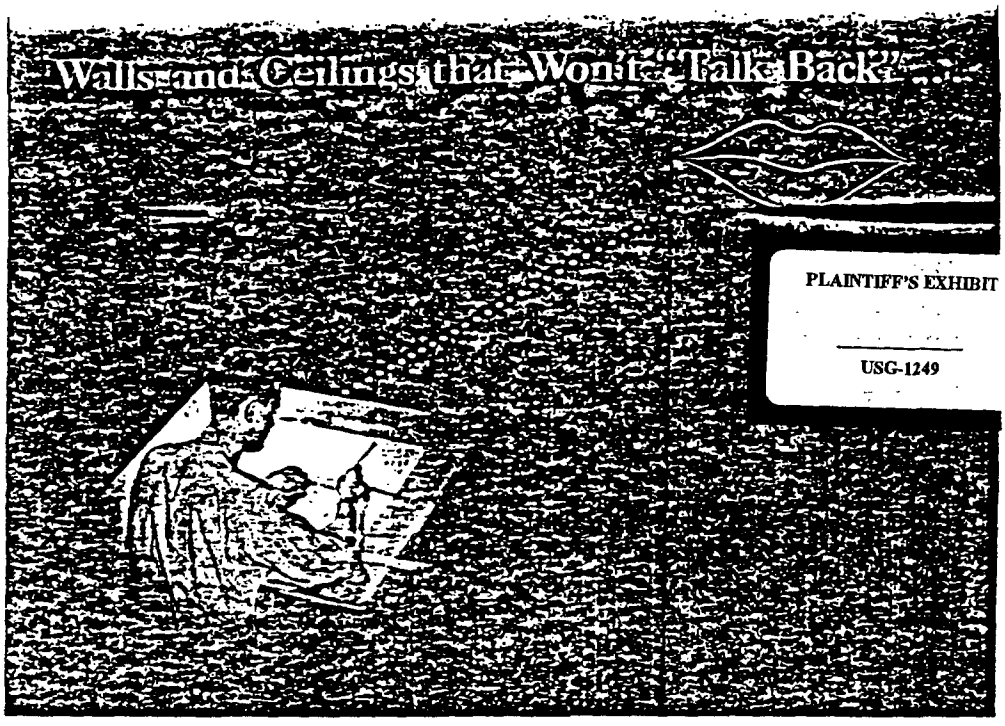

PLAINTIFF'S EXHIBIT

USG-1249

WITH SABINITE "M"

More and more . . . "sound-conditioning" is becoming a part of the original building design. This means interiors that *won't "talk back"*—because they absorb sound—and that generally means Sabinite* "M".

For Sabinite "M" is the modern way that distinguishes present-day design from outmoded methods or "patched on" procedure.



ACOUSTICAL PLASTER FINISH

Sabinite "M" becomes "part and parcel" of standard building practice because it requires no special construction, men or methods—a plaster finish applied over standard bases, by any good plaster craftsman.

It harmonizes with the beauty of design without making itself conspicuous. It has high light-reflectivity and lends an air of quiet dignity—may be had in prepared colors or decorated to suit.

Sabinite "M" decorates, protects from fire, and quiets sound in one operation—a three-way service at a cost extremely low.

*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—whose 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

Ad No. 204—1 Page—7 x 10 in. { Builders and Building Management—August, 1944
Architectural Record—August, 1944
Pencil Points—October, 1944
American Builder—September, 1944

CF003 1635



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".

TODAY'S "QUIET" WAY

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FIREPROOF GYPSUM

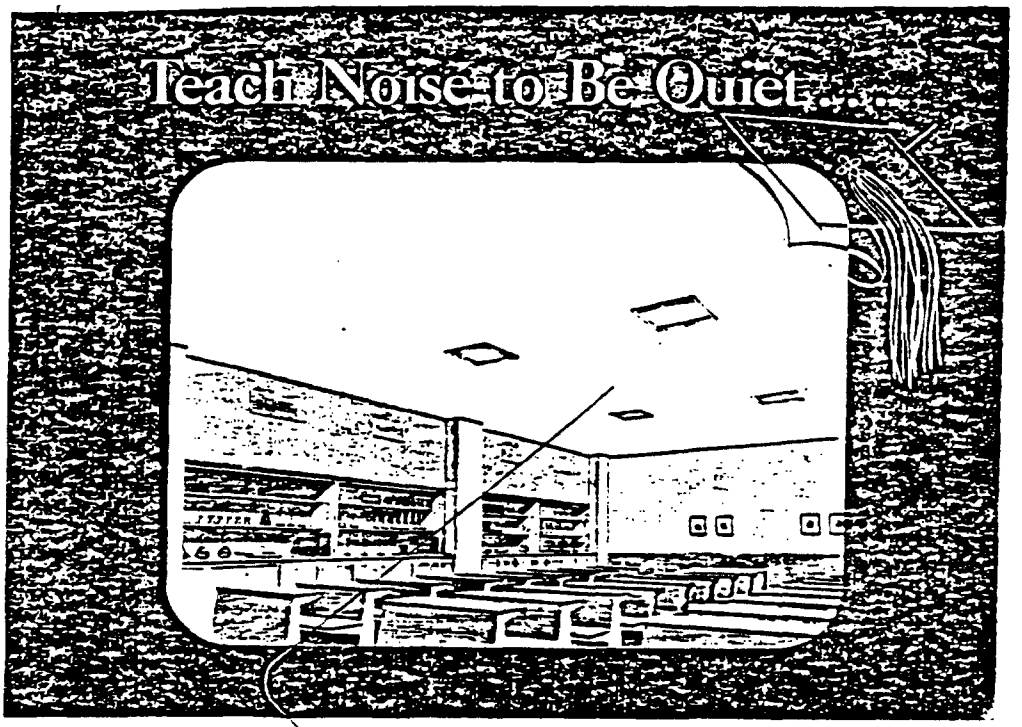
The World's most widely used Mineral for making Fireproof Wall and Ceiling Materials.

PLASTER • LIME • KEENE'S CEMENT • STUCCO • GYPSUM AND METAL LATH • GYPSUM TILE

Ad No. 198—1 Page—7 x 10 in.

Buildings and Building Management—June, 1944
Architectural Record—May, 1944
Pencil Points—July, 1944
American Builder—June, 1944
Plasterer and Cement Finisher—June, 1944
The Lather—July, 1944

CP003 1638



WITH SABINITE* "M"

. . . that is the lesson being taught and applied by architects for schools today—because it is a scientific fact that pupils can concentrate better and retain more when distracting noise is subdued by sound-absorbing finishes *that teach noise to be quiet.*

Architects, too, are learning a new lesson with Sabinite "M" . . . For here is an acoustical plaster finish that blends with the decoration and harmonizes with the design—needs no special construction—applied by any good plaster craftsman.



ACOUSTICAL PLASTER FINISH

It's not tacked on like an "after-dinner speech" . . . it's on and done in quick, easy operations. Whether a part of the original construction or added to existing interiors, Sabinite "M" presents a fire-protecting surface of beauty, dignity and harmony.

Truly, Sabinite "M" is setting up new standards of *teaching noise to be quiet* with fire-protecting, high-light-reflecting, plaster finish for the architect who is planning new schools or modernization.

*Trademark Reg. U. S. Pat. Off.

TODAY'S "QUIET" WAY

One material that decorates, protects against fire and assists sound in one operation—Sabinite "M".

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Ad No. 263—1 page—7 x 10 inches—Architectural Record—March, 1944

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