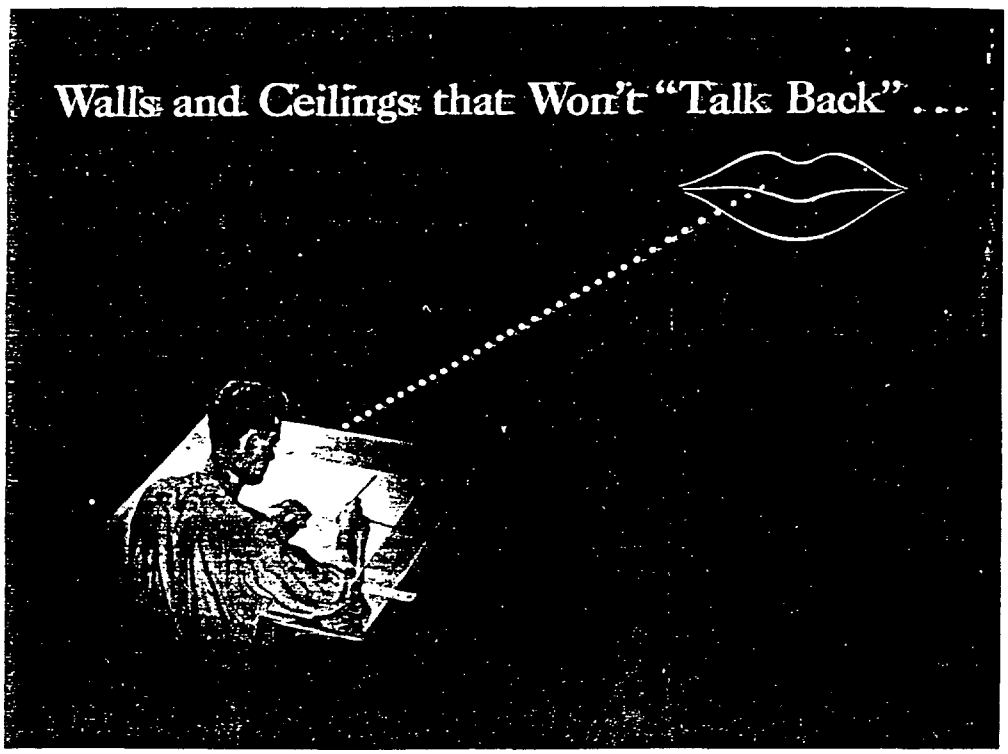
PLAINTIFF'S EXHIBIT

USG-1541



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".

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

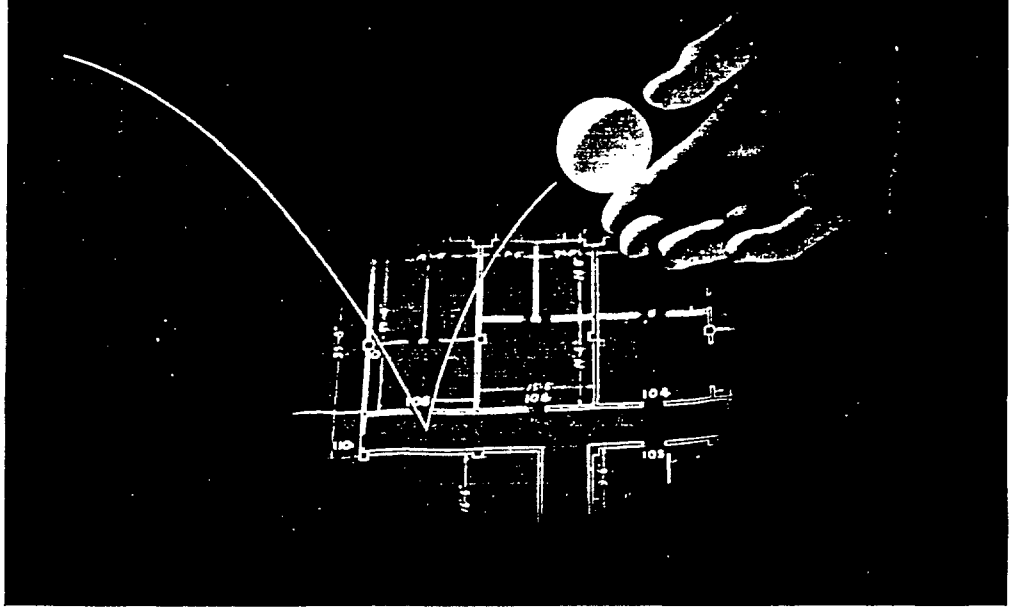
The World's most widely used Mineral for making Fireproof Wall and Ceiling Materials.

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

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

BB006 0976

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

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This advertisement will carry the story of plaster and its advantages over 1,220,000 times for architects, builders and contractors in 1944.

[illegible] 5 Plasterer and Cement Finisher—February, 1944
7 The Lather—March, 1944

BB0006 0677

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".

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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

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