

DON'T
LEAD
WITH
YOUR
CHIN



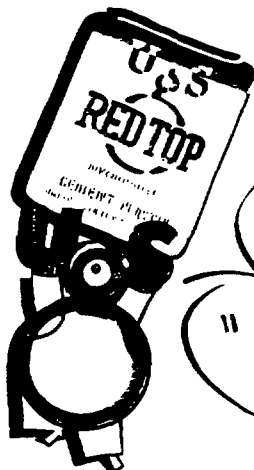
PLAINTIFF'S EXHIBIT

USG-805

That's the "A-B-C" of safety in the prizefighter's language --and it's pretty good advice for keeping out of trouble.

Take plaster for example. To say just "any plaster" when ordering plaster is like leading with your chin. Any brand of plaster might be delivered on the job.

But if you just say "Red Top", well, that's like leading with your left--you'll win every time.



for spread and set
be sure to get -
"RED TOP"

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BB022 2003

YOU MIGHT
BE LUCKY
BUT . . .

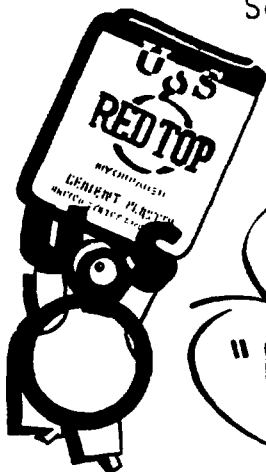


Why take a chance when you don't have to?

It's easy to take the gamble out of buying--when you order 'Red Top' plaster.

'Red Top's' all you have to say. Of course, if you just order 'any plaster'--then you'll need to be lucky --because you might get the wrong material.

So just say 'Red Top' and be lucky all the time.



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THE
HANDLE-BAR
MOUSTACHE
IS NO MORE--

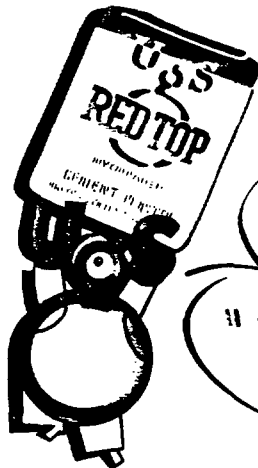


Yes, Handle-Bar Hank was a fashionable figure--and not so long ago at that. But, alas, he finally had to shave.

And in Hank's day no one bought things by brand--any kind of plaster was good enough--but that's changed too.

Today when you order "Red Top"--that's what you get--with uniform set and spread and strength in every bag.

Of course, if you ask for "any plaster" you might get the wrong brand. So just say "Red Top" to be sure.



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WHERE'S ELMER

?



Elmer is a fine fella--he helps around the job--cleaning up odds and ends--and hopes some day to get a chance at plastering.

Where's Elmer? Well his boss told him to find out why "Red Top" isn't delivered when it's ordered.

And Elmer found out that when just "any plaster" was ordered he usually failed to get the "best".

So now Elmer's boss just says "Red Top". And Elmer is learning to plaster.



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HOW DID HE
GET THAT WAY

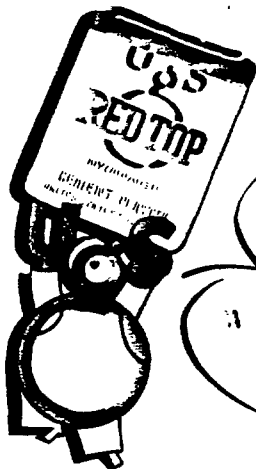
?



He wasn't born with a face like that--in fact the chances are he was a cute baby.

'Sourpuss' they call him now--and all because he ordered just 'any plaster' when he wanted 'Red Top'.

Too bad somebody didn't tell him to just say 'Red Top'--Poor old sourpuss would be a regular fella today.



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"RED TOP"

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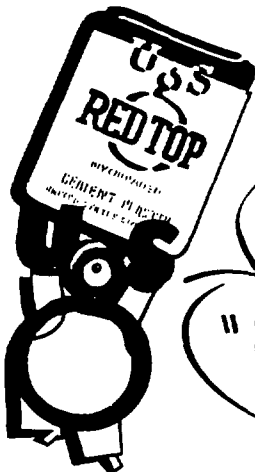
**YOU COULD TAKE
A BATH IN THE
KITCHEN SINK
BUT....**



In the first place you wouldn't fit very well--and then there's an easier way so why go to all the trouble.

It's the same thing with plaster. Sure you might get "Red Top" if you ask for "any plaster" but why do it the hard way.

Just say "Red Top". It's easier and you're certain to get the plaster that's made to fit your needs.



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LET'S CALL A SPADE.. A SPADE..



In that after lunch lull--when the boys shuffle-up a card or two--and you draw to a hand of royal shovels--you'll be glad to call a spade . . a spade.

Well it's something like that when ordering plaster. If you just say "Red Top", you'll be glad you called a spade . . a spade--you'll get the ace that's made to suit your needs.

Of course you'll have to call a spade . . a spade--because to just call it "any plaster" might bring a brand that won't suit your hand.



for spread and set
be sure to get -
"RED TOP"

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