

# New Siding for 1950

By **ART EDWARDS**

Art Edwards, Vice-President and Sales Manager for Edco Products, Inc., Hopkins, Minnesota, announced they have recently started a new production of a new product which promises to open an entirely new market for Insulated Siding sales. This new product developed for the Gamble building material line will be known as "Homeguard Actual Lap Siding."



**Art Edwards**

The Edco Company manufactures Homeguard Insulating Siding and accessories for Gambles at their plant located in Hopkins, Minnesota. Their modern continuous production-line machinery requires only sixteen minutes to produce the finished product.

The raw, or base material is a special board of hard-pressed wood fibre. When it is taken from the freight car, it is grooved, cut to size, and started on its way through the multiple process machinery. First, it is treated to insure weather resistance and to increase its fire resistance. Then it is coated with mineral granules for a permanent colorful finish.

Application on walls is made very simple by the actual over-lapping feature, together with the corners and trim especially developed for the new siding. The plant is operated with such precision that it can produce 100,000 square feet of insulating siding in a single day. There are not over a dozen plants of this type in the country, and Edco is one of the most modern and efficient.

The new line of "Homeguard actual Lap Siding" will be displayed at the Silver Anniversary Conferences, and Art Edwards, who is acquainted with many Gamble men from previous meetings, will be there personally to visit with managers and salesmen about this profitable building material.

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## HOMEguard Actual LAP SIDING



### in 4 beautiful COLORS

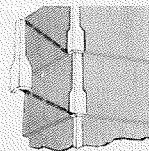
- WHITE TONE—FA 32-7435
- GREY TONE—FA 32-7436
- BROWN TONE—FA 32-7437
- GREEN TONE—FA 32-7438

- Packed—12 panels per bdl., 2 bdls. per sq.
- Panel Size—12½" x 48" x 5/8"
- Weight—182 lbs. per sq.



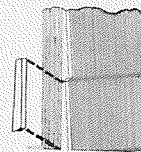
#### CORNERS:

Painted to match colors, painted nails included. Specify color wanted. Packed 50 pcs. per carton (12½" lengths.) Weight: 5 lbs. per carton. OUR NUMBER: FA 32-7439.



#### TRIM:

Packed 100 pcs. or 50 pair per carton. (12½" lengths.) Specify color wanted. Weight: 5 lbs. per carton. OUR NUMBER: FA 32-7440.



#### NAILS:

Galv. and painted black (2¼" long). Packed approx. 100 lbs. per keg. OUR NUMBER: FA 15-5639.



### NEW! LAP SIDING SELLS ON SIGHT!

Selling's no problem—when they really want it! And they've been waiting a long time for HOMEguard Actual Lap Siding. Here's why . . .

**INSULATES!** Has **twice** the insulating value of wood . . . uses genuine ½" Armstrong Temlok board, shiplapped bottom and sides. Finished product is full 5/8" thick.

**PROTECTS!** Highly refined asphalts provide lifetime weather resistance. Also fire resistant!

**BEAUTIFIES!** Handsomely surfaced with durable ceramic minerals. **Never** has to be painted. Choice of 4 lustrous colors. It looks like wood shingle—at nearly half the cost.

Customers want its beauty, its economy, its durability. Ideal for new construction or re-siding old houses. You won't hear price objections—HOMEguard appeals to all income groups. You'll sell it **fast**—they'll buy it **easy** . . . because they've been **ACTUALLY** waiting for HOMEguard Actual Lap Siding.

### Sample Kit Available on Request

Includes actual samples of lap siding in four beautiful colors, corners and trim, sales letters, folders, instructions to salesmen

WRITE  
→  
T O D A Y

**EDCO** products incorporated

**HOPKINS, MINNESOTA**