

SEROCO PAINTS

READY MIXED
HOUSE, BARN,
CARRIAGE,
WAGON
AND
IMPLEMENT
PAINTS
SHINGLE STAINS
AND
PRESERVATIVES
VARNISHES
OF EVERY KIND
GOLD AND SILVER
PAINTS.
BRONZES
AND
ENAMELS



BRUSHES
OF EVERY KIND.
WHITE LEAD
DRY COLORS
FLOOR OILS
WAX FINISHES
FILLERS.
POLISHES
AND
REMOVERS.
GLUE, LINSEED OIL
AND
GRAPHITE
GRAINING TOOLS
PAINTERS GLAZIERS
AND
CALCIMINERS'
TOOLS AND SUPPLIES

SEARS, ROEBUCK & CO.
CHICAGO

SEROCO MINERAL BARN PAINT

WEATHERPROOF

69c a Gallon in 50-Gallon Barrels

74c a Gallon in 25-Gallon ½-Barrels

79c a Gallon in 5-Gallon Kits

84c a Gallon in 1-Gallon Cans

Compounded by an Expert Chemist

Our Seroco Weatherproof Mineral Barn Paint is compounded by one of the most expert paint chemists in the country and possesses peculiar properties not common in ordinary barn paint. It is a high class unexcelled preservative which we recommend specially for structural iron work, barns, grain elevators and the like. It is absolutely weatherproof, having been tested under most trying conditions. It is acknowledged by all who know it to be the most durable preservative of wood. It is ground to unusual fineness by the most modern up to date machinery, both minerals and oils being thoroughly ground and reground together. You may use it with the confidence that we will stand back of it with our guarantee should it not prove to be just as we claim.



\$11²⁶ Paints This Big Barn

A large modern barn like this, painted with our Seroco Weatherproof Mineral Barn Paint, two coats, for \$11.26.

This large barn measuring 30 feet wide by 50 feet long and 22 feet in height will require

12 gallons for body, 10 gallons at 79 cents per gallon.....	\$7.90
2 gallons at 84 cents per gallon.....	1.68
2 gallons for trimming at 84 cents per gallon.....	1.68
	Total \$11.26

Covering Capacity and Economy of Seroco Mineral Barn Paint

One gallon of Seroco Weatherproof Mineral Barn Paint covers about 250 square feet of surface two good coats and in many instances it will cover 300 square feet and over two coats, depending on the condition of the surface. It is a very economical paint to use. Give it a trial on the next job; you will never regret it and you take no risk whatever as you are protected by our guarantee.

OUR GUARANTEE

We guarantee our Seroco Weatherproof Mineral Barn Paint to be composed of the highest grade ingredients. When two coats are applied to old surfaces, or three coats to new wood, it will produce a first class surface and the paint will not peel, blister or rub off. We will furnish new paint free and pay all transportation charges if not as represented.

IMPROVES APPEARANCES, SAVES COSTLY REPAIR WORK

Keep your barn, dairy, corn crib, granary or any other building on your premises well painted. It immensely improves appearances, and in case you ever wish to sell your place it will sell more readily and bring a better price because of the condition of your buildings. These advantages should be apparent to anyone, and the cost of paint for the purpose is a mere trifle. But appearances do not furnish the only reason for painting. It is absolutely necessary to paint to prevent decay and to save costly repair bills. Neglecting to paint a building has cost many a man hundreds of times the cost of the painting job, and it is now more urgent than ever because of the high price of lumber and the increased cost of labor. You can do your own painting with the help of our book on "How to Paint." It tells you all about our paints, how to apply them, what brushes and tools are necessary, and enables you to do as nice a job as a practical painter. Paint is a necessary investment and a paying investment. Remember, our Seroco Mineral Barn Paint is guaranteed.

Prices and List of Colors of Seroco Weatherproof Mineral Barn Paint

Mention name of color as well as the catalog number when ordering.

No. 30C800 Oxide Red	No. 30C830 Yellow
No. 30C810 Lead Color	No. 30C850 Maroon
No. 30C820 Dark Gray	No. 30C860 Natural Green

SEE COLOR SAMPLES ON PAGE 19.

1-Gallon Can	5-Gallon Kit, per Gallon	25-Gallon Half Barrel, per Gallon	50-Gallon Barrel, per Gallon
84c	79c	74c	69c

THE KIND OF BRUSHES TO USE WITH BARN PAINT.

For painting the walls of barns, sheds, etc., use a No. 30C3093 or No. 30C3086 wall brush, 4 or 4½ inches in width, see paint brush pages. For fences use the same brush but narrower, 3 or 3½ inches in width, or No. 30C3076 or No. 30C3078 round paint brush, size 3-0. For trimming use a round paint brush No. 30C3076 or No. 30C3078, size 3-0.



New Process Mineral Barn Paint

Our Second Quality Mineral Paint



A high grade paint is a cheaper paint to use on your buildings than a cheap or low priced paint. You cannot expect the best wearing materials in a cheap paint, nor can you expect the manufacturer, the jobber or the paint dealer to sell his paint below cost. When you buy a low priced paint from the ordinary paint dealer you must remember that there are two or three profits included in the price you pay for the paint and you can draw your own conclusions as to the quality of the ingredients used in its manufacture. Such paints are not worth the labor of putting them on your buildings; they may last about six months or a year and then you are obliged to repaint.

For years we have been experimenting with different oils and pigments with the object in view of making a low priced paint that would look well and wear better than many cheap, worthless, low priced paints that are now on the market. In our New Process Mineral Barn Paint we have succeeded in making a paint which, while not guaranteed, we claim will wear longer and look better than any cheap mineral barn paint you can buy on the market at anything like our price. It is manufactured in our own paint factory and we know every ingredient that it contains; we know that the oil and pigments used in its manufacture are of better quality than is contained in most of the low priced paints on the market.

Our Guaranteed Seroco Weatherproof Mineral Barn Paint, listed on opposite page, is by far the cheapest and best paint to use, considering its high quality and wonderful wearing qualities; the labor of putting on the paint is also an important consideration—you do not want to be bothered with painting every few years, but if a second quality paint will answer your purpose, and if you want a paint that will improve the appearance of your buildings where length of

wear is only a secondary consideration, a paint that costs but very little and that will brighten up the buildings and sheds on your premises for a reasonable length of time, and where repainting is done every season or two anyway to brighten up the surroundings, then order our New Process Mineral Barn Paint and we will send you a better paint than you can buy elsewhere at anything like our price. Remember, we manufacture this paint ourselves, and by purchasing from us several profits are eliminated.

Colors of New Process Mineral Barn Paint

No. 30C880 RED No. 30C882 SLATE No. 30C883 YELLOW No. 30C884 BROWN

PRICES

1-GALLON CAN	5-GALLON KIT, PER GALLON	25-GALLON HALF BARREL, PER GALLON	50-GALLON BARREL, PER GALLON
58c	55c	53c	50c

Seroco Shingle Stain and Preservative



Our Shingle Stains are made in our own paint factory and every package leaving our factory contains full measure and is guaranteed as to quality. Strong in color with the highest preserving qualities.

Too much stress cannot be laid on the necessity of preserving your roof and protecting it against the elements. It is just as important to keep your roof in good condition as it is to keep the rest of the house well painted at

all times. Don't leave your roof to the mercies of the rain and sun without any protection, but insure against decay by using our Shingle Stain. Remember, a few dollars spent now may be the means of saving a few hundred later on, for new shingles will cost you considerably more money than the cost of enough stain to protect your roof for years to come. Water will not penetrate shingles coated with our stains, rendering them practically immune from decay.

The prices quoted below are based on the actual manufacturing cost with but one percentage of profit added, therefore do not be deceived by paying a higher price elsewhere. Send us your order; we guarantee satisfaction or money returned. The shingles can be dipped in the stain or it may be applied with a brush. When applied with a brush, 1 gallon will cover about 150 square feet of surface one coat, or 100 square feet two coats. When dipped, 2 1/4 to 3 gallons will cover 1,000 of the regulation 4x16-inch shingles. Two-thirds the length of the shingle only need be dipped.

FURNISHED IN THE FOLLOWING SHADES:

- No. 30C1181 Moss Green. No. 30C1185 Red.
- No. 30C1183 Dark Slate. No. 30C1186 Brown.

See color samples on page 15.

PRICES FOR ABOVE COLORS.

1-gallon can.....	67c
5-gallon kit, per gallon.....	62c
25-gallon half barrel, per gallon.....	57c
50-gallon barrel, per gallon.....	52c

Apply Seroco Shingle Stain with No. 30C3084 or No. 30C3086 wall brush, the larger size recommended, see page 27.

BE SURE TO MENTION NAME OF COLOR AND CATALOG NUMBER.

CARBOL WOOD PRESERVER

(CARBOLINEUM)

A Great Preserver and Protection Against Insect Pests

No. 30C1946 Carbol Wood Preserver has been on the market over twenty-six years and has received the severest test in its preserving qualities. Telegraph poles that were treated years ago are as good as new today. Thousands of dollars have been saved by its use. Carbol Wood Preserver is recommended for wooden fence posts, poles, sills, joists, wooden curbings and steps, trestle work and bridges, railroad ties, water tanks, silos, wharves and docks, ships, boats, barges, dams, plank walks, windmill and water towers, piles and boats to keep off the teredo; all wood exposed to moisture or other climatic influences and insects. If your chicken house is infested with lice and mites, give the interior a coat of this preserver; it will kill all lice and mites and will keep your chicken house free from such pests. Nearly all railroads use this material for treating ties. Moisture or insects will have no effect on fence posts that are properly treated with Carbol Wood Preserver.



Carbol Wood Preserver is a heavy dark brown oil stain which impregnates all kinds of wood. It is not explosive or inflammable, nor does it evaporate. It is applied with a brush like paint, or the posts or timbers may be dipped or immersed in the liquid. One good heavy coat is enough, as it penetrates very deeply. A gallon will cover about 250 square feet one coat. Just the material for preventing decay.

No. 30C1946

1-gallon can.....	95c
5-gallon can, per gallon.....	80c
10-gallon can, per gallon.....	78c
50-gallon barrel, per gallon.....	66c

SEROCO WEATHERPROOF MINERAL BARN PAINT

PRICES: 50-gallon barrels, per gallon 69c 5-gallon kits, per gallon 79c
 25-gallon half barrels, per gallon 74c 1-gallon cans, each 84c

FURNISHED IN THE FOLLOWING SIX SHADES:

When ordering mention catalog number and name of color. For description see page 6 of this catalog.

READ THE ARTICLE PUBLISHED BY THE "FARMERS' MAIL AND BREEZE" OF TOPEKA, KANSAS, FEBRUARY 15, 1908, AND LETTERS FROM OUR CUSTOMERS ON PAGE 4 OF THIS BOOK.
 —THE PROOF OF THE PAINT IS IN ITS WEARING QUALITIES—



30C800—OXIDE RED



30C810—LEAD COLOR



30C820—DARK GRAY



30C830—YELLOW



30C860—NATURAL GREEN



30C850—MAROON

SEROCO VARNISH STAINS

PRICES: 1-gallon cans, each... \$1.30 1/2-gallon cans, each... 72c
 1-quart cans, each... .38 1-pint cans, each... 21c

FURNISHED IN SEVEN NATURAL WOOD COLORS.
 When ordering mention catalog number and name of color.
 For description see page 12 of this catalog.



30C2312—ANTIQUÉ OAK



30C2313—CHERRY



30C2315—MAHOGANY



30C2310—LIGHT OAK



30C2311—DARK OAK



30C2314—WALNUT



30C2316—ROSEWOOD



30C1630—COACH GREEN



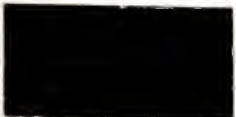
30C1610—VERMILION



30C1600—PURE YELLOW

SEROCO BUGGY AND CARRIAGE PAINT

PRICES:
 1-gallon cans, each... \$1.65 1-quart cans, each... 45c
 1-pint cans, each... .25
 When ordering mention catalog number and name of color. See page 9 for description.



30C1670—BLACK



30C1640—DARK GREEN



30C1660—DARK WINE



30C1650—BLUE



30C1620—LIGHT WINE

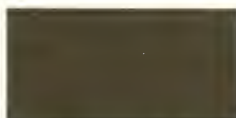
SEROCO READY MIXED FLOOR PAINT

PRICES:
 1-gallon cans, each... 1.08
 1/2-gallon cans, each... .58
 1-quart cans, each... .31

FURNISHED IN THE FOLLOWING NINE DURABLE COLORS:
 When ordering mention catalog number and name of color.
 For description see page 5 of this catalog.



30C590—FLOOR GREEN



30C530—ORAB



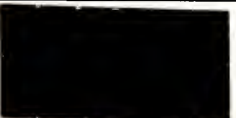
30C550—MAROON



30C560—OXIDE RED



30C580—DARK YELLOW

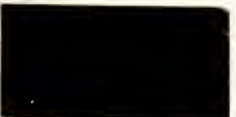


30C1859—BLACK

SEROCO WAGON AND IMPLEMENT PAINT

PRICES: 1-gallon cans, each... \$1.35 1/2-gallon cans, each... 70c
 1-quart cans, each... 38c

When ordering mention catalog number and name of color.
 For description see page 9 of this catalog.



30C1854—RED



30C1855—BLUE



30C1857—YELLOW



30C1856—GREEN



30C1858—VERMILION

CHINESE GLOSS LACQUER

PRICES:
 5-gallon cans, each... \$9.00 1-gallon cans, each... \$1.90
 1-quart cans, each... .57 1-pint cans, each... .32

For description of this wonderful finish see page 9 of this catalog.
 When ordering mention catalog number and name of color.



30C2693—CHERRY



30C2694—WALNUT



30C2692—MAHOGANY



30C2691—DARK OAK



30C2690—LIGHT OAK



30C2696—NATURAL OR CLEAR



30C2697—GROUND COLOR