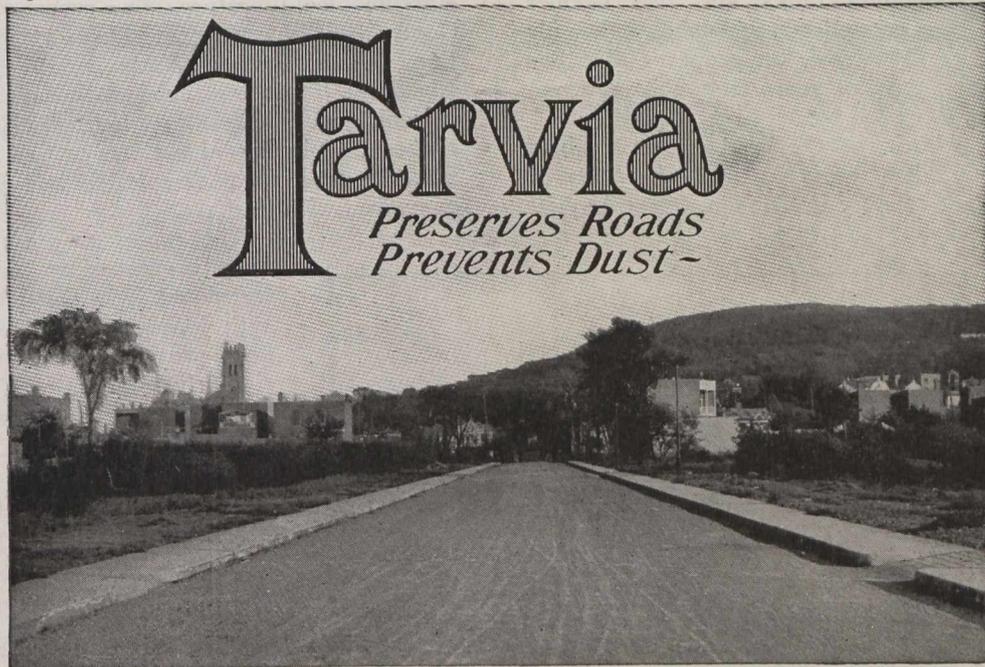


"Made in Canada"



Tarvia
*Preserves Roads
 Prevents Dust -*

*Champagneur Avenue, Outremont, P.Q.
 Constructed in 1914 with "Tarvia X."*

**Good roads
 at low cost—**

The proper kind of roads in a community means increased property values, more accessible markets, reduced transportation expenses.

The important question now is—"Can good roads be built at low cost?"

The answer is—"Yes, if Tarvia is used—and here are the facts."

For many years, outside of the heavy traffic zones in large centres, macadam roads were recognized as the most economical and satisfactory. The advent of the automobile changed this. Macadam roads, as then constructed, rapidly disintegrated under motor car traffic. The French engineers were the first to make this discovery. They, also, were the first to find a remedy, namely, the use of tar prepara-

tions instead of water in building macadam roads.

Thousands of miles of macadam roadways have been treated with Tarvia and today a tarviated roadway with its firm, easy traction surface, free from dust and mud, is a blessing to hundred of communities in various parts of the land.

A tarviated roadway is durable enough to be called permanent, because it is strong enough to withstand modern automobile traffic.

The first cost of tarviating a road is not greatly in excess of the cost of constructing plain macadam. The saving in maintenance expense, however, is usually greater than the cost of the Tarvia treatment.

In other words, a tarviated road is really less expensive than ordinary dusty, muddy, water-bound macadam.

Special Service Department

This Company has a corps of trained engineers and chemists who have given years of study to modern road problems. The advice of these men may be had for the asking by anyone interested.

If you will write to the nearest office regarding road problems and conditions in your vicinity the matter will have prompt attention.

THE PATERSON MANUFACTURING COMPANY, LIMITED
 MONTREAL TORONTO WINNIPEG VANCOUVER

THE CARRITTE-PATERSON MANUFACTURING CO., LIMITED
 ST. JOHN, N.B. HALIFAX, N.S. SYDNEY, N.S.