

Made in Canada



Ridley Park Roads, York Township, Ont.  
Constructed with Tarvia-filled Macadam, 1914

## Greatest Road Efficiency at Lowest Cost!

WHAT wears out a macadam road? Not so much the weight of the traffic or the friction of the wheels carrying that weight, as the *pry* and *dig* of the motive force.

With the horse it is the pry and dig of his iron shoes, and with the automobile it is the prying leverage of the driving-wheels that disintegrates the macadam.

The heavier the weight and the greater the traffic, the harder and the more incessant is the pry and dig.

The way to correct this is to *build and treat your roads with Tarvia*. Its use slightly increases the first cost, but it adds so much to the life of the highway and reduces maintenance expense so materially that *its use is a great economy*.

### About Tarvia

Tarvia is a coal-tar preparation, shipped in barrels or in tank-cars.

It is made in three grades, to be used according to road conditions, *viz.*: "Tarvia-X," "Tarvia-A," "Tarvia-B."

The chief use of Tarvia is for constructing and treating macadam roads to make them durable, smooth, resilient, dustless, mudless, waterproof.

### "Tarvia-X"

"Tarvia-X" is always to be used when you are building a *new* macadam road, both as a binder and surface coating. The old way in building macadam was to use *water* as a binder.

But a water-bound macadam wears out quickly under modern traffic that loosens the surface, grinds it into clouds of dust, makes heavy mud, and leaves the road full of holes.

### Results and Cost of "Tarvia-X"

With "Tarvia-X" in place of water, you have a road smooth enough to dance on; resilient enough for rubber tires to grip on without skidding or for horses to trot on without slipping; without dust in dry weather; without slime in wet weather. You have a road that *lasts*.

The first cost of making a Tarvia-macadam costs but little more than the old-fashioned macadam, but the saving in maintenance more than pays this difference. So Tarvia costs practically nothing!

### "Tarvia-A"

"Tarvia-A" is practically a thin "Tarvia-X," used for recoating the surface of a macadam road already built. It is applied hot and adds greatly to the life of the road. It keeps the road dustless, smooth and inviting to traffic, but its use is confined to certain kinds of traffic to be economical.

### "Tarvia-B"

"Tarvia-B" is a much more widely used preservative. It is applied *cold*. It is thin enough to sink quickly into the road, yet strong enough to bind the surface particles together into a dustless, durable surface. "Tarvia-B" offers the lowest cost of road maintenance yet invented.

Tarvia roads give a maximum of road efficiency for a minimum of cost.

### 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 any one interested.

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

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