



## Civic Pride and Economy in Tarvia Roads—

HERE'S a group of citizens in a certain progressive town. They own cars, vehicles, horses, and they are taxpayers.

For their business and pleasure they have wanted smooth, dustless and mudless streets.

They've got them now, *because their roads are being built and treated with Tarvia.*

They are very proud of the result. Tarvia has made their streets smooth as a dancing-floor and so dustless that there's no more use for the watering-cart, and the streets are free from mud as well.

What pleases them most *as taxpayers* is the fact that the use of Tarvia is really an economy, not an expense.

Its use adds years to the life of the road, and it saves so much in maintenance expense that in the long run it reduces road taxes.

The only maintenance required is an occasional coating of Tarvia spread on when the road begins to show wear. Such treatment is very inexpensive.

### What Tarvia is

Tarvia is a coal-tar preparation, shipped in barrels or 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"

is always to be used when you are building a new macadam road, both as a binder and surface-coating. With Tarvia-bound macadam in place of water-bound macadam, you have a road 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*.

Made in Canada

*Argyle Avenue, Westmount, Que., surface maintained with "Tarvia-A." Road in background has a 14% grade, yet offers excellent traction for vehicles.*

### "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.

### "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. Booklets describing the Tarvia treatments free on request.

### 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.

THE PATERSON MANUFACTURING COMPANY, LIMITED  
 MONTREAL TORONTO WINNIPEG VANCOUVER  
 THE CARRITTE-PATERSON MANUFACTURING CO., LIMITED  
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