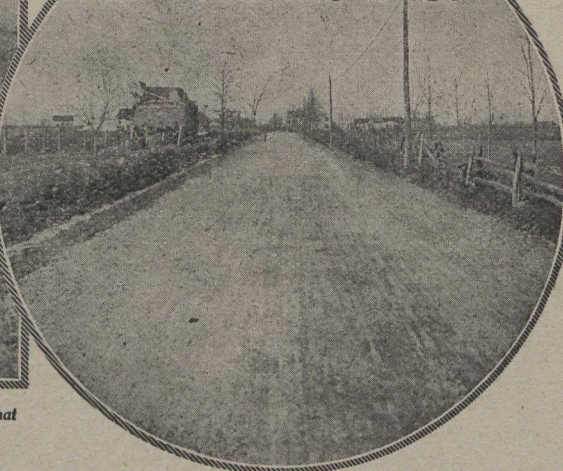


Made in Canada

Beaconsfield Station Road, Beaconsfield, P. Q. This is what happened when the road was weaker than the automobile.

Tarvia

*Preserves Roads
Prevents Dust -*



When resurfaced with Tarvia, this road became stronger than the automobile.

Tarvia Makes Roads Stronger than the Automobile

Plain macadam roads were all right in their day, because they were stronger than the slow-moving horse-drawn vehicles.

The automobile, however, is heavier and faster, and in these days plain macadam roads crumble away swiftly.

The remedy is once more to make the road stronger than the automobile by bonding the macadam with Tarvia.

Tarvia is a coal-tar preparation which is introduced into the macadam either at the time of construction or afterwards. Its function is that of a powerful, plastic binder.

To the dry, hard and brittle macadam, Tarvia contributes a necessary element of plasticity and cohesiveness. Automobiles, instead of grinding away the surface, roll it down smoother when Tarvia is used.

Dust on a road is a sign that the surface is disintegrating; that expensive road material is being ground up and blown away by the winds.

There is practically no dust on a tarviated road, for traffic does not tear up the plastic, malleable surface.

Progressive communities are rapidly giving up the use of plain macadam. It costs too much, because it won't stand modern traffic. It requires incessant renewal and repairs.

Tarvia in any town marks the beginning of a new era of dustless, mudless, durable, economical roads.

The use of Tarvia will not add to the road taxes; on the contrary, it tends to reduce them, because the roads will last longer and there will be less maintenance to pay for.

Illustrated booklet 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 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.