

The Allison Advertising Co. OF CANADA (Ltd.)

ROBERT MACKAY, PRESIDENT.
JOHN MAGOR VICE-PRESIDENT.
DAVID ROBERTSON TREASURER.
JOHN B. CLARKSON, SECRETARY.

CAPITAL STOCK,
\$100,000.

C. G. CLOUSTON, DIRECTOR
WM. CLARKE, "
W. J. DAWSEY, "
HECTOR PREVOST, "

WE illustrate this week a STATION INDICATOR for railway cars, which is a great improvement on the prevailing system of having the names of the stations announced by the brakeman. This verbal system is unsatisfactory in many ways, and various forms of mechanical indicators have been designed; some worked simultaneously throughout the train and others worked automatically from the track.

The Allison Company has perfected a device which is very simple in construction, and is operated by the brakeman of the train, who pushes a lever, whereupon a gong is sounded, and a plate is exposed to view bearing the name of the approaching station. It consists of a frame of neatly ornamented wood, placed in prominent position at each end of the car, containing a number of thin iron plates, painted with the names of the stations in characters legible in any part of the car. The backs of these plates are utilized for advertising purposes, and as a medium of advertising is excelled by none.

This indicator has been adopted by the Grand Trunk Railway for their entire system and in conformity with the terms of the contract we have the sole right to advertise in their passenger cars.



The first instalment has been completed and is a marked success, and now the Allison Company respectfully solicits the patronage of the public. As a medium of advertising one can readily understand how much superior it is to any other, when it is remembered that no advertisement except those contained in the "Indicator" is allowed to appear in any of the Grand Trunk cars; that as the advertisement on view in the "Indicator" appears directly under the name of the station being approached, every passenger in the car can not fail to observe it; that the Grand Trunk passes through all the principal cities and towns in Canada; these and many other circumstances combine to make the Allison Railway Station Indicator the best advertising medium recommended to the public.

PATENTED NOVEMBER 21ST, 1900.

Upon application we should be glad to quote prices on any number of plates. Address,

The Allison Advertising Co. of Canada [Ltd.]

MONTREAL, CANADA.