DOMINION ILLUSTRATED MONTHLY ADVERTISEMENTS.

The Allison Advertising Co. OF CANADA (Ltd.) ROBERT MACKAY, PRESIDENT. JOHN MAGOR VICE-PRESIDENT, DAVID ROBERTSON TREASURER. CAPITAL STOCK. C. G. CLOUSTON, DIRECTOR WM. CLARKE, W J. DAWSEY, " Hector Prevost, " \$100,000. JOHN B. CLARKSON, SECRETARY.

E 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

first instalment

The first instalment has been completed and is a marked success, and now the Allison Company respectfully solicit the patronage of the public. As a medium of adver-tising one can readily understand how much superior it is to any other, when it is remem-bered that no advertise-ment except those con-tained in the "Indica-tor" is allowed to appear

tor" is allowed to appear in any of the Grand Trunk cars; that as the

advertisement on view in the "Indicator" appears directly under the

appears directly under the plate showing the name of the station being appreached, every pas-senger in the car can not fail to observe it; that the Grand Trunk passes through all the princing icities and towns

principal cities and towns in Canada; these and in Canada; these and many her circumstan-ces (... bine to ----

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Station Indicator the best advertising medium

recommended

public

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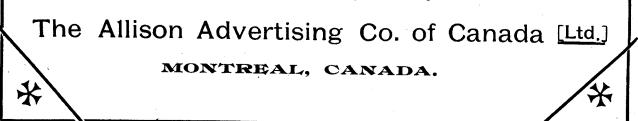
The Allison Company The Allison Company has perfected a device which is very simple in construction, and is operated by the brake-man of the train, who pushes a lever, where-upon a gong is sounded, and a plate is exposed to view bearing the name of the approaching station. It consists of a frame of neatly ornamented wood. neatly ornamented wood, placed in prominent posi-tion at each end of the car, containing a number of thin iron plates, 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

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



PATENTED NOVEMBER 21st, 1890.

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



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