

# The Toronto ELECTRIC LIGHT CO.

Introduction of a New and Perfect System of Incandescent Electric Lighting.

Recognizing the prejudice that has arisen against systems of Electric Lighting which employ currents of extremely high tension (not that they are in themselves undesirable, but that the public mind is kept in a state of agitation against them by interested exponents of low-tension systems), the electricians of the old Toronto Electric Light Company set themselves to work to devise a system which should be less cumbersome and costly than the straight incandescent, and at the same time free from the objections which may be urged against the high-tension, alternating or undulating current systems. This they have succeeded admirably in doing, by combining the best features of the two. By employing a very low tension in the primary wires of an alternating system, so low as to be handled entirely without danger, and the use of compensating devices in the converters, we are enabled to supply to the consumer lamps requiring an electro-motive force of only forty-five volts, or **Less than Half that Required by the Edison System.** As the lamps require to be but half the resistance, they allow over double the current to pass through them, and consequently produce a whiter and steadier light. This system will be known hereafter as the

### Low-Tension Alternating Compensator System of the Toronto Electric Light Company.

Using an initial tension of between three and four hundred volts, which is not in the slightest degree dangerous to handle, but which, before reaching the premises of the consumer, is reduced to a pressure of forty-five volts, a tension which could not be perceived by the most sensitive.

Apparatus now being constructed will be put in operation in a week or two. In the meantime it would be wise for intending consumers to Sign No Contracts in Advance, but wait until the lights they bargain for are to be seen.

At any point in a district of half a mile radius from the junction of King and Yonge these lights will be supplied at a price which will closely compete with the price of gas, and as a current of such a low tension cannot profitably be distributed over a much greater area than that mentioned, it is the intention of the Company to build supplementary stations, each with its half-mile radius, to extend the system until it covers the entire city.

In the meantime the beautiful series incandescent lights of this Company, such as are to be seen in operation on King and Yonge Streets, will continue to be supplied, but may be replaced by the new light at the option of the consumer.

We are essentially a home company. We do not send your money out of the city for the benefit of an American concern, but employ Toronto artisans and workmen in the building of our steam machinery and electric plant. Our force of machinists and electricians are working night and day to supply the demand for increased lighting facilities, both city and commercial, so that we ask the indulgence of our patrons if there is any delay in supplying their wants. We could purchase machinery abroad, but are unwilling that foreigners should receive the benefit of work which by right our own citizens are entitled to.

We do not ask you to give us a contract to supply you with light beforehand. We want you to see for yourselves what it is. Therefore we say

### Make No Contracts

for any kind of light until it is in operation, and you can see it and judge of its advantages.

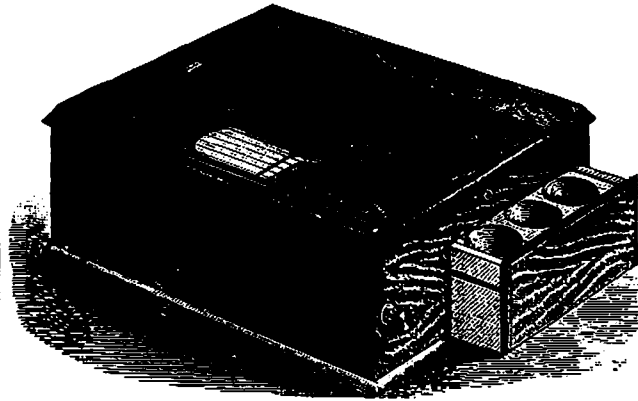
.....THE.....

**Toronto Electric Light Co.**  
Esplanade, Foot of Scott St.

J. J. WRIGHT, Manager.

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— THE —



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