

PORTLAND TRACTION COMPANY

Under a franchise granted by popular vote, the Portland Traction Company has since 1936 invested more than \$5,000,000 in giving Portland a completely up-to-date trolley system. Comprising 141 new electric trolley coaches, 135 new gas buses, and 119 rebuilt and modernized streetcars, operating on more than 200 miles of carefully laid out routes, the system is truly one of the world's finest. If you live in Portland . . . when you visit Portland . . . see it by trolley!



The World's Finest Trolley System!



21 Federal Building EM



22 Battleship Oregon HA



23 Grant High School 39th

Portland Traction Company Routes

STREET CARS

ALBERTA
 ROUTE—Outbound: From N. W. 3rd Ave. and N. W. Glisan St. via N. W. 3rd Ave., S. W. 3rd Ave., S. W. Alder St., S. W. 2nd Ave., S. W. Pine St., S. W. 3rd Ave., N. W. 3rd Ave., Railroad Bridge, N. E. Oregon St., N. E. Union Ave., N. E. Alberta St., N. E. 30th Ave. to N. E. Ainsworth St. Inbound: Return same route to N. W. 3rd Ave. and N. W. Glisan St.

BROADWAY
 ROUTE—Outbound: From S. W. Broadway and S. W. Madison St. via S. W. Broadway, N. W. Broadway, N. W. Glisan St., Railroad Bridge, N. Williams Ave., N. E. Broadway, N. E. 24th Ave., N. E. Regents Dr., N. E. 29th Ave. to N. E. Mason St. Inbound: From N. E. 29th Ave. and N. E. Mason St. via N. E. Regents Dr., N. E. 24th Ave., N. E. 29th Ave., N. E. Fremont St., N. E. 2nd Ave., N. E. Broadway, N. Williams Ave., Railroad Bridge, N. W. Glisan St., N. W. Broadway, S. W. Broadway to S. W. Madison St.

COUNCIL CREST
 ROUTE—Outbound: From S. W. 5th Ave. and S. W. Washington St. via S. W. Washington St., W. Burnside, S. W. Vista Ave., S. W. Greentree Ave., S. W. Greentree Ave., Private Right of Way to S. W. Council Crest Dr. Inbound: Return via Private Right of Way, S. W. Greentree Ave., S. W. Patton Rd.; S. W. Raventree Dr., S. W. Elizabeth St., S. W. 18th Ave., S. W. Spring St., S. W. Vista Ave., W. Burnside, S. W. 19th Ave., S. W. Morrison St., S. W. 5th Ave. to S. W. Washington St.

MONTAVILLA
 ROUTE—Outbound: From S. W. 3rd Ave. and S. W. Morrison St. via S. W. 3rd Ave., S. W. Yamhill St., S. W. 2nd Ave., S. W. Morrison St., Morrison Bridge, S. E. Morrison St., S. E. Grand Ave., S. E. Ankeny St., S. E. 28th Ave., N. E. 28th Ave., N. E. Glisan St., N. E. 80th Ave. to S. E. Stark St.; also via N. E. Glisan St. to N. E. 90th Ave. Inbound: Return same route to S. W. 3rd Ave. and S. W. Morrison St., then via S. W. Morrison St. to S. W. 3rd Ave.

MT. TABOR
 ROUTE—Outbound: From S. W. 13th Ave. and S. W. Montgomery St. via S. W. Montgomery St., S. W. 11th Ave., S. W. Morrison St., Morrison Bridge, S. E. Morrison St., Private Right of Way, S. E. Belmont St., Private Right of Way, S. E. Taylor St., S. E. 76th Ave., S. E. Yamhill St. to S. E. 80th Ave. Inbound: Return same route to S. W. 13th Ave. and S. W. Montgomery St.

TWENTY-THIRD AVE.
 ROUTE—Outbound: From S. W. 2nd Ave. and S. W. Alder St. via S. W. 2nd Ave., S. W. Washington St., W. Burnside, N. W. 23rd Ave., N. W. Thurman St., N. W. 27th Ave. to N. W. Upshur St. Inbound: From N. W. 27th Ave. and N. W. Upshur St. via N. W. Upshur St., N. W. 25th Ave., N. W. Thurman St., N. W. 23rd Ave., W. Burnside, S. W. Washington St., S. W. 3rd Ave., S. W. Alder St. to S. W. 2nd Ave.

WESTOVER
 ROUTE—Outbound: From N. W. 23rd Ave. and N. W. Northrup St. via N. W. Northrup St., N. W. 25th Ave., N. W. Terrace Inbound: Return same route.

WILLAMETTE HEIGHTS
 ROUTE—Outbound: From S. W. 3rd Ave. and S. W. Morrison St. via S. W. Morrison St., S. W. 19th Ave., N. W. 19th Ave., N. W. Glisan St., N. W. W. 25th Ave., N. W. Thurman St., N. W. 25th Ave., N. W. Raleigh St., N. W. 27th Ave.; N. W. Thurman St. to N. W. Gordon St. Inbound: Return same route to N. W. 19th Ave. and S. W. Burnside, then via W. Burnside, S. W. Washington St., S. W. 3rd Ave. to S. W. Morrison St.

TROLLEY COACHES

EASTMORELAND
 ROUTE—Outbound: From S. W. 2nd Ave. and S. W. Taylor St. via S. W. Taylor St., S. W. 6th Ave., S. W. Madison St., Hawthorne Bridge, S. E. Hawthorne Blvd., S. E. 11th Ave., S. E. Division St., S. E. 13th Ave., S. E. Clinton St., S. E. 26th Ave., S. E. Gladstone St., S. E. 42nd Ave., Private Right of Way, N. W. 25th Ave., S. E. 41st Ave., S. E. Woodstock Blvd., S. E. 32nd Ave., S. E. Rex St., S. E. 28th Ave., S. E. Bybee Blvd. to S. E. Milwaukie Ave. Inbound: From S. E. Milwaukie Ave. and S. E. Bybee Blvd. via S. E. Milwaukie Ave., S. E. Claybourne St., S. E. 17th Ave., S. E. Bybee Blvd. and same route as outbound to S. E. 41st Ave. and S. E. Clinton St. then via S. E. Clinton St., S. E. 12th Ave., S. E. Hawthorne Blvd., Hawthorne Bridge, S. W. Madison St., S. W. 2nd Ave. to S. W. Taylor St.

FOSTER
 ROUTE—Outbound: From S. W. 2nd Ave. and S. W. Taylor St. via S. W. Taylor St., S. W. 6th Ave., S. W. Madison St., Hawthorne Bridge, S. E. Hawthorne Blvd., S. E. 54th Ave., S. E. Foster Rd., S. E. 72nd Ave., S. E. Harold St., S. E. Foster Rd. to S. E. 103rd Ave. Inbound: Return same route to S. W. Taylor St. and S. W. Madison St., then via S. W. 2nd Ave. to S. W. Taylor St.

HAWTHORNE
 ROUTE—Outbound: From S. W. 2nd Ave. and S. W. Taylor St. via S. W. Taylor St., S. W. 6th Ave., S. W. Madison St., Hawthorne Bridge, S. E. Hawthorne Blvd., S. E. 54th Ave., S. E. Lincoln St., S. E. 60th Ave., S. E. Division St., to S. E. 80th Ave. Inbound: Return same route to S. W. 2nd Ave. and S. W. Madison St., then via S. W. 2nd Ave. to S. W. Taylor St.

INTERSTATE
 ROUTE—Outbound: From S. W. Broadway and S. W. Stark St. via S. W. Stark St., S. W. 5th Ave., N. W. 5th Ave., N. W. Glisan St., N. W. Broadway, Broadway Bridge, N. Broadway, N. Interstate Ave., N. Lombard St., N. Denver Ave. to N. McClellan St. Inbound: Return same route to N. W. Broadway and N. W. Glisan St., then via N. W. Broadway, S. W. Broadway to S. W. Stark St.

Downtown Loops

STREET CARS
 Alberta: Railroad Bridge, 3rd Ave., Alder St., 2nd Ave., Pine St., 3rd Ave., Railroad Bridge.
 Broadway: Railroad Bridge, Glisan St., N. W. Broadway, S. W. Broadway to S. W. Madison St. Return same route.
 Council Crest: Burnside, 19th Ave., Morrison St., 5th Ave., Washington St., Burnside.
 Montavilla: Morrison Bridge, Morrison St., 3rd Ave., Yamhill St., 2nd Ave., Morrison St., Morrison Bridge.
 Mt. Tabor: Morrison Bridge, Morrison St., 11th Ave., Hall St., 13th Ave., Montgomery St., 11th Ave., Morrison St., Morrison Bridge.
 Twenty-Third: Washington St., 3rd Ave., Alder St., 2nd Ave., Washington St.
 Willamette Heights: 19th Ave., Burnside, Washington, 3rd Ave., Morrison St., 19th Ave.

TROLLEY COACHES
 Eastmoreland: Hawthorne Bridge, Madison St., 2nd Ave., Taylor St., 6th Ave., Madison St., Hawthorne Bridge.
 Foster: Hawthorne Bridge, Madison St., 2nd Ave., Taylor St., 6th Ave., Madison St., Hawthorne Bridge.
 Hawthorne: Hawthorne Bridge, Madison St., 2nd Ave., Taylor St., 6th Ave., Madison St., Hawthorne Bridge.
 Interstate: Broadway Bridge, Broadway, Stark St., 5th Ave., Glisan St., Broadway, Broadway Bridge.
 Sandy: Burnside Bridge, 3rd Ave., Stark St., 5th Ave., Burnside, Burnside Bridge.
 Sellwood: Hawthorne Bridge, Madison St., 2nd Ave., Alder St., 3rd Ave., Madison St., Hawthorne Bridge.
 St. Johns: Broadway Bridge, Broadway, Stark St., 5th Ave., Glisan St., Broadway, Broadway Bridge.
 Williams: Railroad Bridge, Glisan St., 10th Ave., Stark St., 5th Ave., Glisan St., Railroad Bridge.
 Third Ave: North and South on Third Ave.

MOTOR COACHES
 Barbur Blvd.: Barbur Blvd., Caruthers St., 5th Ave., Yamhill St., 6th Ave., Sheridan St., Barbur Blvd.
 Beaumont: Burnside Bridge, Burnside, 4th Ave., Stark St., 5th Ave., Burnside St., Burnside Bridge.
 Fifty-Second: Hawthorne Bridge, Madison St., 5th Ave., Yamhill St., 6th Ave., Madison St., Hawthorne Bridge.
 Halsey: Burnside Bridge, Burnside, 3rd Ave., Stark St., 5th Ave., Burnside St., Burnside Bridge.
 Irvington-Jefferson: North and South on 5th Ave.
 Linnton: Burnside St., Oak St., Park Ave., Stark St., Burnside St.
 Mississippi: Broadway Bridge, Broadway, Washington St., 6th Ave., Ankeny St., Broadway, Broadway Bridge.
 Powell Blvd.: 3rd Ave., Caruthers St., 5th Ave., Yamhill St., 6th Ave., Sheridan St., 3rd Ave.
 Sam Jackson Park: 6th Ave., Sherman St., 5th Ave., Yamhill St., 6th Ave.



City of Portland HIGHLIGHTS

In 1845 Portland was two square miles of wooded land in a country where farms were just ending half a century of fur trade. Commerce was carried on by barter. Paddle, sail, saddle and covered wagon supplied transportation. Pioneering among the Indians was a serious daily adventure. And electric trolley coaches weren't even imagined.

Less than a century later Portland has a population of over 300,000 people living in an area of 66 square miles. It is a center for air, rail, highway and water transportation. It is among the world's leaders in the shipment of lumber, wool, grain and fruit products. It is the home of outstanding educational, medical, cultural and religious institutions. The beauty of its parks and residential sectors is renowned. Its per capita wealth is high.

Portland's climate is moderate and healthful; its mountain water unsurpassed. Flood, drought and earthquake are no menace to its population. Summer and winter sports, including fishing, hunting, mountain climbing, boating, hiking, swimming, skiing, snow-shoeing, and riding are within an hour's drive of the city. Portland's numerous links afford year-around golfing. Baseball, football, greyhound and horse racing, afford additional diversion.

The Portland Junior Symphony orchestra, the civic theatre, the half million volume city library, sixty-five elementary and ten high schools, and numerous institutions of higher learning make up Portland's readily accessible cultural and educational facilities. A \$5,000,000 modernization program has given Portland "the world's finest trolley system."

Portland's citizens find their city a good place in which to live and work, and are proud of its beauty, vigor and promising future. Visitors enjoy their stay in Portland and look forward to returning to it. If you live in Portland . . . when you visit Portland . . . see it by trolley!

Portland Trolley HIGHLIGHTS

Portland's early street railway systems included mule cars, horse cars, cable cars, steam trains and finally, electric trolley cars.

Among the typical forerunners of the present Portland Traction Company was the Portland Street Railway Company, which in 1872 established its first line on West First street between Glisan and Caruthers streets. A second hand car from San Francisco was drawn over the 1½ mile route by a mule whose average speed was three miles an hour. In its most prosperous days the company owned 11 cars and 35 horses.

Early day five cent fares entitled the passenger to a ride and transfers only on the lines of one company. Three or four fares were usually paid to as many lines by a passenger crossing the city.

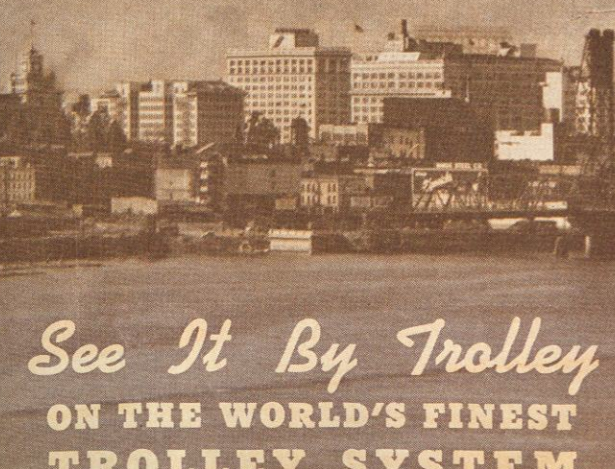
G. P. Lumsden, who is today employed by the Portland Traction Company, drove the first horse car across the Morrison bridge in 1887.

Steam trains first replaced horse cars in 1888; the first electric trolley car appeared in Portland in 1890.

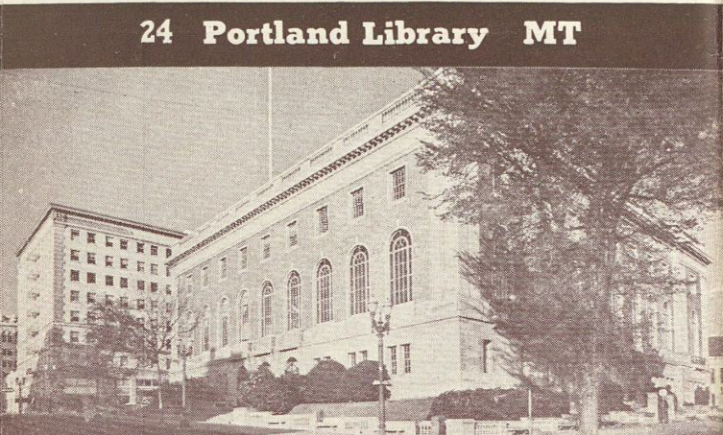
Portland's various street railway companies were united under the Portland Railway, Light and Power Company (later the Portland Electric Power Company) in 1907, and for the first time patrons enjoyed universal transfer privileges upon payment of a single fare.

The Portland Traction Company was organized in 1932, and assumed operation of Portland's Trolley system.

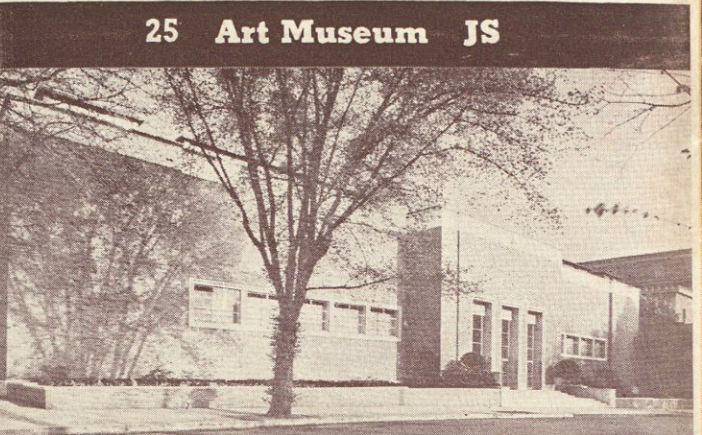
In January 1936 the Portland Traction Company was granted the franchise which made possible a \$5,000,000 modernization program and gave Portland the "world's finest trolley system."



See It By Trolley ON THE WORLD'S FINEST TROLLEY SYSTEM

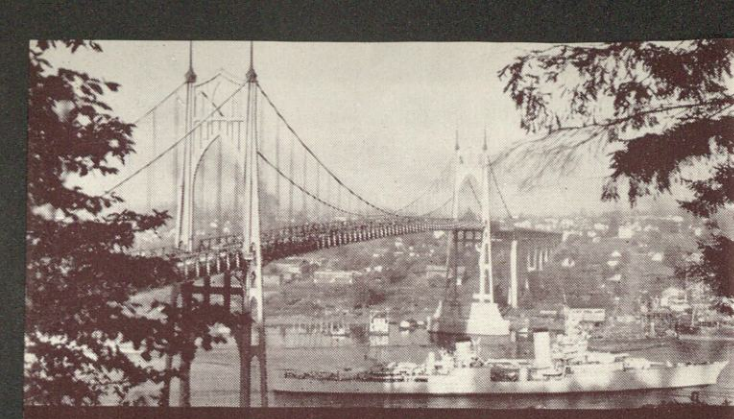


24 Portland Library MT



25 Art Museum JS

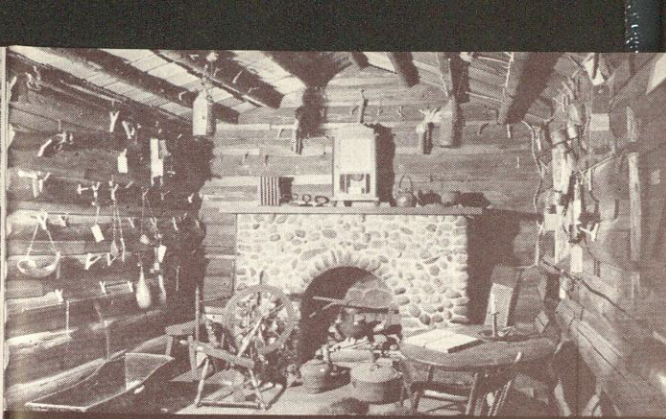
PORTLAND



1 St. Johns Bridge SJ



2 Washington Park Zoo AH



3 Oregon Historical Society 3rd

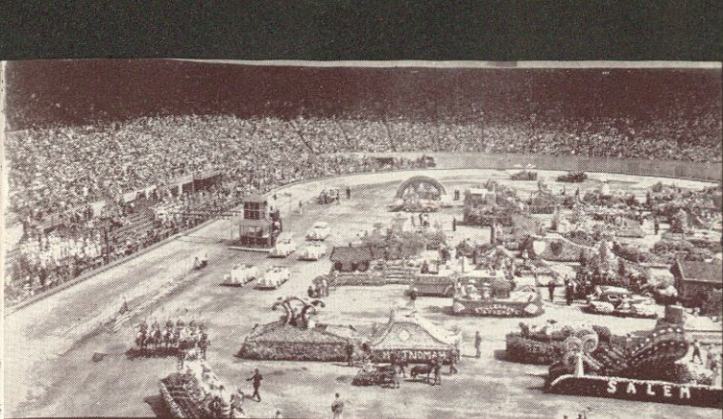
See It By Trolley



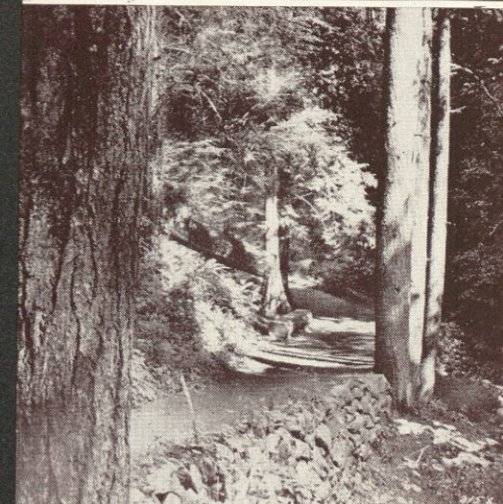
4 Jantzen Beach JB



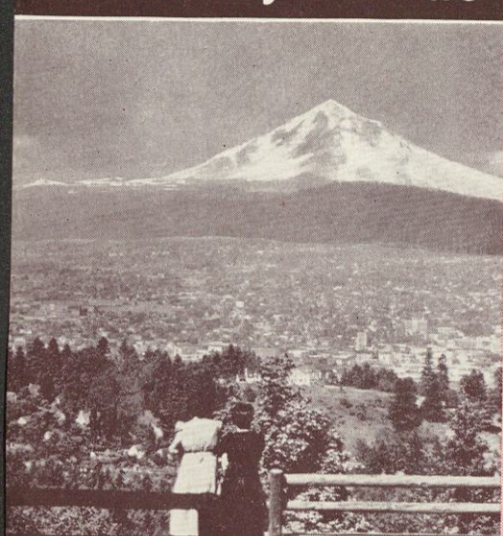
5 Shrine Hospital SB



6 Multnomah Stadium 23rd

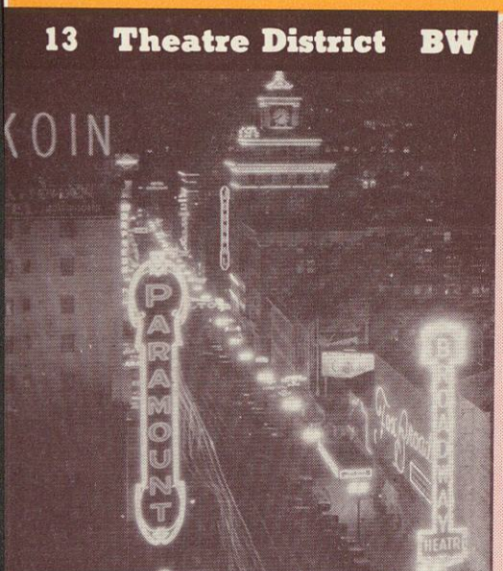


11 Macleay Park WO

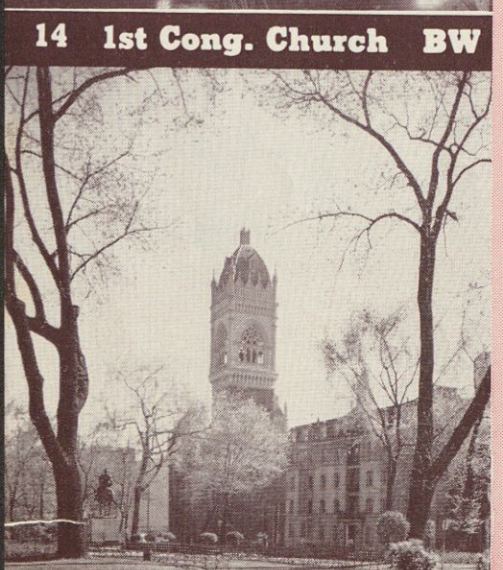


12 Council Crest CC

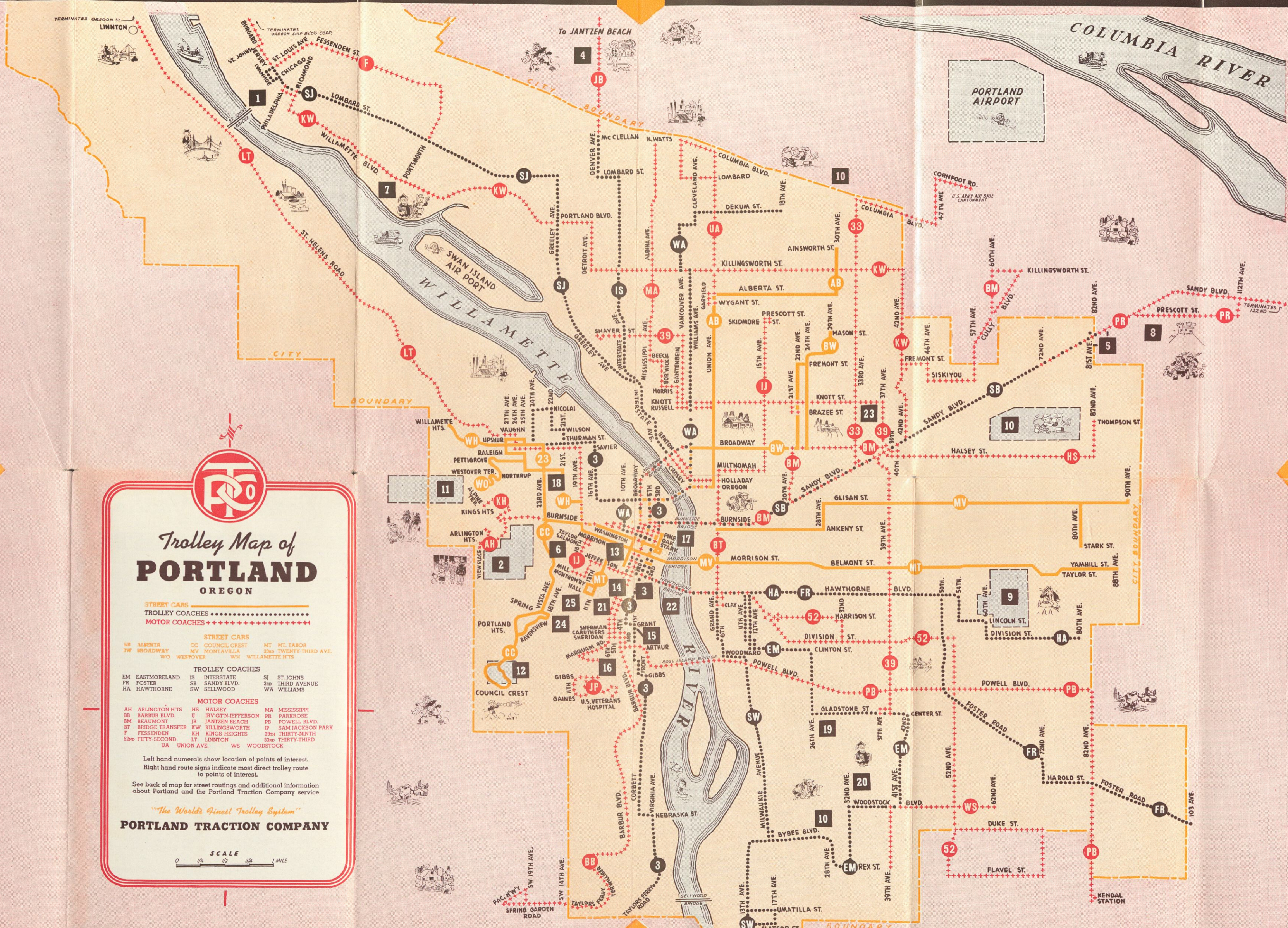
PORTLAND See It By Trolley



13 Theatre District BW



14 1st Cong. Church BW



Trolley Map of PORTLAND OREGON

STREET CARS
TROLLEY COACHES
MOTOR COACHES

STREET CARS
 AB ALBERTA
 SW BROADWAY
 CC COUNCIL CREST
 MV MONTAVILLA
 WWS WERNER
 NT MT. TABOR
 TW TWENTY-THIRD AVE.
 WJ WILLAMETTE HTS.

TROLLEY COACHES
 EM EASTMORELAND
 FR FOSTER
 HA HAWTHORNE
 IS INTERSTATE
 SB SANDY BLVD.
 SW SELWOOD
 SJ ST. JOHNS
 TH THIRD AVENUE
 WA WILLIAMS

MOTOR COACHES
 AH ARLINGTON HTS.
 HS HALSEY
 34 BEAUMONT
 BT BRIDGE TRANSFER
 F FESSENDEN
 52 FIFTY-SECOND
 UA UNION AVE.
 MA MISSISSIPPI
 PR PARKSIDE
 PB POWELL BLVD.
 IP SAM JACKSON PARK
 39 THIRTY-NINTH
 33 THIRTY-THIRD
 WS WOODSTOCK

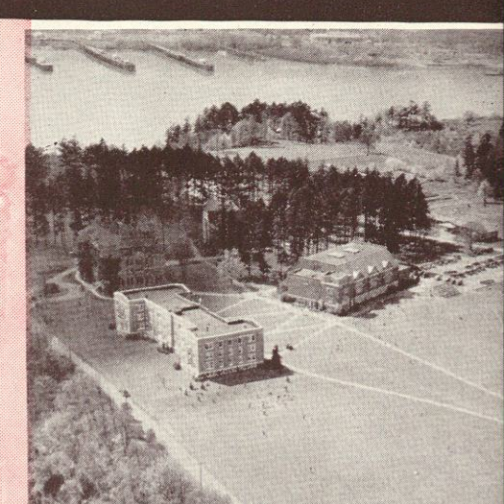
Left hand numerals show location of points of interest.
 Right hand route signs indicate most direct trolley route to points of interest.

See back of map for street routings and additional information about Portland and the Portland Traction Company service

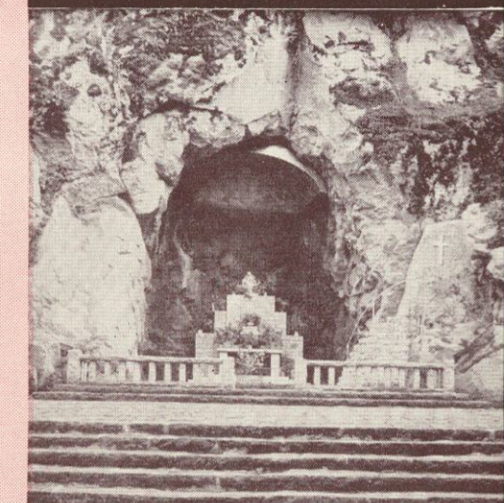
"The World's Finest Trolley System"

PORTLAND TRACTION COMPANY

SCALE
 0 1/4 1/2 3/4 1 MILE

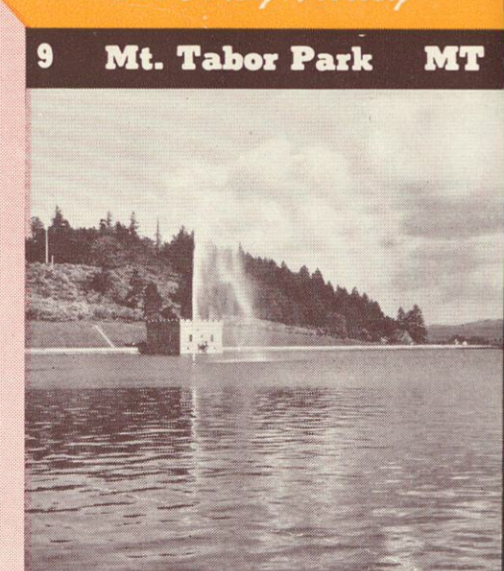


7 Portland University KW

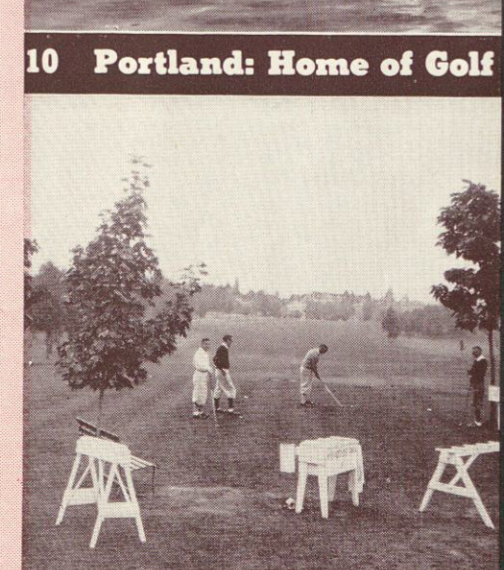


8 Servite Sanctuary SB

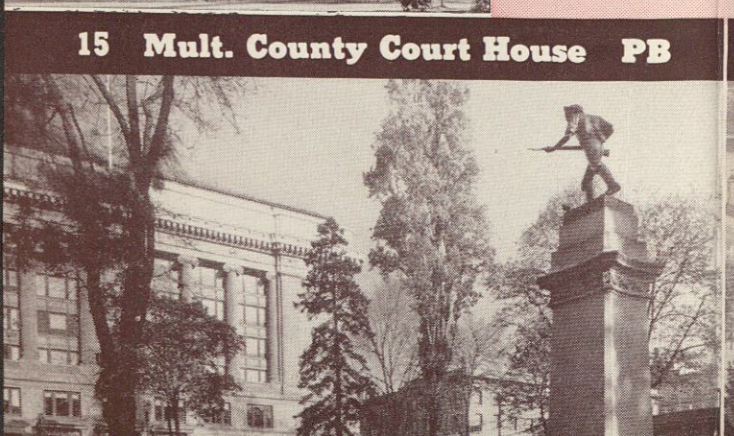
PORTLAND See It By Trolley



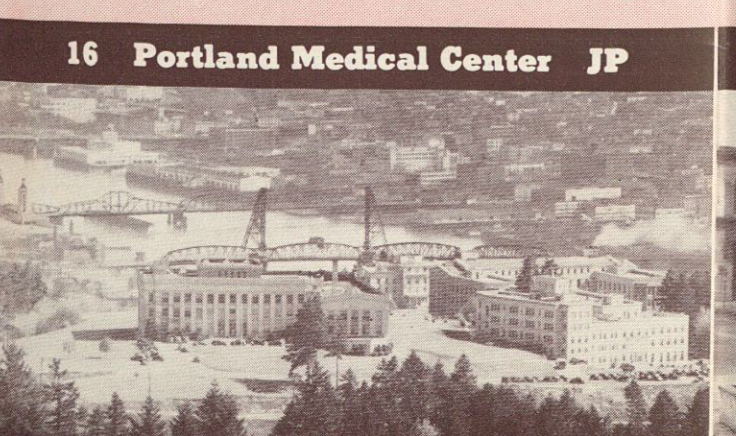
9 Mt. Tabor Park MT



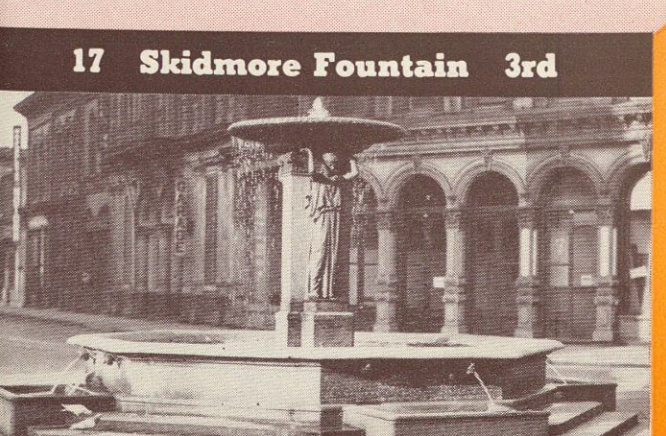
10 Portland: Home of Golf



15 Mult. County Court House PB

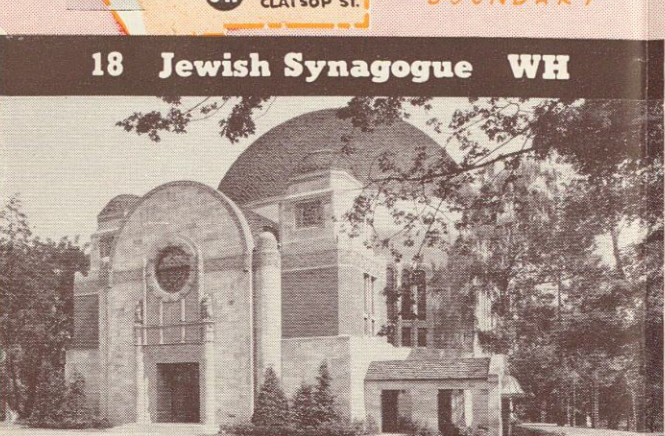


16 Portland Medical Center JP

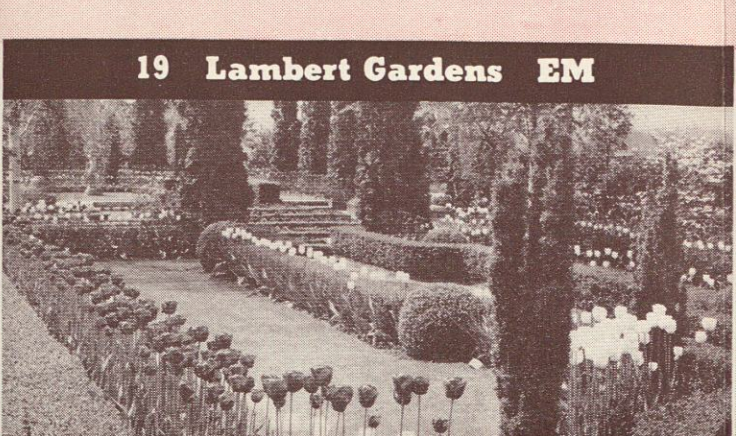


17 Skidmore Fountain 3rd

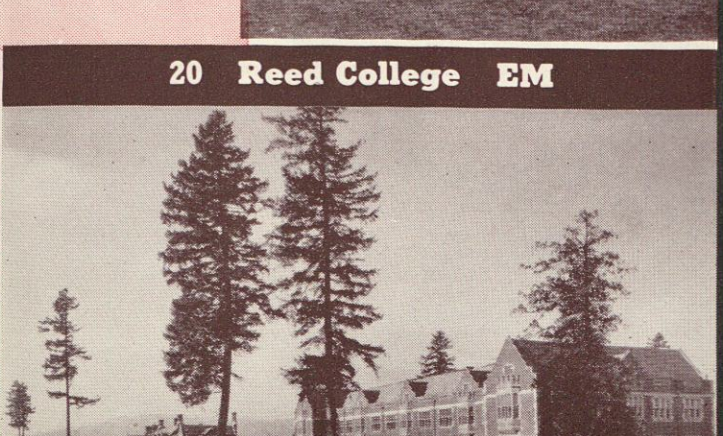
PORTLAND See It By Trolley



18 Jewish Synagogue WH



19 Lambert Gardens EM



20 Reed College EM