



ZONE

Portland Experiment

In response to an urgent request, we have established a large 5c fare zone of approximately one-mile radius in the heart of the East and West side districts. Supporters of this proposal maintain that the increased number of riders at a 5c fare will increase our total revenue. On this basis we have agreed to a 90-day experiment. We are most hopeful and sincerely anxious to have it successful so that the 5c fare zone may then be continued beyond the experimental period.

Portland presents one of the most difficult mass transportation problems in the whole country, with a population of slightly over 300,000 scattered over an area of 67 square miles. Compared with San Francisco for instance, we have about one third as many people in a territory one third larger. In other words we have about one fourth as many people to the square mile. We maintain service within 5 blocks of 96.7 per cent of all the people. Naturally it costs just as much to run our vehicles over this wide area to serve 300,000 as it would a population of 1,000,000. Despite these conditions, we have given Portland the finest and most modern transportation system in the United States.

We most cordially invite and solicit your use of our trolley system and particularly the new 5c fare. With your cooperation we can keep it the finest, cleanest, fastest and safest in the country. Then we can all boast of Portland's outstanding asset in mass transportation.

"Go by Trolley"

PORTLAND TRACTION COMPANY
P E P C O

NOW!



for

**DOWNTOWN
WEST SIDE
DISTRICT**

and

**ACROSS BRIDGES
to EAST SIDE**

Shop by Trolley!

**MORE ECONOMICAL - FASTER
SAFER - CONVENIENT**

PORTLAND TRACTION COMPANY
P E P C O

(See Inside for 5c Zone Details)

Now! 5c FARE ZONE EXTENDED!



5c FARE ZONE BOUNDARIES

ALBERTA line
BEAUMONT line
BARBUR BLVD. line
BROADWAY line
COUNCIL CREST line
EASTMORELAND line
FIFTY SECOND line
FOSTER line
HAWTHORNE line
IRVINGTON line
JEFFERSON line
MISSISSIPPI line
MONTAVILLA line
MT. TABOR line

OUTBOUND LIMIT
Union & Holladay
Burnside & NE 9th
Carruthers & SW 4th
Broadway & Interstate
Burnside & SW 20th Pl.
Hawthorne & SE 9th
Hawthorne & SE 9th
Hawthorne & SE 9th
Hawthorne & SE 9th
Union & Holladay
Entire line in 5c zone
Broadway & Interstate
Ankeny & SE 9th
Morrison & SE 9th

INBOUND LIMIT
End of line
End of line
SW 5th & Yamhill
End of line
SW 5th & Washington
End of line
End of line
End of line
End of line
End of line
End of line
End of line
End of line
End of line

POWELL BLVD. line
SAM JACKSON line
SANDY line
SELLWOOD line
ST. JOHNS line
THIRD AVE. line
(two zones)
TWENTY THIRD line
VANCOUVER line
WESTOVER line
WILLAMETTE Hts. line
WILLIAMS line

OUTBOUND LIMIT
Carruthers & SW 4th
Carruthers & SW 6th
Burnside & NE 9th
Hawthorne & SE 9th
Broadway & Interstate
North Zone
Johnson & NW 16th
South Zone
Carruthers & SW 1st
Burnside & SW 20th Pl.
Williams & Holladay
Glisan & NW 19th
Williams & NW 19th
Williams & Holladay

INBOUND LIMIT
SW 5th & Yamhill
SW 5th & Yamhill
End of line
End of line
End of line
SW 3rd & Alder
SW 3rd & Alder
SW 2nd & Alder
End of line
SW 3rd & Morrison
SW 3rd & Morrison
SW 10th & Stark



"Go by Trolley"
LESS EXPENSIVE THAN EVER!
Enjoy FASTER, SAFER Transportation

