



## 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**  
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# NOW!



for

**DOWNTOWN  
WEST SIDE  
DISTRICT**

and

**ACROSS BRIDGES  
to EAST SIDE**

*Shop by Trolley!*

**MORE ECONOMICAL - FASTER  
SAFER - CONVENIENT**

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(See Inside for 5c Zone Details)

