

## The Franchise Asked For

In applying to the City Council for an additional franchise, the aim of the Company is solely to secure an improvement in its pres ent streetcar system
ossings, etc., there are involved in the extensions, loop, bridge he surrender of franchises on five different propositions, including

The whole matter can properly be divided as follows
The crossing of the Broadway and the new Steel bridges; Extensions in Eastmoreland to the Reed lostitucte and uponi ast Harrison St Franchises on Sandy Road (through Rose City Park) and for The surrender of franchises held upon streets where nearby unnecessary duplication.
the purpose to take up each one of these propositions and in a fair and impartial manner
There will be an explanation of the objects aimed at, and it will will enable the Company to put into effect better schedulues and shorter routes.
This will bring a large area into closer connection with the heart of hie coly and add an increased value to the suburban property affected
The franchise applied for will expire in 1932, along with all others hald by the company, in accord with the City's Charter. It is frue that the Company has a sufficient number of ranchises to It can get along without the new franchise.
The real issue is-
Shall the people grant the Company the means to give better Broadway, extension and double-trackiny on thendy Road netens in Eastmoreland to the Reed Institutue, on East Harison Street, and the looping of cars on Stark Street (instead of crossing Washington
and Morison and looping on Yamblill), thus eliminating the delay and Morrison and looping on Yamhiil), thus eliminating the delay
caused by congestion of traffic. The Broadway Bridge will be discussed tomorrow.

PORTLAND RAILWAY, LIGHT \& POWER CO.


## ANNOUNCEMENT



The Plan


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