

Ortega line was acquired by the latter in March, 1911. The line was extended to Camp Johnston in April, 1918. The Lackawanna Avenue-Seaboard Shops line was opened in 1910. Street car service to Murray Hill began January 1, 1914.

The Main Street car line was extended to Evergreen Cemetery and Phenix Park in the fall of 1901, and to Cummer's Mill in 1910. The Pearl Street loop was completed in January, 1908. The Eighth Street extension through Glen Myra to Talleyrand Avenue was completed in July, 1917. The extension to the State Fair Grounds was made in February, 1918. The Pearl-Hogan Street line was opened in September, 1923.

The South Jacksonville line opened May 15, 1924. It is owned by the City of South Jacksonville and operated by the Jacksonville Traction Co.

The small "one-man" cars were first used July 23, 1922.

In 1919 the Jacksonville Traction Co., claiming that it was operating at a financial loss, appealed to the City Council for a change in its charter so as to permit an increase in fare. The Council called an election at the expense of the street railway company to decide the matter and the voters rejected it three to one. The case was taken before the State Railroad Commission and after a year's struggle the street railway company was authorized to increase the fare from 5 to 7 cents, which became effective December 15, 1920; the street railway company had two months before gone into the hands of a receiver. The present fare, 10 cents straight, or 5 tokens for 35 cents, became effective June 2, 1924.

The Ferry

A public ferry across the St. Johns River was mentioned by Bartram in 1774; it was probably used in connection with the Kings Road. This ferry was operated from the south side of the river and it would be interesting to know just how a traveler on the north side wishing to cross managed to attract the attention of the ferryman a mile away on the opposite side. It was said that hours of gesticulating, riding up and down the bluff (at Liberty Street) and firing of guns and pistols failed to attract notice.

The first ferry from the north side was John Brady's dug-out in Spanish times. Soon after Jacksonville was platted the matter of a ferry received Legislative action