

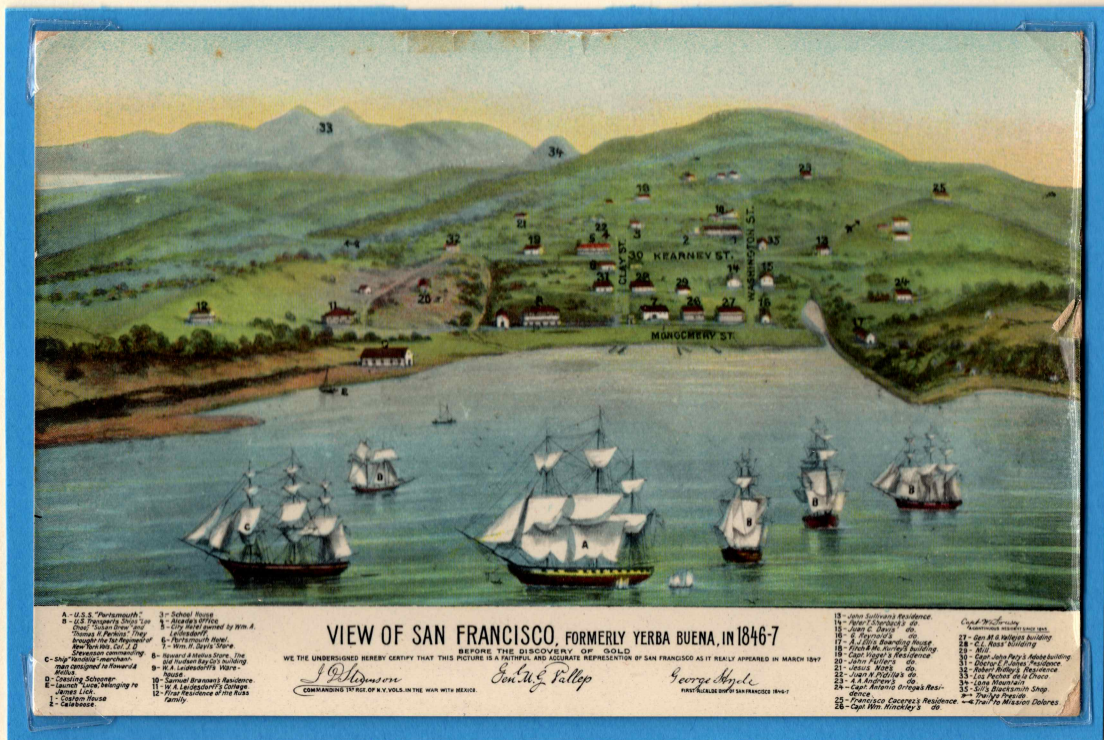
SAN FRANCISCO INVITES THE WORLD: THE FERRY BUILDING 1898-1915

The purpose of this picture postcard exhibit, treated thematically, is to tell the story of the early days of the iconic San Francisco Ferry Building, a beacon to the City by the Bay that welcomed passengers to the fast-growing metropolis at the beginning of the 20th century.

Like San Francisco itself, the Ferry Building has lived through triumphs and tragedies. This exhibit chronicles the formative years of the port and the Ferry Building.

1. San Francisco's Busy Port

Until 1848, when gold was discovered in California, San Francisco's waterfront was fairly quiet.



Published by M. Rieder, (1901-1915), Los Angeles, CA., known for view cards of the West and Native Americans, **UDB**, printed in Germany, shellac applied to surface. Reproduced from 1847 artwork. Lithography.

The Gold Rush brought more than 25,000 people to the city.

Plan

1. San Francisco's Busy Port
2. A New Ferry Building, 1898
3. Earthquake and Fire, 1906
4. Port Becomes a Portal to the City
5. Panama Pacific International Exposition, 1915
6. Epilogue

Abbreviations Used

- UDB** - Undivided Back (before 1907)
- RPPC** - Real Photo Postcard
- Noteworthy Cards, as indicated in caption.



← Published by Detroit Publishing Co., (1880s-1936), Detroit, Mich., a major publisher, by 1903 sold 7 million cards a year. Known for high quality. Offset printing using Swiss Photostint method; Detroit was the sole American company to use this method.

People entered the city from the port. In 1875, a wooden ferry house was built at the foot of Clay and Market Streets to welcome newcomers.



Published by Goodyear Rubber Co., advertising card issued in 1915 for the company's display at the Panama Pacific International Exposition.

Market Street became a grand boulevard connecting the port to the city. People traveled on horse drawn carriages and horse drawn streetcars.



No publisher listed, lithography from 1905 photo, possibly published by a local newspaper after the 1906 earthquake.