Facing Disaster is a visual treat of 300 images and a contribution to memorializing the 1906 San Francisco Earthquake and its aftermath. I highly recommend it.
– Charles A. Fracchia, San Francisco Museum & Historical Society
The Catastrophe

One hundred years ago a part of California continued on its fitful but unalterable journey northward. The echoes of its movement were heard and felt as far as 600 miles away and caused epic disaster in San Francisco on the morning of April 18, 1906.

The Postcard Story

Not only does Facing Disaster tell the story of San Francisco through its downfall and rebirth, it also underscores the important and omnipresent role postcards have played as a visual record of the 20th century.
Facing Disaster is a treat, offering both a visual history and an emotional window onto the catastrophic events of 100 years ago. The scrawled messages to loved ones are especially poignant and make the accompanying images that much more vivid.

– Susan Goldstein, City Archivist, San Francisco History Center

Facing Disaster: A Centennial Postcard Album of the San Francisco Earthquake and Fire - April 1906 is a beautifully illustrated and important book about one of the significant moments in both American history and postcard history.

– Katherine Hamilton-Smith, Curt Teich Archives

Facing Disaster is much more than a collection of historic postcard images. What sets this title apart are the rich explanations that accompany this amazing collection, and which provide the reader with a renewed appreciation for the magnitude of the disaster and the magnificence of the recovery.

– Randy von Liski, owner, Postcards & Paper Collectibles and myoldpostcards, Springfield, IL

The Creators of Facing Disaster:

Lewis Baer, columnist for Postcard Collector, Picture Postcard Monthly and Barr’s Post Card News; contributor, Cartes Postales et Collection

Janet Baer, poet, honored by the City of Santa Rosa, and the County of Sonoma

Robert W. Bowen, author, San Francisco’s Presidio; contributor, PBS series American Experience: Chinese in America

Edmund Clausen, contributor, Oakland’s Chinatown, Oakland Fire Department, and Oakland in Postcards

John Freeman, historical consultant, Oakland Museum; author, Resilient San Francisco, the City that Shows How

Edward Herny, co-author, Picturing Berkeley - A Postcard History, and Berkeley Bohemia

Glenn Koch, author, San Francisco Golden Age Postcards - Postcards & Memorabilia

Christopher Pollock, author, San Francisco’s Golden Gate Park - A Thousand and Seventeen Acres of Stories, and Golden Gate Park: San Francisco’s Oasis

Frank Sternad, co-author, Behind the Seawall: Historical Archaeology Along the San Francisco Waterfront

Darlene Thorne, writer and contributor, San Jose Mercury News and The Scotsman

Where to find Facing Disaster:

Online www.postcard.org/1906

Berkeley
Builders Booksource, Black Oak Books

Corte Madera
Book Passage

Oakland
Diesel Books, Laurel Bookstore, Oakland Museum of California

Petaluma
Hebe Jeebe

San Francisco
Black Oak Books, City Lights, Book Passage, Distractions, California Historical Society, Cody’s Books, Stacey’s Booksellers, Modern Times Bookstore

Santa Rosa
Sonoma County Museum, Treehorn Books
Facing Disaster:
A Centennial Postcard Album
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