

FACING DISASTER

A Centennial Postcard Album
of the
San Francisco Earthquake and Fire
April 1906



J 215 San Francisco Ruins, Lower Market St, 30 days after fire

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

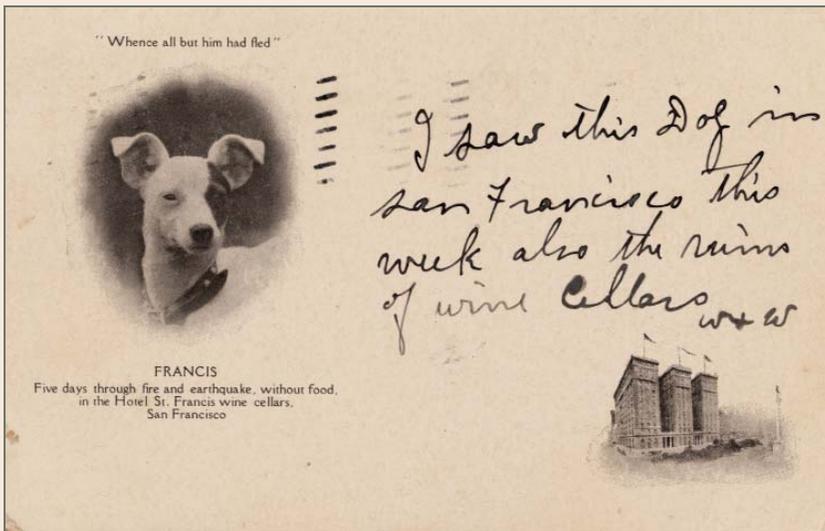
About the Book

Facing Disaster: A Centennial Postcard Album of the San Francisco Earthquake and Fire - April 1906, tells the story of the disaster through images reproduced from actual century-old postcards in a handsome 102-page book. Over 300 postcard images show scenes before and after the destruction of San Francisco, and its rebuilding, as well as the earthquake's devastating effect on the outlying communities of the East Bay, Sonoma County, South Bay and elsewhere.



165. Scene on Union Square on the morning of April 18, 1906, San Francisco, Cal.

the earthquake's devastating effect on the outlying communities of the East Bay, Sonoma County, South Bay and elsewhere.



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

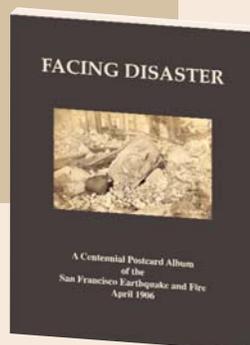


Facing Disaster: A Centennial Postcard Album of the San Francisco Earthquake and Fire - April 1906 is a beautifully illustrated and important book about one of the significant moments in both American history and postcard history.

-- **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

Heebe 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

GREETINGS FROM
SAN FRANCISCO.



THE SEAL ROCKS, CLIFF HOUSE AND CLIFF ROAD
CUNNINGHAM, CURTIS & ARNOLD
SAN FRANCISCO
No 6

Cliff House swept into
the sea by a tidal
wave occurring
with the earthquake
April 18/06. Whole
of San Francisco destroyed
by fire. many lives
lost.

San Francisco Bay Area Post Card Club
Post Office Box 621
Penngrove, CA 94951
USA



THIS SIDE IS EXCLUSIVELY FOR THE ADDRESS

Facing Disaster:
A Centennial Postcard Album
of the San Francisco Earthquake and Fire
April 1906