

Shake, Bake & Spin!

San Francisco and the Media in the Aftermath of the 1906 Earthquake

The Society of California Pioneers Museum Presents Multimedia Exhibition

SAN FRANCISCO — The Society of California Pioneers Museum commemorates the centennial of the great earthquake and fire with *Shake, Bake & Spin! San Francisco and the Media in the Aftermath of the 1906 Earthquake*. The exhibition opens on April 12 with a free public open house from 4:00 to 7:00 PM and runs through September 29, 2006.

As the city crumbled and San Franciscans scrambled to meet their most basic needs, political ambition, commercial greed and media manipulation rose to unprecedented heights. Mayor Eugene Schmitz and James D. Phelan worked with bankers, insurance companies, real-estate developers and the local press to downplay the severity of the catastrophe, protect property, sustain morale, and focus attention on the rebuilding of the city.

Shake, Bake & Spin! uses historic documents, retrieved relics, photographs, newspapers, and film to examine the repackaging and reselling of the events of April 18, 1906. The press suppressed reports of actual death tolls and raging epidemics but zealously defended property rights. Developers conspired to remove Chinatown residents in a land grab disguised as urban renewal. Local hotels printed flyers for tourists offering motor tours of the city's most devastated areas.

The exhibition also features rare film footage of building implosions and the extent of the damage in the days after the quake and fire as well as simulated re-creation of the disaster produced for mass consumption in a New York film studio.

The Society of California Pioneers Museum is open to the public from 10:00 AM to 4:00 PM, Wednesday to Friday and the first Saturday of

every month. Free guided tours with educational programming for groups of elementary, middle and high school students or seniors are available Monday to Friday, 9:00 AM to 3:00 PM.

Established in 1850, The Society of California Pioneers is a museum, library, and leading repository of paintings, photographs, books, manuscripts, decorative arts and artifacts that evoke California's early years of exploration and Statehood. The Society is located at 300 Fourth Street at the corner of Folsom Street in the Yerba Buena arts district of San Francisco. For further information or to make a group reservation, contact The Society of California Pioneers at (415) 957-1849 or at info@californiapioneers.org.