

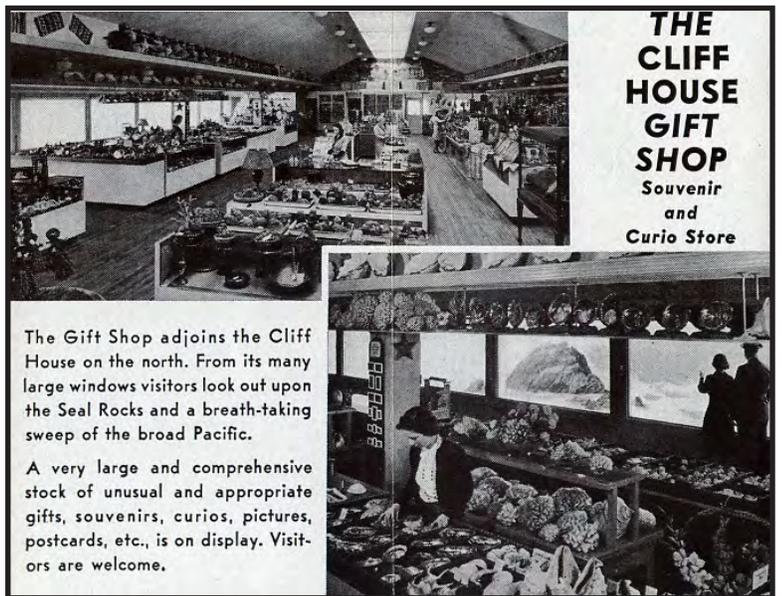
## Cliff House Gift Shop

The first Cliff House gift shop opened in the late 1800s during the time of Adolph Sutro's Victorian Cliff House. Over the years as the Cliff House underwent countless remodels, renovations, and a fire, the gift shop went through numerous location changes and ownerships.

The gift shop opened by the Whitney Brothers in 1939, adjacent to the Cliff House at 1066 Point Lobos Road, claimed to be the largest in the world during the 1940s and 50s. Accordingly it was stocked with every souvenir and memento imaginable.

In the 1970s, the gift shop was moved inside the Cliff House. Its famous Christmas Shop became a popular shopping destination amongst locals.

Today the shop is located in the Sutro Wing of the renovated Cliff House and still offers a variety of gifts and souvenirs. In 2012, competition arrived in the form of the Lands End Lookout visitor's center.



From top to bottom: postcard of the Cliff House Gift Shop; magazine advertisement showing the interior of the shop; exterior of the Gift Shop, ca. 1950.