

## Point Lobos Ave. Businesses

The buildings adjacent to the Cliff House and Sutro Baths on Point Lobos Avenue housed a variety of businesses beginning in the early 1910s.

The 1913 Sanborn Company map made for fire insurance purposes shows 11 addresses on Point Lobos Avenue that held various shops and restaurants. The San Francisco City Directories of the 1920s list confectionaries, curio shops, an arcade, photo shop, and restaurants on the 1000 block of Point Lobos Ave., in an unbroken line of buildings extending from Merrie Way to the Cliff House. This block of buildings, which completely obstructed the view of the ocean, remained along Point Lobos Ave. until 1949.

In the 1930s the businesses on Point Lobos Ave. included Louis' Restaurant, which is still in operation today. The 1940s and 1950s saw the addition of the Pronto Pup hot dog stand and the memorable Cliff House Gift Shop.

After the Cliff House was remodeled in 2006, Louis' Restaurant and the Cliff House gift shop were the only businesses remaining on Point Lobos Ave.



Golden Gate NRA, Park Archives, John Martini Sutro District Collection, GOGA 36597.098



Golden Gate NRA, Park Archives, Interpretation Negative Collection, GOGA 2316

*Top:* Part of the solid block of businesses between Sutro Baths and the Cliff House, 1930s; *Bottom:* Shops along Point Lobos Ave. between the Cliff House and Sutro Baths including the famous Cliff House Gift Shop, ca. 1930s-40s.