



An American Tour: 117



San Francisco's Gump's

I doubt there are many people in Northern California who don't know Gump's. While Gump's has seen big changes over the years, its devotion to exquisite craftsmanship and international designers and artisans remains just as strong today as it did more than 150 years ago.

In 1861, Gertrude Gump and her husband established their business in the City, and were joined by the Gump brothers, Solomon and Gustave, who bought the enterprise and graced San Francisco with an expansion into mirrors and frames. Newly minted millionaires from the California Gold Rush showed an interest in the shop and the brothers expanded their collection of old world art and new world design. S & G Gump was born—and the tradition of excellence continues today.

With the beginning of a new century, Solomon Gump handed over the reins to his son, Abraham Livingston. Soon thereafter, the San Francisco earthquake of 1906 forced A.L., as he was known, to rebuild and restock the store. He looked to the Far East for new inspiration, sending buyers to Japan and China to find exotic rugs, porcelain, silks, bronzes and jade.

By the 1920s, San Francisco was roaring right along with the rest of the country. Gump's and The City had become intertwined—our store synonymous with San Francisco in its elegance, worldly style, and maverick spirit. Then in the 1950s, Gump's broke new ground, pioneering and launching our catalog under the leadership of A.L.'s son, Richard Gump. Now everyone could access the inspired products and refined ethos that is Gump's. Our reach grew. Our mission remained the same.

Today they're a leader in direct-to-you shopping with an award winning catalog and website showcasing everything from exquisite jade and freshwater pearls to the best in cut crystal, tabletop design, and home décor. Shoppers around the world can experience the singular and memorable shopping experience that San Franciscans have known for more than 150 years. After all, there is just one Gump's. [<http://www.gumps.com>]

