



# The Original Farmers Market at Third and Fairfax: A Rich History

## 1880-1900s

**Before there was a Farmers Market...** In the 1880s Arthur Fremont

Gilmore buys a large tract of land in the Los Angeles area on which he and his family run a successful dairy farm.

**At the turn of the century,** the Gilmores, drilling for water, find oil. Gilmore Oil and the A.F. Gilmore Company are off and running. By 1905 oil rigs replace the dairy herd and operate until the 1920s when new zoning laws ban large-scale drilling in residential areas.



## 1910-1940s

**A.F. and his son E.B. Gilmore build refineries that produce gasoline,**

as well as other petroleum-based products. Until 1945, when it was sold, the Gilmore Oil Company would play a key role in supporting transportation by supplying gasoline and building roads. At its peak, there were 3,500 branded Gilmore gas stations on the West Coast.



## 1930s

**Gilmore Stadium opens in 1934.** With grandstand seating for 18,000, it hosts car races, rodeos, boxing and football until its closing in 1950.

**Gilmore Field opens in 1939.** One of the most intimate baseball diamonds ever built, it was the home to the Hollywood Stars team, owned by real stars including C.B. DeMille and Barbara Stanwyck. In 1958 when the Brooklyn Dodgers moved to Los Angeles, it was torn down.



## 1934

**In July 18 vendors, including 12 farmers, park on Gilmore property,** selling their goods to local housewives. Vendors pay 50 cents a day in rent. The idea is so successful that, by fall, Farmers Market has permanent stalls and shops, restaurants and special events. The first Fall Festival is held in October 1934 – an annual event that continues to this day.



## 1940s

**Farmers Market opens “The Dell” on Fairfax Avenue offering retail and office space.** It

expands over the years to include dozens of shops and is the original home to the tallest of the two world-famous Farmers Market Clock Towers.

**In 1948 Gilmore Drive-In opens on 3rd Street.** So that pedestrians can enjoy the movies too, it offers benches up front. The snack shop features a baby bottle warming station for early Baby Boomers.



## 1950s

**The Gilmore Company sells a portion of its land. Gilmore Stadium is razed to make way for CBS Television City.** Commerce expands with the opening of Gilmore Bank in 1955. Farmers Market is a celebrity hot spot with special appearances by numerous Hollywood stars such as Marilyn Monroe.



## 1960s-80s

**Farmers Market grows to include more than 120 grocers, restaurants and shops. It is the #1 tourist attraction in Los Angeles,** and a favorite with luminaries such as President Eisenhower and The Beatles.



## 1990-2015

**In 1991 the Los Angeles City Council declares Farmers Market a Historic Cultural Monument.**

In 2002 a newly-completed expansion welcomes new merchants to the Market Plaza, North Market and The Grove.

**In 2014 Farmers Market opens another location** at Los Angeles International Airport Terminal 5, bringing a taste of the Market to hungry travelers.



## Now

**The corner of Third and Fairfax continues to serve as L.A.'s favorite place for groceries, dining and socializing.** Still home to many multi-generational, family-owned businesses, the Farmers Market welcomes longtime and new visitors alike.

