

# The Original Farmers Market at Third and Fairfax Since 1934



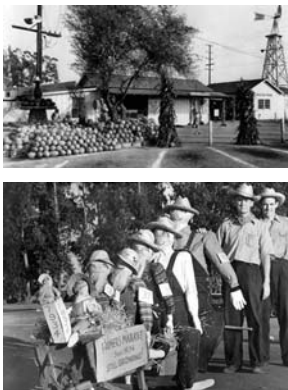
## 1880-1900s

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 runs 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. In the 30s, a stadium is built to promote the oil company by hosting sporting events such as open wheel car races.

## 1934

In July 1934, 18 farmers and merchants park their trucks on vacant Gilmore land, selling produce to local housewives. Vendors pay 50 cents a day in rent. The idea is so successful that by Fall, Farmers Market has stalls and shops, restaurants and special events. The first Fall Festival is held October 1934 – an annual event that continues to this day.



## Late 1930s

In May 1939, Gilmore Field opens. The Hollywood Stars, owned by real stars such as C.B. DeMille and Barbara Stanwyck, play home games at the field, one of the most intimate professional baseball diamonds ever built. Pre- and post-game meals at the Farmers Market are a hit with baseball fans. Only when the Brooklyn Dodgers move to L.A. in 1958 is the field torn down.



## 1940s

Farmers Market opens a new building on Fairfax Avenue offering retail and office space. Called The Dell, it expands over the years to include dozens of shops. It is the original home to the taller of two world famous Farmers Market Clock Towers.

In 1948, Gilmore Drive-In opens on Third Street. It offers benches up front so pedestrians can enjoy outdoor movies, too. The Drive-In snack shop features a baby bottle warming station for the first Baby Boomers.



## 1950s

The Gilmore Company sells a portion of its land and 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 shops, produce stands and restaurants. The Market is the number one tourist attraction in town, and a favorite with luminaries such as President Eisenhower and The Beatles.



## 1991-2002

In 1991 the Los Angeles City Council declares Farmers Market a Historic Cultural Monument. New development continues, including the former site of the Gilmore Drive-In which, in 2002, becomes The Grove, a popular shopping center.

Farmers Market expands, welcoming nearly 20 merchants to the new Market Plaza and North Market.



## 2009

Millions join the year-long celebration of Farmers Market's 75th Anniversary which included a giant Birthday Bash and L.A.'s largest birthday card. "Meet me at Third and Fairfax" remains the city's most iconic phrase.



## Present

The corner of Third and Fairfax continues to serve as L.A.'s favorite gathering place, always welcoming both longtime friends and new generations.

