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## **Gilmore Gas Station at the Original Farmers Market | Los Angeles, CA, USA**

The Gilmore Gas story starts with a plot that could have been scripted at one of Los Angeles's television studios: In the early 1900s, dairy farmer A.F. Gilmore struck oil while looking for water on his farm in what is now L.A.'s Fairfax District, and the Gilmore Oil Company was born.

With the arrival of the automobile, Gilmore Oil grew to include thousands of gas stations throughout the western United States. A.F. Gilmore and his son, E.B., were innovators who created the first self-service filling station—dubbed a Gas-a-teria and staffed by young women, sometimes on roller skates—and tinted their gas red or blue-green to differentiate it from their competitors.

It wasn't just the gas that was colorful; at various points the Gilmore Oil Company funded off-beat marketing ventures that included a pro football team and barnstorming pilot Roscoe Turner, who flew around the country with Gilmore the Flying Lion, an actual lion cub, as his co-pilot to promote the company's slogan, "Roar with Gilmore."

Although the working Gilmore gas stations are long gone, you can visit a replica of a Depression-era Gilmore station built in the early 2000s at the Original Farmers Market, a food and entertainment venue which has been operating at the same location since 1934 on land still owned by the Gilmore family.

Working from old photos, exhibit developer Jim Olson collected gas pumps, Gilmore memorabilia, a vintage desk and phone and even period magazines to recreate the gas station as it would have looked on July 14, 1936. The charming architecture and old-timey fixtures make Gilmore Gas a popular site for photos.

So grab a snack from one of the market's food stalls, peek in the windows, and ponder a time when cars were new and exciting and gasoline came in colors.

Sources: @latimes + @farmersmarketla + @laweekly + @waterandpower.org + @avoidingregret + @beverly\_press + @wikipedia + @vintage.everyday\_ + @gilmorestation.com

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