



## Face of Fillmore

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As one leaves the Face of Fillmore and enters I-15, traveling at the 80 mile an hour speed limit, it is difficult to imagine what this route must have been like to travel years ago. Certainly, its transition into the smooth, scenic highway it is today has been a gradual one.

The earliest pioneer travelers were most likely on their way to St. George or farther south to Las Vegas or Los Angeles. The route follows in much the same spot as the old "route to the sea" which was commissioned by Brigham Young as the designated route to the San Bernardino area not long after the pioneers arrived in the Salt Lake Valley.

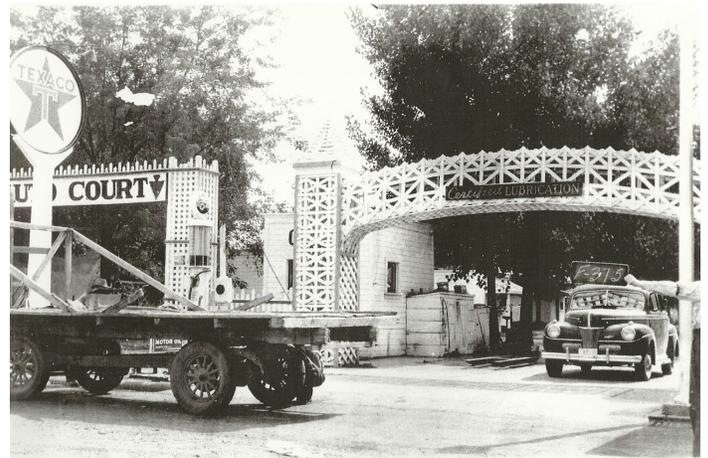


Surprisingly, before the highway system became numbered, groups promoted travel along the roads as a means of making tourism dollars. One such section of road between Salt Lake and Las Vegas was the brainchild of a group of businessmen in Las Vegas. Sections of road were given colorful names to entice travelers to them. This particular section became known as the Arrowhead Trail. It has been suggested that someone traveling from California to Utah up Cajon Pass noticed clump of brush shaped like an arrowhead and the name took hold.

Civic leaders in several small towns along the way joined with the well-organized Automobile Club of Southern California to promote this highway. As early as 1914, this effort was well underway with scout cars being sent out like this 1918 Oldsmobile belonging to C.H. Bigelow. Routes were defined and local officials on board with the plan. Millard County became involved in 1916.

Businesses along the Arrowhead Trail were named after it – a kind of endorsement like Best Western, letting people know these were approved places to do business during their travels.

Four businesses in Fillmore were built or renamed to show their location on the new highway. The Arrowhead Garage where Warner's Motors was, as well as a motel next to it. For a brief time the drug store was even named the Arrowhead Drug Store. The Fillmore Commercial and Savings Bank was turned into the Arrowhead Pool Hall, quite a transition, with the three foot thick stone vault becoming a great place for keeping beer cold.





The Arrowhead Pool Hall is the only one left standing, although it has not been in use for some time. Early pictures show the pool hall and adjacent buildings being built as separated structures and eventually being joined into one long business front.



Times have changed since the Arrowhead Trail, with that route being numbered as US 91 and eventually I-15. No doubt, more changes will be in store in the years ahead for those traveling this route through the West.

