

# ARROWHEAD TRAILS ASS'N FORMED

Will Promote the Building of a  
Highway Between California  
and Salt Lake.

## PERMANENT QUARTERS AT REDLANDS, CALIF.

Much Enthusiasm Manifested at Banquet Held in Redlands Recently, and Attended by Prominent Men.

A special session of the Merchants and Manufacturers association was held today, so that the members might listen to several speakers expound the advantages of Redlands, San Bernardino valley and Southern California can derive from the highway advocated by the Arrowhead Trails association, which was formed in this city last week and will make Redlands its headquarters.

Philip Harris, president of the Merchants and Manufacturers association, called the meeting to order. Eighty-three members and guests of the business men's organization were present for the luncheon, and subsequent business session in the grill room of the Elk's clubhouse.

Before presenting the first speaker, Mr. Harris referred briefly to the object of the called meeting, which was to hear elucidated the plan of constructing a modern highway along the old trail blazed by the Mormons while traveling from Utah to California.

The officers of the association are: Mont. P. Chubb, president; Charles H. Biglow, field secretary; H. H. Ford, treasurer; Douglas White, first vice-president.

A vice-president will be selected from each of the cities where a chapter of the association is formed.

The executive committee appointed by President Chubb follows: Douglas White, Los Angeles; H. H. Ford, Redland; E. W. Griffith, Las Vegas; J. B. Gill, San Bernardino; Charles H. Bigelow, Redlands.

Mont P. Chubb was instructed to explain the origin and purpose of the Arrowhead Trails association. The objects of the organization were declared to be the connection of southern California and Salt Lake City by the most direct route, the furtherance of the good roads cause and the securing of desirable publicity for this vicinity.

Mr. Chubb explained that Redlands will be the permanent headquarters of the association, and that the by-laws for it had been adapted from those of the Ocean-to-Ocean Highway association.

A. Leipsic offered a resolution for the recommendation of the short route pioneered across the desert by Charles Bigelow as the official road linking the Southern end of California with Salt Lake City. The resolution was approved.

Douglas White of the Salt Lake railroad company, one of the organizers of the Arrowhead Trails association, was introduced by Mr. Harris as one of the speakers of the meeting.

Mr. White explained the interest of his company in promoting the Arrowhead Trails road, which, in the main, parallels the Salt Lake Route. He declared that good roads meant the development of the country and the development of the country signifies more tonnage and more passenger for the railroad.

He stated that only a little work in San Bernardino county will make it possible for an automobile to run from Redlands to Salt Lake City along the proposed route.

The tentative plan is for a run over the favored route by a pilot car within ten days, and the organization of an automobile caravan for a grand tour starting from Redlands a month hence.

Charles Bigelow, who has been a prime mover in the Arrowhead Trails agitation, spoke of the publicity which will be given the project by the Hearst newspapers and the Hearst pictorial news service. One of those present today was C. H. Branaman, automobile editor of the San Francisco Examiner, who has been detailed to cover the story for his paper.

Mr. Bigelow averred that the suggested route will avoid excessively high and low altitudes and materially lessen the distance separating southern California from the Utah capital city.

Mr. Bigelow stated that 15,000 tourist cars visit Salt Lake City annually and that most of these will certainly follow the new and shorter road which is proposed, and so be diverted to Redlands and vicinity.

At the conclusion of the meeting some of the men signed the membership roll of the Arrowhead Trails association, whose roster will be kept at the Chamber of Commerce building for additional signatures.

The luncheon was served by the Sues cafe.