



The Face of Fillmore

By Sherry Shepard
February 29, 2012

The Face of Fillmore's Main Street has undergone several changes over the years. Some buildings and businesses are now just a memory from years ago.

One of those businesses was Swallow's Confectionary.

Earl and Ray Brough had been in the confectioners business in the north room of the bank building when they sold out to Joseph Swallow and his son William in 1909. The bank was located just north of the Millard County Courthouse about where the parking lot is now.

Two years later the Swallows moved across Main Street to a frame building which they bought from Abe and Molly Phelps Carling. As their business thrived, they saw the need for a larger building so they bought the land to the south and built the brick store seen in the pictures here. The building was built by Hans Rasmussen and his crew.

In the years that followed Bill Swallow and his wife Blanche Robins Swallow became sole owners of the business. They rented the little building north of them, which became a barber and later a beauty shop. For several years it was the beauty shop of May Labrum.

Forty years ago when our family moved to Fillmore, Swallows Confectionary was in its declining years. Mr. Swallow was quite old but insisted on running his business as he had for years. Stepping into the store was like a step into the past, with its ornate soda fountain bar and round bar stools. It was a treat to go there for a soda and to look around at the wide variety of items he sold, among them candy of all sorts. Both the interior and exterior remained much as it had since it was first built. Scales for weighing merchandise or other equipment was from another day.

While this part of the Face of Fillmore is just a memory, it is one many long-time residents enjoy reminiscing about.

