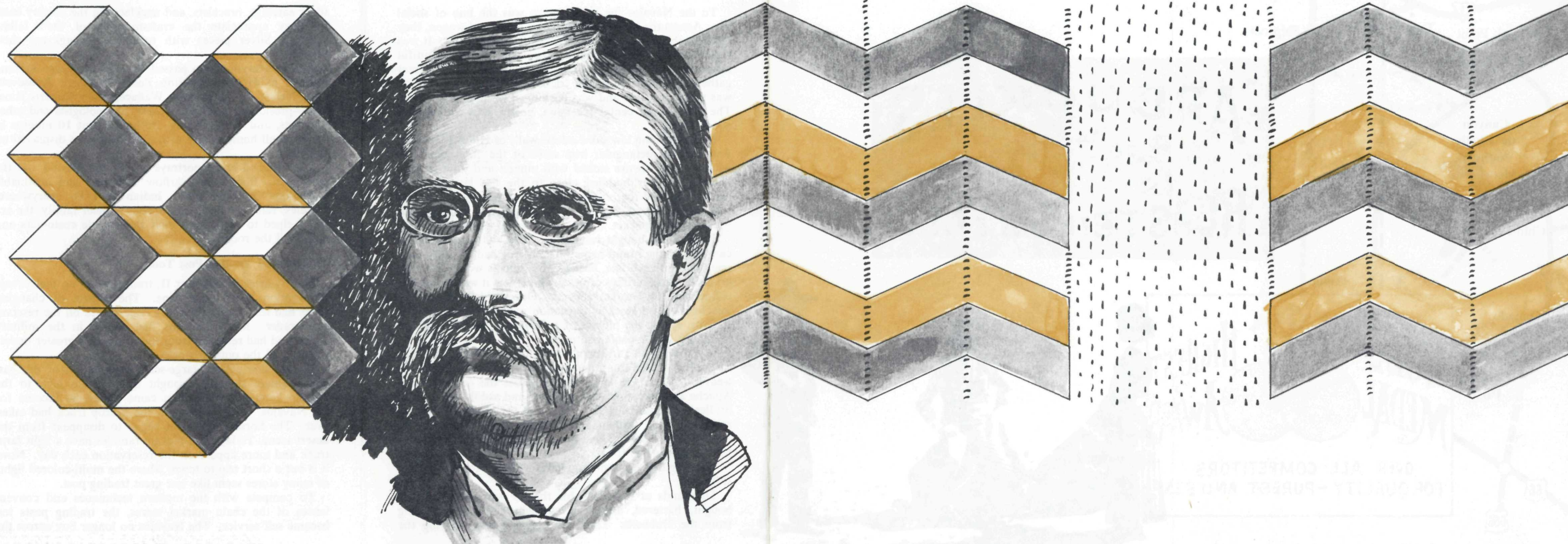


HUBBELL TRADING POST

National Historic Site, Arizona



Hubbell Trading Post preserves an accurate picture of the Navajo trading post of yesterday.

The reservation trading post was often the only link between the Indian and the white man. It had a direct influence on the Indian's changing way of life—an influence still apparent on the Navajo reservation.

Don Lorenzo Hubbell

Teddy Roosevelt called John Lorenzo Hubbell "Lorenzo the Magnificent" during one of his visits to Hubbell Trading Post. The hospitality of "Don Lorenzo" was legendary throughout the Southwest; he once dined 300 Indians in his hacienda.

Son of a Connecticut Yankee who had married into a New Mexico family of Spanish descent, Lorenzo was born at Pajarito, N. Mex., in 1853. Before becoming a reservation trader, he had been a clerk and a Spanish interpreter and had become familiar with the life, ways, and language of the Navajos.

Don Lorenzo began trading in Ganado in 1876, and 2 years later bought out "Old Man" William Leonard and settled at the present site. From the beginning, the Nava-

jos flocked to the post, where Hubbell was not only their merchant but also their guide and teacher in understanding the ways of the white man. He was the trusted friend who translated and wrote letters, settled family quarrels, explained Government policy, and helped the sick.

When a smallpox epidemic swept the reservation in 1886, Don Lorenzo worked night and day caring for the sick and dying. His immunity stemmed from a boyhood bout with the disease, but the Navajos ascribed it to a higher power. His own home served as hospital and place of comfort.

From this beginning at Ganado, Don Lorenzo Hubbell built a trading empire that included 14 trading posts, a wholesale house in the town of Winslow, and a stage and freight line. He was beyond question the dean of Navajo traders. His influence on Navajo silversmithing and rug-weaving was unsurpassed, for, above all, he demanded excellence in craftsmanship and quality.

Throughout his half century on the Navajo Reservation, Hubbell actively participated in politics. His two terms as sheriff of Apache County, beginning in 1882, inspired several novels. He served in the Territorial Council, helped

guide Arizona to statehood, was a State Senator, and ran unsuccessfully for the U.S. Senate.

When he was first elected sheriff, Texas cattlemen invaded the sheep country of Apache County. Hubbell backed the sheepmen. Recollecting the bloody conflict he said, "I'd been shot at from ambush no less than a dozen times, and my home had been converted into a veritable fort. For one solid year not a member of my family went to bed except behind doors and windows barricaded with mattresses or sand bags."

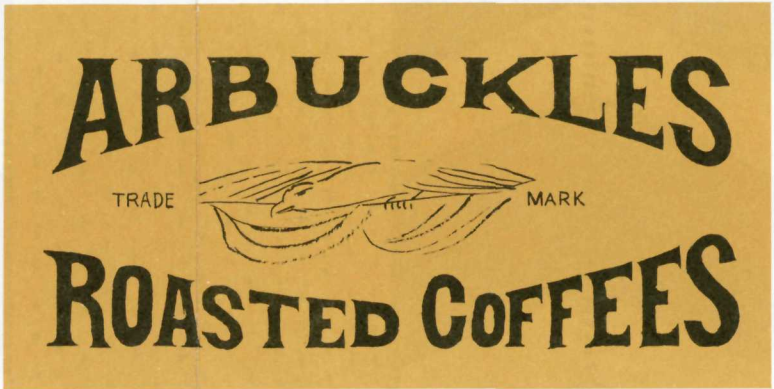
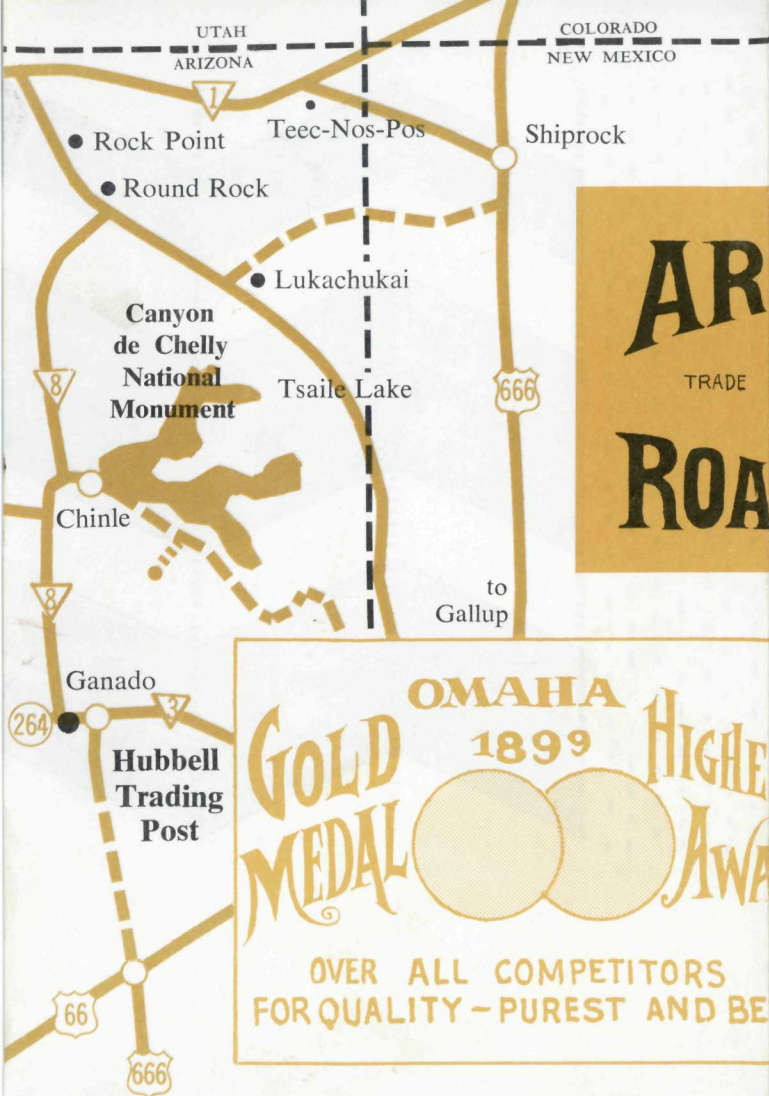
Yet he was always primarily a businessman. One admirer wrote that "It was because he was just and honest and humane that he held this unquestioned supremacy." Don Lorenzo expressed his business philosophy this way:

The first duty of an Indian trader, in my belief, is to look after the material welfare of his neighbors; to advise them to produce that which their natural inclinations and talent best adapts them; to treat them honestly and insist upon getting the same treatment from them . . . to find a market for their products and vigilantly watch that they keep improving in the production of same, and advise them

which commands the best price. This does not mean that the trader should forget that he is to see that he makes a fair profit for himself, for whatever would injure him would naturally injure those with whom he comes in contact.

Hubbell's career as a trader spanned critical years for the Navajo. He came to the reservation when the people were grasping for an adjustment to reservation life, with the ordeal of the Long Walk, including confinement at Fort Sumner, N. Mex., fresh in their minds. More than any other white man, he helped them find that adjustment. He was often their spokesman and contact with the outside world. He persuaded the Presbyterian Board of Foreign Missions to choose nearby Ganado for a mission site and took the first missionaries into his home for a year while the mission was being built.

His death on November 12, 1930, was mourned by the Navajos, probably more than the passing of any other white man they had known. He was buried on Hubbell Hill, overlooking the trading post, next to his wife, Lena Rubi, and his closest Navajo friend, Many Horses.



The Hubbell Trading Post

To the Navajos the trading post was the hub of social life. Across the long desert miles by horse and wagon, they came to this world of wonderment and excitement. It was a place to sell their colorful handwoven rugs and beautiful turquoise and silver jewelry—but more, it was a great gathering place to meet old friends and relatives. Trading was a slow process and was prolonged as long as possible. The store was a center for news, gossip, and endless talk about sheep.

Inside the long, low stone-adobe walls of Hubbell Trading Post sat the rectangular iron stove of the "bull pen." In winter it was always stoked with pinyon and juniper logs, and the Indians huddled close to the fire laughing and talking. Behind the massive counters were shelves jammed with coffee, flour, sugar, candy, Pendleton blankets, tobacco, calico, pocket knives, and canned peaches.

The Indians bought canned goods by the picture on the can, not by the brand name. The trader had to carry only one brand in each line, because the Indians would buy that brand alone, regardless of price. For years it was Arbuckles coffee and Bull Durham tobacco. One trader took a heavy loss because he stocked Carnation evaporated milk. The Indians, eyeing the picture of a flower on the can, refused to believe that it contained milk.

In the Hubbell rug room, varicolored blankets and rugs stacked shoulder high testified to the skill of Navajo weavers. From the large beams across the ceilings hung Apache and Navajo baskets, saddles and saddle bags, silver bridles, and Indian water jugs. On the walls of the rug room are small framed paintings (by E. A. Burbank) of Navajo rugs. Hubbell had these designs made as examples for the weavers to follow.

The original desk and counters in the trader's office are still used.

Thousands of Navajos—for the 90 years just ended—bought, bartered, and received help and understanding from the Hubbells. They still spend hours studying the

silver earrings, bracelets, and necklaces in the jewelry case, for they appreciate the craftsmanship of their fellow artisans. Silver pieces with turquoise settings are their favorites.

Nearly everyone who passed through northeast Arizona stopped at Hubbell Trading Post: Theodore Roosevelt, Gen. Nelson A. Miles, Lew Wallace, Mary Roberts Rinehart—presidents, generals, writers, archeologists and other scientists, and artists. E. A. Burbank spent 10 months in the Hubbell home; many of his canvasses are displayed on the walls.

The Hubbell home portrays vividly the Navajo and the Southwest. Bookcases overflow with rare and invaluable collections of Americana. Indian rugs lie everywhere. Priceless reminders of a courageous pioneer family, the era they helped to shape, and their remarkable customers and guests fill the rooms.

The Hubbell Trading Post Today

Shortly after World War II, trading posts on the Navajo Reservation began to decline. The impact of changing times had lessened the Indian's dependence on the reservation trader. Many Navajos had served in the military forces and had returned from the war with a greater understanding of the outside world.

During this period, large-scale exploitation of oil, gas, and uranium deposits brought many white men to the Navajo country. With them came additional income for the Navajos. Most important, the pickup truck had taken over. The horse and wagon began to disappear from the desert scene. Today most Navajo families have a light farm truck and more appear on the reservation each day. Now, it is but a short trip to town, where the multi-colored lights of many stores seem like one great trading post.

To compete with the modern techniques and conveniences of the chain market stores, the trading posts too became self-service. The Navajos no longer buy across the

trade counters but choose and pick from hundreds of desired goods in open display.

But at Hubbell Trading Post a lingering remnant of trade recalls the traditional way. The old post has changed little since its beginning 90 years ago. It is the oldest continuously operated trading post on the Navajo Reservation.

About Your Visit Hubbell Trading Post National Historic Site is on the Navajo Indian Reservation, 1 mile west of Ganado and 55 miles from Gallup, N. Mex. It can be reached by Ariz. 264 (Navajo Route 3) from the east and west and by Navajo Route 8 from the north. Visitors driving to Grand Canyon National Park, Canyon de Chelly National Monument, and the Hopi Mesas will find the Hubbell Trading Post on their way.

The historic site is open daily from 8 a.m. to 5 p.m., but extended hours are observed in summer.

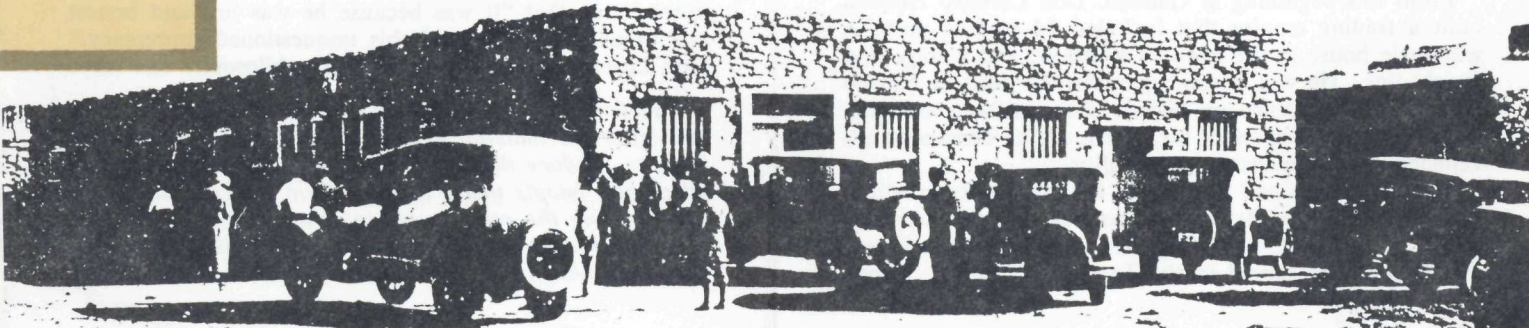
Those who plan to visit the site in a group may receive special service if advance arrangements are made with the superintendent.

Administration Hubbell Trading Post National Historic Site, containing 150 acres, was established in February 1967. It is administered by the National Park Service, U.S. Department of the Interior.

The National Park System, of which this area is a unit, is dedicated to conserving the scenic, scientific, and historic heritage of the United States for the benefit and inspiration of its people.

A superintendent, whose address is Box 388, Ganado, Ariz. 86505, is in immediate charge of the area.

THE DEPARTMENT OF THE INTERIOR—the Nation's principal natural resource agency—has a special obligation to assure that our expendable resources are conserved, that our renewable resources are managed to produce optimum benefits, and that all resources contribute to the progress and prosperity of the United States, now and in the future.



Hubbell sits at left center, behind the scales, in this photo made in the 1890's.



U. S. Department of the Interior

National Park Service

