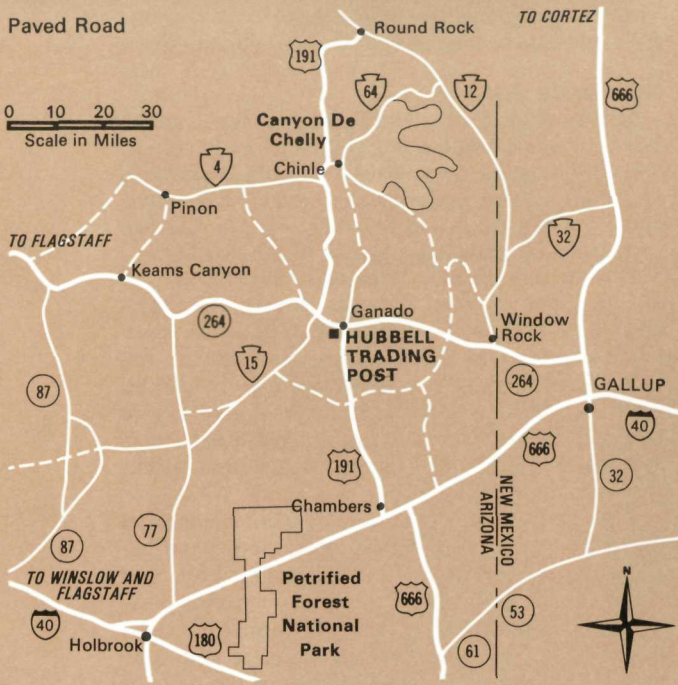


HUBBELL TRADING POST



**About Your Visit.** Hubbell Trading Post is on the Navajo Indian Reservation, 1 mile west of Ganado and 55 miles northwest of Gallup, N. Mex. It can be reached by Ariz. 264 (Navajo Route 3) from the east and west and by Ariz. 63 from the north and south. You will find Hubbell Trading Post on the way to Grand Canyon National Park, Canyon de Chelly National Monument, and the Hopi Mesas.

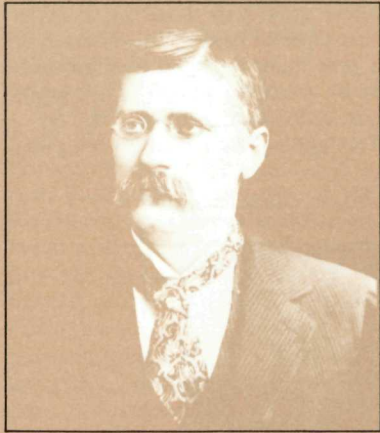
**For Your Safety.** Do not allow your visit to be spoiled by an accident. Be cautious when walking around the grounds as burrs and bits of metal and glass have been left over the years. In many cases the floors are uneven in the buildings, and there is usually a step between rooms. Please maintain close control over your children.

**Administration.** Hubbell Trading Post National Historic Site is open daily from 8 a.m. to 5 p.m. (8 a.m. to 6 p.m. in summer) except Thanksgiving, December 25, and January 1. It is administered by the National Park Service, U.S. Department of the Interior. Groups may obtain special service by making advance arrangements with the superintendent, whose address is Box 150, Ganado, AZ 86505.

Cover: John Lorenzo Hubbell trades for a Navajo blanket in front of the post in the 1890's.







John Lorenzo Hubbell about 1900.

Reservation trading posts were often the only direct point of contact between native and non-native Americans until well into the twentieth century. Much of the change in native lifeways came about through the agency of the reservation traders, and much of the early public awareness of the dignity and richness of the native cultures resulted from such daily trade.

#### John Lorenzo Hubbell

The dean of the traders to the Navajo was John Lorenzo Hubbell. During a half century on the reservation he was known for his honesty in business dealings, for his hospitality to travelers, and for his wise counsel to his friends the Navajos.

Hubbell was born in 1853 at Pajarito, N. Mex., the son of a Connecticut Yankee who had gone to New Mexico as a soldier and married into a family of Spanish descent. Mostly self-educated, he became familiar with the life, ways, and language of the Navajos while traveling about the Southwest as a young man and while serving as a clerk and as a Spanish interpreter.

Hubbell—"Don Lorenzo" to the whites, "Old Mexican" or "Double Glasses" to the Navajos—began trading in Ganado in 1876. He bought out "Old Man" William Leonard 2 years later and settled at the present site. From the beginning, the Navajos 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, he worked night and day caring for the sick and dying, using his own home as a hospital. He was immune because of a boyhood bout with the disease, but the Navajos ascribed it to a higher power.

Hubbell had an enduring influence on Navajo rugweaving and silversmithing, for he consistently demanded and promoted excellence in craftsmanship. He built a trading empire that included stage and freight lines as well as several trading posts. At various times, he and his two sons, together or separately, owned 24 trading posts, a wholesale house in Winslow, and other business and ranch properties. Beyond question, he was the foremost Navajo trader of his time.

Hubbell actively participated in politics. His career inspired novels and other literature, including a short story by Hamlin Garland about his service as sheriff of Apache County in the 1880's. He served in the Territorial Council, helped guide Arizona to statehood, was a State Senator, and ran unsuccessfully for the U.S. Senate.

Hubbell's political philosophy was quite liberal for his time. He was a supporter of women's right to vote, opposed to disenfranchising the Spanish-speaking Americans through use of literacy requirements in English, and favored prohibition. He conducted himself so honorably in his campaigns for office that even his opponents complimented him on his methods. He did not lack conviction, however, and was noted for his tenacity and enthusiasm in debate.

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."



Hubbell's freight wagons traveled between his various posts and Gallup.

Though he had political inclinations, 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" among traders with the Navajos. Hubbell 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 Navajos. He came to the reservation when they 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. Though a Roman Catholic, Hubbell persuaded the Presbyterian Board of Foreign Missions to choose nearby Ganado for a mission site and, while the mission was being built, took the first missionaries into his home for a year.

He died on November 12, 1930, and was buried on Hubbell Hill, overlooking the trading post, next to his wife, Lina Rubi, and his closest Navajo friend, Many Horses. One old man expressed the sadness of his fellow Navajos when he said:

*You wear out your shoes, you buy another pair;  
When the food is all gone, you buy more;  
You gather melons, and more will grow on the vine;  
You grind your corn and make bread which you eat;  
And next year you have plenty more corn.  
But my friend Don Lorenzo is gone,  
and none to take his place.*



