

Official Map and Guide



Hopi Long Hair Kachina

Background image: Navajo
"Two Grey Hills" Blanket

Hopi Eagle Kachina

Toboho O'Odham (Papago)
"Man in the Maze"
Basket Design

Pima "Squash Blossom"
Basket

Zuni Bear and
Badger Fetishes

Hopi Pottery

Apache Burden
Basket

Zuni Squash
Blossom Necklace,
Peitsepoin Style

Navajo Squash Blossom
Necklace

Acoma
Seed Pot

Zuni Cluster
Bracelet

Navajo Concha Belt

Artisans of the Southwest

Some of the richest expressions of Native American art can be found among the Indian tribes of the American Southwest. Here arts and crafts have flourished for hundreds of years and still do today, as witnessed by the examples of Navajo, Zuni, Acoma, Hopi, Pima, O'Odham, and Apache work shown above. John Lorenzo Hubbell admired these kinds of arts and crafts and encouraged them to thrive.



A Navajo weaver sits before a homemade loom about 1900. As she worked, she rolled the completed part of the rug under

the loom to keep it out of her way. Left, the white ball of yarn is the warp thread, the red ball is used for the weft.

Navajo Weaving

Navajo blankets and rugs are world-famous and considered the "most colorful and best-made textiles produced by North American Indians." In Navajo oral history, Spiderwoman taught the semi-nomadic Navajo to weave. Once they settled down in the southwestern United States, the Navajo, who call themselves "Diné, the People," studied Pueblo weaving techniques to broaden and refine their own crafts. Unlike the Pueblo, who generally preferred striped patterns, many Navajo rugs and blankets are char-

acterized by geometric shapes, diamonds, and elaborately terraced motifs.

Traditionally, Navajo weavers are women, who raise their own sheep, and shear, wash, card, and spin the wool themselves. Before the 1800s, Navajo blankets were largely made of natural colored wool—black, brown, white, or a mixture that produced gray or tan. A limited amount of dyeing was done with native plants such as wild walnut, lichen, and rabbitbush. Early in the 19th century, to add color to their designs, Navajo weavers obtained red bayeta cloth from



the Spaniards, meticulously unraveled it, and reused the thread. The introduction of aniline dyes in the 1870s led to a period in which Navajo weavers used vividly colored yarns to weave decorative, gaudy patterns into blankets and rugs. Thanks to reservation traders like John Lorenzo Hubbell, who urged the weavers to return to earlier classic designs and gave them examples to follow, traditional geometric patterns soon regained their popularity.

John Lorenzo Hubbell popularized a geometrically designed rug that was primarily red and which became known as a Ganado Red.



Weaving forks, like this one, are used to pack down the weave as a weaver works.

A Bridge Between Cultures



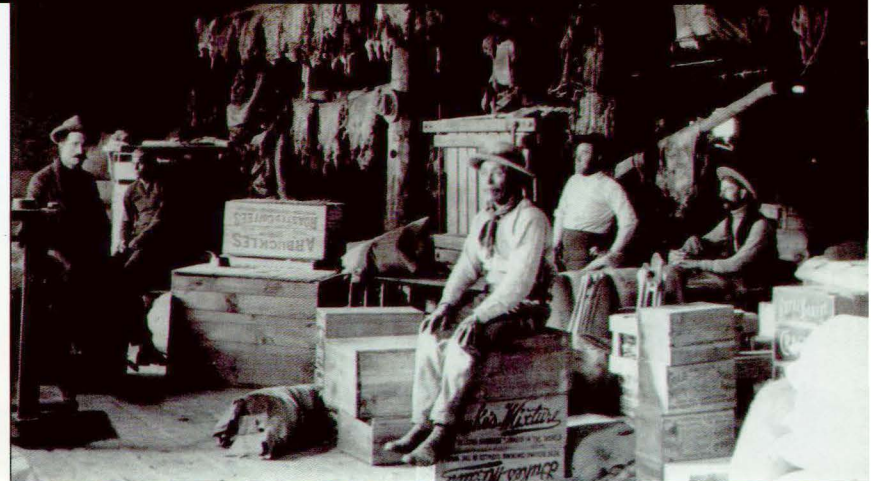
John Lorenzo Hubbell trades for a Navajo blanket in front of the trading post in the 1890s.



Hubbell Trading Post in 1915.

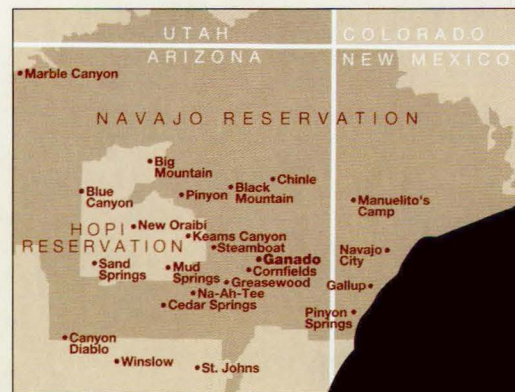


The trading post "bulpin" in 1949. Except for a change of stove and products on the shelves, the bulpin remains the same.

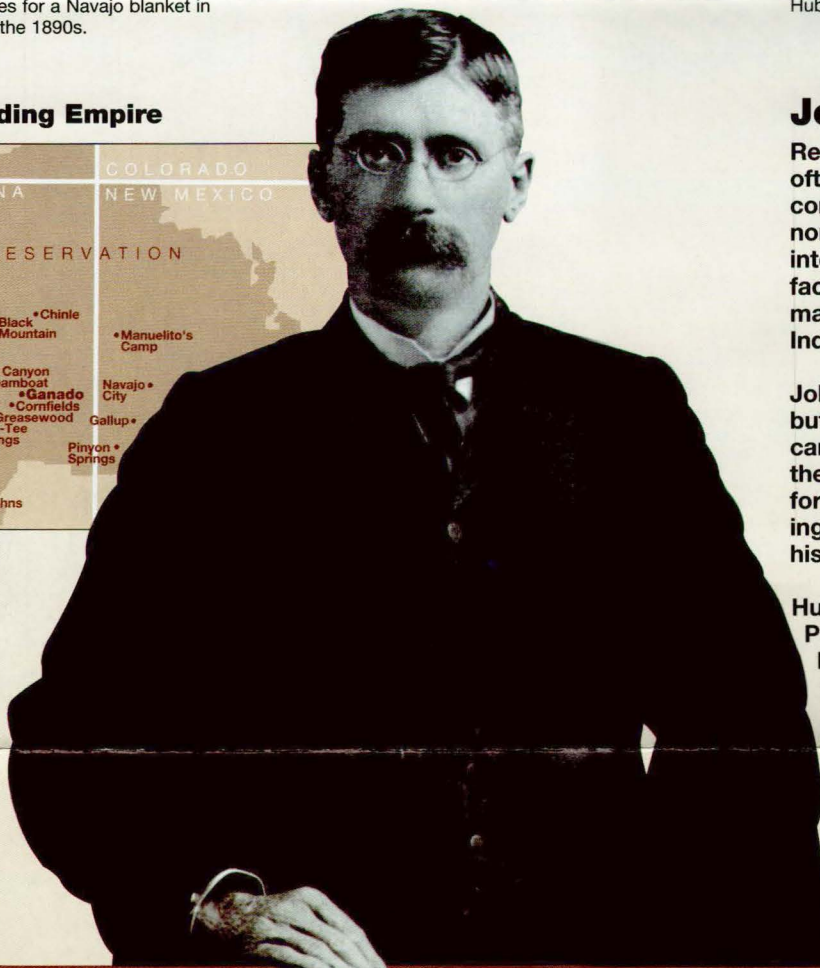


The trading post wareroom, shown here about 1885, stored tobacco, coffee, crackers, ax handles, blankets, harnesses, and other dry goods. Hubbell is at left.

The Hubbell Trading Empire



John Lorenzo Hubbell was one of the most respected and well-known Navajo traders of his day. At various times, together or separately, he and his two sons owned 30 trading posts (23 of which are located on the map above), wholesale houses in Gallup and Winslow, several ranches and farms, business properties, and stage and freight lines.



John Lorenzo Hubbell: Trader and Friend to the Navajo

Reservation trading posts were often the only direct point of contact between Native and non-Native Americans until well into the 20th century. Traders facilitated rapid changes in the material culture of American Indian communities.

John Lorenzo Hubbell's contribution as a trader was significant. During his half century on the reservation, he was known for his honesty in business dealings, for his hospitality, and for his wise counsel to the Navajo.

Hubbell was born in 1853 at Pajarito, in what was then New Mexico Territory, the son of a Connecticut Yankee who had gone to New Mexico as a soldier and married into a family of Spanish descent. John

Lorenzo learned the ways and the language of the Navajo while traveling in the southwest and while employed as a clerk and interpreter at various military and trading posts. In 1879, he married Lina Rubi of Ceboletta, New Mexico. They had four children: two daughters, Adela and Barbara, and two sons, John Lorenzo, Jr., and Roman.

Hubbell—"Don Lorenzo" to local hispanics, *Naakai Sani* ("Old Mexican") or *Nak'ee sinilli* ("Eyeglasses") to the Navajo—began trading here in 1876. From the beginning, Navajo people gathered at the post, where Hubbell acted not only as their merchant but served as their liaison to the world beyond the reservation. As a trusted friend, he translated and wrote letters, settled family quarrels, explained government policy, and helped

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.

"Out here in this country," said Hubbell, "the Indian trader is everything from merchant to father confessor, justice of the peace, judge, jury, court of appeals, chief medicine man, and de facto czar of the domain over which he presides." While his goal was to make money, he believed that if he prospered, the Navajo would, too.

"The first duty of an Indian trader," Hubbell believed, "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."

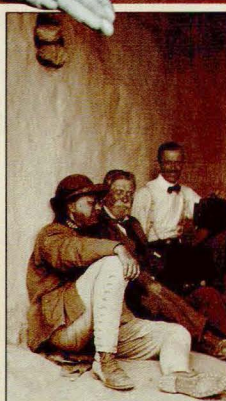
Explorers, artists, writers, and scientists enjoyed the atmosphere at Hubbell's Ganado trading post and the hospitality of John Lorenzo himself. His career as a trader spanned critical years for the Navajos. He came

to Ganado when they were struggling to adjust to reservation life after returning to their country following the brutal ordeals of the 1864 "long walk" to *Hweldi* (Fort Sumner) in New Mexico Territory and subsequent four-year confinement at Bosque Redondo on the Pecos River.

When John Lorenzo Hubbell died on November 12, 1930, he was buried on Hubbell Hill overlooking the trading post. Buried next to him are his wife, Lina Rubi, and his closest Navajo friend, Bi'lii Lani (Many Horses). Following Navajo custom, Hubbell's grave is not marked.



Hubbell's freight wagons, often loaded with sacks of wool and hides, traveled between his various trading posts and his wholesale warehouse in Gallup, New Mexico.



Hubbell sits between former President Theodore Roosevelt and an unknown photographer at Walpi, Arizona, in 1913.



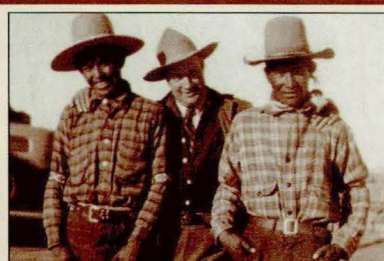
John Lorenzo Hubbell, Jr., standing at right with his granddaughter, Henry Chee Dodge, and other family members who traded to both the Navajo and the Hopi. Like his father, he, too, was noted for his hospitality to travelers.



Hubbell's trading post in California, the most distant of his business enterprises. The year is 1927.

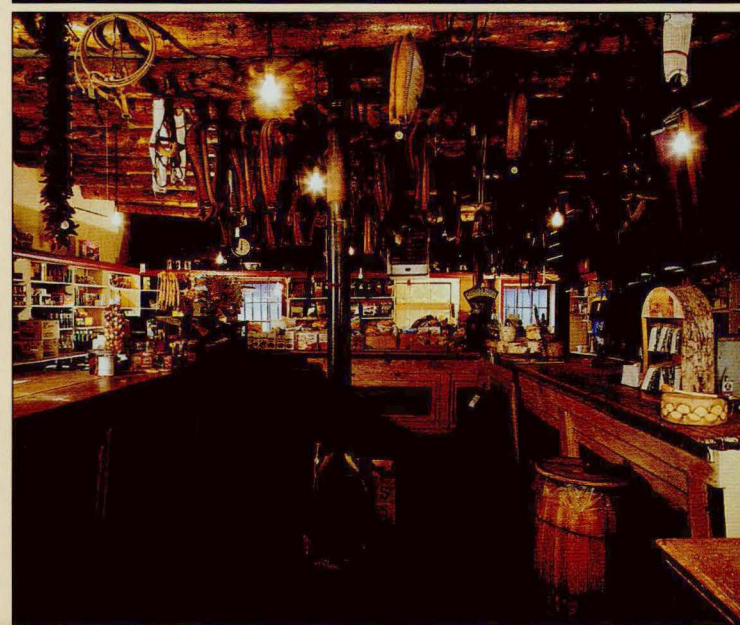


Friday Kinlicheenie, a Navajo medicine man born in 1895, worked at Hubbell Trading Post most of his life. He was the post's gardener from 1915 until he retired in the late 1980s.



Roman Hubbell, shown here between Navajo friends Ganado and Chis Chill, operated a trading post in Gallup. He also ran a tour service for visitors to Navajo country to supplement his income when trading revenues declined during the Depression years.

Of Bulpin Bargaining and Southwest Hospitality



The Navajo looked upon the trading post as a place to socialize, to meet old friends and relatives, as well as to conduct business. To reach it they traveled long miles by horse and wagon or on foot over dry and dusty trails, slick with mud in wet weather. At the post, they traded their blankets, wool, sheep,

pelts, and turquoise and silver jewelry for groceries, tobacco, tools, cloth, and other items. The post was a center for news and gossip, and no effort was made to hurry trade.

Hubbell Trading Post is typical of the old trading posts. The main trading area (above), with its rectangular



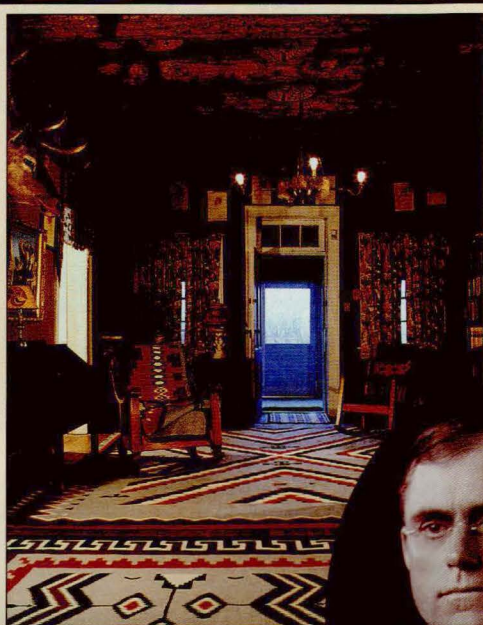
iron stove, is called the "bulpin" and its appearance has changed little in the last 100 years. Shelves filled with coffee, flour, sugar, calico, pocket-knives, and canned goods stand behind tall counters. Hardware and harnesses hang from the ceiling.

Besides introducing the Navajo to many new products to the Navajo, traders were vital intermediaries between the tribe and the non-Indian community. The traders' support of government programs—like education, livestock improvement, and modern medical care—was essential to their acceptance. Some traders, like

Hubbell, helped the Navajo obtain government aid in building dams and irrigation projects. Hubbell hired many Navajos to drive his freight wagons, and clerk in some of his stores. He donated a small parcel of his land for the construction of a Navajo school.

Hubbell had an enduring influence on Navajo rug weaving and silversmithing, constantly demanding and promoting excellence in craftsmanship.

The Hubbell rug room (above) contains many stacks of varicolored blankets and rugs displaying the skill of Navajo weavers. From the large ceiling beams



hang baskets made by many southwestern tribes, saddles and saddle bags, bridles, and Indian water jugs. On the walls are small framed paintings of Navajo rug designs, commissioned by Hubbell from his artist friends, as examples for the weavers to follow.

The Hubbell home reflects the Navajo and the Southwest. Bookcases overflow with rare and invaluable collections of Americana. Navajo rugs lie everywhere. The rooms are filled with priceless reminders of a courageous pioneer family, their remarkable customers, and the Native American culture within which they lived.

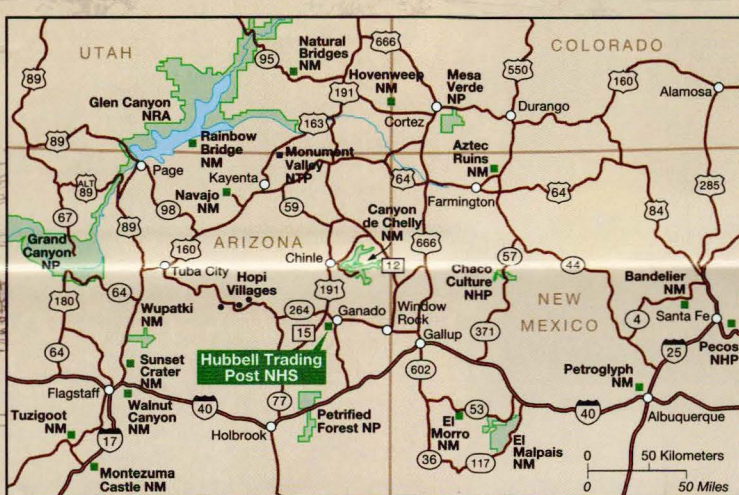


Nearly every person of note who traveled in or through northeast Arizona stopped at the Hubbell Trading Post at Ganado: politicians, generals, archeologists, anthropologists, artists, writers, and photographers. Theodore Roosevelt, Nelson A. Miles, Lew Wallace, Maynard Dixon, and Mary Roberts Rinehart were among the many

distinguished visitors to whom Don Lorenzo provided free room and board. The photograph above shows one of several guest bedrooms in the Hubbell home.

Welcome to Hubbell Trading Post

Hubbell Trading Post is the oldest continuously operating trading post in the Navajo Nation. It is located one mile west of Ganado and 55 miles northwest of Gallup, New Mexico. It can be reached by Arizona 264 from the east and west and by U.S. 191 from the north and south.



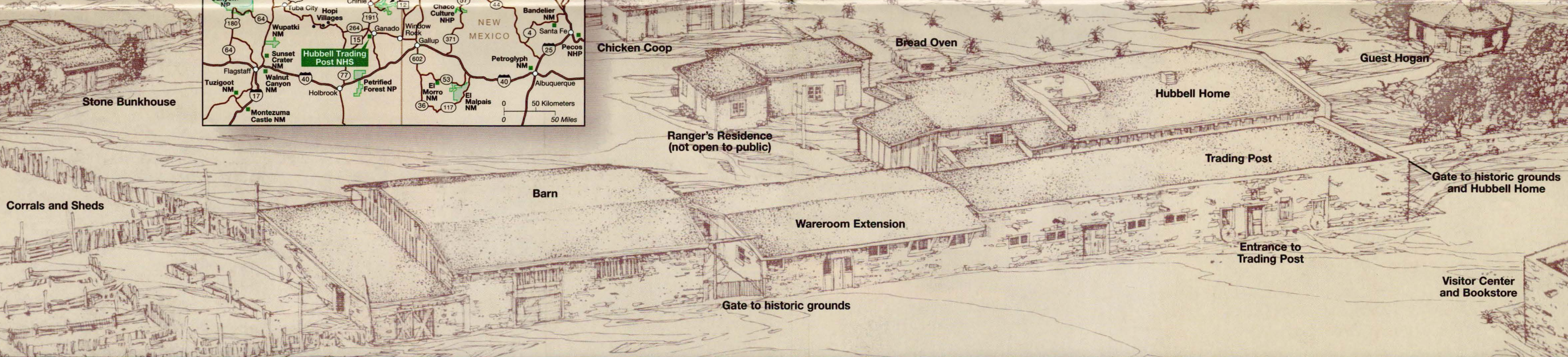
Take your time exploring the site. There is much to see here. Begin at the visitor center, where National Park Service rangers can answer your questions about what to see at Hubbell and nearby areas. A bookstore, exhibits and demonstrations of rug weaving and other native arts and crafts may also be seen at the visitor center.

Tours of the Hubbell Home are offered daily by park rangers and a booklet is available for a self-guided tour of the Hubbell Homestead (see the drawing below).

Those of visitors from all over the world in a continuation of the Hubbell tradition as a meeting place of cultures.

The park provides public restrooms, a drinking fountain, and picnic tables. No camping or overnight facilities are available.

Hubbell Trading Post National Historic Site is administered by the National Park Service. The site is open daily from 8 a.m. to 5 p.m. (8 a.m. to 6 p.m. in summer) except January 1, Thanksgiving, and December 25. Groups may request special tours by writing the superintendent in advance at Box 150, Ganado, AZ 86505, or calling (520) 755-3475. Information is also available at <http://www.nps.gov/hutr> on the Internet.



Stone Bunkhouse

Corrals and Sheds

Barn

Ranger's Residence (not open to public)

Gate to historic grounds

Wareroom Extension

Chicken Coop

Bread Oven

Hubbell Home

Trading Post

Entrance to Trading Post

Guest Hogan

Gate to historic grounds and Hubbell Home

Visitor Center and Bookstore