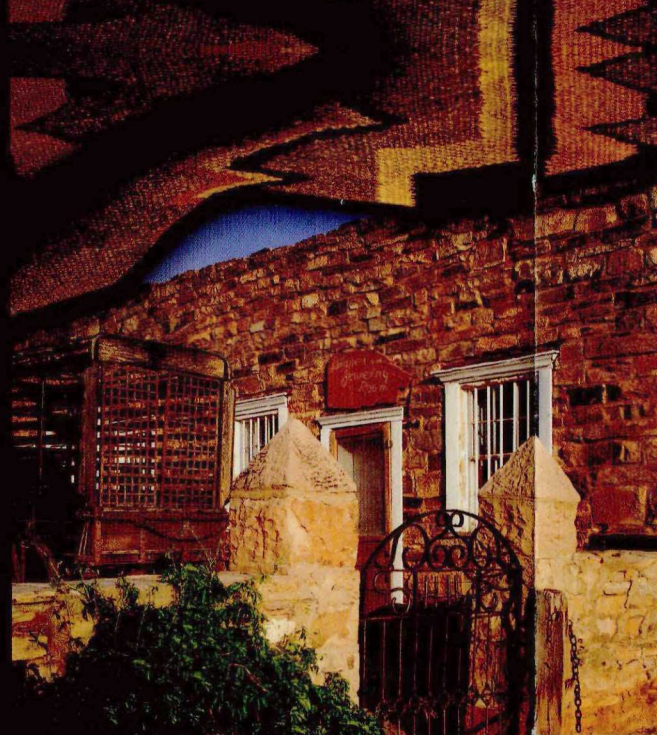




WELCOME WOOSH DEEH

It is 1885. You have traveled by wagon for days. You enter the valley of the Pueblo Colorado Wash, known as *Lók'ah niteel*, Wide Reeds. As you approach Hubbell Trading Post you see others have arrived to trade. Navajo friends greet one another. You are here to trade a rug for goods that you will need for the winter.

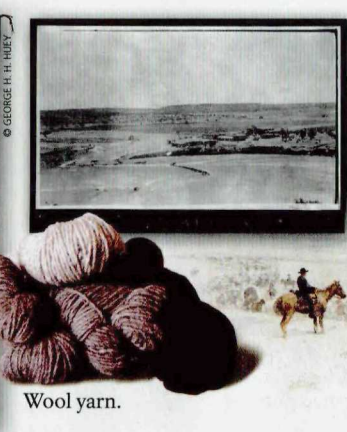
See the rustic door (lower left)? It opens to a store filled with wonderful products. Walk in and you'll feel like you've stepped back in time. See the gate (left)? Within are animals, corals, wagons, and a barn.

Today you have traveled by vehicle for a few hours. Hubbell Trading Post is still here and operating! The door and gate invite you. Welcome.

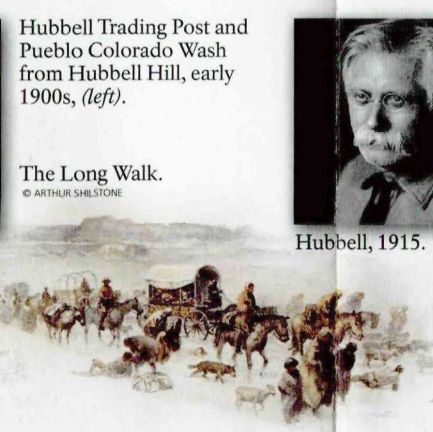
A Glance Through Time



Corrugated pottery.
© COLIN LALAT



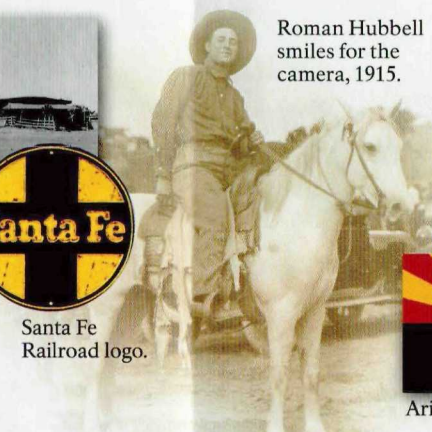
Wool yarn.
© ARTHUR SHILSTONE



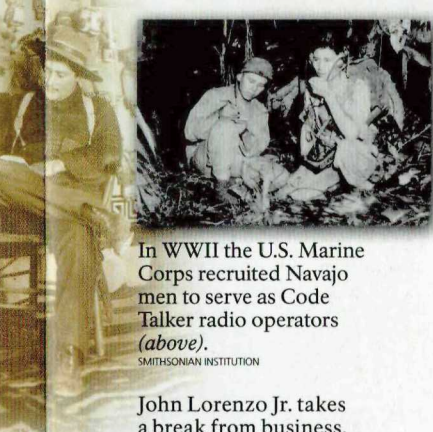
Hubbell Trading Post and Pueblo Colorado Wash from Hubbell Hill, early 1900s, (left).
The Long Walk.
© ARTHUR SHILSTONE



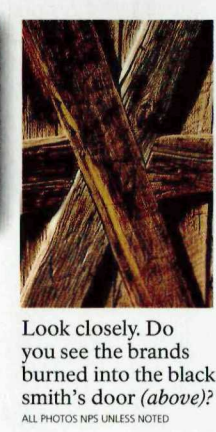
Hubbell, 1915.
Hubbell Trading Post, 1920.
John, Roman's son, poses with a sheep (left).
Santa Fe Railroad logo.



Arizona state flag.



Hubbell (above center). His granddaughter, LaCharles, shares a horse with Hastin Nez, the family cook (left).
Turquoise trade beads (right).



Look closely. Do you see the brands burned into the blacksmith's door (above)?
ALL PHOTOS NPS UNLESS NOTED

BEFORE 1300
Ancestors of today's Southwestern people trade food, products, and ideas. They build complex structures with plazas and kivas, including Wide Reed Ruin (near today's Ganado).

1540s–1600
First Spanish, then Mexicans and Americans explore and colonize the Southwest. Don Juan de Oñate introduces plants, animals, and Hispanic colonists.

1650s
Navajo begin weaving blankets using wool from Spanish Churro sheep.

1776
Escalante-Dominguez expedition crosses Arizona and Utah seeking a route from New Mexico Territory to California.

1803–1806
Louisiana Purchase doubles size of the nation; Meriwether Lewis and William Clark expedition explores route to Pacific Ocean; leads to opening of the frontier.

1846–1848
U.S.-Mexican War; Treaty of Guadalupe Hidalgo ends war, U.S. gains land from Texas to California; gold discovered in California.

1851
U.S. Army builds Fort Defiance in the heart of Navajo country to stop Navajo raids.

1853
John Lorenzo Hubbell born in New Mexico Territory.

1860
Force of 1,000 Navajo led by Chiefs Manuelito and Barboncito attack Fort Defiance; U.S. military retaliates.

1861–1865
U.S. Civil War; Homestead Act opens western land to settlers; Arizona Territory designated.

1864–1868 LONG WALK
Over 8,500 Navajo exiled by U.S. army at Bosque Redondo (Fort Sumner), New Mexico Territory; they return home to destroyed hogans and livestock; U.S. government creates Navajo Reservation.

1872–1878
Navajo Chief *Totsonii Hastin*, Ganado Mucho, invites Hubbell to *Lók'ah niteel*, Ganado Valley, predicting "he will do good business." Hubbell, age 23, buys William Leonard's trading post; expands post and ranch.

1879–1880s
Fred Harvey Company contracts

with Santa Fe Railroad to build quality hotels, eateries, and gift shops at railroad stops; Harvey, like Hubbell, employs Navajo to demonstrate weaving and crafts; Hubbell and trader J.B. Moore market Navajo rugs, attracting business from Eastern cities.

1883–1886
U.S. post office opens at Hubbell Trading Post; John Lorenzo Jr. born to Hubbell and wife Lina Rubi, 1883; smallpox epidemic kills thousands of local people; Hubbell cares for sick and dying.

1890s
Hubbell builds home and ranch

buildings; son Roman born, 1891; artist Elbridge Ayer Burbank sketches local natives, including *Bilii Lani*, Chief Many Horses; Navajo Chiefs Ganado Mucho and Manuelito die.

1897–EARLY 1900s
Navajo blankets using red yarn gain popularity; Hubbell begins Ganado Valley irrigation project, builds canals and Ganado Lake; dam completed (valley residents use irrigation system into the 1960s).

1912–1913
Arizona named 48th state; Hubbell elected first state senator.

1915–1917
Hubbell starts freight and stage company; is granted the 160-acre homestead; his property is one of the few private inholdings on the Navajo Reservation.

1920s–1924
Oil discovered on reservation; Navajo communities organized into local chapters; American Indians granted U.S. citizenship. (Arizona tribes not allowed to vote until 1948.)

1930
Hubbell dies, age 77; is buried on Hubbell Hill; sons John Lorenzo Jr. and Roman carry on businesses.

1941–1945
World War II, Pacific Theater: Code Talkers send tactical messages in native languages that the Japanese can't decipher.

1942–1957
John Lorenzo Jr. dies; Roman and wife Dorothy run operations; Roman dies; Dorothy runs the business.

1950s
Uranium discovered on Navajo Reservation; commercial mining begins; Navajo Nation increases control over its natural resources.

1960s
Congress authorizes Hubbell Trading Post National Historic Site, 1965; Dorothy Hubbell sells property to National Park Service (NPS), 1967; trading remains important to the community.

2000–TO PRESENT
Stewardship. NPS, local tribes, and friends work to protect Hubbell Trading Post's traditional and on-going trading relationships. The site promotes arts and crafts from many tribes and is a vital part of the Navajo community.

A Bridge Between Cultures

In the late-1800s the number of trading posts grew across the Southwest. Traders provided supplies and helped local tribes whose lives had been changed drastically by the U.S. government. John Lorenzo Hubbell's contribution and influence as an Indian trader was significant. For over 50 years he was known for his neighborly friendship, honest business dealings, and wise counsel to American Indians. Explorers, artists, writers, scientists, even President Theodore Roosevelt enjoyed the atmosphere of this trading post and ranch and the hospitality of the Hubbell family.

Starting Out Hubbell was born in 1853, in Pajarito, New Mexico Territory, son of James Lawrence Hubbell from Connecticut and Juliana Gutierrez of Spanish descent. Young Hubbell learned the ways and language of the Navajo while employed as a clerk and Spanish interpreter at forts and trading posts. He married Lina Rubi of Cebolte-

ta, New Mexico Territory in 1879, and they had four children: Adela, Barbara, John Lorenzo Jr., and Roman.

Aftermath of the Long Walk Hubbell—Don Lorenzo to local Hispanics, *Naakai Sani* (Old Mexican) or *Nak'ee sinili* (Eyeglasses) to the Navajo—began trading here in 1876, at a critical time for the Navajo. Hubbell came to Ganado as the Navajo struggled to adjust to reservation life following the brutal ordeal of the 1864 Long Walk to *Huédeldi*, Bosque Redondo (Fort Sumner), in New Mexico Territory, and their four-year imprisonment. They returned home in 1868 to their destroyed homesteads—hogans, herds, and crops gone. Because of this devastation, trading for food and products became important.

Trader and Friend After the Long Walk, local tribes gathered at the post, where Hubbell was merchant and liaison to the outside world.

You can buy flour, cookware, and many products in the bullpen. Visit the jewelry and rug rooms to see collectible handmade arts and crafts.



He translated and wrote letters, settled quarrels, and explained government policy. When a smallpox epidemic swept the reservation in 1886, he opened his 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."

Hubbell died in 1930 and was buried on the hill overlooking the trading post. Hubbell Trading Post stayed in the family until 1967, when Dorothy Hubbell, Roman's wife, sold it to the National Park Service to be preserved as a national historic site. Today, as in 1876, American Indians bring handcrafted rugs, jewelry, pottery, and baskets to the trader. Locals buy groceries and share stories. Are you enchanted by a Navajo rug, a silver necklace, pottery, or a Hopi basket? Don't hesitate; take home a beautiful example of American Indian artwork.

TRADERS AND TRADING

Naalyéhé yá sídáhí doo na'iini'

I give you something of value, and you give me something that we agree is of equal value.

Trading is a custom that has been practiced by Southwestern ancestral people for hundreds of years. In the early 1800s white traders traveled by wagon, bringing goods to exchange for commodities with local people. In 1868, with the establishment of the Navajo Reservation, the U.S. government set up rules to regulate trading businesses. Itinerant traders were encouraged to get licenses and open permanent trading posts.

Hubbell worked at his first store two miles upstream from Ganado. In 1876 he bought William Leonard's business in this location and opened Hubbell Trading Post.

Cash flow in the stores was almost nonexistent, requiring traders to give customers credit. Debts to the businesses were paid off annually when the customer's commodities became available: piñon nuts, wool, firewood, livestock, and produce. When traders discovered the artistic skills of local tribes, they began accepting handmade rugs, jewelry, carvings, baskets, and pottery in trade. Today trade is conducted with currency, but the ancient principle of trading thrives.



Hubbell discusses a chief blanket with his weaver, 1890s (above).
Hubbell trade tokens were used into the 1960s (right).



Navajo weaver in 1904 (above).
Weaving fork (right).



Hubbell (above center). His granddaughter, LaCharles, shares a horse with Hastin Nez, the family cook (left).
Turquoise trade beads (right).



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