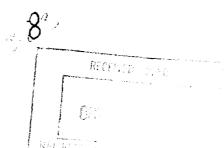
NPS Form 10-900 (Rev. 10-90)

OMB No. 1024-0018

**United States Department of the Interior National Park Service** 

### NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in How to Complete the National Register of Historic Places Registration Form (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items

items.					(-1.2.2		,-		, <b>F</b>			
1. Nan	ne of Proper	ty										
historio	c name	Lorenzo Hubbe	ll Tradir	ng Post an	d Warehous	se			· 			
other n	ames/site nu	ımber 										
2. Loc	ation								· · · · · · · · · · · · · · · · · · ·			
street &	& number	523 W. Second S	Street			<del></del>				not for publicat	ion	
city or	town	Winslow								vicinity		
state	Arizona	code	AZ	county	Navajo		code	017	zip code	86047		
3. Stat	e/Federal A	gency Certificati	on									
Nation	al Register (	Criteria. I recomm tion sheet for addi	end that	this prope	rty be consi					ridelocal	does not meet the ly.	
	opinion, the	propertymee	ts	does not n	neet the Nati	ional Regis	ter criteri	a. (	See contin	nuation sheet fo	or additional comments.)	
State or F	ederal agency and	bureau			1							
$\overline{}$	by certify the entered in Se	Service Certificate at this property is: the National Region to the Continuation should be continuation should be continuation should be continuation should not eligible for the Continuation should be continuation should be continuation should be continuation should be continuated to the c	ster eet. ational l		Agnature	e of Reeper	ou;	<i>A</i>	Box		Date of Action  ///2(/02	
	removed fr	om the National F	Register				·		<del></del>	<del> </del>		
	other (expl	ain):										

5. Classification							
Ownership of Property (check as many as apply)	Category of Property (check as many as apply)	Number of Resources within Property (Do not include previously listed resources in the count.)					
x public-local public-State public-Federal	X building(s) district site structure object	Contributing 1	Noncontributing	building(s) site structure object Total			
Name of related multiple pr (Enter "N/A" if property is not part of a n N/A	operty listing sulfiple property listing.)	Number of o National Re N/A	contributing resources previousl gister	y listed in the			
6. Function or Use							
Historic Functions (Enter categories from instructions) Commerce/Trade- departr	nent store and warehouse	Current Func (Enter categories fro Social – civic	TIONS m instructions)				
7. Description							
Architectural Classificat (Enter categories from instructions)	ion	Materials (Enter categories fro	m instructions)				
Commercial style		foundation	Sandstone				
		walls	Brick				
		roof	Asbestos shingles and clay	ridge tiles			
		other	Concrete – vault addition				

Narrative Description (Describe the historic and current condition of the property on one or more continuation sheets.)

See continuation sheet

8. Stater	nent of Significance		
Applical	ble National Register Criteria one or more boxes for the criteria qualifying the property for National Re	gister listing)	Areas of Significance (Enter categories from instructions)
XA	Property is associated with events that have made	de a significant	Commerce
L	contribution to the broad patterns of our history	<i>'</i> .	Architecture
			Social history
B	Property is associated with the lives of persons		
хс	Property embodies the distinctive characteristic method of construction or represents the work of possesses high artistic values, or represents a significant distinguishable entity whose components lack in	David of Ciariff anna	
D	Property has yielded, or is likely to yield inform prehistory or history.	nation important in	Period of Significance 1918-1952
	Considerations all the boxes that apply.)		Significant Dates 1918 – construction 1920 – purchased by Hubbell family
A	owned by a religious institution or used for religious	gious purposes.	1944 – addition
B	removed from its original location.		Significant Person (Complete if Criterion B is marked above)
c	a birthplace or a grave.		N/A
σ 🗀	a cemetery.		Cultural Affiliation N/A
E	a reconstructed building, object, or structure.		
F	a commemorative property.		Architect/Builder Von Rose - contractor
G	less than 50 years of age or achieved significan years.	ce within the past 50	
Narrati	ve Statement of Significance (Explain the signif	icance of the property o	on one or more continuation sheets.)
9. Majo	r Bibliographical References		
Bibliogi (Cite the	raphy books, articles, and other sources used in prepar	ing this form on one or	r more continuation sheets.)
Previou	s documentation on file (NPS):		Primary location of additional data:
•	iminary determination of individual listing (36 Cl	FR 67)	X State Historic Preservation Office
prev	iously listed in the National Register		Other State agency
x prev	iously determined eligible by the National Regist	ter	Federal agency
desi	gnated a National Historic Landmark		Local government
reco	rded by Historic American Buildings Survey	#	University
Teco	rded by Historic American Engineering Record	#	x Other
	,		Name of repository: Old Trails Museum

Name	or property					County and Sta	ie	
10. Geographical	Data							
Acreage of Proper	rty 1.065 acres							
UTM References	(Place additional UTM re	ferences on a continuation	n sheet)					
1 12	<del>527140</del> 527070	<del>-38756</del> 60 <i>3875</i> 855	3					
Zone	Easting	Northing		Zone	Easting		Northing	-
2			4					
Zone	Easting	Northing	_	Zone	Easting		Northing	
See continuatio	n sheet.							
Verbal Boundary	Description (Describe the	boundaries of the property	on a conf	inuation she	et.)			
See city property n		undaries were selected on a	continua	tion sheet.)				
See continuation sl	heet							
11. Form Prepare	d By							
name/title	Vicki France, City of W	inslow/ edited by Christine	Wahlstro	om Weiss, N	ational Regi	ster Coordina	tor, AZ SHPO	
organization						date	July 19, 2002	
street & number	1520 W. Third Street					telephone		
city or town	Winslow		state	AZ		zip code	86047	
Additional Docum	nentation	<del></del>						
Submit the following	ng items with the complete	d form:						
Continuation She	ets							
Maps								
		ies) indicating the property? and properties having large a			resources.			
Photographs								
	ntative black and white ph	otographs of the property.						
Additional items								
(Check v	with the SHPO or FPO for a	any additional items)						
Property Owner				<del></del>		<del> </del>		
	m at the request of the SHP	O or FPO.)		7		· · · · · · · · · · · · · · · · · · ·		
name/title	City of Winslow					·		
street & number	21 Williamson Avenue		,			telephone	(928) 289-3204	
city or town	Winslow		state	AZ	<del></del>	zip code	86047	
or town	11 111210 11		State	AL.		zip code	00047	

Navajo County, Arizona

Lorenzo Hubbell Trading Post and Warehouse

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior National Park Service

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r				county	Navajo County
				state	Arizona

### **Narrative Description**

The Lorenzo Hubbell Trading Post and Warehouse is located in northeastern Arizona south of the Navajo Reservation, in the city of Winslow. Bordered on the north by historic Route 66 and on the south by the main east-west line of the Burlington Northern Santa Fe Railway, the site is undeveloped except for the one-story, rectangular, 50 x 99 foot brick building.

The front façade faces north onto Second Street (Route 66) and features a stepped parapet. Concrete steps with a stepped stone sidewall with concrete coping lead to a single, central entry. The exterior walls have been painted with various Native American rug designs and signage, although most of the paint has now worn away. Ghost signs above the door read, in part, "Navajo Rugs, Lorenzo Hubbell Co. Trading Post". The façade also features one large, fixed display window and two double-hung windows. Circa 1944, a vault was added to the northwest corner of the building; the addition is in the Pueblo Revival style. The foundation walls are of Moenkopi sandstone with lime mortar and are eighteen inches thick. They extend over five feet into the ground forming the sidewalls of the basement and rise 2-3 feet above grade. The walls are constructed of red brick laid in a common bond pattern with lime mortar. The south 25 feet of the east wall angles to meet the south wall. This angle was built along a railroad 'Y' which allowed rail access through the east warehouse door. The roof is a moderately sloped gable roof. It is covered with diamond shaped asbestos shingles with red clay ridge tiles. There is no evidence of an earlier roof. There is one brick chimney on the building measuring 1'4" x 1'4". The post and beam porch roof that spanned the entire front has been removed. There were seven double-hung windows in the display area; three were removed over the years, two for the fixed window and one for the vault door. Six awning windows are found in the warehouse area and one in the circa 1944 bathroom. Twelve awning windows are in the basement. Two basement windows on the south portion of the east façade have been infilled with stone. The original windows have stone lintels and sills. Large wooden sliding doors give access to the warehouse from the east and west.

Internally, the building is divided in half. There is a full basement with concrete floor under the building. Circa 1944 a stucco and concrete vault was added at the northwest corner of the buildings. At the same time, a more modern bathroom was added at the southwest corner of the display area. The north half was the display area and had a pressed metal ceiling featuring 2 x 2 foot panels, an edge cornice, and border panels. The original wood floor is now covered with linoleum. Painted walls in the display area indicate original colors were a white ceiling, light blue walls, and gray trim. The south half of the building was used as a warehouse and has open roof trusses. Approximately half of the trusses have a Howe configuration; the other half have a modified Pratt configuration. The roof is sheathed solid with 1 x 4's and 1 x 6's. The main floor system is constructed of wood. Wooden posts (8 x 8's) support 8 x 10 beams running north south at the third points. These beams support 2 x 12 floor joists at 16" on center. Hardwood was used for the high-traffic floors in the warehouse. A 1 x 9 vertical plank wall divides the warehouse 28 feet north of the south wall.

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### **Statement of Significance**

The Lorenzo Hubbell Trading Post and Warehouse stands in Winslow, Arizona, a town that borders the Navajo Reservation. The building is significant under Criterion A for its role as a commerce link between cultures, in that it provided space for contact between Navajos and Anglos for the exchange and transportation of essential goods. From its original construction in 1918 until its sale in 1952, this trading post was an integral part of one of the largest commercial trading and warehouse operations in the southwest. Goods brought by wagon to Winslow from the reservation were shipped by rail from the Hubbell Trading Post and Warehouse. Although most important as a shipping center, the post played an integral role in the daily lives of the Navajo people who turned to the Hubbells for assistance in all aspects of facing a new and modern world. There were two trading posts in the Hubbell Trading Company that had large warehouses, one in Winslow, and the other in Gallup, New Mexico. These trading facilities were fundamental in re-establishing the economics of the Navajo tribe that had been destroyed by earlier conflict and subsequent formation of reservations in the 1860s. Also significant under Criterion C, the building is a rare example of the trading post type that has retained a high degree of integrity. Built to serve a purpose, the building's spaces and features reflect its place at the center of commerce and demonstrate its significance as the only remaining Hubbell trading post, warehouse, and shipping center.

#### **Background**

The Hubbell Trading Post and Warehouse represents the culmination of the work of two families of traders with the Native Americans – the Richardsons and the Hubbells. The Hubbell family had been traders to the Native Americans for many years. In 1857, James Boyd Hubbell, a relative of Lorenzo Hubbell Sr., moved from Connecticut to Minnesota where he was appointed Indian trader. In 1881, James Boyd Hubbell was operating a mercantile in Montana (McNitt). In the book *Hubbell Trading Post: National Historic Site* by David Brugge, James was actually named as the father of John Lorenzo Hubbell, Sr. John Lorenzo Hubbell, Sr. came to the Navajo Reservation in 1870 where he began what was to become a trading empire in Arizona and New Mexico.

The Richardsons arrived in the area later, around 1900. They, too, established themselves as traders. Their posts were predominately in the northern and eastern sections of the Navajo Reservation. However, they needed a shipping point on the railroad for their goods; they shipped mainly sheep and wool. In 1918, contractor Von Rose constructed the post in Winslow for Hubert Richardson. The ground was leased from the Atlantic and Pacific Railroad for 99 years. By 1920, Winslow had become a major shipping center for the Santa Fe Railway. The Richardsons needed to divide their holdings. Meanwhile, the Hubbell Trading

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Company was still growing and needed a shipping point for the good that were gathered at their trading post in Ganado, Arizona. The sale of the post in 1920 to the Hubbells began a long and important association between the Navajo Reservation, the Hubbells, and Winslow.

#### **Trading posts**

National Park Service

To understand the significance of the Hubbell Trading Post and Warehouse, one must first understand the role played by trading posts in the American west from the 1870s until the 1950s. By the mid-1800s, the traditional supplies of meat, hides, and furs on which Indian traders had survived were depleted. The Navajo were unique in the southwest; although they were sheepherders and craftsmen, they were the only tribe to embrace commerce and trade so vigorously. They produced tremendous volumes of goods including meat and wool that needed marketing. Many traders took advantage of this opportunity. The Pueblo Indians such as the Zuni and Hopi interacted with Anglos on a much smaller scale. The trading posts played an integral part in the lives of the Navajo. They were institutions of power and influence at a time when a link to the population centers of the United States was needed to complete the economic cycle.

Since the traders were the primary contact between the Native Americans and the modern Anglo world, their job was to develop a fair exchange system so that the Navajos could exchange their good for items they needed. The first trading posts were established as outposts on remote reservation land where life was difficult for everyone. Roads were nearly nonexistent and hauling merchandise was usually treacherous. Freight wagons were used to transport good to towns near the railroads, such as Winslow, and many perils waited along the way. Weather, robbery, and the breakdown of equipment were all deterrents. The sheer volume and variety of goods wanted by the Navajo made it difficult as well.

By making goods such as coffee, salt, sugar, canned goods, and clothing available, the traders were assured of a steady supply of barter coming in such as sheep wool and woven blankets. The Navajos came to trust the traders with even more serious issues such as settling disputes between clans and even burying dead relatives. Traders developed a pawn system to enable Navajos to buy goods without cash or barter by simply leaving their family jewelry with the trader until they could pay their debt. Trading posts functioned at times as bank, post office, hospital, church and community center. The prosperity and activity of the post was reflected throughout the city of Winslow. In the early twentieth century, Winslow was one of the busiest, fastest-growing towns in northern Arizona on the Santa Fe route.

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National Park Service

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#### The Hubbell Family

The single most important word for decades on the Navajo Reservation was simply "Hubbell." The Hubbell trading dynasty, John (or Don) Lorenzo Hubbell, Sr.; his sons, Lorenzo Jr. and Roman, and daughters Barbara and Adela, often meant the difference between life and starvation. Competition for Navajo goods was fierce among the traders. The traders often offered "extras" to those who traded with them. The Hubbells were known to have a special type of hospitality and personality that was well liked by the Navajos (Brugge).

The lives and welfare of the traders and the Navajos were critically intertwined. At the urging of the elder Hubbells, the Navajos developed the Navajo rug and the fine art of jewelry making. It was the Hubbell family that engaged the world-renowned Hispanic silversmith, Duran, to teach the Navajos the art. His first pupil was Saui Chuoie.

The Depression and the New Deal sheep reduction program brought hard times to the Navajo and the traders. The Navajo families that commonly had 1,200 head of sheep found the flock reduced to barely seventy. This severe change of lifestyle was devastating to the Indians and traders alike. The sheep were the food and fiber for both groups. The Lorenzo Hubbell Company branched out into many endeavors to survive. They raised cattle, had a tour company, mail service, and dealt in precious stones.

In 1932, Lorenzo Hubbell, Jr. commissioned the Sam Joe family to weave the largest Navajo rug ever made. It was hoped that once on display, it would provide another source of revenue by stimulating tourism and the purchase of rugs as souvenirs. From 1932-35, Julia Joe and her family created the world's largest Navajo rug. On display in the post until the early 1960s, the rug is considered a masterpiece. It measure 26 feet by 36 feet and is seamless; it is currently in a private collection.

Continually trying to increase interest in the reservation and its goods, Lorenzo Hubbell had filled the Hubbell Trading Post and Warehouse with frontier relics and Indian artifacts in the early years. These items were not for sale. The collection included ancient pottery, baskets, cavalry swords, and other military items. Displays included Kachina dolls of all sizes, paintings, leatherwork, and drawings. As late as 1960, the collection was intact for tourists to view when visiting Winslow. In 1948, Roman and five Navajos represented Winslow and Arizona at the 1948 International Travel Show in New York City. The elaborate, colorful costumes of the Navajo were a big success.

Lorenzo Hubbell, Jr. died in 1942; his father had died in 1930. The family moved to Winslow and Roman ran the business from the Winslow location. The company was forced to declare bankruptcy in 1952; they lost all

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their holdings except Ganado. Then Kyle Bales purchased the company. He and his daughter, Patricia Kinsolving Smith, operated the store, trading post, and museum until 1972. They expanded the line of merchandise but continued to sell staple goods to the Indians. The tourist trade was brisk due to the store's location on Route 66. All trading post operations ceased in 1972 and the building was used as State Parks offices, then as an art gallery and office for the Affiliation of American Indian Centers. The City of Winslow purchased the ground surrounding the Hubbell Trading Post and Warehouse from the Burlington Northern Santa Fe Railroad in 1997 and gained title to the building in 1998. The city plans to make the building the west anchor of the downtown revitalization effort.

#### **Trading Post and Warehouse**

This building is more than a crudely constructed remote outpost on the reservation typical of most trading posts. It is one of the few trading posts that is a substantial building and reflects its importance as a center for commerce. The other Hubbell warehouse in Gallup, New Mexico, was constructed of adobe and has not withstood the test of time. It has been demolished leaving the Winslow building as the only example of a Hubbell trading post, warehouse, and shipping center.

The configuration of space reflects the building's role as major trade and shipping center. The site was chosen for its proximity to the railroad. Freight wagons loaded with wool, rugs, blankets, pinon nuts, and jewelry from the reservation were brought to the dock on the west (Photo 2). The warehouse portion of the building was a functional space. With unpainted brick walls and no finished ceiling, the warehouse was where the goods were processed. Large freight doors allowed goods to be brought into the warehouse, processed, and shipped out a door on the east side where a railroad car would wait on the spur. The goods could then be shipped to merchants on the east coast or to the two curio shops in California owned by the Hubbells.

The division of space for warehouse and display area has been maintained. Painted walls and a pressed-metal ceiling mark the finished display portion. Original windows in this section are double-hung. The wall that separates the warehouse from the display area is of lath and plaster on the display side. Items necessary for the functioning of the trading post include a walk-in vault (photo 3) that was used to store valuable silver and turquoise jewelry as well as pawned valuables waiting to be redeemed by their Navajo owners. The 7 x 9 foot Kimball manual life easily moved heavy, bulky goods such as sacks of wool and flour to and from storage in the basement. The lift was one of the earliest in Arizona and is still operable today. During its peak activity, the post contained a 9' x 13' walk-in cooler for storage of meat and other perishables. The cooler is no longer in the building. However, the Fairbanks scales used to weigh goods are still intact and operable.

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The Lorenzo Hubbell Trading Post and Warehouse has a long history as a center of commerce in Winslow. As the only intact Hubbell warehouse and trading post on the railway in Arizona, its significance is clear. The integrity of the building is also very good, even retaining interior spaces and equipment that was integral to the function of the building.

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### **Boundary Description**

Winslow City property No. 52, parcel no. 103-13-004C See attached map.

#### **Verbal Boundary Justification**

The boundary includes the parcel of land purchased by the City of Winslow from the Burlington Northern Santa Fe Railroad. The original lease from the railroad was .8 acres. The purchased property is slightly larger and encompasses all of the property that has historically been associated with the trading post and warehouse.

HUBBELL BUILDING ASSESSORS PARCEL CITY PROPERTY DEED NO <u>N</u>0 NO. 163-13-004C PROPERTY

RIVER BASE & MERDIAN ~ NAVAJO S.E. 1/4 OF SECTION 24 ~ TOWNSHIP 19 NORTH ~ RANGE 15 EAST ~ GILA & SALT CA PARCEL OF LAND LOCATED IN THE

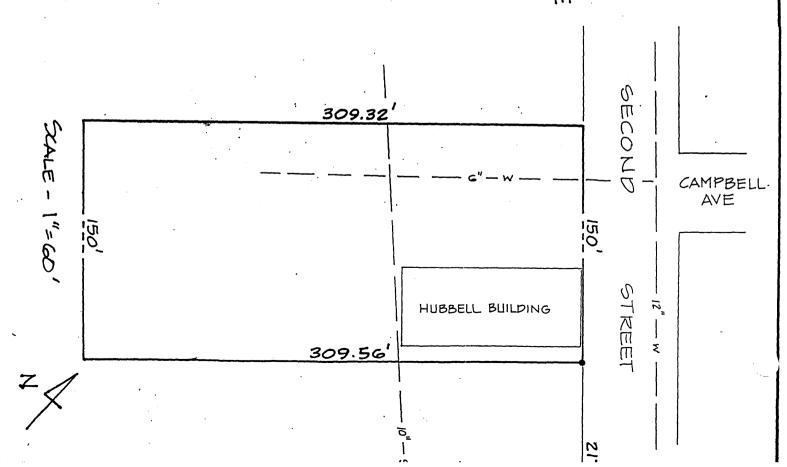
COUNTY, ARIZONA.

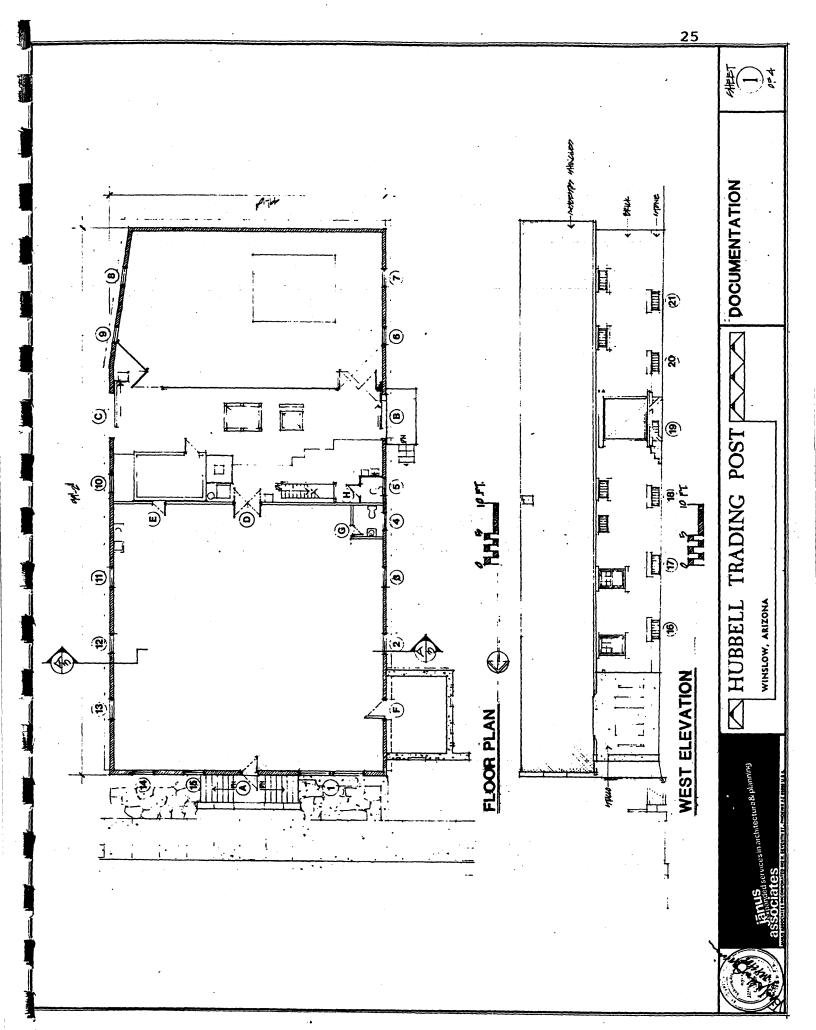
ACRES: 1.065 ±

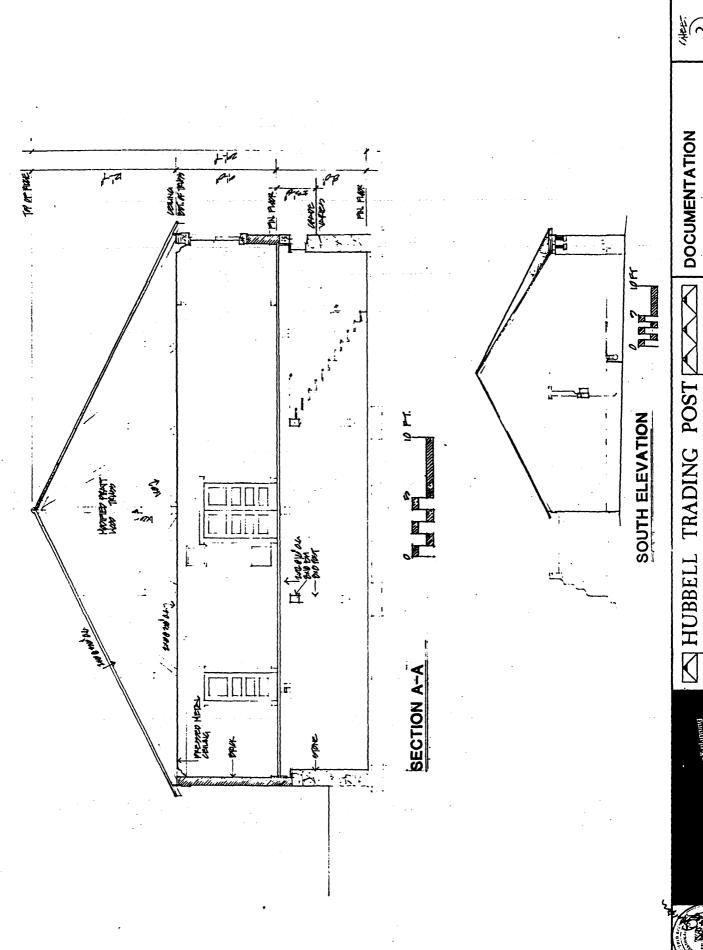
ZONING: 166

FLOOD PLAIN: ZONE X

AREAS DETERMINED TO BE OUTSIDE 500 YEAR FLOOD PLAIN

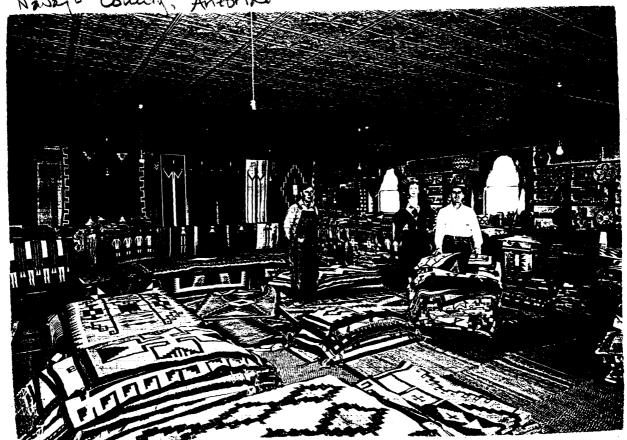






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A HUBBELL TRADING POST WINSLOW, ARIZONA Lorenzo Huddell Trading Post and Wavehouse Navajo County, Anzonal



Historic Photo Interior, a 1930s