

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

**National Register of Historic Places  
Continuation Sheet**

Section number \_\_\_\_\_ Page \_\_\_\_\_

**SUPPLEMENTARY LISTING RECORD**

**NRIS Reference Number:** 99000500

**Date Listed:** 5/13/99

Chimayo Trading Post and Trujillo, E.D., Hse;	Rio Arriba Co.,	NM
<b>Property Name</b>	<b>County</b>	<b>State</b>

**Multiple Name**

-----  
 This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

*Bob Roland*  
 Signature of the Keeper

7/20/99  
 Date of Action

=====  
**Amended Items in Nomination:**

The appropriate level of significance is local.

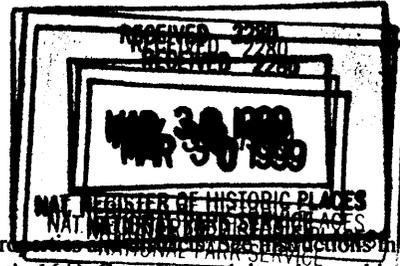
The period of significance begins in 1939, when the current building was constructed after a fire consumed the previous one.

This information was discussed with James Hewitt on the NM SHPO staff.

**DISTRIBUTION:**

- National Register property file
- Nominating Authority (without nomination attachment)

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.

#### 1. Name of Property

historic name Chimayó Trading Post and Trujillo, E. D., House

other names/site number "The Original" Chimayó Trading Post SR 1543

#### 2. Location

street & number 110 Sandia Drive

not for publication

city or town Española

vicinity

state New Mexico code NM county Rio Arriba code 039 zip code 87532

#### 3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register Criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Dorothy L. Victor, Acting SHPO 3/24/99  
Signature of certifying official Date

New Mexico State Historic Preservation Office  
State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. ( See continuation sheet for additional comments.)

\_\_\_\_\_  
Signature of commenting or other official Date

\_\_\_\_\_  
State or Federal agency and bureau

#### 4. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register
  - See continuation sheet
- determined eligible for the National Register
  - See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

Signature of Keeper

Seth Boland

Date of Action

5/13/99

Chimayó Trading Post and Trujillo, E. D., House  
Name of Property

Rio Arriba County, NM  
County and State:

**5. Classification**

Ownership of Property (Check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
		Contributing	Noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	<u>1</u>	<u>0</u> buildings
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>0</u>	<u>0</u> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site sites	<u>0</u>	<u>0</u> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u>0</u>	<u>0</u> objects
	<input type="checkbox"/> object	<u>1</u>	<u>0</u> Total

Name of related multiple property listing  
(Enter "N/A" if property is not part of a multiple property listing.)  
N/A

Number of contributing resources previously listed in the National Register  
0

**6. Function or Use**

**Historic Functions**  
(Enter categories from instructions)

COMMERCE/specialty store  
DOMESTIC/single dwelling

**Current Functions**  
(Enter categories from instructions)

COMMERCE/specialty store  
DOMESTIC/single dwelling

**7. Description**

**Architectural Classification**  
(Enter categories from instructions)

Pueblo

**Materials**  
(Enter categories from instructions)

foundation STONE  
walls CEMENT STUCCO OVER ADOBE  
roof ASPHALT  
other WOOD

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

Chimayó Trading Post and Trujillo, E. D., House  
Name of Property

Rio Arriba County, NM  
County and State:

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield information important in prehistory or history.

**Criteria Considerations**

(Mark "X" in all the boxes that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

COMMERCE

POLITICS

**Period of Significance**

ca. 1935-1948

**Significant Dates**

1939

**Significant Person**

(Complete if Criterion B is marked above)

Trujillo, Esquipula DeAgüero

**Cultural Affiliation**

N/A

**Architect/Builder**

Unknown

**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

**9. Major Bibliographical References**

**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous documentation on file (NPS):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary Location of Additional Data:**

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository: \_\_\_\_\_



Chimayó Trading Post and E. D. Trujillo House  
Name of Property

Rio Arriba, NM  
County and State

NPS Form 10-900-a  
(8-86)

OMB No. 1024-0018

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 1

---

**DESCRIPTION**

**Materials**

roof: rubber  
METAL

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 7 Page 2

---

**NARRATIVE DESCRIPTION**

**SUMMARY**

The Chimayó Trading Post and E. D. Trujillo House are contained in a single, flat-roofed, rectangular, adobe building in the Spanish-Pueblo Revival style (Pueblo) with a partial second story. Located in the Riverside area of Española, the Trading Post faces east onto Riverside Drive (US 84/285) from a triangle of land defined on three sides by roads. The trading post/residence was originally constructed in the mid 1930s by Esquipula DeAgüero (E. D.) Trujillo and rebuilt by him in 1939 after a major fire. Within the building are the trading post at the east end and the partially two-story Trujillo home behind it. There is a full basement under the entire original building. At the rear of the residence is a small, two-story addition that began in the early 1950s as a one-story detached room to which a second story was added in 1984. The living room of the home is distinguished by Indian designs over doors and a mural painted by the well-known Jemez Pueblo artist, José Rey (Joe) Toledo. The historic complex formerly contained other buildings that are no longer extant. Two apartments constructed within the last five years lie close to the north side of the building and are not included within the nominated boundary. A drive-through tobacco store occupies Indian land south of the property. The nominated boundary includes the trading post/residence and rear addition. The building is in excellent condition and is still functions as a store and dwelling. Alterations have not compromised the historic significance it embodies.

**DESCRIPTION**

The nominated property is located in Española, a small community near the Santa Fe County line in southeast Rio Arriba, a broad, north-central New Mexico county that extends to the Colorado border. Española, the county's largest town, was founded in 1881 on the west bank of the Rio Grande at the railhead of the narrow-gauge Denver and Rio Grande Western Railroad (D&RGW). Located partly within the Santa Clara Pueblo Grant, Española has grown to combine a number of older villages, on both sides of the river.

Today the Rio Grande, New Mexico's largest river, flows south through the town. The Rio Chama joins the Rio Grande north of Española; the Santa Cruz River, flowing from the east, enters the Rio Grande just south of the Rio Grande bridge (US 84/285). All of the major

United States Department of the Interior  
National Park ServiceNATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEETSection 7 Page 3

highways that pass through Rio Arriba converge in Española (Fig. 2), which lies about 25 miles northwest of Santa Fe, the state capital, and about 45 miles southwest of Taos. Las Vegas, New Mexico, an important trading center after the arrival of the transcontinental Atchison, Topeka and Santa Fe Railway (AT&SF) in 1879, lies on the other side of the Sangre de Cristo Mountains, about 85 miles southeast of Española by today's roads.

The Chimayó Trading Post and E. D. Trujillo House is located east of the Rio Grande where US 84/285, which runs northwest from Santa Fe into Colorado, meets the main road northeast to Taos (eventually SR 68). The triangle of land that includes the nominated property is defined on the east and northwest by US 84/285 (locally Riverside Drive and Oñate Street) and by Sandia Drive on the south. (Figs. 2, 3). The trading post entrance is located at the east end of the building facing the highway (Photos 1, 2); the main entrance of the dwelling portion of the building faces over a narrow strip of Indian land toward Sandia Drive on the south (Photos 4, 8).<sup>1</sup>

The building (including the trading post, residence, and rear addition) measures approximately 36 feet in width and approximately 138 feet in length (east to west). The trading post occupies 61 feet of this length, and the original home, approximately 54 feet. The rear addition, which lies at an angle at the rear of the dwelling, occupies about 24 feet of the building's total length, including a gap averaging 6 feet in width between it and the back of the residence. The addition is connected to the original building by an outside wall on the south and by a second-story *portal* (porch) that extends over the narrow space that separates the two (Figs. 5, 6. Photos 4, 11, 12, 13).

The primarily brown-stuccoed, double-adobe walls of original trading post/residence are about one and a half feet thick and rest on a foundation of river rock and concrete mortar. The basement walls are the building's river-rock and cement-mortar foundation. The flat roofs of the trading post and residence are covered respectively with asphalt layers and gravel, and a more recent rubberized coating. The addition has a low pitched, metal gable roof (Photo 14).

The trading post is entered under a *portal* that extends across the main (east) facade and is supported by round posts with carved corbels (Photos 1, 2). The south corner is supported by a

---

<sup>1</sup> The Santa Clara Pueblo land that bounds the property on the south was formerly a road (Fig. 1). However, that land was traded for a strip of Indian land farther south where Sandia Drive is now located.

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**Section 7 Page 4

thick pier that suggests a corner buttress. The *portal* ceiling is composed of exposed *vigas* (pealed log beams) and boards. The carved, double entry door into the trading post is centered between sets of two, shallow, bay windows of unequal width. The outside bays have a total of 25 true divided lights; those closer to the entrance have 30 (Photo 2). On the south facade, the east section of the building (trading post) has four horizontal oblong windows with 4-by-2 fixed panes. Four *canales* (wooden roof drains) project through the parapet (Photo 5). The north facade of the store has no fenestration (Photos 1, 3).

The residence is entered on the south side of the building under a recessed *portal* supported by square posts topped by carved corbels that are decorated with an incised bullets (Photo 8). The 3-by-5 panel entry door has four panes of colored bubble glass replacing the middle panel of the second row. The entrance is flanked by four, fixed side lights with a solid panel of the same size at the bottom (Photo 9). West of the entrance, under the *portal*, is a triple unit of 2-by-4, fixed-pane windows. East of the *portal* is a set of four, 2-by-4, fixed-pane windows into the living room (Photo 7). Further east, in the two-story section of the home, are a 6-over-6, double-hung window on the first floor and a 2-by 2, fixed-pane window on the second (Photo 6).

On the north facade, four 10-light doors access various rooms of the residence. There is a lattice-enclosed *portal* supported by unfinished square posts and simple corbels of the same lumber (Photo 11). On west (rear) facade of the residence, there are four double hung windows: a pair of 3 over 1, an 8 over 8, and a single 3 over 1 (Photo 10).

The small, two-story, rear addition contains a large room and bath on each floor (Fig. 6). The first story was built as a bar and today is used as a meeting room. The added second story is a rented apartment. The first-floor walls are adobe with the exception of the cinder block west wall, and those of the second floor are stuccoed wood frame. On the north facade is a two-story *portal* that on the second floor wraps around the east facade covering the space between the original building and the addition. These *portals* are supported by unfinished square posts and carved corbels (Photos 11, 12, 13). On the first floor (north facade) the entrance is flanked by fixed, leaded-glass windows. The door has an oval stained-glass window. On the second floor a door is also flanked by two fixed windows, one leaded and the other plain glass.

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**Section 7 Page 5

There are two small, stained-glass windows high on the west facade of the addition. Stonewalls with double two-panel doors cover the ends of the two-story *portal* ((Photo 14). The south wall of the addition is slightly recessed and framed by a posts and corbels to suggest a two-story *portal* with a wooden balustrade. On both stories are identical, 15-light, French doors flanked by 3-by-5-light fixed windows. A false parapet on both north and south facades obscures the low pitched, gable roof (Photo 4).

To summarize the building's present exterior appearance, elements of the Spanish-Pueblo Revival style include brown-stuccoed, thick adobe walls with rounded corners; flat roofs and varying roof lines; parapets with projecting *canales* and *vigas*; *portals* supported by posts with carved corbels; and limited fenestration. Also of Spanish-Pueblo-Revival inspiration are a heavy buttress/chimney on the south wall at the articulation of the one- and two-story sections of the residence; the raised, curved parapet with a bell opening on the north wall of the two story section; and the thick, buttress-like, corner-pier on the east (trading post) facade (Photos 3, 5, 6).

The interior of the trading post consists of one large room with a high ceiling. This broad space is centrally divided by a row of three massive, round posts topped with carved corbels. Four large, shallow, flat-arched *nichos* (niches) line each of the side walls, with one large, square *nicho* in the back wall. There is wide-plank, pine flooring, and a ceiling with exposed joists and board decking. Four oblong windows illuminate the room from high on the south wall. High on the rear wall are windows that lookout from the second floor room of the residence. In the northwest corner of the trading post, a staircase leads up to a door into the same room (Photo 15).

The residence can be accessed from the back of the store by a door which leads to a long hall or by the stairs leading to the second floor. The first floor of the residence contains a central hall, living and dining rooms, a kitchen, bedrooms, a bath and laundry room, and a small bathroom. The second story consists of one room that extends the width of the building (Fig. 6). Windows on the west wall of this upstairs room look out over the one-story section of the dwelling to the second-story *portal* of the back addition (Photo 13).

Most of the residence ceilings are constructed of exposed joists and board decking similar to that of the trading post. However, the hall ceiling is plastered, and the living room ceiling is composed of exposed *vigas* with tongue-and-groove, herringbone decking. Also noteworthy in the living room are a large, shallow *nicho* decorated with a mural by the Jemez Pueblo artist,

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 6

José Rey (Joe) Toledo; Indian symbols above the doorways painted by the same artist; and a traditional corner fireplace decorated with *tierra amarilla* (yellow clay) from the Picuris Pueblo area (Trujillo, interview, 24 October 1998. Photos 16, 17, 18).

Styles of interior doors vary, but most are original. The most prevalent are original, solid 6-panel doors between various rooms and the hallway. Two replacement doors into the hall have carved lower sections and upper stained-glass windows. Also original are the doors between the trading post and the upstairs residence room, the trading post and the hall, and within the hall itself. The first has three-cross-panels and 2-by-2 lights; the second, three-cross-panels and one large light; and the last is a 10-light door. There are original, 10-light, French doors on either side of the entrance hall, into the dining and living rooms.

The trading post/residence was consumed by fire in June 1939. Nevertheless, it was rebuilt within months retaining the original configuration of rooms, but with some change to specific features. For example, the storefront display windows on the main facade originally angled in towards a central doorway, directing window shoppers towards the entrance in a manner typical of storefronts of the period. However, the new front windows, though still flanking a centered entrance, project beyond the front plane of the building with narrow bays. On the original building, a high parapet that rose above the front of the store *portal* had a stepped pediment and corner bell openings. As reconstructed, this *portal* had a low, straight parapet with a bell opening at the north corner. Behind the *portal* the higher parapet of the building itself was also straight with an undulation at the northeast corner that echoed the bell opening (Photos 19, 20, 21).

Several alterations have taken place after the Period of Significance. About 1950 Jerry Trujillo, one of E. D.'s sons, constructed a small, one-story building behind the house where he opened Jerry's Bar.<sup>2</sup> About 1956 the north corner buttress on the main (east) facade of the trading post was removed when the highway department condemned land to widen the highway (Photos 2, 21). After E. D. Trujillo's death in 1972, an exterior door into the living room was added on the south facade, east of the residence *portal*. In the 1970s the trading post and the living quarters suffered deterioration due to water damage and vandalism. In 1978 Leopoldo (Leo) Trujillo, another of E. D.'s sons, became the owner of the entire building and in 1984 undertook extensive

<sup>2</sup> Jerry's Bar does not appear in the *New Mexico State Business Directory* up to 1950.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 7 Page 7

---

repairs. About the same time Leo purchased the small building behind the house from his brother Jerry's widow.

In the course of the extensive rehabilitation of the building, Leo Trujillo restored part of an adobe wall at the rear that had been damaged by water. The trading post entrance door, which was cracked beyond repair, was replaced with a double door, hand carved by an artist from El Rito. The added exterior door on the south facade was removed and the wall restored to its former appearance. All windows were repaired, painted, and in some cases sealed shut. Plumbing that had been added in the dining room was removed and mechanical systems brought up to code.

The original, plate-glass, front bay windows (an expensive target for vandals) were replaced with true divided-light windows. Deteriorating flagstone in front of the trading post was replaced with brick. On the interior, Trujillo sanded and refinished the damaged wooden floors, some of which had been painted. Two carved interior doors that had disappeared were replaced with doors hand-carved by the late Tim Roybal of Española. Above the carved lower section of each door, Leo asked the artist to install stained glass salvaged from a hotel that was razed in the Brooklyn Heights section of New York City.

The small building behind the house, which had been Jerry's Bar, was vacant and deteriorating. Because the west wall of this building encroached on the property of another Trujillo brother, it was removed and replaced with a cinder block wall on the correct property line (Photo 14). On south facade, a wooden porch found to be on Indian land was removed. Leo added a stuccoed, wood-frame second story with a second-story *portal* that extends slightly over the roof of the original building (Photos 4, 11, 13). On the north and west facades, he installed leaded windows from the same demolished Brooklyn Heights hotel; and on the south facade, matching sets of French doors (Photos 11, 14)

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 8

---

**NARRATIVE STATEMENT OF SIGNIFICANCE**

**SUMMARY**

The Chimayó Trading Post and E. D. Trujillo House is significant for its associations with the twentieth-century evolution of Hispanic weaving in the Chimayó area of northern New Mexico and for its associations with the career of businessman and politician Esquipula DeAguero (E. D.) Trujillo. Hispanic New Mexico's weaving tradition dates from the earliest Spanish colonization of the seventeenth century. Trujillo's efforts, beginning in the early 1920s, were instrumental in the development of a viable, twentieth-century Hispanic weaving industry in this region of northern New Mexico. As the powerful Democratic Party leader of Rio Arriba County for nearly two decades, Trujillo helped turn traditionally Republican, Hispanic northern New Mexico to the Democratic Party and influenced the outcome of New Mexico elections for state and national offices. He, himself, served four terms as state auditor and is said to be the first state office holder elected from Rio Arriba County. The nominated property is the best preserved building to represent his political career and contributions to the Hispanic weaving industry. Additionally, it is one of very few historic adobe buildings remaining in Española. Because of its crossroads location, it is potentially vulnerable to highway widening projects and the redevelopment of adjacent Indian lands.

**HISTORIC CONTEXT**

**Colonial Spanish and Mexican Periods (1598-1846)**

At the northern extremity of New Spain, New Mexico was first explored in 1540. Having ventured north in search of mineral wealth to match the riches of Mexico, the Spaniards found agricultural settlements of Indians living communally in groupings of permanent dwellings which the explorers called *pueblos* (villages). The indigenous settlements were concentrated in (though not limited to) the valley of the Rio Grande and its tributaries, in an area stretching south from the Taos Pueblo to the vicinity of the present town of Socorro. In the surroundings areas were groups of nomadic Indians, who traded with and sometimes raided the pueblos.

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**Section 8 Page 9

In 1598 Don Juan de Oñate led an expedition of some 129 colonists and ten Franciscans to establish the first European settlement in New Mexico. After a few months spent near the pueblo that he named San Juan de los Caballeros, Oñate established a capital called San Gabriel nearby on the west bank of the Rio Grande above the mouth of the Chama River (Simmons, *New Mexico*, 38). The colony foundered and was nearly deserted when Oñate's successor as governor, Don Pedro de Peralta, arrived in the winter of 1609-1610 with instructions to move the colonists to a better location and found a new capital, the *villa* of Santa Fe.<sup>3</sup>

The majority of the colonists lived scattered in the countryside, predominantly along rivers and streams near the Indian pueblos, where in addition to water there was fertile land and a nearby source of labor (Simmons, "Settlement Patterns," 102). The Franciscan friars moved into the Indian pueblos where they induced the Indians to construct large mission churches. Before 1680 Santa Fe was the only formally established Spanish community in New Mexico. In that year the Pueblo Indians rose up and drove the Spanish colonists out of New Mexico for 12 years.

Beginning in 1692, the Spanish reconquered New Mexico under Diego de Vargas. A second *villa*, Santa Cruz de la Cañada, was founded in 1695, 25 miles north of Santa Fe. (Santa Cruz is a few miles east of the present site of Española and is now included within its limits.) From Santa Cruz, settlement began at about the same time in the Chimayó area, where a number of tiny communities formed in the valley of the Santa Cruz River about nine miles east of future Española.

The great distances and forbidding terrain separating the New Mexico settlements from the centers of colonization in Mexico precluded major assistance, influence, or interference. Little economic support came from the Spanish Crown to an area which offered almost no hope of wealth in return. The colony was further sequestered by Spain's policy of tightly sealed North American borders, a practice which prevented the development of trade and effectively excluded

---

<sup>3</sup> Spanish ordinances governing colonization specified four levels of urban settlement: the *ciudad*, *villa*, and *pueblo* (city, town, village). There were none of the first and eventually only three *villas* within the present boundaries of New Mexico. Because in New Mexico the word *pueblo* was used for the indigenous Indian communities, Spanish villages were commonly called *poblaciones*, *plazas*, or *placitas* (Simmons, "Settlement Patterns," 105, 112n9; *Spanish Government*, 186n104).

**United States Department of the Interior  
National Park Service****NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**Section 8 Page 10

cultural influences from the English and French colonies on the continent. All foreign goods had to be imported through Mexico City making them prohibitively expensive.

Isolated in a remote and arid land of few apparent natural resources, the Colonial Spanish were left to their own devices in providing the basic necessities of life. Subsistence farming was the main occupation of most citizens who were not involved in government, the military, or the church. To supply both practical and spiritual needs, distinctive, vernacular traditions developed in such basic areas as building, furniture making, and the production of cloth, as well as in the making of religious objects.

In architecture, the colonists were limited to the few readily available building materials, adobe mud, logs, brush, and in some places, stone. Possessing only simple tools, they adapted the building traditions of the Pueblo peoples to their own way of living. Like the Indians, they used adobe mud to construct cubical rooms with flat roofs composed of peeled logs as horizontal beams (*vigas*), which were left exposed on the interior. Above the *vigas* were placed branches, brush, and finally a thick layer of dirt. Water drained off the roof via *canales*, roof drains made from a hollowed-out half of a log that projected through a low parapet wall.

To the Pueblo tradition the Spanish added the technique of shaping adobe into sun-dried bricks; the interior chimneyed fireplace, the *portal*, a long, flat-roofed portico supported by peeled logs posts often topped with carved corbels. In contrast to multistoried Indian pueblos, the Spanish built detached, single-story dwellings, using a linear plan.

When the Spanish arrived in New Mexico, the Indians were producing cloth from plant fibers using upright, fixed-tension looms. The colonists brought European technologies for making cloth on horizontal treadle looms and in their homes and small workshops used these looms to make coarse textiles for domestic and trade purposes. However, the dispersed population discouraged the organized production of textiles. *Gremios* (guilds) were not established in New Mexico as they had been in central New Spain. Spanish weaving remained home based and informally organized (Baizerman 37). In the Colonial period a simple, striped utilitarian blanket was used for both clothing and bedding.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section  8  Page  11

---

After Mexican Independence in 1821, New Mexico continued as a distant northern region. The capital, Santa Fe, was still fifteen hundred miles from the national capital in Mexico City. However, trade with the rest of North America was officially sanctioned for the first time and commerce over the Santa Fe Trail to Missouri was inaugurated in 1821. Santa Fe became a major trade center and outside influence a factor for the first time.

The Mexican government encouraged the expansion of weaving. The master weavers, Ricardo and Ignacio Bazán, were sent to northern New Mexico to teach weaving skills. The brothers helped turn the Chimayó area into a weaving center, although little is known of their exact activities (Baizerman 39. Museum of International Folk Art 6).

Trade with the United States brought new materials and markets. Three-ply, naturally dyed, commercial yarns were first imported from England, France, and Germany and later manufactured in the United States. A distribution system evolved that used agents as mediators between weavers and consumers as the blanket trade became a lucrative enterprise. Over 20,000 textiles were exported to Mexico in 1840 (Baizerman 41, 46. Lucero 7).

By 1830 the influence of Saltillo weaving was clear in both the Spanish and Navajo blanket. Named for a specific town, the Saltillo style was actually produced in a number of communities in north central Mexico. Saltillo weaving produced a very fine, intricately patterned, weft-faced tapestry that was a synthesis of Spanish-Moorish, Asian, and pre-Columbian designs. In Mexico it was valued as a symbol of gentlemanly status and came to be identified with Mexican nationalism. When adapted in New Mexico, Saltillo designs were simplified and the patterns enlarged (Baizerman 44-46).

The Rio Grande blanket, so called to differentiate Spanish weaving from that produced by Native Americans, was the most common form produced in nineteenth-century New Mexico. Wrapped around the shoulders during the day and used for bedding at night, the designs of these textiles were traditionally organized in wide bands and narrow stripes. Later Saltillo motifs, such as chevrons and diamonds, were added. Other designs were based directly on Saltillo patterns (Museum of International Folk Art 54-123).

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

**NATIONAL REGISTER OF HISTORIC PLACES**  
**CONTINUATION SHEET**

Section 8 Page 12

---

**The Territorial Period (1846-1912)**

In 1846 Colonel Stephen Watts Kearny and the American "Army of the West" assumed control of New Mexico, which in another four years was absorbed into the Union as a territory. The volume of trade over the Santa Fe Trail greatly increased, bringing ever more goods as well as an influx of Anglos.<sup>4</sup> Milled lumber soon became available as sawmills were set up, initially by the U. S. Army. Tools, building materials, and manufactured products were imported more extensively.

Technological changes and expanded markets aided the development of the weaving industry. Lighter looms with smaller frames could be made with milled lumber. Imported metal reeds replaced the wooden, hand-carved variety. Their stability permitted greater width and hence a wider finished product. Synthetically dyed, Germantown yarns became readily available and led to more colorful designs (Baizerman 50-51).

The pace of change in every domain accelerated dramatically when the transcontinental Atchison, Topeka and Santa Fe Railway (AT&SF) from Chicago to Los Angeles entered New Mexico in 1879. Suddenly relatively cheap, convenient transportation for both people and freight brought the territory into more direct contact with the social currents and tastes of other parts of the country. Bypassed by the main line, Santa Fe was connected to the AT&SF by an 18-mile spur from Lamy. With the demise of the Santa Fe Trail, the ancient capital was supplanted as a trading center by Las Vegas (NM) and Albuquerque, towns located on the main line.

Northern New Mexico had new accessibility when the narrow-gauge, Denver and Rio Grande Western Railroad (D&RGW) was constructed down from Denver. By agreement with the AT&SF, the line stopped at Española in 1881, where a small railroad town developed west of the Rio Grande. In 1886 a line was finally built from Española to Santa Fe, connecting the New Mexico capital with points north to Denver (Athearn 96).

In Santa Fe, the business community moved quickly to modernize the old adobe plaza in the image of a railroad town and to promote the use of brick in place of adobe in domestic

---

<sup>4</sup> The term "Anglo" is used here as it was historically to indicate persons who were neither Indian nor Spanish, and who came either from other parts of North America or directly from their native countries.

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

**NATIONAL REGISTER OF HISTORIC PLACES**  
**CONTINUATION SHEET**

Section 8 Page 13

---

building. In rural areas architectural change was less dramatic consisting primarily of the application of new stylistic elements to adobe buildings. The ready availability of commercially manufactured textiles, furniture, religious objects, and so forth, lessened the need for self sufficiency in these areas and local demand for home-produced hand crafts such as weaving and woodworking diminished.

Paradoxically, along with the impulse to modernize, rail transportation brought new demand for local hand work. Accessibility by the fast, relatively cheap, and relatively comfortable railroad for the first time opened the vast reaches of the American West to large numbers of health seekers looking for a salubrious climate and to "tourists" traveling merely for diversion, rather than commerce or settlement. Such travel also created markets for the distinctive products of other regions among those who had traveled or wanted to feel they had done so. "Curios" brought from exotic locals became an important element of home decorating.

The AT&SF recognized early the power of the unique cultures of the Southwest to stimulate travel and promoted its destinations through posters, pamphlets, and the like that strongly evoked Spanish and Indian themes. Depots, as well as restaurants and hotels in the subsidiary Fred Harvey chain, were built in styles suggestive of Spanish influence and amply appointed with local art and hand crafts.

Thus the railroad brought two contradictory forces into play in northern New Mexico. On the one hand, a new market economy replaced the old barter system and, while hand crafts did not entirely die out, commercial goods heavily influenced their production and in many instances replaced them entirely for home consumption. On the other, the railroad created new markets for native products among tourists and collectors.

Santa Fe businessmen early recognized the potential of tourism as an industry to replace the city's former position as a trade center on the Santa Fe Trail, and "curio shops" proliferated in the capital city. Jake Gold, the dean of curio dealers, opened his store in the early 1880s. Early catalogues indicate that he dealt extensively in woven goods. In 1889 he advertised Navajo, Chihuahua, and Mexican blankets (Baizerman 63-65). The latter probably meant products of Hispanic New Mexicans, who were citizens of Mexico less than 45 years previously and were still called "Mexicans."

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 14

At first, merchants such as Jake Gold and Jesus Candelario were mediators between the Hispanic weavers and the consumer. These Santa Fe dealers worked with Hispanic itinerant merchants such as Juan Olivas, Pedro Muñiz and Julian Padilla who roamed rural northern New Mexico collecting blankets from local weavers (Baizerman 66-67).

Early twentieth century records of blankets purchased by the Fred Harvey Company list Chimayó and Old Chimayó blankets (Baizerman, 67-68). Easily portable Chimayó weavings were ideal tourist items. The Rio Grande blanket was adapted to new uses including rugs, furniture scarves, drapes, pillow covers, wall hangings, purses, and clothing particularly coats. Design elements were simplified and contained a mixture of motifs now sometimes called Pan-Southwestern by later observers and early Chimayó more locally. Retailers also frequently sold Chimayó textiles as Indian to unwitting visitors (Lucero 8).

Rising general interest in antiquities and indigenous cultures, coupled with the increasing number of visitors, thus created a strong market for hand crafts. Men from the rural communities where tourist products were made (especially the villages of Chimayó, Truchas, and Córdova) began to set themselves up as entrepreneurs. In 1905 Manuel Martínez began a general merchandise business. In 1907, Victor Ortega opened a mercantile store on the Plaza del Cerro in upper Chimayó. Julian Trujillo began distributing yarn to weavers and received their completed products for transport to markets. All were members of families that have remained prominent in weaving to the present (Baizerman 98).

About this time artists, scholars, and serious collectors began to discover northern New Mexico. Influenced by the sensibilities of the Arts and Crafts movement, a reaction against the Industrial Revolution that had begun in England in the previous century, they placed great value on hand work in contrast to manufactured products. Painters and writers came in increasing numbers forming colonies first in Taos, and then Santa Fe. Seeking a refuge from the perceived conformity imposed by industrial America, they found a tolerant and congenial ambiance in which to live and work. Pioneers in the archaeology of the Americas, attempting to put their subject on a par with its Classical counterpart, founded a school in Santa Fe in 1907 (now the School of American Research) that attracted leading scholars and their students.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 15

---

**The Statehood Period (1912-1948)**

By the time statehood was finally attained in 1912, an interesting mix of the culturally minded was assembling in Santa Fe and Taos. Scholars and artists passionately valued the unique Indian and Hispanic cultures of northern New Mexico that were so recently disdained by their progress-minded fellow countryman who had preceded them into the region. Scholars studied the "indigenous" cultures; many artists, seeking to establish a distinctly American art, also found them a source of provocative subject matter. Thus both groups were extremely sensitive to the loss of these cultures, which they saw being overwhelmed by dominant American ways.

In response many of these recent arrivals applied their considerable energy and organizational abilities to promoting awareness and interest in traditional Hispanic and Indian arts and crafts such as pottery, woodworking, jewelry, embroidery and weaving. To this end they collected artifacts, formed committees, raised money, and lobbied in high places. Often crossing over into fields which were not their primary areas of endeavor, members of the colony painted pictures; wrote books, articles, and poems; and lectured widely in order to record, explain, and increase public awareness of the local cultures.

Colony members formed the Committee (later Society) for the Preservation and Restoration of New Mexico Mission Churches. The Indian Arts Fund was established to collect examples of ancient Indian pottery, blankets, baskets, and silver. Its backers also worked to safeguard the integrity of Indian art by prevailing upon the Federal government to establish laws to prevent others from misrepresenting their goods as native and to establish schools to train Indians in weaving and metalwork.

In 1925 the writer Mary Austin and artist Frank Applegate organized the Society for the Revival of Spanish Colonial Arts (incorporated four years later as the Spanish Colonial Arts Society), dedicated to locating and preserving examples of Colonial Hispanic art and encouraging contemporary craftsman to emulate them in an effort to revitalize and "bring back" traditional Spanish Colonial crafts of northern New Mexico.

Since the revivalists' interest was primarily in pre-American cultures, they looked down on the changes that had occurred in these crafts since 1821. Disdaining, for example, textiles they

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 16

regarded as “tourist weaving,” they promoted a return to hand spun yarns, natural dyes, and traditional designs. To provide further stimulus, they established shops in Santa Fe to market these “authentic” native crafts.

However, craftspeople, as it turned out, could not make a living being “purists.” Records show that some large, traditional pieces were made and sold, but the majority were smaller, non-traditional items that met tourist needs. The retail outlets established to market “authentic” work could not survive without hefty subsidies from generous benefactors.<sup>5</sup>

Meanwhile Chimayó weaving continued to evolve to satisfy a realistic market. After World War I, tourism increased as did the demand for Chimayó area weaving and the Hispanic weaving business grew to meet it. In 1926 Fred Harvey launched the first Indian Detour, which grew into a program motor excursions. Travelers were taken from the train for a three-day tour in special vehicles, dubbed Harveycars (Packards and later Cadillacs) and Harveycoaches. They were escorted in comfort by trained guides through a busy program that included visits to pueblos and Hispanic villages (with ample buying opportunities) as well as cultural lectures. Included were accommodations and meals at the first-class Harvey hotels and restaurants or establishments that met the Harvey standard. Where there were no restaurants, Harvey “basket lunches” appeared in leather chests (Thomas 41-58, 113-142).

A year later an option called “Roads to Yesterday” was added which extended the three-day Detour with Harveycar side trips. One popular destination was Chimayó where tourists could watch weavers at work, shop, and visit the famed Santuario de Chimayó with its side room lined with abandoned crutches and braces, testimony to the healing powers of the earth that the faithful were scooping from a pit in the floor (Thomas 147-157). These programs were highly successful throughout the 1920s, but declined in the depression years of the 1930s, doomed by the contraction of disposable income and the rising popularity of the personal automobile as a means of vacation travel.

---

<sup>5</sup> These outlets were the Spanish Arts Shop (1930-1933) and its successors, the Native Market (1934-1940) and El Parian Analco (1937-1940). See Nestor 8-9, 20-25, 35-39, 51-53.

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 17

Nevertheless, during the Depression weaving and other hand crafts became ever more necessary sources of income for northern New Mexico communities. Building on the groundwork laid by the revivalists and also by entrepreneurs like E. D. Trujillo, the federal government supported weaving and other handicrafts as means of economic development. Vocational schools were established to teach such traditional skills as hand spinning and natural dyeing of wool in order to produce copies of old examples as well as modern adaptations.

Chimayó remained the largest center of weaving in the 1930s. According to the 1935 Tewa Basin Study, there were 90 to 100 weavers in Chimayó in that year, working primarily during the four winter months. Ninety percent of the weavers were working on a contractual basis for dealers who wanted primarily tourist oriented goods. Nevertheless, during this period Chimayó dealers also began to offer blankets influenced by the revivalists, in the older, more conservative styles. By 1937 the use of cotton carpet warp was discontinued. About ten families were creating blankets with home spun local wool in the old striped designs, but these were much more expensive because of the work involved and hence difficult to sell (Baizerman 113, 115. Weigle 90-91). In the same period E. D. Trujillo moved his business from Chimayó to an advantageous location on the main roads between Santa Fe, Taos, and other points north.

**HISTORY OF THE CHIMAYÓ TRADING POST AND E. D. TRUJILLO HOUSE**

Already a successful businessman in Chimayó, E. D. Trujillo began developing his Española location after purchasing a triangle of land from Anastacio Maestas of Santa Cruz in October 1925. This was part of a larger tract that Petra Buquet of Santa Fe had sold Maestas the previous March when it was described as pasture land extending west to the Rio Grande and south to the Santa Cruz River (Abstract of Title, E. D. Trujillo Papers). There was as yet little commercial development in the area known as Riverside, which was across the Rio Grande from Española proper—the railroad town that ended at the Rio Grande bridge. The land Trujillo purchased contained only an *arroyo* (wash) that needed to be filled in to permit development (Trujillo, interview 24 October 1998). However, Trujillo chose his new location carefully, placing his new business strategically at the junction of main roads between Santa Fe and Taos.

In the late 1920s Trujillo built a frame building at the north end of the triangle for a small store (now a gas station). Soon after he built the Ramona Hotel of adobe and named it for his

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section  8  Page  18

wife. Eventually, he added other adobe buildings to create a complex that contained a furniture shop, a general store, and apartments with a garage, all of which (including the hotel) are now demolished (Fig. 4). In the mid 1930s, Trujillo moved his business into the large adobe store that he built at the south end of the property and moved his family from Chimayó to the home attached to the store (Trujillo, Segura interviews, 7, 8 April 1997. Segura, interview, 15 December 1998. Figure 4).<sup>6</sup>

Historically, homes and businesses were often included within the same building in northern New Mexico, a practice that continued in rural areas and town neighborhoods until after World War II. Trujillo's store specialized primarily in Chimayó weaving but also carried Indian weaving, as well as pottery and jewelry from the nearby pueblos, and other local artifacts. The living quarters were spacious for the time and included a servant's room, where the bath/laundry are today (Fig. 6). The large, second-story room behind the store served as a "dormitory" for the Trujillo boys (Segura, interview, 15 December 1998). The building was constructed with a full stone basement, an unusual amenity in New Mexico that in the early days was rented out as a storage facility, at one time to the local undertaker for caskets (Trujillo, interview, 28 October 1998).

On June 7, 1939 the Trading Post and Trujillo home were engulfed in a conflagration reported to be one of the biggest in the history of northern New Mexico. The Santa Fe city volunteer fire department was summoned to assist local volunteers. Water was pumped from the Rio Grande via 1,300 feet of hose. The fire began in the late morning at the back of the building. It was swept ahead by high winds and fueled by the wooden elements of the building and roof tar, as well as by a quantity of fuel gas stored in the basement. The collapse of the rear wall trapped two Santa Fe volunteers, including attorney Herbert K. Greer, in the basement. As workers concentrated on their successful rescue, the blaze went completely out of control. According to newspaper accounts, only the north and south walls remained standing (*Santa Fe New Mexican* 7, 8 June 1939).

---

<sup>6</sup> Earlier dates have been given for the construction of the store/residence. However, evidence suggests a date in the mid 1930s. Leo Trujillo (b. 1924) recalls that he was about 12 years old when the family moved to Española; his older sister, Rose (b. 1916), recalls that she was in her last years of high school from which she graduated in 1936. The Chimayó Trading Post first appears in the 1936 New Mexico State Business Directory.

United States Department of the Interior  
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET

Section 8 Page 19

Trujillo was sufficiently insured to immediately rebuild his business and home as closely as possible to their original specifications. The family lived across the street while the work proceeded (Segura, interview, 15 December 1998). Because of the urgent need to close the building by the winter, readily obtainable, standard lumber was used for the most part.

Special attention, however, was given to the living room, where exposed *vigas* with tongue-and-groove boards in a herringbone pattern decorate the ceiling. The fireplace was adorned with colored clay and the walls and woodwork with art by Joe Toledo, a young man from the Jemez Pueblo, who painted the mural in the west wall *nicho* and the decorations over the doors. Toledo (1915-1994) lived with the Trujillos in the summers and helped with the garden and animals (Segura, interview, 15 December 1998). He studied art with Dorothy Dunn at the Santa Fe Indian School and later taught there. A painter and muralist, he was the recipient of many awards. His work resides in numerous collections (Lester 562-563. Wyckoff, 29-31, 258).<sup>7</sup>

When the reconstruction was completed, the family moved back in and the business continued to prosper. Most of the weavings Trujillo sold were produced in the homes of Chimayó and nearby villages. To make the weaving industry profitable, he bought handmade looms and wool at wholesale and provided these to the weavers, many of whom were his relatives. The wool delivered to each weaver was weighed as were the finished products when they were picked up. The weavers were then paid by the piece. Trujillo played an important role in shaping merchandise for the tourist market. Standard sizes and patterns were established. Long Chimayó coats made from large weavings were made with patterns matching across the opening. Other finished products included purses, shopping bags, and pillows.

Agueda Martínez, who wove for Trujillo for 36 years (1923-1959) was his first choice for large blankets because of her great skill. Although she also wove special orders for other dealers, she remained loyal to Trujillo because his treatment of her. As with other weavers Trujillo would drop off new yarn when he picked up her finished work and pay her by the piece (Lucero, letter, 1). Martínez could weave a large, bed-sized (54" by 84") blanket in a day. Her average pay for a

<sup>7</sup> The fine-arts program called the Studio that Dunn founded in 1932 at the Santa Fe Indian School was the first of its kind officially offered by a government boarding school. After Dunn left the Studio in 1937, Toledo taught there as an assistant to her successor, also a former student. In addition to being a painter, muralist, lecturer, and art instructor, Toledo was a education health specialist and administrator of Indian health programs (Wyckoff 29-31).

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 20

---

blanket, and hence a day's work, \$3.00 until 1939, \$6.00 during the 1940s, and \$9.00 during her last years working for Trujillo.

In 1994, the 96-year-old Martinez told an interviewer that this was good pay and very welcome, making it possible for her and her husband Eusebio to provide extras for their ten children. Her connection with Trujillo enabled her to earn income while working at home and caring for her family. The recipient of many awards, her work is sought nationally by major collectors and museums. At the time of the interview, her family of 204 members included 64 active weavers in 5 generations (Lucero, letter, 1-2).

During the 1930s and 1940s Trujillo's business expanded to national wholesaling of Chimayó weavings. His clients included major firms such as the Fred Harvey, Hudson Bay, and Alaskan Fur companies, Marshall Field of Chicago, and the Apple Brothers of Los Angeles; as well as "Indian trading Posts" as far separated as Pawnee Bill's in Pawnee, Oklahoma, Braun's in Hollywood, California, and the Mohawk Indian Trading Post in Concord, Massachusetts (E.D. Trujillo Papers).

Both casual tourists and serious collectors frequented Trujillo's store. Among his well known clients were Mary Cabot Wheelwright, the founder of the Museum of Navajo Ceremonial Art (now Santa Fe's Wheelwright Museum) whose New Mexico home was located eight miles north of Española; the artist Georgia O'Keeffe, who often came from Abiquiu in search of old Rio Grande weavings; and the actor, Leo Carillo (Trujillo, "Chimayó Trading Post," Application for Registration, NMSRCP 12:3).

Customers were not the only visitors to Trujillo's store. All the major Democratic politicians of the day came by seeking his support as the Democratic Party boss of Rio Arriba County. Sitting around the wood stove that heated the store, state and national leaders such as New Mexico governors John E. Miles and John Dempsey, U. S. Senator Dennis Chavez, Congressmen Clinton P. Anderson, and General Patrick J. Hurley conferred with him (Trujillo, interview, 24 October 1998).

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 21

After about 1948, Trujillo lived in Pojoaque managing the store he opened there. Ramonita continued to live in Española to operate the Chimayó Trading Post. Upon her death in 1956, ownership of the Española property was divided among the various Trujillo children (Fig. 1). Leopoldo inherited the store, and his sister Cleo Blanchard, the home and lot behind it. Later she sold the lot to another brother, Jerry, who built a small building for a bar. In the early 1980s Leo purchased the bar from Jerry's widow. A third brother, Floyd, inherited the building north of the trading post, with which it shared a common wall. This building is now demolished except for the west wall.

Cleo lived in the home for several years. After she moved to Santa Fe, the house was leased and at times vacant. Leo, who was living in New York City, rented the store portion of the building to various businesses.

When Cleo put the Trujillo home on the market in 1978, Leo purchased it in order to keep it in the family. Leo, who had spent 30 years in New York, moved back to Española in 1983 to undertake the rehabilitation of the entire structure, which had suffered the effects of weather and vandalism. The Chimayó Trading Post reopened the following year and continues to operate today. Like his father, Leo carries both contemporary and old examples Chimayó weaving, as well as pottery and jewelry from the nearby pueblos. He has also added a wider range of antique and modern pieces from all the pueblos, as well as a collection of Southwest books. The Marco Polo Shop within the trading post features imported women's clothing.

**E. D. TRUJILLO**

Esquipula DeAgüero Trujillo was born in 1893 to Gavino and Ursulita DeAgüero Trujillo in Chimayó, New Mexico. Gavino was a farmer and rancher as well as a general merchant (Trujillo, interview, 24 October 1998. New Mexico State Business Directory, 1915). E. D., as he became known, was named for Nuestro Señor de Esquipulas (Our Lord of Esquipulas) the patron saint of El Santuario de Chimayó, the private chapel built by Bernardo Abeyta in 1814-1816. The unusual name, Esquipulas, is of Mayan origin and belongs to a town in southeastern Guatemala where cures attributed to a miraculous crucifix were obtained through ingesting clay believed to have healing powers. A 6-foot Esquipulas crucifix adorns the altar screen of the chapel today (Sze 7:1-2, 6-7; 8:25-16).

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   8   Page   22  

---

In 1906 E. D. Trujillo graduated from the Menaul School, a Presbyterian mission boarding establishment in Albuquerque. He then attended the New Mexico Normal School (now New Mexico Highlands University) in Las Vegas, New Mexico, receiving a certificate to teach elementary school. In 1914 Trujillo was married in the Roman Catholic Church to Ramonita Martínez. Her mother was a member of the Ortega weaving family of Chimayó. The Trujillos raised a family of nine children: six sons, Jerry, Floyd, Ismael, Arturo, Elias, and Leopoldo; and three daughters, Rose, Alicia, and Cleo (*Santa Fe News* 9 December 1949. *Santa Fe New Mexican* 16 February 1972. E. D. Trujillo Papers. Trujillo, interviews, 24, 28 October 1998).

While attending college in Las Vegas, Trujillo worked for prominent wholesaler Charles Ilfeld, who encouraged him to go into business for himself. After a few years of teaching, Trujillo opened his first store in upper Chimayó in the early 1920s with a small loan from Ilfeld. He first stocked mostly canned goods and in the early days of the business traveled by horse and wagon to Las Vegas, via the small villages of Truchas, Peñasco, and Mora, bringing local products—hides, fruit, chile, and grains—to barter for imported commercial items (Leopoldo Trujillo, interview, 24 October 1998).

Trujillo also stocked local weaving and other curios and was among the venues patronized by the Santa Fe “Detourists” after Chimayó became a popular side trip. His daughter Rose remembers giving guided tours as a child (Segura, interview, 15 December 1998). He had also developed an extensive wholesale business in Chimayó blankets and other curios to more centrally located retailers and suppliers in New Mexico, Colorado, and Arizona, as the poor condition of the roads to Chimayó discouraged all but the hardiest individual tourists.

Eventually much of his time was spent traveling to develop markets in the region. Among his clients were leading merchants such as his early patron Charles Ilfeld, whose company slogan was “Wholesalers of Everything;” Santa Fe curio dealer Jesus Candelario; the Wrights and the Maisels in Albuquerque; the Kirk Brothers of Gallup; Roy Emery in Pikes Peak, Colorado; and dealers at the Royal Gorge and Estes Park, also in Colorado. In the mid 1930s as the popularity of the Detours waned and the private use of the automobile increased, Trujillo moved his operation to the main highway in Española, opening the Chimayó Trading Post.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 23

Trujillo used his extensive business dealings in Rio Arriba County and throughout the state as a base for an influential political career. His contacts were further expanded by membership in the Masonic Lodge, which he joined over the objections of his church, rising to the 32<sup>nd</sup> degree of Scottish Rite Masonry. A lifelong Democrat he was four times elected New Mexico state auditor (1938-1942, 1946-1950) and also served as secretary of the State Board of Finance. For about eighteen years in the 1930s and 1940s, he was the Rio Arriba County Democratic Party Chairman, at a time when previously Republican Hispanic New Mexico moved to the Democratic party. As party boss, he could deliver the votes to effect statewide elections. A strong ally of Congressman and Governor John E. Miles, Trujillo was co-manager of his successful gubernatorial campaigns (*Santa Fe New Mexican* 26 March 1950. Trujillo, interview, 24 October 1998).

About 1948 Trujillo expanded his business to Pojoaque, a small community on the highway between Santa Fe and Española. There he opened another store, which he called the E.D. Trujillo Trading Post. For the next eight years, he lived at and managed the Pojoaque business, while his wife Ramonita, remained at Española managing that operation. After her death in 1956, the Chimayó Trading Post closed. Trujillo continued the Pojoaque outlet until 1970, when he sold the property to the Pojoaque School System. The property was eventually traded to the Pojoaque Pueblo for the land on which the Pojoaque High School now stands. Trujillo's store building was demolished and a casino now stands on the site.

After selling the Pojoaque property, Trujillo returned to the Chimayó homestead for a short period, and then moved back to Española to live with his daughter Cleo in the family home there. He died in 1972 at the age of 78, leaving nine children, 32 grandchildren and eight great grandchildren (*Santa Fe New Mexican* 16 February 1972).

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 8 Page 24

---

**SIGNIFICANCE**

The Chimayó Trading Post and E. D. Trujillo House survives as one of very few extant historic adobe buildings in Española. It is the building which best represents the business and political career of E. D. Trujillo. Only parts of Trujillo's first store and home at Chimayó still exist; the shop portion of that structure has crumbled. His third home and store building in Pojoaque was demolished for an Indian casino.

As an entrepreneur Trujillo was among those most instrumental in the twentieth-century development of the Chimayó-area weaving industry, which still thrives today. He brought marketing techniques to effective use in furthering the adaptation of indigenous crafts to the needs of buyers and thus played an important role in the economic development of northern New Mexico. The history of his business moves from Chimayó, to Española, and finally to Pojoaque parallels the growth personal travel made possible by the automobile in the early to middle decades of the twentieth century. As a Democratic political power in Rio Arriba County, Trujillo presided over the transformation of a long-time Republican area into the Democratic stronghold it remains today.

Since 1992, the Trujillo family has been featured in the Columbus Quincentenary Exposition, entitled "American Encounters," at the Smithsonian Institution's National Museum of American History. For the "Hispanic Village" portion of the exposition, Leopoldo Trujillo, E. D.'s son and current proprietor of the Trading Post, assisted curator Richard Ahlborn in assembling an exhibit of northern New Mexico textiles, artifacts, and photographs that features prominently E. D.'s role in developing Hispanic crafts.

The home and store at Riverside remains today substantially as he left it, thanks to the efforts of his son, Leopoldo. Still located at an important crossroads, the building is potentially threatened by the development needs of the Santa Clara Pueblo, which owns adjacent lands; by other developers; and by the State Highway Department, which may seek to widen the highway again. The property was placed on the New Mexico State Register of Cultural Properties on April 3, 1992.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   9   Page   25  

---

**SOURCES**

*Albuquerque Journal North*. 7 July 1992.

Athearn, Robert G. *Rebel of the Rockies: A History of the Denver and Rio Grande Western Railroad*. New Haven: Yale University Press, 1962.

Baizerman, Suzanne. "Textiles, Traditions and Tourist Art: Hispanic Weaving in Northern New Mexico." Ph.D. dissertation. University of Minnesota, 1987.

Fincher, E. B. *Spanish-Americans as a Political Factor in New Mexico, 1912-1950*. 1950. New York: Arno Press, 1974.

Franke & Cornell, Inc. *Comprehensive Plan and Report: Village of Española, New Mexico*. Santa Fe: New Mexico State Planning Office, 1963.

Lester, Patrick D. *The Biographical Directory of Native American Painters*. Tulsa: Sir Publications, 1995.

Lucero, Helen R. "Hispanic Weavers of North Central New Mexico: Social/Historical and Educational Dimensions of a Continuing Artistic Tradition." Ph.D. dissertation. University of New Mexico, 1986.

Lucero, Helen R. Letter to Leo Trujillo. N.d.

Morrison, Howard. *American Encounters: A Companion to the Exhibition at the National Museum of American History*. Smithsonian Institution, 1992.

Museum of International Folk Art. *Spanish Textile Tradition of New Mexico and Colorado*. Santa Fe: Museum of New Mexico Press, c. 1979.

Nestor, Sarah. *The Native Market and the Spanish New Mexican Craftsmen; Santa Fe, 1933-1940*. Santa Fe: The Colonial New Mexico Historical Foundation, 1978.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section   9   Page   26  

---

*New Mexico Historic Building Inventory Manual*. Typescript. 1989.

*New Mexico State Business Directory*, 1915, 1922, 1931, 1932, 1936, 1938, 1942-1943, 1950.

*Santa Fe New Mexican* 7, 8 June 1939; 26 March 1950; 16 February 1972; 4 July 1992.

*Santa Fe News* 9 December 1949.

Simmons, Marc. *New Mexico: An Interpretive History*. Albuquerque: University of New Mexico Press, 1977.

\_\_\_\_\_. "Settlement Patterns and Village Plans in Colonial New Mexico." *New Spain's Far Northern Frontier*. Ed. David J. Weber. Albuquerque: University of New Mexico Press, 1979.

\_\_\_\_\_. *Spanish Government in New Mexico* (Albuquerque: University of New Mexico Press, 1968).

Sze, Corinne P. "El Santuario de Chimayó." National Register of Historic Places, Registration Form (draft), 1992.

Thomas, D. H. *The Southwestern Indian Detours: The Story of the Fred Harvey/Santa Fe Railway Experiment in "Detourism."* Phoenix: Hunter Publishing Co., 1978.

Trujillo, E. D. Papers. Española, New Mexico.

Trujillo, Leo. "Chimayó Trading Post." National Register of Historic Places Registration Form (draft), [1998].

Trujillo, Leo Polo (sic). "Chimayó Trading Post." Application for Registration: New Mexico State Register of Cultural Properties [1992].

Chimayó Trading Post and E. D. Trujillo House

Name of Property

Rio Arriba, NM

County and State

NPS Form 10-900-a  
(8-86)

OMB No. 1024-0018

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 9 Page 27

---

Weigle, Marta, ed. *Hispanic Villages of Northern New Mexico*. Reprint Vol. 2 1935 Tewa Basin Study. Santa Fe: The Lightening Tree, 1975.

Wroth, William, ed. *Hispanic Crafts of the Southwest*. Colorado Springs: The Taylor Museum of the Colorado Springs Fine Arts Center, 1977.

Wyckoff, Lydia L., ed. *Visions and Voices: Native American Painting from the Philbrook Museum of Art*. Tulsa: Philbrook Museum of Art, 1996.

**Interviews**

Segura, Rose Trujillo. [With Louise Bowles]. Tape transcription. 8 April 1997.

Segura, Rose Trujillo. 15 December 1998.

Trujillo, Leopoldo. 24 October 1998; 28 October 1998; 14 December 1998.

Trujillo, Leo and Rose Trujillo Segura. [With Louise Bowles]. Tape transcription. 7 April 1997.

Chimayó Trading Post and E. D. Trujillo House

Name of Property

Rio Arriba, NM

County and State

NPS Form 10-900-a  
(8-86)

OMB No. 1024-0018

United States Department of the Interior  
National Park Service

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section 10 Page 28

---

**VERBAL BOUNDARY DESCRIPTION**

The nominated property is the tract marked on the 1956 survey by Samuel P. Davalos, appended below as Figure 1.

**BOUNDARY JUSTIFICATION**

The nominated boundary encompasses the historic building and includes the property as inherited or purchased by the present owner, excluding buildings constructed after the Period of Significance.

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section Photos Page 29

---

**CONTEMPORARY PHOTOS**

**Information common to all contemporary photographs.**

1. Chimayó Trading Post and E. D. Trujillo House
2. Rio Arriba County, New Mexico
3. Corinne P. Sze
5. Historic Preservation Division. Office of Cultural Affairs. Santa Fe, New Mexico.

**Information on individual contemporary photographs.**

4. October 1998
6. East and partial north facades. Camera facing southwest.
7. Photo #1
  
4. October 1998
6. East facade. Camera facing west.
7. Photo #2
  
4. October 1998
6. Partial north facade. Camera facing south.
7. Photo #3
  
4. October 1998
6. South and partial west facade. Camera facing northeast.
7. Photo #4
  
4. October 1998
6. Partial south facade. Camera facing north.
7. Photo #5

Chimayó Trading Post and E. D. Trujillo House  
Name of Property

Rio Arriba, NM  
County and State

NPS Form 10-900-a  
(8-86)

OMB No. 1024-0018

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section Photos Page 30

---

4. October 1998

6. Partial south facade. Camera facing north.

7. Photo #6

4. October 1998

6. Partial south facade. Camera facing north.

7. Photo #7

4. December 1998

6. Partial south facade. Camera facing north.

7. Photo #8

4. October 1998

6. South facade detail, Trujillo House entry door. Camera facing north.

7. Photo #9

4. December 1998

6. Partial west facade, Trujillo House. Camera facing southeast.

7. Photo #10

4. October 1998

6. Partial north facade. Camera facing south.

7. Photo #11

4. December 1998

6. Partial north facade. Camera facing south.

7. Photo #12

4. October 1998

6. East facade (second story, rear addition). Camera facing west.

7. Photo #13

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

**NATIONAL REGISTER OF HISTORIC PLACES  
CONTINUATION SHEET**

Section Photos Page 31

---

4. December 1998

6. West facade, rear addition. Camera facing east.

7. Photo #14

4. January 1999

6. Interior, trading post. Camera facing northwest.

7. Photo #15

4. October 1998

6. Interior, Trujillo House, living room. Camera facing southeast.

7. Photo #16

4. October 1998

6. Interior, Trujillo House, living room. Camera facing west.

7. Photo #17

4. October 1998

6. Interior, Trujillo House, living room. Camera facing north.

7. Photo #18

**HISTORIC PHOTOGRAPHS**

**Information common to all historic photographs.**

1. Chimayó Trading Post and E. D. Trujillo House

2. Rio Arriba County, New Mexico

3. Unknown

5. Historic Preservation Division. Office of Cultural Affairs. Santa Fe, New Mexico.

Chimayó Trading Post and E. D. Trujillo House  
Name of Property

Rio Arriba, NM  
County and State

NPS Form 10-900-a  
(8-86)

OMB No. 1024-0018

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

**NATIONAL REGISTER OF HISTORIC PLACES**  
**CONTINUATION SHEET**

Section Photos Page 32

---

**Information on individual historic photographs.**

4. ca. 1935

6. East facade. Camera facing west.

7. Photo #19

4. 7 June 1939

6. East facade. Camera facing west.

7. Photo #20

4. ca. 1947

6. East facade. Camera facing west.

7. Photo #21

4. ca. 1935

6. Interior, Chimayó Trading Post. Camera facing west.

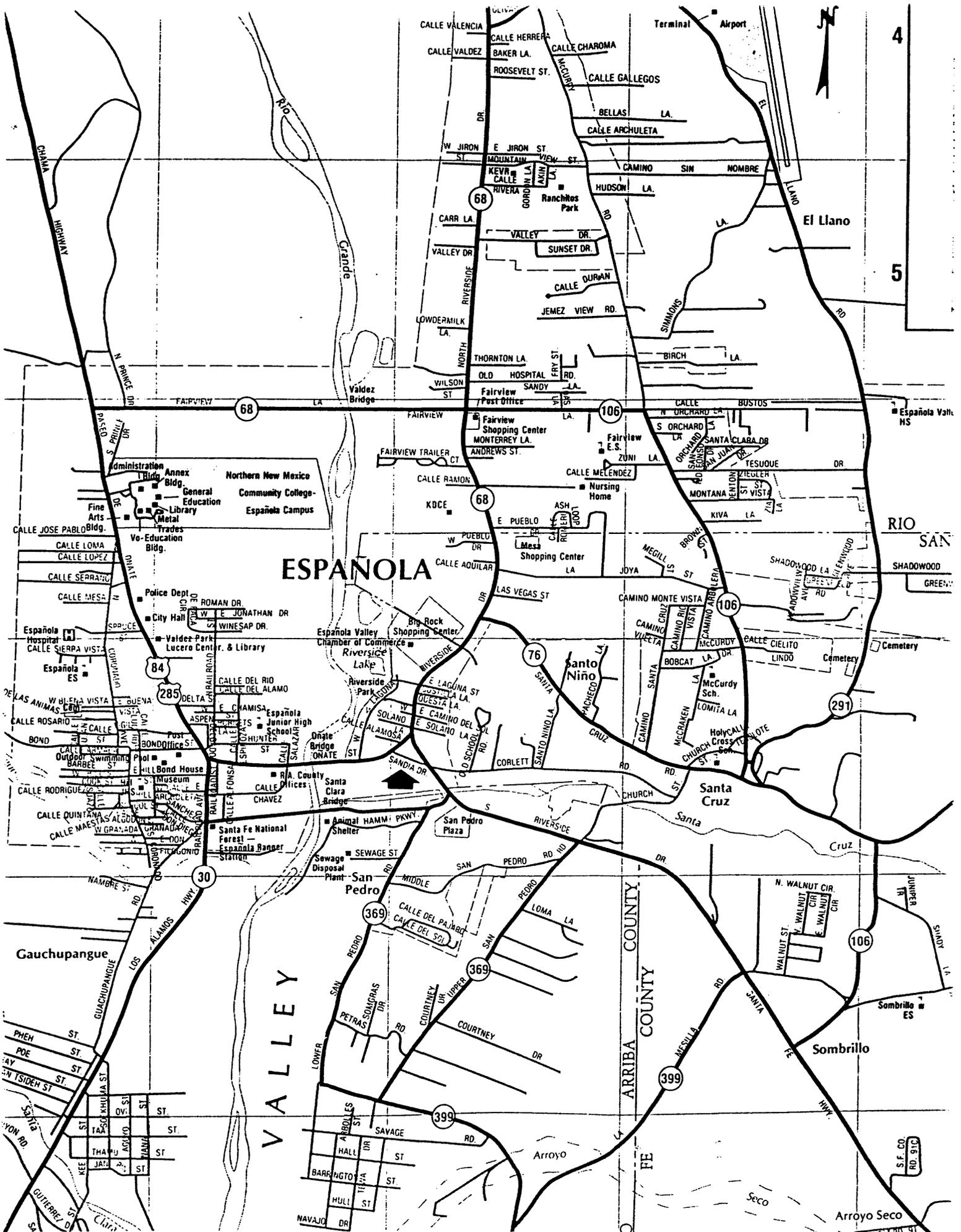
7. Photo #22

4. Unknown

6. E. D. Trujillo wearing Chimayó jacket.

7. Photo #23





Chimayó Trading Post and E. D. Trujillo House  
Española, New Mexico

Figure 2

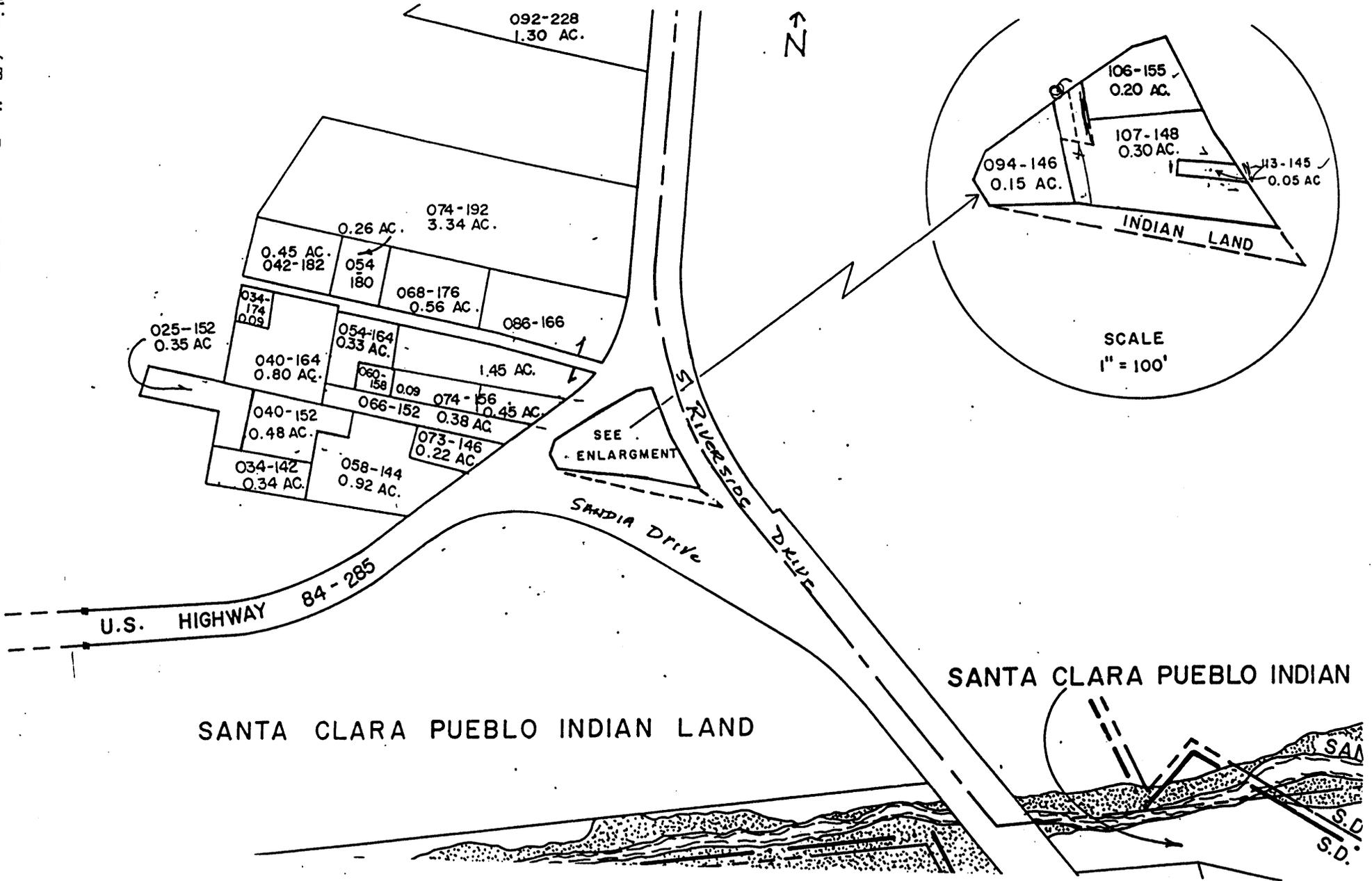
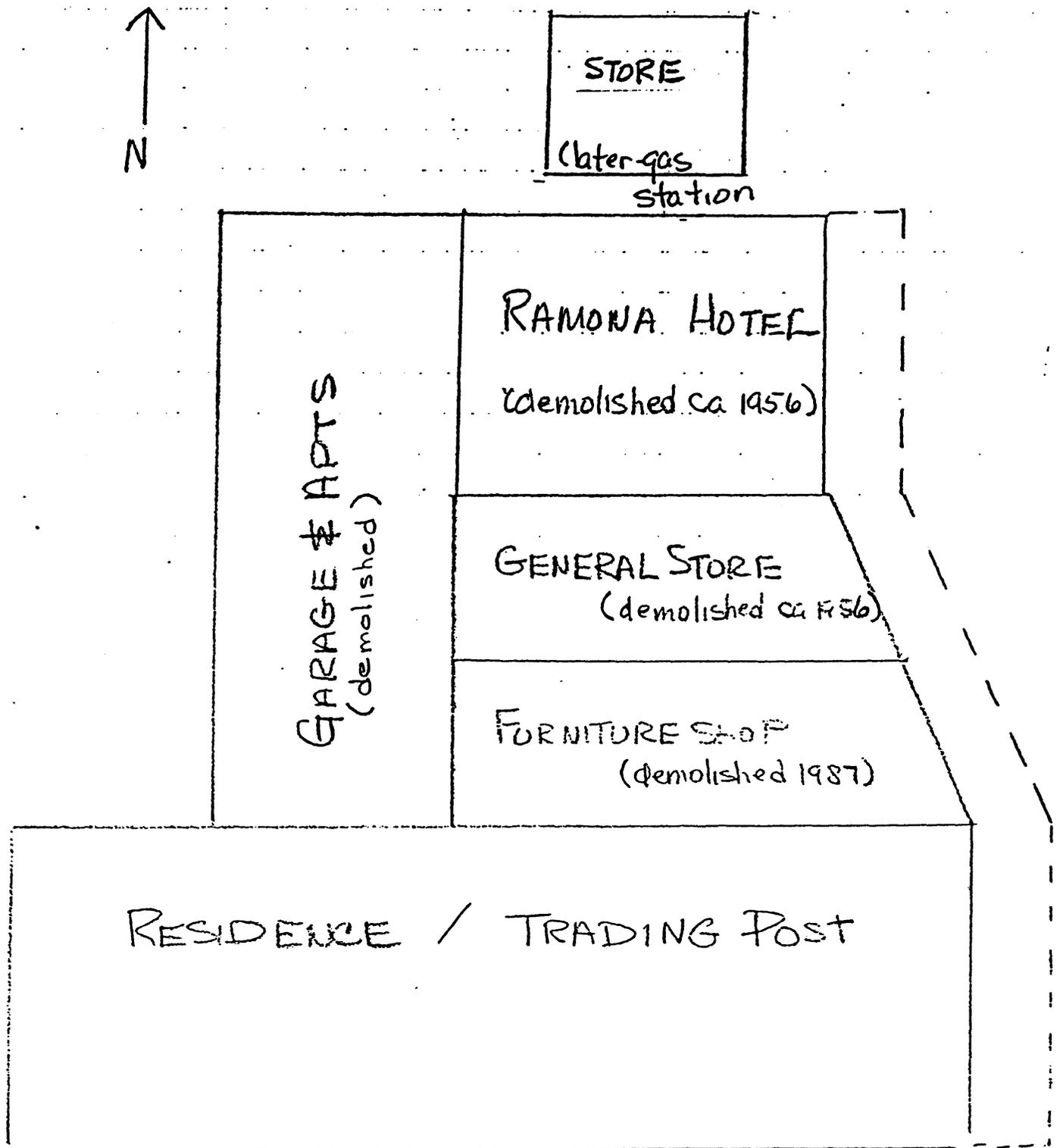
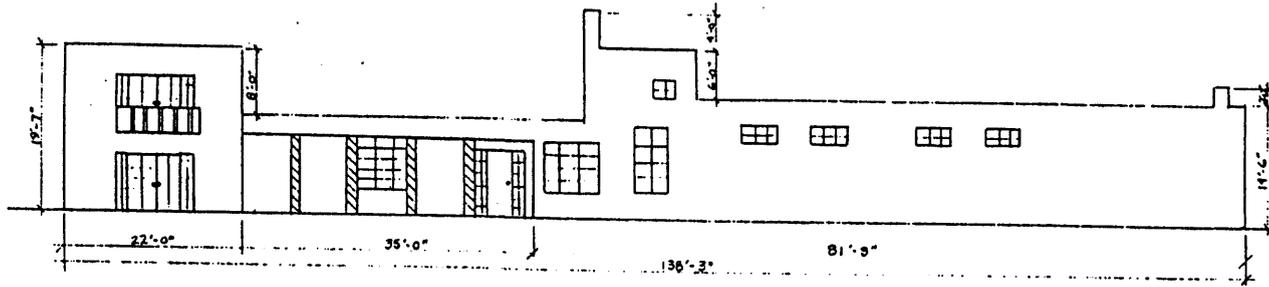
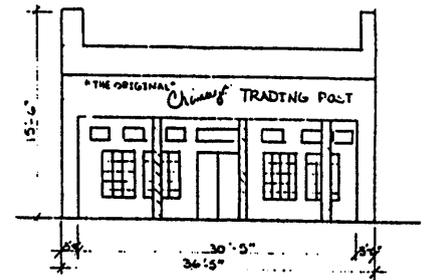


Figure 3

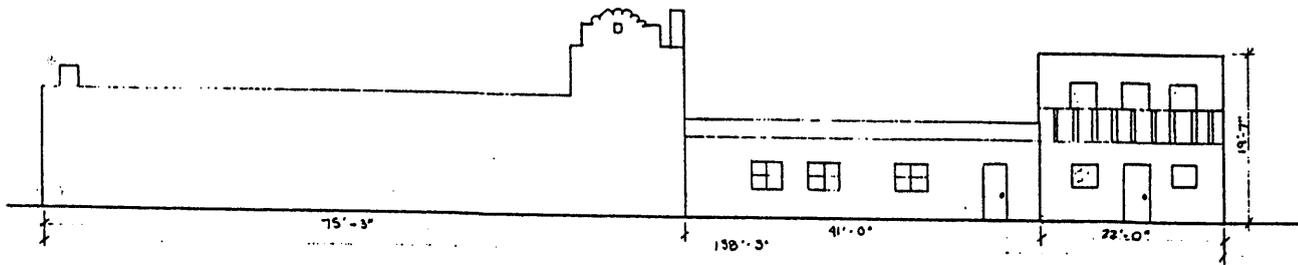




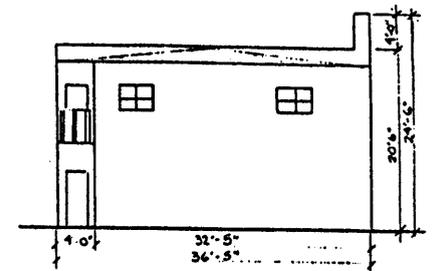
SIDE ELEVATION  
 1/8" = 1'-0"



FRONT ELEVATION  
 1/8" = 1'-0"



SIDE ELEVATION  
 1/8" = 1'-0"



BACK ELEVATION  
 1/8" = 1'-0"

CHIMAYO TRADING POST

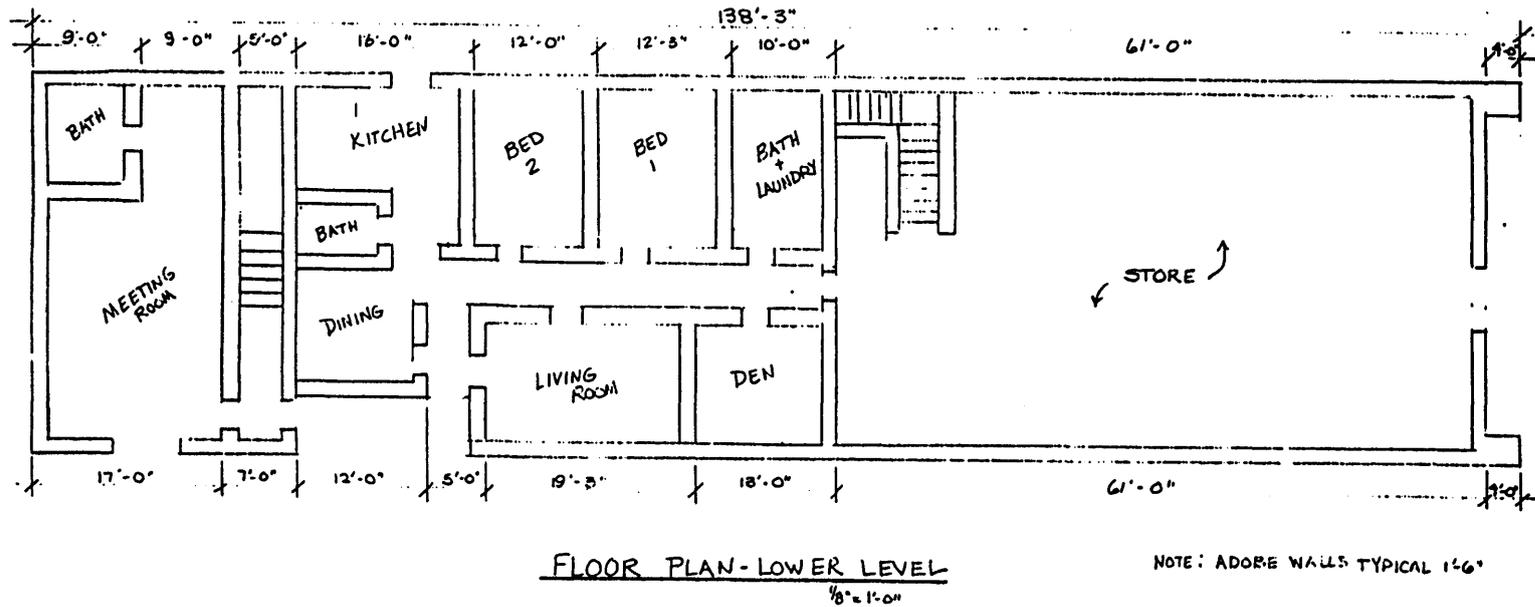
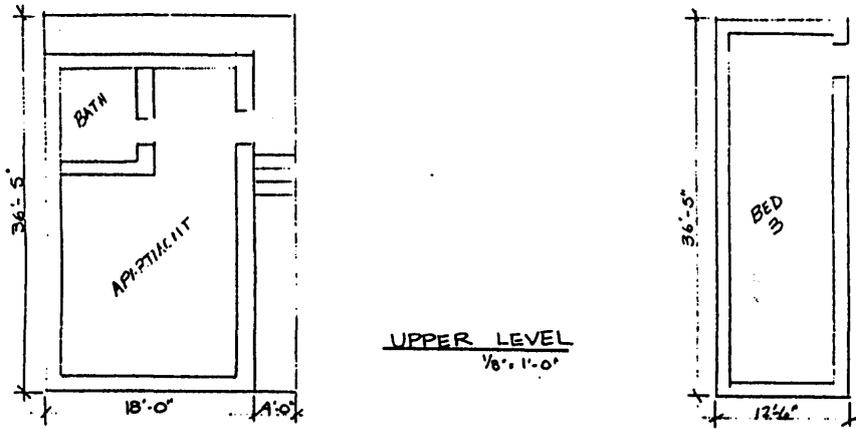


Figure 6