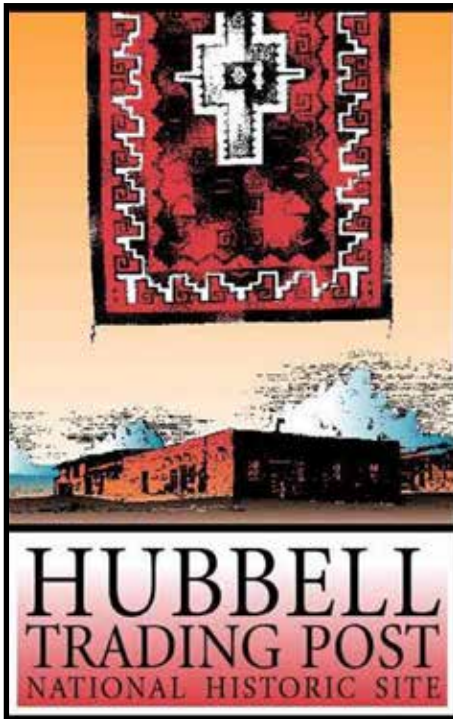


# Friends of Hubbell Trading Post Newsletter



Issue No 18 Winter 2023



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### CHAIRMAN'S REPORT

Our two auctions in 2022 (May and September) produced record setting numbers for both sales and donated items. Auction sales for the 2022 totaled \$321k, with \$20k going directly into the Friends of Hubbell Scholarship fund. The number of auction lots sold also surpassed the 50% mark in each auction.

Friends of Hubbell continues to support the Native American Community since its founding in August 1990 by returning 85 cents of every dollar spent through auction bids to the artist.

Volunteers are always welcome. If you would like to get a close up look of the workings of our auctions, we would love to have you volunteer. Let us know of your interest through our website located within this newsletter. Help is needed both at intake prior to the auction as well as on Saturday during the auction.

Through 2022 we had the very capable and helpful children from the Manuelito Children's Home serve as rug runners. We plan to have them back in 2023.

Our board and scholarship committee are investigating adding Post Graduate Scholarships to our awards in August 2023. We thank our consistent and very generous buyers and donors for their continued donations year after year to fund these scholarships. We recently named several of our annual scholarships after those consistent and generous benefactors. Friends of Hubbell has NEVER missed a year of awarding scholarships since records have been kept starting in 1994. Also, please feel free to take a look at our 2022 Financial Report that we've included in this edition of our quarterly newsletter.

Our online auctions are also gaining steam and we hope to produce several online buying opportunities in 2023. Stay Tuned.

See you in 2023. No sitting on your hands. Buy what you like, love what you buy.

Frank Kohler  
Chairman FoH



Frank Kohler  
Chairman FoH



## SCHOLARSHIP NEWS: LONG-TIME BENEFACTORS HONORED WITH SCHOLARSHIP DESIGNATIONS

Friends of Hubbell is very blessed to have consistent, loyal and active benefactors to its annual scholarship awards bestowed every August to deserving Native American students. In 2023 our scholarship contributions will exceed \$300,000, having never missed a year of scholarship awards since 1994 – when we began keeping records of awards.

Some of our most consistent and long-time benefactors, listed below, have been extremely generous over the years and we are very pleased to announce scholarship awards in their name, starting in the fall of 2023:

- **Andrew and Karen Somosi Scholarship**
- **T. Robert Chambers Scholarship**
- **Jim and Marcia Sherman Scholarship**
- **Amy Nuernberg & Owen O’Fallon Scholarship**
- **Anonymous**

Friends of Hubbell is able to continue to award these scholarships, thanks to our distinguished benefactors and all other who have given or donated funds to our cause through auction sales and donated items.

Donations may be sent to:

Friends of Hubbell  
PO Box 25603  
Scottsdale, AZ 85255

A donation letter will be sent to all benefactors and those donating money or auction items, acknowledging and complying with IRS regulations for any donation received.

Frank Kohler  
Chair, Friends of Hubbell

## FRIENDS OF HUBBELL AUCTIONS AND GALLUP: A WIN-WIN ARRANGEMENT

For the recent September 2022 Friends of Hubbell auction, the city of Gallup awarded the organization a \$5,600 grant. This award for the September 2022 auction was the FoH 9th grant awarded from the City of Gallup.

The City of Gallup has awarded a Lodgers Tax Award to the Friends of Hubbell’s Spring and Fall auctions since September 2018, the first time FoH applied for the grant.

“Our requests started at \$3,100 per auction and have now risen to \$5,600 as the cost of advertising increases,” noted Friends of Hubbell Chairman Frank Kohler.

Each application includes the working budget for each auction, actual expenses, marketing/advertising area, attendance, pictures and marketing plan for the actual auction. “We consistently promote the City of Gallup in our advertising with PBS, both in Arizona and New Mexico, *The Independent* – Gallup’s paper, *The Arizona Daily Sun* in Flagstaff, Arizona, and the *Albuquerque Journal*, as well as mailing out more than 3,000 buyer cards to our mailing list, along with posters to another 1,000 e-mail addresses, hotels and chamber of commerce locations,” Kohler said.

The application for the May 2023 auction was recently filed. “Our continuous wins have also allowed us to increase scholarships and make donations such as those to Manuelito Childrens Home for their assistance with the auctions,” he added.



## FRIENDS OF HUBBELL AWARDS ITS 2023 NATIVE AMERICAN SCHOLARSHIPS

Friends of Hubbell Trading Post, National Historic Site is a 501(c)(3) organization established 1990. The aim of the FoH is to aid and promote the management of programs and objectives of the Historic Site. Other goals include supporting Native American arts and crafts through our bi-annual Native American Art Auction, and **providing scholarships to Four Corners college and graduate students** and to increase awareness of the trading post's heritage in the Southwest.

Student qualifications: Junior to Senior student showing the need for \$2,500.00 or graduate student need for \$3,000.00 scholarship:

- Member of the Navajo, Hopi, Acoma, Laguna, Zuni or Southern Ute Nation
- Currently attending a four-year college, university or graduate program
- Entering your junior or senior year or graduate program in the fall semester 2023 or spring semester 2024
- A declared major field of study or enrollment in a special degree or graduate program
- Current cumulative grade point average (GPA) of 3.0 or higher
- **DEADLINE:** Applications must be postmarked by June 17, 2023

### WHERE CAN COLLEGE STUDENTS FIND INFORMATION AND COPIES OF THE FRIENDS OF HUBBELL SCHOLARSHIP APPLICATION for 2023?

Our website: <https://friendsofhubbell.org/scholarships/>

*“Click to Download the application Document.” (Adobe pdf.) If you have further questions, even those questions can be answered.*

*We are looking forward to receiving your application, for next year.*

**Deadline, June 17, 2023.**

**If you have questions, please email [bonnieelse@comcast.net](mailto:bonnieelse@comcast.net)**

## Native American Art Auction May 6, 2023

**Gallup Community Center  
Gallup, New Mexico**

**Preview 9:00 - 11:30 AM MST  
Auction 12:00 - 5:00 PM MST**

Look for additional information in the  
next newsletters.



## Vendor Tables

Just a reminder that vendor tables can be rented for \$40 for May 6, 2023 auction. There are approximately 20 tables available for those that get their deposits in first. Please contact Mr. Jeff Clark at [clarke\\_jeff@yahoo.com](mailto:clarke_jeff@yahoo.com) for additional details.

## Post Auction Sales

Once an item has gone through the auction, if the item did not sell and has been returned to the artist after being processed out of the Friends of Hubbell system, the artists are free to negotiate with traders / buyers on a sale price. At that point, the transaction is between the artist and buyer.

## THE RICHARDSONS: A FAMILY DYNASTY OF NAVAJO TRADERS

Tom Surface, Friends of Hubbell

### Part 2 of a multi-part series on the history of Indian traders

Throughout Navajo Country as far back as the 1870s and encompassing vast territories in four states (Arizona, New Mexico, Utah and Colorado), traders and their trading posts were the primary contact between Indians and whites. Traders exchanged merchandise, food, coffee, salt, sugar, clothing and kerosene coveted by the Navajo for rugs, wool, jewelry and other handicrafts.

Throughout the golden era of the trading posts – from the 1870s through the post-World War II years and into the 1960s, the Richardson family was arguably one of the most significant and prolific family of Indian traders among the Navajo. The family of relatives included last names of McAdams, Smith, and of course Richardson. Beginning as early as the late 1870s, this family of brothers, fathers, sons, uncles, nephews and cousins owned, operated or held interest in more than 20 posts across the Navajo Country and provided the primary link between the two cultures. The family of traders originally migrated to the Navajo area from Tennessee and Texas as mountain men and trappers hunting beaver pelts but soon found the trading for turquoise jewelry and blankets a more lucrative pursuit. There is very little detailed family history prior to the generations

that became Indian traders with the most detailed accounting recorded in Gladwell (Toney) Richardson's book, *Navajo Trader*, published in 1986.

The Richardson family ran trading posts across the vast Navajo area – from Pine Springs and Houck in the east to Two Guns, Sunrise and Leupp in the southwest quadrant; from Cameron and Willow Springs to the west and up to Rainbow Lodge and Inscription House in the northern reaches of the territory, and many more over the years. The family also ran stores in Flagstaff, Winslow and Gallup. In the early years of the 1870s to early 1900s, transportation and communications were arduous and rare. Staple trading items such as Arbuckle Brothers' Coffee, chewing rolling tobacco, sugar, salt and baking powder were shipped to the outlying posts in horse and mule-drawn wagons over rutted walking trails. Even with the advent of the automobile, travel and transportation took hours as roads were either non-existent or primitive at best. Trading and supply hauling was normally focused from spring to autumn as weather usually brought supplies and the shipping back of goods traded by the Indians to a trickle over the long winter months. Toney Richardson describes life as a trader long and hard with daily preparations starting around 4:30 a.m. with wood cutting, animal feeding and preparing meals and then working the trading business that most nights ran well into the night, sometimes as late as midnight.



Canyon-Diablo Trading Post



Crow Canyon Trading Post

## A Hard Life

Life was hard for the traders and the Richardsons were no exception. In Navajo Country there were few comforts, no telephone or telegraph, infrequent mail, and the nearest medical aid usually over 100 miles and sometimes more than a full day's drive or ride away. When people took sick, they had to make do with whatever supplies or home remedies or traditional Indian cures that were available. Toney Richardson recounted that one worry was always in the back of the trader families' mind – what if someone became seriously ill or injured in an accident during the harsh winter. There would be no possibility of getting the victim out or bringing in medical aid with snow levels five or six feet deep in the canyon areas. He noted that in the case of death there was the grim prospect of keeping the body frozen until spring for burial.

The winter of 1931-1932 became known as “The Big Snow.” Snows started in mid-October and continued into January making all roads and trails impassible. Horse, cattle and sheep died for lack of food, Wolves preyed on large livestock to survive. Traders' supplies dwindled to bare shelves as re-supply was impossible. The U.S. Army made the first-ever emergency air drops of supplies to remote areas across the northern part of the reservation. Much of the food and supplies were scattered all over the landscape and were unrecoverable, while skeptical

Navajos were afraid the food was poisoned and refused to eat the “Christmas gift from Washington.”

During a break in the weather, the Richardsons that were operating the Inscription House Trading Post at that time took to trying to clear roads for re-supply trucks, but with little success. Cars, trucks and even tractors proved to be useless. Getting stuck miles from the post and severely injuring his leg in a fall, Toney Richardson found shelter in an abandoned hogan and burned Arbuckle Brothers Coffee boxes to build a fire. Wolves, sensing that he was weak and injured, tried to break into the dilapidated structure throughout the night. Armed with only his pocketknife, he fought off the pack until the wolves finally fell through the old roof. Toney escaped through the hole in the roof as the wolves turned their attention to eating one of their own that was bleeding from the fall. The next day, he stumbled upon a local Navajo man who got a note to Inscription House and sent for help.

Back at the trading post, the rest of the family had meager amounts of food but had run out of firewood. Fires were built each day only to cook and keep the canned goods from freezing. Each day during the winter siege, the family would go to bed shortly after noon to keep warm as there was nothing to keep the fires burning for the rest of the day. However, trading post life for S.I. and Toney's families returned to normal as soon as the roads were again passable.



Leupp Trading Post Ruins



Lee's Ferry trading Post (2014)

## Protecting Their Investments

The Richardson's also had to protect their investments from unscrupulous hired help that cheated the Indians as well as pocketed some of the profits to "feather their own nests." These incidents were not always peacefully settled and on occasion were settled with gunfire and threats of bodily harm.

Since the family-owned interest in so many trading posts, they had to rely on hired help to operate and manage some of them. Some of which had very "sticky fingers" when it came to handling the cash. The Richardsons were often forced to run them off, peacefully or otherwise. While Hubert Richardson, S.I.'s brother who traded with the Navajo for almost 60 years, ran the Cameron post, he left it to his nephew Toney to deal with several thieving employees. Toney set up a "lookout" to watch for workers pocketing cash and to give a secret "high sign" when he saw cash stray into the clerks' pockets by mistake. Five employees, including one Navajo, were caught red handed. The guilty employees were fired and the stealing stopped.

In 1924, the Richardsons embarked on a road building expedition in the extreme northwest corner of Navajo Country to Rainbow Natural Bridge and to build their Rainbow Lodge Trading. This area was becoming a somewhat popular location for hikers and well-to-do tourists. Official opposition to this road was orchestrated by a firm led by John Wetherill and Clyde Colville, who saw this as a direct threat to their lucrative business of leading rich white folks on expeditions to Natural Bridge over their route. After their efforts to get the Indian Bureau and Department of Interior in Washington failed, they incited many of the local Navajos to fight to stop the project. The Wetherill-Colville team tried to convince the local Navajos to refuse to work for the Richardsons telling them this was the white man stealing their land. They used intimidation to try to start fights and then threatened to shoot anyone who tried to work for the Richardsons. They also hauled in and paid Indians from out of the area to take part in the fight. The Richardsons armed themselves to protect their equipment and to fight off any nighttime raids. The team also readied dynamite bombs to disperse the attackers. It was only when other Navajos came in to support the road building as a benefit to the locals that would bring a better means of trading that all of

the Wetherill-Coleville shenanigans were uncovered and the threat subsided.

## Center of Commerce & Social Life

Throughout their "golden era," the trading posts with their dirt floors, candle and kerosene lamps, served as the center for social life on the reservation. Local Navajo women and their children would come during the day to barter, trade piñon nuts, wool, blankets and other handicrafts and spend their earned store script (currency issued by that trading post). They would exchange news, catch up on the latest gossip, and tell the Richardsons about their current problems and needs. The men would stay on late into the evening hours and in the din of flickering lighting continue to talk, drink coffee and smoke. It was here in this daily setting that the white traders earned the trust, confidence and respect of their Native neighbors.



Volz Trading Canyon Diablo



Willow-Springs Trading Post (cira 2015)

With no law in this isolated country, many times the trader became the de facto judge. The Navajo frequently sought the advice and counsel of the Richardsons to settle disputes or dole out justice. S.I. Richardson, Toney's father and family patriarch, owned and operated multiple trading posts from the 1890s until his death in 1958. During his time at the Rainbow Lodge Trading Post, S.I. was approached by a Navajo man who had two wives, although he did not care too much for the older wife. When a friend arrived for a visit on one cold winter's night, the Navajo offer to let him stay warm by sleeping with the older wife. But his friend slept with the younger wife instead. The next morning, the husband brought the friend and the guilty young wife to the trading post to present a claim of damages to S.I. and asked for his advice on what should be paid. S.I. knew the friend was wealthy in stock and owned many burros and could afford the loss of one. So, S.I. rendered his decision: one burro for the night spent with the young wife. His judgment was satisfactory to all parties. Unfortunately, S.I. had established a precedent and a price. Later that year when the burro owner came again to the Rainbow Lodge he told S.I. that he no longer owned a single burro! "You remember I paid one burro for sleeping one night with my friend's wife? Well, I don't own even a single burro anymore. He has them all!"



Rainbow Lodge (1950)

## Their Legacy on the Res

The McAdams-Richardson family never cared to get the accolades or being mentioned in history. No historians were around to record their exploits for posterity. To them, the one and only important fact is that, by choice, they became part of the People, the Navajo. They did this during the decades when the members of the tribe most needed a boost economically and politically. The Richardsons' Navajo friends were numberless. A testament to the respect and affection the family had earned among the dine', many Navajos traveled long distances to attend Richardson family funerals – a very unusual commitment considering their fear of the *chindi* (dead person's evil spirit). At the funerals of S.I. Richardson and again for his wife, Susie, more than half the guests were Navajo and Hopi, some that had come from more than 200 miles off the reservation.

Toney Richardson and his wife, as well as his uncle, brother and other cousins continued operating trading posts throughout the Navajo Reservation into the 1960s and beyond.

**Editor's Note:** The legacy of the Richardson family continues to live today at the Richardson Trading Post. Established just after the turn of the 20<sup>th</sup> Century in 1913, the business is located along old Route 66 in Gallup, NM.

## Next Newsletter: Part 3: Indian Traders – End of an Era



Mexican Water trading Post (circa 1970)



## FRIENDS OF HUBBELL FINANCIAL REPORT YEAR 2022

FOH Checking account Balance 1/1/2022.	51616.00
Income	
Membership donations	875.00
Vendor Booth Sales	905.00
Donated Item sales to FOH	11,190.00
Scholarship Donations	32,500.00
Raffle Auction Sales (Pendleton)	880.00
Gallup Lodgers Grant (2 Awards)	10,466.00
FoH Clothing Sales	110.00
Auction revenue	43,234.00
<b>Total Income</b>	<b>100,160.00</b>
Expenses	
Bulk Mailing fees & Postage, PO Box	948.00
Printing & Copying	3,932.00
Technology Contracting, Design Work	1,260.00
Scholarships (8)	20,500.00
FOH Board Donation (Manuelito, Authentic Native	750.00
FOH Board Liability Insurance Premium (Board, Auction)	1,269.00
Corporation Commission Filing	10.00
FOH Storage, Gallup (Yearly Payment)	605.00
Auction Expenses, Supplies	2,740.00
Accounting, Taxes CPA Fees	3,020.00
Advertising Reimbursement	8,049.00
FoH Board Auction expense	6,653.00
Gallup Community Center Rental/Cleaning	3,116.00
Auction Security (2/2022)	1,550.00
Auction Fees (Auctioneers)	19,423.00
<b>Total expense</b>	<b>73,822.00</b>
Wells Fargo Account Balance 1/1/2022	51,616.00
Income 2022	100,160.00
Less Expenses 2022	73,822.00
Balance Per Wells Fargo Statement 12/31/2022	77,954.00

### Notes:

- Scholarships awards 7 at \$2,500, One at \$3,000. (Burnham #1) in 2022.
- Two auctions were held in 2022, May & September.
- City of Gallup May and September 2022 Lodgers Tax award funded all auction advertising.
- May '22 and Sept. '22 were both record setting auctions. \$139k and \$182k. Over 60% of items crossing the block were sold.
- Large number of items donated in May/Sept. Auction.
- FoH Locker prepaid for 2023 to include discount and 1 month free storage.
- Bulk mail account funded for 2023 in anticipation of 2 auctions.

Frank Kohler  
Treas., Chairman 1/04/2023

## BOARD OF DIRECTORS AND OFFICERS

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Scottsdale, AZ

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Joel Kohler, Newsletter Publisher

## HONORARY TRUSTEES AND ADDITIONAL CONTENT

Martha Blue, Flagstaff, AZ

Janet & Jim Hooper, Tucson, AZ

Martin Link, Gallup, NM

Visit the **Friends of Hubbell  
Facebook Page**



[https://www.facebook.com/  
friendsofhubbellauction](https://www.facebook.com/friendsofhubbellauction)

Please visit our Facebook page where we will share more about artists, events, and happenings about Friends of Hubbell. We encourage you to visit the page and contribute images and articles about the wonderful art of Weaving, Pottery, Carvings, and much, much more.

**Please follow us and like our page.**  
Again, thank you for your support.  
We could not do this without you.

As a federally recognized non-profit organization incorporated in 1990 [Arizona reg.# 02261435], the Friends of Hubbell Trading Post National Historic Site, Inc. contributes to the management objectives of the National Park Service at Hubbell Trading Post National Historic Site. Related goals include revitalizing Native American arts and crafts, perpetuating John Lorenzo Hubbell's legacy, providing college scholarships to Native American students, and increasing public awareness of the Park. We invite you to assist us in these efforts by becoming a member.

*"Everything that is good; the concepts in Navajo of beauty, perfection, harmony, goodness, normality, success, well-being, blessedness, order, and ideal."*

Handbook of North American Indians Vol. 10 Southwest, Gary Witherspoon, Language and Reality in Navajo World View.

Mark your calendar for the **May 6, 2023 Auction** – Stay tuned for more information...