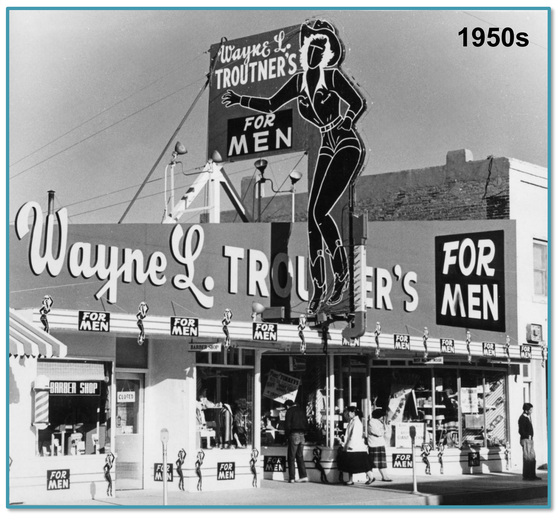
Old Trails Museum
WINSLOW HISTORICAL SOCIETY

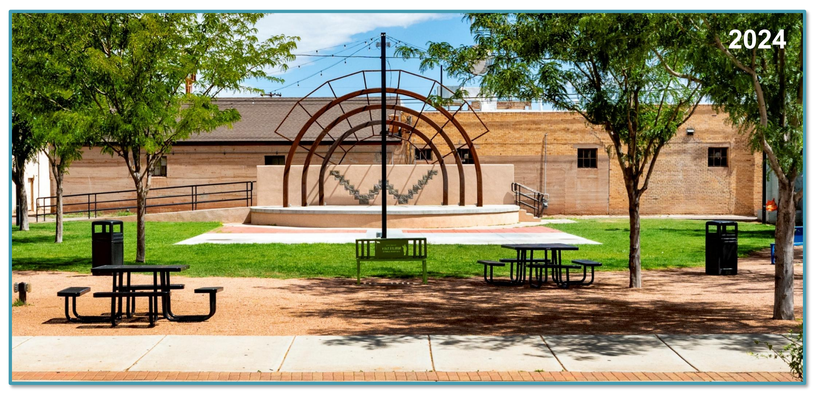
100 YEARS OF ROUTE 66 IN WINSLOW

Shopping on Route 66

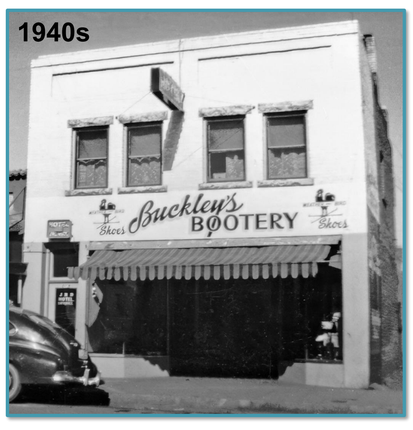
During the Route 66 era, both residents and tourists patronized retail outlets in downtown Winslow that were owned by individuals rather than by national chains, although many of those shops proudly advertised the national brands they stocked. The trading posts and curio shops primarily offered arts and crafts made by Native artists from northeastern Arizona. The Interstate 40 bypass in 1979 devasted these downtown businesses, and retail shifted mostly to large corporate chains located just off the I-40 North Park Drive exit and away from downtown.



Above: Wayne L. Troutner opened his Store for Men at 114 West Second Street in the early 1940s. A marketing genius, Troutner placed hundreds of billboards along Route 66 that featured his iconic "Girl" logo that lured curious tourists to the store, where they found men's clothing, western wear, shoes, and Troutner's signature cologne, Essence of 66. The building housed various businesses after Troutner retired in the 1970s but was gutted by fire in 1994 and razed in 1997.



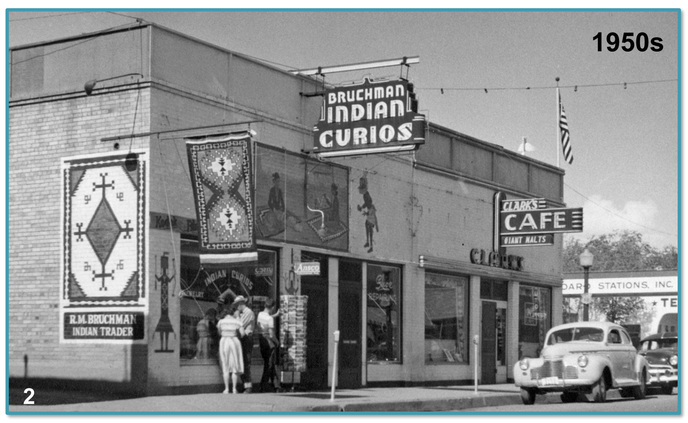
Above Left, Then & Now: The Babbitt Brothers Trading Company of Flagstaff operated multiple businesses in Winslow, including Babbitt's Department Store at 120 West Second Street. The largest store in town offered over 20,000 square feet of groceries, household goods, and ready-to-wear clothing from 1914 through the 1970s. When Babbitt's Thriftway opened on Third Street in 1955 (see Panel 7), the Second Street store used the grocery space for furniture and appliances. The building housed P&H Enterprises in the 1980s and Snowdrift Art Space since 2002, which offers free tours of artist Dan Lutzick's gallery by appointment. **Above Right, Then & Now:** In 1926, Winslow's J.C. Penney store relocated from First Street to the new Trimble Building at 102 West Second Street, where it operated for almost 50 years. The colorful brick building also housed the Pay'n Takit and later the Rasco Variety Store. A fire destroyed the building in 2004, and the City of Winslow bought the property and developed it into the Route 66 Plaza in phases. This downtown green space hosts both private and community events and performances.



Left, Then & Now: Built in 1912, the building at 110 West Second Street housed various businesses, starting with a mercantile on the first floor and hotel on the second. Leo and Loretta Buckley purchased Ferree's Shoe Store and renamed it Buckley's Bootery, which they operated from 1945 to 1960. The current owner renovated the building to its original purpose, with retail space below and residential space above.

Above & Below, Then & Now: In 1924, John Lorenzo Hubbell Jr. bought Richardson Brothers Indian Trading Company at 523 West Second Street and established Winslow's Hubbell Trading Post as their railroad shipping point in Arizona. Brother Roman and his wife Dorothy managed the business from 1942 until 1952, after which the building changed owners several times. The City of Winslow purchased the building in 1998, which reopened as the Winslow Visitor's Center/Chamber of Commerce in 2009 with many original elements on view.

Below, Then & Now: Richard M. "Otto" Bruchman was born in Europe in 1880 and arrived in Arizona in 1902. He opened Bruchman's Indian Curios at 117 West Second Street in 1921. He was active in the business until the 1970s, when his grandchildren took over and ran it until the 1990s. The building has housed Bojo's Grill & Sports Club since 1996, where owners John and Jeannie Jacobs have preserved the original "R.M. Bruchman Indian Trader" advertisement on the exterior east wall.



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Acknowledgements: *100 Years of Route 66 in Winslow* was developed for the Winslow Route 66 Centennial Committee's celebration by the Old Trails Museum and funded by the Historic Route 66 Association of Arizona, City of Winslow, and Winslow Chamber of Commerce. For more Winslow history, visit the Old Trails Museum.