

The HISTORY

DOTCH WINDSOR'S PAINTED DESERT TRADING POST

(Circa 1940-1958)

Dotch Garland Windsor (1896-1964), along with his wife Alberta and a small herd of cattle, arrived here from New Mexico in the late 1930s, taking up residence in the old ranch house across the river.

Around 1940, increasing US 66 tourist traffic prompted them to establish Dotch Windsor's Trading Post. They sold Gulf gasoline, Indian rugs and jewelry, curios, and sundries. The name was later changed to Painted Desert Trading Post, and finally to Dotch Windsor's Painted Desert Trading Post, done presumably to distinguish their location from the Painted Desert Park, Painted Desert Inn, Painted Desert Point, and Painted Desert Tower, each of them within ten miles of the others.



The "Sleeping Porch" on the rear of the trading post made hot summer nights more tolerable. *Courtesy Adela Windsor.*

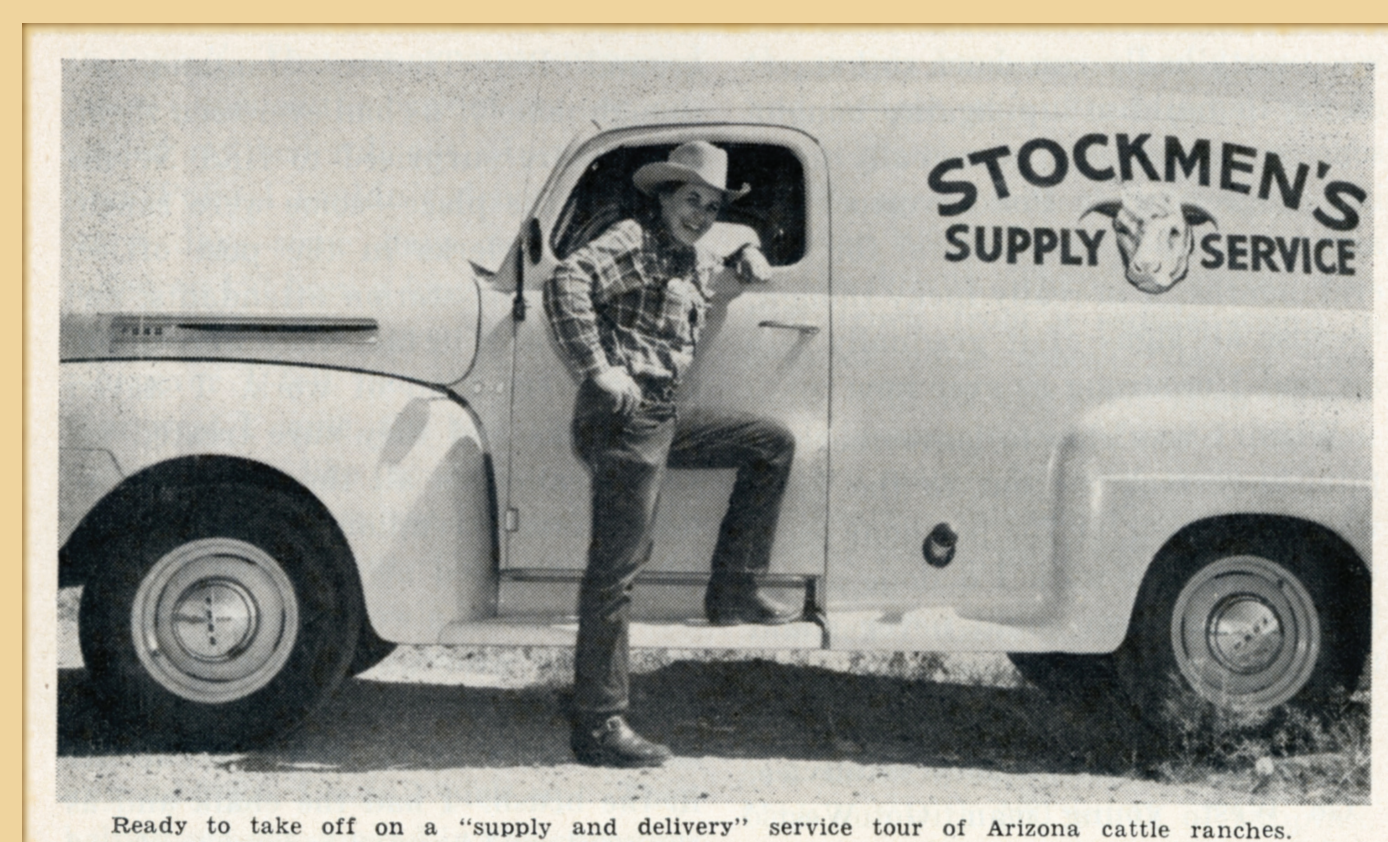
The trading post, which included living quarters, was heated by a wood stove in the winter and relied on desert air breezing through a sleeping porch to ease sultry summer nights. They had a well and a windmill-powered generator for electricity and water. It was, and remains, a harsh environment.

The Windsors divorced in 1948, at which point Alberta vanishes into history.

In 1950, at age fifty-four, Dotch married Joyce "Joy" Nevin, age twenty-six. Joy had come to Arizona from Rhode Island in 1943 following the death of her fiancé, Army Air Corps pilot Elton Cooke. She operated a stock supply business for ranchers out of her truck, and thus became acquainted with Dotch. In 1952, Addilade "Dee" Windsor was born, completing the family. In addition to the trading post business, they owned horses, about eighty head of cattle, and had a dog named Navajo.

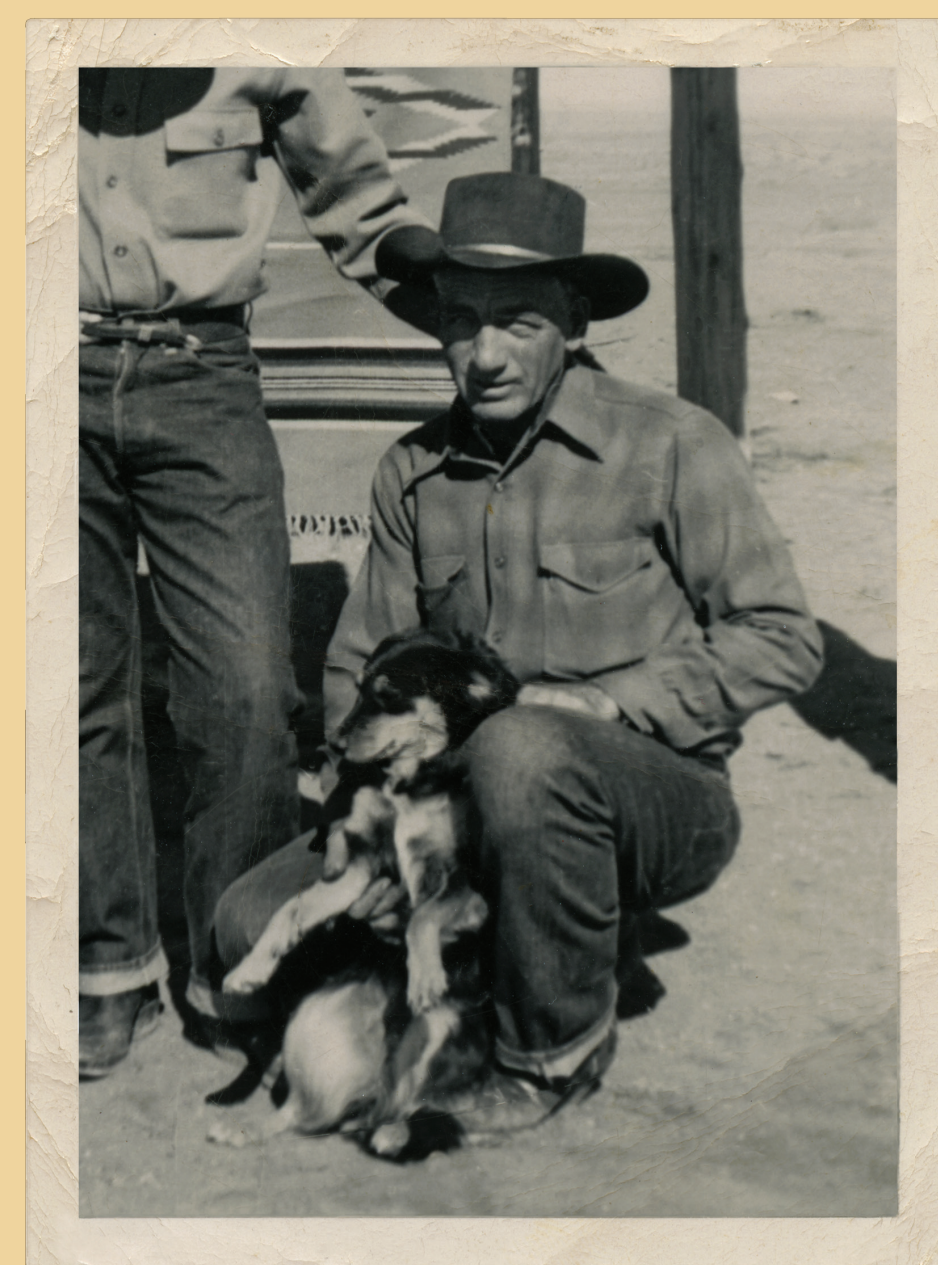


Joy, Adela, and Dotch Windsor at the trading post, circa 1954. *Courtesy Adela Windsor.*



Ready to take off on a "supply and delivery" service tour of Arizona cattle ranches.

Joy Nevin poses with her Stockman's Supply panel truck. From the May 1950 edition of the *Arizona CattleLog*, courtesy of the Navajo County Historical Society and the Arizona Cattle Growers' Association.



Dotch Windsor with his trusty dog, Navajo, circa 1952. *Courtesy Adela Windsor.*

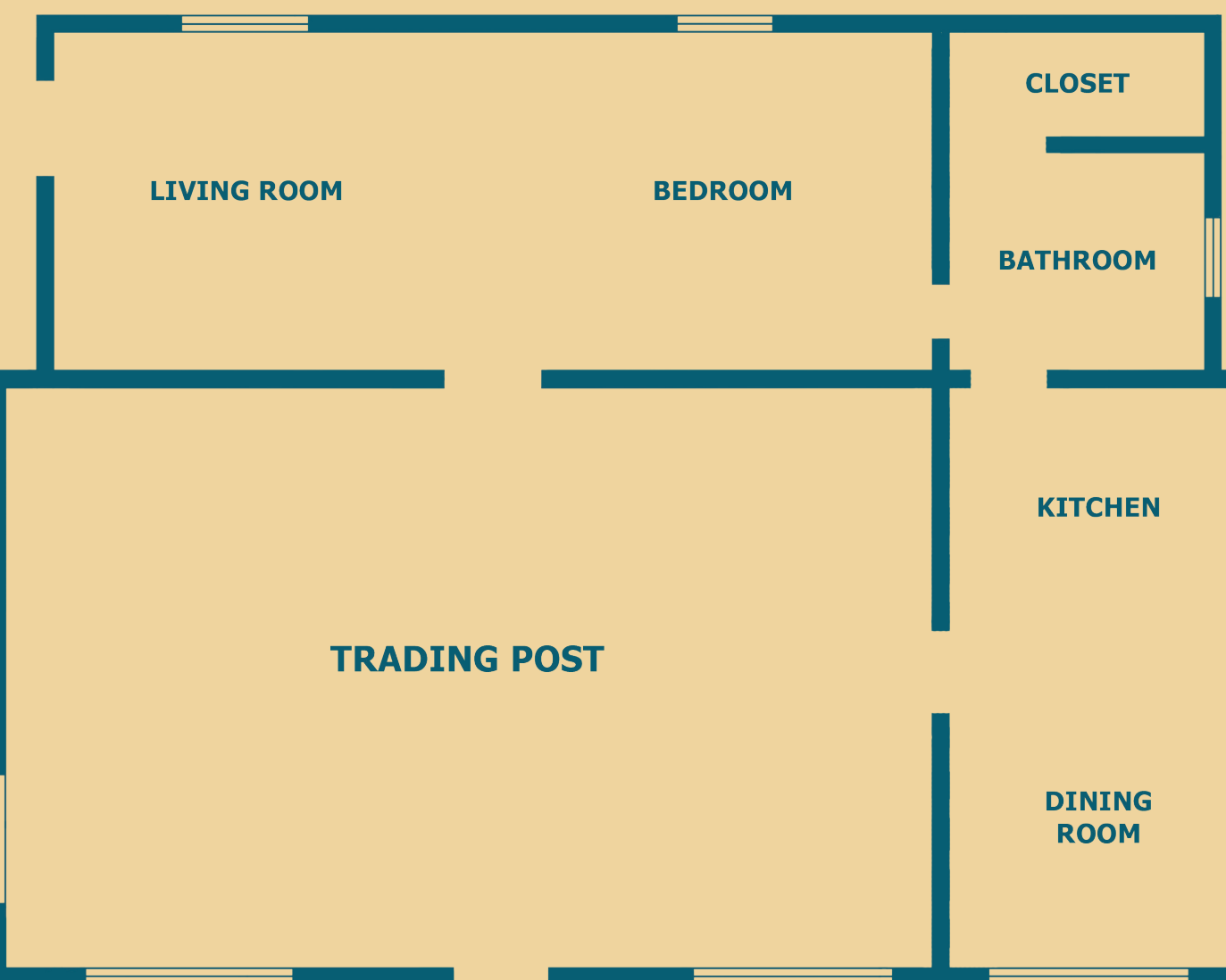


The only known postcard of the Painted Desert Trading Post, from 1945.

US 66, paved here in the early 1930s, was by then wearing out, and by 1954 plans had been drafted for a bypass that would isolate the trading post. In 1956 Dotch and Joy divorced, and in 1958 the new highway was completed, forcing

Dotch to close his doors. He stayed on for a time after the bypass, tending his cattle, then moved to Holbrook, where he died in 1964 at age sixty-eight.

Joy Nevin, having moved back east, returned to Holbrook in 1970. Over time she became one of the city's most civic-minded residents, and has been honored with a street bearing her name. She passed away in 1998. Her daughter, who goes by Adela, has returned to visit on several occasions.



Newspaper ad from *The Gallup Independent*, Gallup, New Mexico, August 07, 1956.

HOWDY
Drive Down Highway 66 To
DOTCH and JOYS
PAINTED DESERT TRADING POST
5 Miles East of the Painted Desert
★ Complete Service Station
★ Curios ★ Petrified Wood ★ Indiancraft
65 Miles West of Gallup

Two rare matchbook covers reveal one of the ways Dotch Windsor advertised his business.



Among Dotch's competitors, only the Painted Desert Inn remains, tucked protectively within the confines of the Petrified Forest National Park. A couple of miles west of the trading post, old US 66 is blocked by the fence defining the park's boundary. Seven miles to the east, the road is cut off by I-40.

Dotch Windsor's Painted Desert Trading Post is considered a crown jewel of Route 66 landmarks. Its desolate but scenic setting, its inherent symbolism, and having never been repurposed all contribute to its historic significance. Today the trading post is cared for by the Route 66 Co-Op, a non-profit preservation group dedicated to ensuring its presence on the landscape for generations to come.

For expanded history, photos, and other information, visit : www.pdtp66.org



The street in Holbrook named for community activist Joy Nevin is also part of original US 66.