

Collectors Edition

# Jack Rabbit

## Trading Post



Souvenir Magazine



# Jack Rabbit Trading Post

We are located at 3386 Old Hwy 66, Joseph City, AZ

5 miles west of Joseph City, between Holbrook and Winslow.

Interstate 40, Exit #269 Look for the HERE IT IS signs

Mailing address is P O Box 38, Joseph City, AZ 86032

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[www.jackrabbittradingpost.com](http://www.jackrabbittradingpost.com)

jackrabbit66route@gmail.com

Facebook: Jack Rabbit Trading Post



Summer hours Monday to Saturday 9 to 6  
Sunday 10 to 6

Winter hours Monday to Saturday 9 to 5  
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Full Gift Shop, cold beverages and snacks and  
great photo opportunities.





## Pulse Custom Magazine is a NEW subsidiary of Mother Road Enterprises who published the Route 66 Pulse newspaper.

Our mission is to become a partner with **YOU** in Marketing, Promoting and Advertising you the client, by creating a Souvenir Magazine for your customers.

This copy, you are now reading, is a sample of the kind of material we can do for you. When we say CUSTOM we mean the content will be all about you with other articles/photos that give your customers a true Collectable Souvenir of their visit to your business or event.

This concept can be used by businesses, events, communities and individuals that want to showcase themselves with a professional magazine in both print and digital format.

Contact us for more information on how you can get started.

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# Editorial

**T**his SOUVENIR magazine, of the JACK RABBIT TRADING POST, you are reading is to share with you the history, fun facts and photos of this ICON on Route 66. What is an ICON? It is a place, event or people that have over time made themselves into a MUST stop on any trip and every trip.

No matter if this is your first visit or your hundred one, the excitement, friendliness and attraction of the RABBIT, CINDY & TONY, and others you run into while here, will be a highlight of your trip.

Here, you can take photos, add Route 66 & JACK RABBIT merchandise to your collection. **Their NEW mileage signs have become one of the top collector items on the road, every real roadie has to have one.**

Working with Cindy and Tony is not really working but a labor of love. The road you are enjoying would be nothing without folks like them. They do not get to travel the road but the road travels to them, YOU are their connection to the rest of the road, as well as the world. Spend time getting to know them and you will have made life long friends.

You might notice in articles, maps and social media that the name of this place sometimes reads as one word, Jackrabbit, might be acceptable when referring to the desert hares. THE CORRECT SPELLING FOR THE LOCATION IS THE JACK RABBIT TRADING POST

Here are some of the people that have made this magazine possible. We refer to them as members of the Route 66 Family.

The photos from Efern Lopez, the memories of Glenn Jones, the writing of Kathy Weiser, the talent of cartoonist Jim Huddleston, support of local newspaper editor Linda Kor, photos of past/present from Joe Loesch and Roger Naylor's contribution from his book. All these folks, plus many unnamed, along with Cindy and Tony have made this magazine come to life.

There are a number of reasons folks travel Route 66 and here are mine; PHOTOGRAPHS, AUTOGRAPHS, SOUVENIRS, MEMORIES AND NEW FRIENDS. You will accomplish all of them here at the JACK RABBIT TRADING POST.

And always remember wherever you are, HERE IT IS.

*Jim Conkle*



# Glen Jones

**M**y first connection to JRTP was in 1961, soon after Sen Blansett leased it. My Aunt Mary Jo Hodgeson was working there & got me & my sister hired on to help out, I was 10 & Phyllis (my sister) was 13. My job was to make sure every car left with the famous yellow cardboard sign tied to its back bumper proclaiming that the tourist had in fact stopped at JRTP. (The signs were attached with two lengths of heavy twine) My Aunt worked the counter & my sister was their girl Friday.



My Aunt as mentioned above had worked for Sen Blansett at his motel in Joseph City Az Then worked at JRTP during the early to mid 60's. My Aunts association with the Blansett family would continue into the 80's. She continued to work at the Pacific Restaurant for Sen Blansett until she was hired by Cindy's Uncle Rand Blansett to run the Teepee TP in Holbrook Az, where she retired in the early 80's. My Aunt considered the Blansett family as one of her closest friends until she died, she always joked that Cindy's Uncle Rand was the son she never had.

WOW – Cindy's dad & I replaced the floor in the east end the building & discovered hundreds of snake skeletons from when it had been a snake farm, really freaked out Cindy's mother. One of my 13 yr old sisters duties was to pose for pictures on the old black Jack Rabbit statue for Japanese tourist's, they never seemed to have any children with them. I actually copped an attitude one time with country music star Waylon Jennings & his entourage, I was knee deep in wet cement, him & Phillip were standing above me watching me work, Mr. Jennings commented something to the effect about someone had to do the dirty work, to which I replied, at least I know how to work. Did not go over well at all, W.J. was one of Phillips favorite C&W music singers. There was a bus load of Totally naked hippies disembarked one afternoon. & headed inside where Cindy's mother was manning the counter. Her dad & I headed them off & got them all back on the bus. One my sister told me from early on, my Aunt & Cindy's grandmother (Hatibelle Blansett,) were calmly gossiping along when this this large group of bikers came roaring into the parking lot, fearing for their lives the two ladies grabbed up the cash box and retreated behind the locked door of the apartment, completely forgetting my sister. The fearsome bikers turned out to bankers ,lawyers, Dr's, etc up from Phoenix on a weekend jaunt. Most of them bought stuff knowing my sister couldn't make change

I was in the US Navy 1969/1993, I took a brief hiatus from (70-72) the Navy, And like thousands of others had a hard time adjusting to life after Vietnam. Cindy's dad Phillip who was now the owner of JRTP, hired me thru recommendations via my Aunt & Sen Blansett to help him with

projects around the property. No one at that time wanted to hire a vet much less a V/N vet. I had the typical demons in my head I tried constantly to keep at bay with alcohol. I took an instant liking to Phillip Blansett, he expected an honest days work for an honest day pay. He always seemed to sense I had problems coping, so he would very subtly talk to me man-man as equals & explain about moving on & getting past obstacle's, etc etc . I had never met someone like that & it made a lasting impression on my life. Phillip Blansett had the most integrity of any man I ever met.

During my employment at JRTP (early 70's) Cindy would have been 6/7 yrs old. I can honestly say that her mother & father kept family life & business life very well divided. I can never recall the children in the store area. I do remember her & her sister's chores included feeding the live jack rabbits kept outside in a cage & they were tasked with helping mix the world famous Cherry Cider.

Phillip Blansett continued the traditional Trading Post example as had his father, good quality authentic native American products , ie: earrings, necklaces, rings, and pottery products all hand crafted by the local tribes. There were also the world renown line of Minnetonka moccasins, men women & children sizes, trinkets for all ages, ashtrays, polished rocks, petrified wood, post cards plus your standard roadside gimmickry such as rattlesnake eggs, jack rabbit milk, resurrection plants stuff like that. They also sold cold beer & soft drinks along with gasoline for you automobile.

Growing up in Joseph City Az, literally along side the old Rte 66 to me was as good as it got. To me it was a two lane time machine and I believe is what instilled my wanderlust later on in life. You could meet people at the grocery store/post office from all over the world. At one end was L.A. & at the other Chicago. With the entire world in between. There was of course JRTP & Howdy Hanks with the swimming pool & the wonderfully eccentric Ella Blackwell who ran Ella's Frontier, then there was Apache Fort with its 4 horned sheep & zoo featuring a live mountain lion throw in Geronimo Trading post with its teepees. All within a 10 mile radius of Joseph City Az. I am glad I left before they re-routed the old mother road. During all the hey day and tourists Joseph City neither had or needed a local law enforcement agency, the little town also had no chamber of comm. If law was needed it was supplied by the cty sheriff's dept or the highway patrol.

JRTP has always had a different air of quality about it than the others, I don't know if it was the mileage signs or the Rabbit itself. I honestly believe it was and is the very people who have ran it for 60 plus yrs that has made it the icon it is today. With Cindy's families dream & Tony's initiative I believe it will continue to be an icon for many yrs.

Again it has been the people from Sen Blansett down to Cindy & Tony that has kept JRTP moving into the future, they took over the reins from her dad & moved on. The shirt sales, the online store, the mileage signs Tony makes' to the social media, they have kept moving forward, where as the other places died of old age. They were just passing fads along side the high way. While JRTP has kept up with the world.

# “Memories from the Road”

## EFREN LOPEZ Route 66 Images

**E**fren Lopez started Route 66 Images to enrich the traveling experience of visitors to the Mother Road by creating fine art photography to create calendars, postcards, posters, puzzles and fine-art prints available for purchase in gift shops along the Main Street of America.

Efren was born in a small town in Guatemala and immigrated to Phoenix, Arizona, with his mother and younger brother. His love for art and design manifested at an early age. At home he spent countless hours sketching cars, buildings, and the desert landscape.

After studying visual communication at Phoenix College, Efren enlisted in the Air Force Reserve in 1998 and was assigned as a combat photojournalist to the 4th Combat Camera Squadron, March Air Reserve Base, California. He has 21 years of photojournalism experience, having honed his craft documenting numerous military exercises and real-world missions. He also began his career teaching photography at his alma mater. Efren captures stunning images in his home state of Arizona as well as Route 66. He has a keen eye for all types of photography including architecture, landscapes and people in their environment.

In 2009, Efren deployed to Afghanistan, where he documented combat and humanitarian missions in support of Operation Enduring Freedom. He was awarded the Army Combat Action Badge and the Air Force Combat Action Medal for his actions while deployed, and shortly thereafter was selected for the Military Visual Journalism program at Syracuse University's Newhouse School of Communication. He is the only Reservist of any branch to attend the prestigious program in its 57-year history.

In 2014, armed with his camera, a couple days' worth of clothes, and a few hundred bucks, Efren started traveling Route 66, drawn by its kitschy American stories and its unexpected beauty. Initially sleeping in his truck or couch surfing living a bohemian life style, experiencing the route as a nomad, like so many traveling artists before him.

Efren is the proud father of his two children, Sydney and Brandon. He currently lives in Camp Verde, Arizona, and travels the route often with (his dog) Daisy, sharing his images with the world.



# Beginning &

# Mileage Signs

In the following articles we will endeavor to share with you the history of the JACK RABBIT TRADING POST and its status as an ICON on Route 66.

Best place to start is at the beginning. The site was first used by the railroad. In 1946 the property was bought by a WWII veteran using his GI Bill, to start a snake farm, called the Arizona Herpetorium.

James Taylor bought it in 1949, legend says he released all the snakes into the area (read the article TIMELINE). At this time is when the name JACK RABBIT TRADING POST was added.

James and his friend/business partner, at least his marketing buddy, Wayne Troutner, owner of the FOR MEN ONLY store in Winslow hit the road to promote their businesses's. They installed signs/billboards along Route 66, as far as MO/ILL. Promoting each of their business. Our research has not located any photos or these original signs.

On the Jack Rabbit signs the milage from that location to the Jack Rabbit was painted as each was installed. And here is the answer to your question WHY Here it is and not Hare it is. To inform travelers that they had arrived at the Jack Rabbit Trading Post there was, and still is, a billboard that states HERE IT IS.

All of those signs are long gone with only the ones at or close to the Jack Rabbit still up and maintained by Tony. Mr Taylor also did a few personal milage signs but not many. Then Cindy's dad, Phil, gave a few out with no milage listed. Each one was given strict instructions that once they got home to check the milage from the Jack Rabbit to their home and for them to write/paint in that number.

Cindy's Grandfather added the Bumper Placards, before bumper stickers came out, that were tied on cars bumpers. One of these was recently gifted to Cindy & Tony.



Fast forward to today and these mileage signs have become a **MUST** have for roadies, travelers and museums/business along the road.



Each sign is hand made, personalized and signed by Tony. No Route 66 roadie collection is complete without one of these signs. There are two versions, the most popular is the wood 11x36 and the metal 4x18. Each can hang on a wall or set on a counter.



Cindy takes your photo of you with your sign in front of the Rabbit to post on social media. Yes you can order your sign in advance so it is ready when you get there. Or they will ship it to you.

Seems signage as a marketing/advertising tool has been handed down from one generation to the next. Glen Blansett, Cindy's Grandfather, used them in his campaigns for state senator both large and small.



In business there is a cardinal rule that states, **BRANDING** comes only second to Customer Service in making a business successful. From the very first day they opened, those two themes have kept them forever at the top of the national/international Route 66 Community.



# Business Is Still Hopping At Jack Rabbit Trading Post

Anyone who has traveled Interstate 40 between Holbrook and Winslow has seen the signs for the Jackrabbit Trading Post. A stop at the store is a step back into the days of old Route 66. Tony and Cindy Jaquez are the proud owners of the Jackrabbit. The business has been in Cindy's family for three generations.

Located about four miles west of Joseph City, the trading post was built in 1949 by Jim Taylor. It was leased to someone else to run throughout the 1950s.

Cindy's grandfather, Glenn Blansett, was an Arizona State Senator, and also built the Pacific Courts Hotel and Restaurant in Joseph City. He sold those enterprises and leased the Jackrabbit store in 1961.

As a state senator, he was also instrumental in getting the I-40 exit put in at the location of the store.

In 1969, Phil and Pat Blansett, Cindy's parents, bought the business and ran it until Tony and Cindy bought it in 1995.

It was Phil Blansett who came up with the marketing idea that continues to define Jackrabbit to this day. He began handing out signs to customers who would stop in. The bright yellow signs featured the black Jackrabbit logo on the left side and "Mi." on the right, with a blank space in between.

When he gave out a sign, Phil instructed his customers to go straight home and record their mileage in the blank space, and then hang it up. The idea was to have signs leading the way to Jackrabbit. That is the reason



for the big sign at the store featuring the Jackrabbit logo and the words "Here It Is!"

The mileage signs are still available at the store, but they're no longer free.

"I sell them for \$34.95," said Tony. He said the signs are still popular in some circles. "We sell a few of them."

In addition to the signs, the Jackrabbit is famous for the large jackrabbit statue upon which tourists can pose to have their picture taken. The history of the original jackrabbit statue is a little cloudy.





and was eventually painted black. It also suffered from the ravages of time, weather and traffic at the store.

"Cars backed into it and it was getting damaged," said Cindy. She said one Sunday all the kids were home sick with chicken pox and couldn't go to church, so the Episcopal minister came out to the house to visit. When he left, he backed into the Jackrabbit.

"My mom said that was the day the jackrabbit got baptized," said Cindy. One day in 1985 or '86, a truck stopped at the store. It was hauling a fiberglass replica of a Budweiser Clydesdale. Phil asked the driver about his cargo and together they looked up the company's name. Phil contacted the company and they sent a catalog in which he was able to find the jackrabbit that presently stands outside the store.

The store has long been a landmark along Route 66 and then I-40, and it has drawn a few celebrities through its doors. The Coasters, a famous singing group from the 1950s and '60s, has stopped off at Jackrabbit on two occasions and John Lassiter, director of the Pixar movie Cars, also stopped in as part of his research for the film, accompanied by Route 66 author Michael Wallis.

The results of his visit can be seen in the movie, where Lizzie's gift shop sports a big yellow billboard with the outline of a Model T and the words, "Here It Is!"

"That movie helped our business a lot," said Tony.

Other famous visitors have included the singing duo Hall and Oates, country singer Merle Haggard and actor James Woods, to name a few.

The jackrabbit is also famous outside the state and the country.

"Foreign tourists are our main business," said Tony. "Harley tours are big, as well."

"It's really big with foreign visitors," Cindy agreed. "We get a lot of Australians during the summer months. I guess because that's when it's winter down there and they're getting out of the cold."

Cindy's mother started keeping a guest book about the time Tony and her daughter bought the store. A glance through the pages shows signatures and comments from guests hailing from all parts of the world. Some of the countries represented are Canada, Spain, England,

Taylor had the original statue in a convertible while driving it to his store in 1949.

"He noticed people kept taking pictures of it and asking, 'Where is it going? Where is it going?,' so he started saying 'It's going to Jackrabbit, Arizona,'" Cindy said. "And that's how the store got its name."

"The original Jackrabbit had fur on it," said Cindy. She said a customer had sent an old photo from sometime in the 1950s which showed the statue covered in artificial fur. Next to it was a surprise.

"There was also a bronc," Cindy said, showing the statue of a horse standing next to the jackrabbit statue. "I guess they both also had saddles," she added.

Cindy and Tony don't know what happened to the statue of the horse. Over the years, though, the jackrabbit statue lost its covering of "fur"

*"It's really big with foreign visitors," Cindy agreed. "We get a lot of Australians during the summer months. I guess because that's when it's winter down there and they're getting out of the cold."*

Cindy Jaquez



There is one thing Tony is missing, though. He's still on the lookout for an original "Jackrabbit, Arizona" bumper sticker.

"They weren't even really a bumper sticker," he laughed. "They were made out of cardboard and they punched holes in them and tied them onto the car's bumper.

"I'd love to find one of those old paper ones," Tony said, but he admits the chances of doing so are slim.

Jackrabbit Trading Post is open Monday through Saturday from 9 a.m. until 5 or 6 p.m., depending on the season. On Sundays, the store opens from 12 noon until 6 p.m.

It's easy to find. You can't miss it. Just look for the big yellow sign that says "Here It Is!"

Scotland, Ireland, Mexico, Japan, Germany, China, Austria, Switzerland, France, Sweden, Norway, Brazil and Russia.

Tony said one Japanese couple stop in each year on a buying trip.

"They go to all the stores along Route 66 where you can only buy certain souvenirs, like our 'Here It Is!' items. Then they take the stuff back to Japan and sell it," he said.

The store is equally popular at home in the U.S.

"We've had visitors from all the states," said Cindy, leafing through the 18 years of entries in the guest book.

She said that she and Tony often receive old photos or other mementos from guests who discover a piece of the store's history. One room in the shop has walls covered with everything from sheet music (The Jackrabbit Rag) to toys from the Cars movie showing the "Here It Is!" sign.



# Route 66 ICON:

# Jack Rabbit Trading Post

**B**esides Bugs Bunny, Easter Bunny and Energizer Bunny, the swoop-eared hare from the Jack Rabbit Trading Post logo may be the most famous carrot-muncher around.

This was originally a Santa Fe Railroad building. Jim Taylor bought it in 1949, opened the Jack Rabbit Trading Post and launched a brilliant marketing campaign. Eye-grabbing yellow billboards with the mysterious rabbit in profile and mileage number once stood in every state along Route 66. The closer you got, the mileage ticked down on the ensuing billboards and the rabbits grew larger, fostering a carload of suspense. "What's coming up? What could it be?"

By the time travelers arrived in Joe City to find a big rabbit-adorned billboard trumpeting "Here It Is," not stopping was out of the questions?

Taylor leased the store to Glenn Blansett in 1961, who bought it outright a few years later. It has stayed in the family, today being operated by Blansett's granddaughter, and her husband Tony and Cindy Jaquez.

A giant saddled fiberglass rabbit outside provides a memorable photo op. The rabbit sits in a cement alcove wearing a hint of a smile. He's the Mona Lisa of overgrown jacks. He gazes across the distance and I like to think at night, when his work shift ends, bounds off across the highway, across the railroad tracks into green fields beyond where he terrorizes startled coyotes.

Fun Fact: The big yellow "Here It Is" billboard is the original from 1949.



*(Excerpted from the book Arizona Kicks on Route 66 by Roger Naylor)*











# Joseph City, Arizona and the Jack Rabbit Trading Post

By Kathy Weiser

These are hardy folks – these some 1,500 residents of Joseph City, Arizona. They come by it honestly, from their ancestors who built this community on the banks of the Little Colorado River in 1876. Founded by Mormons and first called Allen's Camp, they watched four other early settlements die at the hands of the Little Colorado. These early pioneers were determined to dam the capricious river to provide irrigation for their crops, but time and time again, they watched in despair, as the dams washed out and their crops amounted to nearly nothing. Not just one or two times, mind you, but 14 times before a dam was successfully built in 1939. This led Andrew Jensen, a Mormon church historian, to call the settlement "the leading community in pain, determination and unflinching courage in dealing with the elements around them."

When Route 66 came through, the town was just a quiet stop for services until after World War II, when people really began to travel and traffic increased through the small town. It was during this time that another hardy man named James Taylor built the



Jack Rabbit Trading Post, Joseph City, Arizona



Vintage Jack Rabbit Trading Post, Joseph City, Arizona

Jackrabbit Trading Post in 1949. Though Taylor wasn't originally from Joseph City, he showed the same determination in making his business a success as the citizens of Joseph City had earlier displayed in saving their town.

## Here It Is! Trading Post Marketing 101

In the beginning, Taylor bought an asphalt-shingled shack that had formerly been used as a snake farm and then he turned out all the snakes, much to the alarm of several area residents. Soon, he began

to revamp the building, with dancing chiefs painted on the front, 30 twelve inch jack rabbits hopping along the roofline, and a large rabbit painted on one side of the building. He then installed a three-foot high, composition jackrabbit with yellow eyes, just inside the door to welcome the many tourists stopping by. Many an old time traveler can tell a story of having their picture taken atop this rabbit when they were a child. Inside, the counters and shelves were lined with pieces of petrified wood, turquoise jewelry, and Indian souvenirs.

But owning a Trading Post in those days just wasn't enough. Dotted the highway, they were a dime a dozen and competing with the nearby Geronimo Trading Post, with its visual pulling power of large decorative teepees, Taylor had to do something more.

And, something more he did! Joining forces with Wayne Troutner, owner of the For Men Only Store in Winslow, the pair traveled Route 66 to Springfield, Missouri plastering billboards all along the way. Hopping rabbits paired up with a dancing cowgirl for more than 1,000 miles, enticing travelers to stop at the Jackrabbit and the Men's Only Store in Winslow. After all those miles, travelers couldn't miss the huge yellow sign that simply said "Here It Is" paired with its famous jackrabbit icon.



Jack Rabbit Trading Post, Joseph City, Arizona

Obviously, Taylor's tactics worked because the Jackrabbit is still in business and has long since become a Route 66 icon. For two decades Taylor operated the post until he leased it to Glen Blansett in 1961. Blansett purchased the business in 1967 and passed it on to his son and daughter-in-law who eventually sold it to their daughter and son-in-law, Cynthia and Antonio Jaquez, who run the trading post today.





# Jack Rabbit Trading Post

## TIME-LINE

**B**efore it was the Jack Rabbit Trading Post it had a few owners and each used the building/property differently. In the 1930's to early 40's it was owned by the railroad. Then it became the Arizona Herpetorium, a snake farm. Opened by a WWII vet using his GI Bill.

In April 1948, RE & Irene Rockwell turned it into a diner/dance hall named LUCKY MEE. Which seems to make the story of Mr. Taylor releasing the snakes another Urban Legend. Unless the customers of the Lucky Mee ate and danced with the snakes in attendance.

In 1949 James Taylor bought the property and made it the JACK RABBIT TRADING POST. First putting up a billboard with the HERE IT IS and the silhouette of a Jackrabbit. Adding a statue of a rabbit for people to get photos sitting on or next to, meant they had to stop and get out of their cars. See history of the Rabbit article for more interesting facts and photos of the Rabbit.

Cindy's grandparents in the 40's opened and ran the Pacific Heights Motel in Joseph City

Later they opened the Pacific Cafe across the street. The motel is now a storage center and the cafe is a home, both still standing.

Her grandfather was a state senator for two terms in the 50's. After retiring as a senator they sold the two business's. They then leased the Jack Rabbit Trading Post from 1961 till they bought it in 1967.



A little footnote on Glen Blansett, he was a police officer on the Los Angeles Police Department before moving to AZ.

In 1969 Glen sold the business to his son and daughter in law, Phil and Pat. Who ran the store till they sold it to their daughter and son in law, Cindy and Tony. They too followed the tradition of running the store for a few years, 1990 to 1995, before buying it.

Cindy and Tony are still here with no plans to move or sale the business. They raised three children, two sons and a daughter. The oldest son PJ is married and has four children, who are the love and life of Cindy and Tony and are thankful they live close by in Holbrook.



Is there to be a 4th generation, or skip the 4th and go to the 5th, running the Jack Rabbit Trading Post? Only time will tell. For now it is truly a family business where at anytime you will find all of them together working the store.

# Did you Know?

Did you know the Jackrabbit Trading Post's history dates back to the late 1940s?

World War II had ended four years earlier, and Americans were starting to discover the joy of traveling on the open road. Local entrepreneur James Taylor saw opportunity in this developing trend and set up the trading post in 1949 inside a building initially used as a snake farm along Route 66.

Utilizing dancing chiefs painted on the front, 30 twelve inch jackrabbits hopping along the roofline, and a large rabbit painted on one side of the building, he quickly introduced a three-foot high, composition jackrabbit with yellow eyes, just inside the door. To this day, the trading post remains open, and travelers from around the world are still able to stop and take photos atop the infamous monument.

Facebook: Navajo County



A most interesting footnote to share is that Cindy did not know her father and husband had come to a deal for them run the business. Cindy says she never had plans to move back here and if Tony had not already promised her Mom and Dad to take over, so they could do some traveling, she might have said NO. Speaking for all of us we are sure glad it turned out the way it did.

Growing up in an area where there were no other families or kids to be friends with, a problem both Cindy and her children learned to live with. They had a unique childhood. Learning to roller skate in the building, playing baseball and football on gravel. Remember those were times, for both generations, where there was no internet or video games. As well as no cable or satellite TV.

Their days were filled with school, business, family, church and the occasional shopping trips. Living like pioneers in a modern world depending on each other, not a bad way to grow up.

# Little history lesson on the significant of the Rabbit.



The rabbit spirit animal has always been a symbol of prosperity, abundance, and **fertility**

The rabbit symbolism of longevity is very true because of its ability to reproduce and build ancestry. Rabbits are **cute, cuddly**, and very **approachable**.

A hope, prosperity, comfort, love, intuition, cleverness, motion, harmony, new opportunities, sensitivity, and imagination.

The Rabbit is not only one of the 12 zodiac signs of China, but it's also closely related to people's lives.

For centuries people have made rabbits pets. Symbols of the Easter Buddy, toys and even candies made in the form of a bunny. Easter Bunny costumes are only 2nd to Santa outfits in sales.

Then there is the myth of the Jackalope. In the 1930's two brothers named Herrick who were hunters and had taxidermy skills mounted deer antlers on the carcass of a rabbit. Then sold it to a hotel in Douglas, Wyoming claiming to have shot the animal. Thus starting a trend where bars, hotels, stores and many homes had one on their walls. The Wyoming Legislature has considered bills to make the jackalope the state's official mythological



creature.

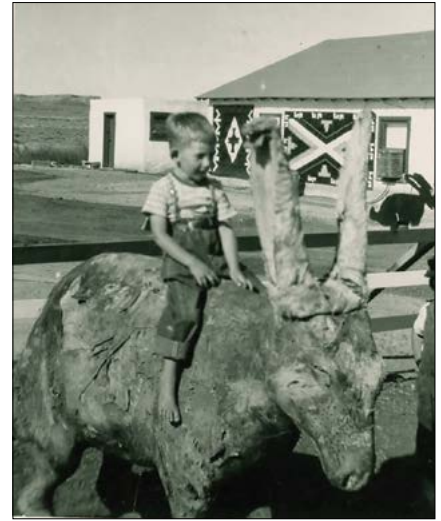
Add in the stories and photos of cowboys riding rabbits to herd their cattle. And how can we forget caring a Rabbits Foot, they were NOT real rabbits feet, that we rubbed for good luck.

Which brings us full circle back to the JACK RABBIT TRADING



been a breeding area for jackrabbits. And it sure sounds better than Rattlesnake Trading Post.

There have been three Jackrabbits with the first being made of concrete, the second one a combination of papier-mache, wire and a strong paste and the last, and current, being made of fiberglass strong enough to hold people to sit on it. The current one was restored in June 2019. It needed a sprucing up for their 70th Anniversary party in July.



Here are some photos of the rabbits. Check out the one of the horse, the head of the rabbit can be seen under the horse's head.

The horse must have been there from when it was a dining/dancing business. Which was after the snake farm and before becoming a trading post.

POST. We will never know the real reasons James Taylor made the Jack Rabbit his symbol as well as the name of his trading post. One reason could have been that the area of his property might have





For all you kids out there, and aren't we all kids, you will enjoy the connection of the Jack Rabbit Trading Post, the movie CARS and Cars Land in Disney California Adventure.

During the research and development phase for the story line for the Cars movie, Michael Wallis and John Lasseter stopped at the Jack Rabbit Trading Post with their team of imagineers from Pixar. They spent time visiting with Cindy, Tony and their family. Taking photos, making drawings and getting a feel for the Jack Rabbit's impact on Route 66.

You can see, in both the movie and theme park, how strongly they were impressed with the Jack Rabbit.

An interesting side story. After their visit Cindy and Tony discovered in an old box a model car made out of metal. This car, or an exact image, is the one displayed on top of the HERE IT IS sign in the movie as well in Cars Land. This car is on display in the museum room here at the store.





Joe Loesch at the Jack Rabbit Trading Post, Arizona, 1957, then again in 2009.

