



1927 photo by Lewis Josselyn, courtesy of Trotter Galleries

JO MORA: Cartographer



**MONTEREY HISTORY
& ART ASSOCIATION**

MUSEUM AT STANTON CENTER

Opening
Summer 2024

The *Jo Mora: Cartographer* exhibit opened at the Stanton Center in the summer of 2024. Containing 22 cartes (maps), the exhibit is the largest to date of Mora's cartes.

The following items are also on display as part of the exhibit: a reprint of Jo Mora's childhood map of Europe (courtesy of Terry Ahlberg); a copy of Terey Ford's *Dawn and the Dons* book, open to end piece, which consists of a Jo Mora map of Monterey; a copy of the *Log of the Spanish Main* book, with the *San Francisco* carte removed; a LP copy of *Sweetheart of the Rodeo* by The Byrds; and a jigsaw puzzle of Yosemite.

This PDF has been created to memorialize the exhibit. It presents the cartes chronologically, with the curatorial text that accompanies each carte in the exhibit.

The first page contains an image of the commemorative poster that was created in association with the exhibit.

The third page contains an image of the principal curatorial panel for the exhibit.

Monterey History & Art wishes to thank the following individuals for curatorial assistance with the *Jo Mora: Cartographer* exhibit: Terry Ahlberg, Jon Gilmore, Joss Grandeau, Peter Hiller, and Neal Hotelling.

Scott Gale
September 2024





Monterey Peninsula, 1926 26 ¾ x 19 ¾ inches

Mora's first poster carte was commissioned by Samuel F.B. Morse to showcase Del Monte Properties and other points of interest on the Monterey Peninsula. The carte features the recently-constructed and current third incarnation of Hotel Del Monte. Note that Seventeen Mile Drive begins and ends at the hotel in this carte. Such was the case from 1880 until the Drive was re-routed to a closed loop format, circa 1935.



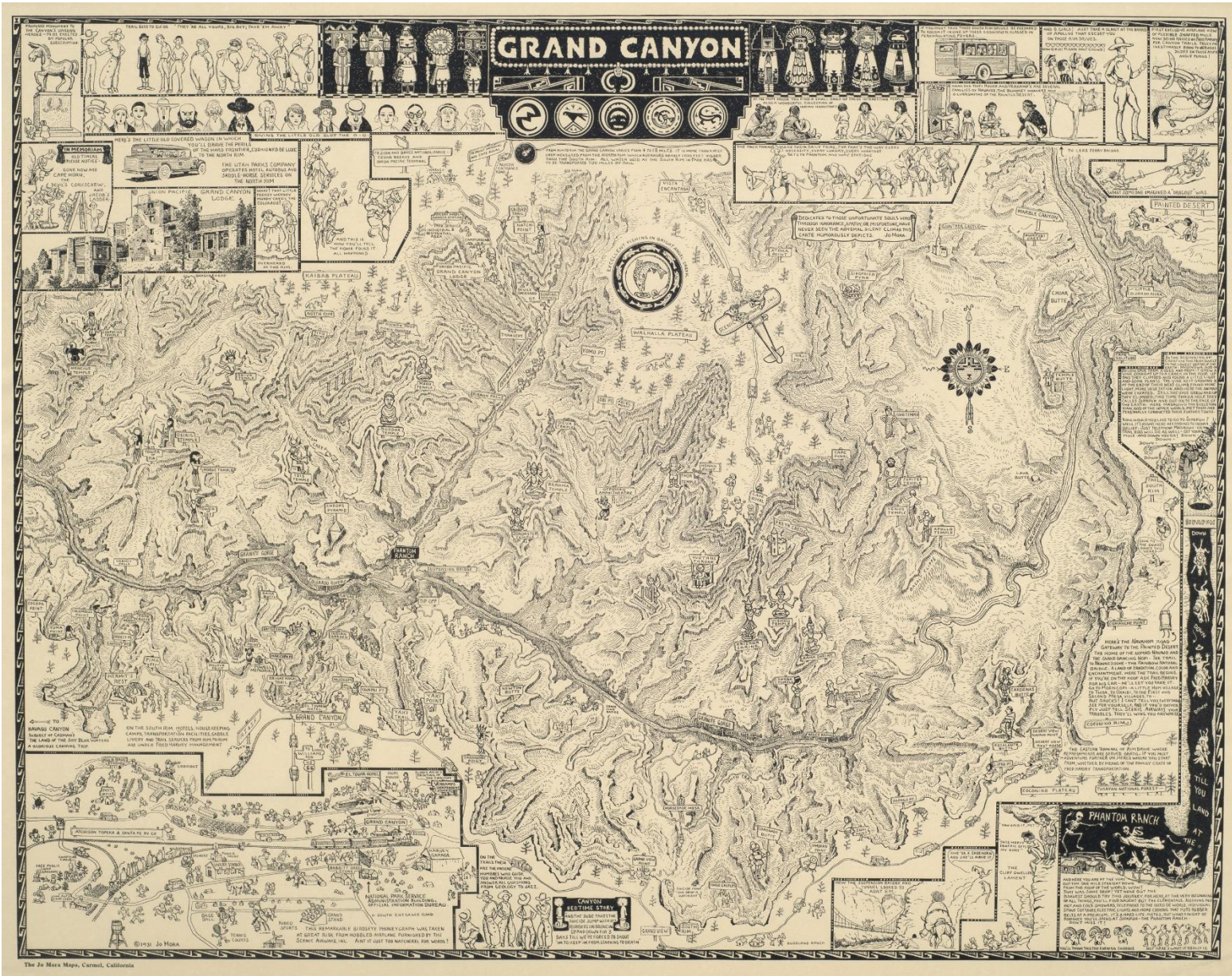
Large California, 1927 33 ½ x 25 ¾ inches

Based on the success of the *Monterey Peninsula* carte, Mora's printer, A.M. Robertson in San Francisco, commissioned this carte. Mora's first *California* carte was the largest he would create and tells the history of the State to 1927. From a contemporary perspective, this carte is interesting for what's not in it – the Golden Gate Bridge for starters, which was built in the 1930s.



San Diego, 1928 27 x 21 ¾ inches

George Marston commissioned Mora to create the *San Diego* carte in celebration of the 50th anniversary of the Marston Department Store. A San Diego institution, Marston's started in 1878 and grew to 5 stores. In 1961, the business was sold. 2,000 copies of the carte were printed as souvenirs.



Grand Canyon, 1931 20 ¼ x 25 ¾ inches

The black-and-white *Grand Canyon* carte is the first carte Mora created without commission, and his first for a national park. Scenic Airways appears on the airplane in the top center, and gets a mention in the bottom left as well. Mora lived with the Hopi from 1904 to 1907, and the carte contains many cultural objects in their honor.



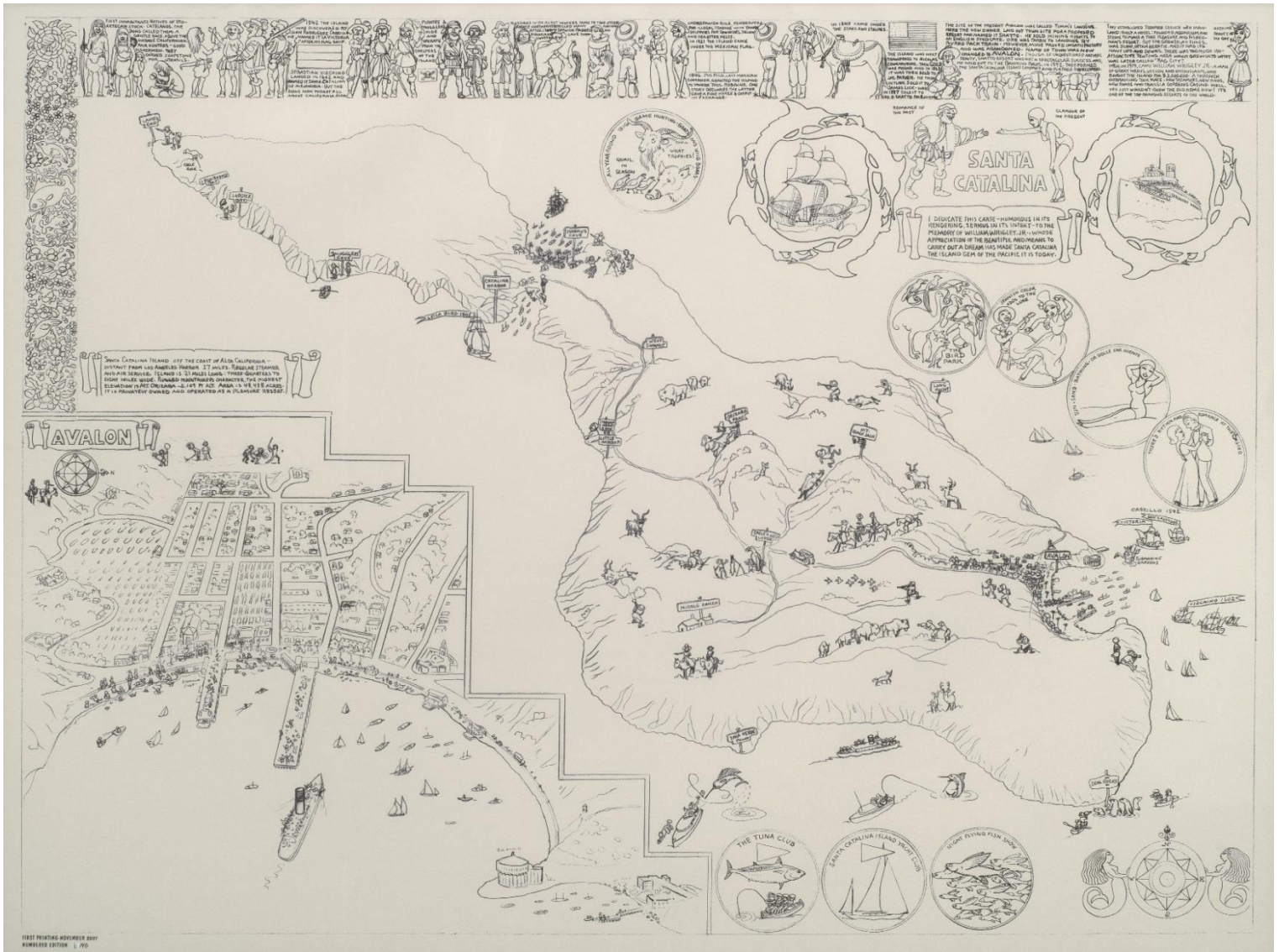
Yellowstone, 1931 25 ½ x 20 inches

The black-and-white *Yellowstone* carte was the second one Mora created for a national park in 1931. Mora dedicated this carte to Horace Albright, Director of the U.S. National Park Service at the time. This carte is on loan from Jim Olsen.



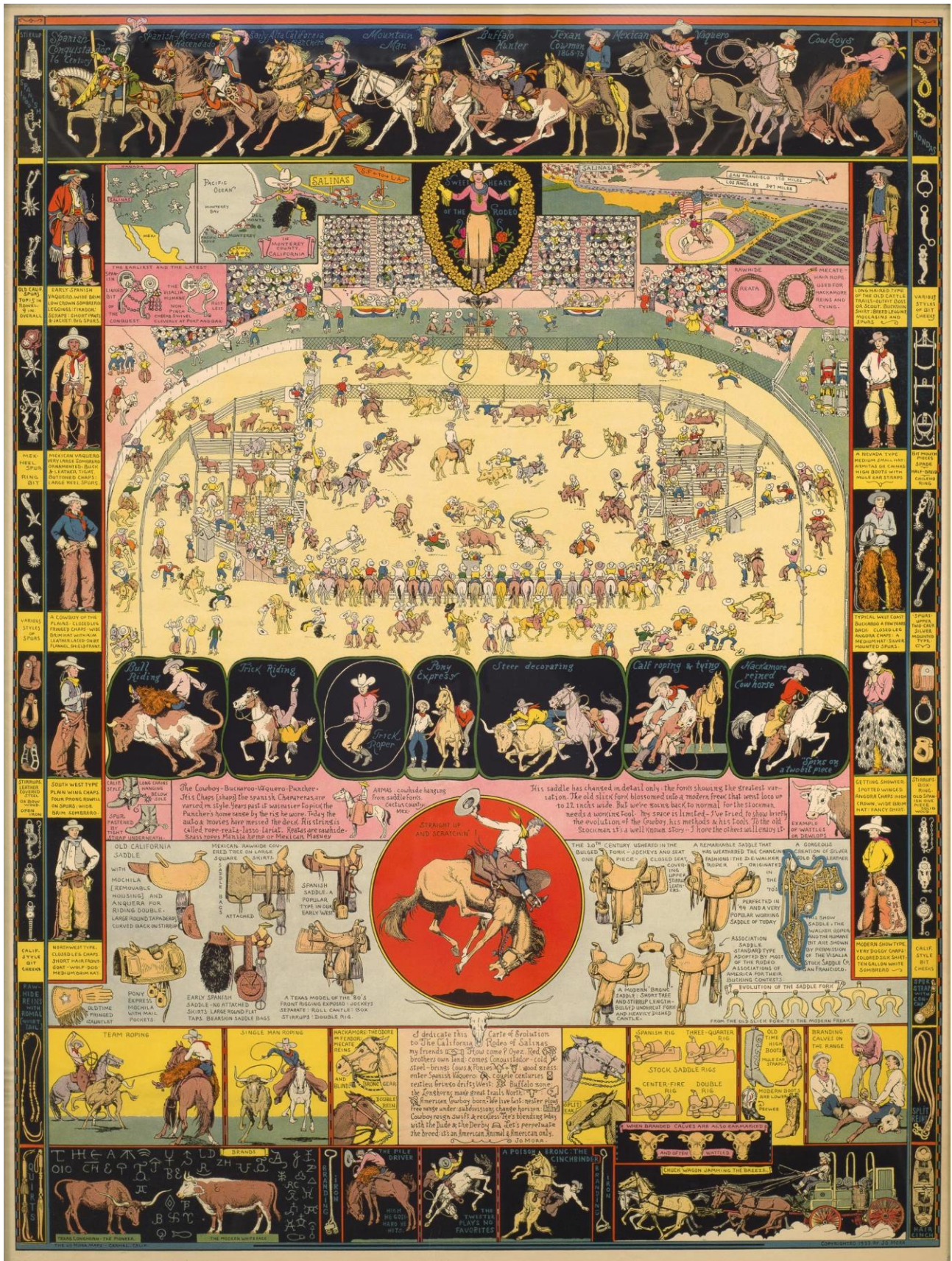
Yosemite, 1931 25 ¾ x 20 ¼ inches

The *Yosemite* black-and-white carte was Mora's third and final carte created for a National Park in 1931. Mora dedicated this carte to Stephen Mather, the first Director of the National Park Service. The 1931 carte contains many features no longer present in the park, such as the zoo and Coulterville Road. In 1941, the Curry Company asked Mora to create a colored version of the carte. The Yosemite Museum owns Mora's original, colored version.



Santa Catalina, c. 1932 21 ¼ x 28 ¾ inches

The *Santa Catalina* carte was dedicated to the memory of William Wrigley Jr, who died on January 26, 1932. Wrigley founded the eponymous gum company, and had a controlling interest in the Santa Catalina Island Company. Mora never finished or published this carte; it was found in his papers decades after his death. It is not known when Mora worked on this carte; most likely work began in 1932 after Wrigley's death. In 2007, the Jo Mora Trust issued a limited edition of 40 prints.



Evolution of the Cowboy, 1933 30 ¼ x 22 ¾ inches

The first version of this popular carte was first used by the California Salinas Rodeo for publicity. It contains maps of Salinas and The Monterey Peninsula on either side of The Sweetheart of the Rodeo.



Ye Old Spanish Main, 1933 31 ¼ x 22 ¾ inches

In 1933, Mora created this carte of The Americas for The Grace Line Company. The carte was given to cruise passengers along with a copy of the book *A Log of the Spanish Main*, which was also created by Mora. Please see the display case for more information about the book.

TEMPERATURE

SEPTEMBER 9:
High, 71; Low, 49.
Figures Taken from Farmers
Mercantile Co. Thermometer.



Salinas Index-Journal

**WEATHER**

CENTRAL COAST REGION—
Fair tonight and Tuesday, but
overcast on the coast; no change
in temperature; fresh northwest
wind off the coast.

FULL UNITED PRESS LEASED WIRE. FULL N. E. A. FEATURES SERVICE.

VOL. L

EIGHT PAGES

SALINAS INDEX-JOURNAL, SALINAS, CALIFORNIA, MONDAY, SEPTEMBER 10, 1934

No. 216

EXPLOSION RIPS BURNED SHIP

Carmel-San Simeon Route Officially Becomes State Highway

Salinas Men Go To Road Ceremonies

California Marker Is
Placed At Opening
Of Scenic Drive

SENATOR PRESIDES AT
PENINSULA PROGRAM

Observances Are Held
On Art Colony Hill;
Crowds Attend

With Salinas delegates enthusiastically participating in the ceremonies, the scenic Carmel-San Simeon coast highway—the most picturesque route in the west—was officially designated at 2 o'clock this afternoon as California's highway Number One.

The highway marker was placed at the top of Carmel Hill to the accompaniment of cheering from a large throng. Senator E. H. Tickle presided at the ceremony, and brief addresses were given by state officials and others.

LOCAL MEN ATTEND

Among those from Salinas attending the dedication were Mr. and Mrs. Ralph Hughes, George Gould, Howard Cozens, E. L. Sherman, F. E. Dayton and Fred McCargar. In voicing the sentiments of Salinas, they pointed out the value of the route for this district, commented upon the engineering work accomplished in constructing the route, a portion of which was chiseled from lofty granite cliffs, and praised those who made the project possible.

The day's celebration opened with a barbecue at the Indian Village in Del Monte Forest at noon, when Senator Tickle served as master of ceremonies.

The new highway marker which was placed on Carmel hill today inaugurates a new system of markers by the state in cooperation with the California State Automobile Association.

Within 10 months, and possibly sooner, traffic will be moving in full force over the coast route, it was said today.

Beginning in Carmel, the new route is expected to draw thousands of additional tourists through this region annually.

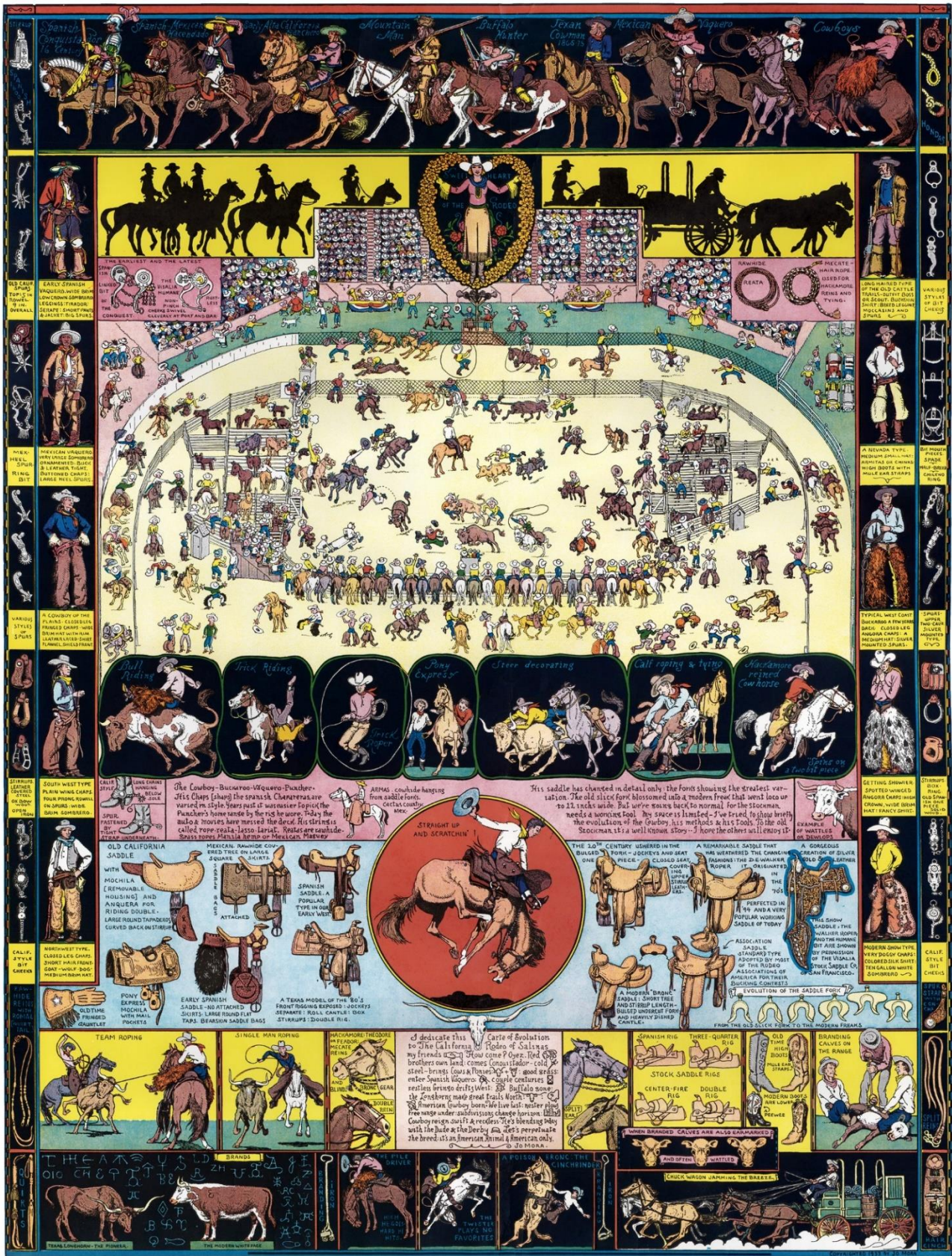
Dating The Seventeen Mile Drive Carte

Until this show, Jo Mora's Seventeen Mile Drive carte traditionally has been dated to 1927 - one year after Mora created the Monterey Peninsula carte. Stylistically, the two cartes look different. And, for various reasons, it wouldn't make much sense for Del Monte Properties to commission two similar cartes one year apart. No copyright, contractual or archival evidence exists to date the carte.

For a few decades, Jo Mora expert Terry Ahlberg has suspected that this carte was created later than 1927. During preparations for this show Neal Hotelling, historian for Pebble Beach Company, identified several items in the Seventeen Mile Drive carte that did not exist in 1927. The most obvious item is the Highway 1 sign toward the bottom right. The first numbered California State Route sign ever was placed on Carmel Hill for Highway 1 on September 10, 1934. Mora placed his Highway 1 sign in this precise location. Either Mora could see the future, or the carte was created after that sign was placed.

Based on this and other considerations, Monterey History & Art is highly confident that the Seventeen Mile Drive carte was created in 1935. We continue to search for definitive proof regarding when it was created. If you are deeply curious about this dating issue, please let us know and we'll be happy to share the complete analysis.

Side Panel



Evolution of the Cowboy, 1941 30 ¼ x 22 ¾ inches

In 1941, Mora created this second version of *Evolution of the Cowboy*. In this version, the maps of Salinas and the Monterey Peninsula, located on either side of the Sweetheart of the Rodeo, are replaced with cowboys following a chuck wagon, all in silhouette.



Carmel-By-The-Sea, 1942 18 ¼ x 24 ¼ inches

Mora's carte of Carmel-by-the-Sea "Past and Present" contains a general history as well as current (as of 1942) events, people, groups and activities. Mora's carte captures the unique charm and romance of the hamlet. A number of dogs receive loving treatment in the right panel. Quail and other small animals form the lower border.



Los Angeles 2, 1942 30 ¼ x 22 ¾ inches

This version of the *Los Angeles* carte is the same as *Los Angeles 1*, but was printed on butcher block paper. Mora experimented in this printing, seeking a softer, more nostalgic appearance. Between 50 and 200 were printed. They were never sold, but Mora did gift them to friends. The paper used was not quite wide enough for a symmetrical blank border – so the lack of a right border was, in a way, intentional.



Los Angeles 3, 1942 30 ¼ x 22 ¾ inches

The third and final version of the *Los Angeles* carte differs from the first only in having the phrase “Historical and Recreational Map of Los Angeles” vertically in the top center of the map. This is the version that is broadly considered to be Jo Mora’s ‘carte of Los Angeles.’ The reprint available in the gift shop is from this version. This carte is on loan from Joss Grandeau.



Yosemite, 1949 17 ¾ x 13 ¾ inches

In 1949, two years after Mora's death, The Curry Company issued an updated version of Mora's colorized Yosemite carte. The biggest change was to eliminate Coulterville Road (an unimproved dirt road) in the bottom left, and smooth out the paved and improved Big Oak Flat Road. These changes required modifying that entire part of the carte. The Curry Company hired an artist to make the desired changes, working in Mora's style.



Grand Canyon, 1959 14 x 18 inches

In 1959 Mora's good friend, Ferdinand Burgdorff, colorized Jo's *Grand Canyon* carte. Scenic Airways had become Grand Canyon Airlines in the interim, and the name was changed on the airplane. The carte was printed in reduced size relative to the 1931 carte. This is the smallest Mora carte.

Carte of Evolution Poster Dedicated to the Salinas, California Rodeo.

As Man wandered the great expanse of country here at the 1911 Salinas Rodeo. Intended to be a rodeo calendar, the poster was popular immediately. It has been distributed worldwide as a tribute to the American cowboy.

The artist, Joseph Mora (aka Mora), was born in Massachusetts, Uruguay in 1876. He came to Binson, Massachusetts as a child and traveled west in 1903 to study the Hopi and Navajo Indians of the Southwest. He was a great observer of people and places. His historic illustrations and poems captured the excitement and adventure of the contemporary spirit of the West.

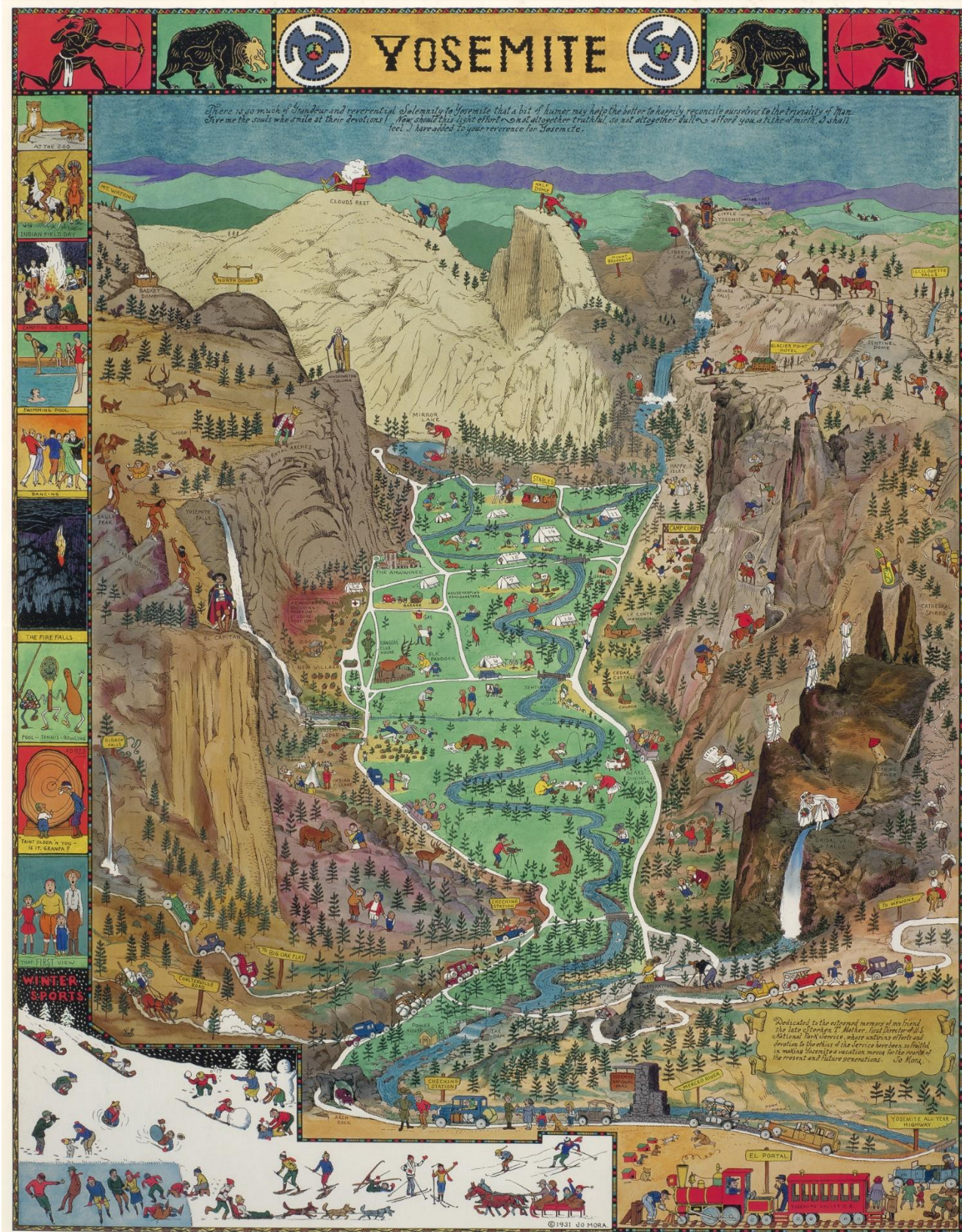


JO MORA PUBLICATIONS, MONTEREY, CALIFORNIA

Reprinted with permission by the California Beef Council, 301 First City Boulevard, Suite A, Fresno City, CA 93701, 1989.

California Beef Council, 1989 24 1/2 x 33 1/2 inches

In 1989, by arrangement with Jo N. Mora Jr., the California Beef Council created this version of the *Evolution of the Cowboy* carte. It is also based on the second version from 1941. The only changes relative to the 1941 version are the two inches at the top with information about Mora and the carte, and the reprint statement at the bottom right.



Yosemite, 1996 21 ¾ x 16 ¾ inches

In 1996, the Yosemite Association used Mora's 1941 colorized version of the Yosemite carte, owned by the Yosemite Museum, to create this reprint. It contains all the park features that were present in 1931 when Mora created the black-and-white Yosemite carte.