

1927 photo by Lewis Josselyn, courtesy of Trotter Galleries

JO MORA: Cartographer



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 Tirey 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



Jo Mora: Cartographer



Between 1926 and 1945, Jo Mora created 15 cartes (maps) of various western cities and regions. After Mora's death, other authorized parties created updated and/or colorized versions of Mora's cartes, such that 21 distinct Jo Mora cartes exist today. While Mora is remembered for many kinds of art-making, today he is arguably best remembered for his cartes.

At a minimum, effective cartography (map-making) requires design and technical skills. To these Mora, working in a pictorial map style, added his detailed knowledge of history, his considerable skills as an illustrator and cartoonist, and his unique aesthetic sensibility to create works that delight, fascinate, and endure.

Mora created his first poster-sized carte, of the Monterey Peninsula, in 1926. He subsequently created cartes of California, San Diego, The Grand Canyon, Yellowstone, Yosemite, Santa Catalina Island, The Salinas Rodeo and Cowboys, The Americas, Seventeen Mile Drive, North American Indians, Carmel-by-the-Sea, and Los Angeles. In 1945, Mora completed his final carte, for California again, this time with new features like the Golden Gate Bridge, which has been built after the first California carte was completed.

Monterey History & Art is pleased to share with you the most comprehensive exhibition of Jo Mora cartes to date. Information about each carte is displayed next to it.

Entre 1926 y 1945, Jo Mora creó 15 cartas (mapas) de varias ciudades y regiones del oeste. Después de la muerte de Mora, otras partes autorizadas crearon versiones actualizadas y/o coloreadas de las cartas de Mora, de modo que hoy existen 21 cartas distintas de Jo Mora. Si bien Mora es recordado por muchos tipos de creación artística, hoy en día posiblemente se le recuerda más bien por sus cartas.

Como mínimo, una cartografía (elaboración de mapas) eficaz requiere habilidades técnicas y de diseño. A estos Mora, trabajando en un estilo de mapa pictórico, sumó su conocimiento detallado de la historia, sus considerables habilidades como ilustrador y caricaturista, y su sensibilidad estética única para crear obras que deleitan, fascinan y perduran.

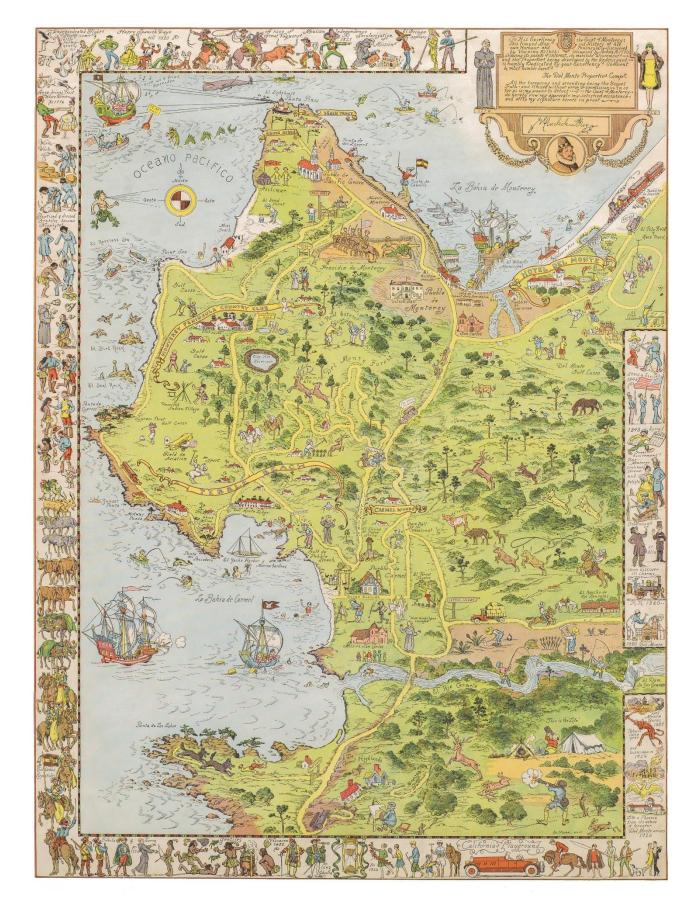
Mora creó su primer mapa del tamaño de un cartel de la península de Monterey en 1926. Posteriormente creó mapas de California, San Diego, el Gran Cañón, Yellowstone, Yosemite, la isla Santa Catalina, el Rodeo de Salinas y Vaqueros, Las américas, Seventeen Mile Drive, Indios norteamericanos, Carmel-by-the-Sea y Los Ángeles. En 1945, Mora completó su carta final, nuevamente para California, esta vez con características nuevas como el puente Golden Gate, que se construyó después de que completara la primera carta de California.

Monterey History & Art se complace en compartir con ustedes la exposición más completa de Jo Mora cartes hasta la fecha. Al lado se muestra información sobre cada carta.

Monterey History & Art thanks Arts Council for Monterey County, and Glenn Gobel Custom Frames, for supporting this exhibit







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.



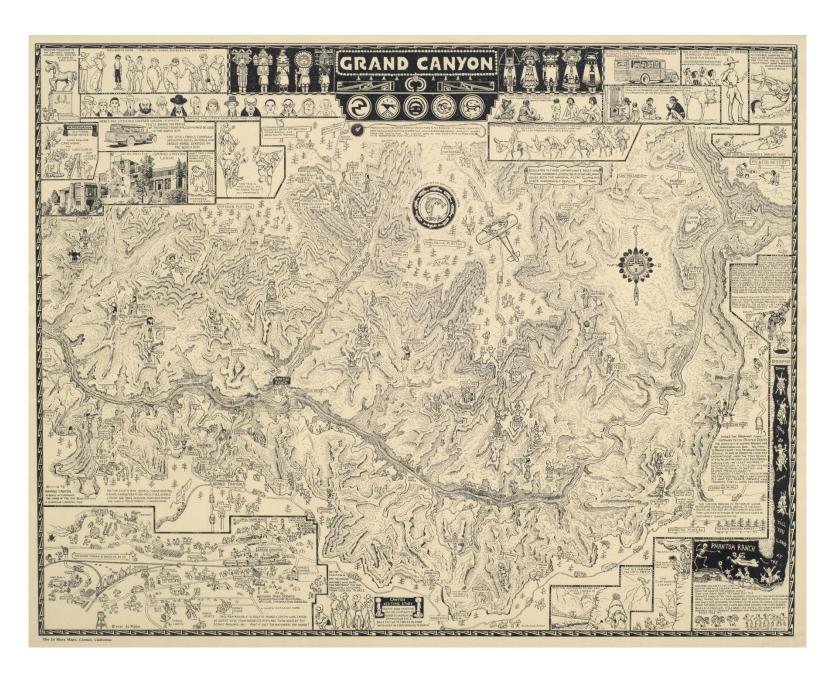
Large *California*, 1927 33 ½ x 25 ¾ inches

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.



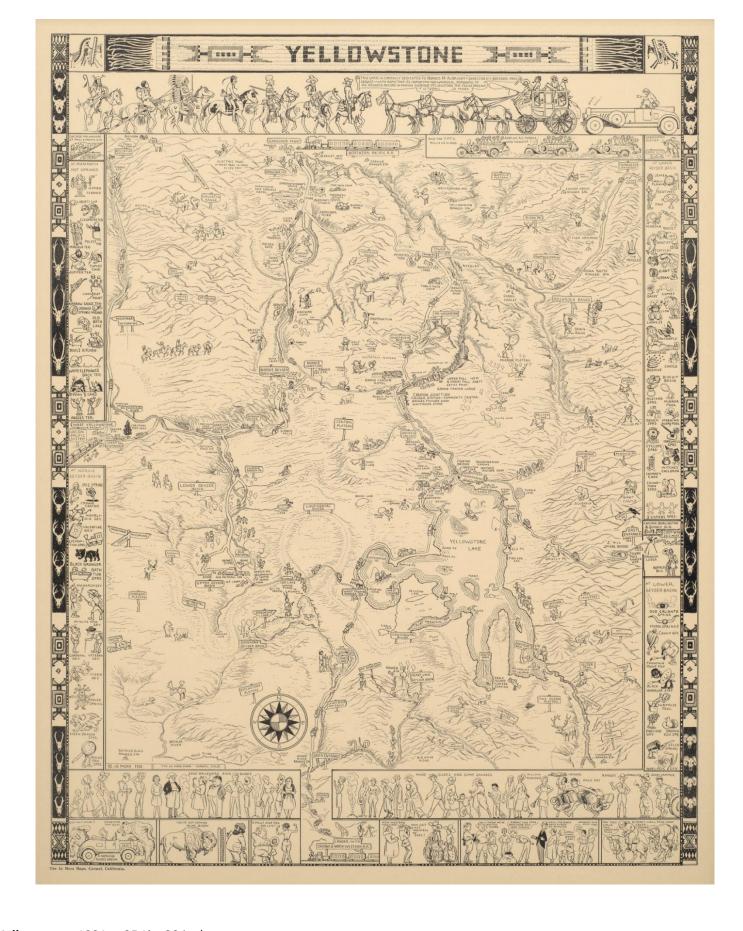
San Diego, 1928 27 x 21 ¾ inches

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.



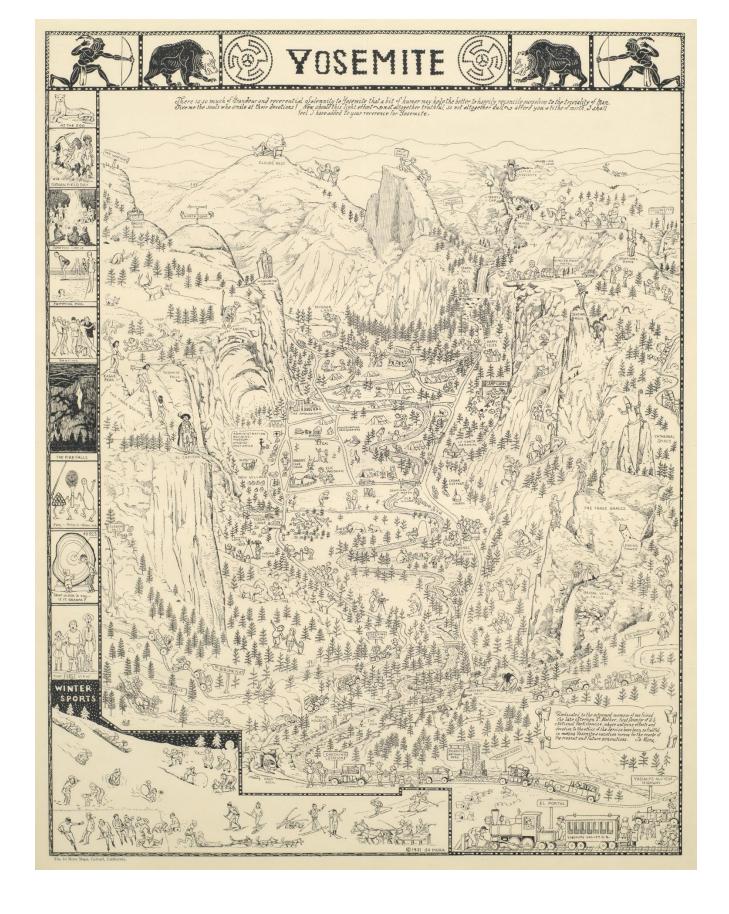
Grand Canyon, 1931 20 ¼ x 25 ¾ inches

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.



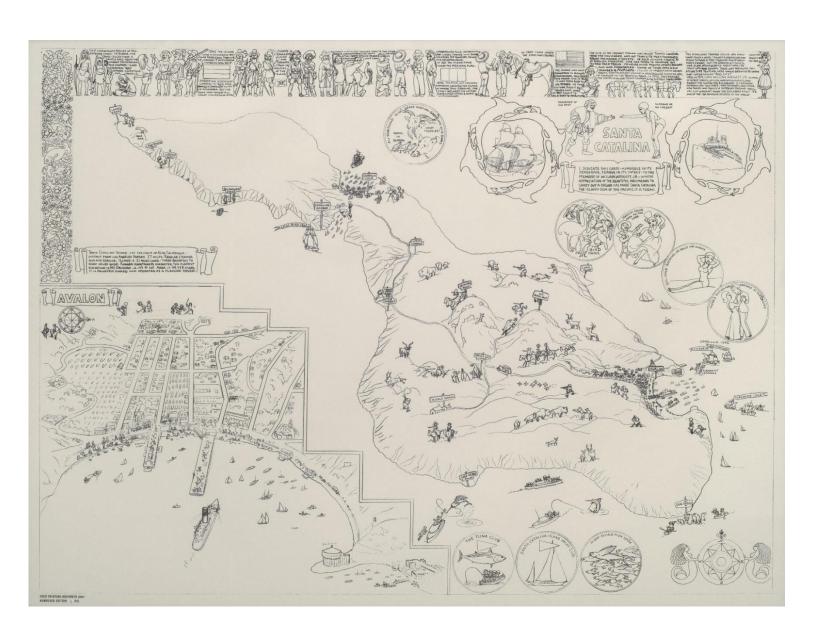
Yellowstone, 1931 25 ½ x 20 inches

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 colorized version of the carte. The Yosemite Museum owns Mora's original, colorized 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 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.



The Seventeen Mile Drive, c. 1935 30 ½ x 22 ½ inches

This carte was commissioned by Del Monte Company to highlight Seventeen Mile Drive and its newly revamped, closed loop route. The consensus until recently was that this carte was created in 1927. However, a number of items in the carte came into existence after 1927. Most likely, the carte was created in 1935. Please see the side panel for details.

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.

701 I

EIGHT PAGE

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

No. 210

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

Observances Are Held On Art Colony Hill; Crowds Attend

With Salinas delegates enthusias tically participating in the cere monies, the scenic Carmel-Sar Simeon coast highway—the mojecturesque route in the west—was officially designated at 2 o'clock this afternoon as California's highway Number One.

The highway wasker was placed.

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

ing the dedication were Mr. as Mrs. Ralph Huphe, George Goul Howard Cozzens, E. L. Sherman, E. Dayton and Fred McCargar. I voicing the sentiments of Salina they pointed out the value of it route for this district, comment upon the engineering ais accompliabed in constructing the route. The protion of which was chiscled fro lofty granite cliffs, and praised the who made the project possible.

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

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

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

Beginning in Carmel, the ne

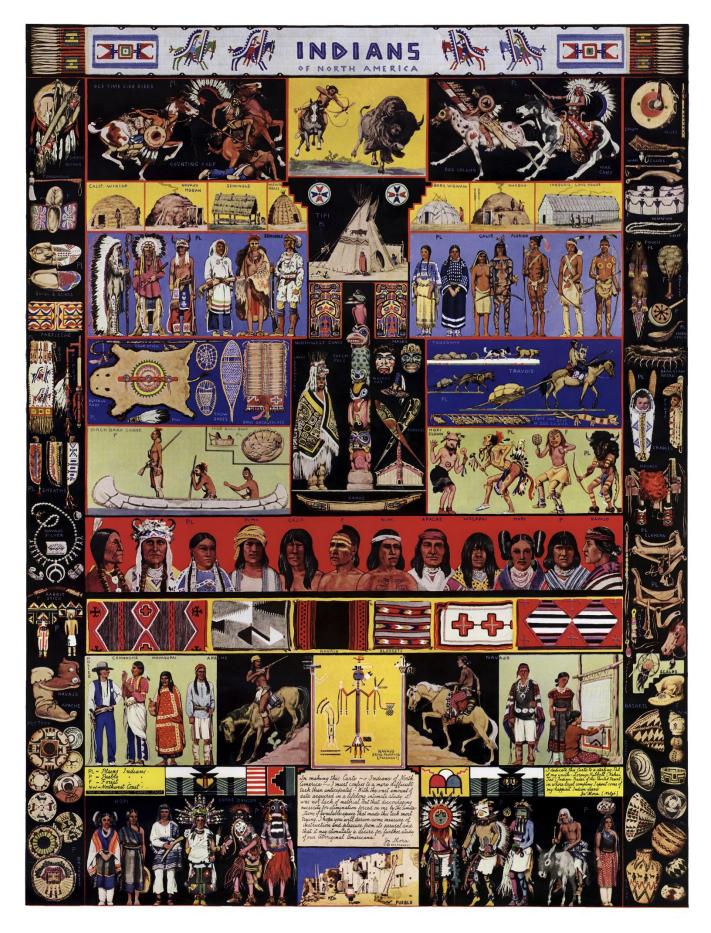
Dating The Seventeen Mile Drive Carte

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.

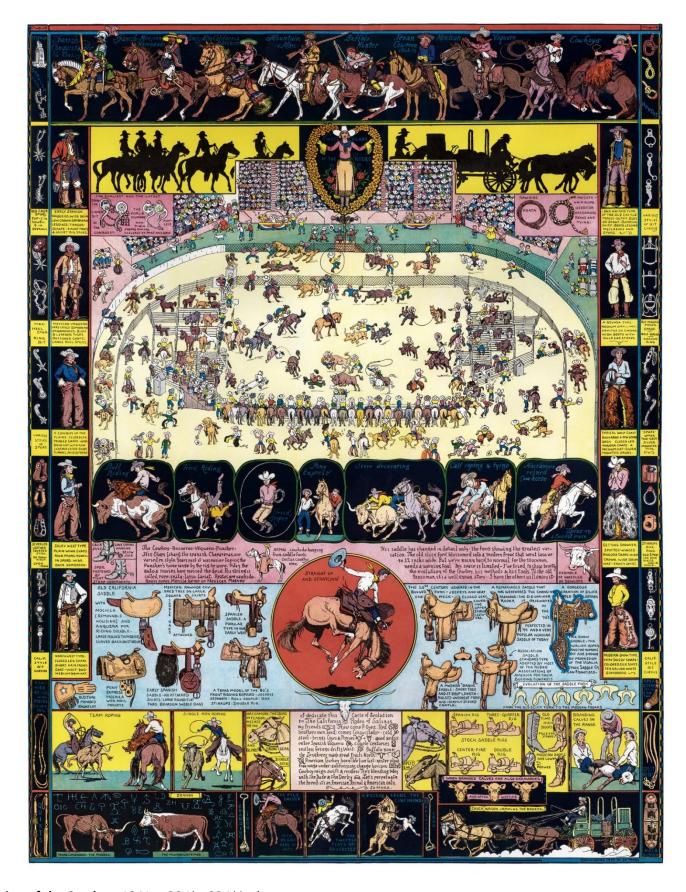
Based on this and other considerations, Monterey History & Art is highly confident that the Seventeen Mile Drive carte was created in 1935. We continue to search for definitive proof regarding when it was created. If you are deeply curious about this dating issue, please let us know and we'll be happy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

Side Panel



Indians of North America, 1936 30 x 22 ¾ inches

Mora dedicated this carte to his friend Lorenzo Hubbell of the trading post family and fame. Mora lived with the Hopi from 1904 to 1907. Many of the cultural objects depicted in this carte were from his personal collection, and served as inspiration for the numerous art works Jo created during this period.



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 1, 1942 30 ¼ x 22 ¾ inches

Mora dedicated the *Los Angeles* carte to his friend Charles F. Lummis. Lummis was an author, a journalist and an editor, and founded the Southwest Museum of the American Indian in Los Angeles. Notice that the call signs are all for radio stations. Television was in its infancy in 1942. The two stations that existed, W6XAO and W6XYZ, went on to become KCBS and KTLA.



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.



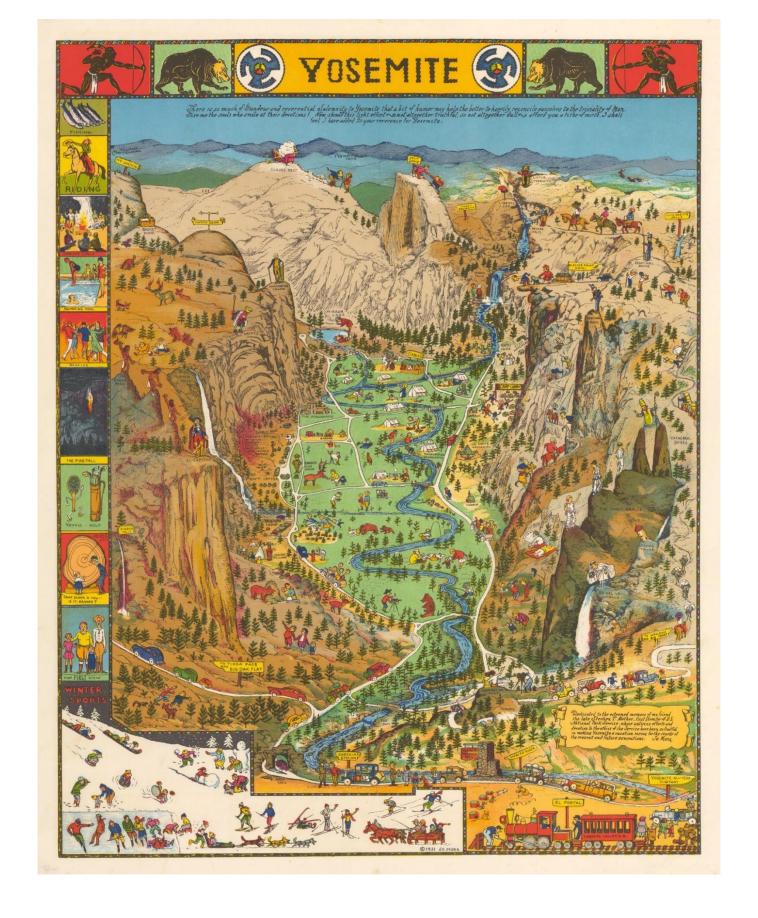
Los Angeles 3, 1942 30 ¼ x 22 ¾ inches

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.



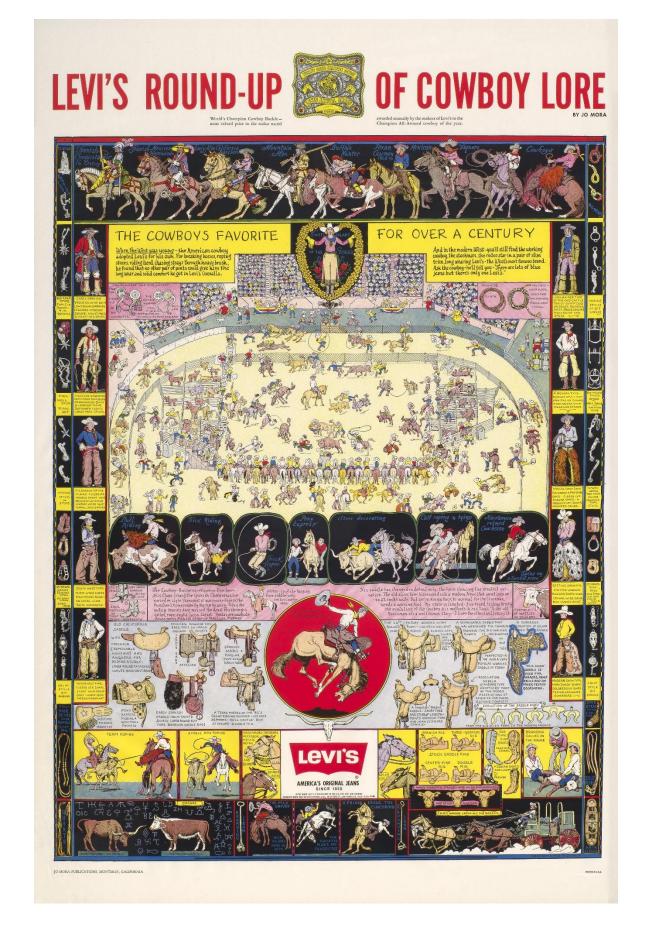
Small *California*, 1945 24 ½ x 22 ¼ inches

The Del Monte Canning Company asked Mora to make this carte – but Mora retained the copyright. Created two decades after his first *California* carte, Mora used a different format for this one and included several sections focused on transportation. The Golden Gate and Bay Bridges appear in this carte. This is the last carte that Jo Mora made.



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.



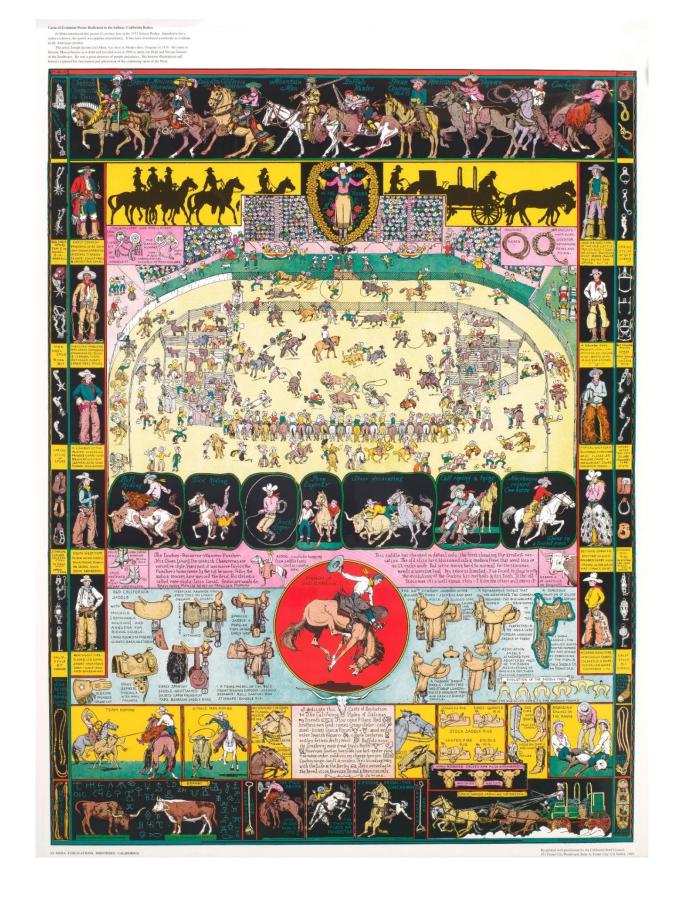
Levi's Round-up of Cowboy Lore, 1950 25 x 38 inches

In 1950, by arrangement with Jo N. Mora Jr., Levi Strauss Co. composed this version of the *Evolution of the Cowboy* carte, based on the second version from 1941. Elements from the second version were replaced with Levi's related imagery, and an additional five inches were added at the top for branding. The carte on display is from the second printing in 1970.



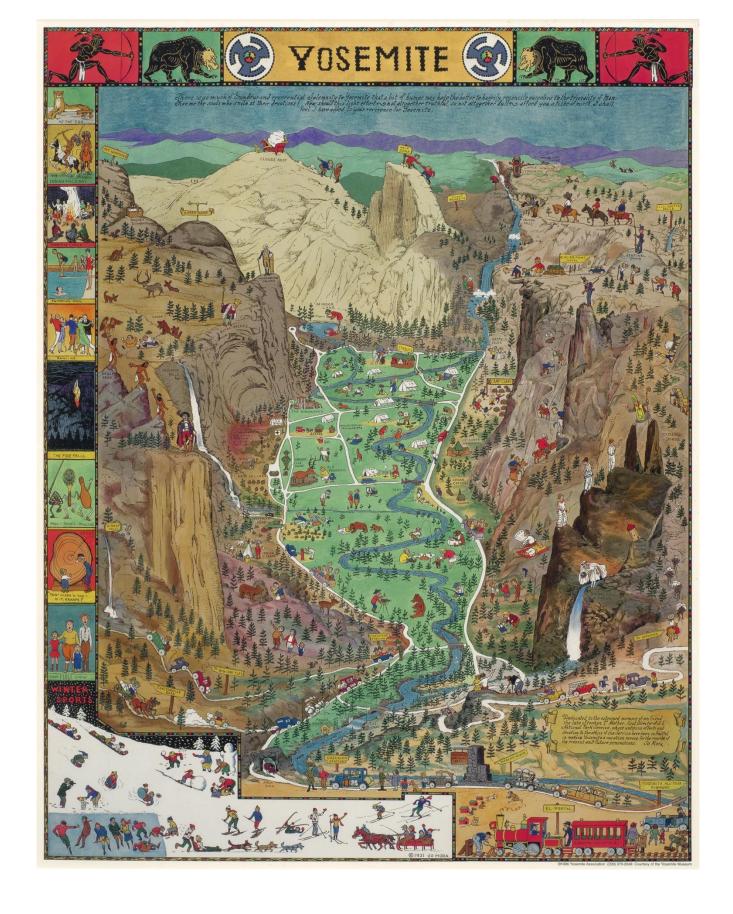
Grand Canyon, 1959 14 x 18 inches

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.



California Beef Council, 1989 24 ½ x 33 ½ 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.