

Selling the American West

Thomas Moran:

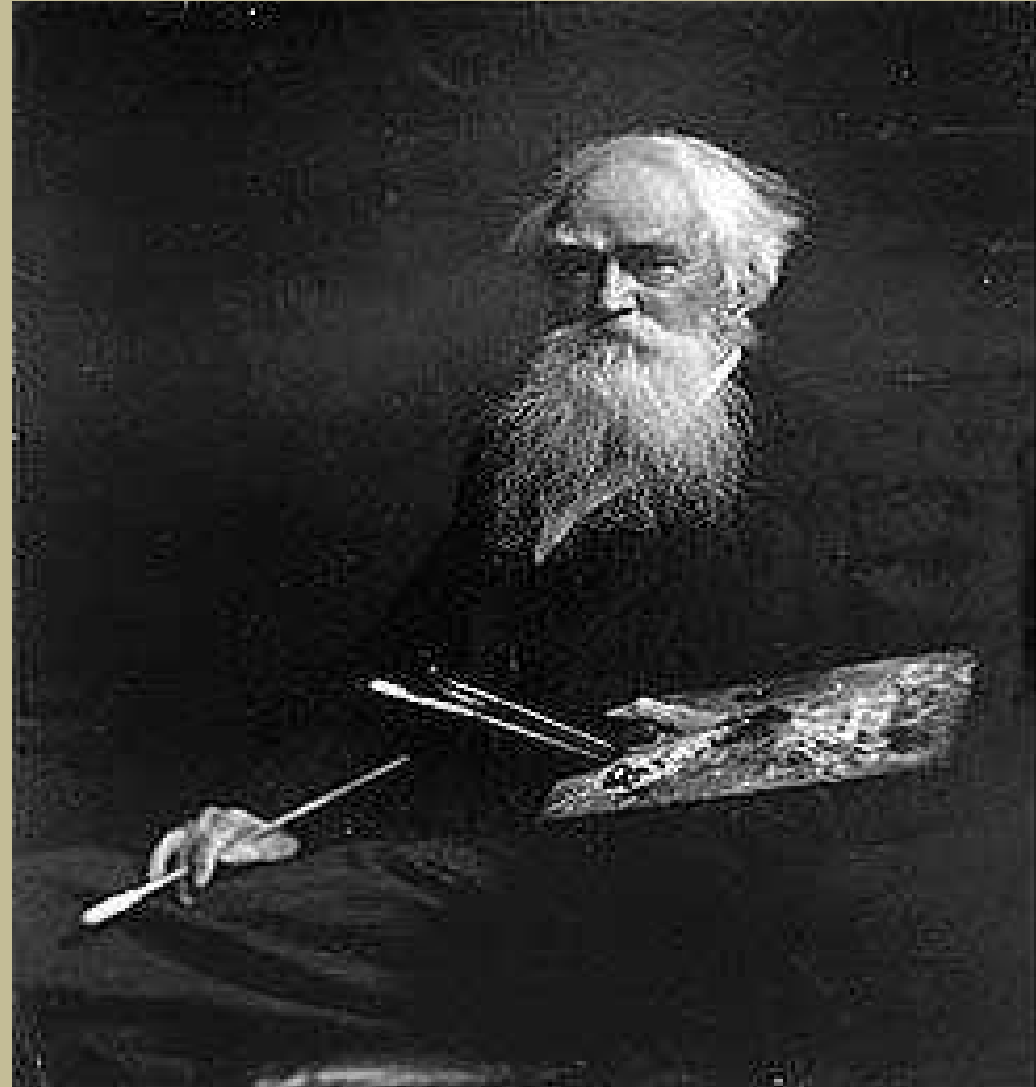
Born in Lancashire, England in 1836
raised in Pennsylvania

Printer maker – Hudson school

"an artist of Philadelphia of
rare genius".

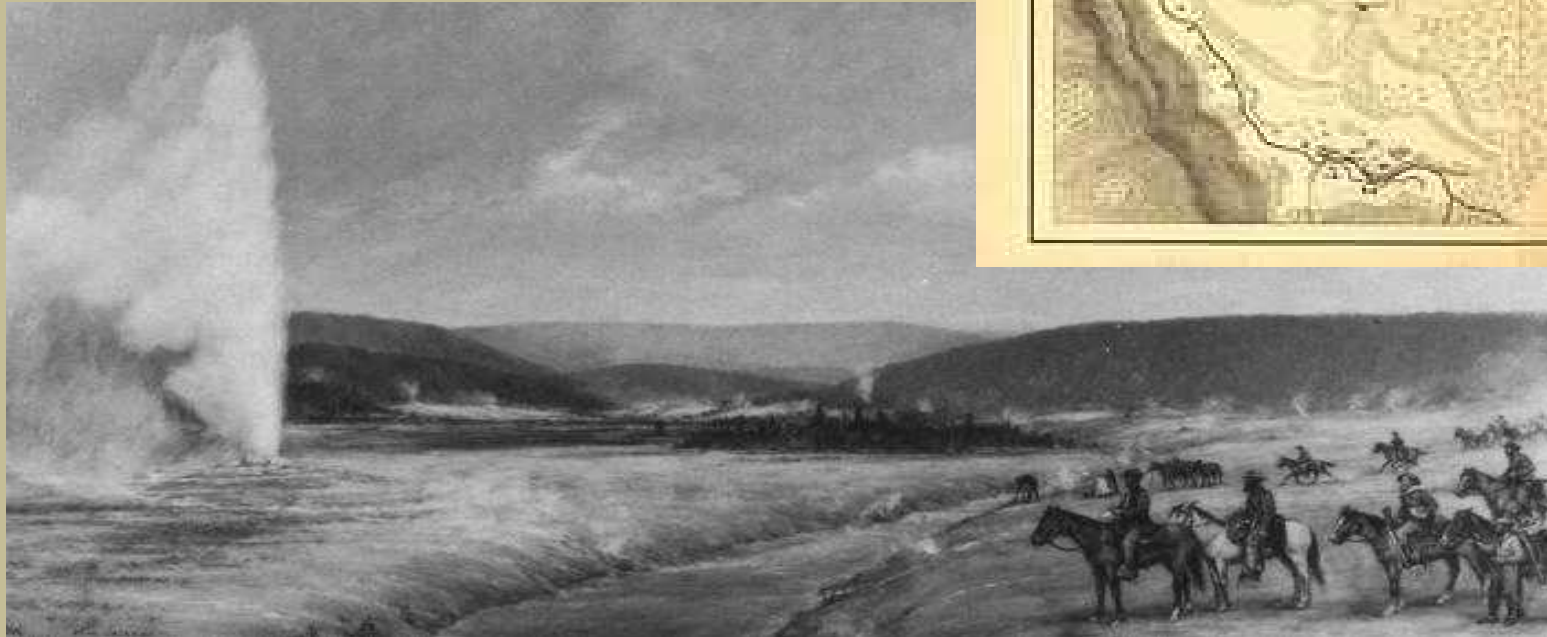
Hayden Geological Survey
Expedition 1871

Yellowstone region of the
American West-



Hayden Geological Survey Expedition 1871

“The place where Hell bubbled up...”



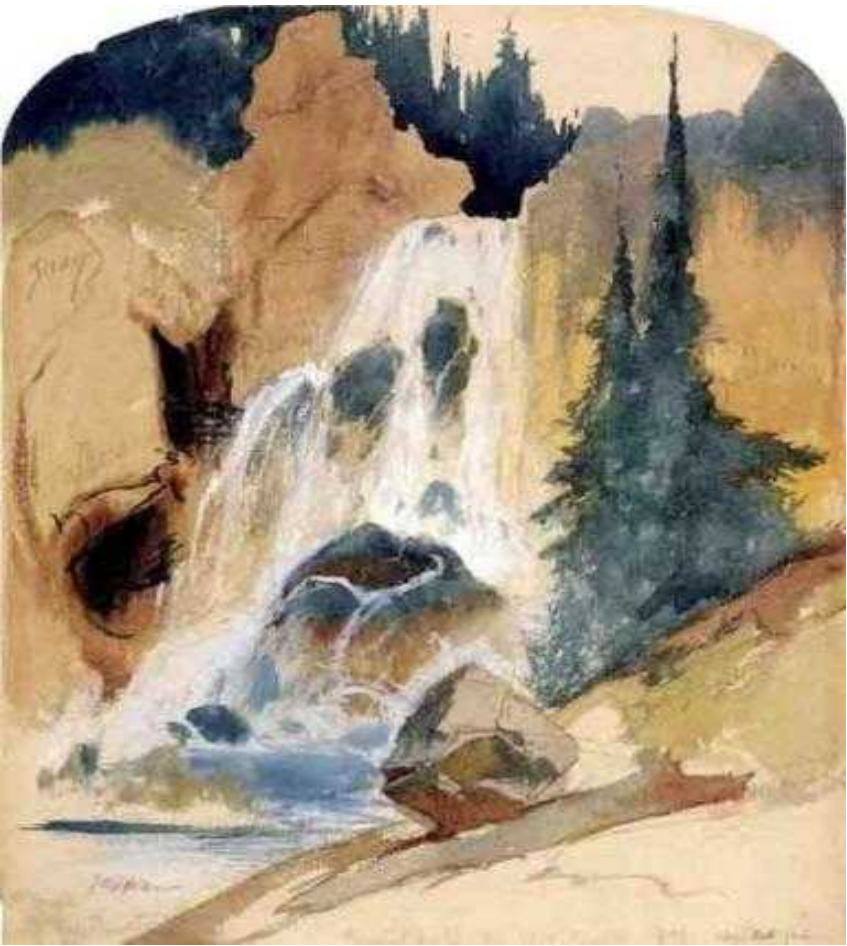
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William Henry Jackson

- Photographer
- Worked alongside Moran
- Offered objective view of the region



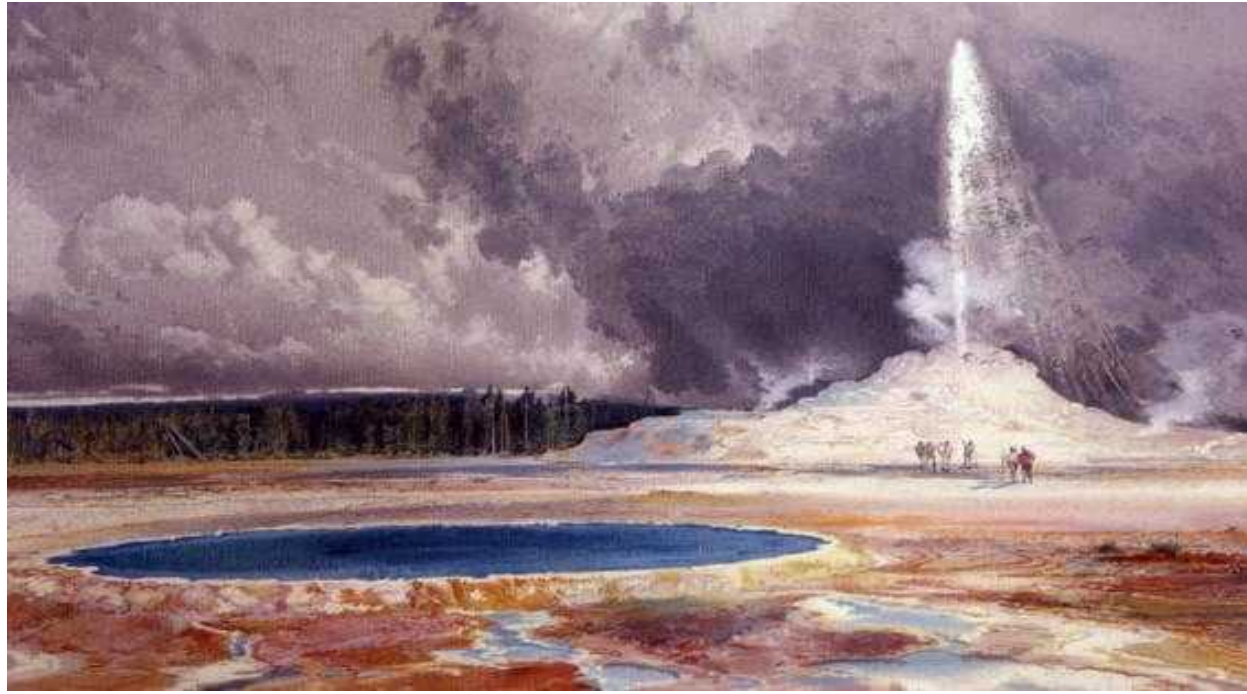
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Crystal Falls, Yellowstone region 1871



Lower Geyser Basin, Yellowstone Basin, 1871



Old Faithful geyser

Grand Canyon of the
Yellowstone





Grand Canyon of the Yellowstone- Field sketch

Yellowstone National Park

Hayden, Moran and Jackson fought to keep US government from auctioning off the land

500 page report

Moran and Jackson set to work on getting their images out into the view of the public and congress.

Aesthetics vs economics





Grand Canyon of the Yellowstone— 7' x 12' oil on canvas, 1872

1872 1st National Park created

Preservation vs conservation

Conservation vs preservation

conservation seeks the proper use of nature
– natural resources “bank account”-
economic view

preservation seeks protection of nature from
any use for enjoyment of future
generations – aesthetic view

Railroads lobbied with environmentalist for
preservation- economic value

Environmentalists = aesthetic or recreational
value

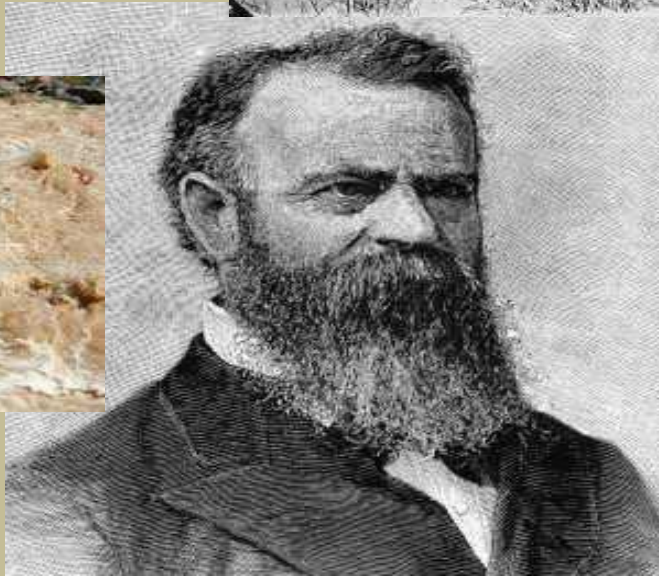
"benefit and enjoyment of the people,"

New idea - “exploitation of land” through
tourism



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- 1873
- The Colorado River Expedition
- John Wesley Powell



- 30 paintings were created for Powell's report
- Instrumental in getting the area designated as a national park but not until 1919.



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Chasm of the Colorado, 1874

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Hayden expedition 1875 into the
Rocky Mountains of Colorado

“The Mountain of the Holy Cross”
1875

“I place no value upon literal
transcripts from nature. My general
scope is not realistic, all my
tendencies are toward idealization...
topography in art is valueless”



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Green River, Wyoming 1896

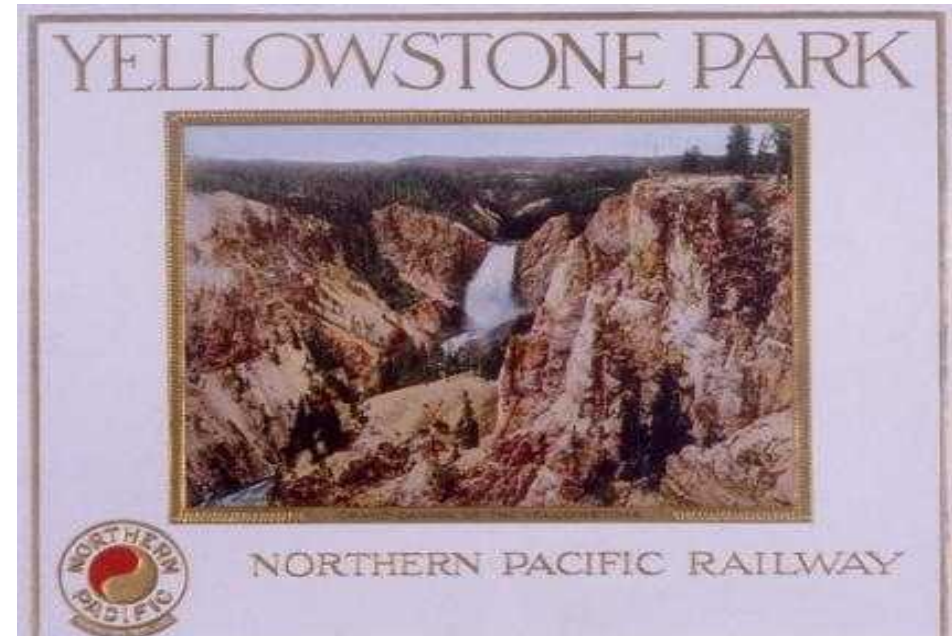
Thomas Moran



Shoshone Falls, 1900

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- Moran and Jackson returned to Yellowstone and Grand Canyon in 1892.
- 1,000's of tourists annually to 1000 per day
- Northern Pacific Railway- was granted unlimited use of resources within park
- Developed infrastructure on public lands and surrounding areas

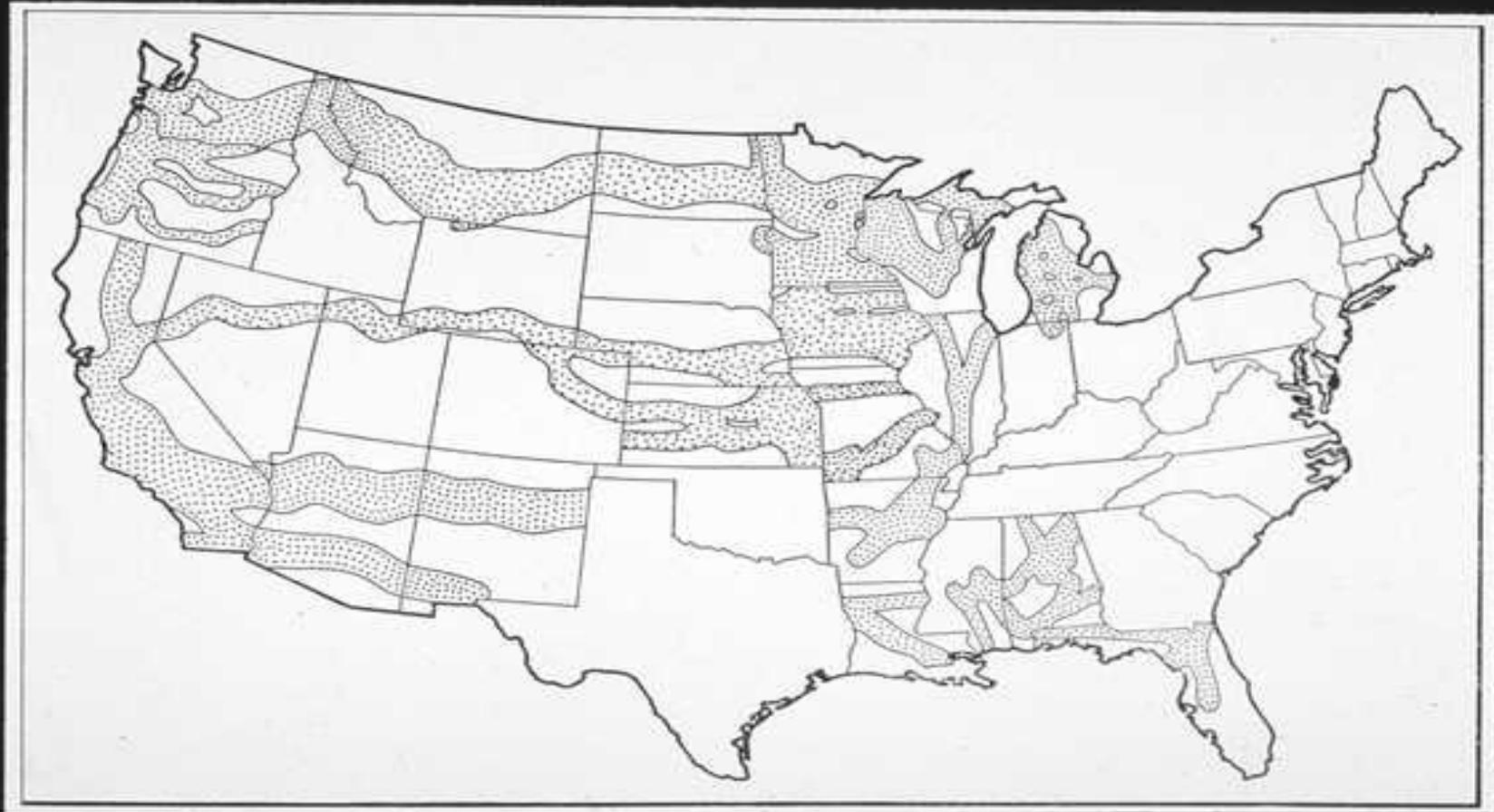


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In The Lava Beds, 1892

The Transcontinental Railroad



Railroads and our national parks

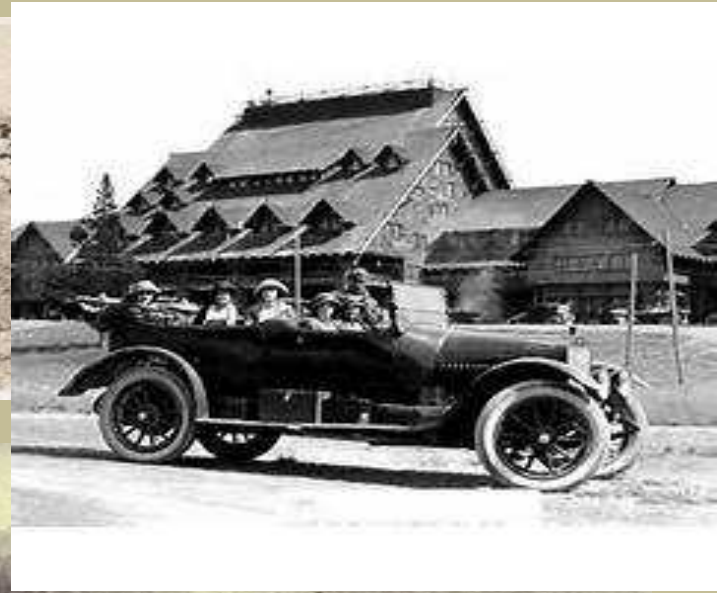
Economic potential of creating
the National Parks

Monopoly-
railroads for transportation

Development of
infrastructure

Only the wealthiest citizens
were able to visit and stay in the
luxury hotels that were available

Settlers — Tourist →



The Affects on our public lands

development, financing, and
marketing of parks- increasing
visitation exponentially

“wildlife as spectacle”

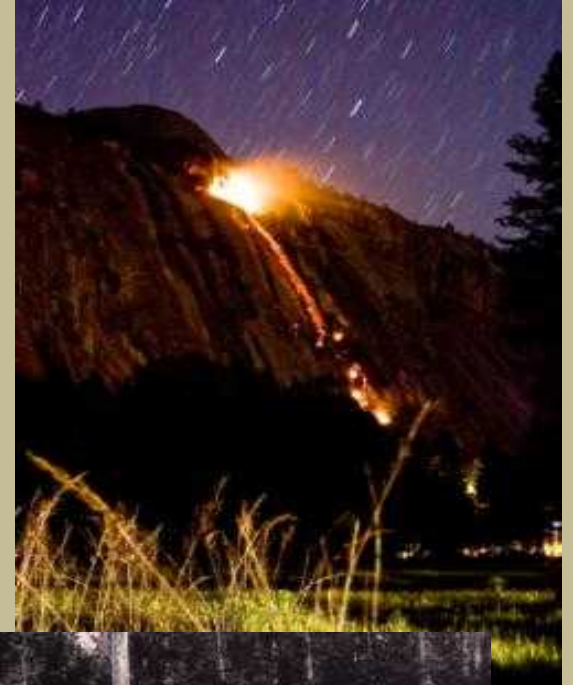
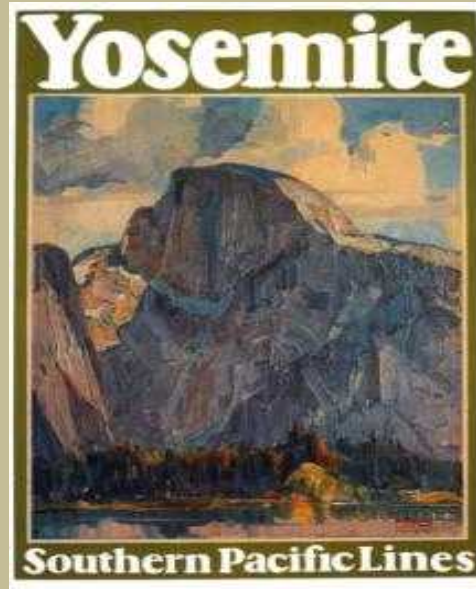
public use and enjoyment was the
overriding concern.

Degradation of parks poaching,
grazing and mining etc.

US army sent in to protect natural
features – birth of the National
Park Service

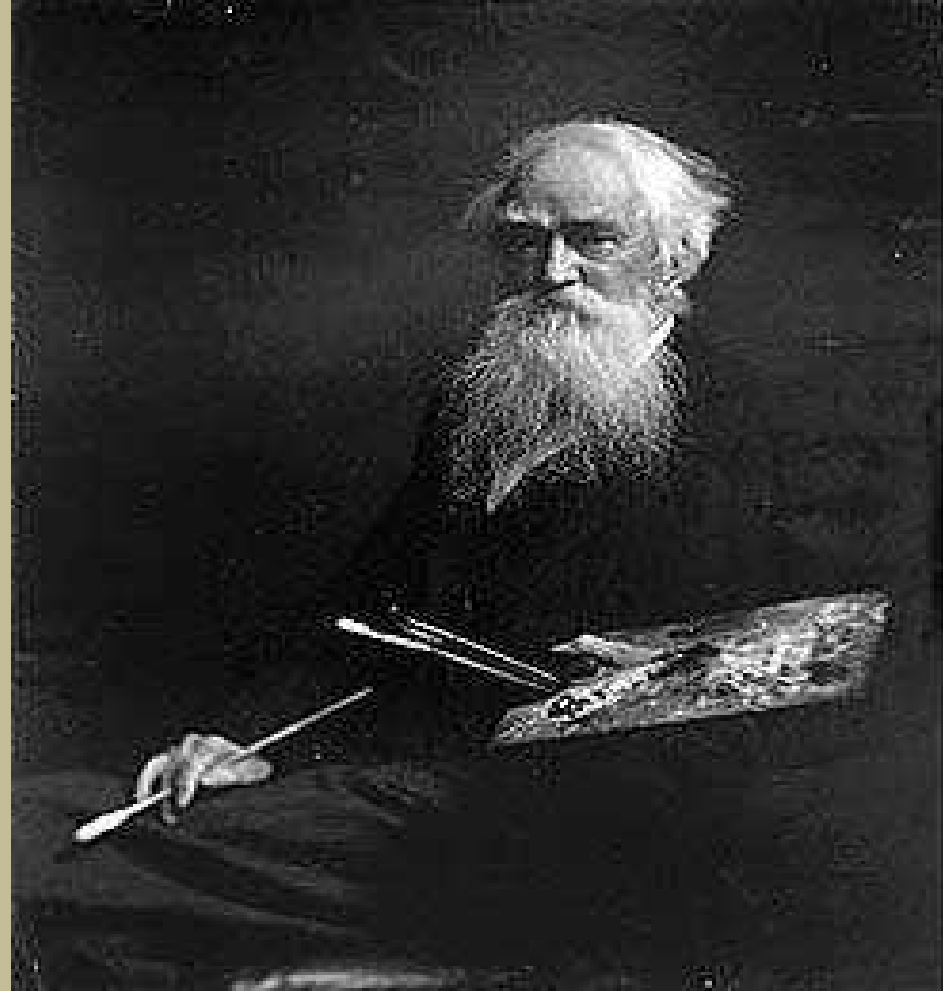
Today:

rights of nature to persist and exist
sacrifice of the aesthetics for
public enjoyment

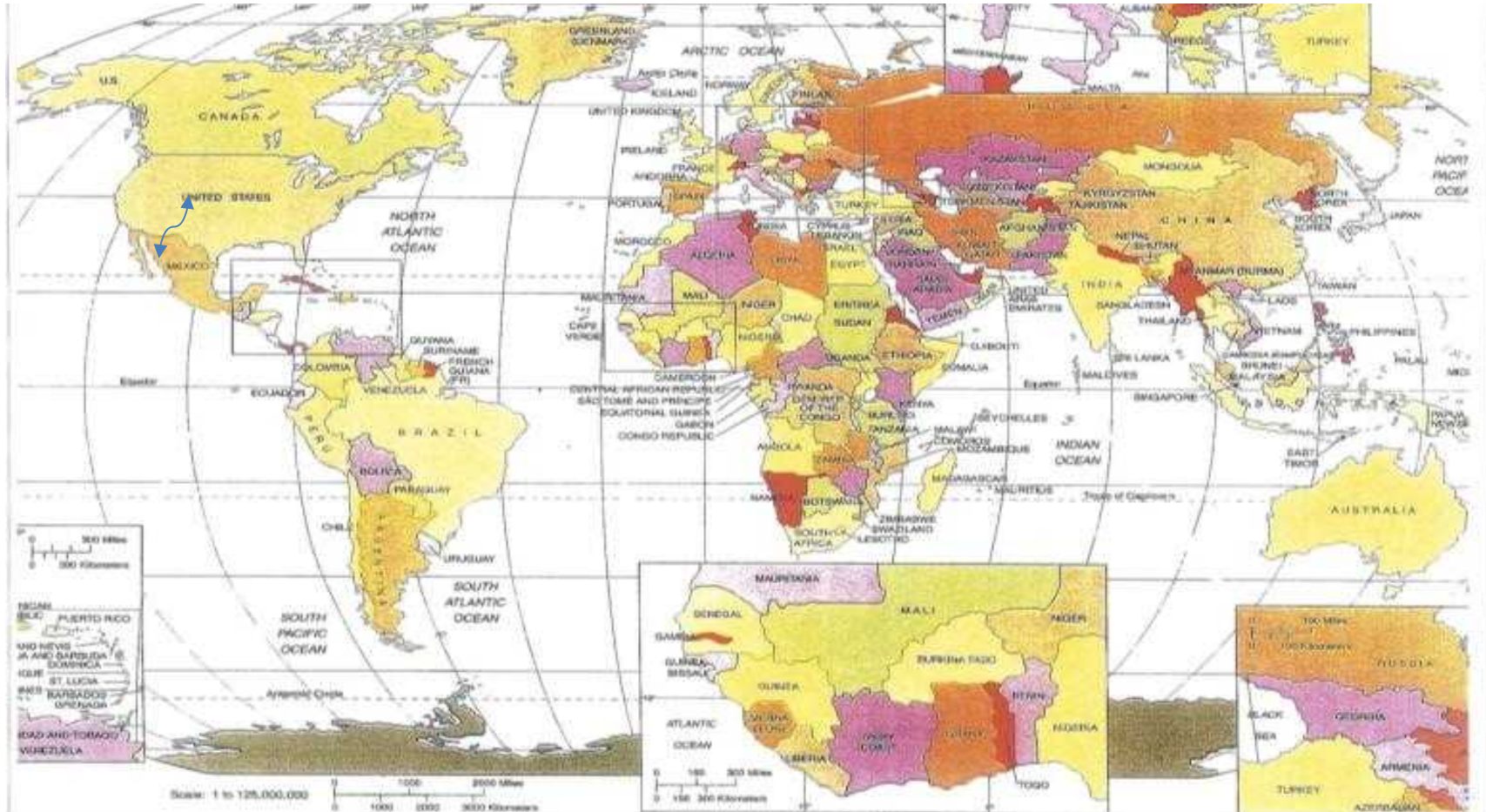


Thomas Moran

- painted more than 400 large scale paintings throughout his life
- Published work in various periodicals
- At different times in his life he was supported by the railroads
- He traveled and painted throughout his life as late as 1920
- 1925- Moran died at the age of 89 at his home in Santa Barbara, California



Unit 5: Earth Map update



5a. Yellowstone National Park , Wyoming

5b. Grand Canyon National Park, Arizona