



# Barry Lawrence Ruderman Antique Maps Inc.

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## Sweetheart of the Rodeo

**Stock#:** 94057  
**Map Maker:** Mora  
**Date:** 1933  
**Place:** Monterey  
**Color:** Color  
**Condition:** VG  
**Size:** 23 x 30.5 inches  
**Price:** SOLD



### Description:

#### *Rare Early State of Jo Mora's Iconic Pictorial -- Sweetheart of the Rodeo*

Early state Of Jo Mora's *Sweetheart of the Rodeo*.

Originally published as a promotional item for the Salinas Rodeo in 1933, this is perhaps Jo Mora's most enduring image. The image was re-purposed in 1950 as advertising for the Levi Strauss Company. Later on, the American band the Byrds used the image of the Sweetheart of the Rodeo on their pioneering country-rock album of the same name, released in 1968.

Mora's work is an illustrated encyclopedia entry on the cowboy, filled with information on the various types of cowboys, their fashions, their saddles, their horses, and their relationship to the cattle. A hectic and exaggerated rodeo scene appears in the center, with more realistic illustrations directly below depicting different rodeo activities in close-up detail.



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**Sweetheart of the Rodeo**

The map is ringed with images of the history of the cowboy, from the Spanish conquistador of the 16th century to the modern vaqueros and cowboys.

The present example is dated 1933 in the lower right image.

**Detailed Condition:**