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[Evolution of the Cowboy] Levi's Round-Up of Cowboy Lore

Stock#: 58377
Map Maker: Mora
Date: 1933 (1950)
Place: Monterey
Color: Color
Condition: VG
Size: 23 x 33 inches
Price: SOLD



Description:

Levi's America's Finest Overall Since 1850

A fascinating marriage of two American icons, the American Cowboy and the Levi Strauss Company.

One of Jo Mora's most enduring images, the "Evolution of the Cowboy" was originally used as a promotional item for the Salinas Rodeo, before being 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



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and exaggerated rodeo scene appears in the center, with more realistic illustrations directly below depicting different rodeo activities in close-up detail.

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.

Levi Strauss & Co. purchased the rights to Mora's poster from his son, added a new title across the top, and replaced Mora's dedication with their logo. In the center of the poster's new title is an illustration of the World's Champion Cowboy Buckle from 1950, an award issued by the company to "the Champion All-Around cowboy of the year."

In this addition, there is ad copy linking Levi's to the cowboy lifestyle that surrounds the Sweetheart of the Rodeo, replacing the silhouettes of cowboys and their horses from the previous, Levi's-free issue.

This is the first of two Levi states of the map. The first uses "LEVI'S" in white letters on a red field, the second LeVI's" in red letters on a white field.

Detailed Condition:

Minor soiling.