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Albert Richard Football Map

Stock#: 63198
Map Maker: Cheeseman

Date: 1940
Place: Milkwaukee
Color: Color
Condition: VG+
Size: 19 x 26 inches

Price: SOLD



Description:

1940 Edition of Albert Richard's Football Map.

Between 1838 and 1941, Albert Richard issued a series of football maps of the United States, focusing primarily on college, but illustrating professional teams as well. Locations and scores of major college championships, including the Bowl games.

The stylized maps illustrate players, cheerleaders, and college banners. Inset diagram of referee signals.

The map was issued by Albert Richard, a manufacturer of men's and boys coats. The posters were promotional items for Richard or various retail clothing stores that featured Richard's jackets for sale. Examples of the poster are known for the years 1938, 1939, 1940, 1941, and 1950 (Rumsey 9939).

An example of the 1941 map belonging to the Library of Congress is described as follows:

> *This pictorial map demonstrates how popular football had become by the beginning of World War II. With a primary emphasis on the collegiate side of the sport, with team nicknames, 1940 season records, and major conference championships, it also documents the major professional clubs - only ten at the time. The map carries the endorsement of the noted spots writer Grantland Rice, and reports his selections for the 1940 All-America team." (Virga, Brinkley et al).*

Detailed Condition: