



Barry Lawrence Ruderman Antique Maps Inc.

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Sweetheart of the Rodeo

Stock#: 88582
Map Maker: Mora
Date: 1933 (1968)
Place: Monterey
Color: Color
Condition: VG
Size: 23 x 33 inches
Price: SOLD



Description:

Country-Rock'n'Roll Version of Jo Mora's Iconic Pictorial

The final incarnation of Jo Mora's *Sweetheart of the Rodeo*, reissued for the final time to promote the Byrds 1968 Album.

One of Jo Mora's most enduring images, the "Evolution of the Cowboy" / *Sweetheart of the Rodeo* was originally used as a promotional item for the Salinas Rodeo in 1933, 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 and exaggerated rodeo scene appears in the center, with more realistic illustrations directly below



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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.

Detailed Condition: