

Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard La Jolla, CA 92037

www.raremaps.com

(858) 551-8500 blr@raremaps.com

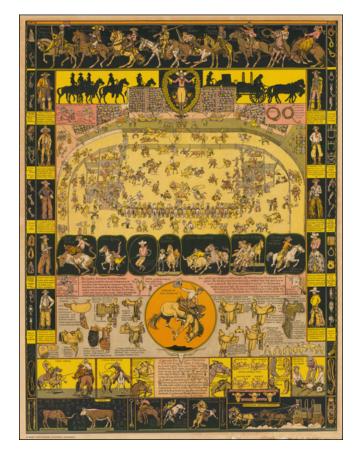
Sweetheart of the Rodeo (Rare Early State)

Stock#: 91011 **Map Maker:** Mora

Date: 1933Place: MontereyColor: Condition: VG

Size: 23×33 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.



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard La Jolla, CA 92037

www.raremaps.com

(858) 551-8500 blr@raremaps.com

Sweetheart of the Rodeo (Rare Early State)

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:

Minor soiling.