



# Barry Lawrence Ruderman Antique Maps Inc.

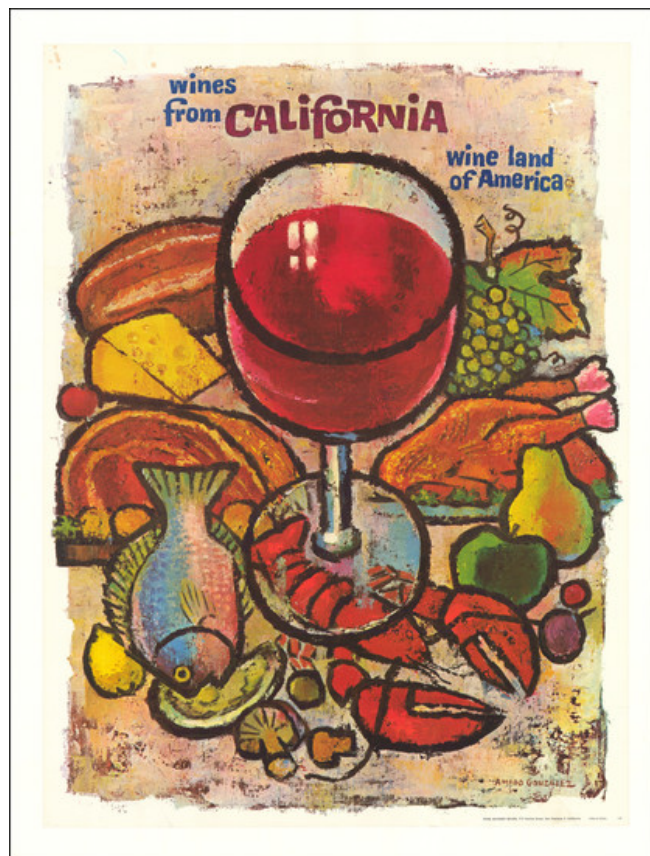
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## Wines from California | Wine Land of America

**Stock#:** 93653  
**Map Maker:** Gonzalez / Wine Advisory Board  
**Date:** 1963 circa  
**Place:** San Francisco  
**Color:** Color  
**Condition:** VG  
**Size:** 28.5 x 20.5 inches  
**Price:** \$ 495.00



### Description:

Vintage poster promoting California wine, featuring a glass of red wine atop a bounty of fine foods. A smaller version of this artwork was later used as the cover photo for the Wine Advisory Board's booklet *How to Cook with California Wines*.

Amado Gonzalez (1913 - 2007) was born in Guadalajara, immigrated with his family to San Francisco in 1927, and graduated from Mission High School. Inspired by the Mexican Muralism Movement, he started his studies at the California School of Fine Arts under Lucien Labaudt and assisted Ray Boynton on the PWAP-backed Coit Tower murals. He gained success working as a designer and illustrator in advertising. One of his major campaigns was a series of advertisements for the Bank of America in the late 1950s. Other accounts included Standard Oil of California, Crown-Zellerbach, Californians, Inc., American President Lines, and Pacific Telephone. An accomplished artist, he was commissioned by the Wine Advisory Board to illustrate a series of posters promoting California wine.



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The Wine Advisory Board, established under the Department of Agriculture in 1938, operates under the California Marketing Act of 1936, defining wine as an agricultural product, and is funded by assessments of wineries based on their volume of sales. In 1975, the board voted for its own dissolution after it was unwilling to comply with new demands from the U.S. Department of Food and Agriculture upon renewal of its marketing order.

**Detailed Condition:**

Mounted on poster linen, paper of the poster linen peeling slightly from linen. Piece to tape at lower right corner of poster. Some marginal soiling and abrasions (from removal of tape) at top margin of poster. Slight soiling and loose threads from linen on left margin of poster linen.