
Finding aid prepared by Staff of the Department of Special Collections and University Archives. Final editing by Tere Romo, consultant.
California State University, Sacramento Special Collections & University Archives
University Library
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May 2009
**Title:** Royal Chicano Air Force poster collection

**Identifier/Call Number:** MSS 2001/05

**Contributing Institution:** California State University, Sacramento Special Collections & University Archives

**Language of Material:** Spanish; Castilian

**Physical Description:** 10.0 Linear feet (171 posters)

**Date (inclusive):** 1973-1988

**Languages Represented:** Collection is in English and Spanish.

**Abstract:** The collection consists of silkscreen posters by various artists within the artistic collective, Royal Chicano Air Force (RCAF).

**Processing Information note**

Processed by Special Collections staff, 2006-2013. Supervised by Sheila O’Neill, Head of the Department of Special Collections and University Archives. Descriptive content for most posters based upon California Ethnic and Multicultural Archives (CEMA), UC Santa Barbara’s on-line description for RCAF posters. Final finding aid completed in 2013.

**Accruals note**

No additions are expected.

**Acquisition Information**

The Royal Chicano Air Force Poster collection was given to the CSUS Special Collections and University Archives by Ricardo Favela in 2001.

**Organizational History**

The Royal Chicano Air Force (RCAF) is an artistic collective based in Sacramento, California. Initially formed at the California State University, Sacramento in 1970 as the Rebel Chicano Art Front, the RCAF was founded to express the goals of the Chicano civil rights and labor organizing movement of the United Farm Workers. The founding members of the RCAF included José Montoya, Esteban Villa, Juan Orosco, Ricardo Favela, and Rudy Cuellar. Montoya and Villa met each other while students at the California College of Arts and Crafts in Oakland. During the Chicano Movement students pressured colleges and universities to diversify their faculties. As a result, Villa was hired as a professor of art in 1969 and Montoya as professor of art education in 1970 at CSUS. Their academic positions gave them the creative freedom to initiate programmatic exchanges between the university and the community. Through this effort they initiated many programs including the Barrio Art Program, which required university students to go out into the community, including senior centers, to teach art courses. The RCAF moved off-campus in 1972 and established the not-for-profit organization, Centro de Artistas Chicanos. Its mission was to make available to the Chicano community a bilingual/bicultural arts center where artists could come together to exchange ideas, provide mutual support, and make available posters, educational programs and cultural events to the public. The RCAF artists are best known for their mural paintings, poster art production, and individual artistic contributions. The artists of the Centro produced murals and exhibited throughout the U.S. Southwest. Over the ensuing years, the RCAF became the umbrella for various Sacramento community programs, such as the Aeronaves de Aztlán (Automotive Repair Garage), RCAF Danzantes (Aztec Dance group), Barrio Art Program, and the RCAF Graphics and Design Center. In 1977, the Centro de Artistas Chicanos and Breakfast for Niños Program (a community non-profit organization that fed children before school) joined other community organizations, such as La Raza Bookstore (with its Galería Posada) and the Alkali Redevelopment Office, to create the Cultural Affairs Committee. The CAC organized annual community cultural events, including the Fiesta de Colores (March), Dia de la Madres (May), Fiesta de Maíz (June), Dia de los Muertos (November) and Operation Christmas Unity (December). While the “RCAF” originally stood for the “Rebel Chicano Art Front,” people confused the letters with the acronym for the Royal Canadian Air Force. The artists recognized the humor within the misunderstanding and adopted the name Royal Chicano Air Force. This new identity found its way into their wardrobe, as well as their highly successful silkscreen poster program, which began to disseminate the World War I aviator and barnstorming bi-winged planes as icons. Throughout its history, the RCAF gained a well-deserved reputation for outrageous humor, screenprint posters, murals, and community activism.

Tere Romo Program Officer, Arts and Culture, The San Francisco Foundation. Author of the monograph, Malaquias Montoya

**Other Finding Aids note**

A digital version of the collection is available.

**Preferred Citation note**

[Identification of item], Royal Chicano Air Force Poster Collection, Department of Special Collections and University Archives, University Library, California State University, Sacramento.

**Conditions Governing Use note**
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**Conditions Governing Access note**
Collection is open for research.

**Scope and Contents note**
The Royal Chicano Air Force Poster Collection consists of 171 screenprints produced from 1970s through 2001. The collection consists of prints created by artists associated with the collective and spans three “generations:” professors, José Montoya and Estevan Villa; their CSUS students, Rodolfo “Rudy” Cuellar, Ricardo Favela, Louie “The Foot” Gonzalez, Juan Orosco; and the apprentices in the community, including Raul Suarez, Francisco González, and members of the Impudent Young Pilots (Jesus Barela, David Buenrostro, Ruben Lerma, José Lott, José Felipe Magdaleno, and Pascual Marquez.)
The collection was appraised in 2001. The identification of creators in this collection is based upon the original appraisal report. Posters are arranged by artist’s last name, then by year. In the case of multiple artists, items are arranged by the year of creation, then alphabetized by the title. Poster entries indicated with an asterisk (*) refers to the possibility of multiple artists.
The print collection is representative of the prolific production of the RCAF, especially during the late 1970s. The majority of prints are by practicing artists, but a few are by university students. Reflective of their community focus, the posters serve as announcements for a broad range of community activities, including fundraising dances, cultural events, United Farm Worker initiatives, and university and college programs. Artistically, the technical aspects of the posters range from simple one-color posters to elaborate multi-colored and photosilkscreen prints.

**Subjects and Indexing Terms**
Caro, Manuel
Carrillo, Juan
Carrillo, Patricia Dunsmore
Cervantes, Juan
Cid, Armando
Cuellar, Rodolfo “Rudy”, Jr.
Diaz, Manuel
Favela, Ricardo
Felix, José
Garcia, Eva
Royal Chicano Air Force.
Art, Modern -- 20th century -- California
Mexican American artists -- California
Mexican Americans
Mexican Americans -- Civil rights
Mexican Americans -- California -- Poltics and government -- 20th century
Posters
Screen printing.

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**Series 1: Caro, Manuel, 1975**

**Arrangement note**
This folder contains one poster by artist Manuel Caro.
**Series 1: Caro, Manuel, 1975**

**Folder 1, Item 1**

**Third World Poetry, 1975**

**Description:**
Caro, Manuel; Announcement Poster for *Third World Poetry*; n.d.; image size: 13 1/8” x 21”; paper size: 18 1/4” x 24 1/8”. Edition Number: unknown; unsigned; chopmark: “RCAF” located in bottom right inside image area.

**Comments / Description:** Big white lettering in a black background reads: “Third World Poetry”. Underneath it and inside is a snake eating its tail. The black lettering reads: “EOP / Benefit / CSU, Sacra / Little Theatre / Fri. Nov. 14, 7:30 pm / Students 75 c / General 1.00.”

**Digital Image:** 9778 [Appraisal Number: 144]

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**Series 2: Carrillo, Juan M., 1975-1976**

**Arrangement note**

This folder contains three posters by artist Juan Carrillo.

**Folder 2, Item 2**

**Celebración Cinco de Mayo!, early 1970s**

**Description:**
*Carrillo, Juan M.; Announcement Poster for Celebración Cinco de Mayo!; n.d.; image size: 16 3/4” x 22 3/4”; paper size: 19” x 25”. Edition Number: unknown; chopmark: UFW logo in green located on Juarez’s collar. “RCAF” located below the image area in the eagle silhouette.

**Comments / Description:** Image of Mexican President Benito Juarez in ochre and brown on a green background. Ochre and green type reads: “el Respeto al Derecho Ajeno es la Paz’, President Benito Juarez, Celebración, Cinco de Mayo!, musica, danzas, comida, arte, Wed. 11:30 – 2pm, Cosumnes River College.”

**Digital Image:** 9772 [Appraisal Number: 089]

**Folder 2, Item 3**

**Mercado de las Flores, 1975**

**Description:**
Carrillo, Juan M.; Announcement Poster for *Mercado de las Flores*; n.d.; image size: 17 1/4” x 23 1/2”; paper size: 18 1/8” x 24 1/8”. Edition Number: unknown; chopmark: “RCAF and UFW eagle” in blue located on the woman’s blouse.

**Comments / Description:** Image of a woman with brown skin, a red shirt, yellow skirt, and a blue cloth covering her face. The cloth has the image of a yellow star and quarter moon where her face should be. She is balancing a basket of yellow leaves with red flowers on her head. Red, blue and yellow type reads: “Mercado de las Flores, 4-5 Julio, horas: 4-10 pm, Artesanias, Antojitos, Variedad, Holy Angels schoolyard, 730 Calle ‘S’.” Digital Image: 9774 [Appraisal Number: 091]

**Folder 2, Item 4**

**Una Noche de Salsa, 1975**

**Description:**
Carrillo, Juan M.; Announcement Poster for *Una Noche de Salsa*; n.d.; image size: 17 3/8” x 23 ½”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF” in black located at the bottom of the image area above the type.

**Comments / Description:** Image of a man and woman dancing on an exotic beach setting. Colors are: white, black, florescent red, florescent green, yellow, and blue. Black and florescent red type reads: “College Activities Committee of MECHA Presentan, Wed. Nite, Nov. 26, 7:30 pm, Una Noche de Salsa, Free Concert, Viva America Libre, Free Chile!…Christmas programs.”

**Digital Image:** 9768 [Appraisal Number: 090]

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**Series 3: Carrillo, Patricia, 1975**

**Arrangement note**

This folder contains one poster by artist Patricia Carrillo.
**Series 3: Carrillo, Patricia, 1975**

**Folder 3, Item 5  Third World Film Series, 1975**

**Description:**
Carrillo, Patricia; Announcement Poster for *Third World Film Series*; n.d.; image size: 17 1/4” x 23”; paper size: 19” x 25 1/8”. Edition Number: unknown; signature located in the lower right corner; inscription “For Richard” in the lower left corner; “RCAF” in black located in lower right image area.


**Series 4: Cervantes, Juan, 1973-1978**

**Arrangement note**
This folder contains four posters by artist Juan Cervantes.

**Folder 4, Item 6  Cinco de Mayo, 1973**

**Description:**
Cervantes, Juan; Announcement Poster for *Cinco de Mayo*; n.d.; image size: 16 7/8” x 22 1/2”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF, Juan” on lower right within image area. Inscription: white text in lower right corner reads: “Presented by Concilio, Sacra MECHA y MAYA.”

**Comments / Description:** White type on a red background reads: “Cinco de Mayo, 10 am at: Southside Park, 7th & T St., Food, Drink, Art…etc – mas a Dance con Constelacion ‘73, 9 - 1 a.m., $2.”
Digital Image: 9787 [Appraisal Number: 135]

**Folder 4, Item 7  Dia de las Bellas Artes, 1975**

**Description:**
Cervantes, Juan; Announcement Poster for *Dia de las Bellas Artes*; 1975; image size: 17 1/2” x 23 1/2”; paper size 19” x 25”. Edition Number: unknown; chopmark: “RCAF” in blue located at center within image. Inscription: “JC” in blue located at lower right within image.

**Comments / Description:** Gradation background of red/dark blue/light blue. White type reads: “Dia de las Bellas Artes, c/s, Apr. 26, 1-5 p.m. UNR JOT-Travis Student Union.” (UNR, University of Nevada, Reno) Profile of male with beard, sunglasses and United Farm Workers (UFW) logo on his t-shirt located at top right corner.
Digital Image: 9785 [Appraisal Number: 111]

**Folder 4, Item 8  Project Maestra Dance, 1976**

**Description:**
Cervantes, Juan; Announcement Poster for *Project Maestra Dance*; 1976; image size: 17 1/2” x 23 1/2”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF, 76” and eagle in blue below the image in the center; Inscription: “JC” in white in the lower right corner of the image area.

**Comments / Description:** Brown, orange, blue graduation with four child’s faces at top. White type reads: “Project Maestra Dance, Mar. 20th, Con Los Uniques…$3.00, Phone: 443-4313.”
Digital Image: 9783 [Appraisal Number: 121]
Series 4: Cervantes, Juan, 1973-1978

Folder 4, Item 9  
**Christmas Art Sale, 1978 - 1979**

Description:
Cervantes, Juan; Announcement Poster for *Christmas Art Sale*; 1978/79; image size: 15 7/8” x 22”; paper size: 17 1/2” x 23”. Edition Number: unknown; chopmark: “RCAF” in blue in the center at bottom.

Comments / Description: Colors: green, yellow, ochre, orange, black, blue, white and pink. Image of two multicolored, long-tailed birds in a lime green tree with flowers of various colors. Black type reads: “Christmas Art Sale, Dec. 17 thru 23 at Open Ring, 401 I St...Hecho en Arizona Aztlan, RCAF.” [Printed by Rodolfo Cuellar.]

Digital Image: 9780 [Appraisal Number: 107]

Series 5: Cid, Armando, 1973-1976

Folder 5, Item 10  
**Master’s Armando Cid, 1973**

Description:
Cid, Armando; Announcement Poster for *Master’s Armando Cid*; n.d.; image size: 16 1/8” x 20 ¼”; paper size: 18” x 24”. Edition Number: unknown; inscription on the lower right corner on the back in red ink: “Fabela.”

Comments / Description: Image of a stylized face with the words “ART” coming from its mouth. The face is set against a yellow circle. White type on a blue background reads: “Master’s Armando Cid, April 6, May 3, Hr 12-5, Barrios Gallery.”

Digital Image: 9798 [Appraisal Number: 114]

Subjects and Indexing Terms
Art Gallery Exhibits

Folder 5, Item 11  
**September 16th Celebration, 1973-1974**

Description:
Cid, Armando; Announcement poster for *September 16th Celebration*; n.d.; image size: 22 ¾” x 16 ¾”; paper size: 25” x 19”. Edition Number: unknown; inscription on the lower right corner on the back in black: RCAF over triangle with text.

Comments/Description: Image of stylized Mexican eagle devouring snake from Mexican flag in center white square with black text. Green and red squares on left and right side, respectively. Text inside center white box reads: September 16th Celebration, To be celebrated on the 15th at Southside Park...Palm Grove, All proceeds go to Chicano Agencies for Barrio Services.” [NOTE: Per Armando Cid: Triangle text: “Taller Arte Grafica”]

Digital Image: 9796 [Appraisal Number: 119]

Folder 5, Item 12  
**Celebration Cinco de Mayo, 1974**

Description:
Cid, Armando; Announcement Poster for *Celebration Cinco de Mayo*; 1974; image size: 17 7/8” x 24 1/4”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF, Armando” in white located at lower right corner.

Comments / Description: Graduated florescent yellow, pink and orange type reads “Cinco de Mayo” set within a circle at the center of the page. Graduated background from blue to brown. Stylized dark UFW eagle at the bottom of image area. Multicolored type reads: “Celebracion, Cinco de Mayo, Variety Show, 30 Actos de Progreso 74, Gratis, ...$2.00.” [NOTE Per Amando Cid: First poster to incorporate “popcicle” screenprint technique: ran colors downward, then across.]

Digital Image: 9792 [Appraisal Number: 120]
Folder 5, Item 13  
**Dance, 1974**

Description:
*Cid, Armando; Announcement Poster for Dance; 1974; image size: 23” x 17”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF” in white located at lower right within image.

Comments / Description: Blue sphere with stylized bird/eagle and three parallel lines inside set against dark blue background. Lower half with black mountain range and 3/4 yellow sun. Red, yellow and white type reads: “Saint Joseph (sic) Hall, Aug 31, 1974, 8th & F St., 9PM / 2AM, Music by Impact & Sonora Capital, Donation $2 / $2.50, Benefit (sic) Image.”

Digital Image: 9788 [Appraisal Number: 104]

Folder 5, Item 14  
**Tardeada con Cesar Chavez, 1974**

Description:
*Cid, Armando; Announcement poster for Tardeada con Cesar Chavez; n.d.; image size: 16 5/8” x 22 ¾”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF” in white located at lower right within image.

Comments/Description: Image of large white, red and black circle created by interlocking UFW eagle logos on red backgound with a center square of a black union logo. Text in white on red background below reads: “Tardeada con Cesar Chavez, Calles 5 y B, Davis, Cal, 11 Agosto, 3:30PM, 8:30PM, Raza, Comida y Musica, Gratis.” Digital Image: 9794 [Appraisal Number: 153]

Folder 6, Item 15  
**Huelga!/Cesar Chavez, 1975**

Description:
Cid, Armando; Announcement Poster for Cesar Chavez; 1975; image size: 16 3/4” x 22 1/2”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF, copyright 1975” in black at lower right within image.

Comments / Description: Black and red stylized drawing of farmworkers, black type reads: “Estop [sic]/ Alto, yo miro myself. tu quien es Simon Mexico we dont [sic] want you messkin [sic] Messco, yo soy Warrior De Corazon, Pinche Hueay un des Madre De Chica-Patas / and I am Tired of Jew / Mexico Cid, c/s / Huelga; / Cesar Chavez, May 3, 1975 11 AM-SAT, Sac. State University Quad.” There are two versions of this print slightly differently colored.

Digital Image: 9790 [Appraisal Number: 117]

Folder 6, Item 16  
**Muchisimas Gracias / To the City, 1975-1976**

Description:
Cid, Armando; Muchisimas Gracias/To the City; n.d.; image size: 18 1/8” x 24”; paper size: 18 7/8” x 25. Edition Number: unknown; chopmark: “Armando/RCAF” in blue located in the lower right within image.

Comments / Description: Image of two stylized faces and a bird on a yellow background. Blue type reads: “Muchisimas Gracias a la Ciudad por la Oportunidad de Visitar la Tierra Patria de Nuestros Antepasados, To the City, we would like...Calif.”

Digital Image: 9793 [Appraisal Number: 102]
**Series 5: Cid, Armando, 1973-1976**

**Folder 6, Item 17**

**Chicano Ball, 1976**

Description:

Cid, Armando; Announcement Poster for *Chicano Ball*; 1976; image size: 16 7/8” x 23 3/8”; paper size: 19” x 25”. Edition Number: unknown; Chopmark: “RCAF” in blue located at the lower right corner. Inscription: “Para Antonia Feliz Cumpleaños” in gray located at the bottom left within image area. [NOTE: Antonia Lopez]

Comments / Description: Photo-silkscreen of a man and woman about to embrace. [Image from film, “Gone with the Wind.”] Colors are fluorescent red, florescent pink and green. Blue type below the image reads: “Chicano Ball, Palm Grove, Sat, May 15, 1976, 9 p.m., 1 a.m.”

Digital Image: 9800 [Appraisal Number: 103]

**Series 6: Cuellar, Rodolfo "Rudy", 1973-1980**

**Folder 7, Item 18**

**Chicano Graffiti, 1973**

Description:

Cuellar, Rodolfo “Rudy”; Announcement Poster for *Chicano Graffiti*; n.d.; image size: 15 3/4” x 22 1/4”; paper size: 19” x 25 1/8”. Edition Number: unknown; chopmark: “RCAF” in yellow is located in the lower right corner on the image area.


**Folder 7, Item 19**

**DQU (In the Country), 1974**

Description:

Cuellar, Rodolfo “Rudy”; Announcement Poster for *DQU (In the Country)*; n.d.; image size: 16 7/8” x 22”; paper size: 20 1/8” x 26 1/8”. Edition Number: unknown; chopmark: “RCAF” in purple located at center below image.

Comments/Description: Announcement Poster for “DQU (In the Country).” Sun image with intertwining letters for “DQU” in top left corner. Purple text against black background reads: “Workshops, April 17, 18, 19, 3 – 6:00PM, Wed. 17, Land Prisons…$3.50 Benefit, Boycott Gallo & Grapes.”

Digital Image: 9829 [Appraisal Number: 088]

**Folder 7, Item 20**

**La Carpa de Los Rasquachis, 1974**

Description:


Comments/Description: Male figure with eagle wings flying towards viewer from above fields and mountain range. Graduated background of yellow to red. White and yellow text read: Teatro Campesino, Benefit for DQU, Sacramento High School Auditorium…$2.00 donation.”

Digital Image: 9839 [Appraisal Number: 019]
Folder 7, Item 21  
**Bilingual Education Says Twice As Much, 1975**

Description:
Cuellar, Rodolfo “Rudy”; *Bilingual Education Says Twice As Much*; 1975; image size: 17" x 22 1/2"; paper size: 19" x 25". Edition Number: unknown; chopmark: “RCAF” in brown on lower center under image and “c/s” in blue.

Comments/Description: Two beige and brown Mayan profiles with speech glyphs floating between them. Dark to light blue graduated background. Brown type reads: “Bilingual Education says twice as MUCH.”

Digital Image: 9841 [Appraisal Number: 123]

Folder 7, Item 22  
**Dia de la Raza, 1975**

Description:
Cuellar, Rodolfo “Rudy”; Announcement Poster for *Dia de la Raza*; n.d.; adhered to foam core; image size: 16 1/2" x 22 1/2"; paper size: 18 1/2" x 24". Edition Number: unknown; chopmark: In the lower left side is “Para Juanita [TERE: Polendo Ontiveros];” lower right corner in lavender is “RCAF”.

Comments/Description: A yellow table with a white bottle, salt shaker, and ashtray. A white North and South American map is on a blue background. Type reads: “Dia de La Raza, Oct. 17, Fri, con Danny Valdez, 12 Noon, Outdoor Theatre, Sacra Estate U MECHA, Refine, Arte, Ballet, Raza Bookstore.”

Digital Image: 9835 [Appraisal Number: 109]

Folder 8, Item 23  
**Menudo Benefit, 1975**

Description:

Comments/Description: Image of a large bowl with a rooster on its ledge. The background is an orange/yellow graduated semi-circle. Black type on a white background reads: “Menudo Benefit, Washington Neighborhood Center, Sat. June 28, 400 16th St.”

Digital Image: 9815 [Appraisal Number: 101]

Folder 8, Item 24  
**Benefit Dance, 1975-1976**

Description:
Cuellar, Rodolfo “Rudy”; Announcement Poster for *Benefit Dance—Hupa Facilities Auditorium*; n.d.; image size: 16 3/4" x 22 1/8"; paper size: 19" x 24 7/8". Edition Number: unknown; inscription in black located below the image area in the center bottom reads: “RCAF, para La Nena [Jimenez], c/s”.

Comments/Description: Image of a red, white and black circle. There are fourteen hearts surrounding the center circle surrounded by feather of same colors. Red type on a white background reads: “Benefit Dance, Feb. 21, 9-2, $2, Hupa Facilities Aud., music by Band on the Run, Todos! Invitados.” The image is the same as Xicano Orientation by Rodolfo “Rudy” Cuellar.

Digital Image: 9844 [Appraisal Number: 112]
**Folder 8, Item 25**

**Agosto 77, 1976**

Description:
Cuellar, Rodolfo "Rudy"; Agosto 77; 1976; image size: 21 ¾" x 15 ½"; paper size: 23" x 17 3/8". Edition Number: unknown; chopmark: "RCAF" in dark brown located at center of image area.

Comments/Description: August calendar page for historical calendar screenprint portfolio. Image of photosilkscreen photographs of railroad workers and service men on two-thirds portion on the left side. On right side, top box with text is over laid gold image of Aztec "xochitl" glyph (symbol for flower). The bottom box has calendar days for August, 1977 in dark brown.

Digital Image: 9808 [Appraisal Number: 027]

**Folder 8, Item 26**

**Emiliano Zapata Park, 1976**

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Emiliano Zapata Park; n.d.; image size: 16 5/8" x 22 3/8"; paper size: 19" x 25". Edition Number: unknown; chopmark: Inscription in green below the image area it reads: "RCAF, en memoria de Dr. Angelo Alvarez."

Comments/Description: Xeroxed photo-silkscreen image of Emiliano Zapata. White type on a red, white and green background reads: "Emiliano Zapata Park, Aug. 15, 9th & E St., 12-6, Viva Zapata, La Tierra...Mercado de las Flores."

Digital Image: 9828 [Appraisal Number: 122]

**Folder 8, Item 27**

**Fiesta del Maiz, 1977**

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Fiesta del Maiz; n.d.; image size: 16 1/2" x 22 1/2"; paper size: 17 7/8" x 23 7/8". Edition Number: unknown; chopmark: "RCAF" in dark brown located at center below image. Inscription to the lower right below image read: "Para Usted."

Comments/Description: Image of an orange ear of corn against a yellow and white background rising from green leaves below. Text in dark brown above reads: "Fiesta del Maiz;" below: Sun., June 6, 12AM – 8PM, Emiliano Zapata Park, Danzas, Comida, Musica, 9 & E St."

Digital Image: 9807 [Appraisal Number: 106]

**Folder 9, Item 28**

**Guatemala Earthquake, 1976**

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Guatemala Earthquake; n.d.; image size: 16 1/2" x 21"; paper size: 17 1/2" 23". Edition Number: unknown; chopmark: "RCAF" in black at center below image. Inscription in black located below the image area reads: "En Memoria de Otto Rene Castillo."

Comments/Description: Orange and black photo silkscreen of Guatemalan women with large white tear down the middle. Type reads: "Guatemala Earthquake, Slide Presentation."

Digital Image: 9825 [Appraisal Number: 020]
Folder 9, Item 29

Kermes, 1976

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Kermes; n.d.; image size: 16 7/8" x 22 1/8"; paper size: 19 x 24 7/8". Edition Number: unknown; chopmark: "RCAF" in purple located at bottom center. Inscription in blue below the image area at the bottom reads: "hace un año."

Comments/Description: Image of Our Lady of Guadalupe and mandorla in fluorescent pink, gold, green and dark purple. Type reads: "Kermes, Aug. 7, Aug. 8, Nuestra Señora de Guadalupe, Baile Noche de Sabado, 9 pm-1 am, Holy Angels School, 8th & Sth St."

Digital Image: 9822 [Appraisal Number: 108]

Folder 9, Item 30

Mexican American Awards Night, 1976

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Mexican American Awards Night; n.d.; image size: 16 3/4" x 22 1/4"; paper size: 19" x 24 7/8". Edition Number: unknown; chopmark: "RCAF" in brown located below the image area.

Comments/Description: The image of a silhouetted man with a bow and arrow against an orange circle. The background is in a graduated mauve. Red, white and yellow type reads at top: "Mexican American, Cena, Baile, Awards Night, Cuna;" at bottom: "Boletos at Hispano, Domingo, 30 de mayo...Sunrise Blvd."

Digital Image: 9814 [Appraisal Number: 105]

Folder 9, Item 31

Third East Yolo Concilio Baile, 1976

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for 3rd East Yolo Concilio Baile; n.d.; image size: 16 7/8" x 22 1/2"; paper size: 19" x 25". Edition Number: unknown; chopmark: "RCAF" in green located below the image area in the center.

Comments/Description: Image of a yellow/orange circle with a magenta howling dog strumming magneta guitar over a bowl. Four yellow/orange quarter moons surround the circle. The background is blue/black with white specks. White type on a green background reads: “3rd East Yolo Concilio Baile, Our Lady of Grace Hall...Donation: $3.00.”

Digital Image: 9812 [Appraisal Number: 110]

Folder 9, Item 32

Bailen (Dance), 1977

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Bailen; 1977; image size: 15 ¼" x 20 12"; paper size: 17 ½" x 22 5/8". Edition Number: unknown; chopmark: "RCAF" in dark brown located at center below image.

Folder 10, Item 33  **Benefit Dance, Baseball Team, 1977**

**Description:**
*Cuellar, Rodolfo “Rudy”; Announcement Poster for *Benefit Dance—Baseball Team*; from [?]; n.d.; image size: 15 1/2” x 19 1/2”; paper size: 17 1/2” x 22 1/8”. Edition Number: unknown; chopmark: “RCAF” in an orange triangle located in the lower left corner.

**Comments/Description:** Image of a “lowrider” with a bat [Drawing by Victor Hernandez] ready to hit one-handed an approaching baseball on an orange/yellow graduated background. “Sociedad Guadalupe” and a yellow star on his long coat. White on black type reads: “Benefit Dance, Sociedad Guadalupanas Baseball Team...Woodland Fairgrounds.”

Digital Image: 9842 [Appraisal Number: 031]

Folder 10, Item 34  **Committee to Abolish Prison Slavery, 1977**

**Description:**
*Cuellar, Rodolfo “Rudy”; Poster for Committee to *Abolish Prison Slavery*; 1977; image size: 16 7/8” x 22”; paper size: 17 1/2” x 22 1/8”. Edition Number: unknown; chopmark: RCAF in black located at lower right below image.


Folder 10, Item 35  **Fiesta del Maiz, 1976**

**Description:**
*Cuellar, Rodolfo “Rudy”; Announcement Poster for *Fiesta De Maiz*; 1977; adhered to black poster board; image size: 15 1/4” x 20 5/8”; paper size: 17 1/2” x 22 5/8”. Edition Number: unknown; chopmark: chopmark: “RCAF” in purple located at bottom outside of image, with a “7” facing each other [1977]. Inscription in magenta and/or brown below the image reads: “Dedicated to Xilonen, c/s.”

**Comments/Description:** Colors: orange, yellow, magenta, light and dark green. Image of an orange corn growing from a light and dark green stalk. Background of orange/yellow graduation. Type reads: “Fiesta de Maiz, June 5, noon to dusk, Southside Park, no booze.” There are two versions of this print: one in black and one in purple outlines.

Digital Image: 9827 [Appraisal Number: 021]

Folder 10, Item 36  **Jumping Contest, 1977**

**Description:**
*Cuellar, Rodolfo “Rudy”; Announcement Poster for *Jumping Contest*; n.d.; image size: 16” x 21”; paper size: 17 1/2” x 22 5/8”. Edition Number: unknown; chopmark: “RCAF” in black at lower left below image. Inscriptions in black below the image area at the bottom read: “Boycott Coors, Modesto and Gallo wines, c/s”.

**Comments/Description:** Image of the front of a blue “lowrider” car. Black and white type reads: “Jumping Contest, semi-finals, 1:00 pm, Jan. 22, Sabado, that means Sat. ese!, finals 9:45 pm.,....Dance con Eclipse, 8:00 – 1AM, 16th & D St.. Sacra. 444-8090.”

Digital Image: 9824 [Appraisal Number: 028]
Folder 10, Item 37

**La Raza Law Student Association, 1977**

Description:

Comments/Description: Reinterpreted image of the ‘scales of justice’. Left scale is a yellow sun with tongue sticking out. The right scale is a quarter moon. Two intertwined stylized snakes from the base. The background for this image is a green and blue circular map of North and South America. White and blue type on a brown background reads: “La Raza Law Students Association, Attorneys, Community Org., Students, Paralegals.” Brown type in the light blue area reads: “Sabado, Mar. 12, 9-5, Domingo, Mar 13, 10-13, History & Future...Vencerenos.”

Digital Image: 9811 [Appraisal Number: 140]

Folder 11, Item 38

**Ten y Sixth de Septiembre, 1977**

Description:
Cuellar, Rodolfo “Rudy”; Announcement Poster for *10 y 6 de Septiembre*; 1977; image size: 16” x 21 1/8”; paper size: 17 1/2” x 22 5/8”. Edition Number: unknown; chopmark: “RCAF” in black located at left and below the image. Inscription in black below the image area reads: “Somos hermanos Prod., 77, Para Sandra, c/s” [NOTE: Sandra Samaniego]

Comments/Description: Image of an eagle with a green snake in its mouth and the UFW flag clenched in its claw. The background is light blue. Black type reads: “Cultural Affairs Comm. presentan 10 y 6 Septiembre, Ballet de Sol, Quetzalcoatl...RCAF banda.”

Digital Image: 9810 [Appraisal Number: 023]

Folder 11, Item 39

**Mercado de las Flores-Low Rider Show, 1977-1978**

Description:

Comments/Description: Image in center of red lowrider car with white top. White text outlined in red at top reads: “Mercado de las Flores-Low Rider Show,” Mar 19, Noon to Dusk;” at bottom black text reads: “Emiliano Zapata park, Musica, teatro, Comida.”

Digital Image: 9821 [Appraisal Number: 032]

Folder 11, Item 40

**Sinco de Mayo, 1978**

Description:
Cuellar, Rodolfo “Rudy”; Announcement Poster for *5 de Mayo Celebracion*; n.d.; image size: 16 ½” x 21”; paper size: 17 1/2” x 22 5/8”. Edition Number: unknown; chopmark: “RCAF” in black/purple located to the right of center below the image. Inscription “Hecho en Aztlan, c/s” and Cultural Affairs Committee logo in black/purple ink at the bottom below the image area.

Comments/Description: Colors: red, green, white, purple/black. Divided into four squares; top two have type that reads: “Sinco de Mayo Celebracion ‘Estilo Sacra’, Sunday, May 7, Southside Park 12-6.” Bottom two have rose with one red drop falling from its petal. Text at bottom reads: “Sponsored by Califas Arts Coun., Cultural Affairs Comm., con Los Abuelitos y el RCAF Band, Variedades, comida y mucho mas.”

Digital Image: 9804 [Appraisal Number: 022]
Folder 11, Item 41  
**Dia de Salud, 1978**

Description:

Cuellar, Rodolfo “Rudy”; Announcement Poster for *Dia De Salud Rural*; n.d.; image size: 15 1/8” x 20 5/8”; paper size: 17 5/8” x 22 5/8”. Edition Number: unknown; chopmark: “RCAF” in white located in the green area at the bottom of the “state of CA” image area.


Folder 11, Item 42  
**Easter Tardeada, 1978**

Description:

Cuellar, Rodolfo “Rudy”; Announcement Poster for *Easter Tardeada*; 1978; image size: 15 3/8” x 20 1/2”; paper size: 17 5/8” x 22 5/8”. Edition Number: unknown; chopmark: “RCAF” in white located in the right corner below the soccer image.

Comments/Description: Colors: graduated yellow/orange, lime green, dark green and white. Image is of soccer players behind a net. Type reads: “Easter, Sunday, 26 Marzo, Tardeada, Dia de Pasqua [sic], futbol [sic] soccer, Royer Park, Roseville...comida y bebidas.”

Digital Image: 9806 [Appraisal Number: 024]

Folder 12, Item 43  
**Jamaica, 1978**

Description:


Comments/Description: José G. Posada image with seven skeletal figures dancing and playing music set against an orange to yellow graduated background. White and brown type reads: “Jamaica, Los Lobos de LA & Freddy's band, May 14, 12-8 pm., Putah Creek Lodge, UC Davis, Comida! Teatro c/s, Ballet Folklorico del Alma, misa!”

Digital Image: 0063 [Appraisal Number: 137]

Folder 12, Item 44  
**Los Lupeños de San Jo, 1978**

Description:


Comments/Description: Images of two Aztec gods on a blue and yellow background. One is Tezcatlipoca (top); other Huitzilopochtli (bottom). Black, red and white type reads: “Los Lupeños de San Jo perform, Mextizol, grupo de Danzas Folkloricas Mexicanas, Saturday, Feb. 18, 8:00 pm...MECHA y Xicano faculty y staff y que.”

Digital Image: 9802 [Appraisal Number: 026]
Folder 12, Item 45  Lowrider Carrucha (Car) Show, 1978

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for Lowrider Carrucha Show; 1978; image size: 20 7/8" x 27"; paper size: 23" x 30 5/8". Edition Number: unknown; Inscription in white below the car in the pink shadow area reads: “Hecho en Aztlan, RCAF, Barrios Unidos 78”.

Comments/Description: Poster in good condition but the edges are wrinkled and mangled. Image of a blue, red, and gold car "jumping" on a black to blue graduated background. White text outlined in magenta against gold background reads: “Lowrider Carrucha Show, Nor-Cal Lowriders Council’s 3rd Annual, Sat. July 1st, All Clubs Welcome ... y no le busquen ruido al chicharron."

Digital Image: 9914 [Appraisal Number: 004]

Folder 12, Item 46  Sixteenth of September on the Seventeenth, 1978

Description:

Comments/Description: Image of four photosilkscreen heads of (top, left-right) Tiburcio Vasquez, Ricardo Flores Magón; (bottom) José Maria Morelos, and Father Miguel Hidalgo. In orange/red graduated background is North and South America. At bottom white against black text reads: “Cultural Affairs Comm. presents: Sept. 17, 1978, Mexico’s Independence from Spain...Wood furniture, La Raza Bookstore.” Digital Image: 9915 [Appraisal Number: 003]

Folder 12, Item 47  Cinco de Mayo, 1979

Description:

Comments/Description: Image of five soldiers with their swords raised about to attack a fortress. Type below reads: “Cinco de Mayo, Sunday, May 6, Southside Park, 12 noon – 5 pm...Cultural Affairs Comm.”

Digital Image: 9836 [Appraisal Number: 034]

Folder 13, Item 48  First Prize, 1979

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for 1st Prize '65 Chevy; n.d.; image size: 22 1/4" x 16 1/2"; paper size: 23 1/8" x 17 5/8". Edition Number: unknown; chopmark: “RCAF” in green and florescent pink located in the lower right corner.

Comments/Description: Image of a green 1965 Chevrolet. Florescent pink type at top reads: “1st Prize, ‘65 Chevy’, 2nd AM/FM Cassette Stereo, 3rd Complete Tune-up.” Green type at the bottom reads: “Drawing to be held at Southside Park, May 6, Sunday, tickets, $3.50, Sold at La Raza Bookstore...452-2356.”

Digital Image: 9826 [Appraisal Number: 033]
Folder 13, Item 49
**Sacramento State MECHA Cinco de Mayo, 1979**

Description:

Comments/Description: Image of bridge spanning a river with reflection in the water. Black text begins at the top and continues through the middle of the image and reads: Sacramento State MECHA Presents Cinco de Mayo Celebration, c/s, Thurs. May 3, 1:00 - 3:00, Quad...Los Elegantes.”

Digital Image: 9813 [Appraisal Number: 141]

Folder 13, Item 50
**Dia de Los Muertos, 1980**

Description:
Cuellar, Rodolfo "Rudy"; Announcement Poster for *Dia de los Muertos*; 1980; image size: 15 5/8” x 21 1/2”; paper size: 17 ½” x 23”. Edition Number: unknown; chopmark: “RCAF” in black inside of white heart with flame located at center below image.

Comments/Description: Black and white image of an enclosure with stairs leading to Virgen of Guadalupe with Juan Diego in upper left corner; tree and white sphere on the upper right. White text in lower right against graduated background of black to red reads: “Dia de los Muertos, Sunday, November 2, 1980, 2:00PM, Meet at Hiram Johnson High School...Altar exhibit at La Raza Bookstore, 1228 F St., Sac.”

Digital Image: 9803 [Appraisal Number: 151]

Folder 13, Item 51
**Three Pianos Xicanos, 1980**

Description:

Comments/Description: Image of piano keys on a purple/red graduated background. Gold and white type reads: “3 Pianos Xicanos, Fernandez, Pacheco, Palomino, CSUS, Music Recital Hall, beginning at...La Raza Bookstore and Galeria, 1228 F St., 446-5133.” Digital Image: 9845 [Appraisal Number: 152]

**Series 7: Diaz, Manuel, 1976**

Arrangement note
This folder contains one poster by Manuel Diaz.

Folder 14, Item 52
**200 Years of Misery, 1976**

Description:
Diaz, Manuel; *200 Years of Misery*; 1976; image size: 12 3/8” x 17”; paper size: 17 1/2” x 23 1/8”. Edition Number: unknown; chopmark: “RCAF” in black located lower right below image; Inscription: “M. Diaz” in black located in the lower right within image. (Diaz was a Barrio Art Student.)

Comments/Description: Image of a Native American on a red, black & yellow background. Black type reads: “200 years of Misery, 1776-1976, The White Man made us many promises, but only kept one and that promise was to take our land away and they took it.”


**Series 8: Favela, Ricardo, 1975-1989**

Arrangement note
This folder contains eleven posters by artist Ricardo Favela.
Folder 15, Item 53  
**Dia de las Madrecitas Celebración, 1975**

**Description:**

Comments/Description: Image of Our Lady of Guadalupe surrounded by roses on a red background. Green type reads: “Dia de las Madrecitas Celebración... Special Guest Sra. Juanita Chavez [Cesar Chavez’s mother]...May 10th, 1975, 11:30 a.m...Comida, Musica.”

Digital Image: 9854 [Appraisal Number: 169]

Folder 15, Item 54  
**El Centro de Artistas Chicanos, 1975**

**Description:**
Favela, Ricardo; Poster for *El Centro De Artistas Chicanos*; 1975; adhered to foam core; image size: 15 7/8" x 22"; paper size: 18 7/8" x 25". Edition Number: unknown; chopmark: “RCAF” in black located at center below image area.

Comments/Description: Two skeletons with red hands and feet, green jackets and blue and yello pants. One is holding a silkscreen that has blue drops falling from it. Yellow/orange background. In a red 1 ¼" border and around the image black type reads: “El Centro de Artistas Chicanos, PH. 442-9342, 730 ‘S’ St., Sacra. Califas, Posters, Murales y Clases de Arte para la Gente.” (NOTE Per Tere Romo: Figures represent RCAF artists, Rudolfo ‘Rudy’ Cuellar and Luis ‘Louie’ Gonzalez.)

Digital Image: 9851 [Appraisal Number: 055]

Folder 15, Item 55  
**Baile, 1976**

**Description:**
Favela, Ricardo; Announcement Poster for *Baile*; 1976; image size: 17" x 22 1/2"; paper size: 19" x 24 7/8". Edition Number: unknown; signed: “Richard Favela C/S.” chopmark: “RCAF” in black against red background located in lower center of the image area. Inscription within image at lower left reads: “copyright, 1976, RCAF.”

Comments/Description: Image of the Virgin of Guadalupe set against a purple background with light green dots. Type reads: “Baile. Organizado por La Sociedad Guadalupana, Musica por Federico Rodriguez y su Conjunto...Donacion $2.50 Persona.”

Digital Image: 9852 [Appraisal Number: 168]

Folder 15, Item 56  
**Dance Benefit for Yes on 14, 1976**

**Description:**
Favela, Ricardo; Announcement Poster for *Dance Benefit for Yes on 14*; n.d.; image size: 17 1/8" x 23; paper size: 19" x 25"; Edition Number: unknown; chopmark: “RCAF” in white against black background located at lower center of image.

Comments/Description: Image of stylized United Farm Workers eagle in black set against a graduated yellow to dark blue background. Text reads: “Dance Benefit for Yes on 14, Oct. 28, Thurs. 9PM – 1AM at Plumbers Hall...$7.50 couple, $5.00 per person.”

Digital Image: 9853 [Appraisal Number: 053]
Folder 15, Item 57

Dia de las Madres, 1976

- Description:
  Favela, Ricardo; Announcement Poster for Dia de las Madres; 1976; image size: 17 1/2" x 23"; paper size: 19" x 24 7/8"; Edition Number: unknown; chopmark: “RCAF” in black located at center below image.

- Comments/Description: Image of Virgin of Guadalupe’s face against background with landscapes; crescent moon on one side, sun on other. Stylized United Farm Worker’s logo/eagle at left, right and at top with text that reads: “Dia de las Madres,” Pyramid form in magenta at the bottom with text that reads: “Monday May 10, 1976, St. Joseph’s Schoolyard…bailables, poesia, 3:00PM – 9PM, Todo gratis.” Digital Image: 9863 [Appraisal Number: 054]

Folder 16, Item 58

Dia de los Muertos, 1976

- Description:
  Favela, Ricardo; Announcement Poster for Dia de los Muertos – 2nd Annual Procession; 1976; image size: 15 7/8" x 22 1/2"; paper size: 18 7/8" x 25"; Edition Number: unknown; chopmark: “RCAF” on the bottom in center below image.

- Comments/Description: Stylized image of a skeleton with grayish pink hands and feet on a yellow and orange background. In black and white type in the yellow border it reads: “Dia de Los Muertos, 2nd Annual Procession, Nov. 1, 1976, Lunes. From Hiram Johnson High School…¡vote si con 14!”
  Digital Image: 9849 [Appraisal Number: 055]

Folder 16, Item 59

¡Huelga! / ¡Strike!, 1976

- Description:
  Favela, Ricardo; Announcement Poster for ¡Huelga! ¡Strike! – Support the U.F.W.A.; 1976; adhered to foam core; image size: 24” x 18”; paper size: 25” x 19”; Edition Number: unknown; chopmark: “RCAF” in black located in the center and with copyright symbol at lower right hand corner.

- Comments/Description: Red, yellow, blue, white, and black image of RCAF members [Esteban Villa, Jose Montoya, Ricardo Favela and Rudy Cuellar] riding in a jeep in front of a SAFEWAY store. Red, black and yellow type reads: “¡Huelga!, Support the U.F.W.A.International Boycott, ¡Strike!, ¡Boycott Gallo Wines!, ¡Boycott Sunmaid Raisins!” Image is the same as “In Search of Con Safos.”
  Digital Image: 9848 [Appraisal Number: 165]

Folder 16, Item 60

Sube la Xilonen, 1976

- Description:
  Favela, Ricardo; Poster for poem, Sube la Xilonen; 1976; image size: 15 1/2” x 21”; paper size: 17 1/2” x 22 5/8”.; Edition Number: unknown; chopmark: “RCAF” in black on yellow in center located center below image. Inscription: “Poema por Dr. Arnaldo Solis” on lower right below image.

- Comments/Description: Image of blue sphere with multicolored diamonds in center and red circle on outer edge. Four squares on corners with text that reads: “sube la xilonen/ocho gradas sagradas/bañadas del sol verde/maria, maiz, chula…rcaf mirror/fire in the winter tundra/black and red ink says/san pedro es chicano.” Digital Image: 9859 [Appraisal Number: 167]
Dia de las Madres Celebración, 1978

Description:
Favela, Ricardo; Announcement Poster for Dia de las Madres Celebración; 1978; image size: 15" x 21"; paper size: 17 1/2" x 22 5/8". Edition Number: unknown; chopmark: “rcaf” in black located at center below image. Inscription at right and below image reads: “¡Feliz Cumpleaños Juana! [Polento Ontiveros]

Comments/Description: Image in center of red rose with two leaves against background of yellow with red circles around it. Two overlapping squares create a star pattern behind rose. Black text against a yellow background with green and red triangles reads: Dia de los Madres Celebración, miércoles, 10 de mayo, 1978...sacra.” Digital Image: 9855 [Appraisal Number: 166]

Aquí estamos... Y no nos vamos, 1987

Description:
Favela, Ricardo; Announcement Poster for Aquí Estamos y no nos vamos; 1987; image size: 21" x 15 ½"; paper size: 24 7/8" x 19”.

Comments/Description: Photosilkscreen image of three RCAF members with their early artwork [José Montoya, Esteban Villa and Ricardo Favela] in dark blue against yellow to red graduated background with “RCAF” in parallel lines. Image set against dark blue square. Text reads: “Aquí estamos... Y no nos vamos, We’re still here...18 Years Later.” [NOTE per Tere Romo: created for La Raza Galeria Posada’s 15th anniversary screenprint portfolio.] Digital Image: 9861 [Appraisal Number: 052]

RCAF Retrospective Poster Art Exhibition: In Search of Mr. Con Safos, 1989

Description:
Favela, Ricardo; Announcement Poster for In Search Of Mr. Con Safos; 1989; image size: 37 7/8” x 24”; paper size: 40” x 26 1/8”. Ed.: 23/200; signed. chopmark: “RCAF” located in right lower corner of image; Inscription in pencil below image area reads: “23/200, el RCAF/Con Safos, Ricardo Favela, c/s, 1989”.


Series 9: Felix, José, 1973

Arrangement note
This folder contains two posters by artist José Felix.

Color Me Black, early 1970s

Description:
*Felix, José; Announcement Poster for Color Me Black; n.d.; image size: 17” x 23 3/4”; paper size: 18 7/8” x 25”. Edition Number: unknown; chopmark: “RCAF” in black located at lower right of image. inscription on a label on the back read: “Fabela” [sic]

Folder 18, Item 65  
**El Malcriado, 1973**  
**Description:**  
Felix, José; Announcement Poster for *El Malcriado*; n.d. image size: 11 1/2” x 18 1/2”; paper size: 17” x 21 7/8”. Edition Number: unknown; chopmark: “RCAF” in black located at lower left within image. Inscription of “JF” appears over “RCAF.”  

**Series 10: Garcia, Eva, 1979**  
**Arrangement note**  
This folder contains one poster by artist Eva Garcia.

Folder 19, Item 66  
**Fifth Annual Día de las Madres, 1979**  
**Description:**  
Garcia, Eva; Announcement Poster for 5th Annual Día de las Madres; n.d.; adhered to foam core; image size: 16” x 22”; paper size: 17 1/2” x 23”. Edition Number: unknown; unsigned and no chopmark.  

**Series 11: Garcia, Max, 1973-1995**  
**Arrangement note**  
This folder contains three posters by artist Max Garcia.

Folder 20, Item 67  
**Seventy Three Summer, 1973**  
**Description:**  
Garcia, Max; Announcement Poster for 73 Summer; 1973; image size: 16” x 22 ½”; paper size: 19” x 25 1/8”. Edition Number: unknown; chopmark: “RCAF” in dark blue within a cloud formation located in lower right outside of image.  
Comments/Description: Image of numbers, 73 from larger to smaller as they progress downward over text “summer” gradually changing from yellow to red/orange. Text below reads: Sacramento State University Art Gallery Summer Program...Monday thru Friday.” Digital Image: 9925 [Appraisal Number: 118]

Folder 20, Item 68  
**Yes on 14, 1976**  
**Description:**  
Garcia, Max; Lawn signs for UFW, Yes on 14; n.d; image size: 16” x 20 3/4”; paper size: 35 1/8” x 22 5/8”. Edition Number: unknown; chopmark: “RCAF” in white against orange located at lower right within image.  
**Series 11: Garcia, Max, 1973-1995**

**Pilots of Aztlan, 1995**

Description:
Garcia, Max; Poster for Pilots of Aztlan; 1995; image size: 19” x 30”; paper size: 22” x 32”. Edition Number: unknown; no chopmark.

Comments/Description: Poster for “Pilots of Aztlan, Royal Chicano Air Force.” Drawing of male and female members of RCAF with eagle flying overhead. Text in red at bottom reads: “Pilots of Aztlan, MG, 95 Royal Chicano Air Force.”

Digital Image: 0100 [Appraisal Number: 154]

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**Series 12: Gonzalez, Luis "Louie", 1970s-1980s**

**Arrangement note**
This folder contains thirty-nine posters by artist Luis “Louie” Gonzalez.

**Folder 21, Item 70**

**Cara Nueva, 1975**

Description:

Comments/Description: On a yellow background brown type shaped into a tree reads: "Cara Nueva, c/s, there was a new life that dreams, and then all of a sudden there...no." [NOTE per Tere Romo: one of the “Serious Series” of concrete poems turned into posters.]

Digital Image: 0056 [Appraisal Number: 093]

**Folder 21, Item 71**

**International Women’s Year, 1975**

Description:
*González, Louie “The Foot”; Poster for International Women’s Year; 1975; image size: 18 1/2” x 12 1/2”; paper size: 15” x 22 1/4”. Edition Number: unknown; unsigned. Chopmark: “RCAF Sacra” in black located at lower right within image area.

Comments/Description: Photosilkscreen in purple and blue of RCAF women (Rosalie “Huatacha” Souza and Juanita Polendo) being arrested by the police during United Farm Workers strike activities. Around the image, black text reads: “International Women’s Year, Chicana, 1975…Chicana en el Movimiento.” There are two versions of this print; one has tan background and brown figures. [Photo by Hector Gonzalez, Luis’s brother.]

Digital Image: 0055 [Appraisal Number: 127]

**Folder 21, Item 72**

**Mercado de las Flores, 1975**

Description:

Comments/Description: Image of four red flowers with letters forming the petal design. These flowers are in a gradated flower pot of red/yellow/blue/purple and set against a background of blue with dark blue letters forming a concert poem. White type in the flower pot reads: “Mercado de las Flores, Hosy yard,...de la 1-6.” At the bottom, below the image area in purple it reads: "Boycott Gallo, Don't Buy Lettuce, No Compren Coors, Chale con Ford, Support your Local Chicanos, c/s” Digital Image: 0058 [Appraisal Number: 044]
No oyes, Rio, 1975

Description:

Comments/Description: Red type on a yellow background reads: “No oyes, Rio, No o yes, Rio. Don’t you hear the words, of so much mush, syllables up the ass, I feel like a lush, with the luxury, of being heart-broken.” [NOTE per Tere Romo: one of the “Serious Series” of concrete poems turned into posters.]

Digital Image: 0054 [Appraisal Number: 043]

Show Me a Short Cut, 1975

Description:
González, Louie “The Foot”; Show Me a Short Cut; 1975; image size: 19 1/2” x 11 1/2”; paper size: 24 7/8” x 17 1/2”. Edition Number: unknown; Inscription: red text on yellow read verically: “Louie the Foot, c/s, 75.”

Comments/Description: Red text in handwritten script within blue area reads: “I’m tired of allowing myself to follow you.” The reddish black script in the orange/yellow area reads: “Show me a short cut.” [NOTE per Tere Romo: one of the “Serious Series” of concrete poems turned into posters.]

Digital Image: 0053 [Appraisal Number: 098]

IMAGE - KXTL Channel 40, 1976

Description:
González, Louie “The Foot”; Announcement Poster for IMAGE - KTXL Ch 40; 1976; image size: 24” x 18”; paper size: 25” x 19”. Edition Number: unknown; chopmark: “Copyright, 1976 by the RCAF” in black located in the lower left within image area;


La MECHA Club Cena - Dinner, 1976

Description:


La Voz de Aztlan, 1976

Description:

Comments/Description: Very abstract image in magenta, brown, yellow, orange and green. Type reads: “La Voz de Aztlan, KERS 90.7 FM, c/s, Sunday’s, 7-9 - Maria Morales, 9 -1am – Tere Romo, Thursday’s 5:30 – 6: 30 Angel Rodríguez.” [KERS was student station at CSU, Sacramento.]

Digital Image: 0027 [Appraisal Number: 038]
Folder 22, Item 78  
**Salsa Series Dance Number 4, 1976**

**Description:**


Folder 22, Item 79  
**This is Just Another Poster, 1976**

**Description:**
González, Louie “The Foot”; Poster of *This is Just Another Poster*; 1976; image size: 15 1/4” x 21 1/2”; paper size: 19” x 25”. Edition Number: unknown; Chopmark: "RCAF, c/s, 76" located at the bottom center of image area.

**Comments/Description:** Handwritten black type on a multicolored background reads: "This is just another poster, Boycott Gallo, Boycott Coors."

Digital Image: 0048 [Appraisal Number: 042]

Folder 23, Item 80  
**Viva La Huelga - Yes on 14, 1976**

**Description:**

**Comments/Description:** Blue and black photosilkscreen image of José Montoya holding flag with UFW logo. Background of lime green behind figure, red and light blue for sky portion. Type reads: “Yes on 14, Help the Farmworkers.” [Same image as “UFW Benefit Dance/Baile.”]

Digital Image: 0047 [Appraisal Number: 046]

Folder 23, Item 81  
**Cinco de Mayo, Sac City MECHA, 1976-1977**

**Description:**

**Comments/Description:** On a green, white and red background is an image of Mexican Revolution hero, Emiliano Zapata. Black type over his head reads: "no se ahuiten, Raza, E.Z., Gral. Emiliano Zapata.” Black type below reads: “Cinco de Mayo, Sacra City College MECHA...Eclipse & RCAF Bd.”

Digital Image: 0012 [Appraisal Number: 157]

Folder 23, Item 82  

**Description:**

Folder 23, Item 83  
La Creación de Mundo, 1976-1977  
Description:  

Folder 23, Item 84  
2nd Annual Chicano Softball Tournament, 1977  
Description:  
González, Louie "The Foot"; Announcement Poster for 2nd Annual Chicano Softball Tournament; n.d.; image size: 10 3/4" x 16 5/8"; paper size: 11 1/4" x 17 1/2". Edition Number: unknown; chopmark: "RCAF" located lower left within the image area.  
Comments/Description: Image of a softball and bat on a gold and brown background. Multicolored type reads: "2nd Annual Chicano Softball Tournament, August 13 & 14, Sacra Hi [sic] School...Quintero at 446-6111." Digital Image: 0038 [Appraisal Number: 130]

Folder 24, Item 85  
8th Anniversary Cannery Workers Committee, 1977  
Description:  
González, Louie "The Foot"; Announcement Poster for 8th Anniversary Cannery Workers Committee; 1977; image size: 9 1/4" x 15 1/2"; paper size: 11 1/8" x 17 1/4". Edition Number: unknown; chopmark: "RCAF, 77" in lime green and white vertically located lower right within image.  
Comments/Description: Multicolored handwritten text against black background. Text read: "8th Anniversary (Octavo Aniversario) Cannery Workers Committee, Sunday Meeting, Feb. 20th, Domingo a las 1:00pm de la Tarde...Sodas, Beans, Rice, Tostadas, Bring whatever you like, Comité de Trabajadores de Caneria.” Digital Image: 0044 [Appraisal Number: 131]

Folder 24, Item 86  
Breakfast for Niños at Curbstone, 1977  
Description:  
González, Louie "The Foot"; Announcement Poster for Breakfast for Niños At Curbstone; 1977; image size: 10 3/8" x 16 5/8"; paper size: 11 1/4" x 17 1/2". Edition Number: unknown; chopmark: "RCAF" in blue located in the lower right within image area.  

Folder 24, Item 87  
DQU Benefit, 1977  
Description:  
González, Louie "The Foot"; Announcement Poster for DQU Benefit; n.d.; image size: 16 1/2" x 22 1/2"; paper size: 19" x 25". Edition Number: unknown; chopmark: "RCAF" in white located at the center bottom of image.  
**Folder 24, Item 88**

**Free Narciso and Perez!!, 1977**

*Description:*
González, Louie “The Foot”; Announcement Poster for *Free Narcisco & Perez!!*; n.d.; image size: 12” x 21”; paper size: 14 1/4” x 22 1/2”. Edition Number: unknown; chopmark: “RCAF” located in the lower right below image area;

*Comments/Description:*
Colors: fluorescent orange, yellow, white, black, and maroon. Photo-silkscreened images of Leonora Perez and Filipina Narciso. Black type reads: “Free Narciso & Perez, Two Innocent Filipina nurses have been unjustly convicted of poisoning patients at the Veterans Administration Hospital...national descrimination.” Red type below reads: “What you can do..C. Bonta 362-0539.”

Digital Image: 0028 [Appraisal Number: 124]

**Folder 24, Item 89**

**Operation Christmas Unity, 1977**

*Description:*
González, Louie “The Foot”; Announcement Poster for *Operation Christmas Unity*; n.d.; image size: 16” x 21”; paper size: 17 5/8” x 22 5/8”. Edition Number: unknown; Chopmark: “RCAF” in white located at the bottom center of image area;

*Comments/Description:*
Image of an abstracted green Christmas tree on an orange/yellow graduated background. Gold type in the maroon geometric area below the tree reads: “Operation Christmas Unity, December 17, Sat. 3 pm, 6 pm, Johnson Hi [sic] School Auditorium & Cafeteria, Piñatas, X-mas Stockings, Refrescos.”

Topics: Christmas, Community Building-Community Event, Cultural Event

Digital Image: 0023 [Appraisal Number: 039]

**Folder 25, Item 90**

**Rally and March for Narciso and Perez, 1977**

*Description:*

*Comments/Description:*
Green, orange, yellow, white and ochre handwritten type on a black background reads: “Rally & March for Filipina Narcisco & Leonora Perez. Demand a New Trial for these 2 Filipino Nurses... or 451-6860.”

Digital Image: 0041 [Appraisal Number: 045]

**Folder 25, Item 91**

**Valentine Baile / Dance, 1977**

*Description:*

*Comments/Description:*
Image of an upside down maroon and white heart shape. Black type reads: “Valentine Baile, Dance, Feb. 19th, Sat., 9 pm-1am, Music by “Familia Salinas...Donation $3.50 per person.”

Digital Image: 0020 [Appraisal Number: 099]

**Folder 25, Item 92**

**José María Morelos, 1977-1978**

*Description:*
González, Louie “The Foot”; Poster of *José María Morelos*; n.d. image size: 16 1/8” x 21 1/8”; paper size: 17 1/2” x 22 5/8”. Edition Number: unknown; Chopmark: “RCAF, c/s” in black along the right side of the image area;

*Comments/Description:*
Image of Mexican Independence hero, José María Morelos on a blue to magenta graduated background. [NOTE Per Luis Gonzalez: This print was for sale at the 16th of September celebration.]
<table>
<thead>
<tr>
<th>Folder 25, Item 93</th>
<th>Miguel Hidalgo y Costilla, 1977-1978</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td></td>
</tr>
<tr>
<td>González, Louie &quot;The Foot&quot;; Miguel Hidalgo y Costilla; n.d. image size: 16&quot; x 21 1/8&quot;; paper size: 17 3/8&quot; x 22 5/8&quot;. Edition Number: unknown; Chopmark: &quot;RCAF, c/s&quot; in black on the right side along the image area.</td>
<td></td>
</tr>
<tr>
<td><strong>Comments/Description:</strong> Image of Mexican Independence hero, Miguel Hidalgo y Costilla on a red and yellow graduated background. [NOTE Per Luis Gonzalez: This print was for sale at the 16th of September celebration.] Digital Image: 0026 [Appraisal Number: 035]</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Folder 25, Item 94</th>
<th>CAFÉ, 1978</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td></td>
</tr>
<tr>
<td>González, Louie &quot;The Foot&quot;; Announcement Poster for Adelante con Cafe; image size: 14 1/2&quot; x 20 1/8&quot;; paper size: 17 5/8&quot; x 22 5/8&quot;. Edition Number: unknown; chopmark: &quot;Hecho en Aztlán, RCAF, c/s, 78&quot; in red located lower right within image area.</td>
<td></td>
</tr>
<tr>
<td><strong>Comments/Description:</strong> Image of a red circle with a yellow center. There are large black letters &quot;CAFÉ&quot; in the yellow area. The background is a graduated light to dark blue. Black and red type reads: &quot;Adelante con Cafe, 7 pm, Dinner/Dance, 9:30 pm, July 8th, Senator Hotel, Music: Los Elegantes, (Empire Room, 12th &amp; L St.), $9.50 &amp; $18.00, for more info call 444-6090.&quot; Digital Image: 0037 [Appraisal Number: 082]</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>Folder 26, Item 95</th>
<th>Club Social Lobos, 1978</th>
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</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td></td>
</tr>
<tr>
<td>González, Louie &quot;The Foot&quot;; Announcement Poster for Club Social Lobos Car Show; 1978; image size: 20 1/4&quot; X 15 3/8&quot;; paper size: 22 5/8&quot; x 17 5/8&quot;. Edition Number: unknown; Chopmark:&quot;RCAF&quot; in black located in lower right within image area;</td>
<td></td>
</tr>
<tr>
<td><strong>Comments/Description:</strong> Image of a dog with a cigar in its mouth. He is wearing a brown hat, bow tie and vest. Brown handwritten type on an orange/yellow graduated background reads: &quot;Club Social Lobos Car Show, May 6th 1978, 10 am - 5 pm, Donnelly Circle...Donación $6.00 en la puerta, $5.00 adelantado.&quot; Digital Image: 0036 [Appraisal Number: 148]</td>
<td></td>
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</tbody>
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<thead>
<tr>
<th>Folder 26, Item 96</th>
<th>Christmas Art Sale, 1979</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td></td>
</tr>
<tr>
<td>González, Louie &quot;The Foot&quot;; Announcement Poster for Christmas Art Sale; n.d.; image size: 16 5/8&quot; x 22 1/4&quot;; paper size: 17&quot; x 23 1/8&quot;. Edition Number: unknown; chopmark: &quot;RCAF, c/s,&quot; in light blue located at bottom right within image area;</td>
<td></td>
</tr>
<tr>
<td><strong>Comments/Description:</strong> Image of a red flocked, blue, orange, green and yellow stylized Aztec god. Orange, yellow, green and blue type on a black background reads: &quot;Christmas Art Sale, Dec. 15, 12-9pm, jewelay [sic], woodwork, imports, posters, etc, Reception, Dec. 15, Sponsored by La Raza Bookstore and Centro de Artistas Chicanos.&quot; Digital Image: 0034 [Appraisal Number: 094]</td>
<td></td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>Folder 26, Item 97</th>
<th>Día de los Muertos, 1979</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td></td>
</tr>
<tr>
<td>González, Louie &quot;The Foot&quot;; Announcement Poster for Día de los Muertos; n.d.; image size: 15 5/8&quot; x 21&quot;; paper size: 16 1/8&quot; x 21 1/2&quot;. Edition Number: unknown; Chopmark: None;</td>
<td></td>
</tr>
<tr>
<td><strong>Comments/Description:</strong> Photosilkscreen image of seated Aztec god of death, Mictlanteuctli in black and white against a black background. Handwritten text against a red background reads: &quot;2nd of Nov. Procession at 4pm From Johnson H.S. ...Free printing, (RCAF), Día de los Muertos.&quot; Digital Image: 0066 [Appraisal Number: 017]</td>
<td></td>
</tr>
</tbody>
</table>
Folder 26, Item 98

Los Lupeños de San José, 1979

Description:

Comments/Description: Image of a woman's orange legs dancing. She is twirling her florescent red, yellow, green and blue ruffled skirt. Fluorescent orange, florescent red, white, yellow, green and blue type reads: "In concert, Los Lupeños de San José. In Concert, April 21, 1979, Hiram Johnson H.S., 14th Ave & 65th St, 8 p.m., Funds for Breakfast for Niños... Tickets $2.00.” Digital Image: 0035 [Appraisal Number: 096]

Folder 26, Item 99

Noche de Musica, 1979

Description:

Comments/Description: Image of a black piano against a red, silver, white and blue background. Black type reads: "Noche de Musica, featuring Joaquin Fernandez, José Reynaga, 30th of November, 1979, 8:00 pm (gratis) Music Recital Hall, Cal State Sacramento, La Raza Unida Estudiantil.”

Digital Image: 0043 [Appraisal Number: 095]

Folder 27, Item 100

Salsa Night, 1979

Description:
González, Louie "The Foot"; Announcement Poster for Salsa Night; n.d.; image size: 14 1/4” x 19 1/4”; paper size: 17 1/2” x 23”. Edition Number: unknown; chopmark: “RCAF, c/s” in magenta, light blue and white located in the lower left corner on the image area.

Comments/Description: Red, green, white, yellow, magenta, and light blue type on a dark blue background reads: “Salsa Night, August 17, Peppermint Twist, 8 pm – 1:30 am, Los elegantes, Eclipse and Orpheus, Admission $4.00 adv., $5 door, tickets, Disco Chico, Washington Center.”

Digital Image: 0057 [Appraisal Number: 047]

Folder 27, Item 101

Cinco de Mayo Celebración, 1980

Description:
González, Louie "The Foot"; Announcement Poster for Cinco de Mayo Celebración; 1980; image size: 15 1/2” x 22”; paper size: 17 1/2” x 23 1/8”. Edition Number: unknown; chopmark: “copyright (c) 1980, gil y RCAFoot, c/s” in black located in the white area near the figure's foot.

Comments/Description: Image of a stylized young male dancer wearing a red, orange, yellow and green headress. He is holding two yellow and black hand instruments. Colors are: gold, green, red, yellow, blue, black and white. Blue background. Figure is surrounded by multicolored floral designs. Yellow text reads: “1980 Cinco de Mayo Celebración, May 2 – May 6, Cerritos College, Dance, musica, arte...Spanish Club. [Drawing by Louie’s uncle, Gil.]

Digital Image: 0029 [Appraisal Number: 041]
Salvadoran People's Support Committee, 1981

Description:
González, Louie “The Foot”; Announcement Poster for The Salvadoran People's Support Committee; 1981; image size: 16” x 24 1/2”; paper size: 17 3/4” x 26 1/8”. Edition Number: unknown; Chopmark: “81 RCAF” in ink located at lower right, below picture; Comments/Description: Photosilkscreen image of a young man with a gun standing against a magenta, blue, yellow and orange wall that reads "El Salvador Libre." Gold type below the image reads: "The Salvadoran People's Support Committee, 312 20th St., Sacramento, California 95814."

Digital Image: 0017 [Appraisal Number: 049]

Cinco de Mayo Calendar, 1982

Description:
González, Louie “The Foot”; Announcement Poster for Calendario Cinco de Mayo - Baile; n.d.; image size: 15 7/8” x 20”; paper size: 35” x 23”. Edition Number: unknown; Chopmark: “RCAF” located at the bottom right within image area;
Comments/Description: Altered photosilkscreen of a woman dancing on a textured multicolored background. Colors are: gray, yellow, green, floresent orange, and light blue. Her apron reads: “Boycott Coors Raza.” Next to the photo, black type on white background reads: “Calendario Cinco de Mayo, 1, Baile, Odd Fellows Hall, 9-1 am…and remember not to forget!”

Digital Image: 0087 [Appraisal Number: 006]

Día de los Muertos, 1982

Description:
Comments/Description: Black and white image of a statue of Aztec god of Death [Mictlantecuhtli]. White type on a black background reads: “Día de los Muertos, Oct. 3, Nov. 15, Mon. - Sat., 12-5 pm, 'Caras y Mascaras', Mask Exhibit...Ceremony.”

Digital Image: 0089 [Appraisal Number: 010]

Seventh Annual Operation Christmas Unity, 1982

Description:
Comments/Description: Geometric design of transparent colors: yellow, red, and blue to create Christmas tree shape set against a yellow background. Brown type reads: “Seventh Annual Operation X-mas Unity, Sutter Jr Hi [sic] (Auditorium), Dec. 19th (SUN), 3pm...call 446-0211 for Rides.”

Digital Image: 0025 [Appraisal Number: 097]

One More Canto, 1983

Description:
González, Louie “The Foot”; Announcement Poster for One More Canto; 1983; image size: 13 1/8” x 26 3/4”; paper size: 15” x 35”. Edition Number: unknown; chopmark: “c/s, RCAF” is located in the right below image; Inscription: “Funded by the National Endowment for the Arts & La Raza Bookstore.”
Comments/Description: Photosilkscreen image of a stone carving of Xochipilii, Aztec god of poetry, on a black background. Black type on cream background reads: “Ancient Indigenous God of Poetry, (flor y canto), flower and song, c/s, RCAF, One More Canto, Joint Reading of Chicano & Native American Poets...M.C. Tomáš Ybarra-Frausto & Olivia Castellano, Donation $3.00.”

Digital Image: 0090 [Appraisal Number: 009]
Folder 28, Item 107

**Diogenes, circa 1980s**

**Description:**


Comments/Description: Image of gold lamp with a red flame. The background is blue with black type that reads: "Diogenes" seven times. Below the image gold type against a black background reads: Youth Services, Individual Group and Family, Counseling, Temporary Youth Shelter...Davis, 756-5665."

Digital Image: 0031 [Appraisal Number: 158]

Folder 28, Item 108

**We're Still Here...Fifteen Years Later, 1987**

**Description:**

*González, Louie "The Foot"; Announcement Poster for 'We're Still Here... 15 Years Later; n.d. image size: 14" x 11 1/2"; paper size: 14" x 11 1/2". Edition Number: unknown; No chopmark; unsigned.

Comments/Description: Lettering in purple and orange on a silver colored background reads: 'We're / Still Here...' / 15 / Years Later / 15 Years Later / Anniversary Exhibit For / La Raza Bookstore/La Galeria Posada / Oct 24 thru Nov 27." On a column are the following names written in purple and underlined in orange: "Barbosa / Carrillo / Cervantes / Cid / Cuellar / Favela / Gonzalez / Montoya / Orosco / Padilla / Villa." This composition is repeated in the four quadrants of the page. [Printed by Luis 'Louie' Gonzalez; to be cut into mailers] Digital Image: 0015 [Appraisal Number: 163]

**Series 13: Gonzalez, Xico, 2000-2001**

**Arrangement note**

This folder contains seven posters by artist Xico Gonzalez.

Folder 29, Item 109

**Chicano/a Power!!, 2000**

**Description:**

Gonzalez, Xico; Poster for Chican@ Power!!; 2000; image size: 10 ¼" x 16 7/8"; paper size: 12" x 18 ¼". 7/26; chopmark: "RCAF" in black located in upper left corner of image; “Chico” and jaguar glyph in green located in upper right corner of image. Inscribed with “Francisco J. Gonzalez” in black at lower left within image.

Comments/Description: Image of green jalapeño pepper against yellow background with United Farm Workers’ logo and “c/s:” inscribed inside it. Text in red reads: “Chican@ Power!!” and text in green surrounding pepper reads: “El poder de este guerrero verde es temido por los gabachos en poder!” (The power of this green warrior is feared by the euroamericans in power!)


Folder 29, Item 110

**Justiciera Calavera, 2000**

**Description:**

Gonzalez, Xico; Poster for Justiciera Calavera; 2000; image size: 8 3/8" x 12"; paper size: 14 3/4" x 16 3/8". Edition Number: unknown; chopmark: “RCAF” in black located at lower right below image; Inscribed with “Francisco J. Gonzalez” at lower left below image.

Comments/Description: Image a drawing of Virgin of Guadalupe upper body with face of skeleton and crown in black and white. Background of crisscrossed lines.

Digital Image: 0077 [Appraisal Number: 171]
**RCAF Poster Art Exhibition, 2000**

Description:
Gonzalez, Xico; Announcement poster for Royal Chicano Air Force Poster Art Exhibition; 2000; image size: 11 ¼” x 17 3/8”; paper size: 12 3/4” x 19 1/4”. Edition Number: unknown; chopmark: “RCAF” in black located at lower left below image; Inscribed with “Francisco J. Gonzalez” at lower left below image; “c/s” at lower right.

Comments/Description: Against red background image of eagle eating a snake with drawings above of jaguar glyph, Aztec warrior pyramid and United Farm Workers eagle/logo. Text in black reads: “Royal Chicano Air Force Poster Art Exhibition, April 1 – 30, 2000, CSUS Multicultural Center, Weekdays from 8AM to 5PM.” Digital Image: 0076 [Appraisal Number: 172]

**School of the Amerikas, 2000**

Description:
Gonzalez, Xico; Poster for School of the Amerikas; 2000; image size: 14” x 16 ¼”; paper size: 16 1/8” x 19 3/4”. 8/38; chopmark: “RCAF” in black located at lower left below image; Inscribed with “Francisco J. Gonzalez” at lower right below image; jaguar glyph and “Chico” at lower right.

Comments/Description: Image of Uncle Sam in black with pointing finger set against background of red barbed wire in flag stripes pattern. To the left of figure is box with skull and crossbones and letters “U.S.” on each side. Blue text above figure reads: “School of the Amerikas;” black text to the right: “We Want You!”; red text below: “To kill your own people!”

Digital Image: 0073 [Appraisal Number: 174]

**Zapatista Calavera, 2000**

Description:
Gonzalez, Xico; Poster for Zapatista Calavera; 2000; image size: 10” x 9 ⅜”; paper size: 14 3/4” x 16 3/8”. Edition Number: unknown; chopmark: “RCAF” in black located at lower right below image; Inscribed with “Francisco J. Gonzalez” at lower left below image; “c/s” in center.

Comments/Description: Black and white drawing of torso and profile of skeleton from the back, with bandana covering face and hat. On back text reads: “EZLN, Zapata Vive!” (Ejército Zapatista de Liberación Nacional, [Emiliano] Zapata Lives!)

Digital Image: 0071 [Appraisal Number: 170]

**Medicina Antigua, 2001**

Description:
Gonzalez, Xico; Poster for Medicina Antigua; 2001; image size: 18 1/2” x 10 1/2”; paper size: 23 1/8” x 17 1/4”. Edition Number: unknown; chopmark: “RCAF” in black located at lower right below image; Inscribed with “Francisco J. Gonzalez” and “c/s” at lower left below image; “Medicina Antigua” at lower left below image.

Comments/Description: Image of two reflecting chile peppers and squarish glyphs; one in green, the other in red, both set against a white background.

Digital Image: 0070 [Appraisal Number: 175]
**Noche de Cultura, 2001**

**Description:**

Gonzalez, Xico; Announcement poster for Noche de Cultura; 2001; image size: 16 ¾” x 20”; paper size: 22 1/4” x 17 1/2”. Edition Number: unknown; chopmark: “RCAF” in black located at lower right below image; Inscribed with “Francisco J. Gonzalez” at lower left below image; “c/s” at center.


**Series 14: Hernandez, Pete, 1972**

**Folder 31, Item 116**

**Mexican-American War Veterans, 1972**

**Description:**

Hernandez, Pete; Announcement Poster for American-Mexican War Veterans; image size: 25 1/2” x 18 5/8”; paper size: 28” x 22”. Edition Number: unknown; Chopmark: “copyright, RCAF” in red located in the lower right corner;


**Series 15: Montoya, José, 1982, 1992**

**Folder 32, Item 117**

**Christmas Art Sale, 1982**

**Description:**

Montoya, José; Announcement Poster for Christmas Art Sale; 1982; image size: 16 5/8” x 22 1/8”; paper size: 18” x 24”. Edition Number: unknown; Chopmark: “RCAF” in white located at the bottom center below image;

**Comments/Description:** Image of a red, gold, blue, light blue, and florescent pink rooster with a Christmas ornament swinging from his beak. Gold type on a white background reads: “El Centro de Artistas Chicanos Presents.” Black and white type on a blue and white background reads: “Its Annual Christmas Art Sale and the Grand Opening of the RCAF Centro Art Store... Boycott NonAztlan Products.” Digital Image: 0004 [Appraisal Number: 014]

**Folder 32, Item 118**

**Basta II, 1992**

**Description:**

Montoya, José; Announcement Poster for Basta II; n.d.; image size: 16 ½” x 22 ¼”; paper size: 20” x 26”. Edition Number: unknown; Chopmark: barbed wire at lower left nd upper right outside of image area;

**Comments/Description:** Against light blue background are drawings in black of Spanish conquerors facing indigenous warriors at top; male and female couple in center with dead male in coffin; screaming female at lower right. Black text reads: “Basta II, 500 Years is Enough!!!” Digital Image: 0005 [Appraisal Number: 013]
**Series 16: Negrete, Michael, 1976**

Arrangement note

This folder contains one poster by artist Michael Negrete.

Folder 33, Item 119

**La Raza Thanksgiving Festival, 1976**

Description:

Negrete, Miguel; Announcement Poster for La Raza Thanksgiving Festival; 1976; image size: 16 7/8" x 23 7/8"; paper size: 18" x 25". Laminated. Edition Number: unknown; signed; chopmark: "RCAF" located in the bottom center within image.

Comments/Description: Announcement Poster for "La Raza Thanksgiving Festival." Black, yellow and orange type on a green, blue and white background reads: "La Raza Thanksgiving Festival, featuring Jorge Santana con Salsa Alacrán, plus Francisco Aguabella...Stockton, Disco Azteca, c/s." Digital Image: 0009 [Appraisal Number: 138]

**Series 17: Orozco, Juanishi V., 1970s-1982**

Arrangement note

This folder contains eighteen posters by artist Juanishi V. Orozco.

Folder 34, Item 120

**Charros Association Dance, early 1970s**

Description:

Orosco, Juanishi V.; Announcement Poster for La Associación [sic] de Charros de Sacramento; n.d.; image size: 16 7/8" x 23"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF" in black located at bottom center of image area;

Comments/Description: Image of representation of the flag of Mexico, with verticle bands of green, white and red. White and black type over image reads: "La Assocíación [sic] Charros de Sacramento, Tendra su gran baile de coronacíon [sic]...$4.00 a a La Puerta." Digital Image: 0001 [Appraisal Number: 133]

Folder 34, Item 121

**Dedication of the New Washington School, circa 1970s**

Description:

Orosco, Juanishi V.; Announcement Poster for Dedication of the New Washington School; n.d.; image size: 16 7/8" x 23"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF, c/s" in brown located at the hemline of the girl’s white dress;

Comments/Description: Image of a girl holding a red banner. She is wearing a white dress with red designs. Red and black type on a red florescent graduated background reads: "Dedication of the New Washington School, Nov. 14th, 10 am, 17th & E St, Invocation, Entertainment." [NOTE per Juan Orosco: little girl is from photograph of Jennifer, Rosalinda Palacio’s daughter. Screenprint placed in time capsule at Washington Elementary School.] Digital Image: 9998 [Appraisal Number: 069]

Folder 34, Item 122

**First Annual Mexican American Hall of Fame, 1974**

Description:

Orosco, Juanishi V.; Announcement Poster for 1st Annual Mexican American Hall of Fame Sports Association Dance and Queen Contest; n.d.; image size: 17 1/2" x 23 1/2"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF" in red located at the bottom center.

Comments/Description: Image of a woman's profile with brown skin, black hair and a white and brown crown. She has a white circle behind her. Yellow type on a blue background reads: "1st Annual Mexican American Hall of Fame Sports Ass. Dance & Queen Contest." Yellow and red type on her black hair reads: "Musica por Manuel Avalos y Los Primeros, Sat, Nov. 23rd, 9 pm - 1 am, Cal Expo Bldg. A, Donations $3 at door, $2.00 in advance." Digital Image: 9999 [Appraisal Number: 087]

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Folder 34, Item 123

**Tony Salcedo Memorial Scholarship Dance, 1974/1975**

**Description:**
Orosco, Juanishi V.; Announcement Poster for Tony Salcedo Memorial Scholarship Dance; n.d.; image size: 18 1/4" x 18 3/8"; paper size: 18 7/8" x 25". Edition Number: unknown; Chopmark: "RCAF" in purple located at lower right within image;

Comments/Description: Image of a stylized UFW eagle in graduated purple to pink. A pink/orange star is above the eagle. Orange/pink/purple graduated type reads: "Tony Salcedo Memorial Scholarship Dance, 'Los Alegres', Jan 25th, 9:00 to 1:00 pm,...Chicano Studies Sac. State." Digital Image: 9984 [Appraisal Number: 071]

Folder 34, Item 124

**Justice/Libertad, 1975**

**Description:**
Orosco, Juanishi V.; Announcement Poster for National Conference of Catholic Bishops Committee for the Bicentennial [sic]; n.d.; image size: 17" x 23 1/4"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF" in black at bottom center of image;


Folder 35, Item 125

**Progreso New Year's Dance, 1975**

**Description:**
Orosco, Juanishi V.; Announcement Poster for Progreso New Year’s Dance; n.d.; image size: 23" x 17 1/4"; paper size: 25" x 19". Edition Number: unknown; chopmark: “RCAF, c/s” in blue located in lower right below image area.

Comments/Description: Geometric design of fluorescent pink, fluorescent red, fluorescent gold, gray, purple and white. Purple and blue type reads: “Progreso New Year’s Dance, Dec. 31st Cal Expo,...Concilio’s 1st Annual.”

Digital Image: 9992 [Appraisal Number: 072]

Folder 35, Item 126

**Second Annual Mexican-American Hall of Fame, 1975**

**Description:**
Orosco, Juanishi V.; Announcement Poster for Second Annual Mexican-American Hall of Fame Sports Association Dance & Queen Contest; n.d.; image size: 17" x 22 7/8"; paper size: 19" x 25"; Edition Number: unknown; Chopmark: "RCAF" in blue located at bottom center;


Folder 35, Item 127

**Dinner Dance, 1976**

**Description:**
Orosco, Juanishi V.; Announcement Poster for Dinner Dance; image size: 17 1/4" x 23"; paper size: 19" x 25"; n.d.; Edition Number: unknown; Chopmark: "RCAF" in green located bottom center below images;

Comments/Description: Colors: white, green, magenta, pink and florescent orange. Image of a man and woman kissing in front of two stylized magenta and pink UFW logo eagles. Dark brown type reads: "Dinner Dance, Dec. 4th, $3.50...under 12, $1.75." Digital Image: 9997 [Appraisal Number: 085]
**Gran Baile, 1976**

Description:
Orosco, Juanishi V.; Announcement Poster for ¡¡Gran Baile!!; image size: 16 3/4" x 22 7/8"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF" in brown located at bottom center of image area;


**Mujeres en Careers Symposium, 1976**

Description:
Orosco, Juanishi V.; Announcement Poster for Mujeres en Careers Symposium; 1976; image size: 16 7/8" x 21"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF, c/s, 76" in brown located center and below image area surrounded by two purple wing shapes.

Comments/Description: A male and female face in graduated fluorescent orange with brown hair. At top, fluorescent orange red type reads: "Mujeres en Careers Symposium, Sac City College, Sat. May 15th, 9 – 3:30." Text below in purple reads: Workshops in...and pre-registration call 449-7320, 449-7381." Digital Image: 9981 [Appraisal Number: 086]

**Royal Chicano Air Force Band, 1976**

Description:
Orosco, Juanishi V.; Announcement Poster for Royal Chicano Air Force Band; n.d.; image size: 16 7/8" x 23"; paper size: 19" x 25". Edition Number: unknown; chopmark: “RCAF, c/s” in black at the bottom left and center of image area.


**One More Canto, 1978**

Description:
Orosco, Juanishi V.; Announcement Poster for One More Canto; n.d.; image size: 16 1/4" x 22 1/4"; paper size: 17 1/2" x 22 5/8". Edition Number: unknown; Chopmark: “RCAF” c/s, copyright ©,” in black and located at bottom left below image area. Inscriptions in brown below the image area read: Sponsored by Cultural Affairs Committee.”

Comments/Description: Image of female figure rising from sun image below and turning into male with outstretched arms enveloped by circular halo. Black handwritten text on white reads: “Cleofás Vigil, José Montoya, “One More Canto;“on a blue background: A Night of Chicano Poesia y Musica at the Reno Club...Tues. Feb. 7th, 7pm – 2am, 12 & D St., $1.00 donation.”

Digital Image: 9993 [Appraisal Number: 081]
Fiesta de Maiz, 1979

Description:
Orosco, Juanishi V.; Announcement Poster for; Fiesta de Maiz; image size: 16 1/4" x 22 1/4"; paper size: 17 1/2" x 23". Edition Number: unknown; Chopmark: "RCAF" in black located at bottom center; Inscription: "ISHI/79, copyright, c/s" in black located in the lower right of image.

Comments/Description: Colors: green, black, yellow, purple, orange, pink, and florescent red. Central image of a woman holding a plate of green corn. Stylized headress with bird shapes set against a blue background with pyramids. Black type reads: "Fiesta de Maiz, mercado, June 17th...Southside Park, Sacraztlan." Digital Image: 9979 [Appraisal Number: 048]

Tierra Sol, Madre Santa, 1979

Description:
Orosco, Juanishi V.; Poster for Tierra Sol, Madre Santa; n.d.; image size: 24 1/4" x 18 1/4"; paper size: 25" x 19". Edition Number: unknown.

Comments/Description: Image of a fluorescent red and orange cross with a circular design at its meeting point. Two Hopi figures fly towards the center cross. Four green cornstalks in the foreground. Yellow text in the blue sky reads: "Tierra Sol, Madre Santa, Tierra Sol, Libertad." Digital Image: 9987 [Appraisal Number: 083]

Variedades Chicanas, 1979

Description:
Orosco, Juanishi V.; Announcement Poster for Variedades Chicanas; n.d.; image size: 18 1/2" x 23 1/2"; paper size: 20 1/8" x 26 1/8". Edition Number: unknown; Chopmark: "ISHI/RCAF" in blue located at lower right within image area.

Comments/Description: Image of a woman in a peach dress, with a fluorescent orange and red pointed collar. Three stripes of red, peach, and fluorescent orange runs across her face. Her halo or headpiece is floral shaped with yellow sunbursts, and orange petals. Purple type reads: "Variedades Chicanas, Sundays, Mar. 18 & 25th...7:30-9:30 p.m." Digital Image: 9983 [Appraisal Number: 077]

Landlord Tenant Rights, late 1970s

Description:
Orosco, Juanishi V.; Announcement Poster for Need Assistance in Landlord Tenant Rights?; n.d.; image size: 18" x 23 7/8"; paper size: 19" x 25". Edition Number: unknown; Chopmark: "RCAF" in brown located in lower right of image area;

Comments/Description: Images of a man building or repairing a wooden table and a woman fixing a sink. On red to yellow graduated background, dark brown type reads: "Need Assistance in Landlord Tenant Rights? Are you Having Problems with: Repairs-Rentals-Ownership...ph. 444-8956."

Digital Image: 9988 [Appraisal Number: 080]

Subjects and Indexing Terms

Community resources
Education
Tenants rights
<table>
<thead>
<tr>
<th>Folder 37, Item 136</th>
<th>The RCAF Art Sale Fundraiser Series,</th>
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<tr>
<th>Folder 37, Item 137</th>
<th>Programa Educativo Vocacional, early 1980s</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Description:</strong> *Orosco, Juanishi V.; Announcement Poster for Programa Educativo Vocacional; image size: 16 7/8” x 22 7/8”; paper size: 19” x 25”. Edition Number: unknown; Chopmark: “RCAF,” and copyright (c) in white located at bottom center of image area; Comments/Description: Colors: Fluorescent orange, red, purple, gold, black, white, yellow, brown, green, magenta and blue. Image of Mexican flag image of eagle devouring an eagle perched on a cactus set against a black UFW logo eagle. Two serpents form a square box above with brown type that reads: “Programa Educativo Vocacional, el programa le dara toda la informacion...sus necesidades.” White text at bottom reads: “Programa Campesino...446-2743.” Digital Image: 0003 [Appraisal Number: 079] Subjects and Indexing Terms Community resources Education Labor</td>
</tr>
</tbody>
</table>

**Series 18: Padilla, Stan, 1978**

Arrangement note

This folder contains one poster by artist Stan Padilla.

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<tr>
<th>Folder 38, Item 138</th>
<th>Fiesta de los Colores, 1978</th>
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</table>

**Series 19: Suarez, Raul, 1978, 1979**

Arrangement note

This folder contains two posters by artist Raul Suarez.
**Mexican-American Political Association, 1978**

**Description:**
Suarez, Raul; Announcement Poster for Mexican-American Political Association (M.A.P.A.); 1978; image size: 20 1/2" x 16 1/4"; paper size: 22 5/8" x 17 1/2". Edition Number: unknown; Chopmark: “Copyright ©, RCAF, BAS [TERE: Blue Angels Squadron], c/s” in black below the image area.

Comments/Description: An image of a blue shirt, yellow tie, and bandolero. Type on the bandolero reads: “Mexican-American Political Association.” Type on the tie reads: “Invite you to listen to the Candidates.” On the blue shirt it reads: “April 5th, Marcela Flores, Moderators for Candidates for Supervisor and Judge … Washington School.”

Digital Image: 9973 [Appraisal Number: 025]

**Subjects and Indexing Terms**
Community Building-Community Events
Political

**Sixteen de Septiembre Mercado, 1979**

**Description:**
Suarez, Raul; Announcement Poster for 16 De Septiembre Mercado; n.d.; image size: 20 1/5" x 15"; paper size: 23 1/8" x 17 1/2". Edition Number: unknown; Chopmark: none.

Comments/Description: Image of black UFW logo eagle with a gold and red yin and yang symbol in the center. Red, gold, white, blue and green circles surround the image. Blue type reads: “16 de Septiembre, Mercado.” Black type reads: “Con RCAF Band, Los Elegantes, Los Peludos…¡Ay nos wachamos!”

Digital Image: 9975 [Appraisal Number: 142]

**Subjects and Indexing Terms**
Chicano history
Community Building-Community Events
Cultural event
Music.
RCAF


**Arrangement note**
This folder contains twelve posters by artist Esteban Villa.

**Chicano Christmas Art Sale, 1973**

**Description:**


Digital Image: 9966 [Appraisal Number: 062]

**Subjects and Indexing Terms**
Christmas
Community Building-Community Events
Music.
Clinica Tepati, early 1970s

Description:


Digital Image: 9964 [Appraisal Number: 059]

Subjects and Indexing Terms

Community resources

Justice for Farm Workers, mid 1970s

Description:
Villa, Esteban; Announcement Poster for Justice For Farmworkers; n.d.; image size: 18 1/2” x 24 1/8”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF, EV” at bottom right of image area.

Comments/Description: Red, white and black geometric border with UFW logo eagles at each corner. Type reads: “Justice for Farmworkers, Boycott Grapes, Gallo, Headlettuce.”

Digital Image: 9962 [Appraisal Number: 075]

UFW, c. 1970s

Description:
Villa, Esteban; UFW; c. 1970s; image size: 21 1/2” x 13”; paper size: 23 1/8” x 17 1/2”. Edition Number: unknown; Chopmark: None.

Comments/Description: Two separate black and white images on same piece of paper. The image on the left side is a woman from waist up wearing hoop earrings and a scarf in her hair. The figure is carrying a produce packing box with UFW logo on front and “Dolores” [Huerta] stamped on side. The image on the right side is a cubist-like bust of a male farmworker with a head and shoulder covering. Digital Image: 9961 [Appraisal Number: 067]

Chicanos for Creative Medicine, 1973

Description:
Villa, Esteban; Announcement Poster for Chicanos for Creative Medicine; 1973; image size: 15 7/8” x 21 5/8”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “copyright RCAF” in black located at lower right below image area.

Comments/Description: Male face in black with a large headdress of abstracted iconography on a gold background. Black type reads: “Chicanos For Creative Medicine, UC Davis School of Medicine, Medical Tours, Exhibits, Displays ... Photography.”

Digital Image: 9958 [Appraisal Number: 076]
Cinco de Mayo at UC Santa Barbara, 1973

Description:
Villa, Esteban; Announcement Poster for Cinco de Mayo con El RCAF; 1973; yellow paper; image size: 21" x 28 1/2"; paper size: 20 7/8" x 28 5/8". Edition Number: unknown; Chopmark: “C/s, RCAF” in black located at lower right.
Comments/Description: Image of an aviator pilot carrying an ‘Aztlán’ briefcase standing in front of WWII biplane with scorpion image on its tail. [TERE: scorpion is Villa personal symbol.] Black outlined white type reads: "5 de Mayo con el RCAF, Arte, Musica, Poesia, UC Santa Barbara, Friday, May 4, ’73...Centro de Estudios Chicanos." Colors: black and red on faded yellow paper.
Digital Image: 0093 [Appraisal Number: 008]

Universidad Anahuac de Mexico, 1974

Description:
Villa, Esteban; Announcement Poster for Universidad Anahuac De Mexico; n.d.; image size: 14" x 20"; paper size: 19" x 25". Edition Number: unknown; chopmark: “RCAF” in black located at lower right.
Comments/Description: Colors: red, white, blue and black. Stylized black and white female face on an intricately designed background. Type reads: "Universidad Anahuac de Mexico, Presents, Herencia Cultural del Chicano...481-1410." Two and half border with red, white and black geometric design and alternating blue and red chili peppers at each corner.
Digital Image: 9959 [Appraisal Number: 064]

Dia de Salud, mid-1970s

Description:
*Villa, Esteban; Announcement Poster for Dia de Salud; n.d.; image size: 16 1/4" x 21 1/2"; paper size: 17 1/2" x 22 5/8". Edition Number: unknown; Chopmark: “RCAF, C/s” at the bottom of the type area. Inscription: “CRAC,” in in black and located at lower center of image area. [NOTE per Tere Romo: CRAC is California Rural Assistance Committee]
Comments/Description: Gray, white and black jaguar patterned border with stylized Aztec jaguar warrior at top right corner of image area. Black type within image area reads: “Dia de Salud, el 26 de May, A las 11:30 A.M., Capitolio de Sacramento, Musica, Comida, Oradores, Salud Rural, Todos Enviados [sic].” Digital Image: 9963 [Appraisal Number: 066]

Motavation, 1976

Description:
Villa, Esteban; Announcement Poster for Motavation; n.d.; image size: 18” x 24”; paper size: 19” x 25”. Edition Number: unknown; chopmark: “RCAF” in yellow with the black UFW eagle located at lower bottom center.
Comments/Description: Colors: blue, yellow, black, red, white. Image of a black bearded male with upraised profile. “Motavation” in red text is coming from his mouth. Red flamed area with black type reads: “The Sacramento Concilio invites You to Their Sensacional Second Annual New Year’s Eve Dance...444-6314.”
Digital Image: 9949 [Appraisal Number: 061]

Folder 41, Item 150

**Momentos Majicos, 1977**

Description:

*Villa, Esteban; Announcement Poster for Momentos Majicos [sic]; 1977; image size: 16 1/2" x 20 3/4"; paper size: 17 1/2" x 22 1/8". Edition Number: unknown; chopmark: “RCAF” located in the lower left within image on florescent pink planet Saturn. Inscription: “c/s” located lower right in aflorescent circle.

Comments/Description: Gray, green, orange, yellow and florescent pink type on a blue with multicolored spheres background that reads: “4th Annual Chicano Ball, Momentos Majicos, Saturday, May 21, 1977, Hiram Johnson High School, Sacra, Freddy y La Familia, Los Midnight Players, 8:00-12:00 p.m., $4.00.”

Digital Image: 9956 [Appraisal Number: 065]

Folder 42, Item 151

**First Annual Chicano Film Series, 1979**

Description:

Villa, Esteban; Announcement Poster for Chicanos 1st Annual Film Series; 1979; image size: 16 1/4" x 22 1/4"; paper size: 19" x 23". Edition Number: unknown; chopmark: “RCAF” in black located at the bottom center below a red star.

Comments/Description: Black and white checkered design. Black and white type reads: “Chicanos, 1st Annual ’79, Film Series.” Red type below reads: “Stanford University, free, January 10, 11, 12, 1979, info: (415) 497-4104.”

Digital Image: 9954 [Appraisal Number: 068]

Folder 42, Item 152

**Galeria Posada Sacra Prints, 1981**

Description:


Comments/Description: Four black silhouette palm trees against a gray sky and yellow ground. Green vegetation in lower right corner against a brick wall. Black and red type below the image reads: “Galeria Posada, Sacra Prints, Aug 2...1226 F St., 446-5133.”

[NOTE per Tere Romo: Villa did drawing; Cuellar created linocut and printed posters]

Digital Image: 9969 [Appraisal Number: 063]


Arrangement note

This folder contains nineteen posters by group artists, unknown artists, and miscellaneous artwork.

Folder 43, Item 153

**Los Jalapeños, 1970/71**

Description:

*Garcia, Max and Ricardo Favela; Announcement Poster for Los Jalapeños; n.d. image size: 28 1/8" x 22 7/8"; paper size: 29 1/8" x 23 1/4". Edition Number: unknown;

Comments/Description: Image of an elongated black UFW eagle with abstracted wings that sprout lizard-like faces. The center of the eagle has red stalks and leaves rising. On the top is a red UFW eagle. Black type on red flames reads: "Chicano Teatro." Black type on a white background reads: “Los Jalapeños Present, Tres Actos, Mosaico Mexicano...May 15 and 16, 8:00 pm.” [Max Garcia drawing on left side.] Digital Image: 0098 [Appraisal Number: 005]
<table>
<thead>
<tr>
<th>Folder</th>
<th>Item</th>
<th>Title</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>156</td>
<td>Ceasar Chavez at Sacramento State, 1976</td>
<td></td>
<td>*Montoya, José &amp; Armando Cid; Announcement Poster for Ceasar [sic] Chavez; 1976; image size: 17&quot; x 23 3/8&quot;; paper size: 18 7/8&quot; x 25&quot;. Edition Number: unknown; Chopmark: “RCAF, 76” in black located at center bottom below image area; Comments/Description: A black and white face image of UFW co-founder, César Chávez. UFW logo eagle is located at upper right within image area. Black type on a red background reads: “Ceasar [sic] Chavez, 7 p.m. Oct. 5, Sac State, Sí con 14, Yes on 14, Little Theatre.” Digital Image: 9947 [Appraisal Number: 115]</td>
</tr>
<tr>
<td>44</td>
<td>158</td>
<td>Friends of the River, 1976</td>
<td></td>
<td>*Favela, Ricardo, Juan Cervantes, &amp; Louie “The Foot” González; Announcement Poster for Friends of the River; image size: 17 1/2&quot; x 23 1/2&quot;; paper size: 19&quot; x 25”. Edition Number: unknown; Chopmark: “Copyright, 1976, RCAF” in dark blue lower left corner of the image area; Comments/Description: Image of a blue river, with red, green and yellow banks, rocks and trees, twist down from the mountain. Dark blue type reads: &quot;Friends of the River, if you are concerned with the...443-2968.&quot; Digital Image: 6745 [Appraisal Number: 057]</td>
</tr>
</tbody>
</table>
**Dia de los Muertos (Third Annual Procession), 1977**

*Description:*

*Favela, Ricardo; Announcement Poster for Dia de los Muertos. 3rd Annual Procession y Ceremonia; 1977; image size: 15 1/2" x 20 7/8"; paper size: 17 1/2" x 22 1/2". Edition Number: unknown; chopmark: “RCAF, 1977” in black located in center within image. signed: “Ricardo Favela, c/s;”

*Comments/Description:* Stylized image of a black and white skull with grinning teeth and hat against a multicolored background. At each corner outside the image are flowers in magenta, red, blue, and yellow with skulls in center in various poses; flowers against dark blue background. Text below center skull image reads: “Dia De Los Muertos – 3rd Annual Procession y Ceremonia, Wed. Nov. 2nd, 1977 from Johnson High School...Misa y Ceremonia – 4:45PM.”

*Digital Image: 9857 [Appraisal Number: 051]*

**Murales, 1977**

*Description:*


*Comments/Description:* Central image in black and purple of photosilkscreen of RCAF members flanked by Chicano mural iconography. Black type reads: “Murales, SF, Sacra, Los SD, Si se Puede, February 4-20, Sacra, Estate U. C.S.U.S. Main Gallery, 6000 J. St., Reception, 7:00 pm, Feb 4, Musica, Refin y Cosas, with slide presentations, daily.” [NOTE: Per Rodolfo Cuellar: Photo of RCAF taken at Chicano Park mural site in San Diego in 1975.]

*Digital Image: 9931 [Appraisal Number: 056]*

**Noche de Primavera, 1977**

*Description:*


*Comments/Description:* Colors: magenta, blue, purple, yellow, green, black, white, and brown. Image of a stylized child dressed as a Huichol (Mexican indigenous group) in white with multi-designed pants bottoms. He is in front of a blue circle. Type reads: “Noche de Primavera, CK McClatchy Auditorium...$1.00 students.” [Image by Luis's uncle, Gil.]

*Digital Image: 9946 [Appraisal Number: 040]*

**Cinco de Mayo, 1978**

*Description:*

*Cuellar, Rodolfo ‘Rudy’ & Raul Saurez; Announcement Poster for Cinco de Mayo; 1978; image size: 20 3/8” x 15 1/8”; paper size: 22 5/8” x 17 5/8”. Edition Number: unknown; Chopmark: “RCAF” located below the eagle image in red area;

*Comments/Description:* Representation of Mexican flag of green, white and red with an image of an eagle devouring a serpent in the center white area. Type reads: “Cinco de Mayo, MECHA de Sacra City College, Presenta, Semana de la Raza...8. Poesia.” Digital Image: 9929 [Appraisal Number: 134]
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<tr>
<th>Folder 45, Item 163</th>
<th>José Montoya's Pachuco, 1976</th>
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<tbody>
<tr>
<td>Description: Cuellar, Rodolfo “Rudy”, José Montoya, &amp; Louie “The Foot” González; Announcement Poster for José Montoya’s Pachuco; goldenrod poster board; image size: 10” x 28”; paper size: 13” x 31”. Edition Number: unknown; Chopmark: “RCAF, c/s” in gold located below the right foot of figure.</td>
<td></td>
</tr>
<tr>
<td>Comments/Description: Image of an expressionistic skeleton Pachuco wearing a shirt, cross necklace, striped pants with suspenders and holding a sign that reads: &quot;Art.&quot; Colors are black and goldenrod. Black and goldenrod type reads: “José Montoya’s Pachuco, el Ralph, Rifa Por Vida, La Verdad, A Historical Update...Jan. 7, 78.” [NOTE per Tere Romo: Montoya did Pachuco drawing; Cuellar created linocut and layout; Cuellar &amp; Gonzalez printed poster.]</td>
<td></td>
</tr>
<tr>
<td>Digital Image: 0095 [Appraisal Number: 011]</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Folder 45, Item 164</th>
<th>Third Annual Raza Legal Information Conference, 1979</th>
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<tbody>
<tr>
<td>Comments/Description: Blue, green and florescent orange type on a white background reads: &quot;3rd Annual Raza Legal Information Conf., 9:30 am - 3 pm, Sat. March 3, 1979, UC Davis...Pre-law Association.&quot; There is a 2&quot; border in green and blue with twelve florescent orange and red Aztec snakes. Digital Image: 9941 [Appraisal Number: 143]</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
<th>Folder 45, Item 165</th>
<th>La Raza Bookstore Paper Bag, late 1970s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: González, Louie “The Foot” &amp; Dave Contreras; La Raza Bookstore; paper bag; n.d.; image size: 10” x 12 1/8”; paper size: 12” x 18 3/8”. Edition Number: unknown; chopmark: “RCAF” in dark brown located at bottom right of drawing. Inscription “Contreras, Dave” along the side of bookstore image.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Folder 45, Item 166</th>
<th>Jose G. Posada, 1980</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description: Cuellar, Rudolfo &quot;Rudy&quot; &amp; Louie &quot;The Foot&quot; González; , Announcement Poster for A Tribute to José Guadalupe Posada; n.d.; image size: 15 1/8” x 21 1/8”; paper size: 17 1/4” x 23”. Edition Number: unknown; Chopmark: None; Inscription on outside of image: Sponsored by La Nueva Raza Bookstore, Galeria, and the California Arts Council;</td>
<td></td>
</tr>
<tr>
<td>Comments/Description: Images of José G. Posada and his son about 1900 and a photo-silkscreened image of a female skeleton from the Diego Rivera mural in the ‘Hotel del Prado’ in Mexico City set against a red background. Type on a black background reads: &quot;José G. Posada, Mexican Printmaker 1852-1913.&quot; Gold type reads: &quot;A Tribute to José Guadalupe Posada, June 13-July 13...Saturday 12-5.&quot; Digital Image: 9930 [Appraisal Number: 149]</td>
<td></td>
</tr>
</tbody>
</table>
Folder 45, Item 167

Summer Movies Series, c. 1980s

Description:
*Villa, Esteban & Ricardo Favela; Announcement Poster for Summer Movie Series; n.d. image size: 10 3/8" x 16 3/8"; paper size: 12 1/2" x 19". Edition Number: unknown; Chopmark: "RCAF" in black at the bottom center of the image area; Comments/Description: Photosilkscreen image of a "Marx Brothers" film clip on red background. Black "FREE" on red star within black circle. Black type on red background reads: "Youth Service Bureau, Yolo, Free, Summer Movie Series...Date."
Digital Image: 9928 [Appraisal Number: 156]

Folder 46, Item 168

Impudent Young Pilots,

Description:
Marquez, Pascual; Ruben Lerma; Jesus Barela; José Felipe Magdaleno; José Lott & David Buenrostro; Announcement Poster for Impudent Young Pilots; 1991; image size: 17" x 23"; 18" x 24 1/8". Edition Number: unknown; Chopmark: None;
Comments/Description: Colors: red, black, yellow and white. Image of male tri-face with aviation googles with UFW logo eagle behind it; both against a red background. Black text reads: "Impudent Young Pilots, Group Show, Para el RCAF, From March 8 to April 5, Sacra, 1991, Arrogant With Pride, At the Galleria (sic) Posada and La Raza Bookstore."
Digital Image: 9948 [Appraisal Number: 016]

Folder 46, Item 169

Cesar Chavez Unity March, 2000

Description:
Favela, Ricardo, José Montoya & Esteban Villa; Announcement Poster for Cesar Chavez Unity March; 2000; image size: 17" x 23”; paper size: 18" x 24”. Edition Number: unknown; Chopmark: “RCAF” in black located at lower left atop of skyline in image area;
Comments/Description: Image of UFW logo eagle set against a graduated blue to red background with text: “2000 April 1.” Drawings of UFW co-founder, Cesar Chavez and Sacramento’s Mayor Joe Serna, Jr. below it and hovering above city skyline with farmworker bent over fields in forefront. Black text reads: “Cesar Chavez, Unity March, Stockton, Sacramento...For info call (209) 954-5100.” [Drawings by José Montoya.]
Digital Image: 9938 [Appraisal Number: 050]

Folder 46, Item 170

Donate, 2000

Description:
Favela, Ricardo & Danny De Siga; Announcement Poster for Donate; n.d.; image size: 17” x 24 ½”; paper size: 17 ¾” x 25 ¼”. Edition Number: unknown; Chopmark: None;
Inscribed with handwritten names “Ricardo Favela” at lower left and “Daniel DeSiga” at lower right within image area.
Comments/Description: Image of car being towed by towtruck set against red to blue graduated background. Yellow and red flowers are in forefront and alongside road. Yellow text reads: “Donate, Your used car, boat, truck or RV to El Centro de la Raza...A Member of United Way of King County.” [Centro de la Raza located in Seattle, Washington.]
Digital Image: 9934 [Appraisal Number: 164]

Folder 46, Item 171

RCAF Air Show, c. 1980s

Description:
Artist Unknown [Student of Esteban Villa’s Class]; Announcement Poster for RCAF Air Show; n.d.; image size: 17 7/8” x 23”; paper size: 19" x 25”. Edition Number: unknown; Chopmark: None.
Comments/Description: Colors: red, orange, yellow, green, and blue. Graduated type reads: “RCAF Air Show.”
Digital Image: 9940 [Appraisal Number: 150]