Guide to the Luis C. Gonzalez papers CEMA 74

Finding aid prepared by Callie Bowdish and Lauren Cain, 2014.

UC SANTA BARBARA

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2014; Revised 2015 July 6
Title: Luis C. Gonzalez papers  
Identifier/Call Number: CEMA 74  
Contributing Institution: UC Santa Barbara Library, Department of Special Collections  
Language of Material: English  
Physical Description: 3.0 linear feet (34 posters, 3 UFW flags, and 1 half-size document box)  
Date (inclusive): 1980-2003  
Abstract: This collection contains graphic art posters printed by Louie "the Foot" Gonzalez, a prolific Sacramento, California based artist. He is a member of the renowned Royal Chicano Air Force, a collective of activist Chicano artists and actively supported the United Farm Workers of America and its leader Cesar Chavez for whom he produced posters. The posters, flags, and papers are 3 linear feet.  
Physical Location: Del Norte Map Case  
Language of Materials: The collection is in English.  
creator: Gonzalez, Luis C.  
Access Restrictions  
The collection is open for research.  
Use Restrictions  
Copyright has not been assigned to the Department of Special Collections, UCSB. All requests for permission to publish or quote from manuscripts must be submitted in writing to the Head of Special Collections. Permission for publication is given on behalf of the Department of Special Collections as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which also must be obtained.  
Preferred Citation  
[Identification of Item], Luis C. Gonzalez Papers, CEMA 74. Department of Special Collections, UC Santa Barbara Library, University of California, Santa Barbara.  
Acquisition Information  
Donated by Luis C. Gonzalez, August 29, 2002.  
Processing Information  
Callie Bowdish and Lauren Cain, 2014.  
Biography  
Luis C. Gonzalez (aka Louie-the-foot) is a prolific Sacramento, California based artist whose paintings and poster art have been exhibited widely in this country and abroad. Born in Mexico City, Gonzalez settled with his family in Sacramento where he completed high school and attended Sacramento State University. His creative work as an artist began in the 1960's. Gonzalez is a member of the renowned Royal Chicano Air Force, a collective of activist Chicano artists with whom he became associated as a youth; he also became involved with the United Farm Workers of America and its leader Cesar Chavez for whom he produced posters. His concern and support for the farm workers is a recurring theme in much of Gonzalez' work.  
He acquired his nickname "Louie-the-foot" by arriving on foot at demonstrations and marches. He continues that tradition through his day job as a rural postal carrier. Gonzalez' aim is to foment pride in Chicano culture and history. He also is well known for his use of concrete poetry in his artwork. His combination of colorful graphic patterns and words in his many poem-paintings as well as posters reflect his bilingual cultural heritage as well as his sense of humor. Gonzalez comments, "my goal was to become a writer of Chicano stories. I had a fascination with words and the fact that I was bilingual only added fuel to the fire."  
Gonzalez' silk screen print Just Another Poster? was selected as the thematic icon for the national touring exhibition on Chicano graphic art "Just Another Poster?", organized by the UCSB University Art Museum in collaboration with the California Ethnic and Multicultural Archives and the Center for the Study of Political Graphics.  
Related Material  
Royal Chicano Air Force Archives (CEMA 8)  
Scope and Content  
The collection contains 41 silkscreen prints and various news clippings and paper ephemera concerning Luis C. Gonzalez's life and work. Thirty six of the prints are on poster paper, three are on cloth flags, one is on a paper bag, and another is on foam core.  
Subjects and Indexing Terms
Box 1, Folder 1

Biographical Materials

creator: Gonzalez, Luis C.

Silkscreen Prints

Physical Location: Del Norte map case

16 de Septiembre Celebration, Announcement poster for circa 1985

General Physical Description note: image size: 19 x 23 in.; paper size: 20 x 24 in.

creator: [Artist Unknown]

General note

Announcement poster for Mexican Independence Day reads: “Sacramento Concilio and\La Raza Bookstore Present 16 de Septiembre 
Celebration Sunday, September 15, 1985\12 noon – 6 p.m. Southside Park, 7th and T Streets
Sacramento, CA Music by CALIFAS and LOS ELEGANTES, Mariachi, Ballet Folkloricos, Breaksancers, Food Booths, Arts and Crafts
“Desfile de Colores” at 14 and I Streets, 11 a.m A Mexican American Community
Endeavor supported by Marketin Beverage Co. of Sacramento, CA. CALIFAS also
appearing at ORTAA’S WEST, Friday and Saturday, Sept. 13 and 14.” On viewer’s right is portrait of Ignacio de Allende along with a brief description of Mexican Independence Day. Poster is red and light blue. unsigned.

Cinco de Mayo Celebración, Announcement poster for circa 1980

General Physical Description note: image size: 15.5 x 22 in.; paper size: 17.5 x 23 in.

creator: [Artist Unknown]

General note

Image of a stylized young male dancer wearing a red, orange, yellow and green headdress. 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. [addendum: information given by Ricardo Favela 2/97. Designed by Louie’s uncle Gil and printed by Louie ‘The Foot’ Gonzalez]. unsigned. Inscription in black located in the white area near the figure’s foot reads: "copyright (c) 1980, gil y RCAFoot, c/s. " Announcement poster for, “1980 Cinco de Mayo Celebracion/ May 2- May 5 – May 6 Cerritos College Dance, musica, arte, films, comida, y mucho mas/ Chicano Studies/ MEChA/ Spanish Club.”

Dia de la Primavera, Announcement poster for circa 1982

General Physical Description note: image size: 27 x 21.5 in.; paper size: 28.5 x 22.5 in.

creator: [Artist Unknown]

General note

On viewer’s right poster reads: “Dia de la\Primavera\ Thursday April 29, 1982\ 10 am-5pm C.S.U.S South Union Lawn Music by Sueno, [sic.] Lalo Guerrero\ Ballet de Sol\ Arts and Crafts\ Speakers\ Cosas for Kids\ (Chu-Chu the Clown, Balloons and more)! La Raza Unisa Estudiantil\ Activities Finance Council.” On viewer’s left is a blue and white image of covered boats on a river; the boats are named (Conchita, Elizabeth, Adelita, Rosita). unsigned.
**Foothold in Aztlán, Announcement poster for circa 1990**

General Physical Description note: image size: 16 x 24 in.; paper size: 20 x 26 in.  
creator: [Artist Unknown]  

General note  

**Tenth Annual Dia de los Muertos Celebration, Announcement poster for circa 1985**

General Physical Description note: image size: 22 x 34 in.; paper size: 23 x 35 in.  
creator: [Artist Unknown]  

General note  
Top: image of skull in a sun; underneath image poster reads: “Tenth Annual Dia de los Muertos Celebration…” (poster contains more information on workshops, programs and procession). Background is pink. Two copies; one copy has gold sun rays, in the other copy the rays are blue. unsigned.

**Box 1, Folder 2 (title unknown) undated**

General Physical Description note: image size: 4.5 x 6 in.; paper size: 7 x 10 in.  
creator: [Artist Unknown]  

General note  
Item is a holiday card with a Posada image on the front. Image shows two skeletons in white and dark purple. One is holding a sickle and threatening the other. The background is three horizontal stripes of red, white and green. The opposite side is printed, "FELIZ NAVIDAD/ and a/ HAPPY NEW YEAR" in red. unsigned.

**Box 1, Folder 2 (title unknown) undated**

General Physical Description note: image size: 4.5 x 6 in.; paper size: 7 x 10 in.  
creator: [Artist Unknown]  

General note  
Item is a holiday card with a Posada image on the front. Image shows two skeletons in white and dark purple, one is holding a sickle and threatening the other. The background is a green and orange gradation. The opposite side is printed, "FELIZ NAVIDAD/ and a/ HAPPY NEW YEAR" in the same dark purple as the skeletons. unsigned.

**Box 1, Folder 2 (title unknown) undated**

General Physical Description note: image size: 4.5 x 6 in.; paper size: 7 x 10 in.  
creator: [Artist Unknown]  

General note  
Item is a holiday card with a Posada image on the front. Image shows two skeletons in white and dark purple, one is holding a sickle and threatening the other. The background is a teal and purple gradation. The opposite side is printed, "FELIZ NAVIDAD/ and a/ HAPPY NEW YEAR" in the same dark purple as the skeletons. unsigned.

**(title unknown) undated**

General Physical Description note: image size: 18.5 x 24.5 in.; paper size: 22 x 28 in.  
creator: [Artist Unknown]  

General note  
Full portrait of Emiliano Zapata; background is green, white and red vertical stripes. unsigned.
Silkscreen Prints

Cinco de Mayo, Announcement poster for 1985

General Physical Description note: image size: 13 x 21 in.; paper size: 14 x 22 in.
creator: Cuellar, Rodolfo

General note
Inscription in the lower right corner in white reads: "Printed and designed by Cuellar, Gonzalez and Assoc." Announcement poster for "Cinco de Mayo." Green, white and red background. Black type in green area reads: "Cinco de Mayo." Image of a brown eagle holding a white banner in its beak. The banner reads: "Chicanismo lives todavia, C/S." White type in the red area reads: "1862, 5 de Mayo, parade...5:00-6:00 Ascencion." unsigned. (two copies)

(title unknown) 1995

General Physical Description note: image size: 14 x 20 in.; paper size: 16 x 22 in.
creator: Garcia, Max

General note
Image is an encircled Eagle’s head on yellow background on pink poster paper (head is red, background is blue). Text that reads, "RCAF/ Royal Chicano Air Force" is below the eagle. unsigned.

(title unknown) circa 1995

General Physical Description note: image size: 20 x 30 in.; paper size: 22 x 32.5 in.
creator: Garcia, Max

General note
Image of three human figures beneath an eagle. One is dressed as a pilot with paintbrushes in his front pocket. They are printed in dark red on blue paper. Text in pink immediately below the figures reads: "Piloto of Aztlan MG 95" and beneath that in red is, "Royal Chicano Air Force." unsigned.

A Color Barrio in Harmony 1993

General Physical Description note: image size: 19 x 11 in.; paper size: 20 x 12 in.
creator: Gonzalez, Luis C.

General note
Abstract image of rectilinear and curvilinear shapes in blues, pink, red, orange, yellow, greens, brown, and purple on a white background. 10/35 ed.; signed.

La Despedida del Revolucionario undated

General Physical Description note: image size: 23.25 x 37.25 in.; paper size: 26 x 40 in.
creator: Gonzalez, Luis C.

General note
Based on a print by Jose Guadalupe Posada of a Mexican revolutionary kissing a woman. Their two forms fill most of the composition. Text on the bottom left reads: "LA DESPEDIDA DEL REVOLUCIONARIO" and on the bottom right, "Jose Guadalupe Posada (1852-1913)." The colors red, orange, yellow, gold, brown, gree, black, gray, blue, and lilac were used. The background is a gradient from red to orange to yellow. The other colors used are brown, gold, blue, dark turquoise, gray, brown, white, green, and a gradient of purple to lilac. 27/40 ed; print: Silkscreened by Louie the Foot; signed.
**Dia de los Muertos undated**

General Physical Description note: image size: 14.75 x 30.25 in.; paper size: 23 x 35 in.

creator: Gonzalez, Luis C.

General note

Black and white image of an Indigenous god statue; background is red. Underneath image poster reads: "Dia de los Muertos." unsigned.

**Dia de los Muertos undated**

General Physical Description note: image size: 14.75 x 31.25 in.; paper size: 16.75 x 33 in.

creator: Gonzalez, Luis C.

General note

Black and white image of an Indigenous god statue; background is gold. Underneath image poster reads: "Dia de los Muertos." unsigned.

**Dia de los Muertos - Mask Exhibit, Announcement poster for undated**

General Physical Description note: image size: 14.75 x 34.25 in.; paper size: 15.75 x 35 in.

creator: Gonzalez, Luis C.

General note

Announcement poster for "Dia de los Muertos - Mask Exhibit." Black and white image of an Aztec god statue. White type on a black background reads: "Dia de los Muertos Oct. 3-Nov. 15 Mon. - Sat. 12-5 PM 'Caras y Mascaras' Mask Exhibit by El Zarco Guerrero. Galeria Posada, 1223 F Street Oct. 23 11-4PM Community Mask-making Workshop Washington Neighborhood Center, 16th & D Street Nov. 1 4-7PM Procession from Hiram Johnson High School (14th Ave. and 65 St. to St. MKary's Cemetary. Mass and Indigenous Ceremony." unsigned; chopmark: "RCAF, c/s" in white located vertically on the lower left side at the bottom.

**Don't Hate the Bait 2003**

General Physical Description note: image size: 13 x 9 in.; paper size: 15 x 11 in.

creator: Gonzalez, Luis C.

General note

Image contains three stylized faces, question marks, and overlapping geometric and abstract shapes. The image is composed of red, yellow, green, white, purples, orange, blue, black, silver, and gold with varied shades created by the overlap. Text in the upper right reads: "A FAILURE TO/ EXCOMMUNICATE/ CAN ERADICATE/ A POTENTATE/ IN ANY STATE/ JUST WAIT." 6/22 ed.; signed.

**En Estos Ojos undated**

General Physical Description note: image size: 11.5 x 8 in.; paper size: 15 x 13 in.

creator: Gonzalez, Luis C.

General note

Image of Suzie Montoya's face on a yellow, green and red background. Gray type in her hair reads: "En estos ojos / del pasado y el futuro / de pirámides y promesas / sonrie el alma / de una Chicana / y sobre alas de la Raza / vuela el viento de esos ojos / fixing spirits del Movimiento / con la sonrisa / de un pensamiento. c/s." signed; inscription in the lower left corner reads: "Foto: J. López."


La Guerra Continua 1982
General Physical Description note: image size: 12 x 18 in.; paper size: 23 x 29 in.
creator: Gonzalez, Luis C.
General note
Image of a person in blue-gray and brown (male or female is unclear); background is purple. 2/20 ed; signed.

El Jarabe Tapatio de José G. Posada 1995
General Physical Description note: image size: 17.5 x 11 in.; paper size: 19.5 x 13 in.
creator: Gonzalez, Luis C.
General note
A Posada image with seven skeletal images on an orange/yellow graduated background. 17/44 ed.; print: silkscreened by Louie The Foot c/s; signed.

José Guadalupe Posada’s “En El Puente Blanco (Baile Popular)” December 1980
General Physical Description note: image size: 20 x 14 in.; paper size: 24 x 18 in.
creator: Gonzalez, Luis C.
General note
Inscription located on the lower border of the image reads: "Jose Guadalupe Posada’s original lithograph is by José Guadalupe Posada, this image was screened by Louie “the Foot” Gonzalez." Image is of a lively, polychromatic group of figures on a gold background including a band and three couples dancing. The other colors used are black, red, burgundy, blue, sky blue, yellow, pink, green, and mauve. 6/30 ed. and 25/30 ed.; print: Louie the Foot; signed. (two copies)

Marcha de la Reconquista undated
General Physical Description note: image size: 18.5 x 16 in.; paper size: 19 x 18 in.
creator: Gonzalez, Luis C.
Other Descriptive Information
The image is blue, pink, orange, green and black. The subject of the poster is a protest crowd and several authority figures wearing helmets printed in pink. The only text is a sign held up by a figure toward the top of the poster that reads, "Viva La Causa." A/P; signed.

Mexican Folk Toys, Announcement poster for circa 1993
General Physical Description note: image size: 18 x 24 in.; paper size: 18 x 24 in.
creator: Gonzalez, Luis C.
General note
**One More Canto, Announcement poster for circa 1983**

General Physical Description note: image size: 13 x 33.25 in.; paper size: 15 x 35 in.
creator: Gonzalez, Luis C.

General note

Announcement poster for "One More Canto." Photo silkscreen image of a stone carving of Xochipilli, ancient Indigenous god of poetry, on a black background. Black type on an green background reads: "Ancient Indigenous God of Poetry, (flor y canto), flower and song, c/s, RCAF, One More Canto, Joint Reading of Chicano and Native American Poets...Donation $3.00." unsigned;

**Poema al Che 1978**

General Physical Description note: image size: 32 x 20 in.; paper size: 35 x 23 in.
creator: Gonzalez, Luis C.

General note

Image of Che Guevara on viewer’s left. On viewer’s right: “Que se apague la guitarra que la patria está de duelo nuestra tierra se oscurece mataron al guerrillero C/S Pablo Neruda.” Translated as, "The guitars are kept silent/ because the homeland is in mourning/ Our land grows dark. They killed the guerilla." The background of the print is black with dotted gold markings throughout. The text of the poem is a loose gradient of green, blue, yellow, orange and red. A circle comprised of rings of yellow, red and orange/brown shapes fills the top right corner. 35/35 ed; signed.

**Posada’s Taller, D.F. 1990**

General Physical Description note: image size: 16 x 22 in.; paper size: 22 x 28 in.
creator: Gonzalez, Luis C.

General note

Eight colors. Three men leaning against the front of Posada’s workshop. 61/100 ed; signed.

**De Tollan 1990**

General Physical Description note: image size: 3.5 x 5.5 in.; paper size: 7 x 10 in.
creator: Gonzalez, Luis C.

General note

The image on the left side of the card has several irregular round shapes of different colors that look like balloons or lollipops. The image is divided horizontally providing a gradation of blues for the sky and a pastel tan color for the ground. Underneath it is the title in gray. A/P ed.; signed.

**Undecimo Dia de los Muertos circa 1986**

General Physical Description note: image size: 29.5 x 39 in.; paper size: 30 x 40 in., mounted on foam core.
creator: Gonzalez, Luis C.

General note

Posada image of a skeleton playing a guitar. Text reads: “Sabado 1ro. de Noviembre 1986\(\) Procesion: 4:00pm Excuela Joseph Bonnheim 7300 Marin Ave to St. Mary’s Cemetary 65th and 21st Ave\(\) Misa a las 4:30pm\(\) LA Raza Bookstore\(\) Galeria Posada Presentara una Exhibicion del Sr Linares Llame a 446-5133 Para Informacion C/S." The background is aquamarine and the skeleton is gray and white with a red flower. The text is in the same red and aquamarine colors. unsigned.
**Why is Love Such a Mystery? 2003**

General Physical Description note: image size: 11 x 14 in.; paper size: 13 x 16.5 in.
creator: Gonzalez, Luis C.

General note
Polychromatic image of a surreal head on orange-green gradation. The head is a teal-white-purple gradation covered with question marks and abstract shapes in gold, orange, green, white, blue, yellow, red, and silver. The image is on a black poster and framed by white block letters that read: “are you the one?/ who will? complete me? or/ just an illusive fantasy?” 1/20 ed.; signed.

**Xilonen Rifa 1996**

General Physical Description note: image size: 8.75 x 7 in.; paper size: 10 x 8 in.
creator: Gonzalez, Luis C.

General note
Image is of a face in green and black on a multicolored abstract background made by geometric shapes which overlap in red, pink, orange, yellow, and green to create varied shades. In addition there are smaller shapes in magenta, black, gold, and blue that cover the image but are concentrated around the border. 17/46 ed.; signed.

**(title unknown) 2003**

General Physical Description note: image size: 17.5 x 13.5 in.; paper size: 18 x 14 in.
creator: Gonzalez, Luis C.

General note
The image is comprised of two abstract figures in muted gray, red and yellow. signed.

**(title unknown) 2003**

General Physical Description note: image size: 20 x 13 in.; paper size: 22 x 15 in.
creator: Gonzalez, Luis C.

General note
Image of six skulls in black, light orange, gold and white which overlap in pairs. The background is orange, green, purple and aquamarine. signed.

**(title unknown) undated**

General Physical Description note: image size: 13 x 19 in.; paper size: 15 x 21in.
creator: Gonzalez, Luis C.

General note
Image of a nude female, large face in lower left corner, gray on yellow, 2 copies. signed.

**(title unknown) circa 2000**

General Physical Description note: image size: 16.5 x 22 in.; paper size 17.5 x 23 in.
creator: Lerma, Ruben

General note
Image is the figure of a child sitting on the floor with his head down and arms wrapped around his knees. The figure and background are created by varied patterns of black lines on the white background. Bold text above in yellow says, "DO NOT HURT THE CHILDREN!! VOTE "NO" ON PROP. 227." unsigned. Inscription on the back reads: "painted by a 2nd generation RCAF one of the Independent Young Pilots."

**United Farm Workers (UFW) Flags**

Physical Location: Del Norte flat files (map cases)
creator: Gonzalez, Luis C.
**UFW Flag April 1993**

General Physical Description note: Image size: 10.25 x 11.5 in.; paper size: 22.5 x 18 in. Silkscreened on a cloth flag.

creator: Gonzalez, Luis C.

General note

Image of the UFW logo, a black eagle, on white background. "Huelga" is printed above the eagle and "UFW AFL-CIO" is below, also in black. Silkscreen on cloth flag of the United Farm Workers of America, AFL-CIO. The commemorative flag was used for the funeral of Cesar Chavez upon his death in April 1993. This marks the only time a white flag was used by the UFW.

**UFW Flag April 1993**

General Physical Description note: image size: 13.5 x 13.5 in.; paper size: 22.75 x 18.75 in. Silkscreened on a cloth flag.

creator: Gonzalez, Luis C.

General note

Image of the UFW logo in a white circle on red background. "Huelga" is printed above the eagle and "UFW AFL-CIO" is below in black. Silkscreen on cloth flag of the United Farmworkers of America, AFL-CIO.

**UFW Flag April 1993**

General Physical Description note: image size: 10.25 x 11.5 in.; paper size: 24.5 x 17 in. Silkscreened on a brown paper bag.

creator: Gonzalez, Luis C.

General note

Image of a black UFW symbol, an eagle and "HUELGA" printed in bold above and "AFL-CIO" below.

**UFW AFL-CIO Flag**

General Physical Description note: image size: 10.25 x 11.5 in.; paper size: 21.75 x 20.5 in. Silkscreened on a cloth flag.

Other Descriptive Information

Image of the UFW logo in black on red background. "Huelga" is printed above the eagle and "UFW AFL-CIO" is below in black. Silkscreen on cloth flag of the United Farmworkers of America, AFL-CIO.

**Flag for Huelga - photo print**