Abstract
This article challenges the commonly held assumption as to the direct relationship between the charismatic leader and the masses in populist movements. Nearly all research on charismatic authority has ignored almost completely the intermediary role of people from various social and political sectors, who contributed, in their respective ways, to the mobilization of support for Perón, the structuring of his leadership, and the development of the justicialist doctrine. Although admittedly Perón did not use well-established party and institutional channels to mobilize support and to transmit messages to the masses in the years 1943-1946, it cannot be said that he dispensed with mediating agents and was able to himself create a direct and sustained bond with the masses and rally them for his own purposes. The article focuses on the figure of José Figuerola who brought with him from Spain his ideological baggage which helped him strengthen the nationalist and corporativist orientations of the justicialist doctrine.

Keywords
Populism  Peronism  charisma  Juan D. Perón  Argentina
José Figuerola