

IDAR JUAREZ, JOVITA (1885–1946)

Among the leading feminists in Latina history, Jovita Idar was born into a family of writers in Laredo, Texas. Her father was owner and publisher of the Spanish-language newspaper, *La Cronica*. Idar worked with her father and brothers on the newspaper, using it to denounce brutal issues like racism, school segregation, poverty, discrimination and lynching. The paper supported reforms during the Mexican Revolution, and sponsored the first Mexican Congress for civil rights for Tejanos. She founded the League of Mexican Women to improve education for women and children. Idar published *El Estudiante*, a magazine for teachers, and with Leonor Villegas de Magnon, created the White Cross, a medical brigade to nurse the wounded on the border during the revolution. Idar also wrote for *El Eco del Golfo*, *La Luz*, and *La Prensa*. She published a second family paper, *Evolución*.