

Marketing to Latinos: What the Research Shows

Each day thousands of Mexicans and other Latinos pour into the **United States of America**. They come looking for work in order to feed their family. Very few come to the **United States** because they want to see the sights. They come because hunger and despair are tremendous motivators.

Some will stay for a long time while others intend to remain only a short while until they can earn enough money to send home and accomplish whatever goals they have set for themselves.

For those who stay and begin the long process of integrating into the larger society as workers and consumers, they become the special interest of businesses and marketing departments. These businesses are not concerned about a potential customers immigration status. What they are concerned about is how make a new immigrant a loyal customer.

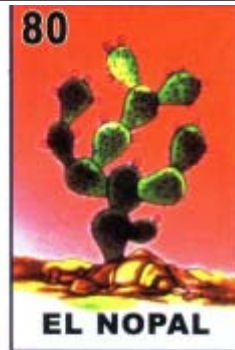
Marketing to Latinos is not a new business interest. Record companies such as **RCA** and **SONY** got into it in the 1940s. **Sears** has been working hard to develop the Mexican clientel since the 1950s and other companies have also realized there is money to be made with people who speak Spanish.

But what is driving the current interest even more so is the sheer number of Latinos in the **United States** and the projections of their numbers in the near future. Some researchers are predicting that the Latino population in the **United States** will hit 60 million by the year 2040. Others are looking at how the Latino population is moving out of the traditional Southwest and into places such as **Wisconsin, Maine and North Carolina**.

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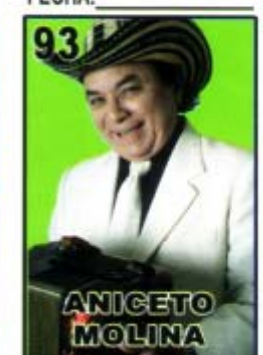
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People in the News



Hilaire Kallendorf Assistant Professor at Texas A&M University

Hilaire Kallendorf, an assistant professor of Hispanic studies at **Texas A&M University**. She can read in eight languages, but it is her religious faith that most influences her research and teaching.

Kallendorf, grew up Catholic in **San Angelo, Texas**. After winning a scholarship to **Texas A&M**, she majored in English and Spanish and began to study other languages, mastering Italian, German, French, Latin and Portuguese. Her interests eventually took her to **Princeton University**, where she received her masters and doctorate in comparative literature.

Besides teaching languages at **Texas A&M** and in Mexico and Italy, **Kallendorf** has focused her research on the religious experience, especially as belief relates to literature and culture.



Harry Pachon, Professor at University of Southern California

Harry P. Pachon, Ph.D., has over 25 years of experience in basic and applied social science/policy research, as well as teaching and management experience in academic, governmental, and non-profit institutions.

Professor Pachon was the executive director for the **National Association of Latino Elected Officials Educational Fund** and an associate staff member on the Appropriations Committee of the U.S. House of Representatives. He has authored several books, including *Latinos and U.S. Foreign Policy* (Rowman and Littlefield, 2000) and *New Americans by Choice: Political Perspectives of Latino Immigrants* (Westview Press, 1994). His numerous articles have appeared in *Harvard Journal of Hispanic Policy*, *Hispanic Business*, and *Public Administration Review*.



Mike Ramos Newest Addition to Los Lonely Boys

It's been a long road from **Angleton, Texas** to **Austin** and places beyond for **Michael Ramos**. **Ramos** came to **Austin** in the early 1980s to find his musical calling.

Over the years he has played with **John Mellencamp**, the **BoDeans** and **Paul Simon**. Today you will find him working the keyboards for **Los Lonely Boys**. With the band hitting the top of the charts and on tour all over the United States, **Ramos** is riding the wave.

But when he is in **Austin** at his Lake Travis home, he can be found hard at work on other music. On his own he has released a CD titled, *Loteria CD*, and the *Cumbia Lounge*. **Michael Ramos**, now in his 40s, has worked very hard to get where he is now, and he shows no signs of resting. ¡Avientate Michael!

Bonnen Honored by LULAC



Rep. Bonnen with LULAC's Irene Ocanas

Rep. Bonnen was recognized as a 2006 Community Honoree at the 5th annual Scholarship Banquet for the **Brazosport Council # 4655** of the League of United States Latin American Citizens.

In presenting the award, **Irene Ocanas** spoke of Bonnen's strong support of the **LULAC Youth Council** activities.

"Representative Bonnen has attended our events and been very supportive of the students in our program," Ocanas said, noting that the plaque read "For being an example of perseverance, determination, and dedication while empowering our Leaders of Tomorrow." Other Community Honorees were businessman **Andres Ramirez** and BISD public information officer Stuart Dornburg.

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Alfredo R. Santos c/s

Managing Editor

Molly R. Santos
Nelly Gonzalez

Marketing

Dolores Diaz Miller
Linda Phillips

Distribution

Louie Maldonado

Contributing Writers

Maria Davis Castillo

PUBLISHER'S STATEMENT

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Cuidaméla Maestra

Editorial

Esta fresca, y hermosa mañana sale de nuestros corazones y hogares una joya preciosa que es nuestra hijita. Cuidaméla, maestra. Corre, brinca, salta, se detiene... y volteá hacia nosotros.

Las lagrimas de mis ojos son muy fuertes para detenerlas, al saber que la compartemos al mundo de eseñanza. Levanta su manita y nos dice "adios." Se pierde entre los demás niños que van a la escuela por primera vez, es la mas cercana de nuestra comunidad. Maestra cuidaméla.

Porta su vestido favorito y sus zapatitos que le gustan, y con un par de ojitos negros que le dicen a ud. maestra, "me va a enseñar?" Una sonrisa infantil que tambien le dice, "Gozo y soy muy feliz." Un pelo negro asabache que vuela hacia el viento y que le dice "mirame soy feliz y estoy contenta porque vengo aprender lo que usted me va a enseñar para ser tal vez como ud. "Maestra cuidamela" séa usted, un modelo para mi hijita. Trataméla como si fuera tuya, comprendela, todavia esta pequeñita.

Aquella princesita que jugaba en su yarda ya no esta. Ahora, va a la escuela para aprender las reglas que tiene que seguir, aprender a oír las campanas de la escuela, que le dicen cuando es hora de clase, hora de comer, de recreo, y de regresar a su casa. Va aprender a compartir sus pequeños secretos con sus compañeras y tambien los chismes de cada minuto que le traen a usted. "Maestra cuidaméla."

Cada año que ella asista a la escuela aprendera muchisimas cosas. Por ejemplo, preocuparse por sus grados, de no faltar a su clase, respetar a sus mayores, un comportamiento digno de ella misma, compartir con todos los que la rodean sus golosinas y principalmente ser carictativa y honesta para que séa querida y apreciada en la vida de una mujercita que crece. "Maestra Cuidaméla."

Su primer día... el principio de una larga jornada en este mundo que vivemos. Hoy va a principiar amoldarse, a ser una gran mujercita. "Cuideméla Maestra."

Teacher, Take Care of Her

In this cool and beautiful morning leaves from our hearts and our home a precious jewel, our daughter. "Teacher, take care of her". She runs, jumps, leaps, and stops...turns and looks towards us.

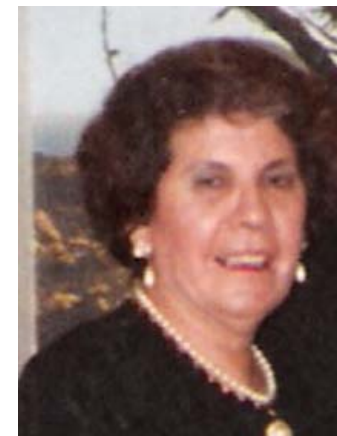
The tears from my eyes are so strong that I can not control them, to know we are sharing our precious jewel to the world of learning. She raises her little hand and waves "Good-bye". She mingles with other children from the near by community that are going to school for the first time. "Teacher, take care of her."

She is wearing her favorite dress and her new tennis shoes. A pair of beautiful black eyes that looks up at you saying, "Are you going to teach me? An innocent smile that says, "I am happy". Her beautiful black hair floats in the breeze as she runs and tells you, "Look, I'm happy, I'm lucky, because I am going to teach me." "Teacher, take care of her". Be a model to our daughter, treat her gently as if she was your very own. Understand her, she is still a little one.

That tiny little princess that played in the back yard is not there anymore. Now, she goes to school and learns the rules that she should follow. She learns the meaning of the school bells that ring during the day. The bell that signals it is time for class, the one that means it's time to eat, the one for recess and the last bell tells when it is time to go home.

She is going to learn to share little secrets with her friends. She will also bring little tattle tales to you daily. "Teacher, take care of her". Every year that she attends school she is going to learn many things. For example, to be careful with her grades, attend school on a daily basis, respect the grown ups, her teachers, and her friends. She will share with her classmates her goodies such as candy, cookies, etc.

She will also share her most important virtues; honesty, character, and personality. "Teacher, take care of her."



Molly Santos
Managing Editor

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ESTUDIANTES UNIVERSITARIOS SOBRESALIENTES LUCHAN CONTRA LA DEPORTACIÓN

Washington, DC - El jueves, 27 de julio un grupo de estudiantes a quienes afectaría la aprobación de la propuesta de ley DREAM Act fueron a Washington, DC con la intención de que cada estudiante exponga su caso a miembros del Congreso. La DREAM Act (S. 2075) es una propuesta de ley bipartidista que permitiría que estudiantes inmigrantes criados en Estados Unidos puedan realizar sus estudios superiores y obtener la ciudadanía estadounidense.

No obstante su estatus de inmigración, estos estudiantes (vea la lista adjunta) están matriculados en, o se han graduado de la universidad. A pesar de que han alcanzado grandes metas, se van a ver obligados a llevar su talento a otra parte e irse de Estados Unidos debido a las leyes en vigencia. Durante sus visitas con miembros del Congreso, estos estudiantes argumentarán que la DREAM Act es un proyecto de ley con sentido común que merece consideración inmediata. Para estos estudiantes, el año que viene podría ser muy tarde.

Entre los estudiantes que visitarán Washington se encuentran:

Dan-EI Padilla Peralta: Dan-EI fue el estudiante con el segundo mejor índice académico de la clase graduanda de Princeton de este año y vino a Estados Unidos de la República Dominicana a los 4 años. Aclamado por sus profesores como el próximo "clasicista de su generación", Dan-EI está, sin embargo, indocumentado. Espera partir en agosto hacia Oxford para seguir estudiando y enfrenta la posibilidad de no poder regresar en por lo menos 10 años.

Mario Rodas: Mario es un estudiante de honores que proviene de Guatemala que llegó a Estados Unidos cuando tenía 12 años y ahora vive en Boston. Su caso, que ha tenido un apoyo comunitario enorme, se ha prorrogado por 6 meses. Sin embargo, a menos que el Congreso actúe este año, Mario enfrenta una citación de corte en diciembre en la cual podría recibir una orden final de deportación.

Adeola: Adeola llegó desde Nigeria a la edad de un año. Sin ayuda económica o becas, logró costearse sus estudios en la Universidad de Michigan y ahora tiene una licenciatura en ingeniería. Sin embargo, no ha podido conseguir un trabajo ni entrar en el ejército debido a su estatus de inmigración.

Carlos (seudónimo): Carlos llegó desde Guatemala a Estados Unidos a la edad de 11 años. Se graduó de escuela secundaria con el 5to mejor índice académico de clase y en mayo recibió una licenciatura en psicología organizacional industrial de Baruch College, con una especialidad en estudios en comunicación.

Sandra (Seudónimo): Sandra llegó a Estados Unidos legalmente una navidad, a la edad de 5 años para visitar familiares en Los Ángeles y Nueva York. Durante su estadía, la mamá de Sandra descubrió que estaba embarazada y que el bebé nacería con defectos. Se le indicó que el viaje de vuelta a México podría traer complicaciones al parto. Así que la hermana menor de Sandra nació prematuramente en Estados Unidos con serios problemas de salud. Temerosos de no tener acceso al tratamiento médico adecuado en México, los padres de Sandra decidieron quedarse en Estados Unidos. Sandra, que ahora tiene 21 años, se graduó de Queens College en mayo. Espera ser una abogada en el futuro.

Kathy (Seudónimo): Kathy llegó a Estados Unidos con 3 años. Sus padres se mudaron de Colombia a Nueva Jersey para escapar de la violencia en Colombia. Kathy, una cristiana evangélica devota, ha sido una líder juvenil activa en la iglesia desde sus años de escuela secundaria y recibió una licenciatura en trabajo social de Nyack College, un colegio universitario cristiano ubicado en el condado de Rockland, en el estado de Nueva York.

La comunidad Latina debe estar al tanto
de lo que va pasar con esta ley.

La Voz de Brazoria County
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By the Numbers

- 1** Number of Latinos serving as elected officials in Alaska, Kentucky, North Dakota, Missouri, Virginia, South Carolina and Oklahoma
- 3** Number of Latinos serving as United States Senators
- 7** Number of Latinos serving as elected officials in Georgia
- 25** Percentage of Latinos who turned out to vote in 2005 when Antonio Villaraigosa was elected Mayor of Los Angeles
- 43** Number of States in which Latinos hold elective office
- 3,743**
Number of Latinos serving in elected position in all of Texas in 1996
- 5,132**
Number of Latinos serving in elected positions in all of Texas in 2005
- 26,618**
Number of Latinos who applied to college in Texas in the Fall of 2005
- 45,060**
Number of Latinos in Texas prisons, state jails or substance abuse facilities
- 134,293**
Number of people locked up in the State of Texas
- 500,000**
Estimated number of people who participated in the pro-immigration march in Chicago, Illinois in 2006
- 1,200,000**
Number of People apprehended by the United States Border Patrol in Fiscal Year 2005

Sources: National Association of Latino Elected and Appointed Officials, Texas Higher Education Coordinating Board, Texas Department of Criminal Justice, Texas Commission on Youth

FREEPORT LADYHORNS SOFTBALL TEAM TAKES FIRST PLACE

The 14 & U Freeport Ladyhorns softball team recently took first place at the **ASA Regional Tournament in San Antonio, Texas**. They went undefeated to win the title of Regional Champions. They have qualified for the National Tournament in **Aurora, Colorado**. They are currently fundraising for the week long stay out of state. The tournament is July 31- August 6. Donations are being accepted and are greatly appreciated!



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Top Row (L-R): Stephanie Gaona; Asst coach: Barlo Trevino; Manager: Johnny Gonzales **Middle Row (L-R):** Asst coach: Jesse Lara; Amber Duarte; Risha Howington; Ashley Virgil; Tristen Salinas; Taylor Lara; Elida Vasquez **Bottom Row: (L-R):** Michelle Contreras; Jessica Gonzales; Dymond Gonzales; K'Lynn Trevino; Jaylee McGee **Not pictured:** Asst coach: Roy Salinas

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Mayors in the Valley Begin to Line Up Behind Governor Perry

Steve Taylor
Rio Grande Guardian

MISSION - Gov. Rick Perry has been so receptive to the needs of the fast growing Rio Grande Valley that he deserves another four years in office, a group of local mayors said Wednesday. The mayors, 11 in all, lined up with Perry to announce their endorsement at a press conference at the Club at Cimarron in Mission. "We appreciate that you have had an open door," Hidalgo Mayor John David Franz told Perry. "When we have called Austin, you have been receptive. You have listened to our concerns."



our children are going to college than ever before. More Texans than ever have job because of what we have been able to do together," Perry said. Perry predicted that other candidates would make a lot of promises. "What I hope you will remind the people of the Rio Grande Valley is that there is only one candidate that's been to the Valley as many times as I have," Perry told the mayors. "There's only been one candidate that's kept the promises that we made to the people of this Valley."

Responding to the endorsements, Hidalgo County Democratic Party Chairman

Juan Maldonado said he doubted that all 11 mayors would work that hard for Perry's re-election. "Beto Salinas, John David Franz, and Morales in Donna have always leaned Republican. But I doubt if the rest will put their heart into it," Maldonado said. "I might have to go and see them and ask what the deal is. Do they want me to run a good Democrat against them?"

Maldonado said endorsements of Republicans by mayors in Hidalgo County had never translated into success at the polls in the past. "I agree with Billy Leo's assessment. Rick Perry will get whipped in this county this November," he said.

Cameron County Judge Gilberto Hinojosa is Democratic Party gubernatorial candidate Chris Bell's official spokesman in the Valley. Hinojosa said he believed the mayors backing Perry were being "held hostage" by the governor's office because it held the purse strings. "Gov. Perry has failed to do anything to educate the kids in the Rio Grande Valley," Hinojosa said. "This is the governor who has cut thousands of kids from Medicaid and CHIP. In fact, he is the most ineffective and hurtful governor to South Texas we have ever had. Chris Bell will be a far better governor than 100 Rick Perrys."

The 11 mayors backing Perry are Norberto "Beto" Salinas of Mission, Richard Cortez of McAllen, Rick Rodriguez of Harlingen, Ric Morales of Donna, Leopoldo "Polo" Palacios of Pharr, Ramiro Rodriguez of Palmhurst, Kevin Hines of Rio Grande City, Omar Vela, of Progreso, Ramiro Silva of Edcouch, Rene Castillo of La Villa, and Franz. Also present to announce their support of Perry were Elsa Commissioner Cain Cazares, Donna Mayor Pro-Tem Eloy Avila, Jr., and former McAllen Economic Development Corporation President Mike Allen.

Salinas said Perry was "the best governor we have ever had," and thanked him for the funding he had help secure for Valley colonias and highways. "We got everything we have ever asked for," Salinas said.

Palacios said Valley leaders had been treated with "dignity and respect" by state agencies and had "gotten our fair share of tax dollars back to our community." Palacios pointed to the Valley's fast growth and the upgrade of its highways. "And this was down to a lot of effort from your office, your staff," he told Perry. "This is what can be achieved when we all work together, Democrats, Independents, Republicans and any other party that is out there."

Hines said the November election would show Starr County's true colors. "A lot of people think that there are just Democrats out there and

that's not true," Hines said. "We have community that's very strong, with very conservative people; the same values that our governor holds."

Perry said he was honored to win the endorsements of the Valley leaders. He said it sent a powerful message that Texas needs a governor who puts partisanship aside for the good of the state. "No one knows this Valley better than these people," he said. "They truly are the heartbeat of their communities. They understand, truly, the importance of partnering together in the governor's office."

Perry said the Valley's growth might best be portrayed by juxtaposing a picture of the region today with that of 15 years ago. "What a powerful message of what we have been able to do together in the building of one of the most dynamic areas in America," he said.

Perry said that if re-elected he would "continue to make the Valley a priority," just as he had as agriculture commissioner, lieutenant governor and, for five years-plus, as governor. "It will continue," he promised. He also ran through some of the things he thought the state was doing right. "Today in Texas our student performance is increasing. More of



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"People of Color"

The Spanish era in **Mexico** officially began in 1521, less than 30 years after **Columbus** returned to **Spain** with stories of the amazing new world he had discovered.

Over the next several decades the government of **Spain** established a system to administer the huge land that had fallen into its hands. At the time of the conquest of **Mexico** by **Cortés Spain** had a population of about 8 million, while Mexico was inhabited by some 25 million people. **Mexico** was also considerably larger than **Spain** in land area.

In a carefully calculated move to ensure the loyalty of its colonial administrators in **Mexico**, the Spanish government followed a strict policy of appointing only European-born Spaniards to all of the key posts in "**New Spain**," as **Mexico** came to be called.

Thus, with two exceptions during **Spain's** 300-year reign, Spaniards born in **Mexico** were automatically excluded from succeeding their parents as the elite of **New Spain**. Mexican born Spaniards could inherit the wealth of their fathers but could hold political power. (The two exceptions were the sons of viceroys born in Mexico during their father's tours of duty. Both were raised and educated in **Spain** and were later appointed to the prestigious position their fathers had held).

Before long, **Spain's** political discrimination against Mexican-born Spaniards became social as well. In order to distinguish between European-born Spaniards and Spaniards born in **Mexico**, the latter came to be known as "criollos" or those of color - in this case - while.

Most of the criollos born in **Mexico** were born into wealth. The men were generally haughty, vain and contemptuous of both work and anyone outside of their own group. They spent their time in idleness, intrigue and the pursuit of their own pleasure. Historians say the important things in the lives of the criollos were sex, highly stylized etiquette, resplendent uniforms, vendettas, cards and bullfights.

Many criollos, often more so than European-born Spaniards, discriminated against the mixed blood and Indian population of **Mexico** with special vehemence in an effort to distance themselves from these downtrodden people.

After a number of generations the criollos began calling themselves Americanos in order to further distance themselves from the various class labels and from **Spain** as well. Therefore they were the first people on the North American continent to be known as Americans, although the label was unofficial.

By the end of the 18th century, when the coffers of **Spain** had become depleted by wars and corruption was rampant in both **Mexico** and **Spain**, rich criollos began buying titles and public offices for themselves, but they still had no political power. Even mixed-bloods who had money could buy certificates from the king of **Spain** which legally recognized them as "white."

By 1810 there were an estimated one million criollos in Mexico, as opposed to some 80,000 European-born Spanish administrators. And in the almost 300 years that passed since the beginning of the Spanish era, **Spain** had become as remote to most of them as any other foreign land.

Inspired by the American and French revolutions, the criollos of **Mexico** began to talk of freedom from **Spain**. Finally, after Napoleon conquered **Spain** in 1808, a small group of more militant criollos made the first coordinated move. They kidnapped the ruling Spanish viceroy and put him on a ship bound for **Spain**.

A full scale rebellion against the Spanish administrators, led by a second generation criollo priest named **Miguel Hidalgo**, broke out on September 16, 1810. **Hidalgo** was quickly betrayed to the Spanish authorities, however, as was executed. But the rebellion continued, at first led by both mixed maces (mestizos) and criollos. Over the next 11 years Mexico was drenched with blood. By the time the last of the Spanish overlords and their armies had been defeated, the rebellion had been taken over by criollo leaders of the rebel armies and church leaders.

Mexico was politically free from Spain, but the lives of the majority of the population the mestizos and the Indians - changed hardly at all. They were to remain slaves in all but name to their new criollo overlords for another 100 years.

This excerpt is taken from NTC's Dictionary of Mexican Cultural Code Words. Boye Lafayette De Mente is the author.



Presenta:

Domingo 6 de Agosto

El Gobernador de San Luis Potosi

Domingo 13 de Agosto

Juan Acuña y su Terror del Norte

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Marketing to Latinos

This past Sunday (July 30, 2006, the CBS program, Sunday Morning with Charles Osgood, had as its lead story a piece titled: Stirring The Nation's Melting Pot - Assimilating and Americanization: Latinos In The United States. In this segment, journalist **Martha Teichner** interviewed a number of people about what is taking place around the country.

Henry Cisneros, the former mayor of San Antonio, Texas told her that people (those concerned with the "browning of

America, are going to have to be told to just get over it. "Let's be practical. Get over it. Let's think it through in a practical way." **Cisneros** added that immigrants are not going to go home in large numbers anytime soon.

Another person interviewed, **Harry Pachon**, President of the **Tomas Rivera Policy Institute** at the **University of Southern California**. **Dr. Pachon** says that for too long too many people have been looking at the growing Latino popu-

lation and emphasizing "the Latinization of America, and they don't look at what's happening to the Americanization of Latinos" It's not a one way street **Pachon** added, things are happening to people in many directions, culturally, linguistically and even in terms of food.

El Dinero

The graphic below provides a great illustration of how the movement of people

and money are so closely intertwined. What the graphic does not show is how much of what Mexican consumers purchase in **Mexico** and other places, is sold by American companies. And it is here where things become very interesting, because a growing number of the products made by American companies are not made in **America**. They are manufactured all over the world. The world is changing and it is time we all got over it.

Follow the money

The migration of workers from Mexico can be tracked in dollars.

