MEN'S WEAR

For Spring That's

DIFFERENT

HART-SCHAFFNER-MARX CLOTHING

GLICKS' MEN'S SHOP

52 Cathedral Street

DAY AND NIGHT GARAGE

Storage Batteries, Tires and Tubes, Oils and Grease, Accessories, Batteries Re-Built and Re-Charged. STORAGE

36 GRANADA STREET Phone 734-W

J. W. LUKE, Prop.

P. O. Box 1075

St. Augustine, Fla.

L. F. SANCHEZ & CRAIG

Funeral Director and Embalmer Motor Ambulance

ST. AUGUSTINE

FLORIDA

COMPLIMENTS OF

SERVICE DRUG COMPANY

KNISKERN AND COMPANY Florists

FLOWERS FOR ALL OCCASIONS

North Horn Road

Phone 169-J

FRANK B. STEPHENS, Inc.

Prices Always the Lowest

WILBUR'S GARAGE

North San Marco Avenue

Phone 311

General Repair Shop

24-Hour Wrecking Service

BANTA'S SERVICE STATION

Gas, Oil, Accessories, Hood Tires and Tubes 12-Hour Battery Service

166 San Marco Avenue

The Rexall Drug Store

Prescription Specialists

THE EXCHANGE CLUB OF ST. AUGUSTINE

expresses its sincere appreciation of the cooperation of the business people who have shown their faith by advertising in this program

Ponce De Leon Celebration-Old Spanish Trail



April 2, 3, 4, 1929-St. Augustine, Florida

Second Day-Continued

It is but a few moments before the brilliant cavalcade of Menendez, with cavalry escort, is seen to ride out from the woods. Don Pedro orders his caballeros to remain on the edge of the woods while he and his grandees, with a small detachment of the cavalry, ride into the village, where they dismount and advance to meet the Great Incohonee, the horses being led over beside the tepees.

An old Spaniard, who as a little boy came over with Juan Ponce de Leon and who was left here by his party, together with others, who had died in the interim, and who had made his home with the Indians since being left entirely alone, bursts out from one of the tepees, carrying aloft The Cross of Christ. Menendez and his entire retinue form around the old Spaniard, advance singly and in pairs and embrace the Cross and bless the land, after which they continue the advance toward the village for a parley with the Great Indian Chief.

On learning from Menendez that several Indian prisoners were taken while marching toward the village, the Incohonce indignantly demands their release, to which demand Menendez makes a sarcastic reply and reaches around as if to draw his sword. The chief immediately gives a shout and his warriors rush out upon the Spanish, capturing the horses, the Spanish having difficulty in saving themselves, the outbreak being so sudden.

The commander of the caballeros, seeing the plight of Menendez and the soldiers, immediately orders a charge and the troops advance on the gallop to save their commander, riding past the foot troops so as to attack the village on the flank. However, just as the caballeros await the order to ride down the Indians, a shout is heard and the Indian Chief Apalache, with his full tribe from the north, bedecked in war paint, ride upon the scene, cutting off the Spanish cavalry from the village and capturing them.

Seeing that his mounted troops were trapped, Menendez places a handkerchief upon his sword and raising it high into the air caused the fighting to cease.

Menendez, through the old Spaniard, signifies to the Indian Chief that it would be well for him to call his entire tribe to witness "a great magic" which would prove to them that only through his great mercy, because of the land being blessed, had they been saved from complete extermination. The Chief signals his followers to approach, but with caution. Menendez makes a sign and "a great magic" is performed which causes the Indians to prostrate themselves on the ground and worship the mighty Spaniard who is able to rend the air and earth and cause bodies to be suspended in midair.

The Indians having withdrawn to the edge of the village, Menendez and Chief Satouriara meet and with Don Hernando d'Escolante Fonteneda, who is the old Spaniard, acting as an interpreter, terms of peace are made, the pipe of peace is smoked and the tomahawk buried.

The Chief then sends for the Indian Queen, his wife, and presents her to Menendez. Menendez to show his appreciation presents her with a string of Spanish pearls and gives her a beautiful Arabian horse. Menendez makes known to the Great Incohonee his desire to establish a camp in the vicinity. The Indian chief suggests a camping ground near where Menendez had landed, and offers to escort his new-made friends to the spot. Menendez accepts the suggestion. He and his grandees mount, the foot soldiers draw up into the line and the entire party, with the foot Indians walking alongside and followed by the mounted Indians, move off to the west to prepare the camp which is today represented by the city of St. Augus-



The Landing of Ponce de Leon



Claiming the Land in the Name of Spain.