

ST. AUGUSTINE, FLORIDA
America's Oldest City,
WELCOMES

The Visitors from San Diego, California, and the other States and
Cities of the Nation that will be our Guests during our

PONCE DE LEON CELEBRATION

and the opening of

THE OLD SPANISH TRAIL

that connects two of the Oldest and most Historical Cities on the
American Continent

THE SURPRISE STORE COMPANY

The City's Largest and Leading Department Store, extends a
cordial Welcome to make this Store your Headquarters while in
St. Augustine. There is no Store more Central, and none will
appreciate more the privilege of serving you.

THE SURPRISE STORE COMPANY

Main Store
King and Bay Streets

Furniture Department,
Cathedral Street



St. Augustine's Celebration



WITH all its gay pageantry, the beautiful Ponce de Leon Celebration, a three-day fiesta, has been revived, and thousands have enjoyed the brilliant scenes that seek to immortalize in this Old Spanish City the great epochs connected with the early history of North America. The first day is in memory of the Landing of Ponce de Leon on the shores of fair Florida, on the morning of April 3rd, one week after Easter Sunday, 1513, and the caravel of Ponce de Leon, one of the high-pooped galleons which sailed the Spanish main in the olden days, effects a landing to the northward of Old Fort San

Marco. It is in a natural amphitheatre overlooked by the old grey walls of the fort that the events of the three great days take place: Menendez Day, commemorating the founding of the city by Pedro Menendez de Aviles in 1565, is next celebrated. The third and last event is the Change of Flags, when all the banners which have ever waved over the Oldest City fly for a brief space, later to give way to the Stars and Stripes. Ponce de Leon and Menendez and their retinues make brilliant pictures. Other interesting events of Florida history, including Oglethorpe's attack on Fort San Marco, are interpolated during the three-day fiesta.

The Knight of Leon



JUAN PONCE DE LEON; conqueror and discoverer; born in Aragon, Spain, about 1460. He was of noble family, served in the conquest of Granada, and in 1493 went with Columbus to Espanola; later he was governor under Oviedo, of the eastern part of that island, whence he passed over to Porto Rico in 1508 and began its conquest; in 1510 he was appointed its governor. From the Indians he heard of an "island" called Bimini, to the northwest, and it was reported that this contained a miraculous spring which would restore the aged to youth, probably the supposed island was Florida.

Having acquired much wealth, and being deprived of the government of Porto Rico, Juan Ponce de Leon determined upon making discoveries to the northward, that he might gain honor and advance his estate. For this purpose he fitted out three ships, well manned and stored with plenty of provisions, with which he sailed from the Port of St. German on Thursday, the 3rd of March, 1513, steering for *Acuado*. Next night he stood to the NW. and N., and on the 8th of the same month came to anchor at the shoals of *Babecua*, near the *Isola del Viejo*, in lat. 22½ degrees N. Next day he anchored at one of the *Behama* or *Lucayos* islands called *Caycoa*, and then at another called *Yaguna* in lat. 24 degrees N. On the 11th he came to the island of *Amaguay*, and then passed *Manegua* in lat. 24 degrees N. He came to *Guanahani*, in lat. 25½ N., on the 14th, where he refitted the ships before crossing the bay to windward of the *Lucayos*. This island of *Guanahani* was the first land discovered by the Admiral Don Christopher Columbus in the New World and by him called *San Salvador*. From thence de Leon steered to the northwest, and on Sunday, the 27th of March, he saw and passed by an island. Continuing the same course till Wednesday, the 30th of March, when the wind became foul, he altered his course to W.N.W., and on the 2nd day of April came to nine fathoms of water a league from the land, in lat. 30 degrees 8 minutes N. Running along the land in search of a harbour, he anchored at night in eight fathoms near the shore. Believing the land to be an island, he gave it

the name of *Florida*, because it appeared very delightful, with many pleasant groves, and all level, as also because first seen during Easter, which the Spaniards call *Pasqua de Flores*, or *Florida*. At this place Ponce de Leon went ashore to take formal possession on April 3rd, 1513.

He also explored the Gulf Coast to lat. 27 degrees 30 minutes N., and returned to Porto Rico in September. His grants were renewed, but owing to the Indian wars in Porto Rico he could not again sail for Florida until 1521. He then attempted to plant a colony, but was driven off by the Indians, and himself was so badly wounded that he died shortly after reaching the coast of Cuba.

NOTE: The historical facts above are definitely correct, as they are taken from Herrera as translated by Stevens. The history is out of print and difficult to obtain.

PRAYER

Domine Deus aeternae et omnipotentis, sacro verbo tuo coelum, et terram et mare creasti; benedicatur et glorificetur nomen tuum, laudetur tua majestas, quae dignata est per humilem servum tuum ut Tuum sacrum nomen agnoscat et praedicetur in hac aeterna mundi parte.

Benedictio Dei omnipotentis, Patris et Filii et Spiritus Sancti descendat super istas terras et maneat semper!

TRANSLATION

O Lord, Almighty and Everlasting God, by Thy holy word Thou hast created the heavens, the earth and the sea. May Thy name be blessed and glorified! Praised be Thy majesty, oh Thou Who through Thy humble servant hast ordained that Thy sacred name be made known and proclaimed in these new regions of the world!

May the blessing of the Almighty God, the Father, Son and Holy Ghost descend on this land and abide forever!

NOTE: The above prayer is the identical prayer as said by the Priests who accompanied Juan Ponce de Leon on the trip which resulted in the discovery of Florida, upon his taking possession of the land in the name of Her Majesty, the Queen Isabella of Spain.

This same prayer was said by the Priests who accompanied Christopher Columbus upon his discovery of America in 1492.

It is found in Vol. 1, "Lowery, Spanish Settlements in U. S.," and was furnished our committee by the Rt. Rev. Father J. Nunan, Vicar General of this Diocese.