

Central America: A Quest for the Progression of Economic Value Season II.

Episode 5.

Spanish America with a
Medieval Allure. Conquest and
Colonization Part 4.



Central America: A Quest for the Progression of Economic Value. Season II

From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Updated Outline Calendar.

Season II goes from January 24th to May 2nd , 2025.

24-January-25 » Episode 1 ✓ Ouverture 	31-January-25 Episode 2 ✓ Spanish America with a Medieval allure: Conquest & colonization Part 1 	07-February-25 Episode 3 ✓ Spanish America with a Medieval allure: Conquest & colonization Part 2 	14-February-25 Episode 4 ✓ Spanish America with a Medieval allure: Conquest & colonization Part 3 	21-February-25 Episode 5 ✓ Spanish America with a Medieval allure: Conquest & colonization Part 4
» 28-February-25 » Episode 6 Spanish America with a Medieval allure: Conquest & colonization Part 5 	07-March-25 » Episode 7 Philip II: Carrying heritage duty Part I 	» 14-March-25 » Episode 8 Philip II: Spanish Golden Age in Warfare Part 2 	» 21-March-25 » Episode 9 Philip III: The Race for America. 	» 28-March-25 » Episode 10 Philip IV and Charles II: Brash for the Spanish Succession War Cliff
» 04-April-25 » Episode 11 Central America hidden strategy: A Feudal Society 	» 11-April-25 » Episode 12 Central America hidden strategy: Walloping a secret beyond gold. 	Holy week	» 25-April-25 » Episode 13 Central America hidden strategy: A shelter or refuge for whom? 	2-May-25 » Episode 14 Central America Commodities Fundamentals & School of Salamanca

Next Season III (Spring Summer Saga of 2025) will begin on May 23rd. It will cover the period from 1700 to 2024
Central America: A Quest for the Progression of Economic Value. Season III: Bourbon Bells without Industrial Development?

21/2/2025



This outline is subject to change if the author considers it appropriate for your learning experience.

Eleonora Escalante Strategy
State of the Art Corporate Strategy
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Central America: A Quest for the Progression of Economic Value. Season II

From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Big Picture of our Content.

Season II goes from January 24th to April 25th, 2025.

Season	Start Date	Finish Date	Number of episodes	Historical Timeline to Analyze	Main General themes
One (I) Autumn -Winter 2024	October 4 th , 2024	December 27 th , 2024	13 episodes	1492-1558	<ul style="list-style-type: none"> Historical foundations Castile & Aragon: Discovery of Spanish America, the Holy Roman Empire Charles V-Holy Roman Emperor: his local, personal, regional, religious, and international agenda The Spanish Inquisition
Two (II) Winter-Spring 2025	January 24 th , 2025	April 25 th , 2025	13 episodes	1492-1700	<ul style="list-style-type: none"> Spanish America with a Medieval Allure: Conquest and Colonization Understanding the economics philosophy of the Habsburgs Rulers in Central America: Philip II, Philip III, Philip IV, and Charles II. Commodities: Mining extraction of precious metal reserves
Three (III) Spring-Summer 2025	May 23 rd , 2025	October 10 th , 2025.	20 episodes	1700-2025	<ul style="list-style-type: none"> Bourbon Era Bells of Independence Mining + Agricultural Commodities Charted Urban vs Forgotten Rural Derailment of violence and inner conflicts Agricultural Commodities + Products + Services Where is our industrial development? The transformational experience? Agricultural Commodities + Products + Services + The Tech Palatine

Past saga: done

This saga

Next saga

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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Main framework of Analysis

Progression of Economic Value

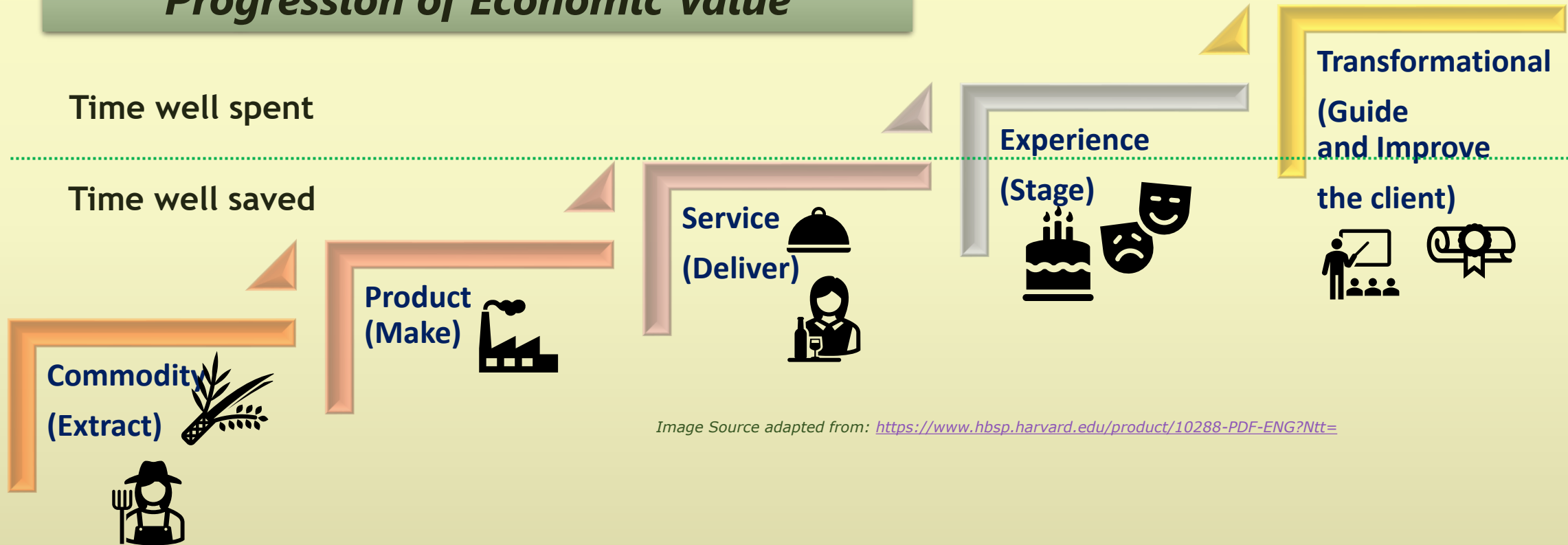


Image Source adapted from: <https://www.hbsp.harvard.edu/product/10288-PDF-ENG?Ntt=>

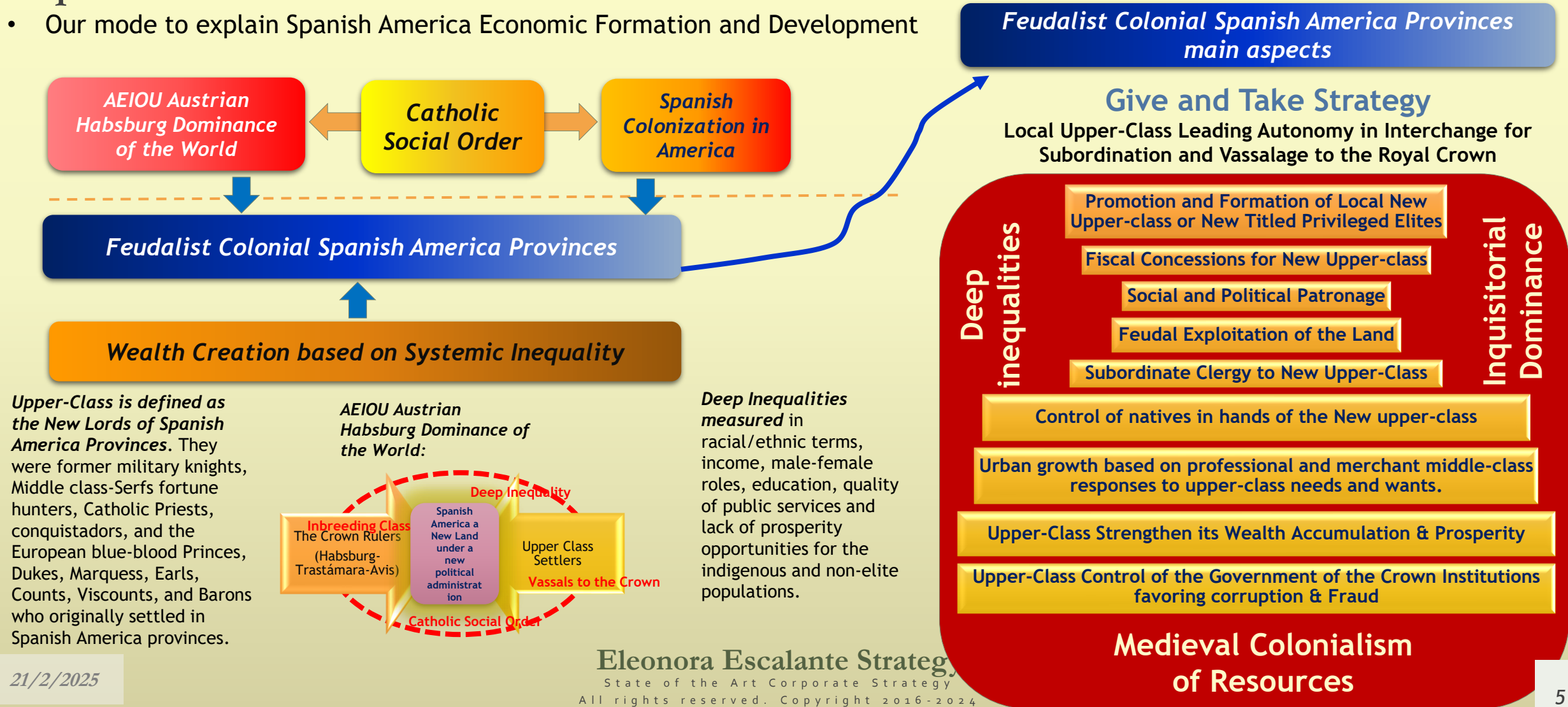
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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Spanish America with a Medieval Allure

- Our mode to explain Spanish America Economic Formation and Development



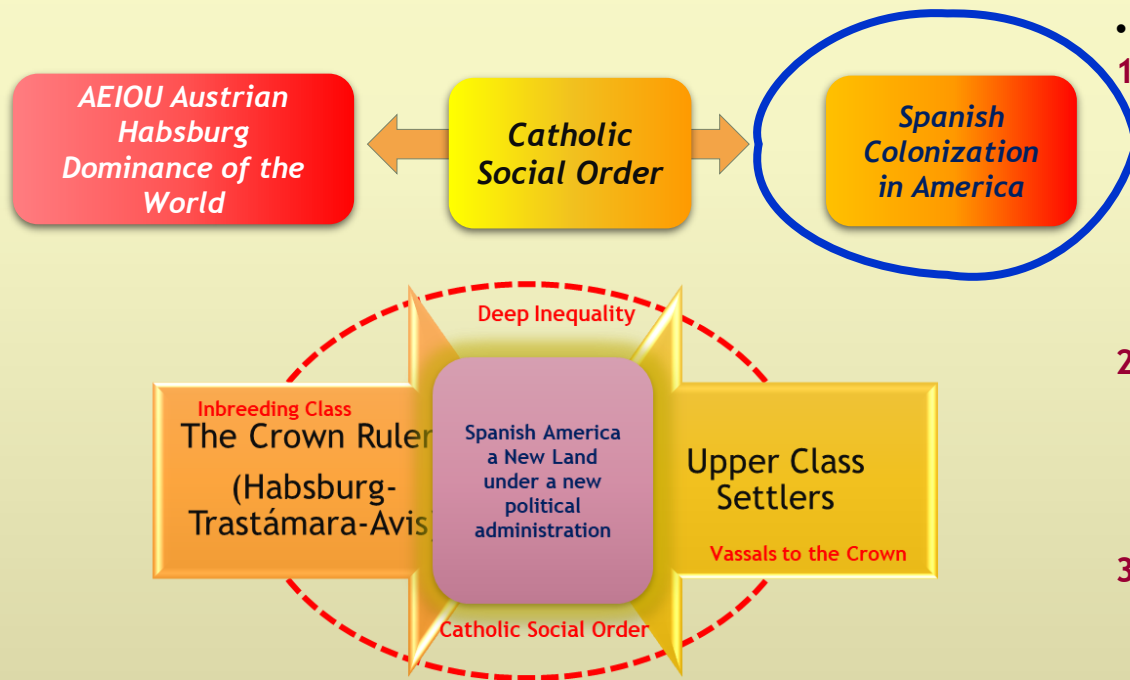
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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

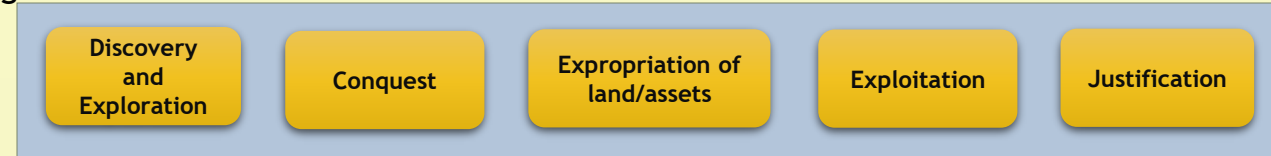


Spanish America with a Medieval Allure

Third Alternative History Scenario



- Our agenda for today aims to explain the **third** alternative history of the colonization corporate strategy (understood as the project America Conquest Inc.).
- Please take note: the conquest and the colonization of Spanish America holds 5 stages:



- The Third Alternative History scenario incorporates the following assumptions:
 1. **A Key Strategic Alliance between France, England, Portugal and the Spanish-Austrian Domains of Charles V facing the princes of the Holy Roman Empire of the German Nations.** In this assumption, we suggest that Maximilian I plans were to create a strong power alliance with France (through the Valois-Bourbons) and his core Austrian domains to keep the rest of the German nations out of the exploration and conquest of Spanish America. We suggest the Wittelsbach-Bayern princes were included by Charles V in the Conquest America Inc.
 2. **Hernando Cortés might be any royal member of the family Aviz of Portugal, the house of Habsburg, & the House of Valois-Bourbon-Lancaster of Burgundy.** We can't envisage for a particular royal (legitimate or bastard) personage, but it is very possible that the figure of Hernando Cortés belongs to one of the many royals who belonged to the crowns listed. Details will follow next week.
 3. **The nature of Conquistadors:** The conquistadors from Castile-Aragon were all from Extremadura, with direct links to the family Aviz of Portugal. The conquest of New Spain (México) was planned between 1500 to 1519, and all the "soldiers of Cortés" were specialized mercenaries of the 4 military orders of Spain and other knight orders from the kingdoms of the grandparents of Charles V. These conquistadors were transported from Lisbon.

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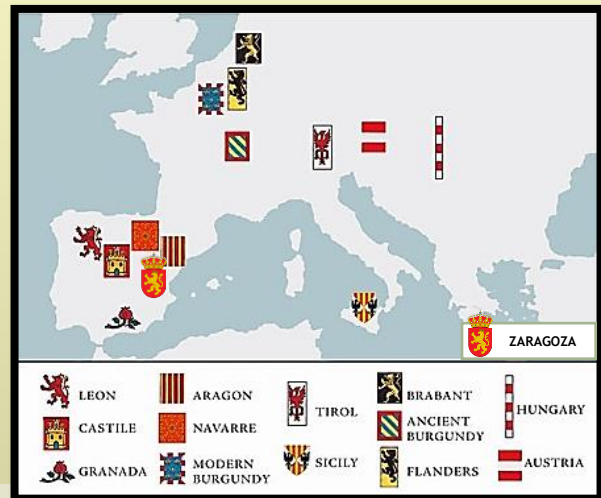


Spanish America with a Medieval Allure.

Alternative History Scenario 3: Exploring possibilities ? (1/10)



Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



Let's start to explore the meaning of Hernando Cortés heraldry. We will begin with the third quadrant, number 3.

- There are at least twelve combinations of colors when identifying the lion rampant over a field (background).
- A golden lion on red is identified in heraldry as: "Gules, a lion rampant Or". Gules is the heraldic color red, and Or is golden or yellow.
- This quadrant send us to Zaragoza: Zaragoza (Saragossa) is the capital of the kingdom of Aragon, since King Alfonso I reconquered it from the Muslims in 1118.
- Alfajería Palace in Zaragoza was "the" residence to Ferdinando II King of Aragon.

The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, and improved as the Marquis of the Valley Oaxaca in 1529.

The meaning of the lion /Third Quadrant

FOX-DAVIES 1/3* HERALDIC LION ATTITUDES ★ by familyhistoryfoundation.com★			
DIRECTION OF HEAD			
	unmarked	guardant	regardant
rampant	 FIG. 854.—Lion rampant "lion rampant"	 FIG. 855.—Lion rampant guardant "lion rampant guardant"	 FIG. 856.—Lion rampant regardant "lion rampant regardant"
passant	 FIG. 857.—Lion passant "lion passant"	 FIG. 858.—Lion passant guardant "lion passant guardant"	 FIG. 859.—Lion passant regardant "lion passant regardant"
stattant	 FIG. 860.—Lion stattant "lion stattant"	 FIG. 861.—Lion stattant guardant "lion stattant guardant"	FOX-DAVIES* MISSING
stattant	 FIG. 862.—Lion stattant tail extended "lion stattant tail extended"		



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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

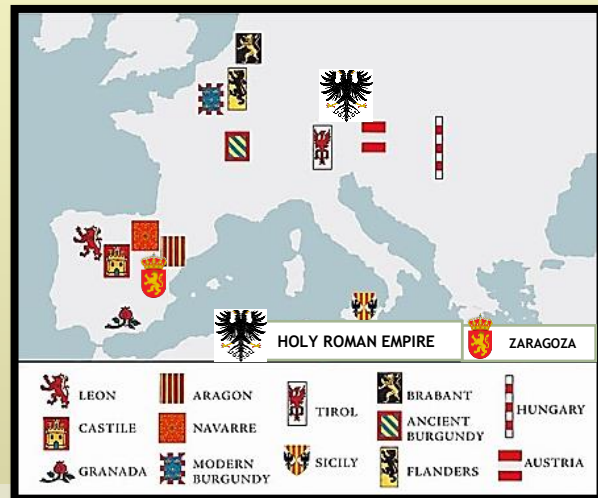


Spanish America with a Medieval Allure.

Alternative History Scenario 3: Exploring possibilities ? (2/10)



Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.

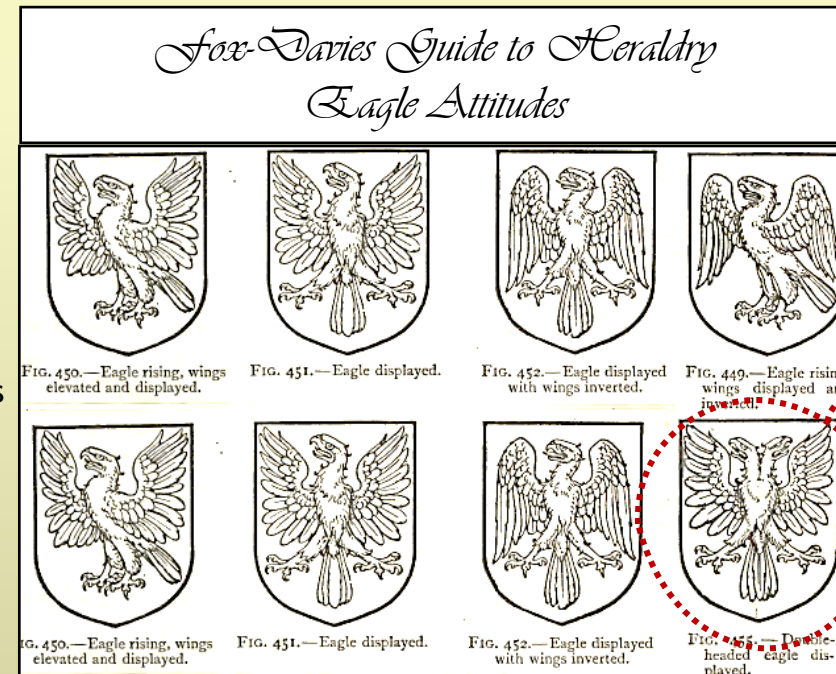


Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 1.

- The symbol of the double headed eagle in the context of the conquest of the New World represents the Holy Roman Empire of the German Nations.
- The field (background) color silver or white label belonged only to members of a Royal Family.
- In addition, according to A.C. Fox-Davies, the color silver of a field is a "temporary mark of the eldest son or grandson during the lifetime of the head of the house"
- The field silver-argent was used when there was going to be an imminent massive change of coat of arms, such as the case of starting a new heraldry for America's new domains.

The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

The meaning of the double-headed eagle.



Hernando Cortés Heraldry (1529)



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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Spanish America with a Medieval Allure.

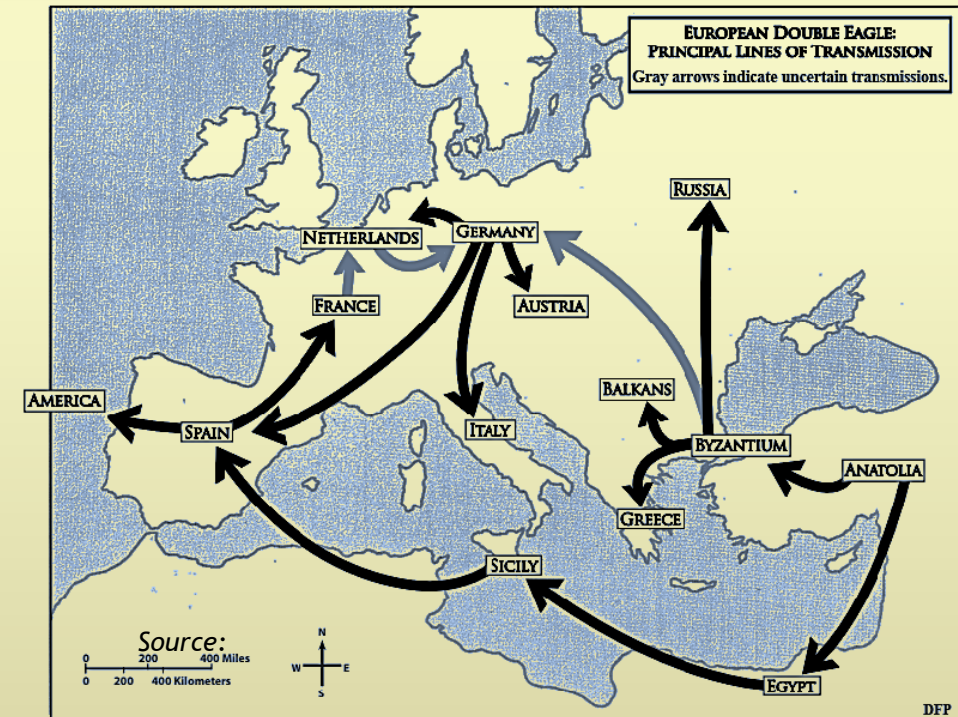
Alternative History Scenario 3: Exploring Possibilities? (3/10)



The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 1.

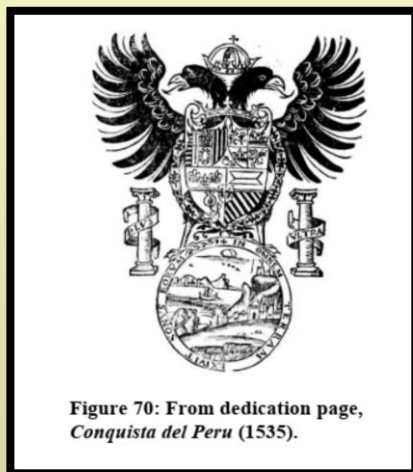
- The double-sided eagle is “probably” originated in the Emperors of the East
- According to our heraldic sources of reference, the double-headed eagle has been found in archaeological sites of the Hittites (2,000 BC).
- Later, the emblem of the double-headed eagle was probably retaken after Ancient Rome.
- Then it reappeared around the year 1000 CE, with the Seljuks of Anatolia, in Nicaea and Konya.
- The Byzantium empire retook its symbol with Theodorus II Lascaris (1254): it meant a dual sovereignty: temporal and spiritual.
- We will dedicate a few slides on our next publication about this symbol, because most of the conquest and colonization of America is linked to it.



Diffusion of the double Eagle image in Europe

Source: Philips, David. *The Double Headed Eagle*. The Flag Heritage Foundation, 2014. <https://www.flagheritagefoundation.org/fhf-publications/the-double-eagle/>

The meaning of the double-headed eagle.



Central America: A Quest for the Progression of Economic Value. Season II.

From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

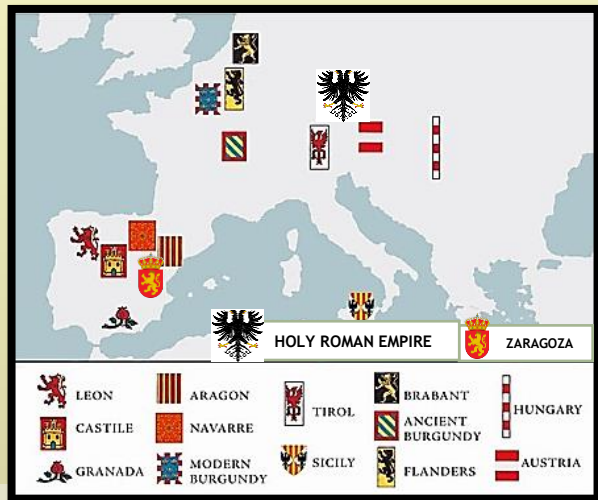


Spanish America with a Medieval Allure.

Alternative History Scenario 3: Exploring possibilities? (4/10)



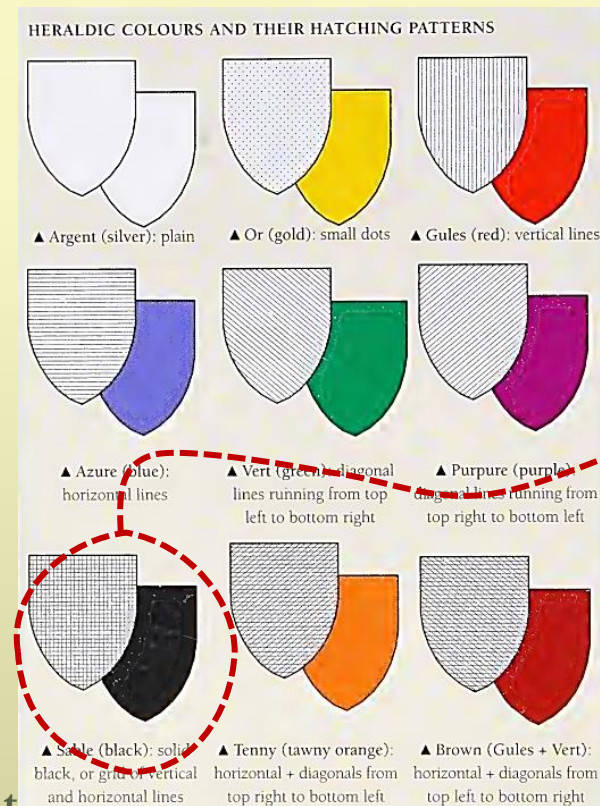
Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 2.

- The field of this quadrant is black or sable. This color in medieval times was unique and associated with "princes noires".
- In the context of Charles V warfare, the color sable (or schwarz in german) was associated to members of the Hohenzollern family, a noble family that supported the Habsburgs previous to the ascension of Charles V into power.
- The field color black also appears in the Duchy of Brabant and the Count Palatin du Rhin of the Holy Roman Empire.
- The field black is also associated with the German knights: Schwartzereiters who appeared first in Europe in the times of Charles V during the Schmalkaldic wars.
- The field of sable is also associated with heraldry of the knights templars (military orders).

The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.



Hernando Cortés Heraldry (1529)



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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

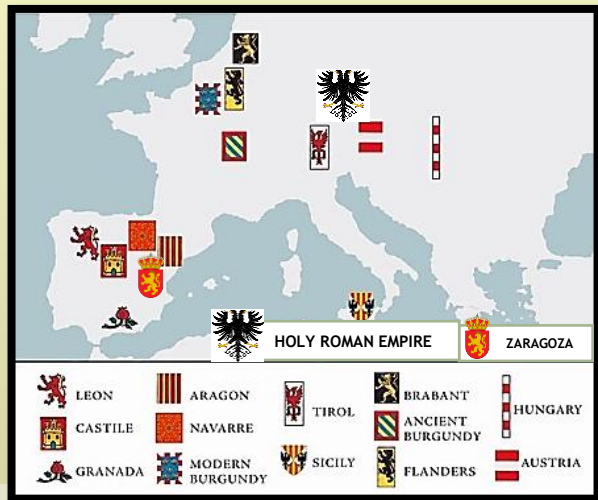


Spanish America with a Medieval Allure.

Alternative History Scenario 3: Exploring possibilities? (5/10)



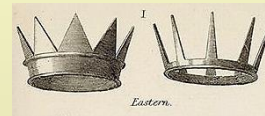
Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



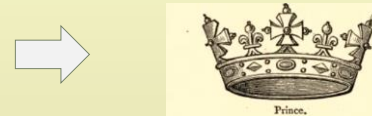
The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 2.

- Quadrant 2 shows three crowns above a sable field.
- According to Woodward-Burnett, the crowns are classified in several types (look at your right).
- The three crowns of Hernando Cortés are antique open crowns. These are called also eastern crowns, with five visible points.

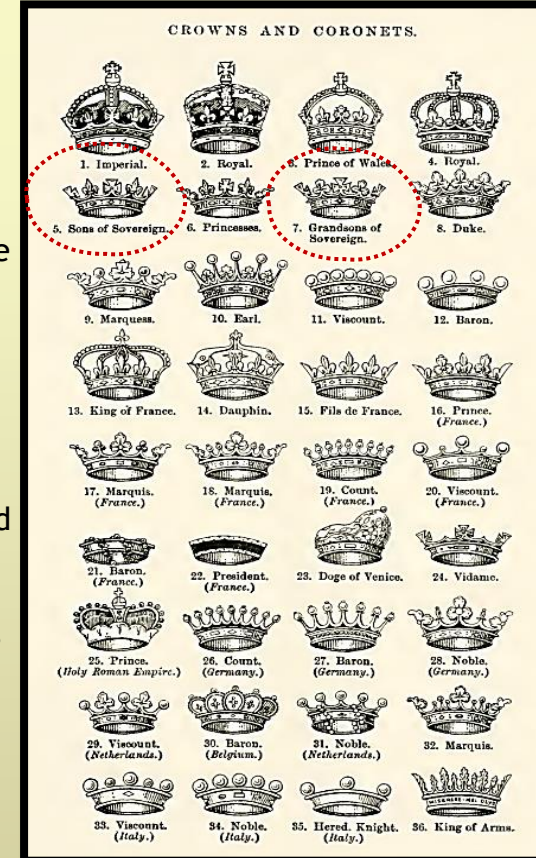


Antique crowns



Prince (son-grandson)

- If the crowns appear in any quarter of the coat of arms implies several clear connotations: It is a symbol of power and protection given by a royal house, owner of the sovereign crown. The crown warrants security and safeguard/defense.
- Literally, at the times of Charles V the kingdom with 3 crowns was
- At your right the open crowns with five visible points belong to princes: sons or grandsons of the sovereign. C'est tout.



Hernando Cortés Heraldry (1529)



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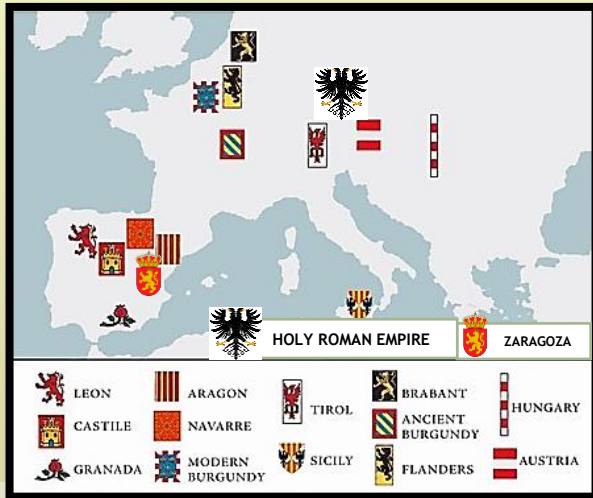


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **Exploring possibilities? (6/10)**



Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 2.

- It is very interesting to observe similar aspects of the three crowns in the foundation of the city of Lima.
- "By Royal warrant dated Valladolid 7 December 1537, Emperor Charles V. and his mother Queen Johanna (the Mad) granted a coat of arms to the Ciudad de los Reyes as Lima"
- "Un escudo en campo azul, con tres coronas de oro de reyes, puestas en triángulo, y encima de ellas, una estrella de oro, al cual cada una de las tres puntas de la dicha estrella toque a las tres coronas, y por orla unas letras de oro que digan: "Hoc signum vere regum est", en campo colorado, y por timbre y divisa dos águilas negras de corona de oro de reyes, que se miran la una a la otra, y abrazen una Y y una K, que son las primeras letras de nuestros nombres propios, y encima de estas dichas letras una estrella de oro, según aquí van figuradas y pintadas".
- This only confirms that the Spanish Crown was repeating the same pattern of three crowns (three existing kings who were protecting the colonization of America? Who are these kings?



Heraldry Arms of Lima City, Perú 1537

The arms from the 1537 grant



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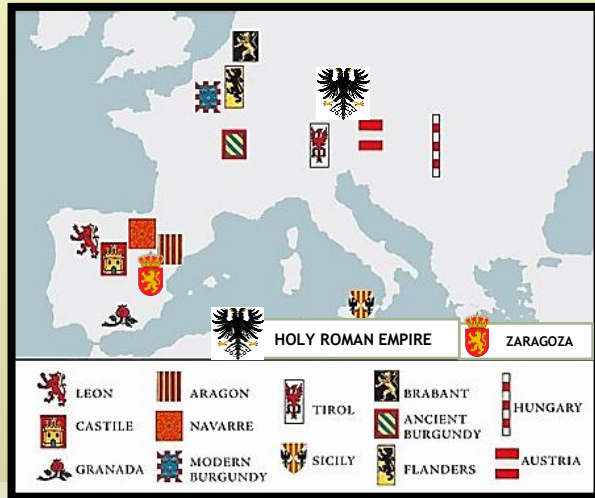


Spanish America with a Medieval Allure.

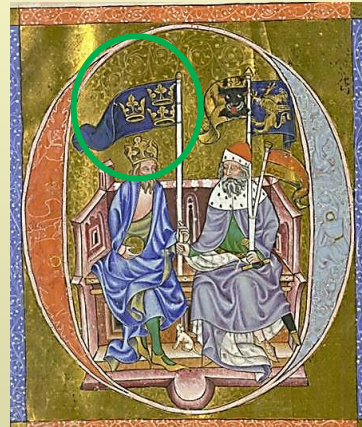
Alternative History Scenario 3: Exploring possibilities? (7/10)



Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



The origin of the field "azure, three crowns or" is the royal seal of Albrecht of Mecklenburg when he was king of Sweden



Albrecht of Mecklenburg II the young (1338-1412), and his Father Albrecht of Mecklenburg (1318-1379)
Source: Ernst von Kirchberg's Reimchronik, 4. fol.1v., 1378 (Landeshauptarchiv Schwerin)

The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

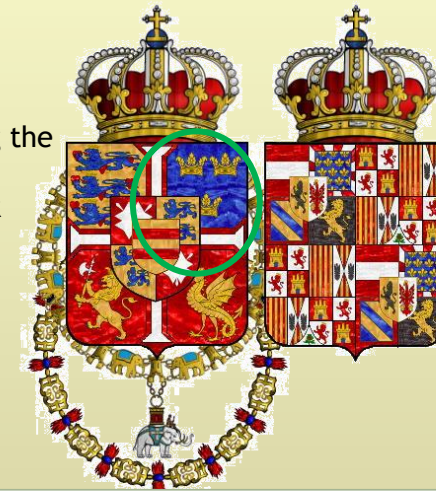
Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 2.

- In our quest to understand which kingdoms are the ones that protected America Conquest Inc./Hernan Cortés, we have found TWO potential alternative answers:

1

Northern Germany, Sweden and Denmark

Hernando Cortés
Heraldry (1529)



From Albrecht of Mecklenburg the Strategic Alliance between Norway, Sweden and Denmark called the Kalmar Union.

Coat of Arms of King Christian II of Denmark (1481-1559), married with Isabeau Habsburg-Castile-Aragon. He was king of Denmark and Norway between 1513-1523. King of Sweden 1520-1521

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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

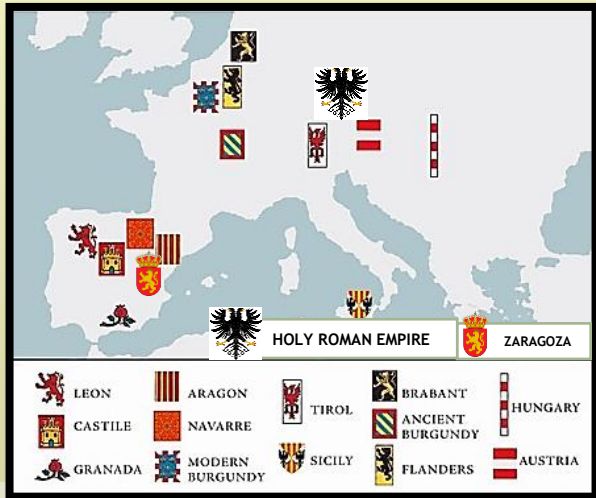


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **Exploring possibilities? (8/10)**



Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 2.

- In our quest to understand which kingdoms are the ones that protected America Conquest Inc./Hernan Cortés, we also have envisaged the meaning of the three crowns as the three main dynasties of Charles V domains: Habsburgs-Austria, Valois-Northern Germany, and Castile-Aragon-Spain.

- Lima "the City of the Kings" has been named "officially in history records" after the three wise men of the East who came to see the infant Christ. What eastern emperors?
- Coincidence or not, in Portugal, Ponte de Lima was established in 1125 as one of the oldest and most beautiful towns in Portugal.
- The foundation of Lima "The city of the Kings" in Perú occurred at the time in which Charles V was still married with Isabella of Portugal.
- Is there a political reason with Portugal that Charles V could have considered in the three crowns of the Coat of Arms?

2

Three main dynasties: Habsburgs, Valois, Castile-Aragon

Hernando Cortés
Heraldry (1529)



The origin of the three crowns or, over the azure-sable field started with Cortés in América (1529) and continued with Lima, Perú in 1537; but there are two crowns above, and one at the bottom.

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From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

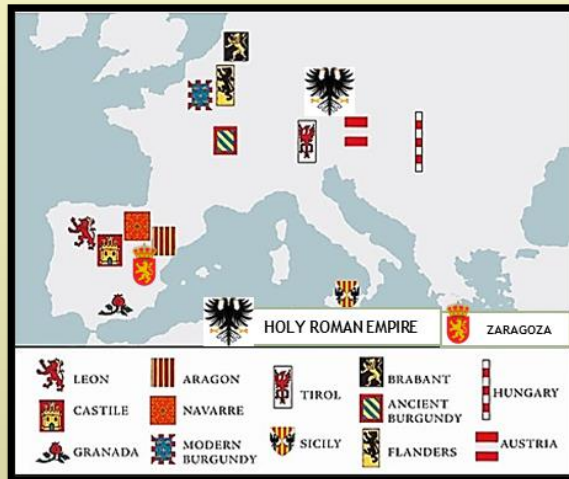


Spanish America with a Medieval Allure.

Alternative History Scenario 3: Exploring Possibilities? (9/10)



Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.



The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.

Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 4.

- The field of this quart is azure, or blue, city on base barry wavy of the sea.

TO BE CONTINUED next week...



Hernando Cortés
Heraldry (1529)



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Thank you.

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