

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

## Episode 6.

Spanish America with a  
Medieval Allure. Conquest and  
Colonization Part 5.
















# 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 24<sup>th</sup> to May 2<sup>nd</sup> , 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. 	» 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 23 <sup>rd</sup> . 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?

Holy week

28/2/2025



*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  
All rights reserved. Copyright 2016-2024

# 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 24<sup>th</sup> to April 25<sup>th</sup>, 2025.

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

Past saga: done

This saga

Next saga

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

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



Main framework of Analysis

### Progression of Economic Value

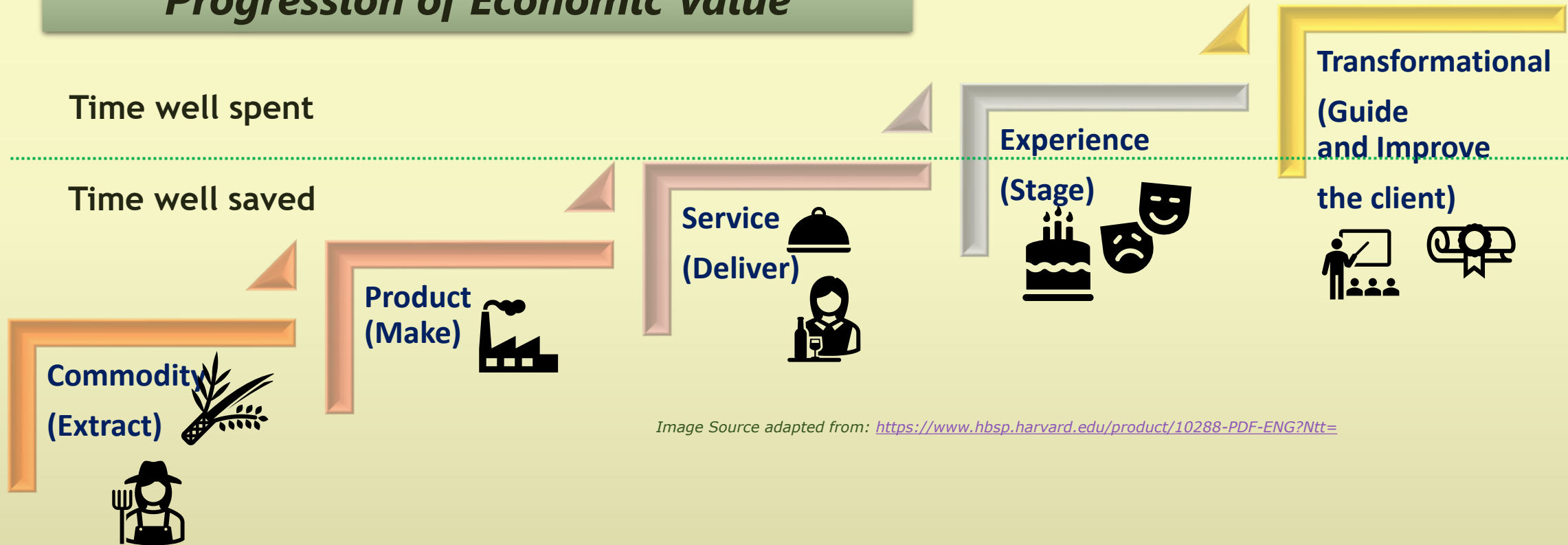


Image Source adapted from: <https://www.hbsp.harvard.edu/product/10288-PDF-ENG?Ntt=>



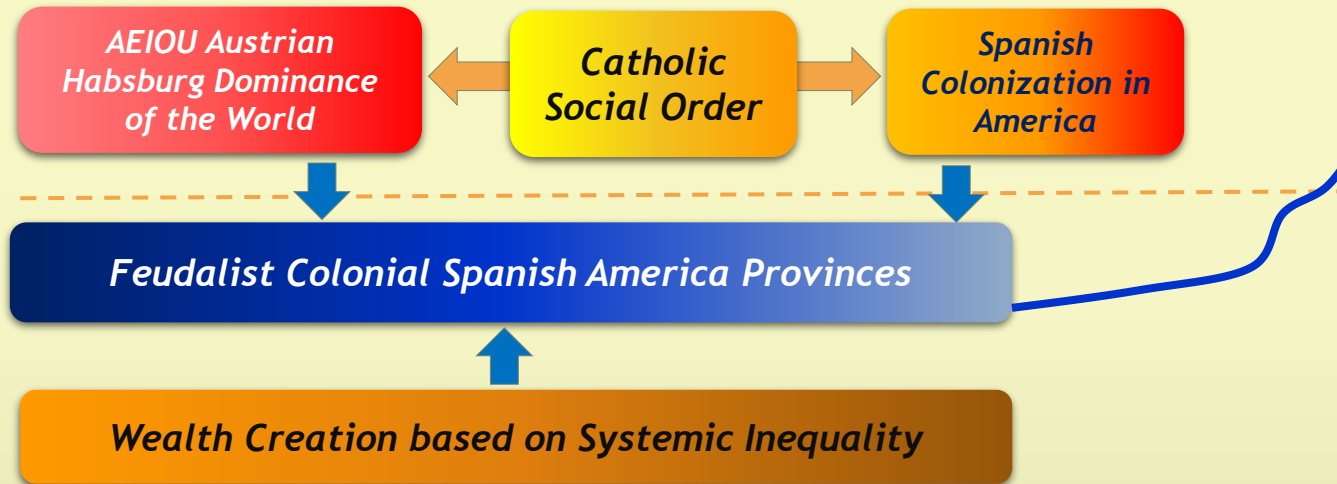
# Central America: A Quest for the Progression of Economic Value. Season II.

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



### Spanish America with a Medieval Allure

- Our mode to explain Spanish America Economic Formation and Development



**Upper-Class is defined as the New Lords of Spanish America Provinces.** They were former military knights, Middle class-Serfs fortune hunters, Catholic Priests, conquistadors, and the European blue-blood Princes, Dukes, Marquess, Earls, Counts, Viscounts, and Barons who originally settled in Spanish America provinces.

**AEIOU Austrian Habsburg Dominance of the World:**



**Deep Inequalities measured in** racial/ethnic terms, income, male-female roles, education, quality of public services and lack of prosperity opportunities for the indigenous and non-elite populations.

### Feudalist Colonial Spanish America Provinces main aspects

#### Give and Take Strategy

Local Upper-Class Leading Autonomy in Interchange for Subordination and Vassalage to the Royal Crown



# 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

#### Third Alternative History Scenario

- Our agenda for today aims finish 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:

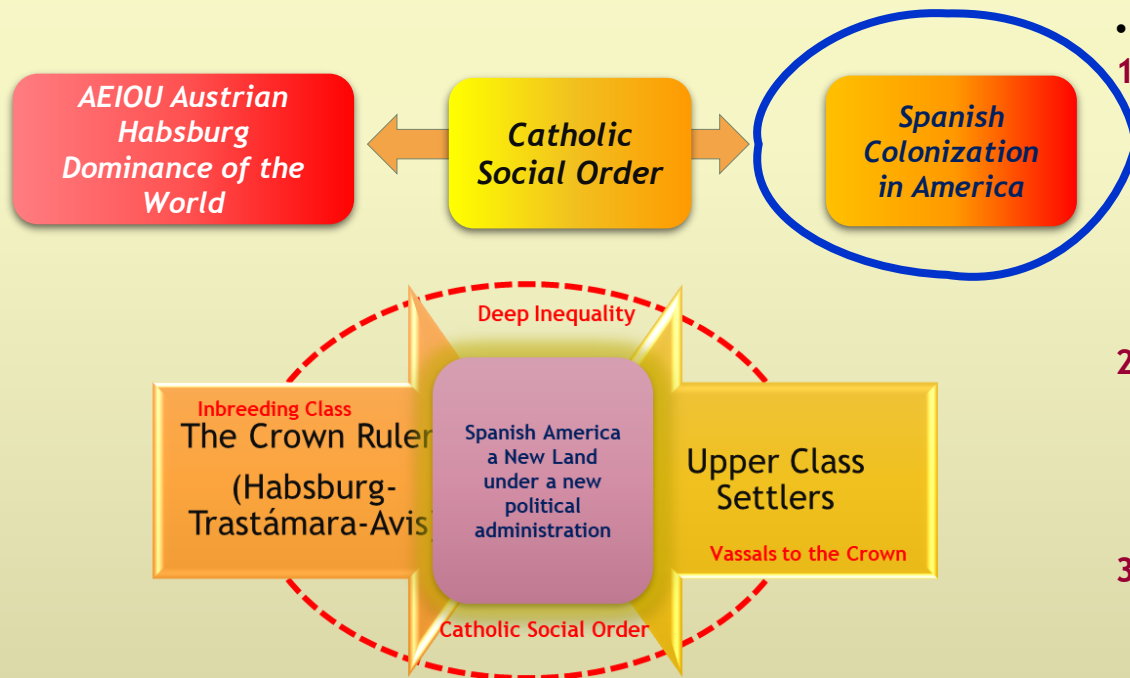
Discovery  
and  
Exploration

Conquest

Expropriation of  
land/assets

Exploitation

Justification



- 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.

# 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: **The meaning of the double-headed eagle**



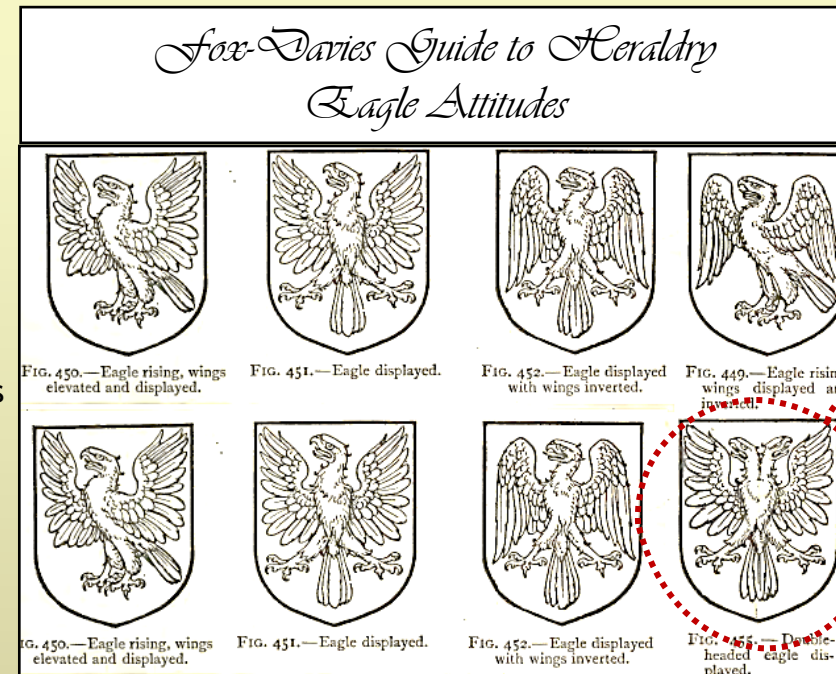
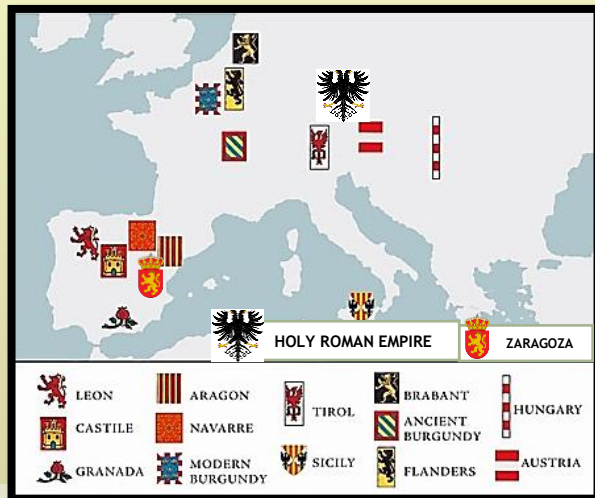
*The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.*

Last week, we began to explore Hernando Cortés heraldry. Today 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 meaning of the double-headed eagle in Hernando Cortés.**

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





# 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.

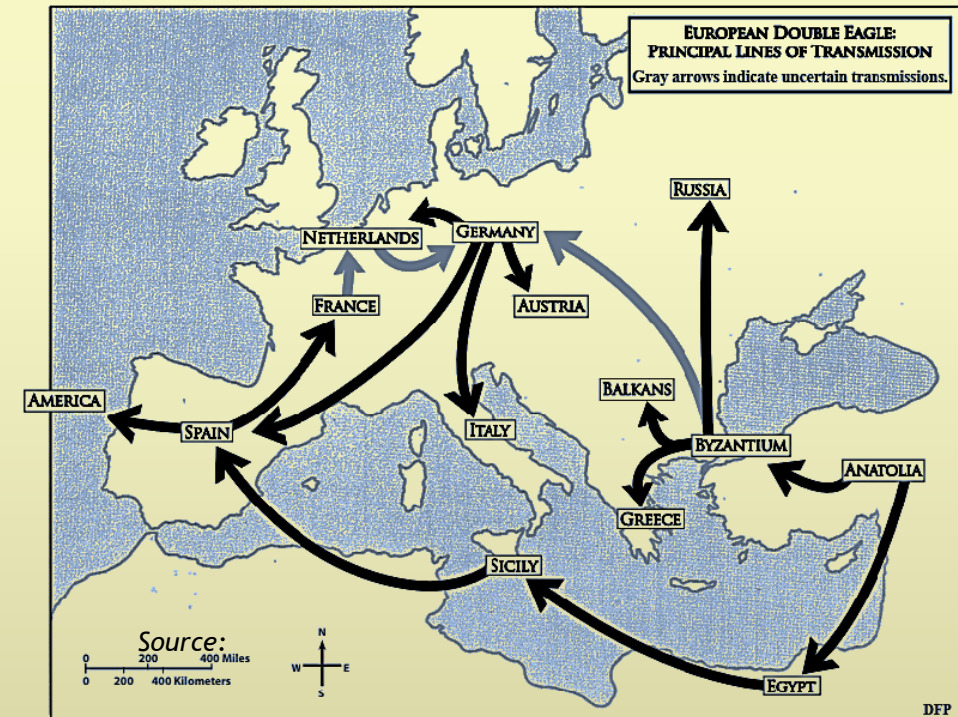
Alternative History Scenario 3: **The meaning of the double-headed eagle**



*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.

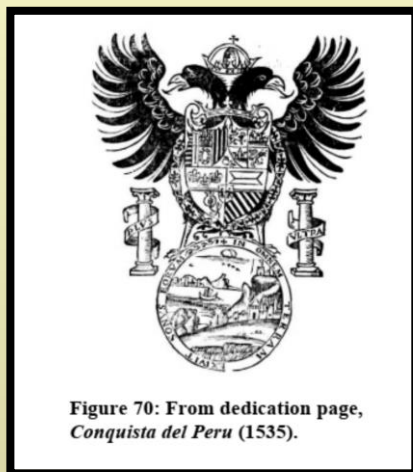
- The double-sided eagle is “probably” originated in the Emperors of the East
- According to our heraldic sources of reference, the double-headed eagle has been found in archaeological sites of the Hittites (2,000 BC).
- Later, the emblem of the double-headed eagle was probably retaken after Ancient 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.
- As promised last week, we will dig deeper about 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: The meaning of the double-headed eagle of quarter 1

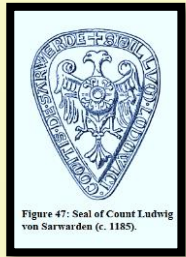


Figure 47: Seal of Count Ludwig von Sarwarden (c. 1185).

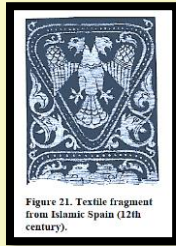


Figure 21: Textile fragment from Islamic Spain (12th century).

*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 or quarter 1: The historical meaning of the double-headed eagle.

2500  
BC

- Sumerian city of Lagash
- Hittites relics in Anatolia (now Asian Turkey)



Figure 1: Sumerian cylinder seal from Lagash.

- Used in the byzantine Empire randomly in seals.
- With Constantine The great, the early East Roman Empire continued to use the single-headed imperial eagle motif.
- Sicily, Iberian Moslem towns
- Pope Clement I manuscript show the seal of double Eagle
- French Romanesque buildings
- Seal of Count Ludwig von Sarwarden (1185)

1000-  
1100  
CE

- Great Seljuk Empire (now Eastern Turkey and Mesopotamia)
- Amida, Artuquid Dynasty
- Some textiles and fresco walls of France were loaded with double-head eagles
- The Latin Empire of Constantinople (1204-1261) with King Baldwin I from Hainaut, introduced the double-headed Eagle to the Netherlands through his daughter Margarite Countess of Flanders of Constantinople.
- 2 head-Eagles on coins of Theodorus Lascaris in Greece
- Frederick II Hohenstaufen Holy Roman Emperor
- It appears as a seal of Philip of Savoy (1278)

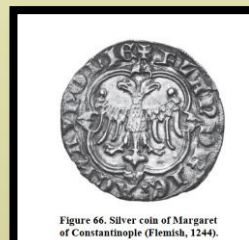


Figure 66: Silver coin of Margaret of Constantinople (Flemish, 1244).

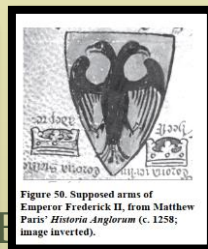


Figure 50: Supposed arms of Emperor Frederick II, from Matthew Paris' Historia Anglorum (c. 1258; image inverted).

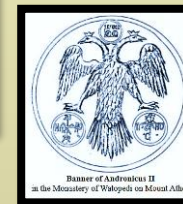


Figure 36: Byzantine double eagle with Paleologue monogram.

1200  
CE

1300

- Egypt, Sicily
- The Paleologue family of the Bizantium Empire,
- The Byzantine families who held the Imperial Throne of the Bizantium display a double eagle: Cantacuzene, Comnene, Ducas, Lascaris, and Paleologues.
- Louis IV (1282-1347) Holy Roman Emperor, called the Bavarian, of the House of Wittelsbach. He used the seal of the double-headed eagle, and his sons utilized it on the fields of their coat of arms.



Banner of Andronicus II in the Mosaic of Hagia Sophia (14th century).



Byzantine seal of Andronicus Paleologus (1455-1459) in Western style.

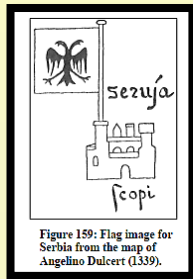


# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the double-headed eagle of quarter 1.**



*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 or quarter 1: The historical meaning of the double-headed eagle.

1000  
CE

1100-  
1200  
CE

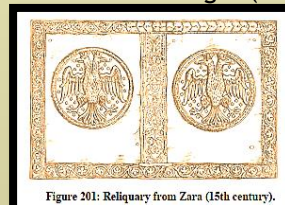
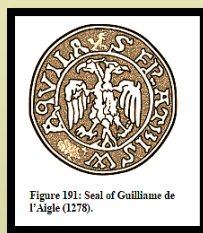
1300

1400-  
1500  
ce

- It re-appeared during the High Middle Ages, around 10th or 11th centuries used by the East Roman Empire.
- Serbia: 11th or 12<sup>th</sup> centuries.
- Theodora Komnenos Vatatzes (Greek-Byzantium), Coat of arms from her family (1190-1246) married duke of Austria Leopold VI.
- Seal of Guillaume de l'Aigle (1278), a templar knight from France.

- The Marquessate of Montferrat, a cadet Branch of the Byzantine imperial Palaeologue family used the Double Eagle.
- Serbia: It appears near Belgrade in 1339. Map of Angelino Dulcert.
- Serbia: It appears in the ring of Queen Teodora, Bulgarian imperial origin-Serbian royal Status.
- Slavic Lands: Intense diffusion of the emblem in frescos, textiles, relics, decorations of Slavic Lands. It was part of the coat of arms of the Nemanjic dynasty.
- Montenegro: In 1455 the Crnojevic dynasty used the double-Eagle (1494)

- The double -headed eagle was consolidated under Frederick III HRE as a symbol of Emperor. Frederick III, Maximilian I and Charles V used one single-headed eagle on seas as kings of the Romans, but double-headed when crowned HRE of the German Nations.
- After the Fall of Constantinople to the Ottoman Turks (1453), the double-headed eagle was used as the emblem of the Ecumenical Orthodox National Patriarchate in Istanbul.
- For Austria, the double-sided eagle has been carrying on a breast-shield for the coat of arms of all kings, emperors, queens and princes/princesses of Habsburg lineage since the 14<sup>th</sup> century.
- The Hernando Cortés coat of arms quarter 1 (1525). the Peruvian conquest dedication( 1535)
- Russia: Ivan III the Great married Sophia Palaeologue, niece of the last Byzantine emperor Constantine XI Palaeologue. He adopted the emblem for the Muscovite princes, tzars, emperors and rulers up to this day.





# 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: The meaning of the double-headed eagle of quarter 1



Figure 65. Emperor Sigmund at the Council of Constance, from Ulrich von Richental's Chronik (1483).

*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 or quarter 1: The historical meaning of the double-headed eagle.

1400

- King Wenceslaus IV of Bohemia (1346-1378), called also Charles IV of Luxembourg HRE, identified himself with a double-eagle seal,
- His son Sigismund of Luxembourg HRE (1368-1437), King of Hungary and Bohemia also used the double-headed eagle on its breast, and he officialized it as the emblem of the Holy Roman Empire of the German Nations.
- Skanderbeg Albanian resistance army under the Castrioti Family (1460s)

1500

- Maximilian I and Charles V used the double headed Eagle as a helmet and supporter behind the coat of arms as soon as both were crowned Holy Roman Emperors.
- As of 1497, after Ivan III, all Russian tzars have used the two-headed Eagle.
- When Charles V split his kingdoms in two, his son Philip II didn't use the double headed Eagle. The new HRE was his brother Ferdinand I Habsburg HRE, and his descendants. Spain was not part of the Holy Roman Empire, but Charles V granted it in Spanish America, several times before his death: Hernando Cortés, Perú City, Tunja City Boyacá-Colombia, Potosí-Bolivia, and several colonial churches all over Spanish America.

1600

- As of 1558, the Austrian Habsburg Branch took it as a breast-shield (the space of the supporters, crown, helmet) and after the Thirty Years War which devastated Germany, the double-headed eagle went to the nation-state of Austria (including Bohemia, Hungary and other territories).
- It was kept in the Habsburgs coat of arms until 1806, and later it was used on and off for several periods.
- The Russian Empire used it until 1917 (soviet revolution), and then it was reinstalled with Boris Yeltsin in 1993.



Figure 53. Seal of the infant Wenceslaus IV, King of Bohemia (1363).

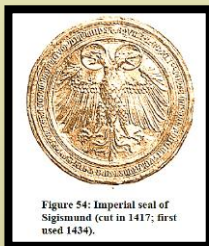


Figure 54: Imperial seal of Sigismund (cut in 1417; first used 1434).



Heraldry Charles V HRE (1500-1558)



Coat of Arms Ferdinand I Habsburg (1503-1564)



Figure 15: Seal of the Austrian Empire, by Adolph Schöner (1899).



Figure 84: Full arms of Austria, by Agi Lindgren (1899).



Figure 169: Serbian royal arms (1899).

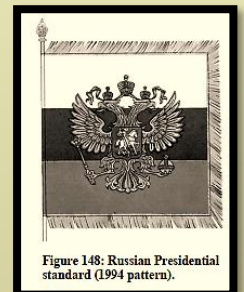


Figure 148: Russian Presidential standard (1994 pattern).

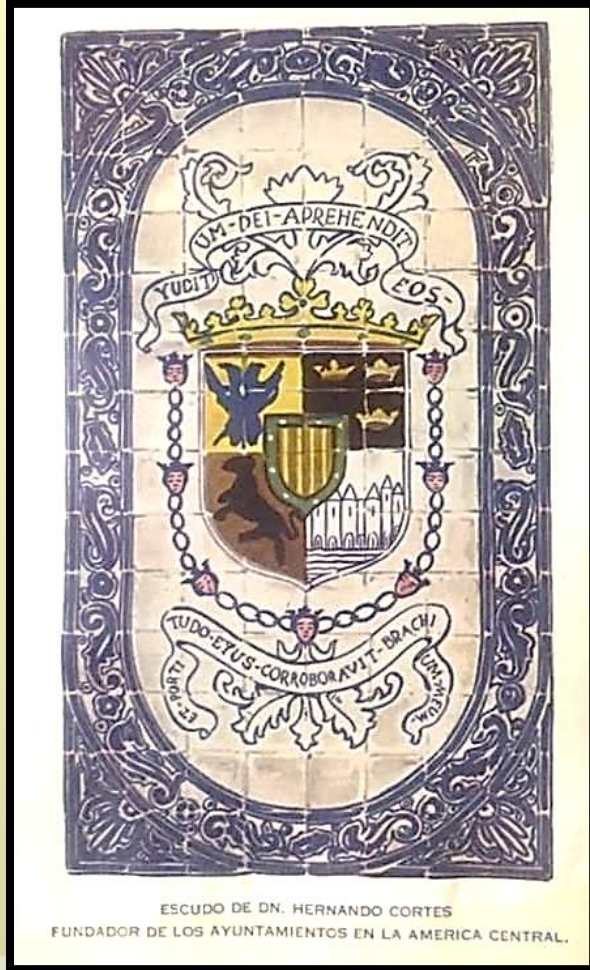


# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the double-headed Eagle of quarter 1.**



*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.*

In summary, as a result of our analysis: “The double-headed eagle has been a royal symbol throughout its history until the present day” (Deeds 1935:106). The history of the use of the double-headed eagle in various contexts since before the Crusades has been well documented. It has been used “only” as a heraldic emblem of many royal houses and is still a state symbol in some countries.

- If a quarter of a field, or the field, or any part of the breast-shield of a coat of arms hold a double-headed Eagle, then without a doubt, Hernando Cortés was direct descendant of Maximilian I (Holy Roman Emperor), and in 1525 he “officially” was granted that emblem in the quarter 1 of his coat of arms.
- At the times of Charles V, there is no other possibility than this one.

# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

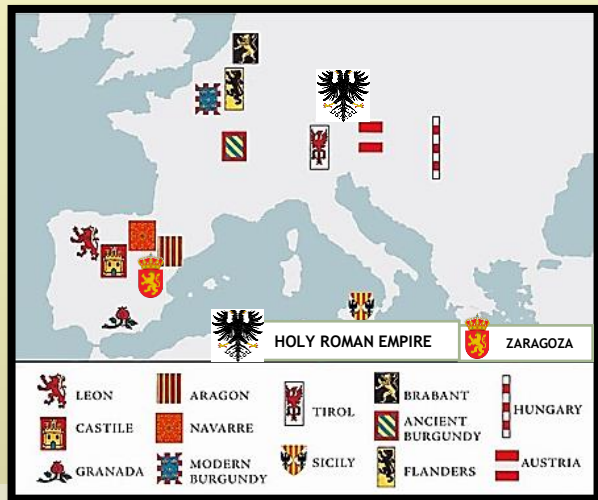


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**

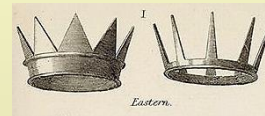


Let's figure out different possibilities about the origin (the heraldry roots) of Hernando Cortés, the leader of the conquest of México-Central América.

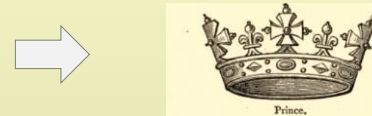


Let's continue exploring Hernando Cortés heraldry. We continue with quadrant 2.

- 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.



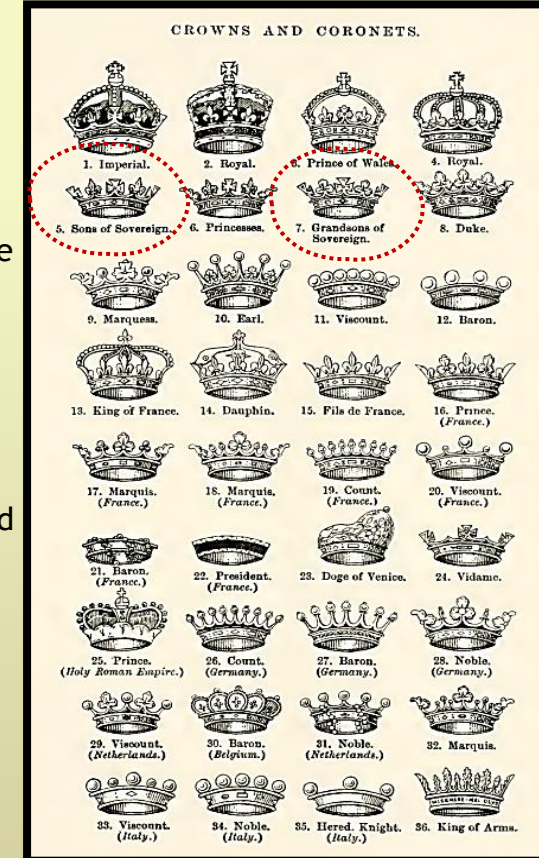
Antique crowns



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.
- At your right the open crowns with five visible points belong to princes: sons or grandsons of the sovereign. C'est tout.
- Literally, at the times of Charles V we have envisaged three potential meanings of the three crowns.

*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 (1525)





# 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: **The meaning of the three crowns of quarter 2.**



*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.*

In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

- 1 The crowns might be three princes from three kingdoms/empires directly related to the life of Charles V: the kingdom of Portugal, the kingdom of England and the kingdom of France. These three kingdoms had genealogical blood linkages with Charles V emperor (we have already explained this in our last episode).
- 2 Epiphany Crowns: The crowns belong to three greater Eastern empires linked to Charles V through the double-head eagle symbol of his ancestors way back to the time of the birth of Jesus Christ. The three crowns represented the three Magi-Kings who visited baby Jesus in Bethlehem. Popularly these are believed to be: The crown of the kingdom of a ruler of the Persian Territory, the crown of the kingdom of India, and the crown of a kingdom of Arabia. In the times of Charles V there were three main Eastern Empires: The Ottoman Empire (Anatolia-Levant-Syria-Egypt), the Safavid Empire (Persia) and the Mughal Empire (India).
- 3 Three Byzantium Imperial Greek Families linked historically through the double-headed eagle to the Holy Roman Empire of the German Nations.



# 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: **The meaning of the three crowns of quarter 2.**



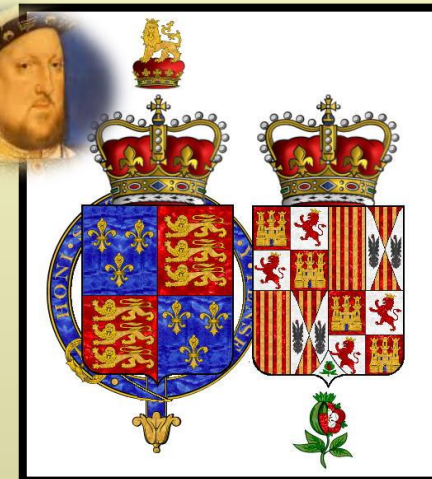
*The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.*

In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

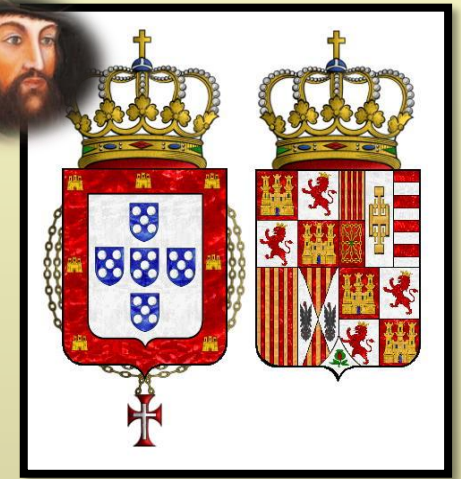
- 1** The crowns might be three princes from three kingdoms/empires directly related to the life of Charles V: the kingdom of Portugal, the kingdom of England and the kingdom of France. These three kingdoms had genealogical blood linkages with Charles V emperor (we have already explained this in our last episode).



King Francis I-Valois Angouleme France



King Henry VIII-Tudor England



King Manuel I - Aviz Portugal

Source: <http://europeanheraldry.org>



# 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.

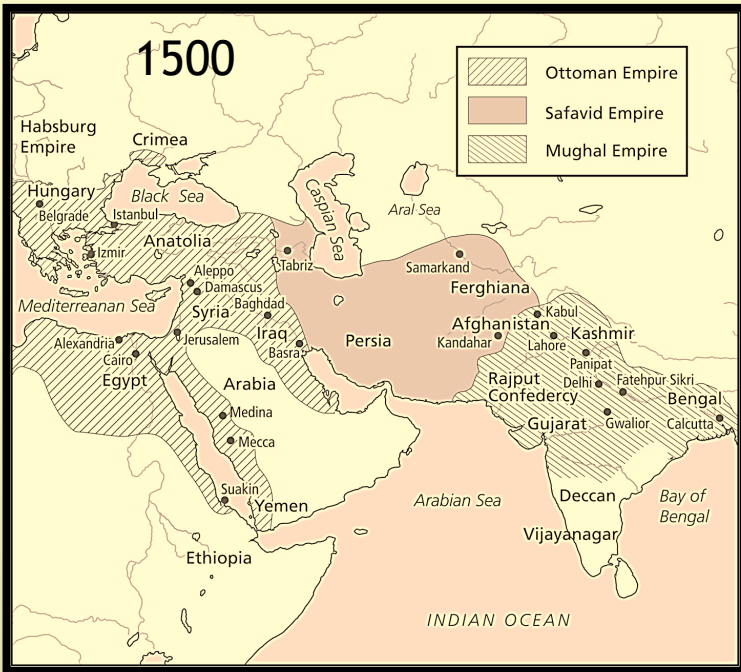
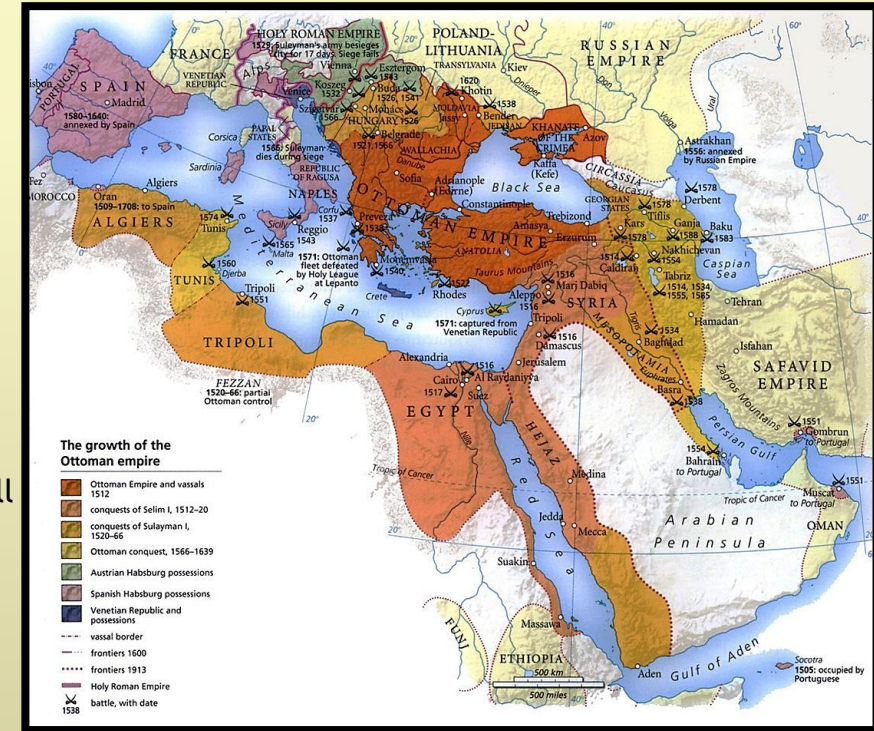
Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**

*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.*

In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

**2. Epiphany Crowns:** In the times of Charles V there were three main Eastern Empires: The Ottoman Empire (Anatolia-Levant-Syria-Egypt), the Safavid Empire (Persia) and the Mughal Empire (India).

During the 16<sup>th</sup> century, observe the nature of the size of the Ottoman Empire. Its extension grouped most of the Levant Region, where the East Roman Byzantium Empire subsisted between 285 CE to 1453. Remember that the Western Roman Empire fell to the Germanic warlord Odoacer in 476 CE., but in 285 CE the Emperor Diocletian divided the Roman Empire in two sections: East and West.



Map Source:  
<https://www.cambridge.org/core/books/abs/cambridge-world-history/islamic-empires-of-the-early-modern-world/D313FEAE9E81DD15833F94A223035A05>

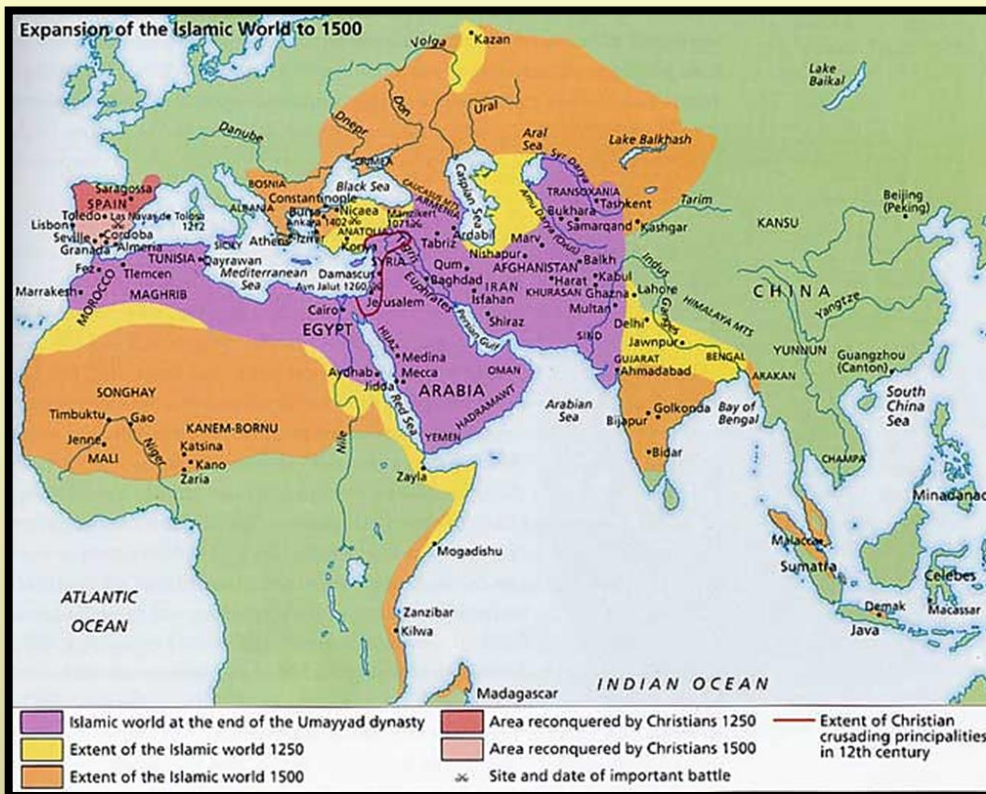
# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**

*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.*



In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

**2 Epiphany Crowns:** In the times of Charles V there were three main Eastern Empires: The Ottoman Empire (Anatolia-Levant-Syria-Egypt), the Safavid Empire (Persia) and the Mughal Empire (India).

- If you observe the growth of the Islamic territories between 711 CE to 1500 CE, the Christian world was in imminent danger. When the Eastern Byzantium fell in the hands of the Ottomans in 1453, the Middle East geopolitical configuration changed.
- Why did Charles V gift the quartier 2 of Hernando Cortés with three epiphany crowns: it is clear message to the Muslim World.
- The three Orient kings who visited Jesus in Bethlehem were vassals to Christ. In the context of Charles V, the 3 Epiphany Eastern kings are the ones who reigned the same regions in the times of Christ. Let's begin with the Ottoman Empire. Next slide shows the timeline of the region of Anatolia-Turkey where the East Roman Empire was located.



# 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: **The meaning of the three crowns of quarter 2.**

**1<sup>st</sup> Epiphany Crown:**  
**The Ottoman Empire**



Seljuk double-headed eagle from Konya Castle (13th century)

*In the times of Charles V, the Ottoman Empire represented not just a territorial threat against the post Charlemagne's domains, but also a religious menace against the Papacy and Catholic Roman Christianity.*

*Ottoman Sultan Suleiman I the Magnificent (r. 1520-1566), also known as Suleiman the Lawgiver, oil on canvas by Tiziano, c. 1530 CE.*



28/2/2025

**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.**

2

### Historical background of the Ottoman Empire:

- **Hittite Empire** (c. 17th century BCE - 12th century BCE): The Hittites established a mighty empire in central Anatolia during the Late Bronze Age.
- **Neo-Assyrian Empire** (934 BCE - 609 BCE): The Neo-Assyrians expanded their empire into parts of southeastern Anatolia, including Cappadocia.
- **Neo-Babylonian Empire** (626 BCE - 539 BCE): The Neo-Babylonians, under King Nebuchadnezzar II, conquered a portion of Anatolia, including regions such as Cilicia and parts of eastern Anatolia.
- **Persian Empire** (550 BCE - 330 BCE): The Achaemenid Persians, led by Cyrus the Great, conquered Anatolia, incorporating the land into their vast empire.
- **Macedonian Empire** (334 BCE - 323 BCE): Alexander the Great of Macedonia launched his campaign against the Persian Empire and conquered Anatolia.
- **Seleucid Empire** (312 BCE - 63 BCE): After the death of Alexander the Great, his empire was divided among his generals, and Seleucus I Nicator established the Seleucid Empire, which encompassed much of Anatolia.
- **Kingdom of Pergamon** (281 BCE - 133 BCE): The Attalid dynasty ruled the Kingdom of Pergamon, centered in western Anatolia.

- **Roman Republic and Roman Empire** (133 BCE - 395 CE): The Roman Republic gradually gained control over Anatolia, making Asia's province.
- **Byzantine Empire** (330 CE - 1453 CE): The Byzantines, with their capital at Constantinople (later Istanbul), emerged as the successor to the Eastern Roman Empire.
- **Macedonian Dynasty of the Byzantium** (867-1056)
- **Great Schism between Orthodox and Roman Catholic Churches** (1054)
- **Seljuk Empire** (1077 CE - 1307 CE): The Anatolian Seljuk State, a Turkic dynasty, established its rule in Anatolia.
- **Komnenian dynasty:** 1081-1185
- **Latin Empire of Constantinople** (1204-1261)
- **Emperor Michael VIII Paleologos** reclaims the Byzantine throne. 1261
- **Ottoman Empire** (1299 CE - 1922 CE): The Ottoman state, founded by Osman I, expanded territories in Anatolia and eventually conquered Constantinople in 1453. The empire peaked under Suleiman the Magnificent. At the time of Charles V, the Ottoman Emperor was Suleiman the Magnificent (r. 1520-1566) who was the tenth and longest-reigning sultan of the Ottoman Empire, and who married Roxelana (we believe she is a Habsburg princess).

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

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

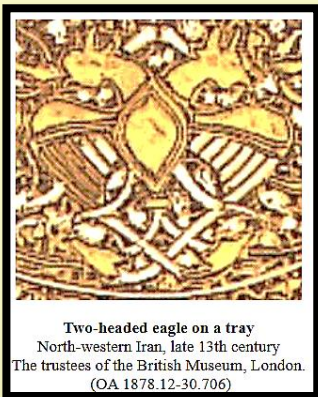


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**

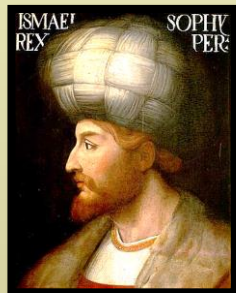
**2nd Epiphany Crown:  
The Safavid Empire**

*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.*



Two-headed eagle on a tray  
North-western Iran, late 13th century  
The trustees of the British Museum, London.  
(OA 1878.12-30.706)

*In the times of Charles V, the Safavid Empire was a Shi'a Islamic power that controlled most of the Sassanian Empire that was reigning in times of the birth of Jesus Christ.*



Portrait of Shah Ismail I. Inscribed "Ismael Sophy Rex Pers". Painted by the Italian painter Cristofano dell'Altissimo between 1552 and 1568.

2

Historical background of the Lands of Persia-Iran.

The Safavid Empire:

- c. 7200 BCE. Elamite community of Chogha Bonut established.
- 4395 BCE. City of Susa founded in region of ancient Persia.
- c. 3000 BCE. Aryan tribes of Indo-Iranians migrate to the region, among them are Persians.
- c. 1500 BCE - c. 1000 BCE. Development of the religion of Zoroastrianism in region of ancient Persia.
- 727 BCE - 675 BCE. Medes unite during the reign of their king Dayukku (aka Deioces).
- 675 BCE - 640 BCE. Persians settle in Persis during the reign of their king Teispes.
- c. 550 BCE. Cyrus the Great of Persia founds the Achaemenid Empire.
- c. 550 BCE - 330 BCE. The Persian Achaemenid Empire reigns over Central Asia, Mesopotamia, Anatolia, and Egypt.
- 330 BCE. Persian Achaemenid Empire falls to Alexander the Great.
- 312 BCE - 63 BCE. The Seleucid Empire replaces the

Achaemenid Empire.

- 247 BCE - 224 CE. Parthia replaces the Seleucid Empire.
- 224 CE - 651 CE. The Sassanian Empire replaces the Parthian Empire.
- 651 CE. Sassanian Empire conquered during the Muslim Arab invasion of the 7th century CE. The Umayyad and Abbasid ruled until 820
- c. 866. The eastern part of the Persian empire comes under the control of the Saffarid dynasty
- 1037-1157. The Seljuk Empire (also Seljuqs or Seldjuks) expanded into Iran. The Seljuk was a high medieval Turko-Persian Sunni Muslim empire. They brought the double headed eagle into Persia-Iran.
- 1200-1300. The Mongol Rule of Genghis Khan, and the Ilkhanid dynasty
- 1501-1722. The Safavid dynasty arrived at power at the times of Charles V HRE. The Safavid installed the Shi-a official religion. King Ismail I (1487 - 1524) was the founder and first shah of Safavid Iran, ruling from 1501 until his death in 1524. His first son Tahmasp I ruled after until 1576.



# 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: **The meaning of the three crowns of quarter 2.**

2nd Epiphany Crown:  
The Safavid Empire

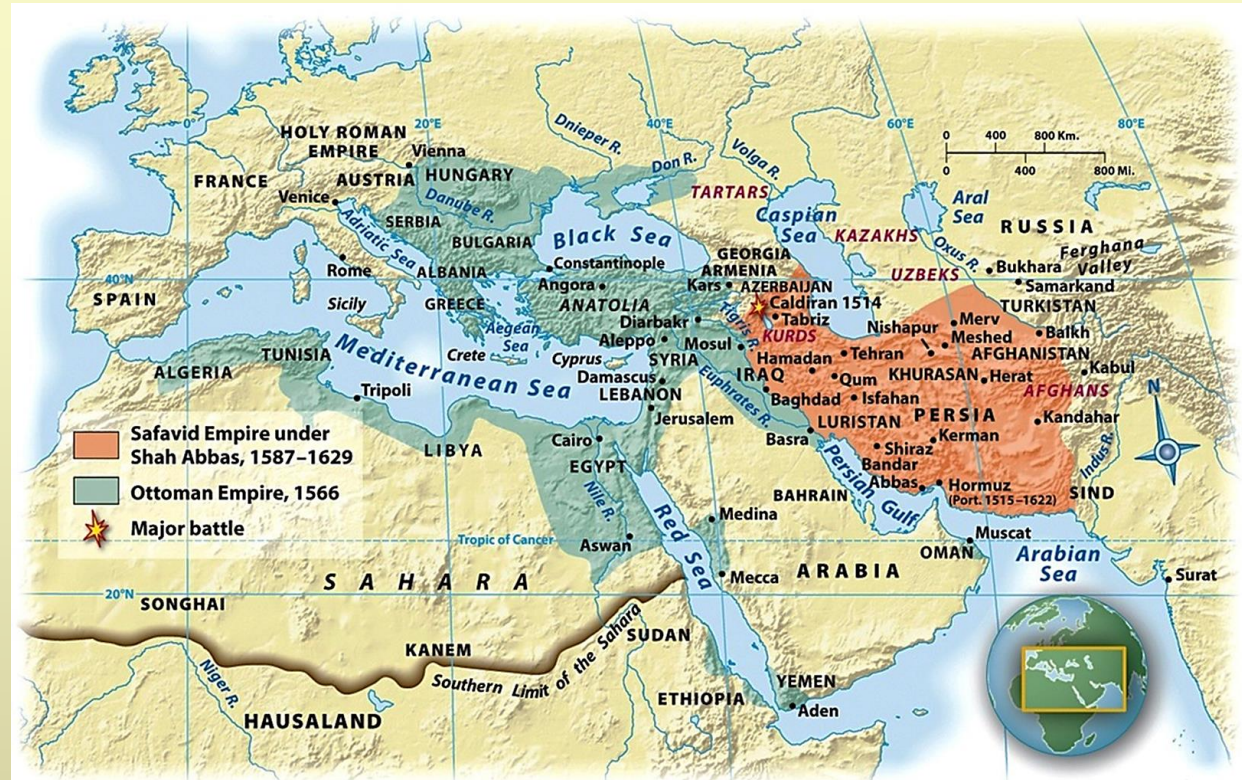
*The real meaning of the coat of arms of Hernando Cortés granted first by Emperor Charles V in 1525, upgraded to the Marquis of the Valley Oaxaca in 1529.*

*The Safavid Empire lost an important area when Suleiman the Magnificent expanded its Ottoman Empire to the East during the 16<sup>th</sup> Century.*

*The Habsburgs were able to stop the expansion of the Ottoman Empire because it might be possible that Roxelana (the wife of Suleiman the Magnificent) is one Habsburg princess.*

2

- The Safavid Empire (ruling Persian Territories at the times of Charles V) might represent one of the 3 epiphany crowns of the quarter 2 of Hernando Cortés.





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

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

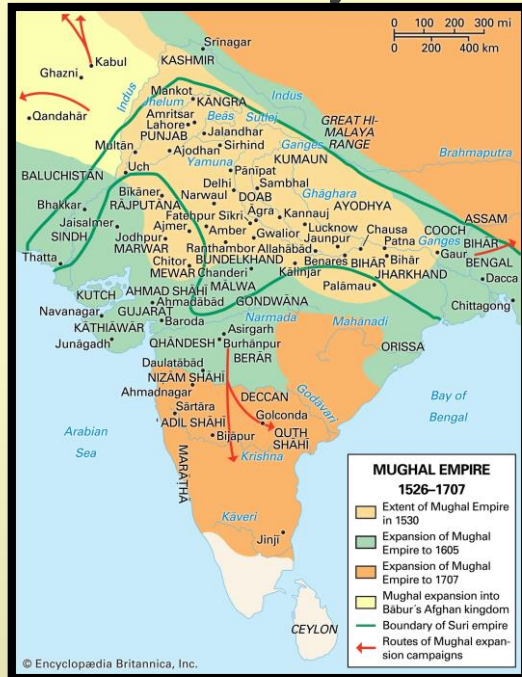


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**

3rd Epiphany Crown:  
The Mughal Empire

*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.*

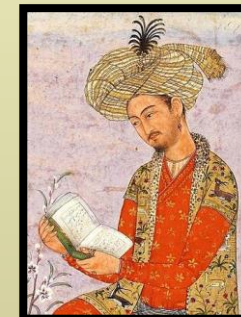


Historical background of the Lands of the Mughal Empire: India.

- 2300-1730 BCE Indus River Civilization began.
- 1750-1000 BCE Aryan migration: nomadic tribes from Iranian plateau
- 900 BCE: Brahmanism and the concept of society division into four classes or varnas
- 326 BCE. Invasion of Alexander the Great
- 364-200 BCE. Mauryan Empire.
- 250 BCE. Development of the Sanskritic culture
- 200 BCE. Invasions of North India by Central Asian tribes: the Bactrian Greeks, the Sakas, the Kushans who established a dynasty during the times of Christ. Indo-Greeks are Bactrian Greeks that ruled over north-western India between the 2nd century BCE and early 1st century CE
- 320-500 CE. Gupta Empire: The Classical period dominated by the Guptas.
- 455-528 CE. Invasion of the Huns and other tribes destroying the Gupta dynasty

- 650-1335 CE Rajput Dynasties in North India. Regional Dynasties in South India.
- 711 CE Arabs take Sind. Continuing conflicts.
- 997-1027. Invasions of Muslims from Central Asia, introducing the Persian culture, Islamic religion and cart.
- 1192-1526. Turko-Afghan establish the sultanate of Delhi, dominating North India
- 1336-1646. Vijayanagar Empire. Rise of the Hindu kingdom in South India. Independent Muslim rulers until destruction of capital city in 1565
- 1498. Portuguese traders in India.
- 1526-1858. Mughal Empire unifying North and South India under its rule. Consolidation of Persian and Indian culture.

*The Mughal Empire represented a threat for the Portuguese Crown at the times of Charles V reign. Charles V was married with the daughter of King Manuel I Aviz of Portugal. King Babur was the Emperor and founder of the Mughal Dynasty of Northern India. Babur was a direct descendant of the Mongol Conqueror Genghis Khan.*



King Babur (1483-1530). First emperor of Mughal Dynasty  
Idealized portrait of Babur, early 17th century. Painted perhaps by Aqā Rizā Haravī, c.1605-10

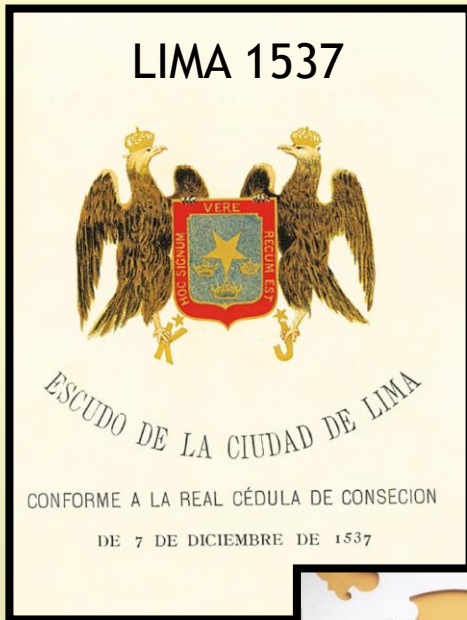
[https://www.britishmuseum.org/collection/object/A\\_1921-1011-0-3](https://www.britishmuseum.org/collection/object/A_1921-1011-0-3)

# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

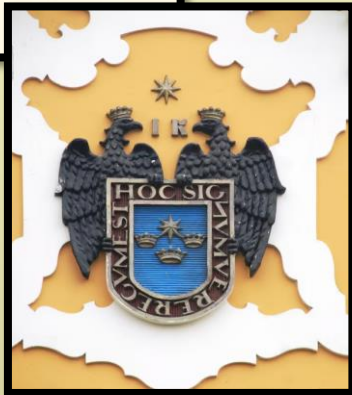


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**



Escudo of Lima  
City. Municipality  
of Lima



*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.*

Now that we have explained the places of the kings of the Epiphany of Charles V (Ottoman Turks, Persian-Iran, and Northern India), we proceed to explain why did Charles V situated them at the 2<sup>nd</sup> quadrant of Hernando Cortés heraldry.

2

## The epiphany crowns:

- In the times of Charles V there were three main Eastern Empires: The Ottoman Empire (Anatolia-Levant-Syria-Egypt), the Safavid Empire (Persia) and the Mughal Empire (India).
- The hidden meaning of the three crowns might imply that Charles V was leaving a message to the Eastern Orient Kings, that the new world ( and his conquistadors and further vassals) were indeed supported (or at least respected) by these Three kings of the Middle East, as when Jesus was adored in Bethlehem.
- The epiphany meaning may suggest that the Eastern Kings not only acknowledged Christ (and Charles V new ruler of Spanish America) as superior to them, but also these three eastern empire vassals were seen as servants who adored and helped at disposition to the holder of the Coat of arms.
- In Medieval times, the adoration of the three wise men to Jesus belonged to the kings, and often the monarchs themselves played these roles in liturgical drama.

MEXICO 1525

Hernando Cortés  
Heraldry (1525)



Eleonora Escalante Strategy

State of the Art Corporate Strategy  
All rights reserved. Copyright 2016-2024

Source: <https://www.uwlax.edu/globalassets/offices-services/urc/jur-online/pdf/2011/chariton.arc.pdf>

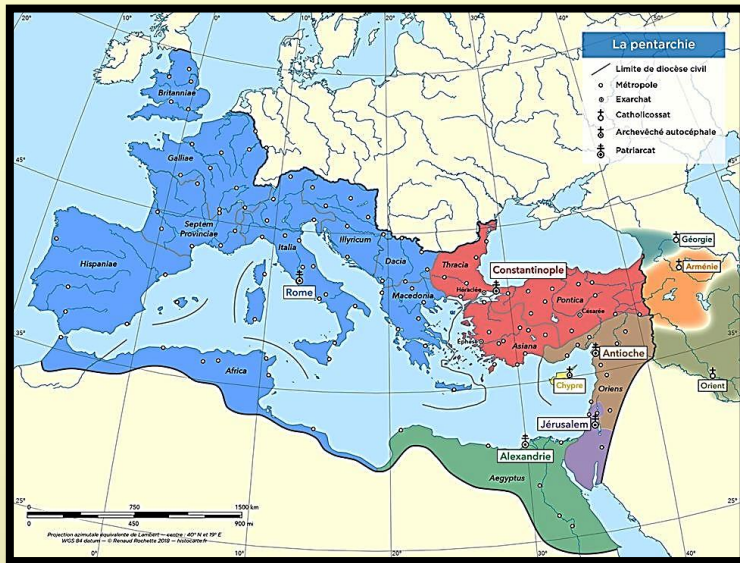


# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the three crowns of quarter 2.**



*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.*

In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

## 3. Three Byzantium Greek Families linked historically through the double-headed eagle to the Holy Roman Empire of the German Nations.



Coat of Arms of  
Paleologue Emperor



Coat of Arms of  
Komnenos  
Emperor

- The Ottoman-Turks displaced the Orthodox Greek families who ruled the Byzantium territories.
  - These families needed a new place to live, most of them emigrated to Greece, Verona, Dalmatia, Provence, Milan, Savoy, Corsica, the Balkans or other places in Italy, and even Russia. But the three crowns may represent the three most important Greek imperial families of the Byzantium and the Pentarchy who asked for help to the Habsburgs.
  - At the time of Charles V, In total there were 5 main patriarchates of the Orthodox Greeks located in Constantinople, Antioch, Alexandria and Jerusalem and Rome.
  - Any of these Greek imperial families could have represented the three crowns of Hernando Cortés.
- The Imperial Greek families with a double headed eagle heraldry were: the Cantacuzene, the Komnene, the Ducas, the Lascaris, the Paleologues and the Vatatzes. All of them had political, financial and dynastic linkages with royal members of the Holy Roman Empire of the German Nations.

<http://histocarte.fr/2018/11/29/la-pentarchie/>

*The Pentarchy consisted of the five ancient patriarchates of the undivided Church of the first millennium of her history after the capital of the Roman Empire was transferred to Constantinople. These patriarchates were located in Constantinople, Jerusalem, Antioch, Rome and Alexandria.*

# 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: **The meaning of the three crowns of quarter 2.**



*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.*

In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

### 3 Three Byzantium Greek Families linked historically through the double-headed eagle to the Holy Roman Empire of the German Nations.

- Let's explore the coat of arms of these Imperial Greek families with a double headed eagle heraldry the Cantacuzene (Kantakouzenos), the Komnenos, the Ducas-Koressio, the Lascaris, the Paleologues and the Vatatzes.



Kantakouzenos  
[Cantacuzene,  
Kantakouzinis], 1350



Komnenos [Comnenus,  
Comneno], 1057



Koressio, 1300



Lascaris  
[Laskaris], 1210



Paleaologue Family  
(Palaialogos)  
1262-1453



John III Doukas  
Vatatzes [Vatatzis]  
1225



Ecumenical  
Patriarchate of  
Constantinople 1261-  
1453



# 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: **The meaning of the three crowns of quarter 2.**

*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.*

In summary, as a result of our analysis: The three golden crowns on black/azure shield may mean three possibilities:

Hernando Cortés  
Heraldry (1525)



### 3. Three Byzantium Greek Families linked historically through the double-headed eagle to the Holy Roman Empire of the German Nations.

- Another reason that makes us believe about the three crowns linked to the Byzantium Greek Families:  
Andreas Palaiologos (1453-1502), was the nephew of the last Byzantium Emperor. He sold his coat of arms and title to Charles VIII of France in 1494 and later as part of his will, Andreas granted the titles to Isabella I of Castile and Ferdinand II of Aragon, and their descendants in perpetuity.
- Any of the three meanings that we have offered today is subject to further investigation. We are simply opening new doors for understanding history.
- Are the three crowns of the Coat of Arms of Hernando Cortés linked to the Byzantium? If the answer is positive, it is important to open this line of research in the future.

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

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

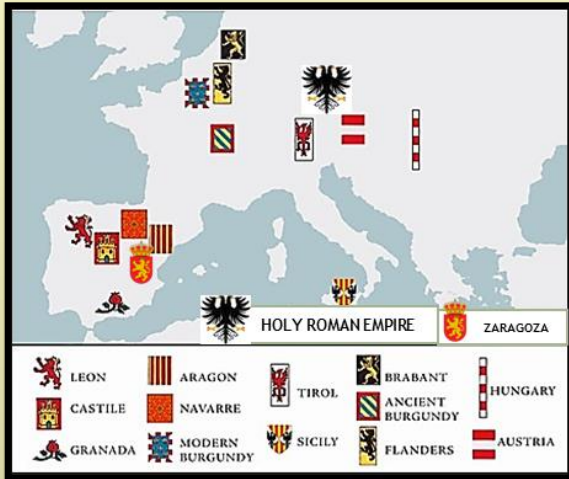


Spanish America with a Medieval Allure.

### Alternative History Scenario 3: The meaning of city of Tenochtitlan quarter 4



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.*

Finally let's continue exploring Hernando Cortés heraldry. We continue with quadrant or quarter 4.

- The field of this quart is azure, or blue, city on base barry wavy of the sea.
- According to Woodward Burnett, the representation of water is frequent in Spanish Armory. When cities, castles or buildings rise out of the waves, its meaning relates to the construction and resurgence of a new city-nation.
- The New Spain was built over the ruins of Tenochtitlan.



Hernando Cortés  
Heraldry (1525)





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

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

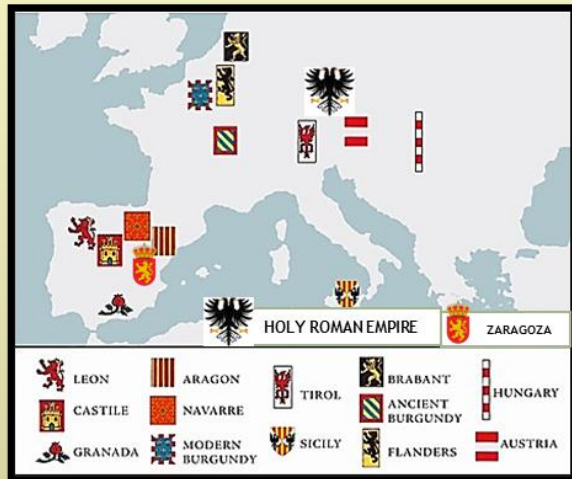


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **The meaning of the rest of elements.**



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.*

The meaning of the augmentation of the added Central escutcheon is clear:

- An augmentation of honor often takes the form of a charged extra shield; occasionally it takes the form of a charged escutcheon.
- The added escutcheon is the correspondent to Aragon, with a bordure azure and 9 crosses of the military order of Santiago.

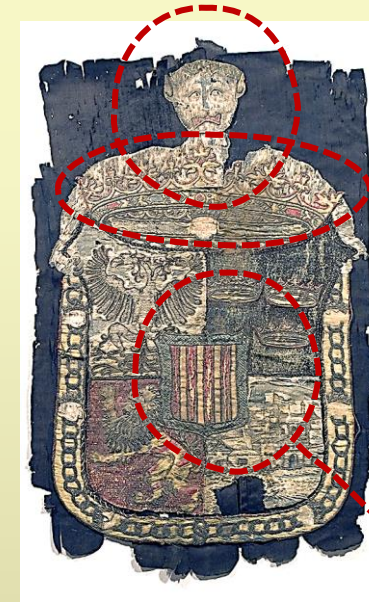
The crest of a lion face guardant:

- "lion passant guardant or", only employed for a lion of this description when it occurs as or in an Honorable augmentation

The crown (instead of helmet) is one of 5 points, only given to royal princes. It is not a crown of a Marquis.



First Coat of Arms of 1525



Second coat of arms 1529 Marquis of Oaxaca: with a Crown (instead of helmet)

Hernando Cortés Heraldry (1525)



# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure

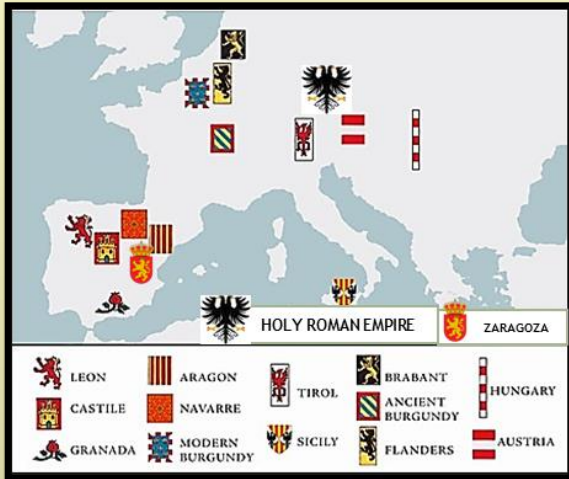


Spanish America with a Medieval Allure.

Alternative History Scenario 3: **Who was in reality Hernando Cortés?**



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.*



Holy Roman Empire Imperial Crown



Hernando Cortés Grave

Hernando Cortés  
Heraldry (1529)



## CONCLUSION:

The coat of Arms given to Hernando Cortés means:  
A prince, son or grandson of the Holy Roman Emperor of the German Nations, with additional three powerful royal crowns who served and supported him in the conquest and Discovery of America, with an augmented recognition of the heraldry of Aragón and the bordure of the Knight Order of Santiago, with a Crest of a lion guardant only given to honorable members of a royal family.



# Central America: A Quest for the Progression of Economic Value. Season II. From 1516 to 1700: Habsburg Spanish America Bases with a Medieval Allure



## Bibliography of today (1/1).

1. Woodward-Burnett. *A treatise on Heraldry British and Foreign. With English and French Glossaries* 1892. Volumes 1 and 2. <https://www.naval-military-press.com/product/woodward-burnetts-complete-treatise-on-heraldry-british-foreign/>
2. Slater, Stephen. *The illustrated book of Heraldry*. <https://www.barnesandnoble.com/w/the-illustrated-book-of-heraldry-stephen-slater/1113981740>
3. Fox-Davies, A *Complete Guide to Heraldry*. <https://www.abebooks.com/book-search/title/complete-guide-heraldry/author/fox-davies-arthur-charles/>
4. Friar, Stephen. *A dictionary of Heraldry*. <https://archive.org/details/dictionaryheraldry>
5. Elvis Charles Norton *A dictionary of Heraldry* <https://archive.org/details/dictionaryofhera00elvi>
6. Boutell, Charles. *Heraldry- Historical and Popular* <https://archive.org/details/heraldryhistoric00bout>
7. Parker, J. *Glossary of terms used in Heraldry* <https://www.heraldsnet.org/saitou/parker/index.htm>
8. *Two Headed Eagles* <https://www.hubert-herald.nl/TwoHeadedEagle.htm>
9. *Coat of Arms of the Spanish Kings* <https://rarebooks.library.nd.edu/exhibits/durand/armorial.html>
10. *Heraldic Spain* <https://www.heraldica.org/topics/national/spain.htm>
11. *Zaragoza y las cortes de Aragón* <https://juandemariana.org/historia-de-aragon-vii-las-cortes-de-aragon/>
12. *European Heraldry. Christian II of Denmark* <https://europeanheraldry.org/scandinavia/denmark/>
13. *Coat of arms of Peru* <https://www.hubert-herald.nl/Peru.htm>
14. *Royal Arms of Denmark* <https://www.hubert-herald.nl/Denmark4.htm>
15. *Coat of arms Sweden* <https://www.hubert-herald.nl/Sverige1.htm#SverHist>
16. *Three crowns meaning* <https://heraldikum.com/en/three-crowns/>
17. *Christian II legacy Denmark over Sweden* <https://nordics.info/show/artikel/christian-iis-legacy-in-sweden-and-denmark>
18. *Coat of Arms Pileta Plaza de Armas de Lima Peru*  
[https://es.wikipedia.org/wiki/Escudo\\_de\\_armas\\_de\\_Lima#/media/Archivo:Escudo\\_de\\_Lima,\\_pileta\\_de\\_la\\_Plaza\\_de\\_Armaz,\\_Lima.jpg](https://es.wikipedia.org/wiki/Escudo_de_armas_de_Lima#/media/Archivo:Escudo_de_Lima,_pileta_de_la_Plaza_de_Armaz,_Lima.jpg)
19. *Official history of the coat of arms of Hernando Cortes* [https://ozdenhistoriademexico.blogspot.com/2013/06/escudo-de-armas-de-hernan-cortes\\_19.html](https://ozdenhistoriademexico.blogspot.com/2013/06/escudo-de-armas-de-hernan-cortes_19.html)

*Thank you.*

Eleonora Escalante MBA-MEng.

[www.eleonoraescalantestrategy.com](http://www.eleonoraescalantestrategy.com)

