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***The Enterprise of Florida. Pedro Menéndez de Avilés and the Spanish Conquest of 1565-1568* by Eugene Lyon**

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chemicals and phosphate. Other corporations such as Clorox (German) and Chloride (British) have high visibility, but foreign companies from Manatee to Mulberry are engaged in enterprises as varied as the construction of aluminum doors and the processing of shrimp.

Non-U.S. investment is concentrated, however, in the south Florida area. Banking, led by Royal Trust of Canada, and land development, often fostered by shadowy companies chartered in the Netherlands Antilles, are focal points for outside capital. Recently, the south Florida economy has been stimulated by a heavy injection of funds, sometimes from questionable sources, from Latin America. What of the vaunted Mideast oil monies? Wilkins assures us that the supposed threat of Arab investment takeovers which concerned many Americans in the 1970s never really materialized in Florida. Overall dominance of investment still belongs to Canadians, British, Germans and French.

Mira Wilkins has given her readers a fine piece of scholarship – well written with a solid interpretation and lengthy appendices listing the various companies and their holdings. She argues convincingly that foreign-owned businesses are valuable to Florida. Through the services and products they provide, they pump extra revenue into the state economy and create needed jobs for Floridians. Much is gained and little is lost through their presence. Wilkins highly praises the role of government and business in setting forth and abiding by regulations; indicative of a responsible attitude by which we all will benefit.

Those who are searching for a history of foreign investments in Florida will be disappointed. This is a straightforward account of business in the state in the 1970s. And while no National Association of Manufacturers' whitewash, the work does not attempt an in-depth inquiry into the political/economic manipulations involved in acquiring property, rezoning real estate or colliding with environmental defenders. The general reader, businessman or scholar who wishes a thoroughgoing analysis of the quality and quantity of foreign investment will find this book invaluable.

John Belohlavek

The Enterprise of Florida. Pedro Menéndez de Avilés and the Spanish Conquest of 1565-1568. By Eugene Lyon. Gainesville, Florida, 1976. University Presses of Florida. Maps. Photographs. Notes. Bibliography. Index. Pp. ix, 253.

The story of Spanish conquest in the New World is traditionally told in terms of military campaigns, diplomacy and religious fervor. Eugene Lyon introduces another facet, that of conquest as the venture of a licensed entrepreneur called an *adelantado*, who advanced the frontiers of Spanish Christendom in the manner of the medieval Reconquest. The case he presents is that of Pedro Menéndez de Avilés, a seaman of vision and ability, one of a series of *adelantados* sent to North America's Atlantic and Gulf Coasts. In 1565, Menéndez signed a three-year contract to explore, conquer and settle the perilous country of Florida. Philip II, forced by lack of funds to modify his program for strengthening the Spanish state, was continuing the system of conquest by private enterprise. In return for his services, Menéndez was promised twenty-five leagues squared, a marquise, two fisheries, some valuable shipping and slave

licenses, a share of royal revenues, and the right to be the first governor and captain general of Florida.

It was a family undertaking. Menéndez's tough, seafaring clan of Asturians – Lyon refers to them as the “*comuño*” – helped him to finance and staff the expedition, as well as to outwit Seville's officious House of Trade. Lyon's exposure of this kinship network and how it operated adds the piquancy of scandal to the story. He points out, also, that their expedition was not in reaction to Fort Caroline, for the Menéndez contract had been signed and preparations were well under way before news arrived of René de Laudonnière's incursion on the River of May, or still later, of Jean Ribault's reinforcement. It was when Philip II was faced with these unexpected threats that the enterprise of Florida became a joint one between *comuño* and Crown, and the king underwrote the escalation of manpower and matériel that would enable his champion to be fairly matched with the “*luteranos*.” Unlike earlier historians, this one does not take sides for or against the massacre of the French at Matanzas. After presenting the international and cultural setting, and the difficulties inherent in the situation, he defers judgement to the reader.



Pedro Menéndez de Avilés.

Lyon demonstrates that just as certainly as the English, the Spanish came to the New World to colonize. At his own expense, Menéndez contracted to bring 500 settlers to Florida, of whom 200 were to be married men and 100 farmers. The fact that they were to locate in fortified towns made them none the less agricultural, for Spanish farmers lived in villages instead of scattered homesteads. The basic unit of local government was the municipal council, or *cabildo*, established when the town was founded. Scholars have declared that there were no *cabildos* in Florida. Lyon shows that an active council existed in each of the *adelantado's* three settlements.

The volume's purpose, to analyze the fiscal and societal underpinnings of the Florida enterprise, is abundantly accomplished. In the process, Lyon adds unique information on such topics as contemporary business practices, the Spanish empire's intermediate bureaucracy, Caribbean supply routes, and the management of hired soldiers. The reader who braves his footnotes – which for once are where they belong, at the foot of each page – will discover a wealth of interesting discussions on geography, historiography, and documentary sources. The appendices consist of a translation of the Menéndez contract, a comparison of its terms with those of seven others, a summary of the costs of the enterprise, and a genealogy. Index, glossary and bibliography are thorough and useful; the style is clear, the design attractive. The low price of \$10.00 reflects a well deserved subsidy by the Andrew W. Mellon Foundation. This book will be a necessary addition to collections on the history of Spain, European expansion, and Spanish

Florida. A second volume, carrying the account up to the 1634 settlement between the Crown and the Menéndez heirs, is in progress and will be welcome.

Lyon has made us a further gift which, with characteristic modesty, he does not mention. His long years of research in the archives of Seville, Madrid, Simancas and Cádiz, have uncovered rich caches of Florida documents, including lawsuits, audits, ship manifests and notarial records, missing from the older collections. His generosity in pointing the way to these materials will in the long run prove as great a contribution to scholarship as his own excellent book.

Amy Turner Bushnell

The King's Coffer. Proprietors of the Spanish Florida Treasury, 1565-1702. By Amy Bushnell. Gainesville, Florida, 1982. University Presses of Florida. Maps. Tables. Notes. Appendices. Bibliography. Index. Pp. ix, 198. Cloth.

This is an outstanding contribution to the scarce but expanding scholarly historical literature on Spanish Florida (which in reality is the Spanish Southeast of today's United States previous to the arrival of the English).

We still lack much information on this period although documentation is abundant and properly gathered (in Gainesville) after many decades of searching, photostating and microfilming in overseas archives and libraries. Amy Bushnell is an able and enthusiastic user of this rich resource. Her gusto for original Spanish and French documentation is unmatched. Her talent to produce from this data a well organized and readable original topic is attested to by this, her first book. She has attracted attention before through her various research articles.

The center of Spanish Florida was St. Augustine, governed in the first two centuries by the royal Hapsburg dynasty's bureaucracy – a very complex and entrenched system. This bureaucracy, narrow in vision, existed to protect and stimulate tangible wealth such as “bars of gold, silver coins, precious stones...” and shared power with the Church in the twin purposes of Spanish colonialism: to acquire material riches and to gain souls for the Catholic heaven.

The money, jewels, precious stones, bullion, income, expenses and contracts were handled by the royal officials of the treasury (The *factor*, *contador*, and *tesorero*). These existed in St. Augustine. Even expert historians of colonial Spanish America are often deficient in their knowledge of the duties, importance, behavior patterns and traditional actions of these officials. Very few, if any, studies have been made to describe the actual functioning and interaction of these officials in a particular administrative colonial post. Therefore the Bushnell study is of importance not only to the Florida history bibliography but also to that of all colonial Spanish America.

Dr. Bushnell deals with the Hapsburg administration from the establishment of St. Augustine until the coming of the Bourbon dynasty after the War of Spanish Succession, during which St. Augustine was besieged and destroyed. By giving us the story of these royal officials she