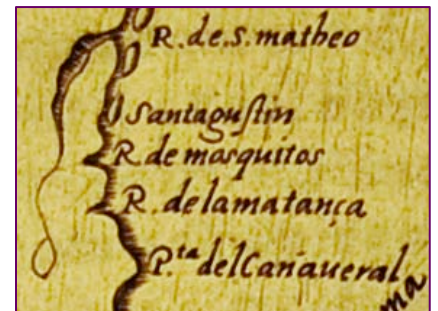


Antonio de Herrera y Tordesillas (1549–1625), *Description del Destricto del Audiencia de la Española* from his *Descripción de las Indias Occidentales*

A Closer Look at the Map

This Closer Look is focused on the Florida section of the map located in the upper left corner.

- The map offers an excellent view of Spanish presence in Florida, the West Indies and northern South America.
- Herrera oriented his map with Norte or North and used lines of latitude and longitude. The **Tropic of Cancer** denotes lines that demonstrate the beginnings of accurate longitude measurements. Between the 16th and 18th centuries longitude lines are a serious puzzle for cartographers. As more ships sailed transcontinental voyages, it became imperative that they sail swiftly and without incident. They needed longitude measurements - How to measure lines that bend around the earth and meet at the poles? The puzzle was solved in part by John Harrison, a clock maker who submitted his solution to the Longitude Prize (1714), a contest offered by the British government. Visit the [Royal Museum in Greenwich](http://www.rmg.co.uk/harrison) <http://www.rmg.co.uk/harrison> to learn more about this problem and solution.
- The map includes a key with names and corresponding numbers to indicate locations in Spanish colonies.
- From the first explorations of Florida, pioneers recognized the value of the St. Johns River. Cartographers changed the name and placement of the river many times between 1500 and 1850, but the river was always present on a Florida map. The place names given to the river on different Florida maps offer a clue about the origin and intended audience of the map. On this map Herrera labeled the river **R. de S. Matheo**, (St Matthew), to honor the saint whose feast was the day after the Spanish captured Fort Caroline and sent the French scrambling home.
- Pedro Menendez de Aviles established **Santagustin** or **St. Augustine** in 1565. St. Augustine served as an important outpost for the Spanish flota (fleet) that carried gold and silver from the Americas to Spain and as a hub for Spanish exploration into the interior of Florida. From St. Augustine, Menendez and his successors developed a mission system that spread north, south and west converting Native Americans to Catholicism and establishing Spanish outposts and settlements throughout North Florida. St. Augustine is the oldest continuously occupied European city in North America.



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- The promontory ***Pta del Canaveral*** is found on the east coast. The easy-to-recognize landmark was essential to navigators who used the cape to calculate distances from one point to another. An earlier version of the name Canaveral came from Spanish sailors who thought the tall reeds they saw growing along the coastline were sugar cane –canareal. Derivations of the name stuck, perhaps because of the promontory’s importance to navigators, and today the place name Cape Canaveral is the oldest name in the continental U S designating a specific location.
- On the west coast ***b. de Tampa*** (Tampa Bay) appears for the first time on a printed map. Viva Tampa!

