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***Daniel Ladd: Merchant Prince of Frontier Florida* by Jerrell H. Shofner**

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*As late as 1914, before the passage of the first Medical Practice Act, at least half of the practicing physicians of Florida were “fakes and quacks” with purchased diplomas and licenses.

*The disease which most often brought the hopefully convalescent patient, such as the nature poet, Sidney Lanier, to Florida was tuberculosis.

These and many more medical-historical pearls are here for the reading.

The final chapters, biographies of sixteen pioneer Pinellas physicians, are replete with personal and medical details, and bring the writing into modern focus.

The innovative and efficient arrangement of the index in this excellent book makes merely looking things up very pleasant.

James M. Ingram

Daniel Ladd: Merchant Prince of Frontier Florida. by Jerrell H. Shofner (Gainesville: The University Presses of Florida, 1978, 180 pp. \$8.50)

Having lived in the Panhandle region of north Florida for several years, I have traveled through St. Marks and Newport several times. This book, *Daniel Ladd: Merchant Prince of Frontier Florida*, is mainly a historical account of the economic growth of these communities. Because of my familiarity with north Florida I enjoyed this work immensely.

The author, Jerrell H. Shofner, has utilized ledgers and store accounts of Daniel Ladd to weave an interesting story of economic growth in one area prior to the American Civil War. Daniel Ladd moved from Maine to Florida in 1833 at the age of sixteen. After serving an apprenticeship at Hamlins' commission house in Magnolia, he opened his own store in Newport. From his base at Newport, Daniel Ladd became involved in many business operations. He also became one of the largest factoring agents in the South. Along with his store and many other businesses Daniel Ladd was indeed a merchant prince!

Although this work concentrates on the north Florida Panhandle region there are several connections with the Tampa Bay area. Planters in the Tampa Bay region bought supplies from Ladd (p. 43). Ladd's ship, the *Spray*, took mail, passengers, and freight from St. Marks to Cedar Key and Tampa (p. 61). For readers interested in local Florida history the book is excellent. It paints a picture of antebellum Florida and its agricultural importance. Daniel Ladd, like many other Floridians, never recovered financially from the changes brought by the Civil War.

Nancy L. Rachels