

6-1-1983

***Foreign Enterprise in Florida: The Impact of Non-U.S. Direct Investment by Mira Wilkins***

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**Recommended Citation**

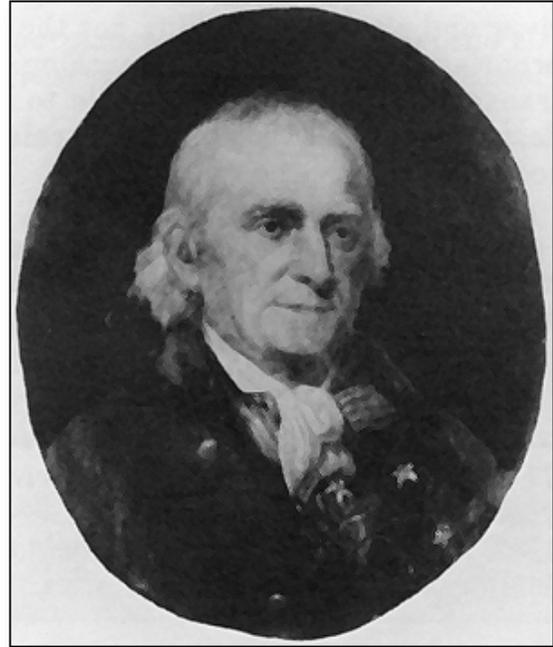
Belohlavek, John (1983) "*Foreign Enterprise in Florida: The Impact of Non-U.S. Direct Investment by Mira Wilkins*," *Tampa Bay History*: Vol. 5 : Iss. 1 , Article 11.

Available at: <https://scholarcommons.usf.edu/tampabayhistory/vol5/iss1/11>

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where a council was being held. Two years later came a trip to the Catskills and a year later to New England. In 1760-62 Bartram made his way to North and South Carolina where he collected many plants and observed the Cherokee Indians. Upon his return from the Carolina, Bartram was named King's Botanist at a salary of L50 a year.

John and William Bartram visited Georgia and East and West Florida in 1765. During this trip the Bartrams made their way by land from Charleston south to Georgia and Florida. Highlights of the trip were excursions to St. Augustine, an Indian treaty council and the St. John's River. Surprising enough, John Bartram did not think highly of the work of his son, William, who showed little promise as a botanist and failed as a rice plantation owner in Florida.



**William Bartram.**

The authors have done an outstanding job. The map work is very good, the index complete, and the authors have written in a most interesting manner.

*James W. Covington*

*Foreign Enterprise in Florida: The Impact of Non-U.S. Direct Investment.* By Mira Wilkins. Gainesville, 1979. University Presses of Florida. Tables. Illustrations. Appendices. Index. Pp. viii, 199. Cloth.

No doubt many Floridians sat down last evening to a dinner that consisted of packaged Stouffer's frozen entrees, perhaps a glass of Lipton iced tea, and, for dessert, a scoop of Baskin-Robbins ice cream. If you were among those who enjoyed any one of these, it is likely that you are unaware of their common culinary link – they are all foods produced by foreign-owned companies. While such edibles may be more subtle indicators of the ever-growing foreign presence in the American consumer marketplace, it can be both a troublesome and beneficial reality. As Americans increasingly opt for the quality of many foreign-made items, such as televisions and automobiles, (thus neglecting our own manufactures) non-U.S. companies are moving more directly into our lives and economy through their ownership of land, manufacturing, and retail properties in Florida.

By the mid-1970s foreign firms owned “targeted investments” of property, plants, and equipment in Florida that totaled over one billion dollars. In the Tampa Bay area the agro-chemical industry most clearly demonstrates such activity with Gardinier (French) and W.R. Grace (German) playing major roles in the worldwide manufacture and distribution of

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