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***Florida: Enterprise Under the Sun* by Edward F. Keuchel**

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BOOK REVIEWS

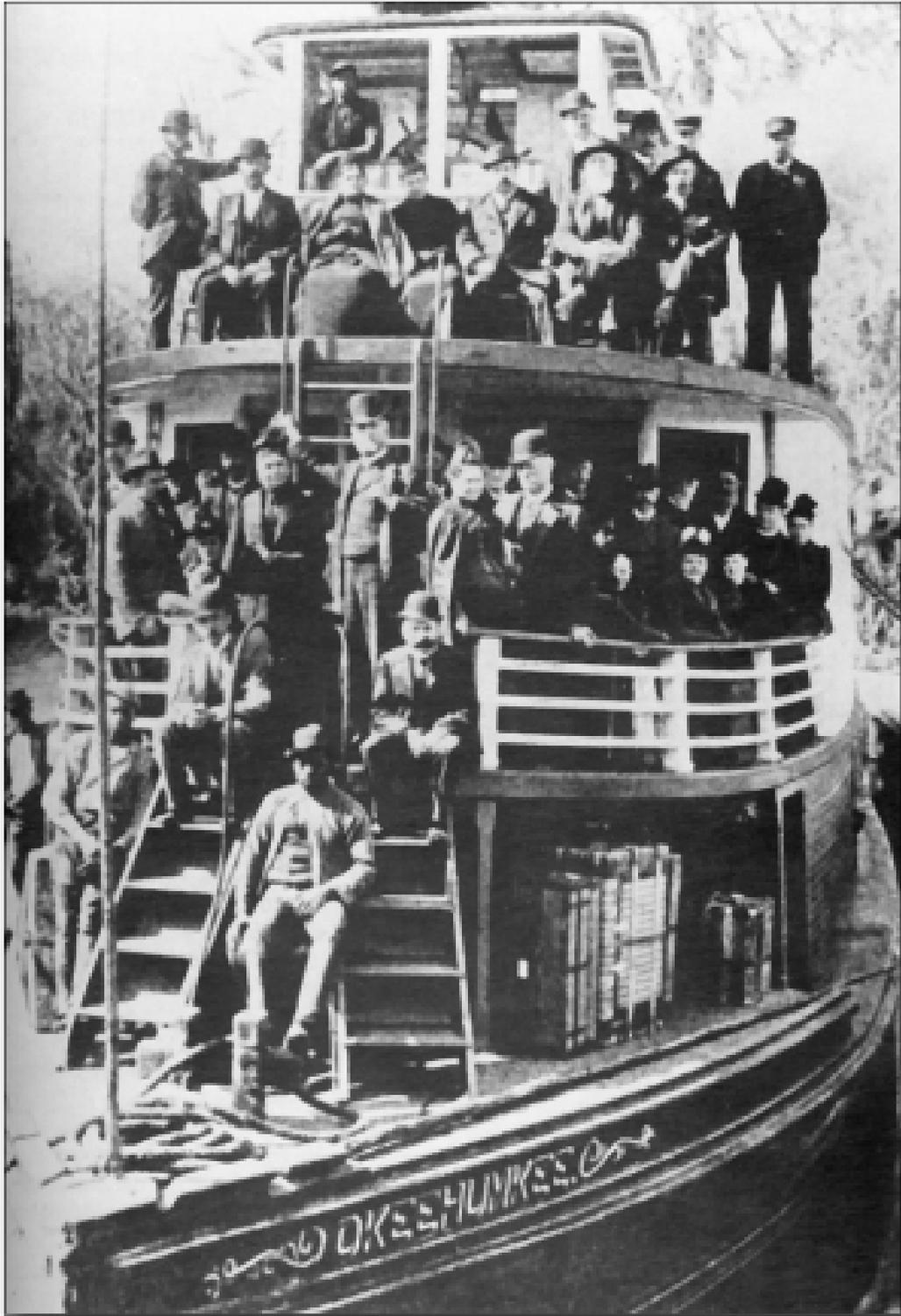
Florida: Enterprise Under the Sun. By Edward F. Keuchel. Pictorial research by Hampton Dunn. Chatsworth, California, 1990. Windsor Publications. Pp. 192. Illustrations. Bibliography. Index. Cloth. \$32.95.

Florida Portrait: A Pictorial History of Florida. By Jerrell Shoffner. Photography and captions compiled and edited by Milly St. Julien. Sarasota, Florida, 1990. Pineapple Press. Pp. 225. Illustrations. Bibliography. Index. Cloth. \$29.95.

Aficionados of Florida history interested in previously unpublished photographs will be delighted with two recent books by Edward F. Keuchel and Jerrell Shoffner. Both have written historical narratives with photographic researchers who have collected overlooked pictures and have explained them with captivating bylines. Hampton Dunn includes photographs from his extensive collection while the photos compiled by Milly St. Julien enhance Shoffner's *Florida Portrait*. Both St. Julien and Dunn include information from a wide variety of private and institutional collections, which portray ethnic records and the broader matrix of people and events which have become part of Florida's legacy. Historians Shoffner and Keuchel have managed the difficult task of connecting photographs and captions to the content of each chapter. Keuchel's only misleading caption is on page 11 which states, "Among the earliest inhabitants of Florida were the Seminole Indians." This may be interpreted by the casual reader as evidence that the Seminoles were among the earliest Indians to settle Florida since it does not refer to the native Indians who preceded them. Shoffner's text includes many "little known facts" which sometimes fail to blend into the chapter content. Less focus upon these facts and greater emphasis upon recent research would have given Shoffner's history a more updated interpretation.

The manner in which each historian views the past is as distinctive as the black binding of Shoffner's book and Keuchel's white-bound volume. Shoffner's text is decidedly more lengthy and traditionally oriented. Many of his chapters from the pre-1900 period appear to be streamlined versions of Charlton Tebeau's interpretative writings. The first fourteen chapters contain little new content aside from the previously mentioned "little known facts." Keuchel's text is shorter and has included updated and revised historical interpretation. Keuchel mentions the recently discovered de Soto site in Tallahassee and the San Luis Mission excavations. He also presents a clearer historical background of Florida's Indians. However, he skims over the two Spanish and British periods which Shoffner faithfully explains.

From the territorial period to the Civil War, Keuchel introduces the reader to Florida's cotton kingdom and banking empire while Shoffner presents the traditional view of this era. Kudos to Keuchel for his inclusion of the photograph of the 1849 Key West sponging industry and his emphasis on the significant economic role of Florida's nineteenth-century tobacco industry. Shoffner has not only overlooked Key West's prominent role in the tobacco trade, but he has also used antiquated (and incorrect) sources to explain the emergence of the cigar industry in Tampa. His reliance upon the outdated and inaccurate interpretations of Karl Grismer reflects



The steamboat *Okeehumkee* arriving at Silver Springs.

Photograph from *Florida: Enterprise Under the Sun* by Edward F. Keuchel.



The Alva Consolidated School (c. 1900), located along the Caloosahatchee River.

Photograph from *Florida Portrait* by Jerrell Shoffner.

Shoffner's failure to use pertinent revisionist sources. The clearest evidence of historical research comes from the bibliographies. Shoffner has only seven sources after 1979 while Keuchel uses over twenty-two books, articles and other materials printed or published in the past twelve years.

Shoffner's text is best in his overview of twentieth-century Florida, but again, Keuchel is more innovative in incorporating contemporary historical explanations. Keuchel's refreshing interpretative approach is the basis for his text, while Shoffner relies upon "little known facts" in a less effective attempt to update a traditional view of the past.

L. Glenn Westfall

Shipwreck and Adventures of Monsieur Pierre Viaud. Translated and edited by Robin F. A. Fabel. Pensacola, Florida. 1990. University of West Florida Press. Pp. viii, 137. Notes. Cloth. \$16.95.

In 1767, when Florida was in English hands, a French merchant ship sank off Florida's panhandle near what is today called Dog Island, about fifty miles west of Tallahassee. After two weeks of death, starvation, treachery, and cannibalism, a few survivors were saved by the English garrison of Fort St. Mark of Apalache. One of them was Pierre Viaud, a Frenchman. On his return to France he published a small book telling of the shipwreck, his survival, and rescue. In 1774 an English translation was published in Philadelphia and again in 1799 in New Hampshire. In France the Viaud account became a bestseller, and by 1800 it was translated into