

Guide to

MSCIT 020

Frank Sullivan III Papers
1952, 1962-1976, 1990-2021

17 linear inches

Processed by: Amy Skillen, Archives Technician
Spring 2023

Preferred citation: Frank Sullivan III Papers, 1952, 1962-1976, 1990-2021, MSCIT 020, Box #
Folder #, McKay Archives, Florida Southern College, Lakeland, Florida.

Sarah D. and L. Kirk McKay, Jr. Archives Center
Florida Southern College, Lakeland, Florida

Historical/Biographical Sketch:

The Sullivan-Victory Groves began as Sullivan Packing Company in the 1930s and was founded by Frank and Amelia "Molly" Sullivan. Molly's father Felix D'Albora had moved to Brevard County, Florida in the 1920s with Frank and Molly soon following in 1935. The family specialized in shipping fruit to not only juice companies, but also consumer gifts. The first train car shipment of fruit left Sullivan Packing Co. in 1952. However, not too long after, in 1959, a fire destroyed the family business. Frank Sullivan then bought Marion S. Whaley's Victory Groves and packinghouse in 1960. Through this purchase, the two companies merged to create the Sullivan-Victory Groves company. Frank Sullivan III took over the family business when his father retired; however, multiple freezes in quick succession and the devastation citrus canker led to the closure of the packinghouse in 1991. Frank Sullivan III continued his family business as a smaller mail-order gift fruit business with a smaller storefront. The old packinghouse was placed on National Register of Historic Places in 1993 and later demolished in 2020.

Additional Source:

Walters, Tim. "History Demolished: Old Victory Groves Building is No More," *Florida Today* (Viera, FL), July 29, 2020. <https://www.floridatoday.com/story/news/2020/07/29/history-demolished-old-victory-groves-building-no-more/5517523002/>.

Scope and Content Note:

The materials in this collection have been organized into the following series:

The **Company Awards** series contains awards and honors given to the Sullivan-Victory Groves company.

The **Company History** series contains materials documenting both the history of Victory Groves and Sullivan-Victory Groves companies. Of note is a plaque containing a photograph of Frank Sullivan II alongside a copy of the first railroad manifest for the company.

The **Marketing Materials** series contains materials used in marketing by both **Sullivan-Victory Groves** and its **Competitors**. In this series are materials such as catalogues, advertisements, and crate labels.

The **Sullivan Family** series contains materials related to the Sullivan family or materials collected by members of the family.

Restrictions:

None

Permission to Publish:

Permission to publish material from the Frank Sullivan III Papers must be obtained from Sarah D. and L. Kirk McKay, Jr. Archives Center or the appropriate copyright holder. Please inquire if you have questions at 863-680-4453.

Provenance Statement:

The materials in this collection were donated to the McKay Archives in October 2022 by Brenda Burnette, the Executive Director of the Florida Citrus Hall of Fame.

Notes to Researchers:

Many of the companies in the ***Competitors*** subseries were members of the Florida Gift Fruit Shippers Association alongside Sullivan-Victory Groves. Both Frank Sullivan II and Frank Sullivan III served as President of the organization.

The Boy-Gan Brand Orange Wine Bottle in Box 3 is glass, so it and the box should be handled with care.

Box #	F#	Title
1		Company Awards
1	1	Awards to Sullivan-Victory Groves, 1990 (1 of 2)
1	2	Awards to Sullivan-Victory Groves, 1990 (2 of 2)
1		Company History
1	3	Sullivan-Victory Groves Company History, 2018, n.d.
1	4	Photographs, 1952, n.d.
1		Marketing Materials
1		<i>Sullivan-Victory Groves</i>
1	5	Advertisements, 1993, 1994, 2018, 2020-2021
1	6	Catalogues, 1960s
1	7	Catalogues, 1970s
1	8	Catalogues, 1990s
1	9	Catalogues, 2000s
1	10	Catalogues, 2010s
2	1	Catalogues, 2020s
2	2	Catalogues, n.d.
2	3	Crate Labels, n.d.
2	4	Product Photographs, n.d.
2	5	Sullivan-Victory Groves Sign, n.d.
2		<i>Competitors</i>
2	6	Flamingo Groves, 1970, n.d.
2	7	Harvey's Groves, 1964, 1972, n.d.
2	8	Herman's, ca. 1960s
2	9	Houser's Grove, 1964
2	10	Loveland groves, 1962, 1972
2	11	Mixon Fruit Farms, n.d.
2	12	The Orange Shop, 2012
2	13	Pioneer Seminole Groves, 1971
2	14	Policicchio Groves, n.d.
2	15	Robinson's, 1974
2		<i>Sullivan Family</i>
2	16	Awards to Frank Sullivan III, n.d.
2	17	Crate Labels featuring African-Americans in the Citrus Industry, n.d.
2	18	Press Articles featuring African-Americans in the Citrus Industry, 2022
2		<i>Memorabilia</i>
2	19	"I LUV OJ" Florida License Plate, 1992
2	20	Florida Gift Fruit Shippers Association 50 th Anniversary Wooden Pen and Case, 1996
3	1	Boy-Gan Brand Orange Wine Bottle, ca. 1930s