

Guide to
MSCIT 002
C. Howard Sweatt Papers
1938 - 1984

75 linear inches

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

Biographical Sketch

C. Howard Sweatt (1909-1993) was a leader in the Florida citrus industry, especially the citrus canning industry. Born in Nashville, Tennessee, Sweatt moved to the Central Florida area in 1942; he became the owner of BESCO Products Company in Orlando in 1946. From 1947-1948, he was President of the Florida Cannery League, and then served as the President of the Florida Cannery Association from 1949-1950. In 1951, he sold his BESCO cannery and started at Fosgate Citrus Concentrate Cooperative as their sales manager. He left Fosgate in 1957 and eventually joined Golden Gem Growers in 1962 as their marketing director. Because of his position at Golden Gem, Sweatt was one of the original founders of Citrus Central Inc. He joined the company in 1968, when Citrus Central took on all marketing responsibilities for Golden Gem and other affiliated companies. In 1974, Sweatt retired from the citrus industry. In addition to his leadership in the citrus industry, Sweatt was a leader in many organizations around Orlando such as the Rotary Club, Central Florida Sales Executive Club, and the Country Club of Orlando.

Additional Source:

"C.H. Sweatt, Citrus Central Co-Founder." *The Orlando Sentinel* (Orlando, Florida), January 19, 1993.

Scope & Content Note

Sweatt's papers are arranged in five series – Canning and Processing, Companies (he worked at), Foreign Trade, Marketing, and Personal. The materials reflect his professional life, with some photographs and documents of his personal life. Sweatt worked at several citrus focused companies as well as volunteered at several citrus canning associations. He was influential in taking the Florida orange juice trade overseas, especially to Japan, and this is reflected in the Foreign Trade series. The files contain correspondence, reports, brochures, and studies. The Canning and Processing series includes, reports, correspondence, research files, and information about the soft serve industry at the time. Marketing files are about marketing various aspects of the citrus industry. Within the Company series, for Golden Gem, there are membership newsletters dating from 1967 to 1984, and stockholder meeting files from the 1960's and 1970's.

Permission to Publish

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

Restrictions

There are no restrictions on this collection.

Provenance Statement

The materials in this collection were donated to the Thomas B. Mack Citrus Archives in 1993 by George Harsh, Sweatt's son-in-law. The Thomas B. Mack Citrus Archives were transferred to the Roux Library in 2005 then to the McKay Archives Center in 2009.

Notes to the Researchers:

For more information on the Florida Cannery Association that Sweatt served as President of from 1949-1950, please see MSCIT009 **Florida Citrus Processors Association Records**.

Box	Folder	Title
		Canning and Processing
1	1	Additives
		Articles
1	2	Evaluating a Double Seam, n.d.
1	3	Home Canning, 1942
1	4	How to Obtain Best Service from Food Cans, March 1958
1	5	Orange Juice Packaging, 1969, 1970
1	6	Brands and Labels
1	7	Business Evaluation of the Total Salas, Appetizer, and Dessert Markets for Citrus Sections, February 1965
1	8	Canners Blamed for Lower Prices, November 1948
		Canners League of Florida
1	9	Canners League of Florida, July 6, 1946
1	10	Canners League of Florida, Minutes of the Meeting of the Board of Directors, December 5, 1948
1	11	Canning Labels
1	12	Canning Studies – Sections
1	13	Canning Studies – Tube Pack
1	14	Chilled Orange Juice – Single Strength
1	15	Citricana, May 1954
1	16	Citrus Taxing Structure
1	17	Drinks and Standards, 1970s
		Florida Canners Association
1	18	Annual Meeting, 1939, 1940, 1941, [1946], 1950, 1951, 1956
1	19	Correspondence, 1981
1	20	Officer and Committee Rosters, 1949-1950
1	21	A Salute to the Florida Canners Association, 1960
2	1	Treasurer's Annual Report, November 1950
		Food Machinery Corporation
2	2	Tech Bulletin – Citrus Cloud Concentrate
2	3	Tech Bulletin – Frozen Orange Popsicle and Citrus Pulp Finisher
2	4	Tech Bulletin – Inline Extractor
2	5	Glossary of Canning and Can Making Terms, 1944
2	6-7	Information on Dispensers
2	8	List of Glass Companies, n.d.
2	9	Lykes-Pasco Packing Co. Pricing Sheets, 1968-1974
2	10	National Association of Frozen Food Packers Directory, 1966-1967
		National Canners Association
2	11	The ABC's of Canned Food
2	12	Dietetic Canned Foods, 1953
2	13	History of Canning, 1938
2	14	Membership List, January 1944
2	15	National Juice Products Association
2	16	Newspaper Articles, 1948-1965, n.d.
3	1	Notebook: Citrus Canning Competitors, 1960s
3	2	Notebook: Florida Processing Plants, 1974
3	3	Non-Citrus Canning Labels
3	4	Nutrition

Box	Folder	Title	Sweatt 4
3	5	Official Program of the Georgia Canners Association, January 26 and 27, 1944	
3	6	Pasco Packing Co. Price Sheets, 1961-1968	
3	7	Pasco Packing Price Card, n.d.	
3	8	Processing Fruit	
		Products and By-Products	
3	9	Crystals	
3	10	Dairy Bases	
3	11	Food Dehydration Report, 1966	
3	12	Notes and Pamphlets	
3	13	Orange Flour	
3	14	Oils (1 of 2)	
4	1	Oils (2 of 2)	
4	2	Pulp/Pulp Wash	
4	3	Quality Control	
4	4	Synthetics	
4	5	Quality Advisory Committee Report, 1960	
4	6	Roster of Old Guard Society "The Four Hundred of the Canning Industry," 1950	
4	7-8	Soft Frozen Orange Juice	
		Soft-Serve	
4	9	Business Evaluation of the US Snack-Refreshment Market for Citrus Beverage Products, 1964	
4	10	Correspondence	
5	1	Soft Serve	
5	2	Soft Serve, 1969	
5	3	Statement Before Pepper-Aiken Subcommittee, September 21, 1948	
5	4	Statistical Summary, 1967-1968 Season	
5	5	U.S. Can Makers, n.d.	
5	6	What Shape Eight Ounce Cans Does the Trade Prefer?, 1963	
5	7	Workshop	
		Companies	
		BESCO Products Company	
5	8-9	BESCO Canning Labels	
5	10	BESCO Financials, 1943, 1946, 1947	
5	11	BESCO Products Company, ca. 1948	
		Citrus Central Inc.	
5	12	Contract with Kroger, 1969	
5	13	Correspondence	
5	14	Dodwell Company File	
5	15	Memos, 1973, 1974	
5	16	Merger Flyers	
5	17	Newspaper Clippings, n.d.	
5	18	Organizational Documents, ca. 1970	
5	19	Photograph of Sweatt with Japanese Delegation, n.d.	

Box	Folder	Title	Sweatt 5
5	20		Personnel Biographies
6	1		Pricing, 1970
6	2		Promotional Materials
6	3		Sales Report, 1968, 1973
6	4		Sunkist – Joint Marketing Program, 1972
6	5		Sunkist – Joint Proposal, 1971
6	6		Sunkist – Marketing Materials, 1970, n.d.
6	7		Sunkist – Product Concept and Marketing Program, 1972
6	8		Unilever Limited, 1972
			<i>Crown, Cork, and Seal Company</i>
6	9		Labels for Plymouth Frozen Concentrate Orange Juice, 1960
6	10		Crown, Cork, and Seal Company Inc., ca. 1950s
6	11		Fosgate Citrus Concentrate Cooperative Clippings and Letters, 1951-1957
6	12		Golden Gem Fruit Buyers, 1959
			<i>Golden Gem Growers</i>
6	13		29 th Annual Meeting Minutes and Digest of Reports, 1975
6	14		31 st Annual Meeting Minutes, Digest of Reports, and Insurance, November 17, 1977
6	15		Advertising
6	16		Advertising – 25 th Anniversary, ca. 1976
6	17		Advertising – Original Artwork
6	18		Advertising – Package, early 1970s
7	1		Annual Meeting, Insurance, 1978
7	2		Annual Meeting Program, November 24, 1981
7	3		Articles of Incorporation, 1977
7	4		Articles of Incorporation and By-Laws, 1967, 1969, 1977
7	5		Benefits for Employees
7	6		Broker Lists, 1961, 1962, 1967, n.d.
7	7		<i>Citrus World</i> Magazines
7	8		Clippings, 1957-1976, n.d.
7	9		Cost for Members, 1961, 1963, 1970, 1971, 1975
7	10		Correspondence – Additives
7	11		Correspondence – Marketing, 1965-1968
7	12		Eckes Uebersee-Fruchtsaft
7	13		Fact Sheet from Herbert C. Dickler, ca. 1966
7	14		Financial – 1974
7	15		Financial – Comparative Per Case Cost, 1963-1964 season
7	16		Financial – Cost Statements, 1973
7	17		Financial – Modified Revolving Capital Plan, 1968
7	18		Financial – Statement, 1981
7	19		Golden News Gem – 1967

Box	Folder	Title	Sweatt 6
7	20	Golden News Gem – 1969	
7	21	Golden News Gem – 1971	
7	22	Golden News Gem – 1972	
7	23	Golden News Gem – 1975	
7	24	Golden News Gem – 1977	
7	25	Golden News Gem – 1978	
7	26	Golden News Gem – 1979	
7	27	Golden News Gem – 1980	
7	28	Golden News Gem – 1981	
7	29	Golden News Gem – 1982	
7	30	Golden News Gem – 1983	
7	31	Golden News Gem – 1984	
7	32	Growers Bulletin, May 22, 1963	
7	33	How to Give Sales Talks, 1967, 1969, n.d.	
7	34	Libby, McNeill, and Libby Contracts and correspondence, 1962, 1963, 1967	
7	35	License Certificates, 1969	
8	1	Marketing Materials	
8	2	Miscellaneous Documents, 1966, 1968, 1975	
8	3	Miscellaneous Notes and Memos	
8	4	Minute Maid – 1964	
8	5	Minute Maid – Information Kit, 1959, 1960s	
8	6	Minute Maid – Press Release Packet, Dairy Pure Orange Juice	
8	7	New Member – Triple G Grove, 1981	
8	8	Office Files, 1960s	
8	9	Pension Plan Information	
8	10	Pools, 1961-1962	
8	11	Processing Seminar	
8	12	Representative Agreements, 1967	
8	13	Stockholder Meeting, 1962	
8	14	Stockholder Meeting, 1963	
8	15	Stockholder Meeting, 1964	
8	16	Stockholder Meeting, 1968	
8	17	Stockholders Meeting, 1970	
8	18	Stockholder Meeting, 1972	
8	19	Stockholder Progress Report, June 18, 1976	
8	20	Sweatt's Staff Speeches, ca. 1962	
9	1	Sweetener Permits	
		Golden Vim	
9	2	Correspondence and Financials, 1969-1970	
9	3	Correspondence and Notes, 1967-1969	
9	4	Joint Venture with Golden Gem Growers, 1968-1973	

Box	Folder	Title	Sweatt 7
9	5	Grand Island Citrus Products, 1959, 1968, 1969, n.d.	
9	6	National Citrus Corporation Financial Statement, 1959	
9	7	Sunkist Information re: Growers, 1962, 1963	
		Foreign Trade	
		General	
9	8-9	Foreign Trade in General	
9	10	Frozen Concentrate	
9	11	General	
10	1	Grove Information	
10	2	International, 1974	
10	3	International Competitive	
10	4-5	International Notebook	
10	6	Institutional	
10	7	Institutional Notebook	
11	1	Talks	
11	2	Three-Party Program	
		American Hemisphere	
11	3	American Hemisphere	
11	4	Canada	
		Europe	
11	5-6	Europe	
		Far East	
11	7	Far East	
		Japan	
11	8	Black Notebook	
12	1-2	Communications	
12	3	Information	
12	4	Information and Reports	
12	5	Notes	
12	6	Printed Matter (1 of 2)	
13	1	Printer Matter (2 of 2)	
13	2	Speech Notes and Props	
		Middle East	
13	3	Middle East	
		Marketing	
13	4-6	Advertising Incentive	
14	1	Budget for Advertising	
14	2	Correspondence	
14	3	Florida Citrus Commission's Fresh Fruit Seminar, 1967	
14	4	Futures	
14	5	Pooling	
14	6	Pricing	

Box	Folder	Title	Sweatt 8
14	7	Speeches and Notes	
14	8-9	Studies	
		Personal	
14	10	Activities – Rotary Club	
15	1	Atlantic Banker	
15	2	Clippings	
15	3	Correspondence/Finance	
15	4-6	Country Club of Orlando	
15	7	Ephemera	
15	8	Legal Contracts and Policies	
15	9	Photographs	
15	10	Religious	
15	11	University of Central Florida	