

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

Box Folder

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		

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	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

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Box	Folder	Title	Sweatt 7
9	5	Grand Island Citrus Products, 1959, 1968, 1969, n.d.	

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	