Guide to

MSCIT 008

Holly Hill Grove and Fruit Company Photographs

ca. 1920s-1930s

15 linear inches

Processed by:

Alexandra Curran, 2021
Amy Skillen, Archives Technician, 2024

Preferred citation: Holly Hill Grove and Fruit Company Photographs, ca. 1920s-1930s, MSCIT 008, Box # Folder #, McKay Archives, Florida Southern College, Lakeland, Florida.

Sarah D. and L. Kirk McKay, Jr. Archives Center

Florida Southern College, Lakeland, Florida

Historical Sketch:

The development of Holly Hill near Davenport, Florida began in December 1919 as part of the Holly Hill Grove and Fruit Company, a subsidiary of the Wilson and Toomer Fertilizer Company. Like other Florida land development companies during the 1920s, the Holly Hill Grove and Fruit Company packaged together the sale of house lots with citrus grove lots. Soon, the deal shifted to if someone bought a grove lot, they would receive a lot in town. Holly Hill Grove and Fruit Company also built multiple amenities in Davenport including the Holly Hill Inn in 1920 as well as the Holly Hill Golf and Country Club in the mid-1920s.

In 1927, the Holly Hill Grove and Fruit Company formed Holly Hill Fruit Products, Inc., and soon after its creation, Holly Hill Fruit Products, Inc. bought its business as a citrus fruit marketing company and its trademarks from Holly Hill Grove and Fruit Company. However, Holly Hill Citrus Growers Association started selling citrus as an agent of Holly Hill Grove and Fruit Company, thus violating the agreement and causing Holly Hill Fruit Products, Inc. to file a successful lawsuit against Holly Hill Grove and Fruit Company. Due to the lawsuit, the effects of the Great Depression, and other economic and ecological disasters in Florida, Holly Hill Grove and Fruit Company faced foreclosure in the 1930s and was bought out by Wilson and Toomer. The country club that had been built also closed in the 1930s and was turned into housing and citrus groves. In contrast, Holly Hill Fruit Products, Inc. flourished despite these same issues and continues to exist to this day.

Additional Sources:

Hetherington, M.F. *History of Polk County Florida: Narrative and Biographical.* St. Augustine, Florida: The Record Company, 1928. https://digitalcommons.usf.edu/regional_ebooks/11.

"Holly Hill Fruit Products Co. Inc." Florida Department of State, Division of Corporations. https://search.sunbiz.org/Inquiry/CorporationSearch/ByName.

Holly Hill Growers' Ass'n et al. v. Holly Hill Fruit Products, Inc., no. 7367, Circuit Court of Appeals, 5th Circuit, 1935.

Scope and Content Note:

The collection has been divided into two main series: **Photographs** and **Textual Materials**. The **Photographs** series is divided into sub-series based on subject: ***Building and Structures***, ***Davenport Locales***, ***Landscapes***, and ***People***. The **Textual Materials** series contains ***Advertising and Marketing*** materials as well as ***Correspondence***. All materials in this collection were organized alphabetically due to few dated materials.

Restrictions: None

Permission to Publish:

Permission to publish material from the Holly Hill Grove and Fruit Company Photographs 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:

Based on Professor Thomas Mack's unpublished manuscript "Documented History of the Florida Citrus Archives," the materials are presumed to have been donated by Robin Hooker, a graduate from Florida Southern College's Citrus Institute, who had found the materials as he went through his father Glenn Hooker's citrus memorabilia. However, it is unknown exactly when the materials in this collection were donated to the Citrus Archives. The Thomas B. Mack Citrus Archives were transferred to the Roux Library in 2005 then to the McKay Archives Center in 2009.

Notes to Researchers:

The original order was unable to be determined because there is little documentation from the original accessioning. Furthermore, the date range for the collection is an approximation based on the few dated photographs as well as company history.

For more information on the Wilson and Toomer Fertilizer Company, the parent company of Holly Hill Grove and Fruit Company, please see the **Wilson and Toomer Fertilizer Company Records**.

For more information on Vaughn Woods, who was a soil chemist for the Wilson and Toomer Company, please see the **Vaughn Woods Papers.** See also the **Col. Bayard F. Floyd Papers**, who was a horticulturalist and Vice President of the company.

1		**Photographs**		
1			***Buildings and Structures***	
1	1			Apartments, n.d.
1	2			Building Operations, n.d.
1	3			Church, 1904?
1	4			Commercial Buildings, n.d.
1	5			Davenport Citrus Growers Association Packinghouse, November 1923
1	6			Holly Hill Golf Course, n.d.
1	7			Holly Hill Inn, 1920s
1	8			Holly Hill Inn – Dining Room, n.d.
1	9			Holly Hill Inn – Veranda, n.d.
1	10			Holly Hill Inn – Views, 1920s
1	11			Homes, n.d.
1	12			Mountain Lake Clubhouse, October 1923
1	13			Nursery, n.d.
1	14			Pumphouse, n.d.
1	15			Recreation Center, n.d.
1	16			Schmidt Garage, n.d.
1	17			Unidentified, n.d.
1	18			University of Florida Football Field, 1930-1940?
1			***Davenport Locales***	
1	19			Forest Park, n.d.
1	20			Geneva Terrace, n.d.
1	21			Lake Davenport, n.d.
1	22			North Circle, n.d.
1	23			Oak Park, n.d.
1	24			Palmetto Street, n.d.
1	25			Wilson Park, n.d.
1			***Landscapes***	
1	26			Aerial Views of the City, n.d.
1	27			City Views, n.d.
1	28			Fruits and Flowers, n.d.
2	1			Groves, n.d. (1 of 4)
2	2			Groves, n.d. (2 of 4)
2	3			Groves, n.d. (3 of 4)
2	4			Groves, n.d. (4 of 4)
2	5			Highways, n.d.
2	6			Lakes and Bridges, n.d.
2	7			Railroads, n.d.
2			***People***	
2	8			Christmas Tree Celebration, n.d.
2	9			Church and School Attendees, n.d.
2	10			Costume Dance, n.d.
3	1			Delegations, n.d.
3	2			Henry, Paul, Jr., n.d.
3	3			Golfers, n.d.
3	4			Sports Participants, n.d.

3	5			Swimmers, n.d.
3	6			Treuschel, Chas. (Rev.), n.d.
3	7			Wilson, Lorenzo (Mrs.), 1923
3		**Textual Materials**		
3			***Advertising and Marketing***	
3	8			Chicago Advertising Postcards, n.d.
3	9			Direct-By-Mail, 1929
3	10			Holly Hill Inn Engraved Stationery, 1928
3	11			Postcard Album, n.d.
3	12			Thanksgiving Fruit Booklet, 1928
3			***Correspondence***	
3	13			Advertising, 1928
3	14			Golf League, 1928