

A Guide to the
R.V. “Red” Phillips Collection

CIT 2060

Scope & Contents Note

The materials in this collection reflect the subject's affiliation with the Haines City Citrus Growers Association and the broader citrus industry in Florida. Correspondence, newspaper articles, reports, and ephemera make up the bulk of the collection. Photographs are also present. Of special interest is the information on the relationship with the Duncan Hines Company as well as Florida Gift Fruit.

Dates

1940s-1990s

Creator

R.V. "Red" Phillips (person)

Biographical Note

R.V. "Red" Phillips was born April 5, 1912, in Bacon Level, Alabama. In 1930 he came to Polk County and began working at the Waverly Packinghouse. The youthful Phillips attracted the eye of the manager, who gave him a small role in the sales office. In 1936, he was appointed Traffic and Assistant Sales Manager, and he later ascended to Sales Manager in 1942.

In 1951 Phillips became general manager of the Haines City Growers Association (HCGA). His sense of humor and outgoing nature made him popular within the organization, and he was known for an ability to make his workers productive. He was also known for always being able to find ways to save the company money. Phillips revamped the entire HCGA packing system, thus increasing wages while actually decreasing the cost the company was paying per box. Phillips was always lauded for his willingness to try new things. This paid off during his time with the HCGA as he set the foundation for the organization to grow and prosper in the future.

Throughout his career, he became known to the citrus industry as the "Champion of the Cooperative," an outspoken advocate of the "total" cooperative. He was among the first growers to plant and encourage the development of the Murcott, which later became known as the Honey Tangerine.

Phillips developed a lengthy list of associations during his career. He served on the Board of Directors for Citrus World, Inc. for 27 years, and Citrus Central, Inc. for 14 years. Later in his career, he served as a member of the Florida Citrus Commission from 1974 through 1982. He also served as President for the Sales Managers Club and participated in the Florida Packing House Manager's Association, the Florida Tangerine Cooperative, the Florida Council of Farmer's Cooperatives, the Florida Fresh Citrus Shipper's Association, the Growers and Shippers League of Florida, Citrus Industrial Council. He was also a member of the Advisory Board of the United Fresh Fruit and Vegetable Association. He also served in non-citrus organizations, serving as president of the Rotary Club in Haines City, for which he was a member. He was also a member of Covenant Presbyterian Church in Winter Haven and was on the Hesco Corp. Board of Directors. Red Phillips retired in 1977, although he continued to serve with the HCGA as Executive Vice President.

Phillips and his wife Marjorie had a son and two daughters. He passed away on August 28, 1996, and was inducted into the Florida Citrus Hall of Fame in 1983.

Conditions Governing Access

This collection is open for research. Researchers must contact McKay Archives in advance for access to unprocessed born digital materials in this collection. Collection restrictions, copyright limitations, or technical complications may hinder the archives' ability to provide access to unprocessed born digital materials.

Conditions Governing Use

The R.V. "Red" Phillips Collection is owned by Florida Southern College. This collection is protected by copyright and/or related rights. You are free to use this Item in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s).

Extent

5 inches

Language of Materials

English

Arrangement

The materials in this collection are arranged alphabetically and in ascending date order.

Immediate Source of Acquisition

Materials were donated by the Haines City Citrus Growers Association to Thomas Mack of the Florida Citrus Archives in 1998.

Subject Headings

Citrus fruit industry—Florida

Citrus products

Citrus

Citrus fruits—Cooperative marketing

Citrus fruits—Harvesting

Citrus fruits—Marketing

Citrus juice industry

Note to Researchers

This collection has been processed at a basic level in an effort to make this collection available in the shortest amount of time. Misfiled documents and other errors may be present.

Classifications

CIT 2045 R.V. "Red" Phillips Collection

Administrative

Title: R.V. "Red" Phillips Collection

Status: Completed

Author: Jeffrey Zines

Date: 2024

Description Rules: Describing Archives: A Content Standard

Language of Description: English

Script of Description: Latin

Box	Folder	Title	Date
1	1	Advertising	1940s-1950s
1	2	Correspondence	1950s-1960s
1	3	Duncan Hines	1950s
1	4	Freeze	1977
1	5	Gift Fruit	1950s
1	6	Industry (Citrus Industry Survey)	1965-1967
1	7	Maps—Atlas & Plat Book [Polk Co.]	1977
1	8	Newspaper Articles	1940s-1990s
1	9	Realia (Ephemera)	n.d.
1	10	Photographs	n.d.
1	11	Scrapbook [photocopies]	n.d.
1	12	Scrapbook [originals]	n.d.
1	13	Waverly Growers	1966-1972; 1989