

Guide to
MSCIT 023
Waverly Growers Cooperative,
1921-1994, 2000

60 linear inches

Processed by:
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***McKay Archives, Florida Southern College
Lakeland, Florida***

Historical Sketch

Waverly Growers Association was an agriculturally based cooperative. It was a grower-owned fresh citrus cooperative offering members grove care, harvesting, packing services, and marketing.

Founded in 1914 by a group of local growers led by Charles Hillery Walker and Danish immigrant W.L. Pedersen, the cooperative was originally called Waverly Citrus Growers' Association until the name was changed in 1936 to Waverly Growers Cooperative. It was in continuous operation between 1915 and 2005 and managed by grower-members. This included fertilizing, cultivating, spraying, irrigating, picking, trimming, and replacing trees.

Waverly began operation in 1915 in Waverly, Florida and shipped citrus fruit to markets in the United States and Canada under brands including Waverly, Waverly Famous, Huntsman, Pepper, and Seald-Pep. In 2005 it closed its packinghouse and merged into Florida Natural.

Scope & Content Note

The Waverly records include **Office Files** about day-to-day business mostly between 1930 and 1950's. Of special note are the files from the WWII years discussing rationed items. **James C. Morton** (JCM) was an operations director, and his files date mostly in the 1950's and are about fruit. **Operations** and **Supply** files include documents about running and supplying the Waverly complex. The **Membership** newsletters are dated 1937 and 1938, then jump to 1957 and run until 1977. Files from Audio-Visual materials include **scrapbooks**, **photographs**, and **negatives**. The first scrapbook includes images for a retirement party for W.C. "Bill" Pedersen. Bill Pedersen created the Waverly Welcome House (photographs), a rest area and spot for tourists to learn about citrus growing, while purchasing fruit. The Welcome House was located between Cypress Gardens and Bok Singing Tower, along Route No. 540 in central Florida. The second scrapbook, includes, clippings, documents and photographs of people and places around the compound.

Restrictions

There are no restrictions on this collection. It is available for research.

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Provenance Statement

N. Perry Hansen, Executive Vice President for Waverly Growers Cooperative donated the records to the Citrus Institute of Florida Southern College (Professor Tom Mack) in 1995. They were transferred to the McKay Archives in 2009.

Office Files		
1	1	Atlantic Coast Line Railroad Company, 1946-1947
1		Advertising
1	2	Copy, 1940-1952
1	3	Knives, 1937-1951
1	4	Balloons, n.d.
1	5	Cards and Folders, 1938-1951
1	6	General, 1936-1952
1	7	Caps, 1948
1	8	Calendars, 1940-1950
1	9	Cattle Project, 1948
1	10	Labels, 1939-1952
1	11	Construction – Coloring Room Addition, 1952
1	12	Concentrate, 1953
1		Correspondence
1	13	1950-1951
1	14	1941, 1946, 1950-1951
1	15	1988, 1992, n.d.
1	16	1952-1953
1	17	Health Clinic, 1949
1	18	Postcards, n.d.
1		Equipment
1	19	Steam Trap, n.d.
1	20	Thermometers, 1944, 1952, n.d.
1	21	Trucks, n.d.
1	22	Truck Scales, 1950, n.d.
1	23	Truck Service Records, 1938
1	24	Water Meters, 1940, n.d.
2	1	Water Tanks, 1945-1953
2	2	Ladders, 1948
2	3	Morgan Nailing Machine, 1937, n.d.
2	4	Paint, n.d.
2	5	Refrigeration for Train Cars, 1947
2	6	Safety Lights on Vehicles, 1951
2	7	Scooters, 1941
2	8	Stack Dumper, 1951
2	9	Glass, 1941-1942, 1953
2	10	Grading Table, 1952
2	11	Hand Truck, n.d.
2	12	Heating Grading Area, 1947
2	13	Hollow Wall Forms, 1939, 1946, n.d.
2	14	Industrial Trucks, 1952-1953, n.d.
2	15	Insulation, n.d.
2	16	Air Compressor, 1936, 1940, 1941
2	17	Ahlburg and Fruit Marking Machines, 1935-1941, n.d.
2	18	Car Scoop, 1944, n.d.
2	19	Cement Finisher, 1944, n.d.
2	20	Conveyors, 1948, n.d.

2	21		Doors – “Kant Slam Door Check Company,” n.d.
2	22		Embosser for Citrus Fruit Crate, 1946
2	23		Description of Fruit Elevator, n.d.
2	24		Fruit Marking Machine, 1942
2	25		Gas Clipper (Truck), 1952
2	26		Refrigeration Cooling Room, 1947
2	27		Florida Citrus Cannery Co-Op Bulletin, 1957, 1962
2	28		Florida Citrus Commission Citrus Fruit and Health Brochure, n.d.
			Florida Citrus Mutual
7	1		General, 1952
7	2		Finances, 1952-1953
7	3		1951-1953, n.d.
2	29		National Defense Deferments, 1950-1951
2	30		Lake Wales Hospital Fund Drive, 1951-1953
2	31		Insurance, 1949, 1952
2	32		Labor – Federal Manual, 1944
2	33		Labor, 1945, 1953, n.d.
2	34		Miscellaneous, 1932-1952
3	1		Mida’s Bureau, 1937, 1938
3	2		The Packer Paper, 1950
3			Marketing
3	3		Exhibits, 1940-1941
3	4		Plans and Problems, 1934-1952
3	5		Maps, 1938-1944
3	6		Travel - Virginia JCM, 1937
3	7		Travel - Long Island, Chicago, 1946, n.d.
3	8		Travel - Various, 1937, 1952, n.d.
3	9		Travel - Florida, 1940, 1948
3	10		Travel - South America, 1950-1951
3	11		Travel - North Carolina, n.d.
3	12		Welcome House Visitors, 1952-1953
3	13		Welcome House Sales Office, 1950-1951
3	14		Postcards, 1948-1951
3	15		Welcome House Department, 1950-1951
4	1		Welcome House Garden, 1950, 1951, n.d.
4	2		Welcome House Visual Education, 1950, 1951, n.d.
12	34		Waverly Brand Miniature Citrus Box, n.d.
4	3		Miscellaneous, 1946-1952
4	4		Miscellaneous, 1939-1953
4	5		News Clippings, 1961-2000
4			Packing
4	6		Maturity Laws, 1930-1941
4	7		Green Fruit, 1935-1936
4	8		General, 1939-1952
4	9		Decay, 1933-1952
4	10		Insurance, 1939
			James C. Morton (JCM) Files
4	11		Dome Dampers, 1941

Box	Folder	File Name
4	12	Solar Heating, 1937-1939
4	13	Correspondence, 1937, 1944
4	14	Gerrard Steel Strapping Company, 1951
4	15	Plexiglas and Plastic, 1950-1951
4	16	Naugahyde, 1947
4	17	Embedding Flowers in Plastic, 1950
4	18	Hydroponics, 1938
4	19	"F", 1952
7	4	Citrus-Bioflavonoid Compound, 1949-1956
7	5	Grapefruit Study Committee, 1956, n.d.
7	6	Reference, 1935-1944, n.d.
7	7	Reference, 1940
7	8	Correspondence, 1951
7	9	Juice Dispensers, 1952, n.d.
7	10	Packing – Color and History, 1933-1949, n.d.
7	11	Minit Fry Potato Company, 1951
7	12	Passion Play, 1951-1953
7	13	Personal, 1952, 1953, n.d.
		Operations
5	1	Coloring and Waxing, 1934-1942, 1948-1952, n.d.
5	2	Safety Committee Issues, 1937-1946
5	3	Firehouse, n.d.
5	4	Fire Department Activities, 1952
5	5	Production Pipe Aluminum, 1946, n.d.
5	6-8	Pumps – General, 1935-1950
5	9	Tree Count, 1946-1947
5	10	Trucks, 1941-1951
5	11	Garage, 1934-1935, 1940, 1946, 1952, n.d.
6	1	Trucking, n.d.
6	2	Trucks, n.d.
6	3	Drain Tile Repairs, 1951
6	4	Scouting, 1935-1953
6	5	Sprinklers, 1950-1952
6	6	Spraying with Helicopters, 1962
		Supplies
6	7	Bulkhead Materials, 1952, n.d.
6	8	Burlap, 1941, 1942
6	9	Christmas Card Printer, 1942-1943
6	10	Cotton Citrus Bags, 1938
6	11	Flags, 1950
6	12	Frigiwarm Curtains, 1934
6	13	Packing Labels, 1951, n.d.
6	14	Paper Wraps for Fruit, 1946-1949, n.d.
6	15	Gloves, 1938-1940, n.d.
6	16	Nails for Containers, 1950, n.d.
6	17	Machinery and Mill Supplies, 1951
6	18	Pest Control, 1938-1953, n.d.
6	19	Rubber Stamps, Pads, Etc., 1938, n.d.

6	20	Safety Goggles, 1946, n.d.
6	21	Safety Shoes, 1940
6	22	Tarps and Canvas, 1938, 1939, 1943, 1946, n.d.
6	23	Twist Ties, n.d.
6	24	Gasoline, 1948
8	1	Ephemera – Stationary, n.d.
8	2-3	Ephemera, 1914-1954
Membership Letters		
8	4	Membership Letters, 1937
8	5	Membership Letters, 1938
8	6	Membership Letters, 1957
8	7	Membership Letters, 1958
8	8	Membership Letters, 1959
8	9	Membership Letters, 1960
8	10	Membership Letters, 1961
8	11	Membership Letters, 1962
8	12	Membership Letters, 1963
8	13	Membership Letters, 1964
8	14	Membership Letters, 1965
8	15	Membership Letters, 1966
8	16	Membership Letters, 1967
8	17	Membership Letters, 1968
8	18	Membership Letters, 1969
8	19	Membership Letters, 1970
8	20	Membership Letters, 1971
8	21	Membership Letters, 1972
8	22	Membership Letters, 1973
8	23	Membership Letters, 1974
8	24	Membership Letters, 1975
8	25	Membership Letters, 1976
8	26	Membership Letters, 1977, n.d.
8	27	Pedersen Elected Waverly Grower President, 1973
8	28	Scrapbook of Waverly Marketing Ephemera, 1938-1942, 1946
Audio Visual - Scrapbook		
9	1	1940-1941
9	2	Sister City, Waverly, Iowa, 1970-1973
9	3	Sister City, Waverly, Iowa, 1970, n.d.
9	4	Photocopies of Scrapbook Ephemera, 1941-1942
9	5	Ephemera, 1935, 1936, 1939
9	6	1938-1940
9	7	Mock-Up, 1940
9	8	Scrapbook, 1930-1951
Audio Visual - Photographs - People		
10	1	Animals and People
10	2	Annual Meetings
10	3	Berry, James
10	4	G.W. "Wash" Black on a Ladder Against a Fruit Tree
10	5	Citrus Queens

Box	Folder	File Name	Waverly Citrus 7
10	6	Dennis, Matilda	
10	7	Employees	
10	8	W.C. Pedersen Saluted at Testimonial Dinner, 1970	
10	9	Pickers	
10	10	Portraits	
10	11	Workers Lined Up in Front of Equipment	
10	12	People	
10	13	People on a Fishing Trip	
10	14	Waverly Baseball Team	
10	15	Women Bowling with Citrus Fruit, n.d.	
		Audio Visual - Photographs - Places	
11	1	California Grove "California Landing," n.d.	
11	2	Citrus Street Scene – Merchants, Trucks, Seald Sweet Crates	
11	3	Farm Credit Banks Building, ca. 1960	
11	4	Florida Building, New York, n.d.	
11	5	Juice Counter with Seald Sweet Produce	
11	6	Waverly Exhibit World's Fair, 1940	
11	7	Memorials	
11	8-9	Waverly Growers Complex, ca. 1930	
11	10	Construction, June 1936	
11	11	Soils Lab, October 1954	
11	12	East Side – Outside of Buildings	
11	13	East Side – Indoors, Bathroom, and Cafeteria	
11	14	East Side – Indoors, Bunk Beds	
11	15	Production Line	
11	16	Waverly Recreation Room and Dining Room	
11	17	Waverly Welcome House	
11	18	Worker Housing, n.d.	
		Audio Visual - Photographs - Things	
12	1	50 th Anniversary	
12	2	Accident with Farm Equipment	
12	3	Ads	
12	4	Citrus Feeding Project – Cattle & Buildings	
12	5	Christmas Ads	
12	6	Fertilizing Machinery	
12	7	Fire House	
12	8	Fruit	
12	9	Fruit – Advertising Images	
12	10	Fruit – Damaged in Field	
12	11	Fruit Boxes – Cardboard and Wood	
12	12	Fruit Stand	
12	13	Automated Machine to Close Fruit Boxes	
12	14	Citrus Washer "Old Style," n.d.	
12	15	Fruit Loading Machinery	
12	16	Hedging Machinery	
12	17	Refrigerated Railroadcar	
12	18	Soil Inoculator	
12	19	Spraying Equipment	

12	20	Spraying From Helicopter
12	21	Trucks with Advertising
12	22	Trucks with Crates
12	23	Trucks – Working
12	24	Unidentified Equipment
		Audio Visual - Negatives
12	25	Advertising, 1964, n.d.
12	26	Cypress Gardens, n.d.
12	27	Building – New Additions to Packinghouse, 1936
12	28	Welcome House and Gardens, n.d.
12	29	Fruit Baskets, n.d.
12	30	Letter of Honor for John D. Clark, n.d.
12	31	Picking, Loading, and Grove Scenes, n.d.
12	32	Speed Sprayer and Loading Fertilizer in Bulk, n.d.
12	33	Negatives
		Waverly Scrapbook, 1961-1994