

A Guide to the
Frederick J. Houk Collection

CIT 2040

Scope & Contents

The materials in this collection primarily reflect the subject's involvement with Citrus Central's marketing department in the 1970s. Included are notes, meeting minutes, and correspondence related to the organization's operations and marketing efforts.

Dates

1950s-1980s

Creator

Frederick J. Houk (person)

Biographical Note

Frederick J. Houk was born on January 11, 1927, in Franklin, N.C. In 1968, he moved to Florida and joined Citrus Central, inc. in their marketing department. Citrus Central, located in Orlando, was a sales organization owned by seven citrus processors. In 1987 he was honored by the Governor and Cabinet for his work in researching and recording the state's historical markers. At the time his business card read "a man who intends to drive from end to end on every numbered highway in Florida." He later developed a passion for collecting match covers and could rightly claim to own the largest collection of Florida covers in the world. Mr. Houk was a Navy veteran, an independent citrus broker and a devoted member of the Winter Park Christian Church. He passed away on August 16, 2011, in Orange County, Florida.

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 Frederick J. Houk 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

10 inches

Language of Materials

English

Arrangement

The materials in this collection have been left in the order in which they were found.

Immediate Source of Acquisition

The materials were donated by the subject to Thomas Mack of the Florida Citrus Archives

Subject Headings (Library of Congress)

Citrus—Florida

Citrus—products

Citrus—juices

Marketing

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 2040 Frederick J. Houk Collection

Administrative

Title: Frederick J. Houk 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	Historical Markers	1984
1	2	Bordo	1970s
1	3	Citrus Central Records—Sales Reports	1970s
1	4	Chilled Juices/Frozen Juice	1950s;1970s
1	5	Florida Citrus Commission	1950s-1970s
1	6	Company Profiles—Citrus Central, inc.	1970s
1	7	Company Profiles—Not Citrus Central	1970s
1	8	Extra Income	1970s
1	9	Don Faller Correspondence	1970s
1	10	History of Accounts	1970s
2	1	Juice Bowl	1970s
2	2	Minutes & Confidential Memos—Marketing	1970s
2	3	Minutes & Confidential Memos—Marketing	1970s
2	4	Minutes & Confidential Memos—Marketing	1970s
2	5	Minutes & Confidential Memos—Marketing	1970s
2	6	Periodicals & Clippings	1969
2	7	Recruiting	1970s