

THE MAZE

Middlebrooks Family Association, Inc.

274 Wilder Drive, Forsyth, GA 31029

October- November 2009 Edition by J. A. Middlebrooks

MFA 2010 Meeting/Reunion

Planning for the 2010 meeting has begun. Next year's meeting will be in central Georgia. Possible locations under consideration are Macon, Forsyth and Barnesville with a possible field trip to the Jarrell Plantation. A big thanks to Joyce Arnold, who is chairing the meeting committee, and to her committee members, Kathleen Hunter and Beautye Tyus. If you would like to help with the 2010 meeting, please contact Joyce joycenjim@sbcglobal.net.

We are returning to central Georgia and the heart of this state's Middlebrooks ancestry. The area counties provide a unique opportunity to explore your Georgia roots. Activities as part of the meeting, or on your own, can include visiting county court houses, cemeteries, Macon's Washington Library, the Georgia State or National Archives located in Morrow, about 40 miles north of Forsyth. When you make your 2010 travel plans, mark the middle of September and join us for the 2010 meeting/reunion.
Neal Middlebrook

MIDDLEBROOKS OF ORANGE JUICE FAME

by J. A. Middlebrooks

While going through some of my mother's old Middlebrooks' newspaper clippings, there were two pertaining to a William Moore "Bill/Billie/Billy" Middlebrooks. William was the son of George W. and Ida Jack Moore Middlebrooks, and a descendant of Robert 1766 through Andrew Jackson Middlebrooks, Jr. William was known as Billy in his later years and both the SSDI and Florida Death Index list his given name as Billy. The SSDI also listed his surname as Middlebrook, and his father, my Uncle George, usually omitted the ending "s" commenting: "because nobody ever uses it."

Billy was born 26 May 1921 in Georgia, possibly in Gray, Jones County. He married Frances Lee McDonald 4 Oct 1944 in Winter Park, Lake County, Florida. After Lee died in 1989 he married Sarah E. McMillan in 1992. Billy and his first wife, Lee, were the parents of five children: Donald, Deborah, David, Diana, and Douglas. Billy died 9 Oct 1992 in Windermere, Orange County, Florida, a small adjoining community to the west of Orlando.

The following two clippings were not dated, nor was the newspaper's name noted. It is most probable that they were published in the Clearmont, Florida *South Lake Press* or Orlando's *Orlando Sentinel*.



Middlebrooks prexy (sic) [President] of Minute Maid

SCOTTSDALE, ARIZ [ca. Dec. 1973]. – A national conference of The Coca-Cola (sic) Foods Division, attended by food brokers and Company sales management from the 50 states, was held here last week. Major product lines marketed by the Division include Minute Maid fruit juices and Hi-C fruit drinks, each national sales leaders in their fields.

The conference coincided with top management changes in the Foods Division. Bill M. Middlebrooks, former Minute Maid management executive and operations head, earned promotion.

Mr. Middlebrooks, a native of Georgia, will bring 27 years' experience in the Company to his new assignment. Beginning as a trainee with the Minute Maid Company in 1946, he advanced to various positions, including plant foreman, plant superintendent, and general manufacturing superintendent. In 1958 he was named director of concentrate manufacturing, and in 1962 was appointed vice president – Minute Maid Company. Following the formation of Foods Division, he was named director of Manufacturing in 1968, and later that year became vice president and director of Operations.

Mr. Middlebrooks is a graduate of Rollins College in Winter Park, Florida. He is a former director of the Florida Cannery Association and the National Cannery Association. He is currently director of Florida Orange Marketers, Inc., a member of the Citrus Concentrate Quality Advisory Council in Florida, and a member of the Citrus Associates of the New York Cotton Exchange.

Speaking of the Division's citrus products business Middlebrooks told the assembled brokers: "This is a business built on success. The Foods Division people believe that success is the only way to go. The brokerage firms here are vital to this effort. You have shown that you have that same drive, that same dedication, that same belief in yourselves." Middlebrooks added that with 25,000 acres of producing citrus groves and three processing plants in Florida, the Division has a "Substantial stake in this important Florida industry." [Remaining non Middlebrooks' information excluded from article.]

The second article [written before 1980] announces:

MINUTE MAID naming a plant in honor of Billy Middlebrooks Sunday [announced on Sunday] and in case you are wondering who Billy Middlebrooks might be, he has been a key man in the MM company for many years.

With Dr. Wally Roy, Hugh Schwarz, Hank Cragg and a few others, Middlebrooks pioneered the citrus industry during Minute Maid company's formative period in late 1945 and early '46. He was among those who swept floors, loaded refrigerator cars and cased products at the company's plant in Plymouth to keep the concentrate flowing at a time when few people cared whether that industry lived or died.

The success of the citrus industry and the contribution it makes to Florida is a tribute to Middlebrooks and others like him who persevered in the face of criticism, indifference and adversity. And that's why Minute Maid named a plant in his honor. [Plant was located in New Jersey.]

In his earlier Minute Maid days, Billy M. Middlebrooks patented an orange juice blending apparatus (US patent number 2765066, dated 10/02/1956. [as found at www.freepatentsonline.com/2765066.html]

He was named VP of Minute Maid in 1962 and later became Vice President and director of Operations in 1968 for the Houston, Texas based CocaCola Foods Division. Billy traveled extensively to Columbia purchasing coffee beans for the Foods Division's other products. In the December 5, 1973 issue of the South Lake Press we find Bill M. Middlebrooks promoted from vice president of operations to president of the Houston-based CocaCola Foods Division.

In 1988 Billy was named as a [Florida] Hall of Fame Laureate. The Hall of Fame was organized to honor those prominent business persons of retirement age who have made extraordinary and enduring contributions of leadership to their community. These individuals have shown, by their example, the importance of maintaining the competitive private enterprise system as the American way of life. [As found at <http://www.jaorlando.org/content/Special/2008%20HOF/What%20is%20a%20HOF%20Laureate.htm>]

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MFA Web Site: <http://freepages.genealogy.rootsweb.com/~midregerrata>

Middlebrooks Family Association, Inc. was founded in 2001 for the purpose of assembling and preserving genealogical and historical material for future generations. MFA has two publications, as below.

THE MAZE is issued February, May, August, and November, is sent to all on the MFA mailing list, is free to non-paid members. If you want to be removed from this list, please contact the Secretary at joycenjim@sbcglobal.net.

MFA Quarterly Newsletter is published four times a year (December, March, June, and September) by the Middlebrooks Family Association, Inc., 274 Wilder Drive, Forsyth, GA 31029.

Subscription is to paid members of MFA. Articles for inclusion in the Quarterly, or suggestions for topics, may be sent to Jarrelyn Lang, Editor, at thelangs@hotmail.com. All submissions are subject to editing.