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H05-1564.50. Slickcraft Boat Division of AMF (1969-1980). Records, 1970-1981. 0.50 linear ft.

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H05-1564.50. Slickcraft Boat Division of AMF (1969-1980).
Records, 1970-1981. 0.50 linear ft.

Abstract

AMF (American Manufacturing and Foundry) Corporation purchased the Slick Craft Boat Company from the Leon Slikkers family in the fall of 1969 and renamed it Slickcraft Boat Division of AMF with Leon Slikkers as president. He remained in that position until resigning in 1974 to start S2 Yachts to build sailboats. The Slickcraft Boat Division of AMF continued manufacturing Slickcraft power boats in Holland until 1980 and Robalo fishing boats in Sanford, Florida. The collection includes brochures for both Slickcraft (1970-1980) and Robalo boats (1970-1972, 1973, 1975-1976-1977), a 1977 clipping concerning the Canadian-made Slickcraft/Grew, an undated AMF SLICKCRAFT decal, photographs, publications including *AMF Annual Report*, 1969; *AMF News* newsletter, 1975; *AMF Slickcraft Soundings* newsletter, 1972-1976; and *Slickcraft Report* newsletter, 1970-1971. Additional materials include a 1976 sales packet for dealers, and a ca. 1974 Slickcraft Employee's Manual.

Accession No: H05-1564.50
Provenance: AMF SlickCraft Boat Division
Donor: Joint Archives of Holland
Photographs: 3 images
Processed by: Geoffrey D. Reynolds, 2005, 2013

History

The Slick Craft Boat Company was purchased by American Machinery and Foundry (AMF) in the fall of 1969 eventually renaming the company the Slickcraft Division of AMF with Leon Slikkers as president. AMF was founded in 1900 and was once one of the largest recreational equipment companies in the United States. Up until the mid-1980s, they produced many types of leisure equipment including tennis racquets, snow skis, lawn and garden equipment, wheelgoods, Ben Hogan golf clubs, Voit inflatable balls, exercise equipment, Alcort sailboats (including the Sunfish), Hatteras Yachts, SCUBA gear, and once owned Harley-Davidson Motorcycles and Dewalt Tools. In 1971 American Machinery and Foundry became the AMF Company. Slikkers remained the president until resigning in 1974 to start S2 Yachts to build sailboats.

After Slikkers resignation AMF added the Robalo line of fishing boats to the conglomerate's holdings. Originally made in Sanford, Florida, the line was brought to Holland in the early 1970s. They continued building this series until AMF left Holland. In 1974, the division newsletter, *AMF Slickcraft Soundings*, recorded 14 models of Slickcraft and at least 2 Robalo models for the 1975 model year being sold in not only the United States, but also Italy, Escomer, and Japan.

The Slickcraft Division continued manufacturing power boats in Holland until closing the plant and ending the manufacturer of SlickCraft boats in 1980.

Scope and Content

The collection includes brochures for both Slickcraft (1970-1980) and Robalo boats (1973, 1976-1978), a 1977 clipping concerning the Canadian-made Slickcraft/Grew, an undated AMF SLICKCRAFT decal, photographs, publications including *AMF Annual Report*, 1969; *AMF News* newsletter, 1975; *AMF Slickcraft Soundings* newsletter, 1972-1976; and *Slickcraft Report* newsletter, 1970-1971. Additional materials include a 1976 sales packet for dealers, and a ca. 1974 Slickcraft Employee's Manual. The collection is arranged alphabetically by subject.

Container List

Brochures and Price Lists

AMF Powerboat (Crestliner, Robalo, Slickcraft), 1981
Robalo boats, 1970-1972, 1973, 1975-1976-1977, 1980
SlickCraft, n.d., 1970-1980

Clippings, Slickcraft/Grew, 1977

Decals-AMF SLICKCRAFT, n.d. (2 items)

Owners Manual, n.d.

Photographs, n.d., 1973 (3 images)

Publications

AMF Annual Report, 1969
AMF News, 1975 (Oversized)
AMF Slickcraft Soundings newsletter, 1972-1976
Slickcraft Report newsletter, 1970-1971

Sales packet for dealers, 1976

Slickcraft Employee's Manual, ca. 1974 (2 copies)