
Hope College
Leon Slikkers started at Chris-Craft in the joiner department making cabin tops in 1946. In the early 1950s, Slikkers began building 14’ runabouts in his garage after work. In 1954, he registered the Slickcraft name, and the following year he left a promising career at the age of 27 to open his own shop and fulfill his dream. He sold his house and started a small factory on Washington Avenue in Holland, Michigan. Slikkers began experimenting with a new material called fiberglass in 1955. Within three years, the company put a few of the boats into production and, in 1961, stopped building with wood completely. In 1969, Slikkers sold Slickcraft to the AMF Corporation. He stayed on as president to head up three AMF companies (including Slickcraft), but eventually realized that the large corporation’s business principles did not match his own and left after four years. He started over in February 1974 building sailboats under the name S2 Yachts, Inc. Within ten years, S2 was one of the top five sailboat manufacturers in the United States, known for building quality cruising vessels, as well as racing boats. Gradually, the company began producing high-quality powerboats called Tiara Yachts, and phasing out the sailboats. S2 Yachts then constructed a second facility in Ft. Pierce, Florida, and, in 1977, added Pursuit Fishing Boats to its product line up. In 1983, S2 Yachts purchased the Slickcraft brand name from AMF, and the following year, Leon Slikkers became chief executive officer and David Slikkers was named president. Today, the company is headed by son Thomas Slikkers. The collection includes Slick Craft Boat Company advertising materials, brochures, newspaper clippings, correspondence with sales staff, dealer agreement, employee manual, Grew Boats Limited history, list of models made between 1956-1970, photographs, newsletter publications, and a brochure for Thorobred Boat Trailers for SlickCraft. S2 Yachts’ materials include information on anniversaries, calendars, newspaper clippings, clothing and accessories, dealer sales literature, employee handbook, job classifications and hourly wage rates and benefits, memoranda, photographs, newsletter publications, Hazard Communication Training Guide, sailboat brochures, newspaper clippings, optional equipment list price list, and SlickCraft brochures and model review. Tiara Yachts’ materials include information on boat shows, brochures, newspaper clippings, dealers, newsletter publications, and sportswear & accessories information. Pursuit Fishing Boats materials include brochures, and newsletter publication.

Accession No: H05-1564
Provenance: S2 Yachts, Inc.
Donor: S2 Yachts, Inc.
Photographs: 7 images (Box 1)
Processed by: Geoffrey D. Reynolds, 2005, 2013

History

Leon Slikkers started at Chris-Craft in the joiner department making cabin tops in 1946. In the early 1950s, Slikkers began building 14’ runabouts in his garage after work. In 1954, he registered the Slickcraft name, and the following year he left a promising career at the age of 27 to open his own shop and fulfill his dream. Leon and Delores Slikkers sold their house and
started a small factory on Washington Avenue in Holland, Michigan. Slikkers began experimenting with a new material called fiberglass in 1955. Within three years, the company put a few of the boats into production and, in 1961, stopped building with wood completely. In 1969, Slikkers sold Slickcraft to the AMF Corporation. He stayed on as president to head up three AMF companies (including Slickcraft), but eventually realized that the large corporation’s business principles did not match his own and left after four years. He started over in February 1974 building sailboats under the name S2 Yachts, Inc. Within ten years, S2 was one of the top five sailboat manufacturers in the United States, known for building quality cruising vessels, as well as racing boats. Gradually, the company began producing high-quality powerboats called Tiara Yachts, and phasing out the sailboats. S2 Yachts then constructed a second facility in Ft. Pierce, Florida, and, in 1977, added Pursuit Fishing Boats to its product line up. In 1983, S2 Yachts purchased the Slickcraft brand name from AMF, and the following year, Leon Slikkers became chief executive officer and David Slikkers was named president.

Today, Thomas Slikkers, youngest son and fourth child of Leon and Delores, serves as president of the company.

Scope and Content

The collection includes Slick Craft Boat Company advertising materials, brochures, newspaper clippings, correspondence with sales staff, dealer agreement, employee manual, Grew Boats Limited history, list of models made between 1956-1970, photographs, newsletter publications, and a brochure for Thorobred Boat Trailers for SlickCraft. S2 Yachts’ materials include information on anniversaries, calendars, newspaper clippings, clothing and accessories, dealer sales literature, employee handbook, job classifications and hourly wage rates and benefits, memoranda, photographs, newsletter publications, *Hazard Communication Training Guide*, sailboat brochures, newspaper clippings, optional equipment list price list, and SlickCraft brochures and model review. Tiara Yachts’ materials include information on boat shows, brochures, newspaper clippings, dealers, newsletter publications, and sportswear & accessories information. Pursuit Fishing Boats materials include brochures, and newsletter publication.

Container List

Box 1

Slick Craft Boat Company
Advertisements, n.d.
Advertising Mats, 1969
Brochures, 1956-1970 (Digital on CDs) (9 folders)
Clipping, 1969
Correspondence, Sales Staff, 1962-1969
Dealer Sign, n.d.
Direct Dealer Agreement, 1964
Employee Manual, ca. 1966
Grew Boats Brochures, 1965-1966 (2 items)
Grew Boats Limited History, 1980
Models Made, 1956-1970
Publications
Sales Invoices, 1962-1969
Thorobred Boat Trailers for SlickCraft, c. 1967 (Digital on CD)
Touch-Up Lacquer Brochure, n.d.
S2 Yachts
   Anniversaries, 1985, 2004 (see Oversized for 1985)
   Calendars, 2006-2008
   Clippings, 1983-ongoing
   Clothing/Accessory Program, 1989
   Dealer Sales Literature, 2005-2008
   Employee Handbook, 1977
   Memoranda, 1985
   Photographs (Slides), 1974 (3 images)
   Picnic, 1986
Publications
   S2 Masthead newsletter, 1986
   S2 News newsletter, 1983
   Transom Talk newsletter, 1987-1990
Sailboats
   Clippings, 2005
   Optional Equipment List Price List, 1986
Shipping Department, 1988
SlickCraft
   Review, 1988
Tiara Yachts
   Boat Shows, 2006-2007
   Clippings, 2004-2005
   Dealer Rally, 1980
   Dealership V.I.P. Rally Day, 2006
   Employees, n.d.
Publications
   Ship Shape newsletter, 2003
   Tiara Yacht Newsletter, 2009
Sportswear & Accessories, n.d.

Box 1.5

Pursuit Fishing Boats
Clippings, 2014
Publications, Team Pursuit News newsletter, 1992

Box 2 Oversized

Tiara Yachts

Box 3 Oversized

Tiara Yachts

Box 4 Oversized

Tiara Yachts
Pursuit Fishing Boats
Brochures, 2007, 2008 (2 folders)
Tiara Yachts
Photograph
Tiara 4300, n.d.

Oversized (see Hope College Oversized Collections drawer)

Anniversaries, 1985 (poster collage of images from 1955-1985) (2 items)
Photograph
Poster of Tiara 5200 Express, n.d.