

WORCESTER HISTORICAL MUSEUM

30 Elm Street
Worcester, Massachusetts

ARCHIVES

Van Slett Advertising Company
Collection

1999.141

Processed by William F. Carroll, C.A.
October, 1999

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Collection Information

Abstract: The Van Slett Advertising Company was established on Park Avenue in Worcester in 1940 by Francis A. Van Slett, and designed and manufactured signs for advertising and other purposes until Van Slett's retirement in the early 1990s. The collection is comprised of design drawings for a variety of signs for Worcester businesses, industries, and organizations; and financial records from the 1950s and 1960s.

Finding Aids: Finding Aid in print form available in the Repository. Item level control.

Preferred Citation: Archives of the Worcester Historical Museum, 30 Elm Street, Worcester, Massachusetts.

Provenance: Donated by Ed Letourneau, Worcester, October 1999.

Access: The Finding Aid is cataloged in MARC under the following subject headings (lcsh, gmGPC, tgm, etc.)

Van Slett Advertising Company (Worcester, Mass.)
Van Slett, Francis A.
Signs and signboards – Design and construction – Massachusetts – Worcester.
Advertising – Massachusetts – Worcester.
Business enterprises – Massachusetts – Worcester.
Worcester Deluxe Diners manufacturing Company (Worcester, Mass.)

Design drawings. (tgm)

Holy Cross College (Worcester, Mass.) – Signs.
Salisbury Mansion (Worcester, Mass.) – Signs.
Leicester Savings Bank (Leicester, Mass.) – Signs.
Harrington & Richardson, Inc. (Worcester, Mass.) – Signs.
Wyman-Gordon Co. (Worcester, Mass.) – Signs.
Clark University (Worcester, Mass.) – Signs.
Worcester County Institution for Savings (Worcester, Mass.) – Signs.
Hahnemann Hospital (Worcester, Mass.) – Signs.
Home Federal Savings Bank (Worcester, Mass.) – Signs.
First Safety Fund National Bank (Worcester, Mass.) – Signs.
Fallon Medical Center (Auburn, Mass.) – Signs.
National Standard Co. Worcester Wire Division (Worcester, Mass.) – Signs.

Historical Information

The Van Slett Advertising Company, located on Park Avenue in Worcester, was established about 1940 (first appearance in City Directory) by Francis A. Van Slett. The company designed and manufactured signs of all types for regional businesses, industries, and other institutions, although advertising signs constituted the bulk of the business.

In 1961 Francis A. Van Slett purchased the assets of the Worcester Lunch Car Company, and established the Worcester Deluxe Diners Manufacturing Company. This company designed one diner and began construction, but ceased operations before the diner was completed.

The Van Slett Advertising Company continued operations until the retirement of Francis A. Van Slett in the early 1990s, when the business closed.

Scope and Content

The collection is comprised of some 18 design drawings of proposed signs for advertising and other purposes, along with a set of draft plans for building renovations. Proposed signs are all for local enterprises, and include signs for Wyman-Gordon Company, Salisbury Mansion, Harrington & Richardson Company, Clark University, Hahnemann Hospital, Girl Scouts of America, Worcester County Institution for Savings, Holy Cross College, Leicester Savings Bank, and others. Most items are undated, but dated items range from 1948 to 1988.

The collection also includes financial records of the company from the 1950s and 1960s, and a catalog of sign-making supplies.

The collection provides insight into the business of design and construction of advertising, and other signs, as well as providing information on the types of publicity used by local businesses, industries, and institutions. Sign styles can also be used as a dating technique for graphic documents.

Series Description

The collection is divided into three series by topic and format.

Series 1, Design drawings.

Series 2, Financial records.

Series 3, Miscellaneous.

Van Slett Advertising Company Collection
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 Series 1, Design drawings

<u>Box #</u>	<u>Folder #</u>	<u>Accession #</u>	<u>Description</u>
OVS-1	1999.141.1.1		Harrington & Richardson, Inc. Design drawing of sign in ink on drafting paper, 13 x 24 in.
		1999.141.1.2a-b	Wyman-Gordon Company. Design drawing of [roof] sign in pencil on drafting paper. 16 x 80 in. 2 copies.
		1999.141.1.3	National Standard Co., Worcester Wire Division. Design drawing of sign in pencil on drafting paper. 21 x 25 in.
		1999.141.1.4a-b	Clark University. Design drawing of sign in ink on drafting paper, 15 x 43 in. 2 items.
		1999.141.1.5a-b	Home Federal Savings, Main Street, Worcester. Elevation and framing plans. 24 x 36 in. 2 items.
		1999.141.1.6	Brandywine at Shrewsbury. Design drawing of sign in pencil on drafting paper, 24 x 56 in.
		1999.141.1.7	Cessna Service Center at Worcester Airport. Design drawing of roof sign in pencil on drafting paper, 1958. 22 x 30 in.
		1999.141.1.8a-f	Park Plaza, Worcester, Mass. Plans for second floor addition and alterations, 1988. 24 x 36 in. 6 items.
		1999.141.1.9	First Safety Fund National Bank. Front elevations, blueprint. 35 x 42 in.
		1999.141.1.10	Worcester County Institution for Savings. Design drawing for WCIS logo on sign in pencil on drafting paper. 48 x 72 in.
		1999.141.1.11	Fallon Medical Center. Design drawing of directional signs in ink on drafting paper. 48 x 76 in.

Series 1, continued

- OVS-1 1999.141.1.12 Hahnemann Hospital. Design drawing of sign in ink on drafting paper. 48 x 60 in.
- 1999.141.1.13 “Worcester Pride” Design drawing of logo and sign in pencil on drafting paper. 36 x 76 in.
- 1999.141.1.14 Girl Scouts, 79 Gold Star Boulevard, Worcester. Design drawing of sign for office in pencil on drafting paper. 38 x 48 in.
- 1999.141.1.15a-e Salisbury Mansion. Design drawing of sign and logo in ink on drafting paper. 16 x 24 in. 5 items.
- 1999.141.1.16 Clock at Holy Cross College. Design drawing of clock with signs in pencil on drafting paper. 15 x 21 in.
- 1999.121.1.17 Norton Trade Mark. Design drawing, blueprint, 1948. 20 x 24 in.
- 1999.141.1.18 Leicester Savings Bank. Design drawing (color) of lawn sign with time-temperature feature, on cardboard. 17 x 22 in.
- 1999.141.1.19a-d Van Slett Advertising Company. Plans for building expansion/renovation, Blueprints, 1954. 4 items.

Van Slett Advertising Company Collection
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Series 2, Financial Records

<u>Box #</u>	<u>Folder #</u>	<u>Accession #</u>	<u>Description</u>
1	1	1999.141.2.1	Ledger, showing daily cash records, 1953-1954. 1 vol.
1	2	1999.141.2.2	Ledger sheets, showing daily cash records, 1965. 40 p.
1	3	1999.141.2.3	Check stubs, 1961-1965. 1 vol.

Van Slett Advertising Company Collection
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Series 3, Miscellaneous

<u>Box #</u>	<u>Folder #</u>	<u>Accession #</u>	<u>Description</u>
1	4	1999.141.3.1	Catalog, Geo. F. Blake, Worcester, Mass. Hardware, industrial equipment and supplies, 1958. 232 p.