

Grand Opening

September 28, 1991



California Surf Museum

**Oceanside,
California**

P R E S E R V I N G O U R S U R F I N G H E R I T A G E

*"Watch for
Oceanside's
Young Buns"*



Beach Wear • Action Wear

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Welcome to the **Grand Opening Celebration**

of the
**California
Surf Museum**
Oceanside, California
September 28, 1991

PHOTO COURTESY OF PETER JOHNSON



To date, very little has been done in an organized way to preserve the history of surfing, its boards, or its fascinating artifacts. At a time when the historical roots of many beach communities are rapidly changing and/or disappearing, the California Surf Museum is rising to the challenge of providing a strong link between the ocean, the many ocean sports, and the lifestyles of the community.

The main ocean sport featured is, of course, Surfing. Surfing has inspired its own subculture throughout the years. It has its own highly specialized equipment and paraphernalia, music, clothing, art, film, and language. It is a lifestyle and a commitment, at the very heart of the Southern California beach culture. It is the museum's commitment to gather and display this treasured memorabilia for future generations to enjoy.

308 North Pacific Street

Oceanside, California 92054

(619) 721 - MUSM

Welcome!

DIRECTIONS

Take Interstate 5 to Mission Avenue exit, Oceanside. Head west approximately one mile. Turn right on Pacific Street. Museum is one block on the right at 308 North Pacific.

HOURS

Saturdays and Sundays, 10 am to 4 pm. Free admission. Arrangements may be made for special guided tours during the week.

PURPOSE

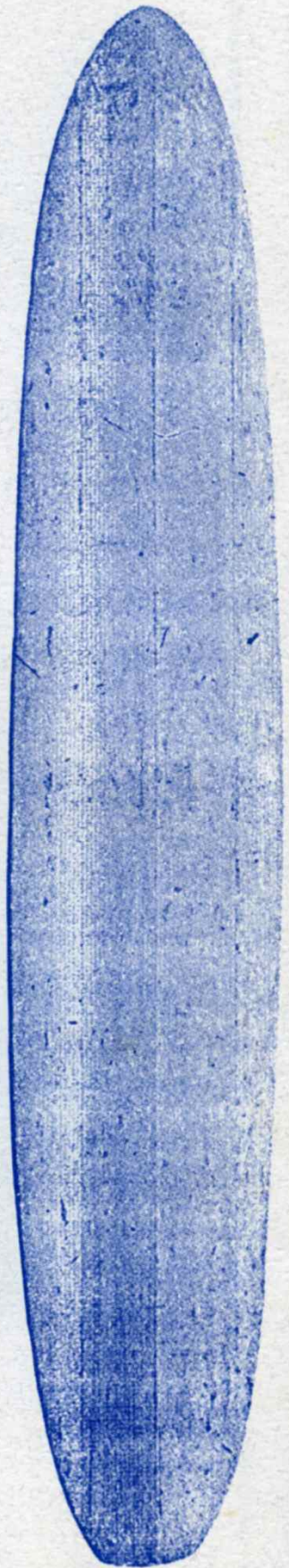
The museum is actively locating, collecting, documenting and preserving historic surfing and surfing-related artifacts and memorabilia. Through a series of rotating exhibits, we hope to present a varied picture of the many facets of surfing.

COLLECTIONS

The museum gratefully accepts donations of surfing artifacts and will gladly share them with the viewing public. A large percentage of items on display at any one time is loaned to us by interested supporters. These pieces are carefully itemized and insured. This system allows us to present a rich depiction of a chosen theme, and to select six to nine themes per year.

Donations to the California Surf Museum are tax-deductible. Your contribution will help to preserve surfing history and celebrate the only sport that has inspired an American lifestyle.

That
is
what
it is,
a
royal
sport
for
the
natural
kings
of
earth.



From *A Royal Sport*, a short story written in 1906 by Jack London

DEDICATION

Our first exhibit is

humbly dedicated

to the pioneers of

this highly

individualistic

sport:

George Freeth,

Duke Paoa

Kahanamoku,

Tom Blake, and

San Diego's own

Faye Baird Fraser.

Also very special

in our hearts is

our favorite

mentor, surf

photographer

and archivist

LeRoy Grannis.

In this, our first showing in the
City of Oceanside, we are proud to
feature three of Oceanside's native sons –
Phil Edwards, L.J. Richards, and
Peter Johnson.

Phil Edwards was nine years old in
1948 when he borrowed a board from
some Oceanside lifeguards and rolled the
90-pound, 14-foot mahogany plank end
over end to get it into the water. In time,
when he paddled out through the waves,
the other surfers would come back to
shore just to watch the most elegant,
graceful stylist become one with each
wave he caught.

John "L.J." Richards graduated
from Oceanside High School in 1957, just
six years before he won the U.S. Men's
Surfing Championship at Huntington
Beach. These days, L.J. is a member of the
Encinitas Fire Department's Surf Team,
and in 1990 was presented with the
"LeRoy Grannis Watermans Award" for
exemplary dedication to the ocean and to
surfing.

Peter Johnson, a fourth-generation
Oceanside resident, was one of the most
travelled surfers in the world by the time
he was 15. A precocious honor student,
young Petey was considered one of
California's fiercest competitors.

Other personalities on display
at our Grand Opening include **Donald
Takayama, Dale Dobson, Gary Linden,
Linda Benson, Joyce Hoffman, Chuy
Reyna, Teresa Young and Hoey Capps.**

THEY MADE IT ALL POSSIBLE ...

We're sure that the museum's prime location at the top of the Oceanside Pier will prove to be a key factor in its success. Many thanks go to Jim Keenan and Jim Watkins for donating the use of this fine old building, thereby investing in our dream as well.

Countless man-hours were spent preparing this facility to house our precious surfing artifacts. Cleaning, hauling, sweeping, stripping, painting, hammering, climbing ... working till midnight ... Our hard-working volunteers have earned the most honored place in the museum's heart. Thank you one and all!

Jane Schmauss
Zell Dwelley
Gary Dwelley
Mitchell Dwelley
Harrison Dwelley
Dave Hanson
John Eakes
Ed Lowe
Calvin Tom
Buddy Adams
Bob Edwards
Roy Gastelum
Mickey Clue
Bill Betz
Louie Hayward
Brian Vaden
Glenn M. Snyder
Jimmy Murray
Kirk Nicholson
Dino Lacovino,
Dino's Produce
Kay Nelson
Lloyd Powers
Tom Ingle
Mark
Dave Carroll
Dave Christase
Elmer Fomby
Liz Kohlhepp
Rachel Hanson
Pete Swenson
Jamey L. Stone
Josh Holland
Dale Smith
Kristin Olson
Donn Olson
Dave Guidero
Danny Viveiros
Jack Anderson
Greg Movsesyan

Craig Schumacher
Jeannette Schumacher
Barbara Allen
Gavin Hanson
Ivar Hanson
Linda MacDonald
Ken MacDonald
Hank
Warren
Daryl Dyk
Ron Juncal
Bill Missett,
Blade Citizen
Gary Linden,
Linden Surfboards
Tara Lee Torburn
Dan Skydog Highland
Tom Barber, Architect
Carson Warters
Bauer Lumber,
Carlsbad
Dixieline, Oceanside
Altura Paint,
Oceanside
Kidd Fire Extinguishers,
John Flemming
ProTec Lock & Safe,
Oceanside
Sunn Signs
Sharon Hamilton,
Copies Now
Alan's Cyclery,
Roger Reed
Raymond Turnipseed
Ron Crawford
Gary Abrams
Jay Livesay
Denise Dorsey
Hans Newman

Josh Addison
Paul Rotscheck
Bausch & Lomb
Pacific Eyes & T's
Trammel Crow
Linda Benson
Marathon Drywall
Nancy & John Celick
George Hawn
Tom & Cathi Webster
Joyce Hoffman
Dean Carlson
John Moore
Chuck Goble
John Daley
Pete Johnson
L.J. Richards
Stuart Resor
Jimmie Young
Dick & Marion
Trueblood
Oceanside Longboard
Surfing Club
Swami's Surfing
Association
Oceanside Fire and
Police Surf Team

Kathy "Gidget"
Zuckerman –
**In Memory of
Tom Zahn**

Charla Edgar –
**In Memory of
Ed Edgar**

Our sincere
apologies to our
volunteers who
may have been
overlooked —
we may not know
exactly who you
are or where you
are, but —
THANK YOU!

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