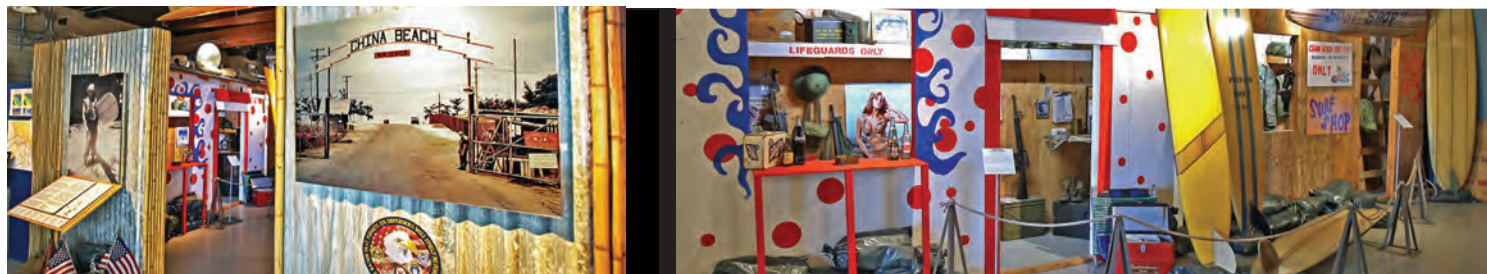


OUTSIDE!



NEWSLETTER OF THE *CALIFORNIA SURF MUSEUM* / OCEANSIDE, CALIFORNIA / SPRING 2018 / VOLUME 32 / #1



Annual Members Party 2018 Sunday, April 29, 1-4pm **"Behind the Lines"**

Honoring the veterans and the individuals who helped create the China Beach Exhibit!

Join us on Sunday, April 29 for the Annual Members Party celebrating 32 wonderful years of collecting surfing history. Special guests this year include the veterans who helped us build and create the China Beach exhibit, starting with our own Rick Matthews (US Army, Vietnam, 1969-71), who designed and maintained the veterans display portion of our website. The site served as our window to the world, created a huge buzz, and brought countless veterans in to see the display. Writing and designing the exhibit reflected the combined efforts of Jim Kempton, Bill Schildge, Rick Wilson, Jared Henderson, Kevin O'Keefe, Jane Schmauss and Rick Matthews.

An invitation has been sent to Jade Bremner, author of "Peace on the Swells," the article that appeared for the month of May in American Way airlines magazine. Cross your fingers that we can thank this globe-trotting travel writer in person.

We wish to recognize Lowell Grimaud (US Air Force, 1967-68), who tirelessly reached out to veterans' organizations throughout the county, and John Brewer (US Navy, 1966-67), who walked into CSM one day with the best home

movies of China Beach surf and beach footage we had ever seen. Master carpenter Dave Carroll spent weeks constructing the China Beach surf shed replica in his driveway, and artist-in-residence John Lamb decorated it by faithfully reproducing its original, funky graphics.

Local heroes we will salute include Jerry Anderson, Bruce Blandy, Steve Brown, Tim Bullis, Howard Fisher, Dave Hazlett, Jim Lischer, Kurt McFadden, Tom Rainville, Greg Spaniol, Rick Thomas, Ron White, and Ed Yandall.

Also on the thank-you list are Ty Ponder, Scott Bass, and Troy Page, the men who envisioned, wrote, and produced the watershed documentary "Between the Lines." Their powerful film inspired us from the beginning and helped us realize that such an exhibit was possible - and necessary - in giving our Vietnam veterans the recognition they all deserve.

In keeping with tradition, the terrific Teri Café will provide an optional lunch, available for \$13. Live music is planned. RSVPs much appreciated! 760-721-6876

LOOKING FORWARD TO SEEING YOU THERE !!!!!



PRESERVING OUR SURFING HERITAGE • SINCE 1986

A 501(c)(3) Non-Profit Organization

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Mission Statement

The California Surf Museum serves as an international repository and resource center on the lifestyle sport of surfing by capturing, preserving, and chronicling its art, culture and heritage for the education and enjoyment of current and future generations.



Thirty-one Years of Success... with your help!! Here's a Look Back at 2017 from CSM's President, Jim Kempton

The California Surf Museum had our best year ever in 2017. We have you to thank.

It was an amazing leap forward in almost every way. Our exhibit "China Beach: Surfing During the Vietnam War and the Healing Power of Wave-riding" was the most well

attended and critically-acclaimed exhibit in our history. We were supported by hundreds of veteran, the Department of Defense, and many appreciative vets at our Veterans Paddleout.

Our 10th Annual Gala with honorees Gerry Lopez, Jericho Poppler and Fernando Aguerre broke all our fundraising records and accommodated over 400 guests. Overall museum visits are at our highest point ever and our school kids program is increasing wonderfully. We even opened our new "Salute to Pipeline" exhibit at the Turtle Bay Resort on Oahu's famed North Shore!

It would be impossible to imagine accomplishing all this without our wonderful members - both the backbone and the sunshine of this institution. We can not thank you enough for your support and generosity!

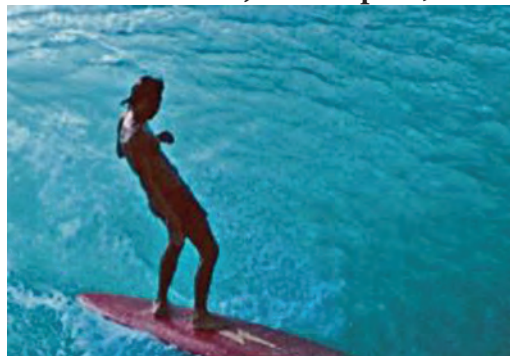
We have now been open seven days a week 51 weeks a year, for more than 3 decades. We have put on more than fifty exhibits and produced hundreds of events. So far as we know we are the oldest most established surf museum anywhere - and we are very happy to be here.

It was a great year and your support is makes it a reality. The membership enjoyed three major exhibitions, book signings, along with film screenings, our most successful Gala yet, and new items added to our collection.

The California Surf Museum depends on the generosity and commitment of its members and you are both our most important backer and our most important client!

The volunteer work your board members do is both astonishing and outstanding. Day after day, year after year they bring vitality and excellence to this institution. CSM is lucky to have such committed, talented, and tireless leadership for so many years. For that we can all be thankful. And we are even more thankful for members like you who have made this all possible. Come see us and everything new we will be doing!

Much Aloha.....Jim Kempton, President, California Surf Museum



NOW OPEN at CSM

"SALUTE TO PIPELINE"

**An Exhibition Celebrating
Some of the Most
Iconic Boards
and Surfers of Pipeline**

OUR MEMBERS.....

LJ Richards honored by OLSC 2017

John Severson's iconic photo of LJ Richards, shot from the Pier in 1962, graced the cover of this year's Oceanside Longboard Surf Club's 33rd annual contest.

One of the city's most famous surf celebrities, John Richards was born and raised in Oceanside at a time when surfing was just a simple hobby for some restless young athletes. At age 13 he took to the waves on a board purchased from a pal that was making them in his back yard at the time – Phil Edwards. His graceful, elegant style earned him the West Coast Championships in 1963.

Never far from the water, LJ turned to lifeguarding for many years, and eventually had a 35-year career with the fire department. His three daughters and several grandchildren carry on his legacy in the ocean.

Congratulations, LJ, for being recognized as this year's event honoree!



CSM at the Turkey Trot

Several CSM staff, volunteers and friends participated in the 12th annual Thanksgiving day 5K/10K Turkey Trot through downtown Oceanside, past the museum and down to the beach and pier. The weather was sunny and beautiful, as it always seems to be for this event. For the first time, California Surf Museum was a designated beneficiary of the event, and over 50 participants elected to give \$5 of their entry fee to the museum. Thanks!



Camille Cacas, Rick and Malia Matthews, Marie and Rick Wilson

Please consider designating CSM as your charity of choice if you plan to trot in the event in 2018



CSM's Resident Musician

Dave Sheils and his daughter, Kylea, have provided music for several CSM events, including the Gala, the Veteran's Paddleout, the *Between the Lines* movie night, and the China Beach exhibit's grand opening.

Dave has composed several original songs in honor of Vietnam veterans which he has shared with a receptive and appreciative audience.

left....CSM president, Jim Kempton, is flanked by Kylea and Dave Sheils.

SURFING DURING the VIETNAM WAR.....

China Beach: Surfing During The Vietnam War and the Healing Power of Wave Riding

...is by far the most ambitious exhibit we've ever put together. It took our dedicated committee two years to interview over sixty veterans and to weave their very personal experiences into the exhibit outline. We also tapped into the resources of military museums and their staff.

"Best surf exhibit ever – with so much meaning! I will take this day with me and never forget what is here." –Tom Hoerber, Cam Ranh Bay, 1967-68



*"This
place
heals"
– Ted
Wild*



below.....Honored guest Brigadier General Homer Johnstone (U.S. Army, retired), addressed the crowd at the opening on June 10. Gen. Johnstone, who flew down from Petaluma, CA, went to Mira Costa High School with Greg Noll and Dewey Weber, and purchased his first Velzy board in 1954. During his time in Vietnam he surfed once at China Beach, and shared the film footage that was made of that occasion.



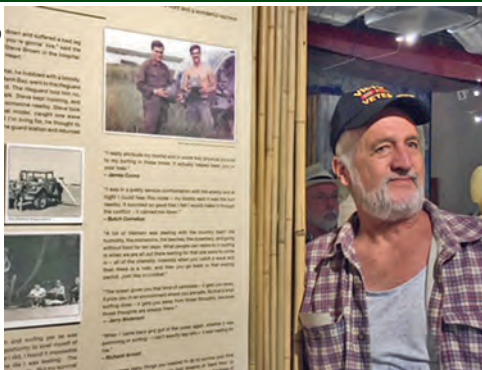
Thanks to the exposure CSM received in the American Way article and the museum's partnering with the Department of Defense, the China Beach exhibit has received a great deal of nationwide attention as well as world-wide recognition. During a special tour of CSM, representatives of the Department of Defense brought letters of commendation and donated hundreds of commemorative pins that CSM has presented to those Vietnam veterans who visited the display.

The pin is proudly worn by such respected servicemen as General Colin Powell and Senator John McCain.

Limited time remaining! "China Beach: Surfing during the Vietnam War and the Healing Power of Wave-riding" will be ending its year-long run at the end of May, 2018. Please remind your friends and neighbors to see the exhibit before its conclusion. It's an unforgettable experience, and especially meaning if there is a veteran in the house at the time of your visit.

....and the HEALING POWER of WAVE RIDING

Being able to get to a beach and surf in the midst of a war was a surreal experience for many of the veterans we interviewed. It provided a little taste of home, and sanity, for many. Army helicopter pilot Steve Brown (1969) stands beside the panel that tells his story. Steve was able to surf only one time at China Beach, but he remembered it vividly and it was crucial to his overall recovery.



right.....
John Brewer (L) shared his surfing and beach film footage of China Beach, taken when he was there in 1969. Ralph Boynton and Larry Martin, members of the China Beach Surf Club in 1968, flew in from Florida to attend the Grand Opening.....



"Enjoyed the journey down memory lane. Served in Marines at Red Beach and spent time at China Beach. I'm going to Vietnam in 2018 and hope to visit China Beach 50 years later."
-MSgt Ron Burda



"What a wonderful wave of memories! Thank you so much for your great presentation representing the love of surfing - in war and peace." -Ron Landsel, Vietnam, 1968-69



left...Ted Wild (U.S. Army, 1968-69) and Lowell Grimaud (USAF, 1967-68) pose with the 2007 commemorative paddle out surfboard.

below: Bill Schildge, who led the exhibit's creative construction, and Rick Matthews, Vietnam advisor, welcome Department of Defense representative Yvonne Schilz.



Larry Martin, builder and artist in residence of the China Beach Surf shack, meets with John Lamb, who reproduced Larry's original artwork on our replica...



"Thanks - great display. We needed this."
- 1st Lt. Bob Lane,
509th Montagnard Tribal Scout Co.,
in country, 1968-69.

"I got to fly over a lot of beach real estate from Da Nang north. Saw some good breaks but didn't get to surf any of them. Thank you for a great display." -
Jim Wagner, 1968-71

VIETNAM VETERANS PADDLE OUT...



Beginning at 7am, on Sunday, September 24, CSM was filled with veterans and their families for a special Breakfast and Paddleout Party. Honorees included Dan Emerson, from Santa Rosa, who founded the China Beach Surf Club in 1967; Larry Martin, from Pensacola, Florida, who took over and ran the CBSC in 1968; and Al Daniels, currently living in Summerland, who took over the club after Larry Martin's tour was up. Another special guest was Red Cross donut dolly Linda Jackson Coyle, who served in Vietnam.

Filmmaker Mike Cotton, a Vietnam veteran who is making a documentary called "Back to China Beach," also flew in from Florida to meet, film, and interview the participants for his upcoming feature.



above....Bruce Blandy (USN, Clearwater, Advanced Tactical Support, Cua Viet, 1969-70) is interviewed by film maker Mike Cotton about his surfing experiences in Vietnam....

above right....Dan Emerson, founder of the China Beach Surf Club in 1967, is flanked by his son, Michael Emerson and son-in-law Jeff Johnston. Dan and his wife Karen were so taken with the scope and message of the exhibit that they donated \$5000 to CSM on the day of the paddle out.

The following young Marines stepped up to help with the paddleout ceremony, through the efforts of Eric Franklin (MSgt, ret): PFC Dario Covarrubias, Jr; PFC Brandon M. Peluso; PFC Christian Cowen; PFC Eric S. Benitez; PFC Jeffrey D. Pahner; PFC Raphael M. Hansen; PFC Joseph A. Decato; LCpl. Brandon G. Woodle; Sgt. Robert L. Loeffler; Sgt. Jacob A. Ross; Sgt. Steven R. Hazen and Cpl. Oscar D. Romero, Jr.

After breakfast those who wished to paddle out headed to the beach just north of the Pier while others simply watched from the shore. Out in the water, several vessels from the Oceanside Outrigger Canoe Club joined the memorial, thanks to the efforts of former CSM board member Dave Hanson.

A big thank you to our event sponsors: Breakfast Club Diner, Beach Break Café, Jitters Coffee, Anything But Ordinary Catering, Surfin' Fire, Whitlock Ink, Oceanside Longboard Surfing Club, and the Camp Pendleton Surf Club.



CALIFORNIA SURF MUSEUM makes news....

AMERICAN AIRLINES

An eight-page article, "At Peace on the Swells," appeared in the May 2017 issue of American Way magazine, the in-flight publication for several prominent airlines. It featured stunning photos and in-depth interviews with local Vietnam veteran surfers Bruce Blandy, Jerry Anderson, Howard Fisher, Kurt McFadden, and Rick Thomas.

Author Jade Bremner is, by her own definition, a travel writer who seeks action sports. When working on the surfing Vietnam veterans' story she was inspired by how the ocean waves provided such a strong healing force for them. "We can all learn from the way these men have turned a traumatic experience into something positive."

Photographer Sandro Baebler is from a small mountain village in Switzerland, yet he was able to capture the essence of peace that he found on the faces of the five surfing veterans. "The act of surfing gave them stability, and hopefully made their lives easier to handle."

CSM has received a huge amount of feedback, curiosity, and interest from this one well-placed article. Thank you, Jade and Sandro!



the WASHINGTON POST..

HEALTH AND SCIENCE...

In song and prose, surfing has long been celebrated as a way to soothe the mind and invigorate the body. But scientific evidence has been limited.

Now the Navy has embarked on a \$1 million research project to determine whether surfing has therapeutic value, especially for military personnel with post-traumatic stress disorder, depression or sleep problems.

Researchers say surfing offers great promise as therapy. It is a challenging exercise in an outdoor environment; people surf individually or in groups; military surfers who are reluctant to attend traditional group therapy open up about their common experiences when talking to other surfers on the beach.

...The idea that surfing can relieve the trauma of war is not new. An expansive exhibit at the California Surf Museum in Oceanside, close to Marine Corps Base Camp Pendleton, is titled "China Beach: Surfing During the Vietnam War and the Healing Power of Wave-riding."

excerpt from WP article

....author Tony Berry

Marine Cpl. Angel Lopez, injured in a motorcycle accident, is part of a study on the therapeutic effects of surfing. (Amanda Wagner/U.S.Navy)





HAPPY 90TH BIRTHDAYWOODY EKSTROM.....

"I wasn't the best student in school. I tell people that by the time I got out of elementary school the lady teachers were looking pretty good. But I do remember doing well in woodshop there at La Jolla High.".....Woody Ekstrom

One day in 1986 Cardiff architect/surfer Stuart Resor happened to run into Woody Ekstrom on the beach in Leucadia. "Woody was the first inspiration to the surf museum idea when I saw him walking up the Grandview steps with a very old surfboard he had just surfed on. After listening to a few of his classic surfing stories I realized that someone needed to capture these tales from the living legends, or else they would be gone forever." At a later date Stuart held a meeting at George's Restaurant and the California Surf Museum was born.

The California Surf Museum owes a lot to Jack "Woody" Ekstrom, who has been an active supporter of CSM since the earliest days of George's Restaurant. Woody was a regular at George's where he shared countless meals with the likes of Woody Brown, LeRoy Grannis, Pat Curren, Don Okey, Hadji Hein, Dale Velzy, and others. Over the years Woody has managed to obtain a number of iconic and very important surfing artifacts, such as Doc Ball's waterbox camera and Eddie McBride's 155-pound solid redwood surfboard. The two items always generate a lot of interest when they're on display.

"This was taken at La Jolla Cove in the fall of 1944 during a north swell. My board was a balsa/redwood shaped by Lloyd Baker, who was shaping the best boards in San Diego at that time. I bought it for \$7.50 from John Fowler in North Mission and hauled it up to La Jolla in a cart that was attached to my bike."



Right.... "I would spend as much time as I could up at San Onofre during the summers. I learned so much by surfing every day and watching the best who were there, like Gard Chapin."

Below....."The greatest gift surfing has given me is friendship. There is a spirit of friendliness and cooperation. Here's a photo that I use on my business card, because it includes my best surfing pals. The only one missing is John Blankenship." From left: Towney Cromwell, Buddy Hull, Woody, Bill Isenhouer, and Andy Forshaw at Windansea, 1946.



"I purchased this camera from Doc Ball in 1952 or so. It needed a bit of cleaning and repair, and when I finished with that, I took it to Windansea one day and captured this moment of Deane Carlson hauling his 80-pound board away from a huge shorebreak. I was lucky enough to be in the right place at the right time."



*Whereas, on this day,
October Thirteenth, Two Thousand and Seventeen:*

The California Surf Museum recognizes Jack "Woody" Ekstrom as one of our most loyal and gracious champions since our founding in 1986. Now, on the day of his 90th birthday, CSM wishes to formally acknowledge Woody's many contributions in support of the museum's efforts to preserve, protect and enhance the rich heritage of surfing's culture.

A seminal figure from the earliest days at Windansea, Woody is widely known and greatly respected throughout the surfing world. Over the years Woody has been a phenomenal resource in helping CSM establish a collection of material and artifacts about wave-riding. As a natural historian, he has few equals.

For several decades Woody has privately purchased and collected some of the most iconic items in surf history, and he has readily shared them with CSM. The lifetime friendships he forged read like a who's-who of surfing. He was there, catching waves and gathering stories, from the Tijuana Sloughs to San Onofre and points north.

A grateful surfing world takes this occasion to wish Woody Ekstrom a very Happy 90th Birthday, and we hereby forever proclaim October 13 as Jack "Woody" Ekstrom Day at the California Surf Museum.

*-----
Jim Kempton, President,
California Surf Museum*

In October, Jerry Sova, owner of the famous Cap'n Keno's Restaurant in Encinitas, hosted a 90th birthday party for Woody and friends, and the venerable establishment was packed to the rafters with well-wishers. Mike Burner, former CSM Board Member, and Jane Schmauss took the opportunity to present Woody with a framed official proclamation (above) which forever designated October 13 as Woody Ekstrom Day at the museum. "It is time to recognize Woody as the terrific ambassador he's always been," said Burner



"It was when I was out on a surfboard that I felt satisfied, confident, and accomplished."

By surfing every day, you are making improvements each-day." ...Woody

photo: Tom Keck

GALA 2017



The sold-out event was packed, inside and out, at the beautiful Cape Rey Hotel.....



CSM Board Member Guy Takayama



East Coast surfing legend Mimi Munro, from Florida, found time to reminisce with West Coast rival Joyce Hoffman. The last time they competed against each other was at the World Contest in San Diego in 1966.



From left...Linda Benson, Joyce Hoffman, Mimi Munro, Mickey Munoz and Jericho Poppler enjoy each other's company at the GALA.



There were a wide variety of items to bid on at the auction, including (left) the five individually shaped Gerry Lopez inspired replicas as well as unique entertainment packages and one-of-a-kind artwork like the hand drawn cell from *5 Summer Stories* by John Lamb....

SILVER SURFER AWARDS.....

designed and crafted by Larry Balma



GALA 2017

The California Surf Museum held a very successful, sold-out GALA on October 28 at the Cape Rey Hotel in Carlsbad. Those receiving CSM's 2017 Silver Surfer awards were Gerry Lopez and Jericho Poppler, and International Surfing Association President, Fernando Aguerre.

Master shapers also contributed to the success of the 10th annual GALA by crafting Pipeline-inspired boards for the live auction. A huge shout-out goes to Rory Russell, Dane Hantz, Tim Bessell and Craig Hollingsworth. We'd also like to thank US Blanks for donating the blanks.

Pipeline master, Gerry Lopez was in fine form at the hugely successful 10th Annual Gala, on October 28. His thoughtful, inspirational speech was about continuing to keep in tune with the passion that surfing brings to our lives.

The following is an excerpt from Jerry's acceptance speech.

"Surfing has come a long way.....still as true and splendid as ever..and if the 'riding the waves' part is the 'crispy bacon' part of the sandwich, I would like to share a little secret with you. I had an epiphany earlier this year.

The wealth of surfing is actually paddling that surfboard. So, I know there are a lot of us out here that are finding it harder and harder to stand up, especially on those late, quick take-offs. It's okay. Don't despair. Ride the wave on your belly! It'll be fun!

And then, paddle out again. And do it all over again! As long as you're paddling, man, you're doing it!

So, in surfing, in life, literally and figuratively, since paddling is about 95% of everything - KEEP PADDLING. Thank you."



above.....Gerry and 2016 Silver Surfer recipient, Nat Young



*left....
Fernando Aguerre takes the mic to introduce Jericho Poppler to the crowd.*

Jericho was honored for her numerous contributions to the sport throughout the years, and Fernando, President of the International Surfing Association, for his work in getting surfing into the Olympics in Tokyo, 2020.



VISITORS.....



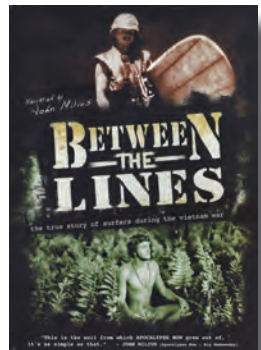
Adaptive Surfers

CSM was proud to host this group of energetic, personable surfers from Chile. The youngsters were impressed with our collection, especially the Bethany Hamilton board and story. Their team was stoked about taking third place in the 2016 ISA World Adaptive Surfing Championships, held December 10 at La Jolla Shores. The event attracted 77 challenged competitors from 22 countries, with the team from Brazil taking top honors based on cumulative points.

OUR EVENTS.....

Between the Lines Movie Night 2017

A crowd showed up on November 7 at the Oceanside Library Community Room when CSM presented a special screening of the award-winning 2009 documentary *Between the Lines*. The film told the story of two surfers who took very different paths during the time of the Vietnam War. Many veterans were in attendance and there was a lively Q&A session after the film.



Producers Troy Page, Scott Bass, and Ty Ponder reunited to set the stage for the showing of their film *Between the Lines*.



A special shout-out to Jared Henderson for managing CSM's popular "*Big Wednesday Classic Movie*" series this year. A number of films have been shown to date: *North Shore*, *Innermost Limits of Pure Fun*, and *Fish*.



IN MEMORY.....with ALOHA



Jack along with Kathy Zuckerman, aka "Gidget"

Jack Bly

1945- 2017

Jack Bly, a former CSM Board Member from 2003-2010, brought wonderful connections to the museum through his vast work experience in the surf world. Personable and full of lively stories, one of his jobs was as a distributor for Surfer magazine, both domestic and international.

A well-known kneeboarder in Del Mar, his favorite haunt, "Jack's Reef," was named after him. Friends and family gathered there to spread his ashes on Nov 19, while dolphins and seals frolicked nearby. It was the perfect send-off for a great guy.

Boyd Scofield

1947 - 2018

When he heard the Beach Boys "Surfing Safari" blasting away on his transistor radio, young Boyd Scofield knew that was the lifestyle for him. Originally from the San Mateo area, he began to surf relentlessly up and down the California Coast and was mentioned in Drew Kampion's book *Stoked* as being one of the first to take on Mavericks in the winter of 1969-70 – sans wetsuit, of course.

In 1980, Boyd made Hawaii his home. Likeable and gifted with a rich baritone voice, he became program director and country radio DJ for KDEO. Also known as Charlie "The Ghost Rider" Garrett, he specialized in interviewing numerous country music superstars and won several national programming awards.

He landed a job as surf reporter for Hawaii's Surf News Network, a position he held for over 25 years.



Boyd waxing up his board at Waikiki

Boyd was an avid surf memorabilia collector, and operated a business known as Surf

Books.

After he moved to Oceanside several years ago, Boyd joined CSM and subsequently served as a board member, spokesman, and promoter for many of our events.

He passed away unexpectedly on January 24.

Howard Doty

1930-2017

Did Dr. Howard Doty surf in Panama when he did his residency at Gorgas Hospital in the early 1960s? He certainly hit the waves whenever he could at his simple vacation beach home on Sunset Beach. An ENT doctor who lived a couple of blocks from La Jolla Shores, he honed his skills at Windansea, where his welcoming smile drew everyone into his circle.

Longtime friend, Dr. Kenny Haygood,



submitted the following: "Whenever Doc Doty showed up at Windansea with his Velzy board, he would look around to see who was surfing that day, and he made time to connect with them. Friendly exchanges were as important to Howard Doty as good waves. At Windansea, Howard had a simple approach to surfing: paddle hard, catch the wave, and set a straight line, usually left. Hampered by a serious stroke a few years ago, Doc Doty remained a spirited surfer to the end, catching what he could, as best he could. Surfing them in style. Just like the old days."

Howard, a member of CSM since the earliest day passed away on Feb 6.

IN MEMORY.....with ALOHA

Bruce Brown

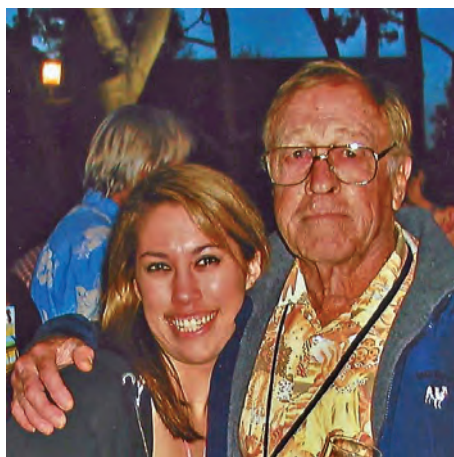
1937-2017

“Endless Inspiration”

A handful of true surfing greats have branded our souls and psyches, and Bruce Brown is high on that list. The blond, eternally young adventure seeker rode surfboards and motorcycles and left us with a keen appreciation for that edgy California lifestyle. By honing in on those two counterculture lifestyles, he made them seem more approachable and easier to understand. “What Bruce did, and what nobody has done since, was to square the circle. He was able to present surfing as it really is, to surfers and to non-surfers,” said historian Matt Warshaw.

Long-time friend William Royer put it this way: “Bruce also stood out for his unfailing persistence as he pursued the fun and joy of capturing rides on his little wind-up home movie camera. The guys would razz him: “Bruce, nobody’s gonna want to see guys riding waves. Quit wasting your money”. Later, when he was showing and

narrating his films at middle-school auditoriums along the Southern California coast, he seemed as if he was enjoying each ride on the screen for the very first time.



**CSM member
Malia Matthews
and Bruce, 2009**

Most of the worldly film critics of the time were not prepared to analyze or pick apart *The Endless Summer* using the trade’s usual tools of movie deconstruction, but Roger Ebert went out on a limb and labeled the documentary a “completely uncomplicated film, fresh and natural, designed only to please. And it does.”

Brown told *The Los Angeles Times* in 1991 that he could never quite put his finger on the film’s popularity or explain why a healthy chunk of America’s male adolescents had the movie’s poster pinned to their bedroom walls. But Robert August had a theory:

Ed Thomas

1924-2017

....from Surf to Space!

Whenever Ed Thomas walked into the California Surf Museum, he brightened the room instantly. Even after he turned 90, he would drive over from Escondido for a Sunday visit, usually bringing a family member or dear friend. He was a natural docent, speaking about his love for surfing and sharing his adventures with CSM visitors.

A graduate of Escondido High School in the late 1930s, Ed surfed San Diego County on the 85-pound “swastika” board he bought for \$25 from a local rancher.



Decades later, Ed donated the proceeds from an auction of that board to the museum, at a time when funds were scarce.

While Ed was working at Convair in San Diego, he was instrumental in designing a pilot seat-ejection system. At the end of a long and prosperous career, he was also part of a team that won a national award for work on the Viking and Voyager space programs.

“In the Vietnam era, everybody needed something like that,” he told *The Times*. “God, you felt good when you left the theater.”

IN MEMORY.....with ALOHA

John Severson

1933-2017

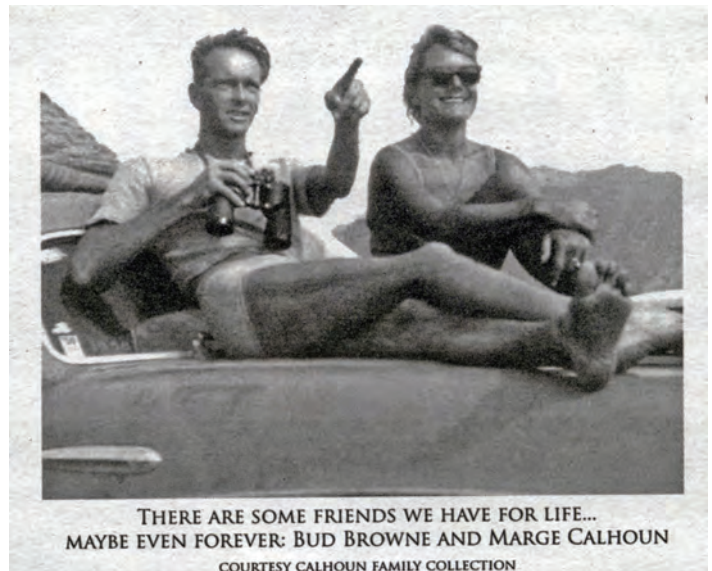
The multi-talented, multi-faceted pioneer of today's surf culture passed away at his home on Maui on May 26, after a long struggle with leukemia.

From films to magazines to fine art, there seemed to be no area of surfing that escaped John's magic touch. He was still catching waves at age 80.

When his family moved to San Clemente in the late 1940s, young John found a beach lifestyle that was stimulating and energizing to him. He studied art, became an art teacher, and in his free time he used a colorful, impressionistic style to paint the world he knew so well – the beach, the waves, and surfers. As fate would have it, he was drafted into the army and stationed on Oahu, where he shot film footage for the military. He also filmed the band of young turks who were taking on the challenges of the North Shore, and his movie, *Surf*, hit small theaters in 1958. Returning to the mainland he crafted the first surf magazine, *The Surfer*, which made its debut in 1960.

Severson was forever tied to the simple surf culture he helped publicize, but at times came to regret the increased commercialization of the lifestyle. As he was quoted saying in 2014: "I always felt that surfing belonged to everyone, not the guy with the most money."

Rick Griffin and John Severson



Marge Calhoun

1926 - 2017

As I sit down to write this small piece about Marge, I realize there had been some talk as to whether she was born in 1926 or, perhaps, in 1924. If Marge were on the other end of the phone, she'd be laughing in her deep, throaty manner and saying "Now, Jane – does it really matter after all?"

Not really. Full of life, full of spunk, and blessed with a down-to-earth spirit, California's original "Golden Girl" set the bar for women surfers and never looked back. An Olympic-bound diver and swimmer just at the cusp of WWII, she instead found her way to Malibu and discovered surfing with the crowd that hung out there. She raised two lovely water sprites, Candy and Robin, and the photogenic trio were featured often in the nascent surf media. Marge's first-time trip to Oahu (along with pal Eve Fletcher) ended up with her winning the women's title at the 1958 Makaha International. Confident and fearless in the water, she was readily accepted by the top male surfers of the time and maintained steadfast friendships with them all. In 1961 she was the first secretary of the newly formed United States Surfing Association and its first and only female surf contest judge.

It was her passion for the ocean that captured me and cemented our friendship. She reminded me to look seaward, to listen for its many rhythms, to inhale its pungent sharpness. To love it as she loved it. Aloha, Marge

.....*Surf On!.... Jane Schmauss*

IN MEMORY.....with ALOHA

George Downing

1930-2018

Born and raised in Honolulu, George Downing's remarkable life was shaped by Duke Kahanamoku and mentored by the likes of Wally Froiseth and Woody Brown. He was deeply curious about the ocean, studied its many moods and environs, and had an encyclopedic knowledge of surfing and boardmaking. Many called him "the Teacher." A champion paddler as well, he set a number of distance records that still stand.

"To us that were close to him, George was the greatest surfer that ever lived," said his fellow Hawaiian Gerry Lopez. "He was really the only one left that spanned pretty much the whole of modern surfing from riding solid wood boards to the foam shortboard...The world's gonna be a lesser place without his wisdom, his great stories, the love he had not only for surfing, but for all of us, too."



Jack O'Neill

1923-2017

Jack O'Neill lived a good life. As a handful of pioneer watermen and fearless innovators, this savvy businessman carved his own original niche near the top of the industry's heap. Later dubbed the "rubber baron" by surfwriter/historian Ben Marcus, O'Neill was inspired by the rubber-like material he noticed on the floor of a DC-3 passenger plane, and he crafted his first neoprene wetsuit vest in the early 1950s.

His first commercial venture, aptly named



"Surf Shop" opened in a beach-front garage in San Francisco in 1952, and a second was established in Santa Cruz in 1959.

Wetsuits soon overtook surfboards as the shops' defining product, and O'Neill's legacy was secured.

Even as he built an empire, he cherished his freedom and hired efficient managers so he could surf, sail, and soar at will. In 1996 he established O'Neill Sea Odyssey, a non-profit educational program that raised awareness about marine and environmental issues and responsibilities.

He leaves us with the following message:

"When you get all screwed up, and you jump in the ocean, everything's all right again."

Surfing for Life

A Documentary Film Event May 19th at the La Paloma Theatre, Encinitas

Admission for one, two or three films: \$18. Advance tickets: www.lapalomatheatre.com

On Saturday, May 19th, the historic La Paloma Theatre in Encinitas will screen three award-winning documentaries — two on legendary older surfers and one on survivors of traumatic brain injury. Three-time Emmy Award-winning filmmaker, David L. Brown (director of all three), will attend in person along with several of the subjects of the brain injury documentary, and three of the surfers in *Surfing for Life*. La Paloma is at 471 South Coast Highway in Encinitas. (760) 436-SHOW.

This event is in partnership with the California Surf Museum.

4 p.m. Going the Distance: Journeys of Recovery

An hour-long film profiling four inspirational survivors of TBI and their loved ones who share the

journey. It features a young Carlsbad boy, Ian McFarland, who was a prodigy surfer before the accident that killed his parents and gave him TBI at age six. Surfing with a golden retriever has been an important part of his recovery, and is the uplifting ending to the film. Ian and several members of his family, therapists and caregivers, will attend for Q&A.

6 p.m. Surfing for Life

An Emmy-nominated 68-minute documentary profiling ten legendary surfing pioneers in California and Hawaii as role models of healthy aging. Three elder surfers from the film, Peter Cole (87), Eve Fletcher (88) and Shay Bintliff, M.D. (82), will attend for Q&A.

Bruce Jenkins of the *S.F. Chronicle* called *Surfing for Life* “a treasure, perhaps the most intelligent

treatment of surfing ever captured on film.”

8 p.m. Of Wind and Waves: The Life of Woody Brown

An Emmy-nominated hour-long documentary on the extraordinary life and spirit of a surfing pioneer, inventor of the modern catamaran and world-class glider pilot. Woody pioneered surfing Wind and Sea/La Jolla in 1935 and the North Shore of Oahu and Makaha in 1940.

Big wave surfing legend, Peter Cole, and director David L. Brown will attend for Q&A.

Peter Cole wrote “Woody Brown lead an extraordinarily eventful life. *Of Wind and Waves* captures that life in a very entertaining and inspiring documentary. This film is a must see for both surfers and non surfers alike!”



JOIN, RENEW OR DONATE TODAY! use this form or go to surfmuseum.org and support the preservation of your surfing heritage!

DATE _____

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