

Owl Surf Shop Historical Blue Plaque Installation on 01-31-2023



Parking lot area with Jim Lucas 1951 blue Ford Woodie on left and 2 VW buses



2 classic VW buses – Marc Andreini's 1958 blue VW Panel Van on left and Don Iglesias red 1959 VW Camper in front of the former Owl Surf Shop.



Marc Andreini Surfboards 1958 VW Panel Van.



Kim Stoner and Don Iglesias installing the Blue Plaque. Classic Owl Surfboard on ground.



Bob Pearson speaking as President of the SCSCPS (Surf Museum non-profit)



Kim Stoner speaking on the history of the Owl Surf Shop



Marc Andreini speaking as a shaper for Owl Surfboards



Don and Kim presented Pete Pappas (owner of property) with a framed 1964 photo of the Owl Shop.



Bob Pearson, Don Iglesias, Pete Pappas (owner of Cowell's Beach Surf Shop next door) holding a gifted framed photo by our group of the original Owl Surf Shop in 1964, and Kim Stoner, and Marc Andreini.



Kim and Don below the Blue Plaque



Marc Andreini and Don in front of Mark's classic 1958 VW Panel Van.



Owl Surf Shop Blue Plaque

Owl Surfboards in Santa Cruz summary – by Don Iglesias and Kim Stoner

In 1962, Jeff White and Brian Bradley opened the first Owl Surf shop in Summerland, near Santa Barbara. Originally called White Owl Surfboards, the name was changed to Owl in 1963. In 1964, Jeff and Brian, as partners, opened two shops in the Santa Cruz area. The shop at 24 Front Street is still standing and is a private house near Cowell's Beach, owned by the Pappas family. The other shop opened by White and Bradley was located at 23401 East Cliff Drive and was called the Pleasure Point Surf shop. The building that housed that shop has since been torn down. The Pleasure Point Surf Shop carried boards by Owl, Yater, and Weber. Locals Chic Van Selus, Tom Hickenbottom and Lee Thoma worked at the shop. Brian shaped and glassed the Owl Surfboards during this period and Jeff was the glosser. In mid-1964, after graduation from high school, Stan "Birdman" Veith moved to Santa Cruz to manage the Front Street Surf Shop, until he was drafted for Vietnam. There was an additional Owl Surf shop located at 341 Ocean Street, across from the Hobie Shop, after the Front Street shop closed down.

From all accounts, Jeff White was a great businessman and both personable and kind. He was well liked by the locals he employed, including Tom Hickenbottom, who was an early Santa Cruz team rider. The surf team also included Johnny Morer, Glenn Merrifield and Stan Veith. Other local Santa Cruz surfers who worked at the Front St. Owl Shop included David Kerr, Dennis Moun, and Chic Van Selus. When the Front St. Owl Shop first opened, it was owned by Jeff White and Brian Bradley, with Steve Scofield running the store. After Steve left and opened his Scofield Surfboards Shop in Live Oak, Dave Kerr took over the Front St. shop. Dave told me he still has his original Owl surfboard and the Owl Surf Shop property was once owned by his wife's grandfather. Chic Van Selus shared that Owl had an informal skateboard team, and he was one of the riders along with Lee Thoma. He said they competed once at the Civic Auditorium during a Surf Fair and were soundly defeated by the O'Neill boys (Mike and Pat) who were fantastic boarders.

Jeff White was an accomplished surfer and a world champion dory racer. Owl surfboards were manufactured in Summerland and then brought north to Santa Cruz. Chic Van Selus said he used to drive down to Santa Barbara and pick up Owl and Yater boards for the Santa Cruz shops. After closing the local Santa Cruz Surf shops in 1968, Jeff returned to the Santa Barbara area and started the highly successful Surf-N-Wear stores, with his partner, Roger Nance.

In the 1970's, well-known shapers Marc Andreini and Bruce Fowler shaped boards for the Owl name. Marc Andreini continues to shape Owl Surfboards in Northern California.



Jeff White on left, David Kerr in doorway on right with surfboards at the Front St. Owl Shop in 1964.



Owl Surf Shop at Pleasure Point in 1966. Tom Hickenbottom wearing his Owl Team Jacket.



Owl Surfboards Sticker



A surfer carrying an Owl surfboard with a cut out fin entering the water at It Beach in the mid 1960's.

Photo credits by Don Iglesias, Kim Stoner, Pete Pappas, and Jessie Durant.

White Owl Surfboards

PRICES AND INFORMATION

-9'6"	\$125.00
9'7"-10'	130.00
10'11"-11'	135.00
Big Wave Boards	Prices on request

These prices include your choice of:

SHAPE:

- | | |
|----------------|----------------|
| 1. Beach Break | 3. Point Break |
| 2. Standard | 4. Baby Gun |

STRINGERS:

- | | |
|-------------------|-----------------|
| 1. T-band | 3. 1-1/2" balsa |
| 2. Reverse T-band | 4. 3/4" redwood |
- We use only 100% kiln-dried redwood and balsa.

CLOTH AND RESIN:

1. Two layers 10 oz. cloth
 2. Two layers 13 oz. cloth
 3. One layer of 10 oz. and one layer of 13 oz.
- We utilize only 100% Isophthalic Resins

SKEG:

1. Sixteen layers of 13 oz. cloth; layed up with 100% Isophthalic Resin
2. Each skeg is routed into stringer
3. Owl Nylon Fins available

EXTRAS:

Stringers not requiring extra cuts	\$4.00
Stringers requiring extra cuts	\$5.00

FOAM WALKER COMPANY

The Owl Custom Surfboard is individually crafted to suit the surfer's specific needs and skills. The wide choice of shapes, stringers and cloth allows the discerning surfer to choose a truly custom surfboard. The highest quality materials are utilized by mature surfer-craftsmen to create a strong, functional surfboard, designed and built to fit its owner best.

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