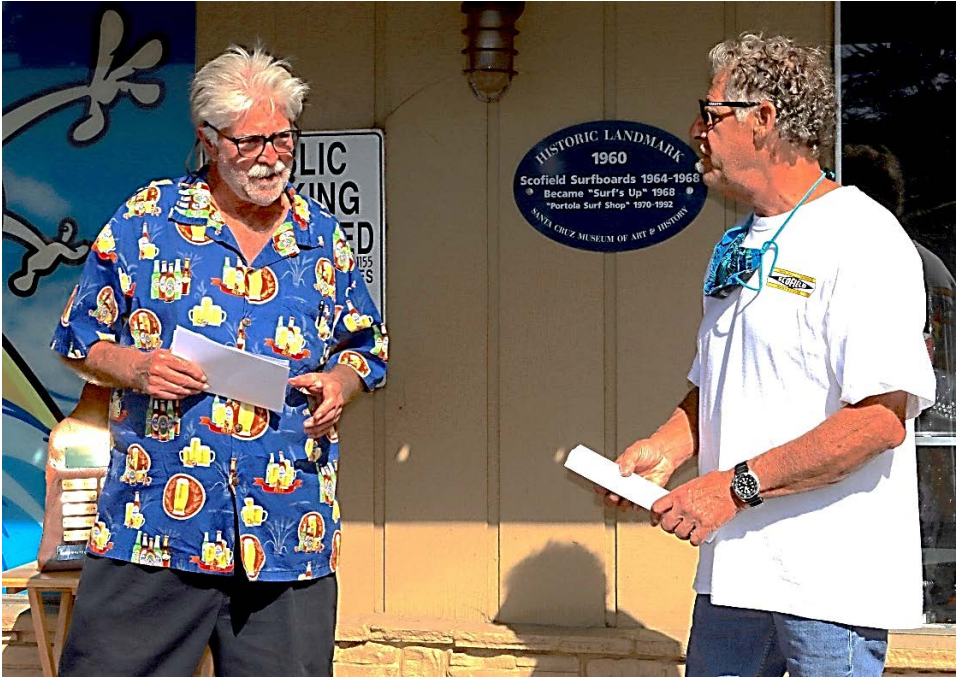
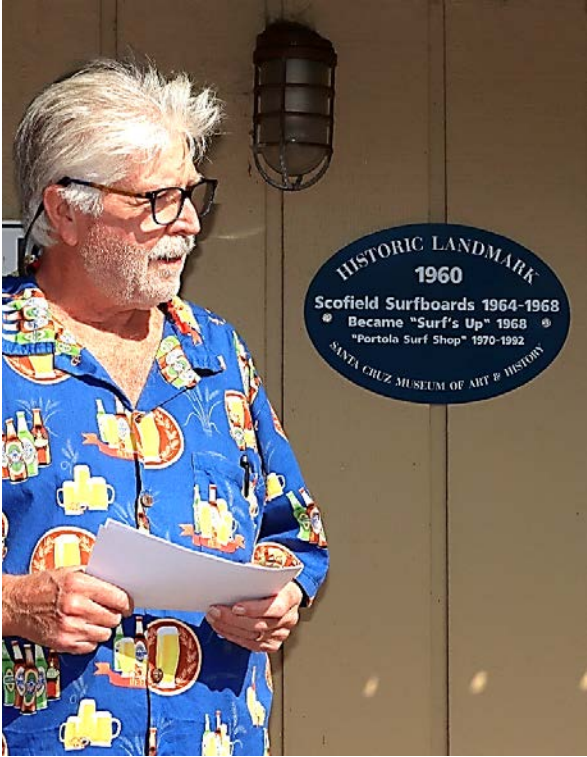


Scofield/Surf's Up/Portola Surf Shops Historical Blue Plaque
Installation on 10-25-2021



Barney Langner Jr. and Kim Stoner speaking history after Blue Plaque was installed.



Barney talking about the history of the Portola Surf Shop



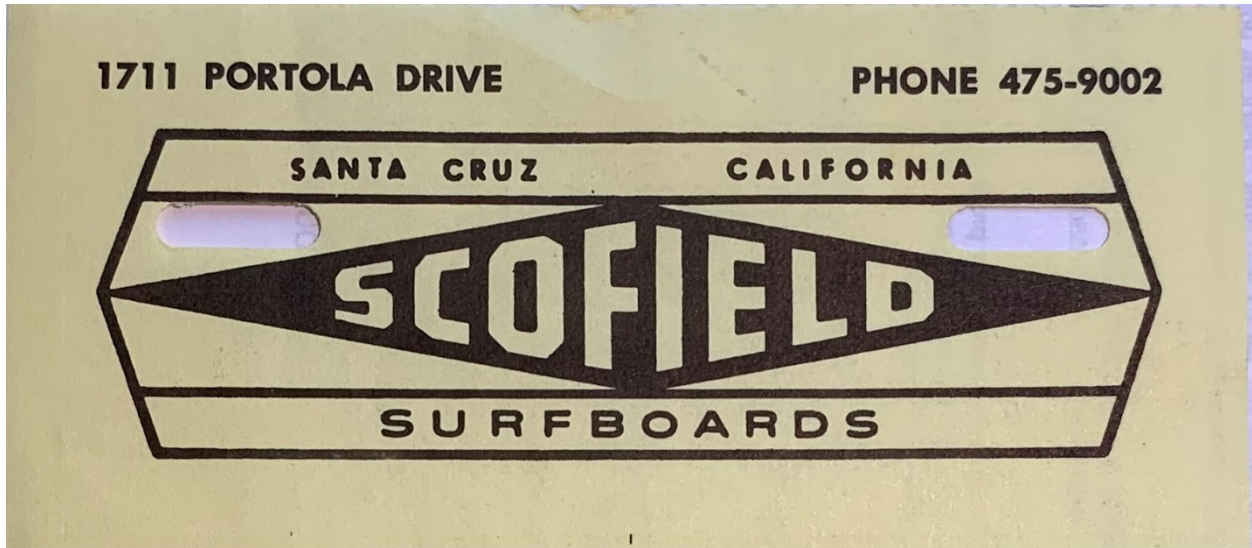
Close up of Historical Blue Plaque



Mike DeGregorio filming event and the crowd watching.



Group photo with Barney and cast of characters.



Scofield Surfboards logo for Portola Dr.



Scofield Surfboards sticker

PUBLIC NOTICE
~~~~~  
**CERTIFICATE**  
County Clerk's Index No. 2527

IT IS HEREBY CERTIFIED AS FOL-  
LWS:  
The undersigned are persons doing  
business in the State of California un-  
der the fictitious name of "SCOFIELD  
SURF BOARDS." Their place of busi-  
ness is at 1711 Portola Drive, Santa  
Cruz, California. Their names in full  
and their places of residence are as  
follows:

**DERALD P. STRUBLE**  
905 Laurence Avenue  
Capitola, California

**STEVEN L. SCOFIELD**  
3210 Winkle Avenue  
Santa Cruz, California

DATED: September 1, 1965.

**DERALD P. STRUBLE**  
**STEVEN L. SCOFIELD**

STATE OF CALIFORNIA  
COUNTY OF SANTA CRUZ—ss

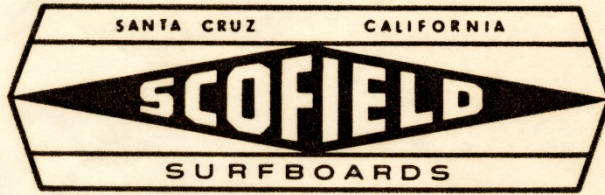
On this, the 1st day of September,  
1965, before me, RENA STILWELL, a  
Notary Public, State of California,  
duly commissioned and sworn, per-  
sonally appeared DERALD P. STRUBLE  
and STEVEN L. SCOFIELD, known to  
me to be the persons whose names  
are subscribed to the within instru-  
ment and acknowledged to me that  
they executed the same.

IN WITNESS WHEREOF, I have here-  
unto set my hand and affixed my offi-  
cial seal the day and year in this  
certificate above written.

**RENA STILWELL**  
(SEAL) Notary Public, State of Cali-  
fornia. My Commission Ex-  
pires April 19, 1966.

**J. FRANK MURPHY and**  
**EUGENE J. ADAMS**  
120 Mission Street  
Santa Cruz, California  
Nov. 24, Dec. 1, 8, 15 (5618)

Scofield Surfboards DBA 9-1-1965 with Derald Struble and Steve Scofield



Main Office—1039 - 17th Avenue

Branch—2-2600 East Cliff Drive

### CUSTOM SURFBOARD PRICE LIST

|                      |          |                    |         |
|----------------------|----------|--------------------|---------|
| 8'6" to 9'0" -----   | \$100.00 | <b>Colors—</b>     |         |
| 9'1" to 9'6" -----   | 115.00   | Single Color ----- | \$10.00 |
| 9'7" to 10'0" -----  | 120.00   | Two Colors -----   | 15.00   |
| 10'1" to 10'6" ----- | 125.00   | Stripes -----      | 1.50    |
| 10'7" to 11'0" ----- | 130.00   | Bands -----        | 5.00    |

All Balsa Board—Add \$17.00

#### PRICES INCLUDE

##### CHOICE OF STRINGERS

- 2" Balsa
- Up to 1 inch laminated T-Band
- Single or double 3/4 Redwood

##### INSET GLASS FIN

##### WOOD OR FOAM TAILBLOCK

100% ISOPHTHALIC RESIN

TWO LAYERS 10 oz. FIBERGLASS CLOTH PER SIDE

#### STOCK PRODUCTION SURFBOARD

8'6" to 10'8" ----- \$95.00

#### PRICES INCLUDE

FOSS REINFORCED PRODUCTION FOAM — INSET FIBERGLASS FIN — LAMINATED WOOD NOSE AND TAILBLOCK — 10 oz. FIBERGLASS CLOTH

#### EXTRAS

##### STRINGERS

|                               |        |
|-------------------------------|--------|
| Not requiring extra cut ..... | \$4.00 |
| Requiring extra cut .....     | 6.00   |
| Balsa Wood (per inch) .....   | 4.25   |

#### Accessories

|                    |        |
|--------------------|--------|
| T-Shirts -----     | \$2.00 |
| Sweat Shirts ----- | 2.50   |
| Decals -----       | .25    |

**We also Maintain  
Surfboard Storage, Rentals, Repairs  
and  
Surfing Instruction**

Scofield Surfboards Price list from main office at 1039 17<sup>th</sup> Ave. and E. Cliff Dr. Surf Shop retail location.

NOT FOR ORDINARY SURFERS



**CUSTOM SURFBOARD PRICE LIST**

|                      |          |
|----------------------|----------|
| 8'6" to 9'0" -----   | \$120.00 |
| 9'1" to 9'6" -----   | 125.00   |
| 9'7" to 10'0" -----  | 130.00   |
| 10'1" to 10'6" ----- | 135.00   |
| 10'7" to 11'0" ----- | 140.00   |

All Balsa Board—add \$27.00

**WE ALSO MAINTAIN  
SURFBOARD STORAGE, RENTALS, REPAIRS  
AND  
SURFING INSTRUCTION**

**Main Office**  
1711 PORTOLA DRIVE  
SANTA CRUZ  
475-9002

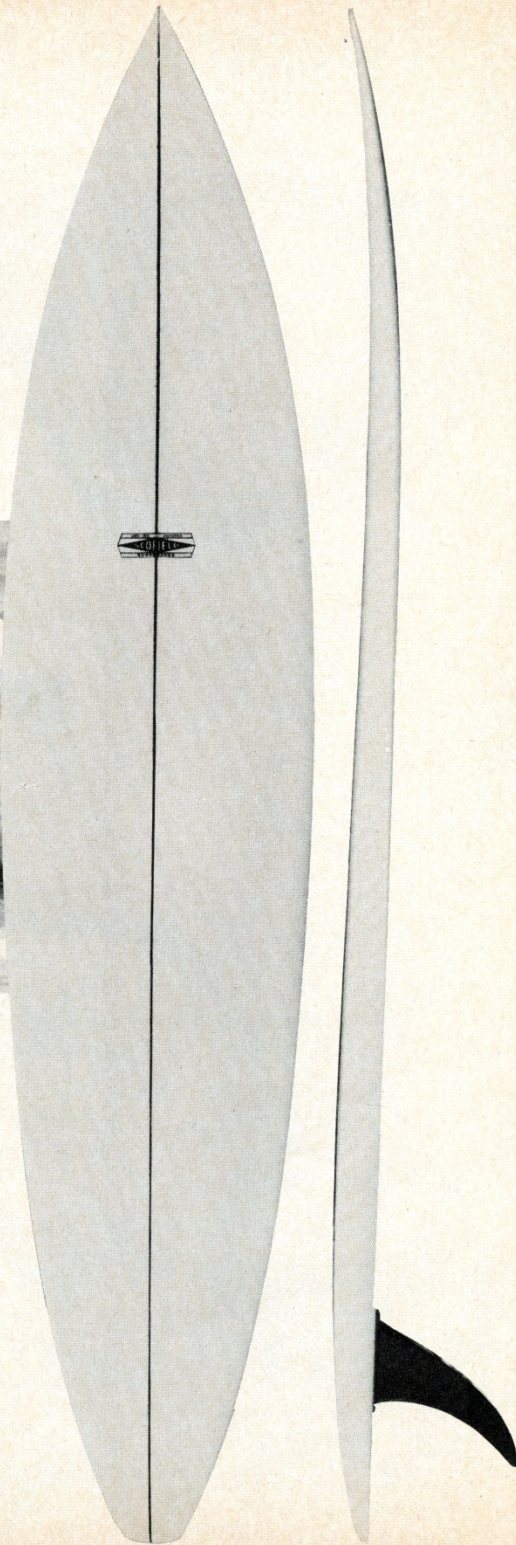
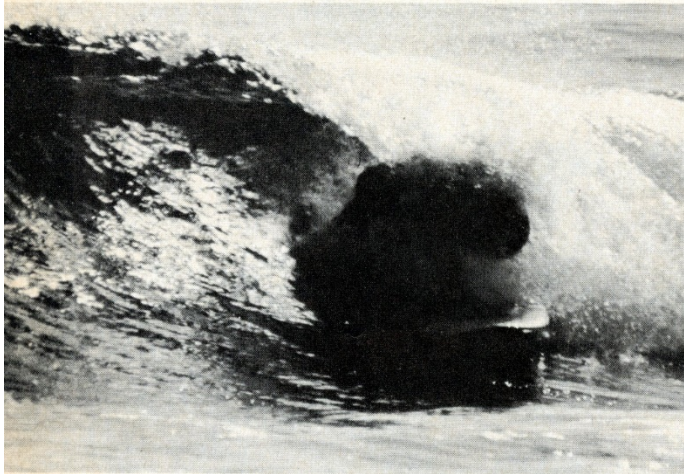
**Seaside Beach Surf Shop**  
458 OLD COUNTY ROAD  
PACIFICA  
359-4401

Scofield Surf Shop at 1711 Portola Dr. Price List and he also sold boards in Pacifica.

INTRODUCING

# SCOFIELD SURFBOARDS

FINE HANDCRAFTED SURFING  
VEHICLES FROM SANTA CRUZ.



**The Dart**—a streamlined and versatile vehicle that will transport you through the complete spectrum of surfing. The Dart is just one of our many outstanding designs.



**w.a.v.e.set**

Our vehicles are available at the following fine surf shops

- |                                |                              |
|--------------------------------|------------------------------|
| Hawaii East Surf Shop          | The Anchor Shack             |
| Ocean City, N. J.              | Hayward, Calif.              |
| Sol Surf Shop                  | Wave Machine Surf Shack      |
| Atlantic Beach, North Carolina | Myrtle Beach, South Carolina |
| Harris Surf Shop               | Surfboards Hugo              |
| Virginia Beach, Virginia       | Carlsbad, Calif.             |
| Islander Surf Shop             |                              |
| Charleston, South Carolina     |                              |

Write us for more descriptive information on The Dart and our complete selection of surfing equipment.

Scofield Surfboards/527 Seabright/Santa Cruz, Calif./(408) 426-5373

Scofield Surf Shop at 527 Seabright Ave. - the "Dart Model"

Wed., Sept. 30, 1964

### Winners In Surfing Contest

## New Taste Pecue Sauce

1½ teaspoon salt  
¼ teaspoon pepper  
¼ teaspoon dry mustard  
¼ teaspoon cayenne pepper  
1 bay leaf  
2 cloves garlic, crushed  
Combine all ingredients in saucepan; simmer 15 minutes.

"Pancake Tuesday" is an old British name for Shrove Tuesday.

These surfers conquered their waves and the admiration of the judges in a contest involving members of the Santa Cruz Surfing association and the West Wind Surf club of Capitola, Friday afternoon off Lighthouse point. Shown here are the top winners, from left, Steve Scofield, first place trophy; Gale Yount, second; Dave Adams, third; and Robbie Biddle, fourth. The West Winds collected the highest number of points.



## Santa Cruz Surfers Beat Capitola Unit

The first of a semi-annual surfing contest between the Santa Cruz Surfing association and the West Wind Surf club of Capitola, was held Friday in Steamer lane off Lighthouse point.

Capturing the first meet was the Santa Cruz group with 38 points, some 10 points above their rivals.

Judges were Scott Ferguson, David Kerr and Ed Dalbesio and refereeing the event was veteran surfer Sam Reid.

Winners were as follows: Steve Scofield, first and the trophy; Gale Yount, second; Dave Adams, third; Robbie Biddle, fourth.

Dave Thomas and Harold Duke tied for fifth; Ray Dalbesio and Bob Judd tied for sixth; Jeff Locke, seventh; Craig Troop, eighth; Rick Carleen and Barry Hanby tied for ninth and Tom Hickenbottom, tenth.

Seven stars appeared in the first national flag of the Confederate States of America.

Santa Cruz Sentinel 9-30-1964, Steve Scofield on left, 1<sup>st</sup> place winner with trophy of Contest.

109th Year—No. 255      Second Class Postage Paid at Santa Cruz, California      SANTA CRUZ, CALIFORNIA      THURSDAY AFTERNOON, OCTOBER 28, 1965

# \$105,000 Live Oak Fire



## Women Drive Cook Under Hood

By Dorothy Crandall  
Boston Globe Food Editor

Boston (AP)—Chalk one up for women drivers cooking under the hood of the car. With the young the back seat and the wheels rolling.

"Forget about the oil, just check the roast," one chef told her filling station attendant. Sure enough was, a foil-wrapped package riding on the exhaust r hottest spot under the hood.

We tried it following the lead of Norma Bidwell, a housewife whose been roasting while-rolling mer.

Mrs. Bidwell, food editor of the Hamilton S said: "My husband scoffed the first time I handed three-pound foiled wrapped package of raw meat: "We'll cook it under the hood."

"But 10 minutes after we arrived at the cot six of us were munching happily on hot roast b sandwiches with tender-crisp onions and seasoned with sauer."

The rules for road cooking:

- Wrap a two-to-three-pound roast, not over to thick (for a three-hour drive) in a large sheet heavy duty foil, fold edges together twice to make seam; use a wire hanger to anchor the meat to fold.
- Stop halfway to your destination to turn the
- Don't stop to visit with friends for your ro three hours driving time;
- Don't try turkey.
- "During the early stages of a turkey's cookin bouncy. It sticks its elbows out and pushes away heat. You try to push it back and it sticks a through the foil."
- This means trouble—like grease burning on fold.

An explosion and fire leveled this building at 1639 17th avenue last night. It had housed the Wayne Manufacturing company and the Steve Scofield Surf Shop. The estimated loss was about \$105,000. Two Santa Cruz High school Journalism students, Wayne Norton and John Reynolds, who were at the fire, said seven fire units from Live Oak, Capitola and Soquel could not save the building. The alarm was given at 8:56 p.m. by Mrs. Dorothy Weynacht, 1724 Kinsley street, Live Oak, who heard the explosion. Towering flames created a red glow seen from Mission street in Santa Cruz. Charles Cox, owner of the Wayne cabinet factory, put his loss at \$75,000 for the building and \$20,000 worth of materials. Scofield put his loss at about \$8000 in surf board merchandise. Cause of the fire is unknown. The building was owned by Derold Struble of Capitola.

## Private Warning By U.S. To China

Washington (AP)—The United States privately warned Red China to stay out of the India-Pakistan border.

On 10-28-1965 the Scofield Surfboards Manufacturing Shop on 17<sup>th</sup> Ave. burns down.



## Winners In Surfing Contest



The Scofield Exhibition team, made up of seven Santa Cruzans, floated back to Santa Cruz Sunday with six top honors won at the Cabrillo Surfing association's contest at Half Moon Bay. Reaching the finals and coming out "on top of the waves" were standing, left to right, Ron Lindsay, Dennis Cox, Randy Selby and

Steve Cox. Kneeling, left to right, are Dave Adams, Allan Behrendt and Alan Souza. Nearly 70 boys entered the contest which was limited to juniors aged 18 years and under, according to Steve Scofield who sponsors the local six. The contest was open to all junior surfers of northern California. Surfing conditions

were about average, Scofield noted, with waves from four to five feet high. In order to reach the finals, the Santa Cruzans had to come out tops in the preliminaries and the semi-finals. Individual points earned totaled: Souza, 31; Adams, 30.4; Behrendt, 30.3; Lindsay, 29; Cox, 28, and Selby, 27.

Santa Cruz Sentinel article on 12-8-1965. Scofield Surfboards Exhibition Team of 7 riders, Ron Lindsay, Dennis Cox, Randy Selby, Steve Cox, Dave Adams, Allan Behrendt, and Alan Souza.

Scofield had one of the first competition Surf Teams in Santa Cruz County.

# NOTICE OF BULK TRANSFER

(Secs. 6101-6107 U.C.C.)

TO WHOM IT MAY CONCERN:

Notice is hereby given to the Creditors of Steven Scofield

Transferor(s),  
whose business address is 351 Swift Santa Cruz  
(Street Address) (City)  
County of Santa Cruz, State of California, that a bulk transfer is about to be made to  
Scofield Marine Services, Inc.

Transferee(s),  
whose business address is 351 Swift Santa Cruz  
(Street Address) (City)  
County of Santa Cruz, State of California.

The property to be transferred is located at 351 Swift Santa Cruz  
(Street Address) (City)  
County of Santa Cruz, State of California.

Said property is described in general as: All stock in trade, fixtures, equipment and good will of  
that manufacturing business known as Scofield Marine Services  
(Type of Business) (Name of Business)  
and located at 351 Swift Santa Cruz  
(Street Address) (City)  
County of Santa Cruz, State of California.

The bulk transfer will be consummated on or after the 1st day of July, 1969  
at 351 Swift Santa Cruz  
(Street Address) (City)  
County of Santa Cruz, State of California.

So far as known to the transferee(s), all business names and addresses used by Transferor(s) for  
the three years last past, if different from the above, are:

Scofield Surfboards, 351 Swift, Santa Cruz, California  
(Name of Business) (Street Address) (City) (County) (State)

Dated: June 16, 1969

DONALD OLSON ENTERPRISES, INC.

By Donald L. Olson, Jr.  
Donald L. Olson, Jr., President

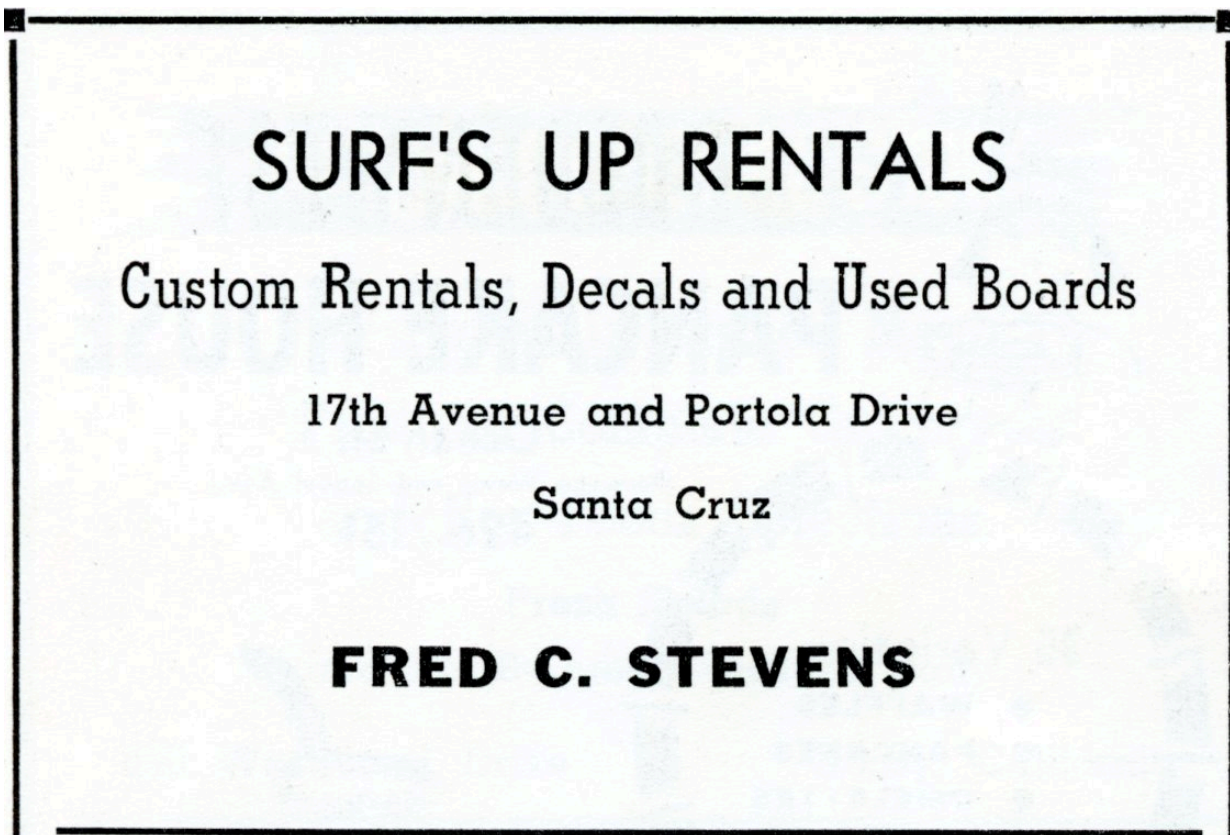
Steven Scofield  
Steven Scofield, Transferor

17422  
BOOK 1958 PAGE 23  
NEEDED REQUEST OF  
ALLAN J. HAYES  
JUN 18 9 14 AM '69  
SANTA CRUZ COUNTY  
TOM M. KELLEY  
RECORDER  
Z. Hayes

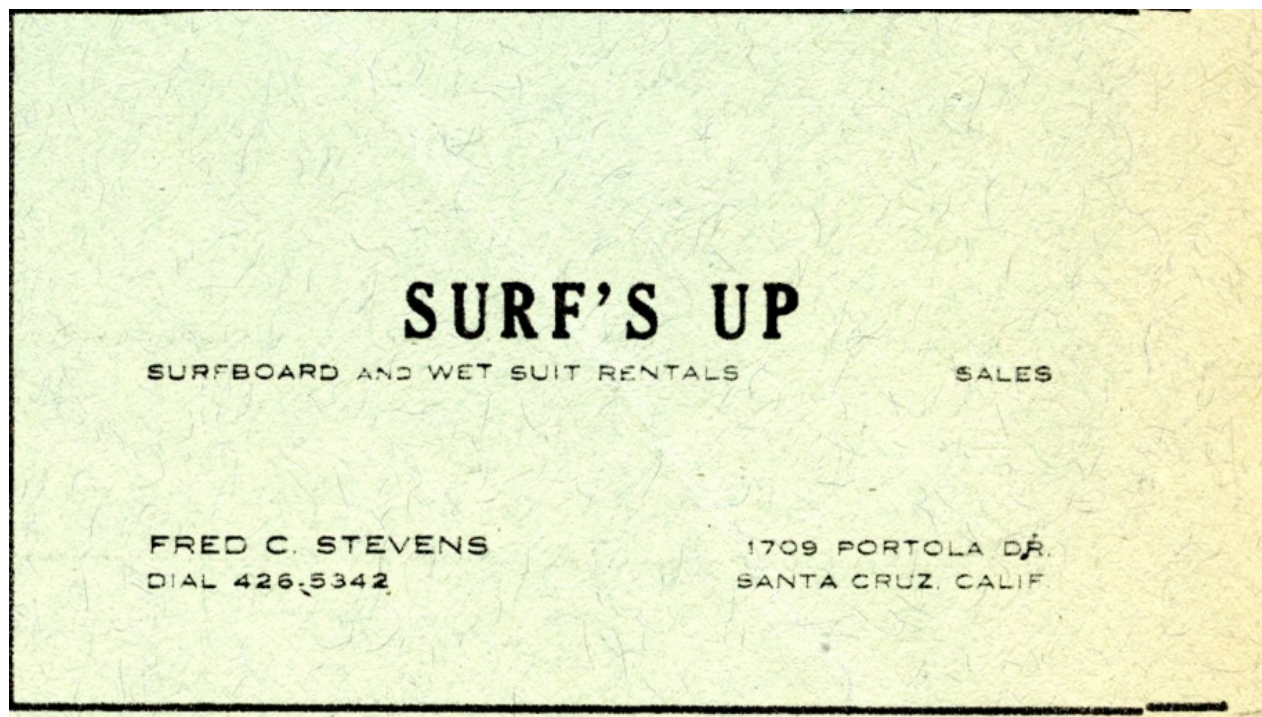
17422  
JUN 18 1969

Scofield Surfboards Bulk Transfer document on 6-16-1969 at 151 Swift St.

Doug Haut (Haut Surfboards) took over this location.



1966 Contest Program ad



1967 Fred Steven's "Surf's Up" business card



Surf's Up Sticker



Early Portola Surf Shop Sticker



Portola Surf Shop sticker

## The Abbreviated History of 1711 Portola Drive: Home of the Scofield, Surf's Up, and Portola Surf Shops from 1965 to 1992.

Steve Scofield grew up on the Westside of Santa Cruz and attended Santa Cruz High School. He was an excellent surfer and well known at Steamer Lane. In September 1965, Steve, along with his business partner, Derald Struble, opened the retail store called, "Scofield Surf Shop," at 1711 Portola Drive. A month later, in October of 1965, Steve's manufacturing shop on 17<sup>th</sup> Avenue, burned to the ground resulting in significant financial loss. Steve had the very first Exhibition Surf Team in the Santa Cruz area. He was older and would haul many of his younger board riders around to different surf spots because they could not drive yet. Steve was involved in the surfboard industry and was an accomplished and respected shaper throughout his lifetime. He was tragically killed in an accidental shooting in 1975. His boards are highly sought after by collectors to this day.

By 1966, the shop had changed names and was now known as "Surf's Up." The owners were Steve and his partner, Joe Vigil. The shop was run by Fred Stevens, brother-in-law of the famous "Otto," who owned the Surf Shop on Beach Street. Surf's Up rented racks, wetsuits, and surfboards. Additionally, they sold reasonably priced, "pop out" surfboards. In 1966, the shop featured Gruhlke-Stevens Surfboards, shaped and glassed by local, Bill Gruhlke. Some of the shop groms at the time, included Bob Pearson and Rowland Baker.

In 1970, the Surf Shop again changed owners as Barney Langner Jr., the manager of the shop, became sole owner and changed the name to Portola Surf Shop. The shop featured surfboards shaped by West Cliff Surfboards, NHS, and Ananda, and was the first surf shop in the world to sell windsurfers. Portola Surf Shop was a home base for many eastside groms during this era, some becoming employees. Barney's talented crew included Steve Wiles, Bob Pearson, Dave Hansen, Randy Brown, Tom Hewitt, and Mike Locatelli. The showroom was stocked with boards by Michel Junod and Chuck Vinson from the West Cliff Surfboards factory owned by Chuck Strelitz and also promoted private shapers such as Steve Coletta, Doug Schrodell, and Randy French. The shop was a safe hangout for surfers and a place to feel part of the local surfing scene.

In 1980, Barney passed the shop to Mike "Loco" Locatelli, eventually selling the shop to Mike in 1982. Mike was a graduate of Harbor High School and a talented athlete and accomplished softball player. At twenty-two years of age, he owned and operated the Portola Surf Shop. Mike was a role model to many young surfers and was known by his zest for life and sense of humor. Mike closed the Portola shop and went on to work for O'Neill's Surf Shop until 2007.

Written by: Don Iglesias and Kim Stoner

Photos and images by: Kim Stoner, Don Iglesias, The Scofield family, Mike DeGregorio, Boots McGhee, and Barney Langner, Jr.