

State of California The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
PRIMARY RECORD

Primary #: N/A  
HRI #: N/A

Trinomial: N/A  
NRHP Status Code: 7

Other: N/A  
Listings

Review Code: Reviewer: Date  
Listings:

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\*Resource Name: O'Neill Surf Shop or#: (Assigned by recorder)

P1. Other Identifier: N/A

P2. Location:  Not for Publication  Unrestricted

\*a. County - Santa Cruz County, 50 Beach Street/175 West Cliff Drive, Santa Cruz, CA 95060  
(APN 004-091-08/19) See attached Location Map)

\*b. USGS 7.5' Quad Santa Cruz, Ca Date 1954 (Revised 1994) T11South; R2West; portion of Sec 24; B.M.

c. Address 175 West Cliff Dr. City Santa Cruz, CA Zip 95060

d. UTM: Santa Cruz USGS Quadrangle, 36°57'44.99"N 122°01'27.32"W elevation 19 feet (Give more than one for large and/or linear resources) Zone 10, mE/ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

\*P3a. **Description:** (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

Site of first Santa Cruz O'Neill Surf Shop (circa 1959). The building was one-story in height and

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



approximately 500 square feet in size. In 1959, Jack O'Neill relocated with his family from San Francisco to open his first retail store in Santa Cruz. He took possession of a 500 square foot former real-estate building and opened his shop to rent surfboards and sell custom made "Thermal Barrier" suits: as wet-suits were

(See Continuation Sheet)

\*P3b. **Resource Attributes:** (List attributes and codes): HP1, HP6

\*P4. **Resources Present:**  Building  Structure  Object  Site  District  Element of District  Other (Isolates, etc.)

P5b. **Description of Photo:** from east - circa 1959.

\*P6. **Date Constructed/Age and Source:**

Historic  Prehistoric  Both circa 1959

\*P7. **Owner and Address:**

City of Santa Cruz, c/o Don Lauritson  
809 Center Street, Room 206, Santa Cruz, CA 95060

Santa Cruz Beach Hotel Partners, LLC  
175 West Cliff Dr, Santa Cruz, CA 95060

P8. **Recorded by:** David J. Terrazas and Donald B. Lauritson, City of Santa Cruz, 809 Center Street., Rm. 10, Santa Cruz, CA 95060

\*P9. **Date Recorded:** November 22, 2011

\*P10. **Survey Type:** (Describe)

California Point of Historical Interest Nomination

\*P11. **Report Citation:** none

Attachments:  Location  Map  Continuation Sheets  Other (List): Photographs

\*NRHP Status Code 7 \_\_\_\_\_

Page 2 of 25 \*Resource Name or # (Assigned by recorder) Site of O'Neill Surf Shop \_\_\_\_\_

- B1. Historic Name: \_\_\_\_\_  
 B2. Common Name: \_\_\_\_\_  
 B3. Original Use: \_\_\_\_\_ B4. Present Use: \_\_\_\_\_  
 \*B5. Architectural Style: vernacular \_\_\_\_\_  
 \*B6. Construction History: (Construction date, alterations, and date of alterations) circa 1950's \_\_\_\_\_

- \*B7. Moved?  No  Yes  Unknown Date: early 1970's \_\_\_\_\_ Original Location: \_\_\_\_\_  
 \*B8. Related Features: None

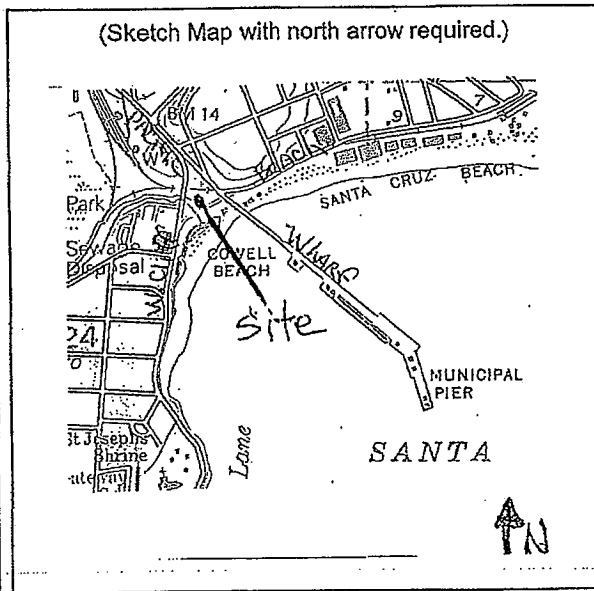
- B9a. Architect: \_\_\_\_\_ b. Builder: \_\_\_\_\_  
 \*B10. Significance: Theme Surf Industry and Culture \_\_\_\_\_ Area \_\_\_\_\_  
 Period of Significance \_\_\_\_\_ Property Type \_\_\_\_\_ Applicable Criteria \_\_\_\_\_  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The birth of California surf culture began in Santa Cruz, California on July 20, 1885, when three Hawaiian princes rode the waves off Main Beach (marking the first time "surfing" was introduced to the U.S. mainland). In 1885, Jonah Kihio Kalaniana'ole and his brothers David Kawanakoa and Edward Keli'liahonui, nephews of Queen Kapi'olani, queen to Hawaii's last king, David Kalakaua, were attending St. Matthew's Hall Military School, in San Mateo. They were the first to surf the waves of California and as far as currently known – the world's first cold-water surfers. As early as 1896, the Santa Cruz Sentinel newspaper reported that "The boys who go in swimming in the surf at Seabright Beach use surf-boards to ride the breakers, like the Hawaiians." (Drew Kampion: Jack O'Neill – "It's Always Summer on the Inside" by Drew Kampion. Page 86)  
 See Continuation Sheet

- B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_  
 \*B12. References: Jack O'Neill - It's Always Summer on the Inside: Drew Kampion.  
 Images of America – Surfing in Santa Cruz: Thomas Hickenbottom with the Santa Cruz Surfing Club Preservation Society and the Santa Cruz Surfing Museum.  
 Specific page references in footnotes of Section B10 description.

- B13. Remarks:  
 \*B14. Evaluator:  
 David J. Terrazas, City of Santa Cruz, 809 Center Street, Room 10, Santa Cruz, CA  
 \*Date of Evaluation: November 22, 2011.

(This space reserved for official comments.)



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### Section P3a

known at the time. The building was located at the foot of the Santa Cruz Municipal Wharf adjacent to Cowell's Beach.

### Section B10

It wasn't until 1959 when Jack O'Neill located his "Surf Shop" at Cowell's Beach that Santa Cruz's cultural and economic surfing history began. During this period, the local surf culture and lifestyle intersected with Jack O'Neill's beginning stages of a new California industry. Mr. O'Neill's unique brand of entrepreneurialism, technological innovation and modern business principles helped to elevate surfing into the world activity it is today. "He took that (surfing) lifestyle and brought the business aspect to it"<sup>1</sup>. Jack O'Neill's name has been synonymous with surfing in Santa Cruz ever since he brought his Santa Cruz "Surf Shop"<sup>2</sup> retail store in 1959. He helped to introduce the wet suit and many other innovative products into the local surfing culture and spurred maturity of the sport in tremendous ways<sup>3</sup>.

Jack O'Neill came with his family to Santa Cruz to live and work and has resided here ever since. The Santa Cruz "Surf Shop", while no longer physically present, represents a critical period of California and Santa Cruz City history -, a time when Jack O'Neill, a man with "a good idea and motivation"<sup>4</sup> created something incredibly successful and extremely innovative. "He is an example of the American Dream. He had a simple idea and developed his concept into an empire"<sup>4</sup>. Jack O'Neill's retail Surf Shop store represented the start up of an entirely new type of California borne industry and a milestone to a period when local surf culture intersected with a visionary Californian entrepreneur able to elevate the sport well beyond surfing's California birthplace.

<sup>1</sup> Rich Novac - "Postwar Connections" 1958: Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 90-91 - Rich Novak is a surfer and key industry talent who worked in manufacturing for O'Neill in the early 1960's and went on to co-found Santa Cruz skateboards and NHS.

<sup>2</sup> In 1962, the United States Patent Office issues Jack O'Neill a trademark for the name "Surf Shop."

<sup>3</sup> Images of America - Surfing in Santa Cruz: Thomas Hickenbottom with the Santa Cruz Surfing Club Preservation Society and the Santa Cruz Surfing Museum: page 113

<sup>4</sup> Lucano "JJ" O'Neill - "A Youthful Mind": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 247

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Jack O'Neill's love of the ocean, innovative products and entrepreneurial spirit, expanded the sport of surfing to new corners of the globe and helped create what has become a world-wide industry. In the U.S. alone nearly \$6.24 billion was generated in 2010 in the surf and skate industry<sup>1</sup>. It wasn't by accident that Santa Cruz became the home for Jack O'Neill's Surf Shop retail store. *"Before we moved to Santa Cruz, I spent a lot of time (there). I came down to surf, and I'd often bring the family."*<sup>2</sup> The community's pristine beaches and outstanding surfing rewarded both visitors and residents with outstanding surf and a family friendly environment. At the time of Jack O'Neill relocated from San Francisco to Santa Cruz, to be more accessible to his market,<sup>3</sup> he took possession of a 500 square foot former real-estate building and opened the shop to rent surfboards and sell custom made wetsuits. As noted earlier, its location adjacent to Cowell's Beach was ideal. Cowell's consistent surf break made it a popular surf spot then as it is today. It is recognized as "one of the very best places to learn to surf in the world."<sup>4</sup>

While the Surf Shop's "foot-print" occupied only a small site adjacent to the beach, its significance to the community was enormously disproportionate to its size. The opening of the shop marked the first time *"local surfers could buy custom wet suits in town"* and *"one of the most dramatic events in Santa Cruz surfing history. The added warmth made it possible to extend one's time in the freezing waters up to an hour or more depending on the season. The wet suit empowered surfers to take greater chances and push the sport into new realms of possibilities."*<sup>5</sup> The opening of the Surf Shop and sale of innovative surfing gear to local surfers also helped them better adapt to the harsh local climate and expand opportunities for surf in areas previously off-limits. *"Wetsuits changed the whole concept of surfing. Suddenly you're looking for waves rather than warm water."*<sup>6</sup> Aside from establishing the first location in Santa Cruz to sell custom made wet-suits, Jack O'Neill also pioneered the development of creative new marketing because he was a surfer himself and knew first hand how to serve this emerging population of surfers. *"In the beginning the name of the business was just Surf Shop. We were the first to use the name, and later got it registered. Nobody in the world called themselves Surf Shop before us. There wasn't that much surfing. There was just a little on the East Coast. It was mainly here in California and Hawaii and a little bit in Australia and New Zealand"*<sup>7</sup>

<sup>1</sup> <http://www.sima.com/news-information/industry-research.aspx>

<sup>2</sup> "The Forty Thieves": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 98-99

<sup>3</sup> Investors Business Daily, *Entrepreneur Jack O'Neill - His Innovations Changed Water Sports*: Thursday, January 11, 2001.

<sup>4</sup> Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 95 (Inset with Photo)

<sup>5</sup> Images of America - Surfing in Santa Cruz: Thomas Hickenbottom with the Santa Cruz Surfing Club Preservation Society and the Santa Cruz Surfing Museum: page 67

<sup>6</sup> Bruce Brown - "Rubber Suits": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 108

<sup>7</sup> "Surf Shop": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 121

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Santa Cruz's surf culture and tight-knit community had a new focal point when Jack O'Neill's Surf Shop opened. *"When we moved down (to Santa Cruz) in 1959, there were surfers around, but it was a whole new thing, and the Surf Shop kind of became the center of it. I had "Surf Shop Rentals" written on the board. One day I took in \$80, and I thought, "I got it made! \$80 for one day! For just renting boards!"*<sup>1</sup>

Like a school play-ground, Jack O'Neill's Surf Shop at Cowell's represented a place for local kids to get an education about the local ocean environment with plenty of opportunities for recreational activities- surfing! *"We hung out at the Surf Shop all the time; if we weren't in school, we were there. In San Francisco (where the O'Neill's lived previously) we were in the water with our wetsuits on a lot, but Santa Cruz was where we started surfing. It's such an easy wave (at Cowell's Beach the location of the Surf Shop), and that's where I learned. I rode my first wave there."*<sup>2</sup> Jack O'Neill's Cowell's Beach Surf Shop, *"became the new gathering place for Santa Cruz surf culture, and the smooth sidewalks turned Beach Hill into a steel-wheel playground for Pat and Mike O'Neill. It was 1959, and Santa Cruz might just as well have been renamed Surf City, USA... because it was."*<sup>3</sup>

In a similar vein, the O'Neill Sea Odyssey program, created in 1996 by Jack O'Neill and others, has expanded upon his legacy to teach an entirely new generation about our endangered oceans. This program educates and acquaints kids about and with the Monterey Bay Marine Sanctuary and protecting ocean habitats. The "Surf Shop" represents the local beginnings of an innovative global business as well as a place where parents brought their children for a day at the beach.

**Description:** (Describe resource and its major elements. Include design, materials, condition, alteration, size, setting and boundaries):

Jack O'Neill's 500 square foot<sup>4</sup> Santa Cruz "Surf Shop", was located at 98 Beach Street, Santa Cruz, California in a former real-estate building located approximately 100 yards away from the entrance to the Santa Cruz Municipal Wharf and adjacent to Cowell's Beach. *"Here was the perfect location for renting surfboards and wetsuits and spreading the gospel of surfing."*<sup>5</sup>

<sup>1</sup> "Surf Shop Santa Cruz": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 93

<sup>2</sup> Pat O'Neill-"Cowell's Beach": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 95

<sup>3</sup> Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 97 (Inset with photo)

<sup>4</sup> Mike Doyle-"Commitment" -Mike Doyle (One of the great watermen and top California surfers of the 1960's, Mike is a former winner of the Duke Kahanamoku Invitational Surfing Championship and the inventor of the single ski) from Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 124

<sup>5</sup> Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 95 (Inset with Photo)

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"O'Neill's prime location at the foot of the wharf made it a natural place for the start of a paddle race, and the Surf Shop rental fleet was employed for such occasions."<sup>1</sup> "(T)hat super cool location under the Dream Inn at Cowell's Beach."<sup>2</sup>

**Significance (Theme):**

Prior to Jack O'Neill arriving in Santa Cruz to open his Surf Shop, the cold waters of Santa Cruz had nurtured a lively surfing community with a deep love for the epic local breaks as well as a hearty endurance to enjoy them throughout the year. "An enthusiastic population of locals continued to brave the chilly waters of Santa Cruz throughout the early decades of the twentieth century." Later, with the founding of the Santa Cruz Surfing Club in 1936 and for the period up to the early 1950's, the local surf culture emerged as one of the great ocean-based communities on the planet.<sup>3</sup> Santa Cruz's unique climate and world-class surfing represented an opportunity and a challenge for someone new to bring innovative ideas to an emerging sport and a welcoming population. "This is where the surfers were and the waters were cold. They needed the wet-suit. It would have been a lot harder to start in Southern California."<sup>4</sup>

This period of Santa Cruz's surfing history marked a critical period when a local surfing community and an emerging industry was introduced to new product innovations and modern business principles. Jack O'Neill was one of the first to apply modern marketing techniques and advertising to expand the love of surfing to others and elevate the archaic principles which had previously guided the sport. "Jack sponsored the early surf movies in Santa Cruz (and) advertised in the first Surfer magazine and asked me to cartoon-illustrate his idea: "Primitive Surfboards were made from trees... but you don't have to ride a log."<sup>5</sup>

Jack O'Neill is largely credited with being the first to create and market wetsuits using neoprene. After experimenting with the material and finding it superior to other insulating foams, Jack founded the successful wetsuit manufacturing company called O'Neill's in a San Francisco garage in 1952, later relocating to Santa Cruz, California in 1959 with the motto "It's Always Summer on the Inside". Jack O'Neill originally manufactured at an off-site production facility and sold his 'wetsuits' at the Cowell's Beach shop - later establishing a full-manufacturing operation in a larger facility. Jack O'Neill's modern business principles met a receptive audience.

<sup>1</sup> Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 101 (Inset with Photo)

<sup>2</sup> Dan Devine-"Early Days around the Surf Shop": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 112

<sup>3</sup> "Santa Cruz - The Essence of California": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 86

<sup>4</sup> Oral interview with Jack O'Neill on November 22, 2011. (at 9 minutes 10 sec).

<sup>5</sup> "The First Surfer Ad": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 103



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"It was Jack who came into town and commingled into this community and got into the middle of this industry. What Jack brought with him was the business aspect of surfing. He was one of the first guys to actually open a surf shop, to have a product basis in the wetsuit and then to make it work. In hindsight, it was a pretty hard hill to climb because it was a tough environment. There weren't that many surfers up here then."<sup>1</sup> Early in the 1950's, surfers were still riding relatively heavy balsa and redwood surfboards, and innovations like wetsuits and surf leashes didn't yet exist. In the late 1950's the modern history of surfing began - about the same time Hawaii became a U.S. state. Foam and fiberglass had taken over as the standard surfboard materials. Hollywood released *Gidget* in 1959. While not popular amongst surfers, the movie showed growing recognition of surfing in popular culture. 1961's *Endless Summer* was much truer to the surfing sport and lifestyle. In 1959, the first West Coast Surfing Championship was held at Huntington Beach.<sup>2</sup> During this period, a number of surf-related songs became very popular, including *Surfin'*, *Surfer Girl* by the Beach Boys, *Surf City* by Jan and Dean, *Wipe Out and Surfer Joe* by the Surfaris, and *Miserlou and Pipeline* by Dick Dale.

As a surfer himself, Jack O'Neill was in a unique position to understand the needs of fellow surfers as well as have the ability and vision to create the products they needed and had never before seen. "I remember surfing at Steamer Lane before wetsuits, when we went down the rope and I'd lose my board, and then go swimming for it, lifting up my head but not going anywhere just swimming in a big circle. You'd get so disoriented trying to function in that cold water. When Jack gave me my first wetsuit it was like a miracle."<sup>3</sup> Jack O'Neill changed everything in northern California and expanded a new vision of what surfing was and could become. With groundbreaking inventions, he opened up the doors for surf spots not yet accessible due to cold water.<sup>4</sup> Likewise, "Jack O'Neill changed the history of surfing with his wetsuits."<sup>5</sup> The opening of Jack O'Neill's Santa Cruz Surf Shop at Cowell's Beach was the beginning of this historical shift towards a new era in California's beach culture and the development of surfing.

Even today, Jack O'Neill's legacy continues and extends well beyond his successful business endeavors and innovative product developments. He has continued his life-long work to share his love of the ocean in new ways, now through the O'Neill Sea Odyssey Program. This ocean-based science program is one of the only programs of its kind which primarily serves low-income ethnic minorities<sup>6</sup>. "Now I spend a lot of my time working with the O'Neill Sea Odyssey Program, teaching schoolchildren about the sea, and that it is a

<sup>1</sup> Rich Novac-"Jack in Business": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 101

<sup>2</sup> <http://www.surfingcal.com/history-of-surfing.html>

<sup>3</sup> Bruce Brown-"My First Wetsuit": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 106

<sup>4</sup> "In Front of Jack's House": O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 175

<sup>5</sup> Kemp Aaberg-"Reflections on Pre-Wetsuit Days": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 115-116

<sup>6</sup> Dan Haifley-"The Living Classroom": Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion. Page 242

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*living organism and needs their respect and protection.*<sup>1</sup> In previous years, Jack O'Neill's wildly successful products introduced a prior generation to the local Monterey Bay and its ocean environment.

Today the O'Neill Sea Odyssey Program brings Jack O'Neill's ocean education to an entirely new generation of students who study in the federally-protected Monterey Bay Marine Sanctuary. Jack O'Neill's Santa Cruz Surf Shop at Cowell's Beach introduced locals to "wet-suits" for the first time and established a community for local surfers. More importantly, the Surf Shop represents a critical period of California's surf culture because it marks a time when the local environment – frigid waters, eclectic personalities and outstanding surf - influenced an industry which was about to expand beyond its local origins and introduce Santa Cruz and California's surf culture to an emerging global surf community.

<sup>1</sup> "The Most Important Thing": Jack O'Neill – "It's Always Summer on the Inside" by Drew Kampion. Page 243



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**ENSEMBLE<sup>®</sup>**  
REAL ESTATE

VIA US Mail

Writer's Direct Line: 562/435-3675

November 28, 2011

Mr. Don Lauritson  
City of Santa Cruz  
809 Center Street  
Room 206  
Santa Cruz, California 95060

DEC - 1 2011

Re: O'Neill Point of Historical Interest Project

Dear Don,

It is with great pleasure that Ensemble Hotel Partners, LLC fully endorses and supports the placement of the mural and Point of Interest plaque on the retaining wall of the Dream Inn honoring O'Neill Surf Shop.

O'Neill is in fact a wonderful customer of the Dream Inn by bringing their surf competition to the hotel during the last two years. I happened to be at the hotel last month when the competition was underway and it's exciting to see athletes from all over the world living the whole surf culture at the Dream Inn. It makes the hotel look like we intended from the beginning of our design work.

Don, I look forward to seeing the application approved by the State of California and the installation at the property. Please coordinate these activities with myself and Robin Donovan, General Manager at the Dream Inn.

Best Regards,



Ed Proenza  
Senior Vice President  
Ensemble Hotel Partners, LLC

EP:skf

Ensemble  
Real Estate Services, Inc.  
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1959 O'Neill Surf Shop on lower portion of Dream Inn Site west of Wharf; Jack O'Neill's sons Pat and Mike on skateboard.

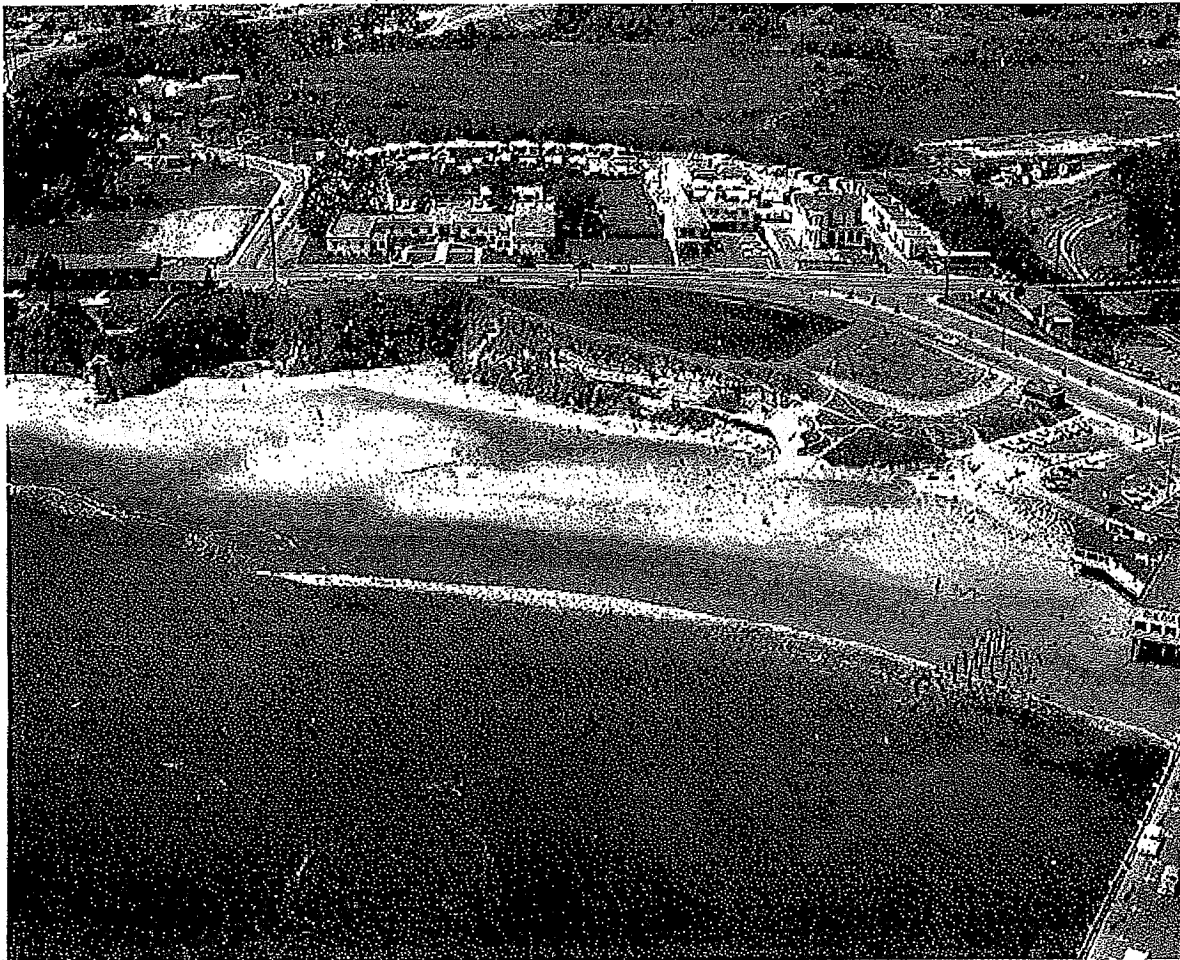
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Dream Inn site with O'Neill Surf Shop building at lower right (circa 1959)

**CONTINUATION SHEET**

Trinomial

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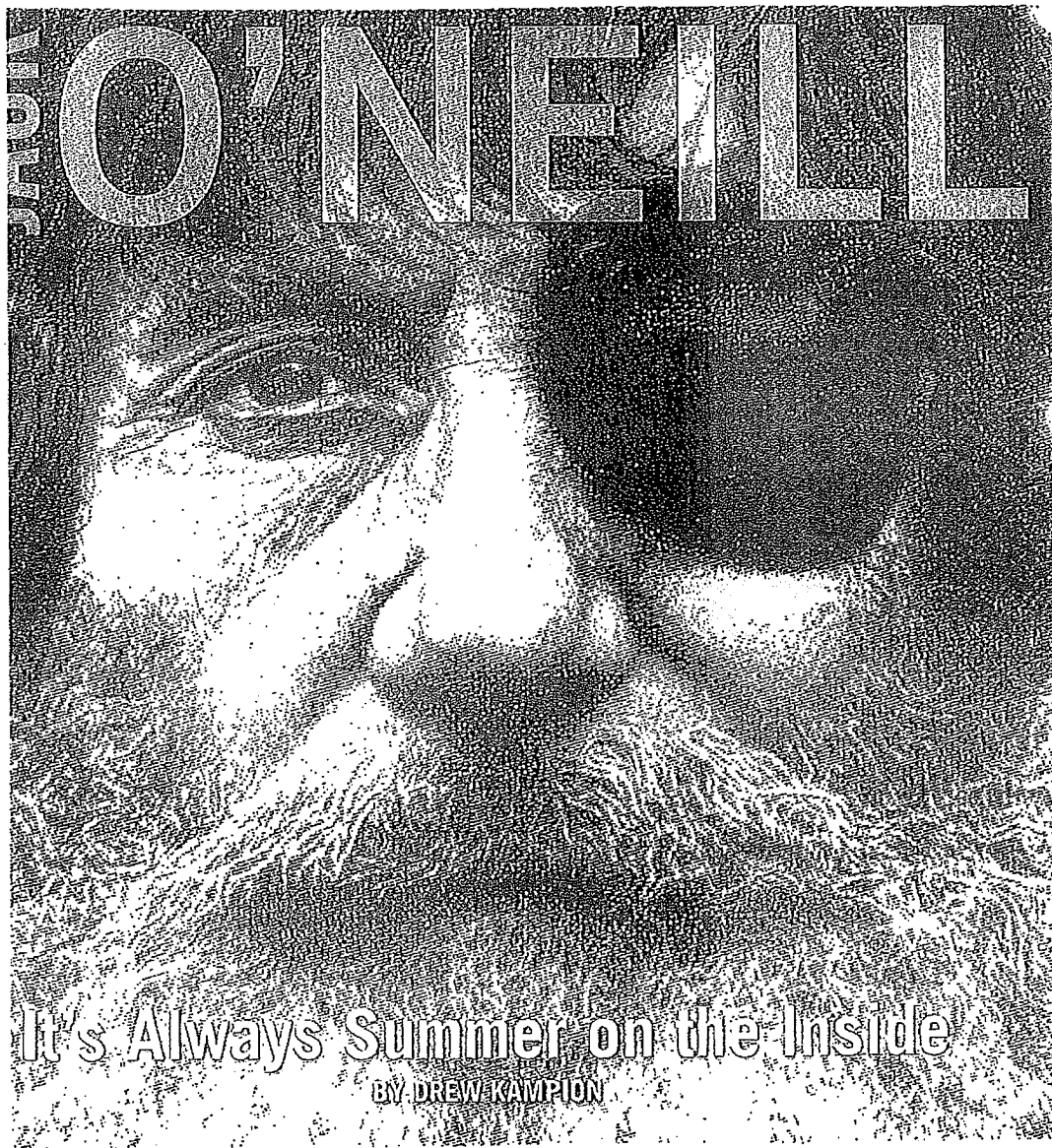
Potential upper and lower wall locations for mural and plaque; 1959 Surf Shop was located above the lower wall.

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Book Cover: Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books)

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# JACK O' NEILL

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Cold Water Classic, It's Always Summer on the Inside, O'Neill Sea Odyssey, Superlite, Team O'Neill, and Z.E.N are registered trademarks of O'Neill Trademark B.V. Additionally, the company holds patents for these products: SuperSuit, Animal Wetsuit, Zen-Zip Entry, and Flash Seam Construction.

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On the cover: *Jack O'Neill, patriarch of the modern surf industry.*

Frontispiece: *Jack in one of his beloved 1956 Jag XK140s, checking the surf at Steamer Lane.*

Title spread: *Steamer Lane on the vernal equinox, 2010.*

Table of Contents & Copyright Pages: Jack O'Neill – "It's Always Summer on the Inside" by Drew Kamplon  
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"Wearing one of his neoprene vests underneath a pair of trunks, Jack O'Neill times his jump into the cold water at Steamer Lane with a deep surge of incoming swell. The advent of the wetsuit not only changed the fundamental reality of surfing in Santa Cruz, it immediately began to expand the range of surfers and other waterman, worldwide." (page 91, no reference to origin of photo - Walt Phillips: Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books):



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"The Surf Shop at Cowell's became the new gathering place for Santa Cruz surf culture, and the smooth sidewalks turned Beach Hill into a steel-wheel playground for his sons Pat and Mike shown in this photograph. It was 1959, and Santa Cruz might just as well have been renamed Surf City, USA... because it was" (page 97 (O'Neill archive: Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books)

CONTINUATION SHEET

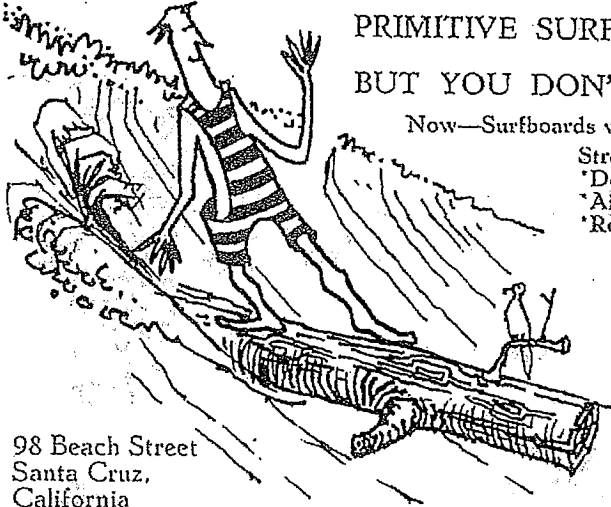
Trinomial

Page 17 of 22

\*Resource Name or # Site of O'Neill Surf Shop

\*Recorded by: David J. Terrazas and Donald B. Lauritson, City of Santa Cruz, 809 Center Street., Rm. 10, Santa Cruz, CA 95060

\*Date November 22, 2011  Continuation  Update



PRIMITIVE SURFBOARDS WERE MADE FROM TREES . . .  
BUT YOU DON'T HAVE TO RIDE A LOG

Now—Surfboards with character from Free Design Foam

- \*Stronger and lighter than balsa yet will not absorb water;
- \*Double layers of fiberglass over the entire board
- \*Aircraft spruce stringers for greatest reinforced strength
- \*Rock-hard foam molded under 50 tons pressure from our own molds

Write for information and order direct. Give height, weight, surfing experience and surfing area.  
Boards shaped exactly to your specifications

We also manufacture custom-tailored thermal barrier diving and surfing suits for U.S. Navy and sportsmen. Nylon zippers—seamless under arms.  
Write for free measuring chart.

98 Beach Street  
Santa Cruz,  
California

**SURF SHOP** 2686 Great Highway  
San Francisco

"Primitive Surfboards Were Made from Trees" (page 103 (O'Neill Archive): Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books)

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\*Date November 22, 2011  Continuation  Update



"Jack gives a boost to imposing Hawaiian visitor Chubby Mitchell" (page 106 (O'Neill Archive): Jack O'Neill – "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books)

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\*Date November 22, 2011  Continuation  Update

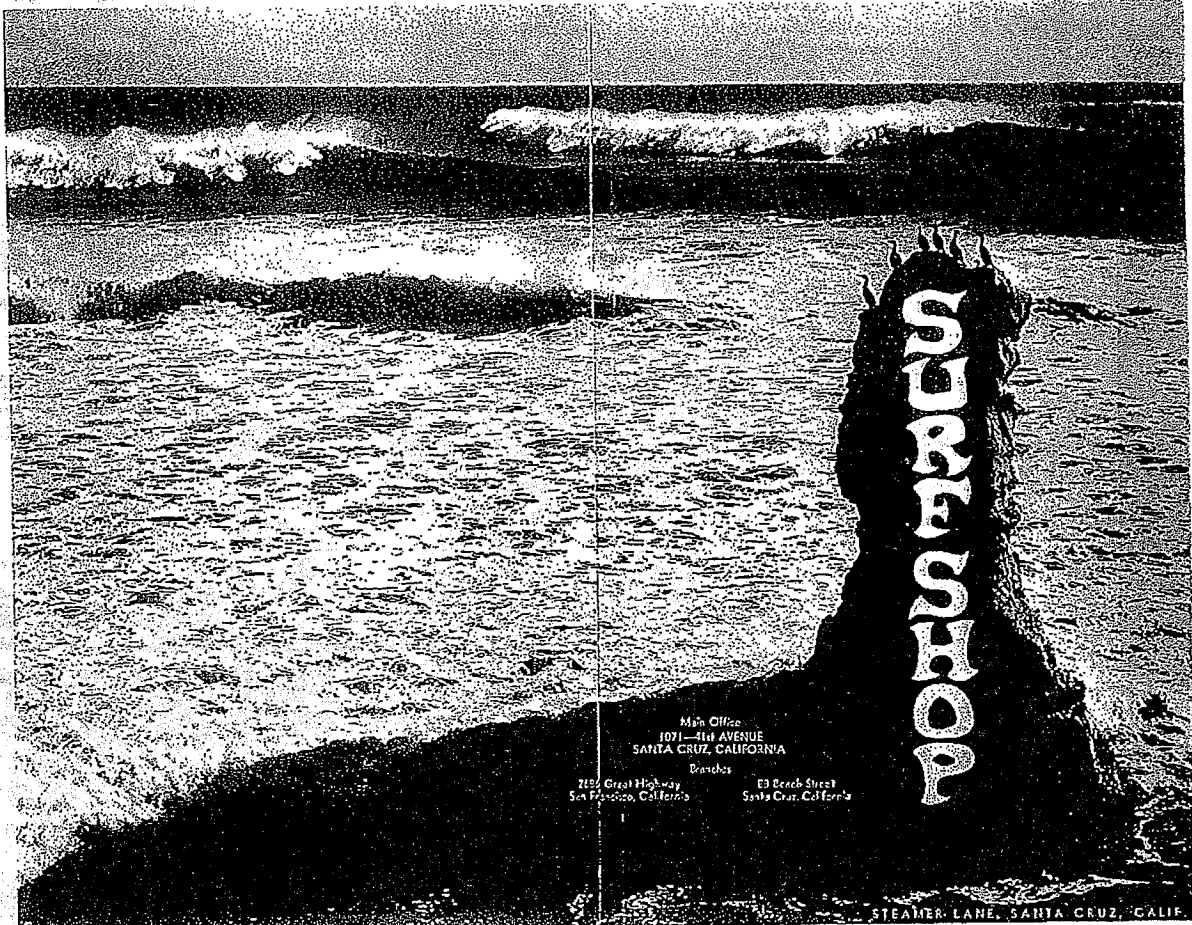


**Surf Shop  
Thermo-Surfer**

This suit is responsible for the tremendous increase in popularity of surfing in California. It is used by almost every surfer in this area, and by people who visit the beach to enjoy California's sun and surf.

It is designed not only to keep you warm, but also to provide you with freedom of movement. Materials and construction are to the same specifications as the suits which we manufacture for U. S. Navy divers. These specifications include nylon ripstop, nylon applique tape, and special seam construction.

\*SEND FOR FREE MEASURING CHART.



Main Office  
1071-4th Avenue  
Santa Cruz, California  
Branches  
2122 Great Highway  
San Francisco, California  
E3 Beach Street  
Santa Cruz, California

STEAMER LANE, SANTA CRUZ, CALIF.

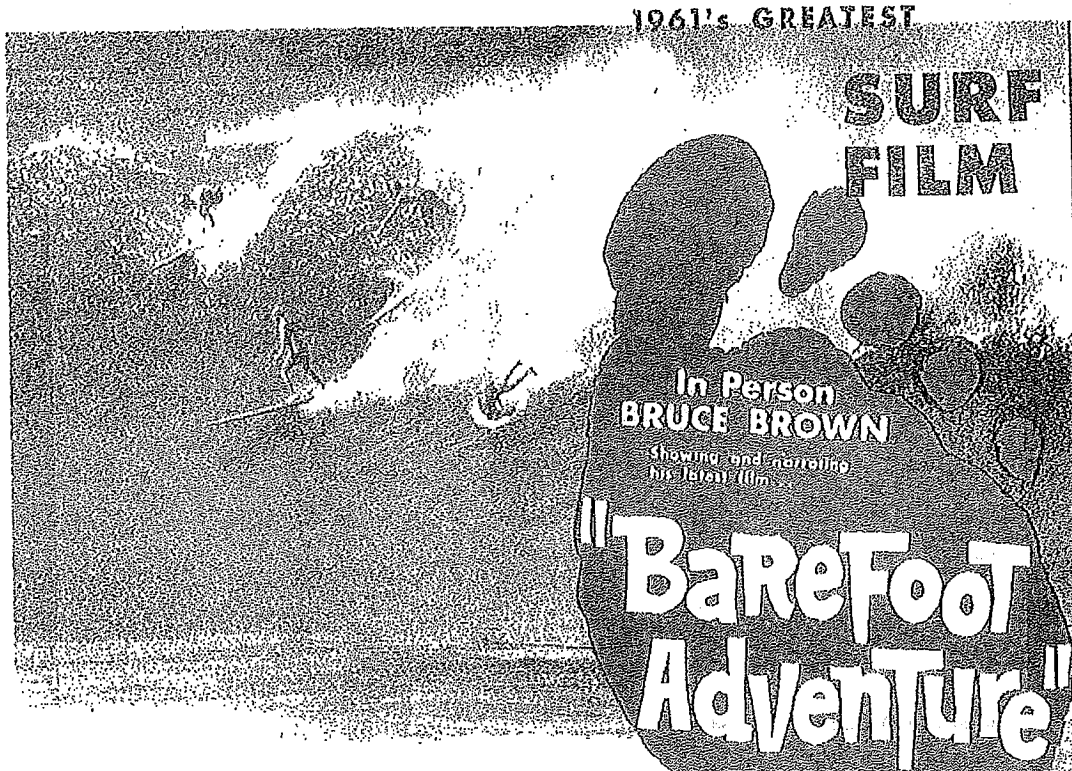
"Surf Shop Thermo-Surfer" "We didn't even call them wetsuits at the time -- they were "Thermo Surfers," and before that we called them "Thermal Barrier" suits" Jack O'Neill (Santa Cruz Surf Shop Address listed in Advertisement) (page 111 (O'Neill Archive): Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampton (Copyright 2011, Chronicle Books)

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\*Date November 22, 2011  Continuation  Update



Wed. June 7 Berkeley High School  
Little Theater  
Thurs. June 8 Palo Alto High School  
Fri. June 9 San Francisco - Norse Aud.  
Hayes St. and Van Ness  
Sat. June 10 Santa Cruz Civic Auditorium

ALL SHOWS--8:30 P.M.

Admission \$1.25 - Children (under 12) 75c



--FREE--  
THERMAL BARRIER SURFING SUIT  
Donated by  
**SURF SHOP**  
2686 Great Hwy., San Francisco  
98 Beach St., Santa Cruz  
23401-A East Cliff Drive  
Santa Cruz, Calif.

Original  
musical score  
composed and  
performed  
by  
**BUD  
SHANK**  
with  
Bob Cooper  
Carmell Jones  
Dennis Budimir  
Gary Peacock  
and  
Shelly Manne

Program Presented by DON BROWN ADVERTISING AGENCY

"Barefoot Adventure" (Jack O'Neill sponsored surf films - Surf Shop Address listed on advertisement) (page 113 (O'Neill Archive): Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books)

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\*Date November 22, 2011  Continuation  Update

# United States Patent Office

754,995  
Registered Aug. 20, 1963

## PRINCIPAL REGISTER Trademark

Ser. No. 147,748, filed June 26, 1962

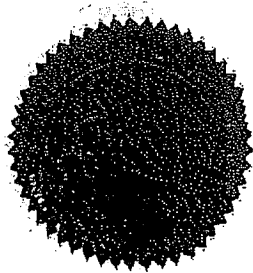


Jack E. O'Neill, doing business as Surf Shop  
1071 41st St.  
Santa Cruz, Calif.

For WATER SPORTS EQUIPMENT—NAMESLY  
SURFBOARDS, RUBBER WET SUITS, DIVING  
EQUIPMENT—in CLASS 12.  
First use in 1957; in commerce in 1957.

Renewed for 20 years from Aug. 20, 1983

COMB. AFF. SEC 8 & 15



CERTIFIED TO BE A TRUE COPY OF THE REGISTRATION  
WHICH IS IN FULL FORCE AND EFFECT, WITH NOTATION OF  
ALL STATUTORY ACTIONS TAKEN THEREON, AS DIS-  
CLOSED BY THE RECORDS OF THE UNITED STATES PATENT  
AND TRADEMARK OFFICE. SAID RECORDS SHOW THIS TO  
BE IN: O'Neill, Incorporated, a Calif. corp.

Attest

JUN 17 1986  
*D.C. Taylor*  
Attesting Officer

*Donald B. Lauritson*  
COMMISSIONER OF PATENTS  
AND TRADEMARKS

"In 1962, the United States Patent Office issued Jack O'Neill a trademark for the name "Surf Shop," (page 121 (O'Neill Archive)). Jack O'Neill - "It's Always Summer on the Inside" by Drew Kampion (Copyright 2011, Chronicle Books)

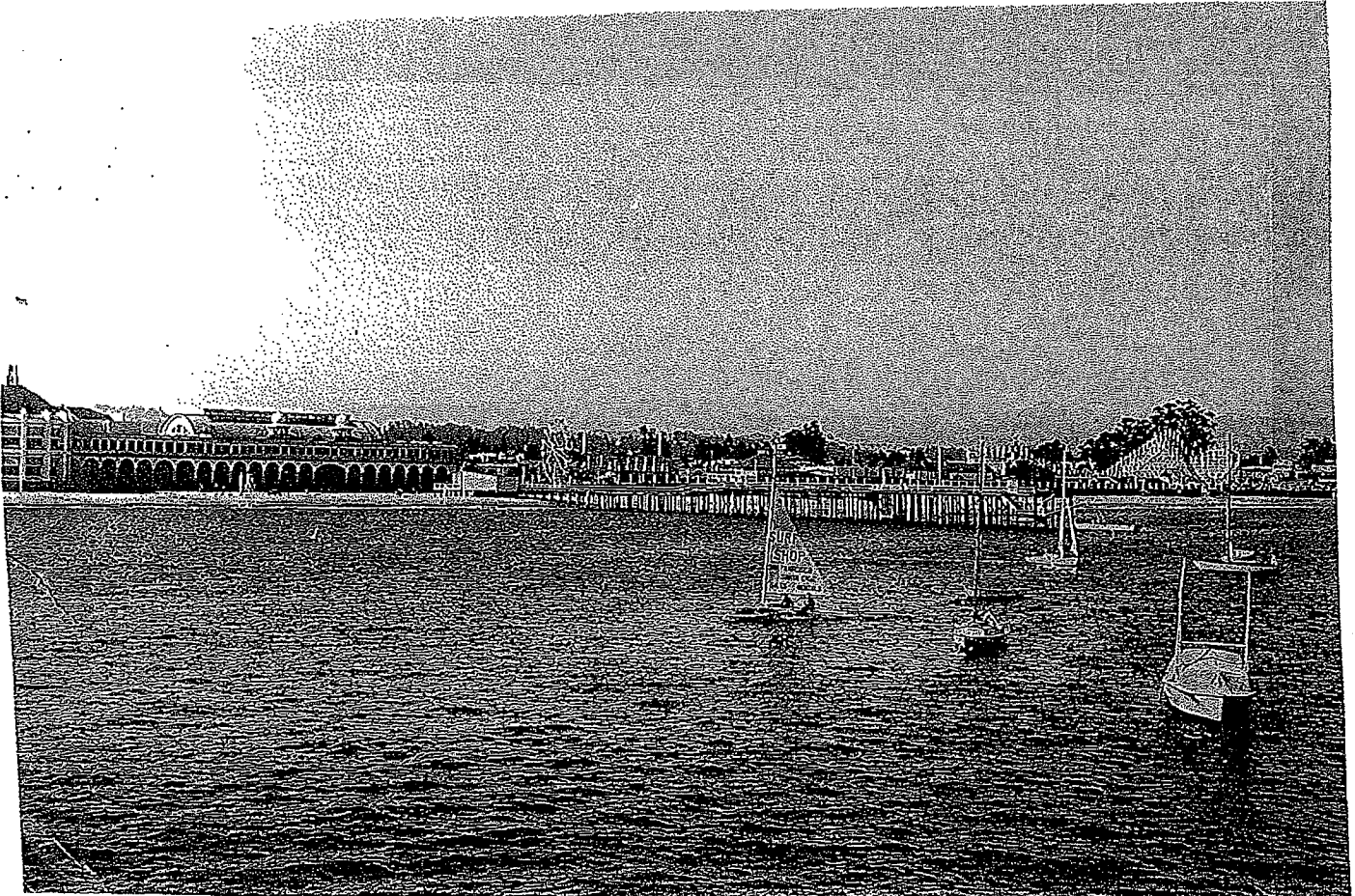


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\*Date November 22, 2011  Continuation  Update



In the days before the yacht harbor opened, Jack kept a dingy on the beach by the Surf Shop at Cowell's Beach . Here the little boat cruises the shoreline off the Cocoanut Grove ballroom and amusement park at the Santa Cruz Beach And Boardwalk, advertising for the Surf Shop. (page 128, no reference to origin of photo): Jack O'Neill – "It's Always Summer on the Inside" by Drew Kamplon (Copyright 2011, Chronicle Books)



**SKETCH MAP**

Page 1 of 1

\*Resource Name or # (Assigned by recorder) O'Neill Surf Shop

\*Drawn by: Information from Stephen Metz, Public Works Department, City of Santa Cruz, CA \*Date of map: 2011 Google Imagery with building location information overlaid from 1956 topographic map prepared by Clair A. Hill & Associates, Redding California



**LOCATION OF 1959  
O'NEILL SURF SHOP**

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
OFFICE OF HISTORIC PRESERVATION

RECEIVED

DEC 13 2011

OHP

APPLICATION FOR REGISTRATION

CALIFORNIA HISTORICAL LANDMARK  
(Results in automatic listing in the California Register)

CALIFORNIA POINT OF HISTORICAL INTEREST

NAME OF HISTORIC PROPERTY

O'Neill Surf Shop

175 West Cliff Drive

ADDRESS

Santa Cruz, CA 95060

CITY/STATE/ZIP CODE

Santa Cruz

COUNTY

Santa Cruz Beach Hotel Partners LLC  
Ensemble Hotel Partners LLC

ASSESSOR'S PARCEL NO.

004-091-24

NAME OF OWNER OF HISTORIC PROPERTY

444 West Ocean Boulevard, Suite 1108

ADDRESS

Long Beach, CA 90802

CITY/STATE/ZIP CODE

David Terrazas and Don Lauritson, City of Santa Cruz

NAME OF APPLICANT

809 Center Street, Room 10

APPLICANT TELEPHONE NO.

David 420-5020

Don 420-5117

ADDRESS

Satna Cruz, CA 95060

CITY/STATE/ZIP CODE

RECOMMENDED BY CHAIR, STATE HISTORICAL RESOURCES COMMISSION

DATE

APPROVED BY DIRECTOR, CALIFORNIA DEPARTMENT OF PARKS AND RECREATION

DATE

DESIGNATION NO.