

AS:

'Bruce Fowler' .....	started 1966. ....	2012
'Target' .....	started 1981. ....	2012
'The Surfing Underground' .....	started 1981. ....	2012

OWNER: Bruce W. Fowler, shaper to finisher

FACTORY: ([Website](#))

Santa Barbara, California. ....	s 1966. ....	x 1990
Out of production. ....	s 1990. ....	x 1992
Santa Barbara, California. ....	s 1992. ....	2012
Subcontracting for: Stoker V Machines.		
Subcontracted for: Doug Roth, Rocky Point & Z Line.		

MODELS, all brands.

‡: Names are hand written or simple text from in-house printer.

"Back 2 the Future" ‡ Hybrid, 5'6" to 8'6", tri fins, square tail. ....	s 1986. ....	2012
"Fountain of Youth" ‡ 7'4" to 10'0", tri fins, round, swallow or squash tail. ....	s 1992. ....	2012
"Fountain of Youth" <b>Figure 1</b> , 8'6", tri fin, round tail. ....	s 1999. ....	2012



**Figure 1**

"The Ten Over" ‡ Noserider,, 8'6" to 10'6", single or 2+1 fins, square, round or pin tail. ....	s 1998. ....	2012
"Time Capsules" ‡ One-off handshapes from the eras of 1969 and forward. ....	s 2010. ....	2012

BLANKS:

Wood: No balsa or other wood boards to date.

Foam:

Greg Noll. ....	1966. ....	1960's
Walker. ....	1970's. ....	1980's
Clark. ....	1970's. ....	2003
EPS. ....	1980's. ....	2012
EPS, extruded Dow, few. ....	1990's. ....	1990's
Ice 9, Surfblanks, US Blanks, White Hot EPS. ....	2000's. ....	2012

OTHER SHAPERS: Late Bob Krause (TSU). .... 1980's. .... 1980's

SHAPES:

95% custom, no pre-shaping or out-sourcing. ....	1966. ....	2012
Short boards. ....	1966. ....	2012
Longboards, eggs. ....	1970's. ....	2012
All shapes of eras. ....	1980's. ....	2012

LOGO, Bruce Fowler:

'Fowler' <b>Figure 2</b> . ....	s 1981. ....	2012
'Fowler' <b>Figure 3</b> . ....	s 1981. ....	2012
'Fowler' <b>Figure 4</b> . ....	s 1981. ....	2012



**Figure 2**



**Figure 3**



**Figure 4**

'Bruce Fowler' **Figure 5**. .... s 1985. .... x 1987

LOGOS, Target:

Bulls Eye: <b>Figure 6</b> . ....	s 1981. ....	x 1990
Bulls Eye: <b>Figure 7</b> , few used. ....	s 2009. ....	x 2009



**Figure 5**



**Figure 6**



**Figure 7**

Bulls Eye: **Figure 8**..... s 2009. .... 2012

LOGOS, TSU:  
 'The Surfing Underground' **Figure 9**. .... s 1981. .... x 1990

MISCELLANEOUS LAMINATES:  
 'Dead Shaper - Lively Rides' **Figure 10**, Art designed by Robert Heeley. .... s 2011. .... 2012



**Figure 8**



**Figure 9**



**Figure 10**

**COLOR & ART:**

Resin tints, pigment panels. .... 1966. .... 2012

Foam staining. .... 1970's. .... 2012

Air brushing, fabric inlays..... 1980's. .... 2012

**FINS:**

Single. .... 1966. .... 2012

Twin, tri.. .... 1970's. .... 2012

5 ..... 1980's. .... 2012

6, 8, 10 prototypes..... 1980's. .... 1980's

Glass on.. .... 1966. .... 2012

F.C.S., Fusion & Unlimited.. .... 2007. .... 2012

**NUMBERING: [Reliability = 9]**

Bruce Fowler boards are sequentially numbered with customer's info and certain "eras" of creativity.

1 to <2,277>. .... 1966. .... 1970

<2,278> to <5,112>. .... 1971. .... 1975

<5,113> to <7,952>. .... 1976. .... 1980

<7,953> to <10,792>. .... 1981. .... 1985

<10,793> to <13,632>. .... 1986. .... 1990

<13,633> to <16,472>. .... 1991. .... 1995

<16,473> to <19,312>. .... 1996. .... 2000

<19,313> to <22,152>. .... 2001. .... 2006

<22,153> to 24,995..... 2007. .... 2010

24,996 to 25,171 and up. .... 2011. .... 2012

**PRODUCTION, TOTAL:** See last serial number.

We would like to express our thanks to Bruce Fowler for his contribution to this profile.

Editor: Andy Anderson