

Natural Design

(Updated: 9/2011)

OWNER: West Price

FACTORY: San Clemente, California started 1971. . . . closed 1979

Note: Some nostalgia boards were made after production stopped.

MODELS: "Easy Rider". d 1978. d 1978

BLANKS:

Wood: None reported to date.

Foam:

Newport. 1978. 1978

Rogers. 1973. 1974

Clark. 1978. 1979

SHAPERS:

Midget Smith. 1974. 1977

Terry Martin. 1970's. 1974

SHAPES: Short. 1974. 1977

TAILS:

Diamond. 1974. 1974

Wings. 1974. 1974

Winged swallow. 1974. 1977

Swallow. 1974. 1974

LOGOS:

'Natural' **Figure 1**. c 1974. d 1978

'Natural Design Surfboards - San Clemente, California' Some were without 'San Clemente, California'

Figure 2 (From ad, note bigger 'Surfboards'). d 1973. d 1978

Figure 3. c 1973. c 1978



Figure 1



Figure 2



Figure 3

'Natural Design' **Figure 4**, (Simulation). c 1974. d 1974

'Natural by Midget Smith' **Figure 5** s 1974. x 1977

'Natural Design' **Figure 6**. c 1970's. c 1970's

NATURAL DESIGN

Figure 4



Figure 5



Figure 6

GLASSING: 6 oz deck, 6 oz bottom. 1971. 1979

Silene cloth. 1971. 1979

Polyester resin. 1971. 1979

FINS: Unlimited. 1973. 1973

FINISH: All gloss & polished. 1971. 1979

NUMBERING: None.

PRODUCTION: About 1,100 made total

Contributor: Midget Smith.

If you have any information on this brand or the people involved, please contact the [SnB Editor](#) Andy Anderson