

AS:

'Surf Shop'	started 1959.	d 1963
'O'Neill Surf Shop'	d 1961.	d 1965
'O'Neill'	d 1963.	2010

OWNER: Jack O'Neill, shaper

FACTORIES:

San Francisco, California (Wawona St.)	s 1952.	x 1955
San Francisco, California (2686 Great Highway)	s 1955.	x 1959
Note: Original structures and roads no longer exist due to re-development.		
Santa Cruz, California (Chanticleer)	s 1959.	x 1960
Santa Cruz, California (1071 41 st Avenue)	s 1960.	2010

MODELS:

"Classic"	s 1960.	x 1966
"D.A" (Danny Anderson) Long, triple stringer, round pin tail.	s 1965.	x 1966
"Intruder" Figure 1 , 10'2", single fin, see Figure 18	s 1966.	x 1968
"Intruder II" Figure 2	s 1966.	x 1968
"Lovecraft" Figure 3	d 1968.	d 1968



Figure 1

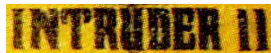


Figure 2



Figure 3

"Mini Gun"	c 1968.	c 1969
"Morning Star", W.A.V.E. fins, ultra light, round tail.	d 1969.	d 1969
"Performer"	s 1960.	x 1966
"Steamer Lane", 9'10", Numbers: (3,283) to ?.	c 1962.	c 1962
"The Gun"	s 1960.	x 1966

BLANKS:

Wood: Solid balsa, some without logos

Note: These were shaped using only hand tools by Jack O'Neill, Phil Edwards & less than 10 by Mike Eaton.

From General Vener.	1952.	c 1958
From Higgins Lumber.	c 1958.	1964

Foam:

In-house, blown on site (Reichold first, Staform 302 after 1964)	1958.	1969
Free Design.	1960.	1960
Perma foam.	1961.	1964
Colored.	1961.	1961
Clark.	1964.	1980's
Walker.	1964.	1965

OTHER SHAPERS:

Don Hansen	1958.	1964
Chuck Vinson.	1977.	1987
George Olson.	1958.	1964
Jim Foley	1964.	2000's
Joel Woods.	1964.	2000's
Mike Eaton.	1955.	1957
Mike Winterburn	1961.	1965
Tom Hoye.	1975.	1975

STRINGERS: Aircraft spruce.

1960.	1962
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SHAPES: Guns. 1970's. 1970's

DECKS: Step Deck. 1953. 1989

TAILS: Pintail. 1968. 1968

LOGOS:

San Francisco/Santa Cruz, rare.....	c 1955.....	c 1958
'Surf Shop - San Francisco' Figure 4	s 1955.....	c 1958
'Surf Shop - 1071 41 st Ave, Santa Cruz, California, USA + number', Figure 5	c 1959.....	c 1963
Some with image only, Figure 6	d 1961.....	d 1963



Figure 4



Figure 5



Figure 6

'O'Neill's Surf Shop - 1071 Forty First - Santa Cruz - California U.S.A.' Figure 7	d 1962.....	x 1965
'O'Neill - 1071 Forty First - Santa Cruz, California', Figure 8	d 1963.....	x 1972
'O'Neill - O'Neill - O'Neill' Figure 9	s 1972.....	x 1985



Figure 7



Figure 8



Figure 9

'O'Neill - O'Neill - O'Neill' Figure 10	s 1985.....	x 1993
'O'Neill' Figure 11	s 1993.....	x 1996
'O'Neill' Figure 12	s 1996.....	2010



Figure 10



Figure 11



Figure 12

'O'Neill's Surf Shop - 1071 41 st Avenue - Santa Cruz, Calif.' Figure 13	start unk.....	end unk
'O'Neill's Surf Shop - (unk)' Figure 14 , also in negative.....	start unk.....	end unk
'O'Neill' Figure 15 (Upper case).....	1970's.....	1970's



Figure 13



Figure 14



Figure 15

'O'Neill - Santa Cruz' Figure 16	start unk.....	end unk
'O'Neill' Figure 17 (Initial caps).....	start unk.....	end unk



Figure 16



Figure 17

GLASSING: 2 x (10) oz..... 1960..... 1960

FINS:

Routed.....	1964.....	1964
WAVE Set.....	1969.....	1969



Figure 18
1966-1968

COLOR: psycho.....	1969.....	end unk
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NUMBERING: [Reliability = 5]

(388).....	1953
<588>.....	1956
(788).....	1959
(1,071).....	1960
(1,141).....	1961
(1,275).....	1962
(2,091).....	1963
(2,304).....	1964
(2,227).....	1965
(2,867).....	1966
(3,283).....	1967
(3,771).....	1969

We would like to express our thanks to Jack O’Neill and Joel Woods for their contributions to this profile.

Other contributors: “Jack O’Neill” by Drew Kampion, Brian Kilpatrick , Joel Woods & Pete Noble & [SurfCrazy](#)

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