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SCENE

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THIS PICTURE IS FROM THE POSTER FOR THE MOVIE "THE ENDLESS SUMMER"



"THE ENDLESS SUMMER," LIKE THE POSTER, IS EVOCATIVE AND EXCITING AND VERY STRAIGHT. AND IT'S MAKING A HAPPY SPLASH

IT OPENED

In June of 1966, a combination documentary - travelogue - home movie in color about surfing, at the Kips Bay Theater, a modern neighborhood movie house in Manhattan. Bruce Brown, a 29-year-old Californian, who had been surfing since he was 13 and making films since he was 19, followed two friends on a 35,000 mile around-the-world trip in search of the really great surf. With Brown behind them camera in hand, Mike Hynson and Robert August crossed the equator four times and hit the water in Senegal, Ghana, Nigeria, South Africa, India, Australia, New Zealand, Tahiti, Hawaii and California.

Brown, who produced, directed, edited and narrated "The Endless Summer," shot 50,000 feet—or nine miles—of film and eventually used about 3,000 feet. He, Mike and Robert spent 3½ months on the trip and then he spent two years getting the film into shape.

BROWN: EVERYONE WAS AGAINST IT EXCEPT MY WIFE. I SHOWED IT TO 100,000 PEOPLE IN CALIFORNIA AT CIVIC AUDITORIUMS AND SCHOOLS, AND THE RESPONSE WAS SO GREAT I DECIDED, DAMNIT, IT'S GOOD . . . I'M GOING TO MAKE A FULL-LENGTH FILM OUT OF IT . . . NO ONE WOULD TOUCH IT, SO I BORROWED ALL THE MONEY I COULD TO BLOW IT UP AND GET IT READY TO SHOW IN THE THEATER. I HAD TO PAY \$7,000 TO KIPS BAY JUST TO GUARANTEE THEM BOX OFFICE RETURNS. THEY SAID IF IT RAN THREE WEEKS IT WOULD BE THE MIRACLE OF THE CENTURY.

Early this year, when the \$50,000 movie was in its 36th week at Kips Bay, the theater proclaimed in large ads that "Endless Summer" was . . . "Now the Longest Run in New York." At the same time, nationwide distribution was underway.

BROWN: I FIGURED IT'S GROSSED A COUPLE OF MILLION DOLLARS SO FAR. IT'S SUPPOSED TO MAKE A LOT OF MONEY. I SHOULD MAKE, I GUESS, A MILLION DOLLARS OFF THE FILM BY THE TIME IT'S THROUGH.

Certainly contributing to the earning power of the film are the people who go to see it over and over again. And, over and over they are moved by the uncomplicated excitement of the big wave body surfing scenes at California's Newport Beach "Wedge"; the killer waves at Hawaii's dangerous Banzai Pipeline; the perfect waves at isolated Cape St. Francis in South Africa—waves so perfect, Brown remarked with awe during his low-key narration of the film, they look machine-made. And the excitement of young men enjoying themselves.

BROWN: IT AFFECTS PEOPLE DIFFERENTLY. THE COMMENT

"I'VE HEARD MOST OFTEN IS 'I WAS FORCED TO GO. . . I WAS DRAGGED THERE. I THOUGHT IT WAS FOR KIDS AND I WOULDN'T ENJOY IT.' THEN THEY FIND OUT THEY REALLY LIKE IT AND GO AGAIN. THEY EVEN LIKE IT IN PLACES AWAY FROM THE WATER WHERE YOU KNOW THERE ARE NO SURFERS. IN KALAMAZOO, IT WAS DOING GOOD BUSINESS IN THE MIDDLE OF A BLIZZARD. THAT'S WHAT SURPRISES ME . . . AND IT'S GRATIFYING TOO."

A 21-year-old New York surfer: "I've seen 'Endless Summer' nine times and I plan to see it a few more times. This film is what's happening. It's a modern film, about modern people, with a great outlook on life. No other film has come up to it. The whole film really turns me on, but specifically Waimea Bay because I have studied the waves there."

BROWN: SURFING—BOTH THE SPORT ITSELF AND IN THE MOVIE—IS SOMETHING AWAY FROM THE SECURITY AND THE PLASTIC PACKAGING THAT SURROUND US NOW. YOU CAN'T DEPEND ON ANYONE EXCEPT YOURSELF WHEN YOU'RE IN THE WATER. IN OUR AGE, THE EMPHASIS IS ON MENTAL PROWESS AND THERE'S NOT MUCH CHANCE FOR PHYSICAL STIMULATION—WHERE YOU PUT YOURSELF ON THE LINE. SURFING IS A VERY PHYSICAL THING. IT MAKES YOU FEEL GOOD, AS THOUGH YOU'VE ACCOMPLISHED SOMETHING IMPORTANT. IT'S NOT LIKE TENNIS, WHERE YOU'RE OUT TO BEAT SOMEBODY. YOU'RE JUST OUT TO ENJOY THE OCEAN. IT'S A VERY SELF-SATISFYING, SOUL-SATISFYING THING.


A 19-year-old New York girl: "I've seen it six times. This film really gets into things. When I sit through it I get to feel part of the scene. I get to feel like that's what's really happening and I'm into it. It puts you through a multiple variety of changes which project onto the screen. What really turns me on is after they've traveled far in the heat and finally find Cape St. Francis and the

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► p 40

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