



# Millionaire

"You don't have to be a millionaire—just think like one!"

M A G A Z I N E

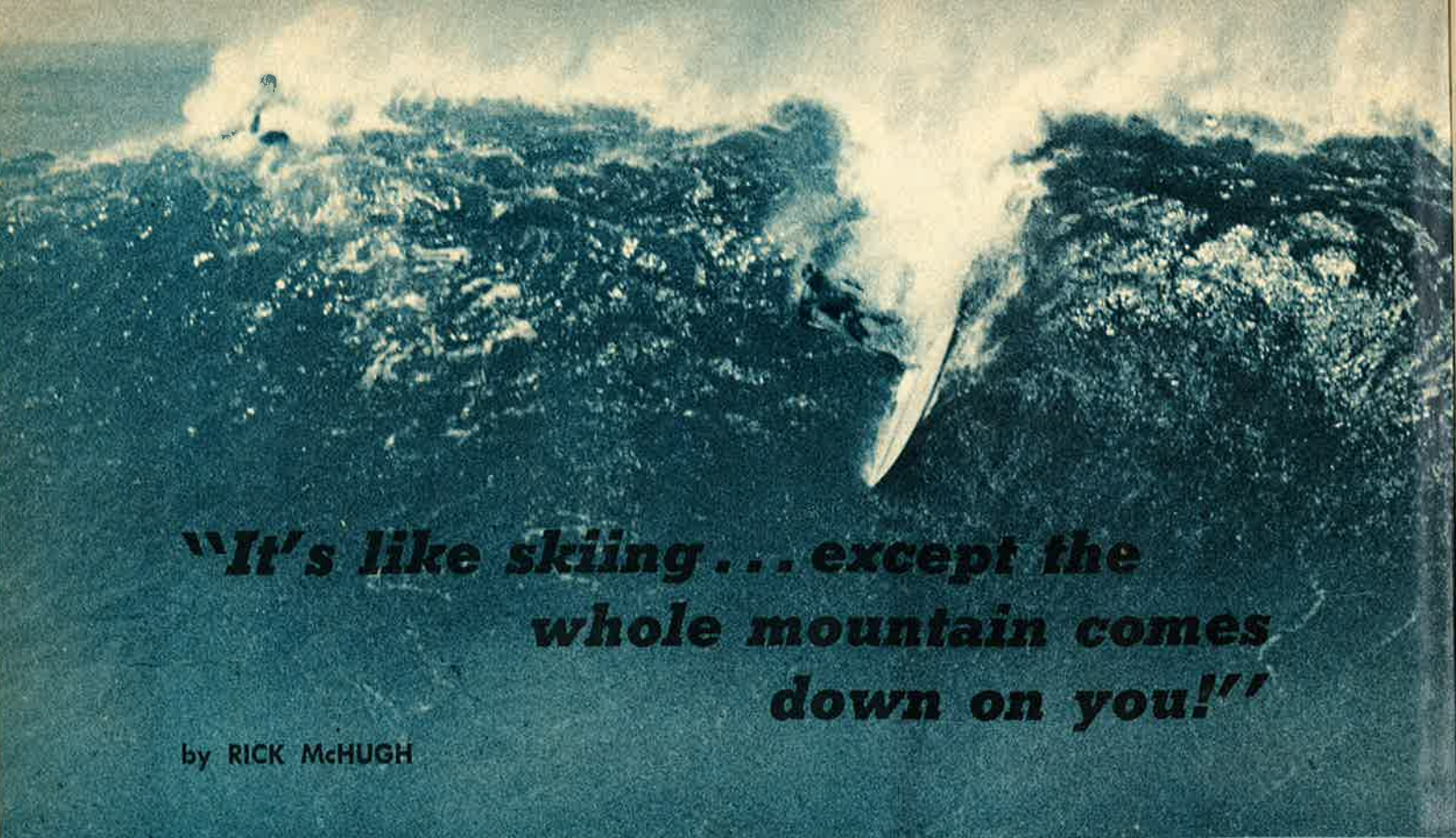
**AUGUST**

**1964**

**75¢**







**"It's like skiing... except the whole mountain comes down on you!"**

by RICK McHUGH

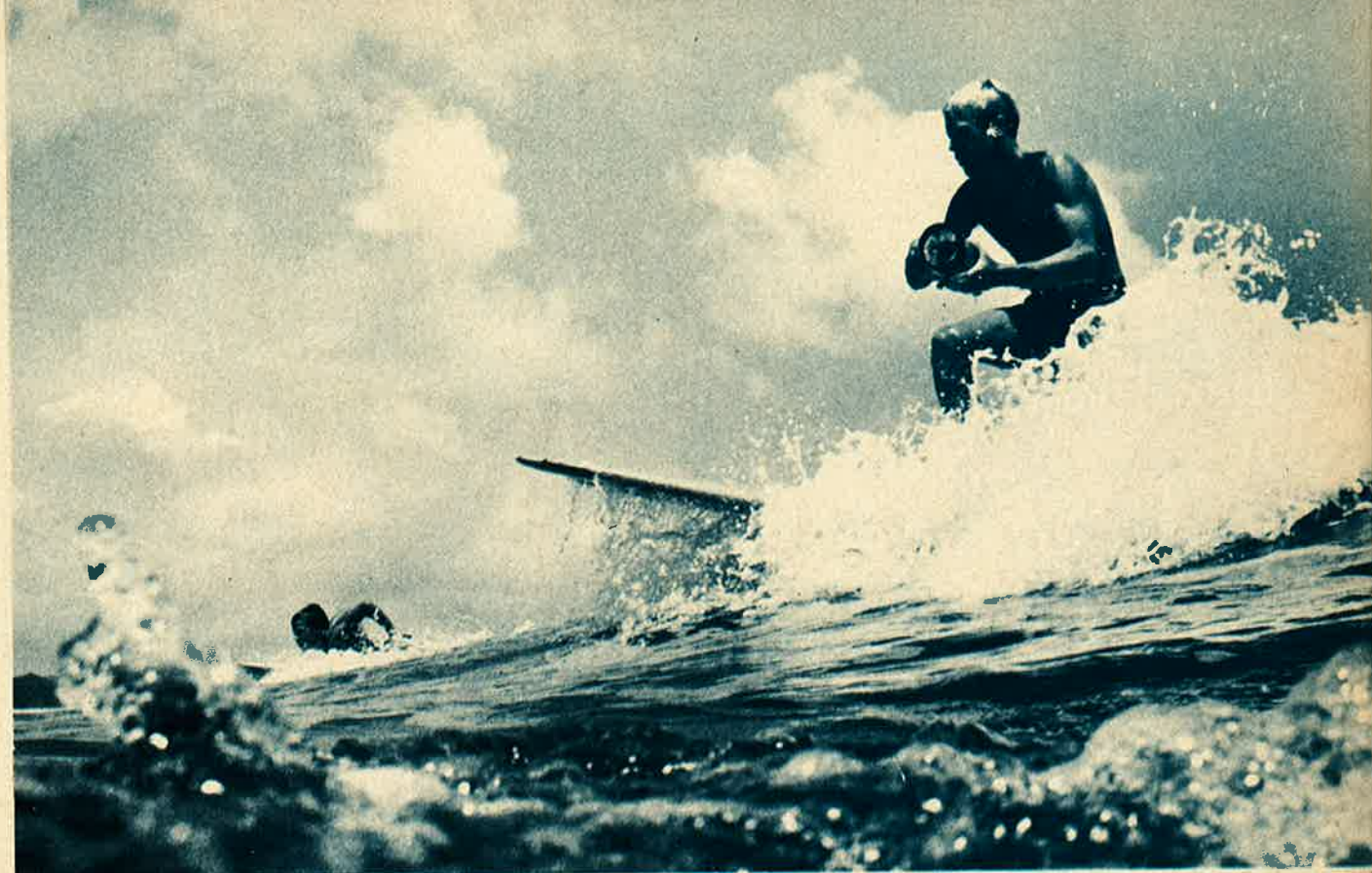
Bruce films two of his stars, Peter Johnson and Del Canon, wearing Kimonos on location in Japan.



Surfing is the newest and fastest growing sport in the country. Ten years ago there were only a few thousand surfers. This year there are 125,000 of them and they will spend nearly \$7 million on boards, wax, repair kits and rubber suits for chilly weather.

Although the kings and princes of Hawaii started the sport hundreds of years ago on cumbersome, 150-pound boards, the sport's great popularity actually began in 1958 with the introduction of light, highly maneuverable plastic foam boards that weigh only 20 to 30 pounds. And the man who has probably done more than any other single person to tell the story of this rugged and exciting sport is 27-year-old Bruce Brown of Dana Point, California. Bruce has captured the essence of surfing in a series of dramatic and humorous films, which he has shown internationally.

A native of Long Beach, Bruce was only 12 when he started surfing on a large, 90-pound redwood board. While he was in high school, he began to make home movies of surfers. Luckily, his military tour of duty was aboard a submarine that was based in Hawaii and he was able to spend all of his free time riding the famous surf of the islands and making movies. After he was discharged from the Navy, he made his first commercial 16 mm film and called it "Slippery When Wet." He



Brown's remarkable agility riding a board permits him to film unusual sequences for his popular surfing films.

Attendance at his movies, Brown estimates, has passed over the million mark.

lectured and showed the film in theatres and auditoriums throughout California. Audience reaction was so enthusiastic Bruce knew that he was off and running in a brand new profession that he would have to pioneer.

A year later, he made his second film, "Surf Crazy," which featured a 7,000-mile journey to Mexico for surf and offbeat adventure. By 1961, when he had produced "Barefoot Adventure," he had expanded his lecture circuit from California to Hawaii, Australia and New Zealand. His next 90-minute, color, feature was "Surfing Hollow Days" and was on Hawaii, Australia and New Zealand and starred the world's greatest surfers.

The quality, drama and humor in these films is top caliber and they have been used extensively on NBC and CBS television sports specials, as well as on the Jack Parr Show.

In discussing his camera technique, Bruce says, "I find the best angle to film surfers is right in front of them. And that is why I am usually shooting up close in the water, not on land with a big lens." With his 16 mm camera in a specially designed waterproof case, he will tread water a hundred yards or more off shore and film riders as they race toward him, ducking at the last second to let the boards go over his head. "I've picked up quite a few stitches learning when to duck. None

have been serious. It's the only way to capture the height of the mighty waves," he said.

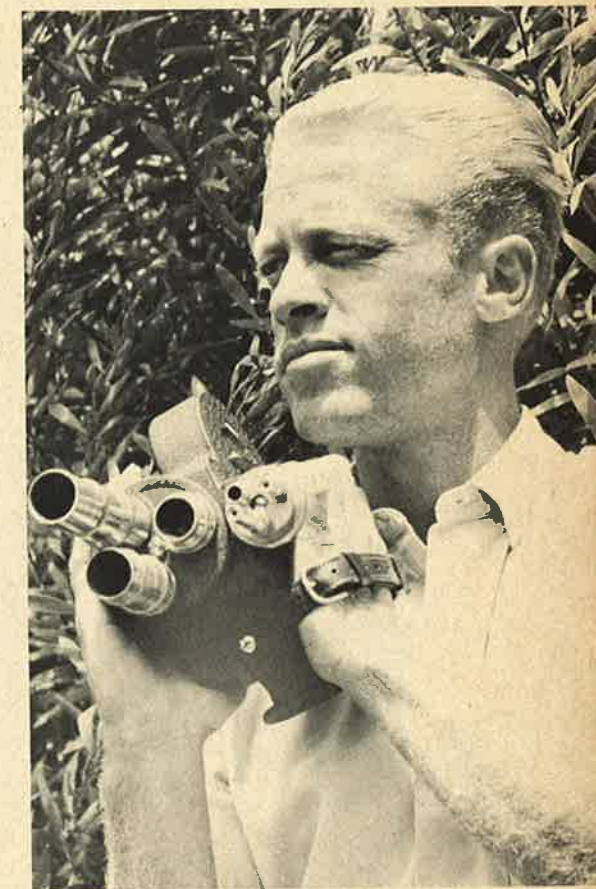
He also attaches his camera with suction cups to the front of his board and paddles out to the riders waiting for a wave. Then, moving on his board beside them, he films them as they take off and "Hang Ten" in a hot, glassy tube.

At the present time, Bruce, who is married and the father of two sons, is finishing up his most ambitious film. It is called "The Endless Summer" and he has been working on it for two years. In filming it, he traveled 35,000 miles to Senegal, Ghana, Nigeria, South Africa, India, Australia, New Zealand, Tahiti and Hawaii.

Here is Bruce's own account of one of the many fascinating episodes that will appear in "The Endless Summer," followed by some of his remarks on surf talk.

#### THE "STOKED" FISHERMEN

On my recent world surfing and filming expedition, I had with me two of the best California surfers, Mike Hynson of La Jolla and Robert August of Long Beach. We decided to stop and see if there were any surfing possibilities (waves) in Ghana. We didn't know anything about Ghana. The airline stewardess was very surprised when we







Practically every mode of surface transportation is represented in this photo of Del Canon and Peter Johnson crossing a Tokyo street, where Brown also did some recent surfing films.

Film clips of Brown's surfing films taken in Hawaii.

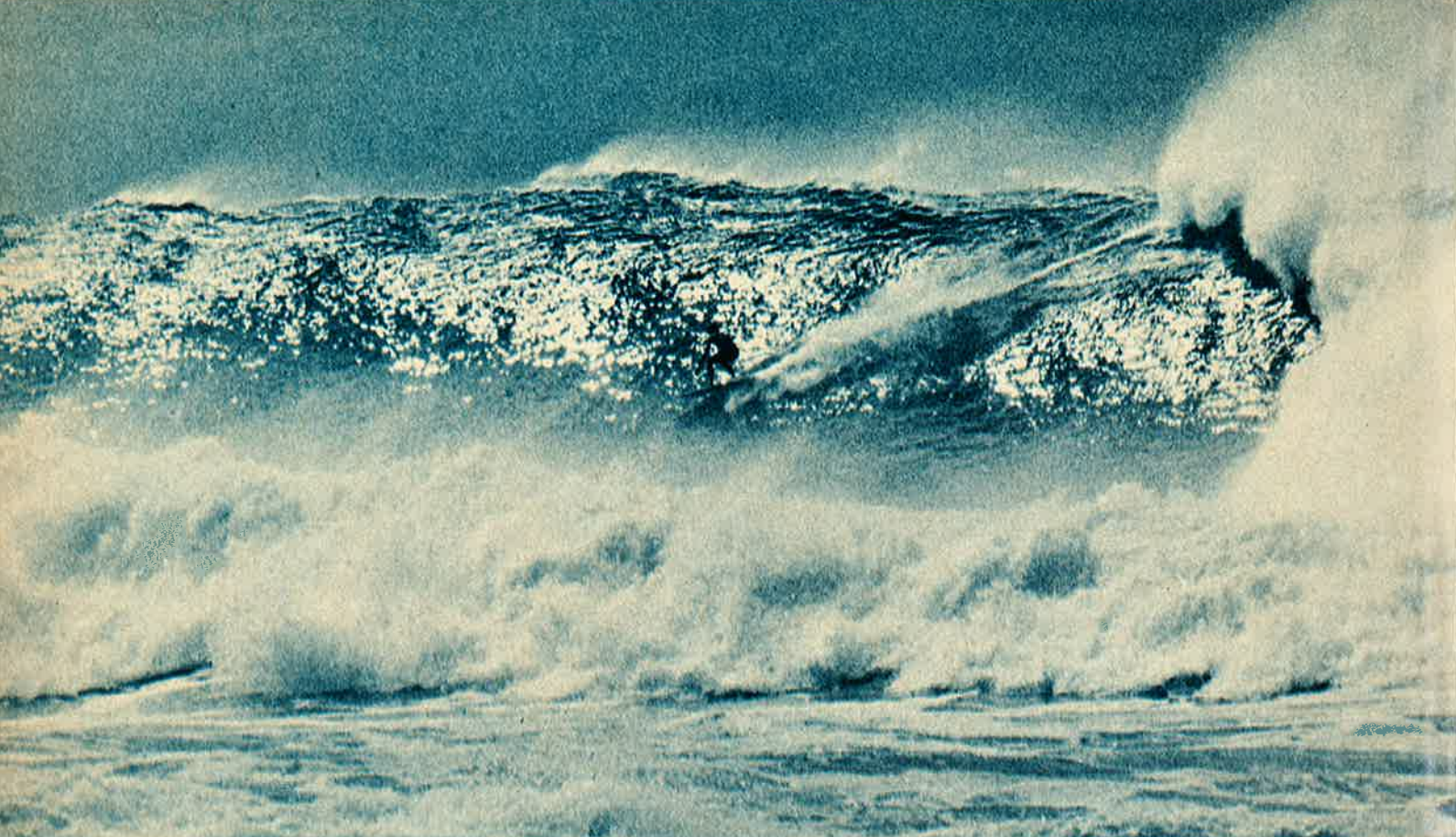


Waves like these start from storms sometimes a thousand miles at sea, and are built up by winds and carried beachwards, making ideal surfing conditions.

Robert August and Mike Hynson, who accompanied Brown on his film expedition, hitch a ride in this South African version of a ricksha. In spite of his appearance, the driver, reportedly, was friendly.







A scene from one of Brown's movies showing the magnificent ability and daring of surfing under storm conditions.

got off there. She asked us what we were going to do and we told her, "Just look around."

She said, "You must be members of the Peace Corps."

"No."

She said, "Then you must be Mormon Missionaries."

We said "No" to that also but she refused to believe us.

Our introduction to Ghana was a complimentary bag of malaria pills. We had a mild panic and asked if it was easy to catch malaria around there. The reply was, "Only if you get bitten by a mosquito." We were sporting about 300 mosquito bites from our last stop in Senegal and thought there was a possibility that we might also get bitten by a mosquito in Ghana.

Since we don't have a lot of money to spend, we have to get local transportation to carry our boards, cameras and other equipment any way we can. So in Ghana we met a taxi driver and bought him a few beers until he was softened up enough to fully realize that we were really great guys. Then he agreed to loan us his taxi for a couple of days.

We struck out for a local beach, and found there about 500 African fishermen pulling in their big nets — something like a Hawaiian Hukilau. I set up

my cameras back in the bushes and Robert and Mike struck out across the beach with their surfboards.

An eerie silence fell over the throng of fishermen. They all stood and stared as Robert and Mike paddled out to sea, turned around, took off on a wave and stood up. And when they stood up, the Africans really went wild. They were all screaming and yelling. It scared the daylights out of Robert and Mike, who immediately went paddling straight out to sea, thinking they had violated some native taboo. It turned out the Africans were only excited about the surfing which they had never seen before.

When a lost board would come into the shallow water, about 20 little African kids would hop on it and it would sink right to the bottom. And when Robert or Mike would swim into the beach to get the boards, they couldn't find them because there were so many clumps of kids and they couldn't tell which clump the boards were under. They did a lot of "group moving."

The fishermen and their children had carvings on their faces and they did not look like the friendliest group of people in the world.

After a while, the "big ones" (natives) started to get into the act. They would grab a surfboard and try to paddle it out with Robert or Mike swim-

ing after them saying, "Gee, fella, can I have my surfboard back?" I don't know what we would have done if they had said, "No." Eventually we started an informal surf school and had four of the natives standing up riding the waves. They did amazingly well.

I can visualize them now in the jungle chopping down hardwood trees, shaping surfboards and having tribal wars because the Rolomumbo Tribe can "Hang Ten" better than the Sokokulu lads.

#### SURF TALK

There is no official surfing lingo. A lot of us make up things as we go along to describe more vividly to each other a certain thing. For example, one I have been using lately is "Hogmo," which can describe an extremely big wave or an extremely big anything. The word has no basis in anything except that I think it sounds like a huge something-or-other.

Surfers have nicknames. My friend Mike Hynson combs his hair straight back. It resembles a helmet. So we call him "Helmet Head." There is another fellow, Mike Diffenderfer, who travels a lot between California and Hawaii. He can't seem to make up his mind where he wants to live — California or Hawaii. His friends call him "Commutinderfer."



Bruce caught this surfer on film in a bad spot and about to be clobbered. The tube he was riding in broke down in front of him. (Below) Bruce Brown and his tools of his trade, a movie camera in a water tight case, and a surfboard.

#### A general glossary of surfing terms should include these words:

**Stoked** — very excited.

**Hang Ten** — Hanging ten toes over the nose of the board. There is also the term **Hang Five**, which is self explanatory. One of my own is **Hang Eleven** — that's for the weird surfers.

**Goofy Footers** — A surfer who rides with his right foot forward. Most surfers ride with their left foot forward.

**Gremlin** — A young trouble making surfer.

**Woodie** — An old wooden station wagon. Ideal for transporting surfboards and riders.

**Curl** — The curved section of the face of the wave immediately in front of the white water. It's the best place to ride.

**Tube** — An extremely hollow curling wave.

**Soup** — White water or broken part of wave.

**Glassy** — Windless conditions. Ideal for surfing.

**Wipeout** — Falling or getting knocked off the surfboard.

**Taking Gas** — Same as Wipeout but worse.

**Lunched** — Very bad Wipeout. Four on the Richter scale of 10. Many other terms can describe a bad Wipeout such as Annihilated, Bombed, Clobbered, etc.

**Over the Falls** — Getting pulled over the crest of the wave when it breaks. A bad way to go.

**Bailing Out** — Jumping off your board in a tense situation.

**Pearling** — When the nose of the board goes under, usually on the take-off. This leads to a Wipeout.

**Surf Bumps** — Bumps surfers get on their knees and tops of their feet from paddling surfboards. Similar to housemaid's knees.

**Spinner** — Turning all the way around on the board while riding.

**Head Dip** — Dipping your head in the breaking wave. Sort of a challenge for the wave to knock you off.

**Hot Dogger** — A surfer who goes in for a lot of tricky surfing such as Hanging Ten, Spinners and Head Dips. ●

