

With the development of new construction materials and the creation of improved surfboard designs, Surfer began to include more and more technical articles in its issues. See Table 3.

TABLE 3
TECHNICAL ARTICLES ON SURFBOARDS
(1963 - 1971)

Year	No. of Articles
1963	0
1964	2
1965	2
1966	0
1967	1
1968	8
1969	10
1970	6
1971	2

As the table indicates, Surfer published more technical articles on surfboards during 1968-1970 than in any other three-year period. In fact, more articles on surfboards were published during that period than in all other years combined. The period 1968-1970 saw the arrival of more basic design changes in surfing equipment than ever before. In early 1969, Surfer explained what was happening:

Last Spring, the surfing world was turned on to a new weapon, a new tool, and suddenly an old thing, surfing, became a very new thing. Surfing's response to the new

boards was explosive. . . For the first time in years surfing entered a truly creative era. In a sense, this was a surfing renaissance.⁴⁴

Surfer placed the credit for the new boards with the individual board builders, the non-manufacturer designers.

Originally, it was the individual designer alone who jumped onto the new thing, and quite understandably. He had nothing to lose . . . Surfing had become stagnated by its lack of imagination. . . . They (the small shop builders) woke the manufacturers up.⁴⁵

It was this editorial philosophy that aroused the manufacturers. In the January 1971 issue, Surfer described the situation as follows:

The Surfboard Manufacturers Association boycotted Surfer for several issues to show displeasure with articles dealing with non-affiliated freedom and "soul" surfers, anti-contest stories, as well as our continued printing of technical information on surfboards.⁴⁶

Steve Pezman explained that actually a good portion of the two-issue boycott was based on economic reasons as well as the reasons listed above. Pezman told this writer that the action happened at a time when the surfboard industry was down, and that the major manufacturers had entered into a common agreement to cut advertising for a brief period because of tighter operating budgets.⁴⁷

⁴⁴Drew Kampion, "The Short Board Evolution," Surfer, January, 1969. pp. 94-105.

⁴⁵Ibid.

⁴⁶John Severson, "Overload," Surfer, January, 1971, p. 33.

⁴⁷Steve Pezman, telephone interview, June 19, 1972.