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# Surfboard Wax: A History



## Synopsis

Before commercialism steps further into the surfing industry, somebody had to record and picture the most basic product of the sport! Thoroughly entertaining and informative, this unique book chronicles the story of surfboard wax -- from surfers' early use of household candle wax through the advent of a whole industry devoted to achieving the best traction. Meet the colorful individuals behind the "Big Three" wax companies -- Surf Research, Mr. Zog's, and Mrs. Palmers -- and read about their early manufacturing and marketing ventures. Amusing stories about these and other wax pioneers fill the pages of this book, along with over 300 full color pictures of the wax and its original packaging, from extreme to mainstream! "No 'big wig' interpretations, no one to sway your spending, no marketing gurus with predictions from their laptops, no chocolate iPods...just the wax, jack." Enjoy!

## Book Information

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Average Customer Review: 3.0 out of 5 stars 1 customer review

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## Customer Reviews

Since the mid-1960s, surfer and stunt man Jefferson "Zuma Jay" Wagner has amassed the pre-eminent collection of surf wax. He has owned a surf shop in Malibu since the mid-70s.

Thought there would be more to it. What it is is still pretty solid if you want a history of surf wax and the industry it spawned.

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