

Haut Surf Shop Historial Blue Plaque Installation on 03-13-2022



Kim Stoner & Don Iglesias after installing Blue Plaque on front of the building



Close up view of the Blue Plaque on Swift St. shop.



Don & Kim moving and remounting the Blue Plaque from the front to the side of building



Haut Custom Surfboards Sticker

DOUG HAUT SURF SHOP

Doug Haut is known as one of the best surfboard shapers in California, “Shaping them out back and selling them out front, since 1965”. His surfboards are legendary and highly sought after by collectors and enthusiasts.

Doug was born in Wisconsin in 1940, and his family moved to Los Altos, California in 1954.

He started surfing in Santa Cruz in 1957, before leashes or wetsuits. Santa Cruz was a small town in the 1950’s, and surfers could sleep on the beach and surf wherever they wanted, with no crowds. The surf community was a close-knit group in the early days, beginning with the Santa Cruz Surfing Club, founded in 1936.

In 1959, Doug headed to Hawaii with Jay Sherman and Bobby Isles to spend the winter surfing Makaha. Rich Novak also came over later to visit when Doug was living on the North Shore. While in Hawaii, Doug sanded boards for Inter-Island and for the renowned surfer and shaper, Mike Diffenderfer. Doug learned to shape clean lines, curves, and foils from Diffenderfer. Doug lived, off and on, in Hawaii for six years, attending the University of Hawaii. Later, in 1967, he was invited to compete in the prestigious Duke Kahanamoku Invitational Surf Contest.

In 1964, he went to Florida and shaped surfboards for a time. That same year, Doug returned to Santa Cruz and worked for George Olson Surfboards. In 1965, Gale Yount (Yount Surfboards) enlisted in the Coast Guard, and sold his surf shop and tools to Haut. The same year, Doug opened his own shop and began shaping Haut Surfboards under his own label. He had a shop on South Rodeo Gulch Rd., then on Portola Dr., and 2 different shops on 41st Ave. In 1969 his shop burned down on Portola Dr. while he was on vacation Puerto Rico.

So, in 1969, he took over Steve Scofield’s shop on Swift St. and opened his Haut Surf Shop on the corner of Swift St. and Delaware Ave. This location became a haven for hard core surfers. Susie Haut, Doug’s wife, helped manage the shop for many years. The Haut Shop was a classic “old school surf shop” where shaping and glassing took place in the back and retail sales of boards and accessories sold in the front. Doug ran the retail Haut Shop at this location until a few years ago. He is still there shaping boards in his old shaping bay. Haut Surfboards are highly sought after because of the quality of Doug’s shaping and designs. Doug Haut continues to shape surfboards and is held in the highest esteem among many core surfers.

Written and edited by Don Iglesias and Kim Stoner



A painting by Doug Haut's mom of his shaping shop on South Rodeo Gulch Rd. in 1965.

PRICE LIST	
9' or under	\$125
9' to 9'6"	130
9'7" to 10'	135
10'1" to 10'4"	140
10'5" to 11'	145
Doug Haut Signature Models	150
Balsa Boards	add 15

THESE PRICES INCLUDE:

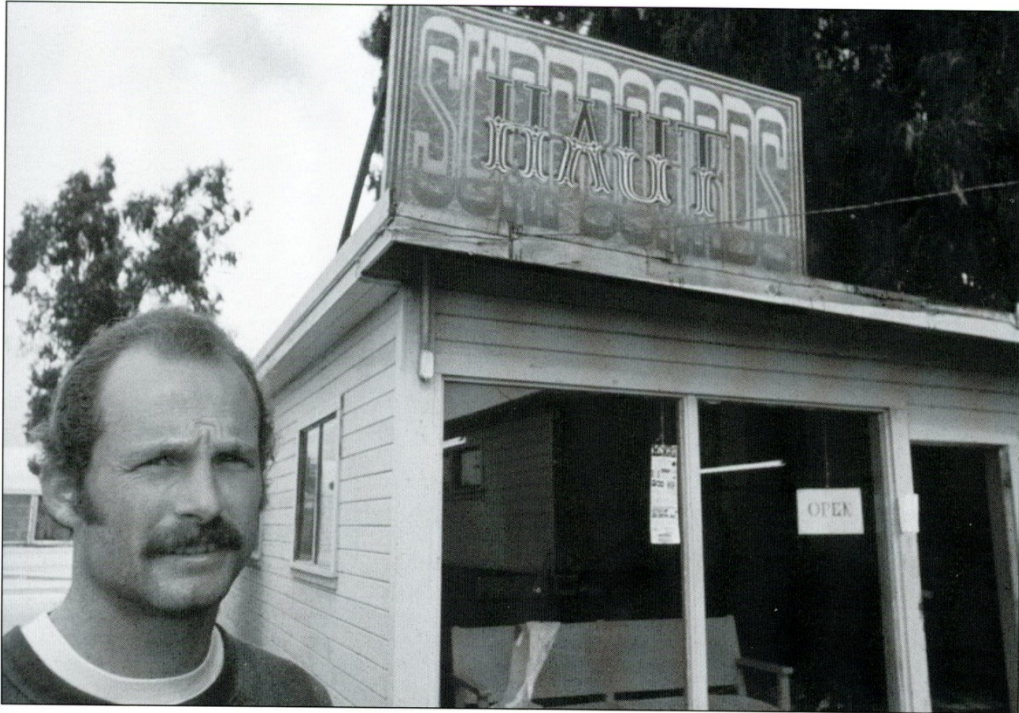
- High density polyurethane Clark Foam
- Choice of any 1" T-Band, reverse T-Band, Balsa or red-wood stringers
- 2 layers of 10 oz. fiberglass with double overlapped rails — using isothalic resin, inset glass fin, choice of regular or shark
- High gloss clear finish with rubbed out rails
- High density foam tail blocks on custom boards only

EXTRAS

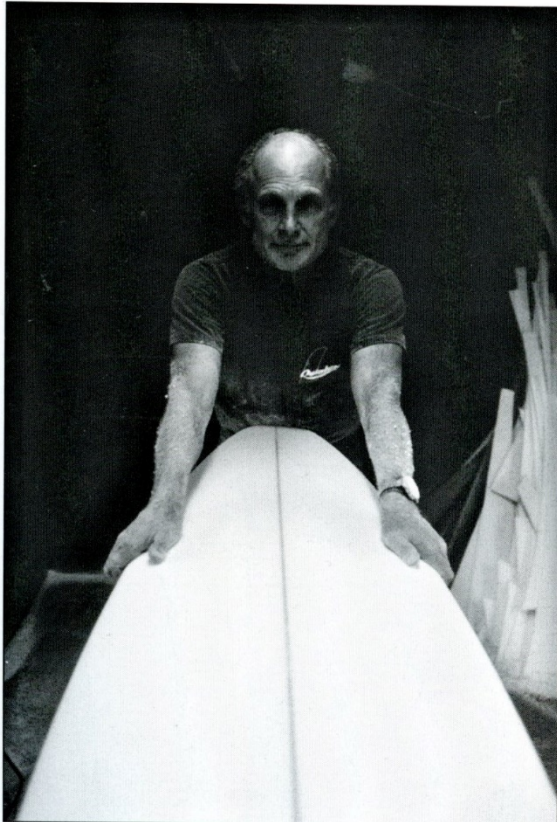
Stringers requiring extra cuts	\$ 5 per cut
Pigment (solid only)	10
Foam T-Bands	6
White, yellow, red, blue, green, black	

HAUT SURFBOARDS
2653 S. RODEO GULCH RD., SOQUEL, CALIF. • 476-0151

Haut Price List when he started making his surfboards on South Rodeo Gulch Rd.



Doug Haut stands in front of his first shop in 1965 on Portola Drive in Pleasure Point. Haut shaped boards with George Olson before venturing out on his own. His reputation quickly grew, especially with the introduction of his famous Haut Signature series. Signature models had pulled-in noses with three stringers and thin rails for a real classic look with speed. (Courtesy Doug Haut.)



Shaper extraordinaire Doug Haut stands behind one of his foam creations in his shaping room on Delaware Avenue. He has continuously evolved his designs and templates from those early times into the present. His short boards of the 1970s and 1980s were highly sought after by discriminating surfers worldwide. His boards are some of the most popular wave-riding vehicles in Santa Cruz. (Courtesy Dave and Kathy Sweet.)

In 1965 Doug Haut had his first retail shop on Portola Dr. - Photos and history from Tom Hickenbottom's book, "Surfing in Santa Cruz", page 48



Doug Haut (left) and Davey Sultzer look over new board orders at the Santa Cruz Surf Fair in 1965. Every surf shop in town had a booth and got to show off their latest board designs. Members of the public also were able to meet and talk to team riders and swap surf stories. (Courtesy Dave Singletary.)

Photo and history from Tom Hickenbottom's book, "Surfing in Santa Cruz", page 114



Doug Haut surfing at the Hook in 1967



Painting of the Haut Surf Shop on Swift St. in 1969 with shaping and retail in same location.



Early 1980's photo of Doug Haut surfing beach break on a 7' 2"



Haut Sticker



Doug Haut

All photos and images courtesy of Kim Stoner, Don Iglesias, and Doug Haut.