

Olson Surf Shop Historical Blue Plaque Installation on 10-9-2021



Randy Gray drilling mounting holes in Blue Plaque with Don Iglesias looking down



Randy leveling the Blue Plaque for installation



Blue Plaque installed



Close up view of Olson Surf Shop Blue Plaque



Front view of the former Olson Surf Shop building on 7th Ave.

OLSON SURF BOARDS

575 - 7th Avenue

Santa Cruz, Calif.

475-9360



PRICE LIST

Under 9 ft., 0 in.	\$115.00
Over 9 ft., 0 in. to 9 ft., 6 in.	120.00
Over 9 ft., 6 in. to 10 ft., 0 in.	125.00
Over 10 ft., 0 in. to 11 ft., 0 in.	130.00

All Balsa Board — Add \$15.00



SURFBOARDS

Above Prices Include

- CLARK FOAM
- CHOICE OF STRINGERS
 - Single or Double ¾ Redwood
 - Up to 1 inch Laminated T-Band
- TWO LAYERS 10 OZ. FIBERGLASS CLOTH ON EACH SIDE
- 100% ISOPHTHALIC RESIN
- INSET FIBERGLASS FIN
- WOOD TAILBLOCK



Extras

STRINGERS —	
Requiring Extra Cut	\$6.00
Not Requiring Extra Cut	4.00
Balsa Wood (per inch)	4.00
COLORS —	
Single Color	\$10.00
Two Colors	15.00

Olson Surf Shop price list

Olson Surf Shop Short History - by Don Iglesias and Kim Stoner

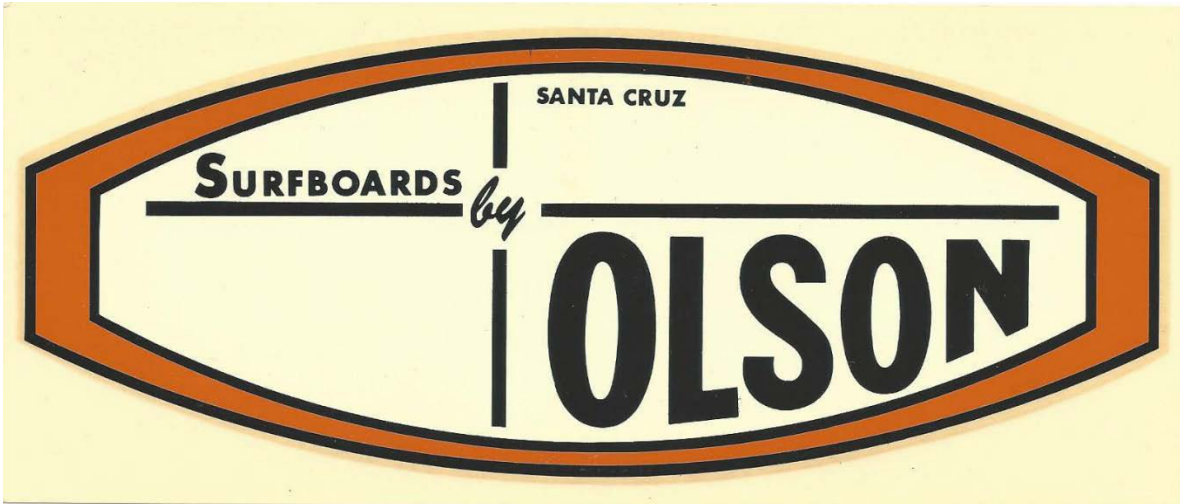
George Olson was born in 1939 and was a very well-known Santa Cruz surfboard shaper. He and many other local shapers, worked for Jack O'Neill in the late 1950s and early 1960s. In the early days, balsa surfboards were labor-intensive and shapes were hand-tooled, so volume of production was small and limited. There were only a small number of surfers to purchase the boards because the sport didn't become popularized until later in the 1960's.

Olson left O'Neill and opened his own surf shop with his partner, Rich Novak. Olson Surfboards began around 1961, when Rich and George opened a shop at 2071 Soquel Avenue, where they remained until 1963. Around 1964, the shop was moved to the 575 7th Avenue location. At that time, surfboard production was about twelve boards a week, according to Rich Novak. Novak made the fins and glassed the boards, while Olson shaped. Rich Novak had learned to glass surfboards from George Doolittle, a highly respected early shaper in Santa Cruz. Olson also hired artist Jimmy Phillips as a glosser because of his artistic ability, as both Phillips and Olson had worked previously together at O'Neill. George felt an artist would have the "good hands" necessary to create a solid finish on a surfboard. Olson had stated he envied glossers, because they were able to use color and create designs.

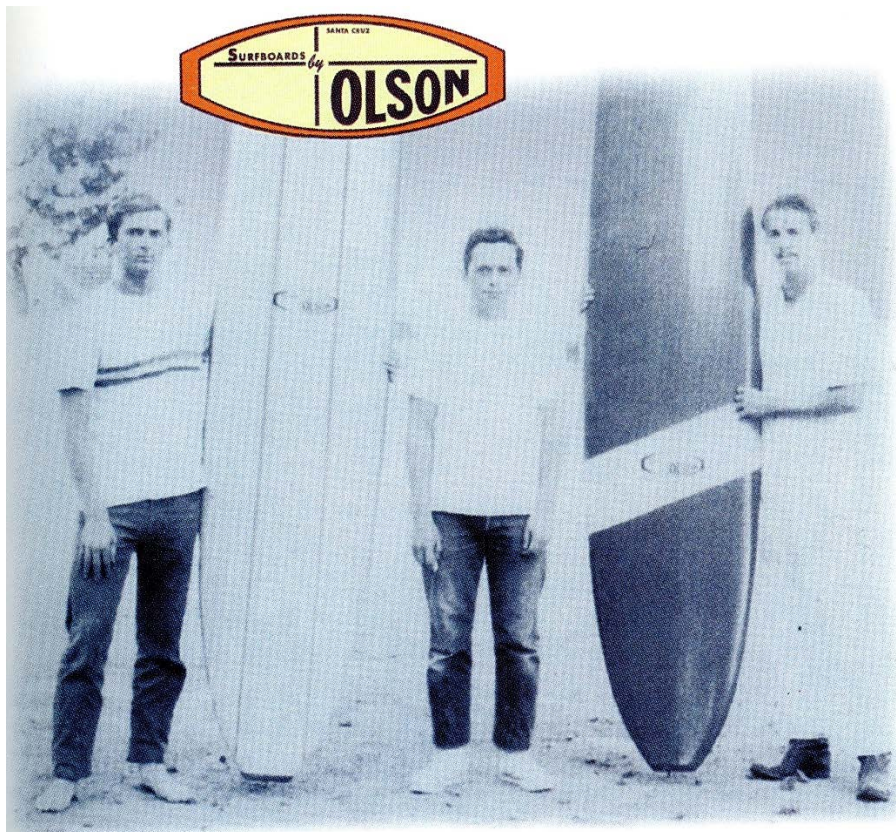
Upon his return from Hawaii, Doug Haut also worked for George Olson. Dan and Doug Haut previously worked for Jack O'Neill. Many of Santa Cruz' most outstanding shapers got their start making boards for O'Neill and Olson. George Olson was deeply focused on board design and he was known as an excellent craftsman and an innovative shaper. Shapers were paid by piece work back then, rather than by the hour, so they often held other jobs. Novak did commercial fishing and glassed the boards at night.

George shaped the boards and Novak did the glassing and finish work until 1966.

When George Olson was 19, he built his first boat, a trimaran (back then they were called "outriggers") that he raced offshore California and Mexico. In 1965, Olson's focus shifted from surfboards to sailboats. He went to work for the famous Santa Cruz yacht-maker and sailing craftsman Bill Lee, and they began constructing the "Santa Cruz" ultralight series sailboats. He later established with his partner Ln Neale "Pacific Boats" where he created and produced the Olson 30 and the Olson 40 sailboats. His designs became legendary worldwide, were incredibly fast, and won a few of the (California to Hawaii) Transpac-Races. In the late 1970's, Olson and Ron Moore built a seven-foot sailboat, called the Jester, that was also popular and fun. George went on to later design and build amusement park sets for Disney and Universal. George Olson died of cancer in November of 2008 at the age of 69.



Olson Sticker



*Olson Surfboards shop crew, 1964.
Jimmy Phillips, George Olson, Gary Benson.*

Above photo from Jimmy Phillips "Surf, Skate, & Rock Art" book.

Other photos and images credits from Don Iglesias and Kim Stoner