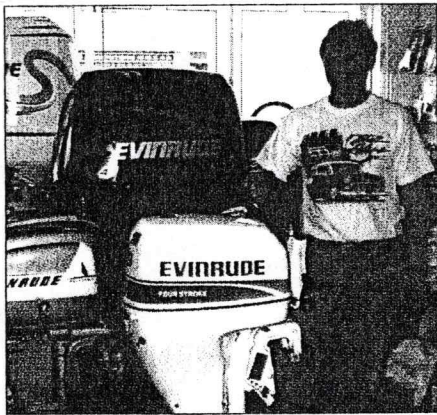


**H**ave you ever had that feeling, "if only these walls could talk," when you find yourself in a building of historical significance?

Now, imagine that place is Lordship Marine on Victoria Drive, the Vancouver, BC home of Evinrude and Johnson outboards for nearly 50 years. If these walls could talk, they would surely speak of fishing, boating and skiing since they are adorned with photographs and memorabilia of boats and people enjoying themselves on the water.

Lordship Marine was first opened in 1953 by Alf Lord, whose daughter Audrey is now married to Murray Iseli. Murray and two partners bought the business in 1975 and have continued its long tradition of friendly service for the OMC family of outboard motor products.

In the time that has passed since Lordship Marine first opened its doors, outboard motor technology has changed significantly. The emergence of emissions requirements for marine engines has prompted a vast amount of research and



Murray Iseli and some new outboards, along with a couple of perfectly restored models from the 1950s.

development of Evinrude and Johnson outboards.

Murray believes that direct injected, two-strokes are the way of the future.

"The development and improvement of these engines since their introduction a few years ago has ironed out all of the early spark advance and detonation problems," he says.

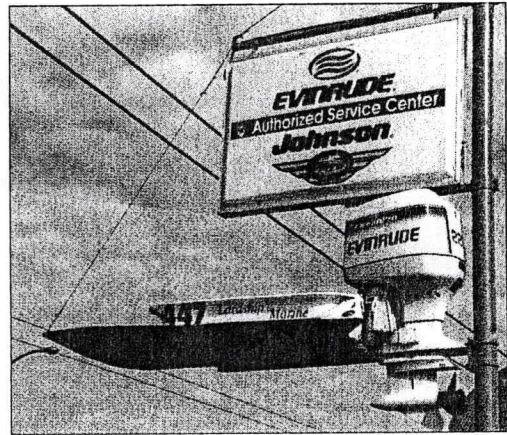
Murray knows of what he speaks, as one of the first marine mechanics to be licensed in British Columbia. "Helping people have fun is what I like most about my job. The customers love their boats and I get to help them with what they enjoy," he explains.

Murray and his staff share their customers' love of boating. They also have been active participants (and sometimes winners) in the Nanaimo-to-Vancouver bathtub race for 20 years. When asked of his most memorable boating trip, Murray recalls the bathtub race in 1989 in which the Georgia Strait crossing took three times as long as usual because of the 12-foot waves. Their race entry flipped twice because of the rough

### Murray Iseli is one of the first marine mechanics to be licensed in British Columbia

seas, but on both occasions Murray and the rest of the chase-boat crew were able to recover the boat, drain the engine and carb, and get it going again. Incredibly, they won the race.

Lordship Marine provides new or used complete engines or parts, and ships them anywhere in the world. Customers as far away as England, Korea and the Philippines can attest to that. They typically sell more than 125 new outboards, and some 100 used outboards, per year.



Lordship Marine's sign on Vancouver's Victoria Drive definitely gets your attention!

Their parts department contains a vast stock of new and used pieces ranging from rebuilt legs, power heads, and carbs, to that impossible-to-find throttle linkage for that old Evinrude.

Whenever practical, Murray encourages his customers to do their own maintenance. "Maintenance parts and service manuals are a big part of our business," he explains. There is no substitute for experience though, so Murray freely provides his expertise and knowledge to customers and stocks a full line of manuals for those so inclined.

Lordship Marine provides estimates for total repair costs that must be approved by the customer prior to the work being done. "If it takes longer, it doesn't matter, as long as it's done right," Murray notes. As every sailor knows, reliability is of the utmost importance, whether it be your main motor or a seldom-used dinghy motor.

In the future, Murray plans to expand the company's Web site, [www.lordship-marine.com](http://www.lordship-marine.com) to include a complete parts listings as well as all the new and used motors in stock. □

*Glenn Buholzer is a freelance writer from Vancouver, BC.*