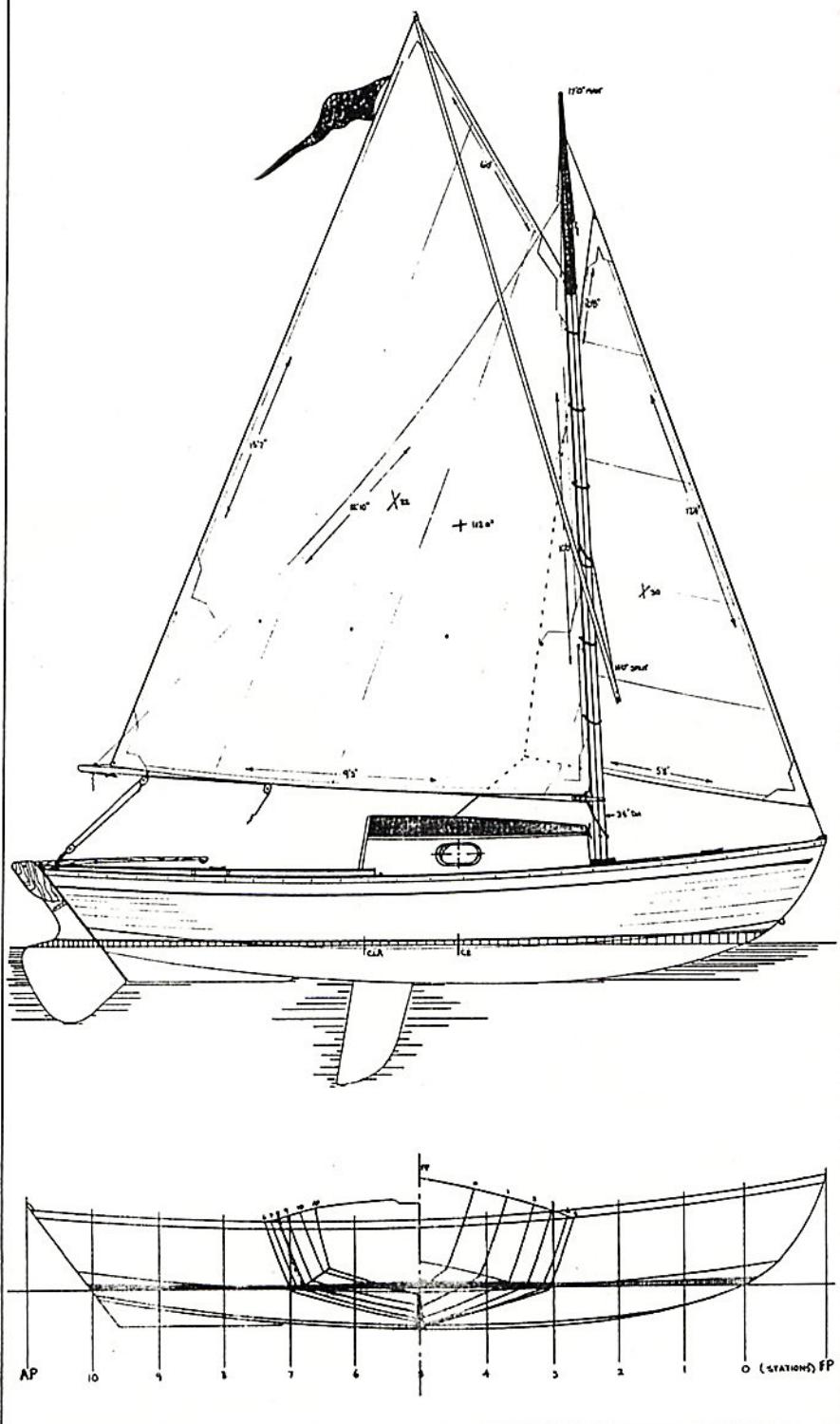


Nancy's China

When first introduced, this trailerable overnighter cost about the same as four place settings of the famous White House china.

LOA	15'2"
LWL	12'6"
Beam	6'0"
Draft (CB up)	0'10"
Sail area	112 sq ft



costs in Olympia, nearly drove the under. That first fall, the Delis lived in a curtained-off area of the dusty shop for two months. "It was an adventure," says Sam, "one I hope not to repeat very many times."

The move situated his shop strategically between the Northwest's two largest cities—Portland, Oregon, a river city where Sam already had sizable reputation, and Seattle, Washington, whose location on Puget Sound makes it the boating mecca of the West Coast.

One of the things Sam urgently needed was a clearer understanding of the size of the market for wooden boats. So, shortly after the move, Sam and Liz did an informal poll of wooden boat shops in the region. What they found was disconcerting: In this area with a long and colorful maritime tradition and some of the best cruising waters in the country, where old wooden vessels of all sizes abound, only 350 to 400 wooden boats of any kind—from canoes to power cruisers—had been built in the preceding seven or eight years. And Sam's shop in Eugene had turned out at least 25% of them.

Sam was particularly dismayed by what had happened to the market for strip-built canoes, which seemed to be a microcosm of the larger market and offered a cautionary tale. Another Eugene boatbuilder, David Haze, had made a name for himself with beautifully crafted canoes of cedar or spruce strips sheathed with fiberglass. When he first started making them in the 1970s, these boats sold for around \$300, but as word of their spread, some stripers eventually grew to be as expensive as \$1,200—still a bargain, considering their beauty, utility, and light weight. Now, just a few years later, Sam had encountered another builder at a boat show who had been unable to sell flawlessly constructed strip canoes at a price of \$450 each. "He had 12 hours in each one. It made me wonder what the hell was happening."

The lesson, Sam concluded, was that, "as frustrated as I get when I don't sell five or ten boats at a boat show, the fact is there really isn't that big a market for this stuff. Which means we must be ready to move with the market and remain flexible in our response to it."

Sam ruefully retells a joke making the rounds at wooden boat shows: