

# OUR STORY



## Gordy's

In 1955, my grandfather, Gordon “Gordy” Whowell started our company with this boat “Effie” in Fontana, WI on the west shore of Geneva Lake. He captained “Effie” himself, charging \$1 a ride for visitors to enjoy a beautiful cruise around the Lake while being entertained by his wonderful stories, love of boats and, most of all, the pursuit of having a good time. Families came from all over to experience Gordy’s famous speedboat rides—“A millionaire’s thrill for 1 thin bill.”

In the years to follow, and with the help of his two sons (Tom & Jamie), Gordy’s business grew with the addition of gas

docks, full marine service, storage, ski school and boat rentals. In fact, it was my grandfather’s vision for families to experience the enjoyment of driving the boats themselves. To that end, he was the first to start offering much larger rental boats than anybody else at that time—18ft custom runabouts with Mercury outboards! (I vividly remember riding in these same boats as a kid in the 1970’s—what a joy!)

To help promote his rental business and all the fun at the Lake, Gordy began displaying at the Chicago Boat Show back in the 1960’s (pictured below with my grandmother Jean and my father Tom). I feel Gordy’s spirit living on as we stand here today at the show just as Gordy, Jean and my father did then almost 50 years ago.

Over the past few decades, Gordy’s has continued to grow with the 3<sup>rd</sup> generation of family actively involved in running the business. Our success in large part is due to our wonderful, loyal customers and employees, who we see as part of our extended family. Even as we grow, one thing we will always cherish is the long and storied history of our family, our friends and all the fun we have had together in boats.

In front of you here is my family’s original boat. She holds special meaning to me and the family as a symbol of our successful history over the past 50 years. With our stability, longevity and endurance we look forward to continuing on for another 50. Some of my fondest memories are of my grandfather driving “Effie” and enjoying good times on the Lake. I hope you enjoy seeing this boat here as you reflect back and look forward to building more great boating memories with your family.

Tom G. Whowell

### THE FACTS ON EFFIE:

1948 Chris Craft 25ft Sportsman

Hull # S-25-158

Engine: Scripts 208 (200 Hp); 6 cylinders with 2 spark plugs per cylinder; 678 cu in.

1 of only 208 made from 1946 to 1950

“Effie”—named for the wife of the owner of the boat from 1948 to 1955, Effie White

The condition—represents how we care for boats

This boat—represents the story of our family business



### 1948

New House \$7,300.00

New Car 1,690.00

Gallon of Gas 0.16

Loaf of Bread 0.14

Ounce of Gold 35.00

25 Chris Craft Sportsman 8,300.00

