

1940 Chris-Craft "Red & White" Express Cruiser



"Industrial design, in particular transportation, was undergoing unprecedented change and "modernization" during the early part of the 20th Century. The ideal for the future was showcased at the very popular New York World's Fair of 1939.

Chris-Craft responded with a design for its own "Boat of Tomorrow" -- the 25' Express Cruiser which was first featured in the 1940 product line. Numerous "moderne" design influences can be seen in the striking red and white boat -- the World's Fair trademark Trilon building reflected in the burgee flagstaff, the tear drop deck horn enclosure, and the elliptical sides of the v-shaped windshield frame all giving hints of the future. The fascination with circle geometry and streamlined design were even continued into a striking art deco version of the Chris-Craft logo itself.