

The crest of the Coat of Arms shows the silhouette of the first *Miss America* emblematic of the World Championship and for the Chris Smith built boat that returned the Harmsworth Trophy to American shores.

The *Rising Sun*, representing a new power and majesty upon the blue sea and signifying "A new day upon the water."

The *Bendy Gules* (red bands) is a mark of high honor, signifying Safety and superiority among rivals. The red color represents peace, sincerity, and magnanimity

The *Lymphiad* is an ancient galley awarded to those who had performed outstanding feats upon the sea. It is colored black to indicate constancy and blue for truth.

The *Two Sable Martets*, or flying geese, represents strength, speed and resourcefulness. The goose is among the most tireless flyers and a bird that can do anything, since it walks, runs, swims, and flies.

The *Cri de Guerre* or rallying cry of the house, in this case Chris-Craft universally known name in motorboating.



The Heraldic Crest, or *Coat of Arms* of Chris-Craft has been in continuous use since its first appearance in 1930. Now one of the worlds most recognized symbols. Each element has a precise meaning rooted in heraldic antiquity.

Taken together, the translation of the Chris-Craft Coat of Arms would be:

I am the boat that brought a new day upon the water, and a new ideal of boating to millions of people. I am safe always for you and your family to use and enjoy, for I have proven myself superior to all rivals and all conditions times without number. My name has been blazoned upon motor boats which have won more competitive events than all others combined – I have speed, strength, and the ability to out-perform others, and to out-live them. I am designed in sincerity, built with honesty, endowed with constancy of performance at all time, sold to you with truth, and am worthy of your loyal regard throughout the many long years you will use me. I am a Chris-Craft

From a description prepared for the 1930 Chris Craft catalog.