

## Art Signs Give Club Neat Touch of Class

By FRANK FARRINGTON

A PRIVATE golf club may not be a business that needs to be advertised by a sign on the roadside, but beyond doubt its presence ought to be indicated in some way, if only to guide visitors and to satisfy the curiosity of travelers and tourists.

One sees many courses that are not named in any way for the information of the passing public. And one sees many



others that are named merely by a lettered board. Few use as indicators a sign that may be regarded as the finishing touch to a beautiful setting.

Two signs that have attracted my attention are those of the Saranac Lake (N. Y.) G. C. and the Marietta (Ohio) C. C. These are not only neat, clear cut, artistically lettered, but each has an individual and distinctive emblem surmounting the actual sign. The silhouette above the sign board gives that touch that arouses pleased



GOLFERS are accustomed to having food delightfully prepared and served.

Gloeklers, leading Food Service Equipment Manufacturers, have provided better clubs everywhere with equipment and arrangement that aid manager and chef in successful preparation of food, to satisfy keen appetites.

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## Your Members Want LEWIS WASHERS at Every Tee

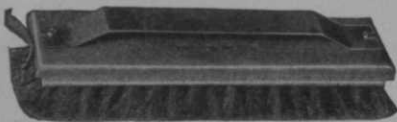
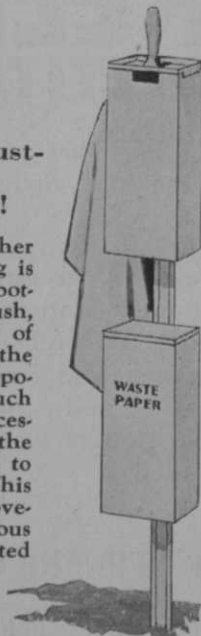
It is little wonder members get disgruntled when they come to a tee with a dirty grass stained ball — and no Lewis Washer to make it gleaming and white.

.....The sand box and water pail are almost obsolete .... consequently adequate provision for ball cleaning must be provided. Lewis Washers do the job to perfection and no sand is used.... just soap and water. Order today.

**Now--**

**Brush Adjust-  
ment is  
Automatic!**

In the 1930 washer a new spring is added at the bottom of each brush, the function of which is to hold the brush in a fixed position until such time as it is necessary to remove the brush in order to interchange it. This is a big improvement over previous types. Illustrated below.



**G. B. LEWIS COMPANY**

Dept. G. D. 630 Watertown, Wis.

interest. The signs are lettered on bronzed metal plaques, the letters being cast in the metal. The silhouettes are metal stampings. The whole is as nearly permanent as such a thing can be made and is constantly bright and legible.

Any golf club that has an artist member can get that member to develop for it a special design unlike any other. The city of New Rochelle, N. Y. has gained distinc-



tion for its street markers by securing the co-operation of the various artists having homes there. Marietta, Ohio, is claimed by its citizens to be the best marked city in the world because of the general use of distinctive street signs.

The golf club's sign may not seem an important factor in the success or popularity of the club, but it may be important as a means of giving the public the impression of quality that every member likes to have broadcast. Beautiful golf course and a handsome clubhouse with a commonplace sign board to give its name to the passerby, is like a man dressed in a well tailored suit and wearing a cheap looking hat.