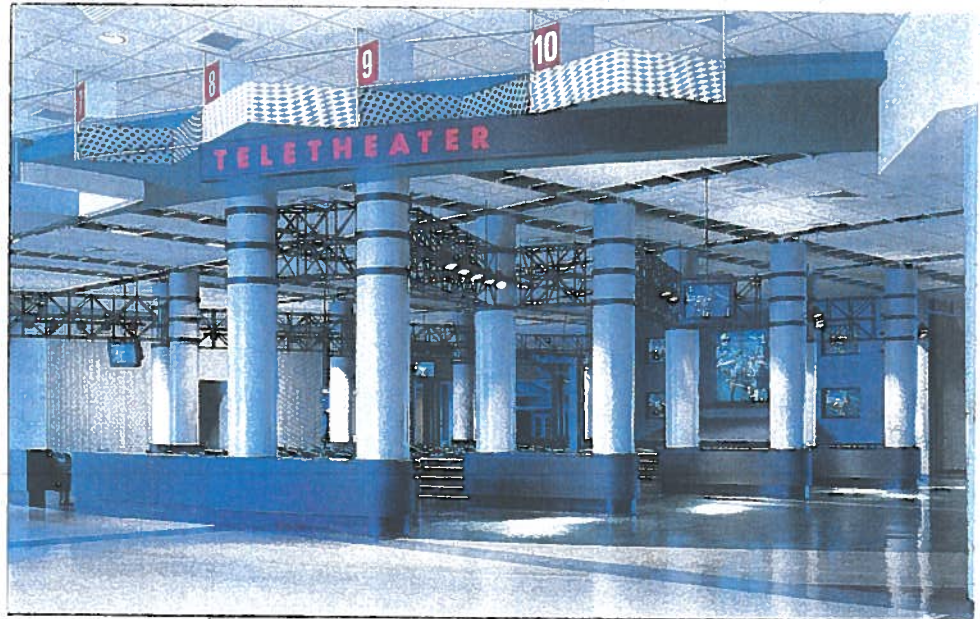


ALL-PRO SIGNS

**THE FOOTBALL,
HOCKEY, BASEBALL,
HORSE RACING,
RODEO, ETC.
SEASONS ARE A
SUCCESS
BECAUSE THE
FITTEST SIGNS,
FITTINGLY, ARE
SPORTS SIGNS.**

East Rutherford, NJ
Interior and exterior sign systems
and architectural enhancements by
Cloud & Gehshan Associates of
Philadelphia. Photos show the "All
American" food stand, Teletheater,
and Mutuel Window signs at the
Meadowlands Race Track.



IMAGINATIVE DESIGN TEAM

To keep it exciting for fans to attend events in sports facilities, sports managers are also turning to design professionals. Several members of Cambridge, Mass.-based SEG (Society for Environmental Graphic Design) have been involved in sports projects. Virginia Gehshan of Cloud & Gehshan Associates, Inc, Philadelphia, worked on the Meadowlands Racetrack. Her firm provided both interior and exterior sign systems for the horse track.