

Offensive advertising

To the editors:

I am a landscape contractor in Richmond, Va. and I also ride a Harley-Davidson motorcycle. I found the Scotts Pro-Turf advertisement printed in *LANDSCAPE MANAGEMENT* magazine (November 1987, page 28) to be discriminatory towards those of us who ride motorcycles. I do not feel that "the average person" considers a motorcycle rider "Big Trouble." This negative and prejudiced depiction of motorcyclists is unnecessary and harmful to all motorcycle riders.

Many motorcycle organizations contribute to charities, hold toy runs for children's hospitals, and are trying to change the public view that has been partially created through advertising such as this.

David Wilson

*Shipp & Wilson Landscaping
Glen Allen, Va.*

Where are the people?

To the editors:

I enjoyed your November "Outlook" column (Where are the people?). You probably opened some eyes to the problems facing the industry vis-a-vis future leadership.

Richard W. Lambert

*The Idea Bank
Tempe, Az.*

Cool suits for hot work

To the editors:

As a long-time subscriber to your magazine, I particularly enjoy the columns in which questions and inquiries are posed by your readers and responses provided by the staff. I am reasonably sure the sales and manufacturing community likewise takes great interest in these columns. I would like to pose a challenge to equipment manufacturers on behalf of the many thousands of people employed in our kind of work.

I am the parks director in the mid-Atlantic community of Hampton, Va. Among our many responsibilities is turf maintenance of all highway rights-of-ways, median strips, vacant lots, school grounds, parks, public buildings and so on. Our weather in June, July, August and September gets very hot and miserably humid. The fatigue factor affects our employees tremendously under these conditions.

In the past year, stock car drivers

on the Winston Cup circuit have taken to wearing what they refer to as "cool suits" and helmets. These are freon-charged and operate via hook-ups to a small compressor and electric motor. Recently I read where the average cost per suit is about \$2,800 and helmets run in the vicinity of \$400-\$600.

Why wouldn't it be possible for cool suits to be manufactured for use by landscape employees? A conservative estimate of the number of tractor operators or riding mower operators employed by highway departments, cities and parks departments, golf courses and so on would probably be in the 50,000 to 100,000 range, not to mention private companies. Given the economics of scale, it would seem likely to me the manufacturers of such wearing apparel could bring the price down into the range which could be considered by this industry as an item of clothing which could be placed on the employees to improve productivity, morale, employee health, etc. In the case of tractors and riding mowers, it would seem the necessary attachments for access to elec-

tricity and on-board compressors could become an optional or standard item.

In the interest of the landscape employee of the present and future, I would request the industry take serious consideration to the suggestion.

Thomas H. Daniel

*City of Hampton
Hampton, Va.*

Wrongo

To the editor:

Thanks for the press given to me in your September issue.

The 15 years of service for which I was given a plaque at the Lawn Seed Division meeting during the annual convention of the American Seed Trade Association was as secretary-treasurer of The Lawn Institute. It was not as the Lawn Seed Division's secretary-treasurer, as reported.

Robert A. Russell

*J&L Adikes, Inc.
Jamaica, N.Y.*

Oops! Our apologies.—Ed.

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