By Lorraine McClish staff writer

Signs of the time crunch are all around us.

If you don't think so, consider:

The take-out saida bar in your local supermarket has expanded since the last time you looked and the space for microwave dinners has doubled or tripled. Pillsbury, H. J. Helinz and Campbell Soup are the leaders of that passes the state of the state of

The classified ads are listing the likes of "Critter Sitters" and "Parties to Go."

FOR THESE new entrepreneurs of the convenience industry, the economic climate is a healthy one. Chase Econometries predicts that by 1990 more than 50 percent of us will be living in two income families. As time grows scarce with the rigors of climbing up the corporate indeed, the easy path will be sought and more and more of our time will be bought with money.

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Hudson's For Your Image, better known as FYI, is one of the grandmothers of the convenience industry in this area. FYI consultants ask for but 20 minutes of your time - no money - for an interview that pegs your likes, dislikes and lifestyle. From there on in its the consultant's effort, knowledge and leg work that is used to make you look good.

If you are handicapped, or for any reason home-bound, the consultant will come to your house.

"We get everything we need to know about our customer on that first interview, even a color analysis, to pull together an entire wardrobe or revamp an old one. And we can use all of our stores to do the shopping," said May Arvo, who works from Hudson's at Northland.

"Our job is to know our customer so well that if she's leaving for a skiing trip to Colorado tomorrow or to a wedding Saturday night we can outfit her," she said. "And when we do select outfits, we always select coordinated accessories."

There is never an obligation to buy what the FYI consultants have chosen.

ARVO HAS shopped for a bilnd man. She has been asked by customers to watch for sales or mark downs, and responded to that request. On one occasion she bought 10 gifts for women in a businessman's office with an order by telephone.

"I called him back to tell him what I selected. I had

with an order by telephone.

"I called him back to tell him what I selected. I had the purchases gift wrapped here; he picked them up in package pick-up. I never saw the man," she said.

The Letter Writer puts down a cilent's wishes or thoughts in any words available in standard English. The cilents in many instances are so fraught with frustration or emotion, they eliter can't do it themselves or don't trust themselves to do it.

"A lot of our requests concern legal problems, a lot are emotional," said Ginny Eades, who opened her place of business in Plymouth seven years ago and now has a branch in Wayne.

Her staff of seven — backed with a host of typists — how written a letter for a father who hadn't spoken to his daughter for years. They have gotter a suifactory agreements after long-standing arguments between consumers and utility companies. They have ghote-written books and speeches, responded to naity letters, ranged an interview and written munkeous from a smaller standard to the control of the control

THEN THERE is another group in the clientele who can write what they want to say well enough, but can't spell and know they can't spell.

The Letter Writer's philosophy is that most problems can be solved with the proper communication. The Letter Writer will also do research and investigative work for either business or personal needs.

In Plymouth, the number is 455-9737; in Wayne, 326-4550.

s — o — s Send help to ease pain of life in the 'fast lanes'



Loreta Sager launched Crister Sitters from her Livonia home two years ago, took on Mary Jane Fava, a
Westland resident, as a partner last year and is continuously seeking new help to respond to about 40 calls a
day.

"We are so careful in interviewing, so leary about
who we are giving someone's house key to, we have to
be so concerned that our help is giving the loving care,
the teeding, the walking, that we advertise." Sager,
sold the state of the state of the state of the conrer running out tails off!

Critter Sitters is advertised now solely by word of
mouth, much of it through local veterinarians and pet
groomers. As a natural outgrowth of the business,
Critter Sitters visit homes that are unoccupied, with or
without pets, to care for plants, pick up newspapers or
mail in the area from Dearborn to Farmington Hills,
from Telegraph Road to Novi.

Critter Sitters number is 422-4119.

Rent-A-Mom and Mother's Helpers are both available 24 hours a day through Southfield-based Health
Care Professionals Service Center.

Rent-A-Mom is used by working parents who cannot
stay home and care for their sick children, or for parents who need some time away from a monitor-depentent child.

SKILLED NURSE aides are available on a flex-time

ents who need some time away from a monitor-dependent child.

SKILLED NURSE aides are available on a flex-time basis, supervised by a registered nurse who is accessible at all times.

Mother's Helpers are available for mothers who are recuperating from lilness or surgery who need help with child care and homemaking. The service is most one home the complex of the

Lorraine Gerich of Novi, as a direct result of her job as an instructor for Gymboree.

"It was just listening to the mothers talk about the next birthady when they were in Gymboree." Jeffries sald. "They were all busy mothers and both the mothers and the kids were tired of the restaurant birthady party — they'd been to too many of them.
"I'd guess most of our clients so far have been working mothers."

Mother's job is furnishing the guest list and the house. The guest of honor furnishes the theme, whether it's dinosaurs, "Sesame Street" or just birthday party.

Wireles is a day party.

To date the requests have been for youngsters' birth-day parties, but the sisters will ready a party to go for any reason, beginning with writing and mailing the

any reason, beginning with writing and mailing the invitations.

They come in early to decorate and stay late to clean up. They order the food, the clown, the magician, whatever the entertainment, plan the agenda.

"It can be as simple or as claborate as you like."

Jeffries said.

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The number for Parties To Go is 851-6790 or 3444982.
Holly Kelly, a franchise owner of Merry Maids, opened shop two years ago in the face of a lot of competition. She grossed better than \$250,000 in her first year of business and has every reason to suspect that will double in the second fiscal year.

"IT TOOK A while, but we concentrate beavily on giving good service, so the referrals have started to roll around," she said, "My customers are mostly double income families. Neither of them (the wage earners) feel like cleaning when they come home and they don't want to be around when the house is being

cleaned.

"But the same applies to the single parent who is working. And many, many times the request is for someone to do just the very heavy work in a house that has a live-in maid."

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Kelly has two supervisors working out of the Farmington Hills office who in turn keep 38 maids busy. She also has pians to open another base of operations.
"I could use more help and keep them busy," ahe said. "Customers I've got; training and keeping good help is what is keeping me busy."
The number for Merry Maids is 471-0930.

Maoi and discos share the land of 'Rapa Nui' Continued from Page 1 In an an every before. Each sight 1 In an an every before. Each sight 1 In all and the except for few many and the sight of paths as the start and letting my mind wander where it might. In the continue words the winds are incompatible and the winds areal to diction. It is all the winds are incompatible and the wind