

Now's the time to think of lawn

A well-kept lawn is important to many American homeowners, but finding time to adequately grow and maintain a lawn poses a real problem for a growing number of people. One solution to this dilemma, however, is professional lawn care.

Most lawn care companies provide custom services for people with limited time who still desire an attractive lawn. As a rule, these firms handle soil testing, diagnosis and control of weeds, insect and disease problems, and fertilization. The cost of these services is often more reasonable than you would expect.

"Many people are interested in having a nice lawn for entertaining outside and a space for children to play," says James R. Brooks, executive director of the Professional Lawn Care Association of America.

"Yet, a lot of these people have priorities on their time that limit working on their lawn," he adds.

THIS IS particularly true with working couples who need weekends to spend with their children, and people who have weekend hobbies such as boating, fishing and travel.

"We're seeing many two-income families come to us because their leisure time is at a premium," says Robert Grubb, vice president of operations for Hydro Lawn Inc., in Gaithersburg, Maryland. "They want weekends to themselves."

Another reason for the swing to professional lawn services is the increasing cost of do-it-yourself lawn care. Last year, 33 million homeowners spent an average of \$100 on inputs for their lawns, including fertilizer, equipment and pest control. On a per-capita basis, each homeowner spent an estimated \$80 based solely on these figures.

"The money people spend on their lawns varies from those who spend nothing to those who spend hundreds of dollars or more every year," says Elliot Roberts, director of the Lawn Institute, a professional organization of people and companies who supply the lawn care industry. "It's almost impossible to pin down an exact per-capita figure."

ACCORDING TO William Fischer, president of Spring-Green Lawn Care Company, in Naperville, Illinois, an average cost a homeowner might spend annually on professional lawn care is \$135. Of course, some companies charge less and some more.

"On average, we make five visits a year for our customers," Fischer says. "We take the guesswork out of lawn care for the homeowner, and most companies — including ours — guarantee satisfaction with the work."

Fischer says that 70 percent of homeowners nationwide who use a lawn care service renew their contracts year after year.



RANDY BORST/staff photographer

Serenity

This scene along Howard Road is one of many beautiful winter spots in the Farmington area. Enjoy the winter beauty while you can though. Spring makes its appearance in 39 days.

Come to the 4th Annual

• Door Prizes
• Free Admission
• 110 100's of Products & Ideas

FARMINGTON HOME SHOW

Friday, Feb. 15, 5-9 pm, at the MERCY CONFERENCE CENTER 11 MILE & MIDDLEBELT (Gate 4) Farmington Hills

Sponsored By

H.A. SMITH

Lumber Supplies
28575 Grand River

(Near 8 Mile) 474-6610 or 535-8440

• Have a Heart •

Dunkin' Donuts' Valentine Cookie Pops 79¢

We've made our very own Valentine Cookie Pops as special as can be. They are delicious, old fashioned sugar cookies on a stick, that are hand-dipped in rich chocolate coating and beautifully decorated. Everyone will love them, so be sure to get one for all your Valentines. At participating Dunkin' Donuts Shops while supplies last.

**DUNKIN'
DONUTS'**

It's worth the trip.

2719 Grand River Ave.
FARMINGTON HILLS
3100 W. 12 Mile Rd.
White Nov.

1425 W. 12 Mile Rd.
Westland
5771 Casson Rd.
Casson City

OPEN 24 HOURS,
DONUTS IT'S WORTH THE TRIP DUNKIN' DONUTS IT'S WORTH THE TRIP

7 DAYS A WEEK

You've Got Nothing to Lose but Weight...

"Losing 42 lbs and a dress size in 10 weeks was easy at Physicians WEIGHT LOSS Centers. And with their medically supervised program I was never tired or hungry." "Now I'm so proud of my new figure...I feel sensational!" *Janet Smith, patient*

• Medical supervised weight loss program
• Lose 3 to 7 pounds per week
• No strenuous exercise
• Dietitian and counselors on staff
• Competitively low fees

Physicians WEIGHT LOSS Centers

FUJIA LOSS DIET SYSTEMS
Call now to schedule a weight analysis. Absolutely no obligation.

LIVONIA/FARMINGTON/REDFORD
15300 MIDDLEBELT
LIVONIA - 471-3210
FARMINGTON - 471-3210
ALLEN PARK - 381-3733
ALLEN PARK - 381-3733

You've never lost weight so quickly. So safely!

DR. GEORGE S. ZIMBALIST, D.D.S.
ORTHODONTIST
520 JOY RD., REDFORD
537-2525
TWO BLOCKS WEST OF TELEGRAPH

BRACES \$1277⁰⁰
(To Age 25)
FREE CONSULTATION
with coupon
Expires May 31, 1985

• MEMBER ROYAL SOCIETY OF MEDICINE • PRACTICING FOR OVER 25 YEARS
• CHILDREN AND ADULT ORTHODONTIST • MEMBER AMERICAN ASSOCIATION OF ORTHODONTISTS
• WE ACCEPT ALL INSURANCE
• OFFICE HOURS BY APPOINTMENT

JUMBO DISC PRINT SPECIALS

Process & Printing \$24
FUJI DISC FILM w/processing \$18
FUJI DISC FILM w/o processing \$16
NO LIMIT

EXTRA SET OF PRINTS AT TIME OF PROCESSING 10¢/ea.
Present coupon with film
5x7 from 15¢ reg only 99¢ ea.
Not valid with other offers, expires 3-2-85

PROCESSING SPECIALS

C-11 process color print film 135, 110 or 126¹
12 Exposure Roll \$24
24 Exposure Roll \$48¹
36 Exposure Roll \$72¹
EXTRA SET OF PRINTS AT TIME OF PROCESSING 10¢/ea.
Present coupon with film
Not valid with other offers, expires 3-2-85

REPRINT SPECIAL 20¢ Ea.
• Every Roll Quality Controlled
• "We use Kodak paper for the good look."
NIGHT FILM DROP BOX AVAILABLE
OPEN: Mon.-Fri. 8:30-6:00, Sat. 8-5
Convenient Parking
*4000 4000 represent number of the Environex Color Cans

KIS PHOTO
1 HOUR LABS
477-5300

Action
3225 W. EIGHT MILE • FARMINGTON HILLS
• Between Orchard Rd. & Farmington Rd.

Child's Cleaning & Check Up

\$26
Special fee
this February
kids under 14

DURING CHILDREN'S DENTAL HEALTH MONTH

Available only at our office...because this is National Children's Dental Health Month...special reduced fee includes thorough cleaning, needed x-rays, fluoride, and exam. Convenient evening and weekend appointments. Available for new patients...because we really do care about good dental health.

Family Dentistry

DR. JACOB PESIS
DR. SOLOMON K. PESIS
28800 W. 8 Mile
Traffic Light between
Grand River & Middlebelt
478-1650

UNITED DENTAL ASSOCIATES

the talk of the town



Bates Hamburgers

One Day Special

\$1.00 OFF
Bag of Burgers

FREE Coffee
(1 per customer)

Bates Hamburgers

5 Mile & Farmington, Middlebelt at 5 Mile
Livonia Farmington Hills

26th Anniversary Thursday February 14th!

Special
Prices
on
Drinks &
Shakes