

Dallas Post/Charlot M. Denmon

Reading copy

Al Yascavage, owner, publisher and editor of the Senior Citizens News, prepares copy with transfer letter for his monthly publication.

Senior

(Continued from page 1)

the kitchen and Yascavage moved publication to his garage.

He does all the editing, typing, layout, reporting, paste-up and ad sales. His wife does the proof-reading and the bookwork, "something I never did before", said Dolores Yascavage. His son, Al, Jr., and daughter-in-law, Ruth, help justify the copy by using their computer.

Yascavage divides each month into weeks-one selling advertising, one week editing copy, one week doing layout and paste-up and one week, distributing the paper. He sells subscriptions to the paper but to date has only about 200 paid subscribers.

Yascavage finds lots of people read it but he is disappointed because he does not receive much support from doctors, a professional group whom he thought would be very supportive of the project. He is now in the process of selling business card sized ads for a 'Health Professionals Page' which he believes should be of help to the senior citizens.

"Advertising sales is a difficult field," he said. "It takes a lot of time, more time that I can afford to spend in addition to the other areas. We have tried to obtain sales people but we have not been successful to date. If any of our readers are interested I wish they would contact me at my home," said Al.

Realizing that the senior citizens do not see as well as they used to, Yascavage uses large, bold type to make his paper easier to read. He does not try to publish a sophisticated paper but a neat, informative paper - one that is interesting and helpful to the readers.

The DALLAS POST
Salutes

CRAWFORD'S SALON

By **KATHY SUDA**
Staff Correspondent

Ruth Crawford's Beauty Salon opened in the Fernbrook Plaza in Dallas a little over a year ago and if you are among her clientele, you've probably come to consider Ruth and her workers as friends.

Ruth Crawford has been cutting hair since she was 18 and as she says, "That's all I know." For a long time, Ruth operated her beauty salon out of a home and finally moved to her present location last September. Ruth moved because she felt that people tend to shy away from a home salon.

Ruth says she services her customers with individualized and personalized attention. Ruth and her staff of two part-time workers enjoy talking with the customers and getting to know them. This way, Ruth says, her customers can not only look forward to getting their hair done, but they can feel they are also coming to the salon to talk with friends.

Since Ruth's salon opened in the Fernbrook Plaza, her clientele has expanded considerably and she enjoys the added walk-in customers

as well as her usual clientele. Ruth said sometimes she gets customers that are just walking by the shop, see a picture in the window of how they would like their hair to look, walk in and ask Ruth and her staff to do their hair that way.

"That's the fun part of it," Ruth said, when people come in her shop and say, "do something different with me."

Besides hair styling, Ruth Crawford's Beauty Salon does color analysis, make up, eyebrows, manicures and more. The staff teaches their customers how to blow dry and style their hair at home. They tell their customers what to do to take care of their hair.

Ruth said, "The better they look, the better we look." When a customer wants something outrageous, they have a consultation to make sure the customer doesn't go home with a cut they can't do anything with.

The salon is open Tuesday through Saturday and is fully staffed on Thursdays. They are easy to find as you are driving up the Luzerne-Dallas Highway. Just after the overhead road there is a large sign for the Fernbrook Plaza. The beauty salon is on the right.

BRYANT'S BIKE SHOP

By **KATHY SUDA**
Staff Correspondent

Josh Bryant took over his parent's bike store in Kingston in 1974 where he once worked in the 1940's. Today, Josh Bryant is known as the Bike King.

Bryant's has been doing business long enough that just hearing the name symbolizes proven quality and service.

Bryant's Bike Shop is located across from Kingston Dodge on Wyoming Avenue and sells only Schwinn brand bicycles. As Bryant said, the Schwinn name has long been associated with high quality bicycles.

Bryant's sells bicycles for the whole family—from the popular BMX models for the rough and tough kids, to a wide range of adult bicycles, for the pleasure rider and the competitive biker.

Bryant's also stocks a large selection of parts and accessories and

does repairs on most makes of all bicycles.

For the person who wants to ride but doesn't want to go out, Bryant's also sells a line of exercise bicycles.

One extra feature of buying a Schwinn at Bryant's is that they tack on an extra 60 days onto Schwinn's 30 day check-up period. Every Schwinn also comes with a limited warranty.

Bryant's is open Monday and Thursday from 10 a.m. to 9 p.m., Tuesday, 10 to 6, Wednesday and Friday, 10 to 5 and Saturday, 10 to 3.

Drafty house is expensive

A drafty house in winter is more than just uncomfortable; it's expensive. Cold air coming in means hot air going out. These are heat leaks, and plugging them can save you as much as 25 percent of your heating bill.

Many of these common leaks in your house or apartment can be identified without using fancy or sophisticated equipment. Wait for a cold day, close all the windows and doors, and make an inspection of your premises. Take a wet sponge with you to dampen the palm of your hand on; the moisture will help you feel drafts.

Here, according to the November

Reader's Digest, are some of the key places to check for possible heat leaks. To plug them, you'll need caulk, foam weatherstripping, foil-faced and unfaced insulation, duct tape, foam gaskets and tension weatherstripping. Not only will you spend a more comfortable winter if you stop the drafts, you'll save as much as 25 percent of your heating bill.

Basement door and windows, clothes dryer vent, outside doors and faucets.

Outlets and switches, wall-mounted fixtures, recessed fixtures, ventilating fan, room air conditioner.



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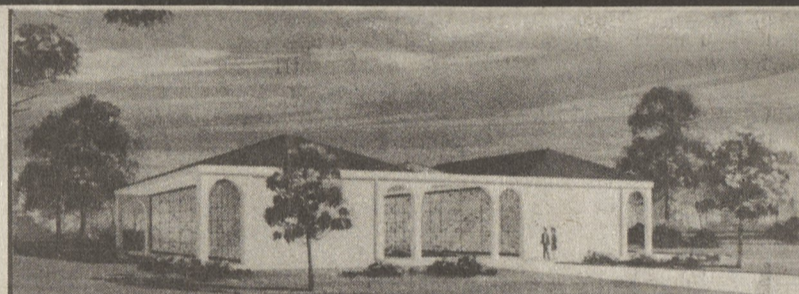
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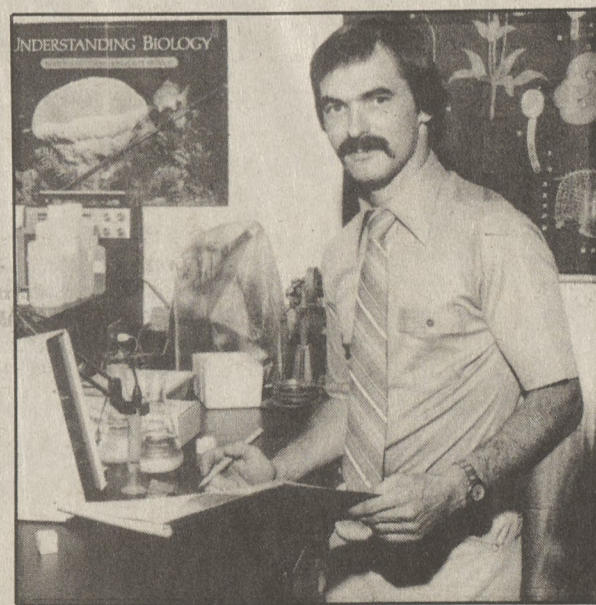
SCRANTON - 220 W. Market St., 346 7343
KINGSTON - S. Wyoming at Northampton, 288 9329
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CARL KNOOSE, age 28, did. He's a biomedical equipment technology major at PENN STATE WILKES-BARRE.

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