Ida's Notebook

Ida Risser



Our married daughter and her almost two-year-old son David visted us the end of March. They flew in from Seattle, Washington for a five day visit. It is lucky that they didn't choose the beginning of April when the airports were closed and the roads drifted shut from a late snowstorm.

David enjoyed the dogs, cats, geese, calves and cows. He was easy to entertain and if I mentioned reading a book he was ready to hop on my lap. It was surprising to learn of his grasp of the English language as he communicated in three and four word sentences.

While they were here they had an opportunity to visit friends, and on

Saturday all of our children and their families got together. But the days flew by quickly and soon it was time to drive them to the Philadelphia Airport for their flight to Rochester, New York where they spent another five days with the other set of grandparents.

After getting my garden rototilled on March 25, I planted 17 different kinds of vegetables and herbs. I put in most everything except corn, squash and cucumbers only to have it covered two weeks later with four inches of snow. As the plants had not yet emerged, I doubt that they were injured. But I did feel bad about the tulips and hyacınths that were

Pa. Pork Producers team up with Phillies

Producers President Abe Fisher has announced the state's swine producers will be sponsoring the 1982 radio coverage of the Phillies

blooming profusely, although maybe they'll fare better than I think.

My next big job is getting all of the chickweed out of my long strawberry rows. If I get berries, I certainly will have earned them. But, I suppose most of us must work hard for what we get and we are fortunate if we enjoy our work.

KINZERS - Pa. Pork uncluding 339 spot announcements throughout the season over the Phillies radio network and WCAU ın Philadelphia.

Fisher pointed out this is Pennsylvania's part of the largest national advertising promotion for pork even under the umbrella theme, "America, You're Leaning on Pork!" The effort spotlights the fact that Americans everywhere are concentrating on being lean.

"Pork is in tune with the times," commented Fisher, "because today's pork is lean, low in calories and cholesterol, and is a rich

source of vitamins - nothing is richer in the B vitamins. Weightwatchers everywhere need to know that pork is the meat and the food for the '80s. That's why we're promoting all over the country and in Pennsylvania.

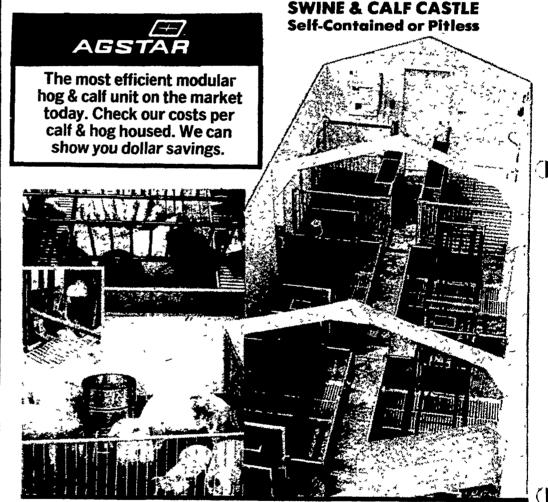
The sponsorship includes spots in the "pre" and "post" game shows on an alternating basis, during pitching changes, within Early Sports Line, and within special features by Frank Jelinek. It is estimated that the pork sponsorship will accumulate about 15,000,000 listener impressions over the promotion.

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