

1943

Home Economics Via Radio

The Iowa Homemaker

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Home Economics Via Radio

THE Homemakers' Half Hour was instituted in 1925 and has since grown from two half-hour programs a week to a five-day-a-week feature of WOI, the radio station at Iowa State. Home Economics staff members and other regular program speakers are familiar persons to Iowa homemakers who are a part of the radio audience.

On January 1, 1925, Miss Margaret T. Haggert, a member of the Foods and Nutrition Department, undertook the direction of the Homemakers' Half Hour. The programs consisted of talks by faculty members on pertinent subjects of interest to the homemaking radio listener.

Miss Haggert was succeeded in 1929 by Mrs. Zenobia B. Ness, of the Applied Art Department. Under Mrs. Ness' direction the program was extended to five days a week.

Programs tended to follow the same pattern with faculty members as guest speakers. Mimeographed copies of most of the programs were sent to listeners upon request. The growing popularity of the Homemakers' Half Hour was evidenced by the demand for copies of the talks. Within three years, 1929-32, the approximate requests grew from five thousand to forty thousand. They came from not only Iowa and the neighboring states, but from the area west of us extending from the Dakotas to Texas.

In September, 1939, it was decided that the program should be given more continuity rather than placing the stress on personalities. The name of Martha Duncan was selected to be used by the succeeding directors of the program. To date, Martha Duncan has been Mrs. Eleanor S. Wilkins.

With the advent of Martha Duncan there have been gradual changes in program material. The first five minutes are devoted to a popular feature, the Market Basket, giving menus for the day and including nutritional and purchasing suggestions. During the remainder of the half-hour, talks by members of the home economics and extension staffs present up-to-date information helpful to homemakers.



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