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Presenting- Martha Duncan WOI Women's Editor

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In her daily radio visits to the kitchens of thousands of homemakers, Martha Duncan gives nutrition suggestions, says D. Jean Merrill.

MRS. ELEANOR WILKINS, better known to her radio audience as Martha Duncan, is a regular visitor in thousands of homemaker kitchens every morning. As woman's editor for Iowa State's radio station, WOI, "Martha" is considered a personal friend of many of her listeners even though they haven't met her.

Her daily program, the Homemaker's Half Hour, which is presented at 9 o'clock each morning, is divided into four periods. During the first five minutes she conducts the Market-Basket sponsored by the nutrition staff of the Extension Service. Mrs. Wilkins seldom gives recipes, but her listeners pick up many tempting ideas for food dishes from her market and nutrition suggestions. She gives special emphasis to rationing and the methods of gaining the greatest value from red and blue points.

During her program Mrs. Wilkins interviews members of the Home Economics Division and of the Home Economics Extension staff. Through these interviews she brings her homemaker listeners interesting facts about the work done on the campus and in the classrooms. The interviews also tell mothers about the activities of their Iowa State sons and daughters. Martha adds vitality and sparkle to the factual material, always keeping it on a conversational level with the homemaker.

The National Livestock and Meat Board, the National Dairy Council and the Iowa Dairy Industry Commission contribute to the information which Mrs. Wilkins uses on her program. Much of the mail heaped on Martha Duncan's desk requests copies of material presented on the program. It is from many of these that Martha learns about her listeners' interests and problems. She can be found, when not broadcasting, perusing recent letters and bulletins in her office on the third floor of the Home Economics Building.