



Underwood & Underwood Photos



# The WHITE HOUSE *Broadcasts*

Radio with all of its color and glamour, its not infrequent role of historic importance, achieves what is perhaps its highest point of drama when the President speaks to the nation. It is on the occasion of Presidential addresses that every resource of science's magic instrument of communication is utilized to bring the speaker's words to all sections of the country. Regular scheduled programs are cancelled or postponed, and the facilities of both great broadcasting companies are employed.

At the announced hour millions of receiving sets in every type of home, from the most modest cottage to palatial mansions, are adjusted to receive those first introductory words, "My friends—", with which President Roosevelt customarily begins his radio talks. There is a ring of sincerity in this salutation which makes every listener feel

that the President is interested, not alone in the great national issues with which our country is confronted, but in the welfare of each individual citizen as well. The speaker's voice, as his talk continues, is forceful and vibrant, frequently becoming intense with seriousness, yet just as often containing the sparkle of good fellowship and enjoyment.

This was true on that historic occasion of last March fifth when the President took the nation into his confidence, and, in a few simple direct paragraphs, made clear to a worried and puzzled populace the significance of the drastic developments which had occurred in connection with the banking crisis. It was true again when the President, a month or so ago, spoke via radio to the 300,000 young members of his Civilian Conservation Corps located in camps through-

out the country, bringing to them words of congratulation and encouragement to which the whole nation listened interestedly. And it has been true on each occasion when the nation's chief has talked through the microphone in his study at the White House, acquainting the people of the country with the human quality of his personality and making real to every citizen the desire and capacity of the government to serve.

The voice of the "First Lady of the Land" has also become familiar to radio listeners. On numerous occasions has Mrs. Roosevelt employed the radio to promote activities for public benefit in which she is engaged.

Radio has served to make immeasurably closer and more intimate the relationship between the occupants of the White House and the people of the entire nation.

“The



*Sincerely yours,  
William Brewster*

By Duane Wanamaker

“Every great institution is but the lengthened shadow of a man.”

Today, more than ever before, America is interested in personalities; everybody is looking for a Moses to lead us out of the bulrushes, or let's be modern and call it the “depression.”

In the good old days, when millions in money and “box-car figures” were tossed around carelessly, like peanuts at the zoo, a

statement that one individual was investing a fortune in a business was worth, perhaps, four lines on page eighteen of your favorite newspaper, and, if read at all, it brought forth nothing more startling than a prolonged yawn.

Today it is different. Let it be known that somebody is tossing several millions into a new venture and almost as one man, the

# Grunow Product *is not new" . . . .*

entire business world sits up on the tip end of its spinal column and gasps with surprise.

All of which is incidental to the amazing story that comes out of Chicago of the latest move of William C. Grunow, who prefers to be known, and, as a matter of fact IS known to bell boys, street sweepers, all the workmen in his factory and all his executives, as just plain "Bill."

It was not many years ago that Bill Grunow was playing baseball in the sand lots of Chicago's West Side. Born of parents in extremely moderate circumstances, but with a determination to accomplish things and a tremendous amount of physical and mental energy, at the age of eighteen he invented a safe gasoline container that made him \$25,000 almost over night. As he has ruefully remarked since, it took him only a few days to let somebody else take the money away from him. But it convinced him of one thing: What the World needs is new ideas, and new ideas will, automatically, bring big money.

Skipping over a lot of interesting history that takes too long in the telling, Mr. Grunow associated himself with two other friends and out of this association came the Grigsby-Grunow Company; one of the friends, after a short try, having decided to step into another line of business. The World knows what happened to the Grigsby-Grunow Company. Under Mr. Grunow's guidance the Company grew to where it was making more than six thousand radio sets per day, and selling them like the proverbial hot cakes. Its original stock was sold for \$25.00 per share, and had a person held one share of this stock and sold it at the peak of the market's activity, he would have received a neat check for approximately \$2200.00.

Rather dry statistics, but back of them is the amazing story of one man's genius, one man's determination, one man's will to accomplish in the face of obstacles that would have driven many another either to the insane asylum or to suicide. That man's name is Bill Grunow. Called a slave driver by some industrialists, because of his own unflagging energy and because of what he demands of his men, Mr. Grunow has always replied that he works shoulder to shoulder with them; he is out in the factory practically the whole day long; he knows every machine, every movement of the machine; and if the midnight oil is burned, he helps burn it.

This Bill Grunow is a peculiar chap, rather erratic, some people call him, because amazing as it seems—impossible as it seems, he cares nothing for money for the sake of money alone. Though the world does not know it, he has tossed away as high as a million dollars in one day, trying to support the market for his stock in order to protect small stockholders, when smart financiers told him of the millions he could have made if he had sold short.

Grunow was in the Army. He rose from a private to a Major, by his own efforts, not by "drag." He believes in army discipline, but, in the Army, he was known for

fair treatment of his men, so in business alike he believes in treating fairly his associates and the public. It is typical of the man that he just naturally likes to do things for people.

He gave a million dollars to establish a sanitarium in Phoenix, Arizona, so that particularly children might have accurate diagnosis and treatment for rare and strange diseases. Naturally, a man who loves children loves pets too, and Mr. Grunow has accumulated over one hundred show horses. He has a ranch in Arizona; a hunting camp in Canada; a beautiful estate at Lake Geneva, Wisconsin, containing a private golf course; as well as a beautiful home adjacent to the City of Chicago, complete with swimming pool, bowling alleys, etc.

Bill Grunow detests being even considered "high hat." Like all big men, he may at times be criticized for his lavish expenditure of money on homes and amusements and his answer, typical of him, is, "Why don't other wealthy men put their money in circulation? It takes over two hundred people to keep up my various establishments, and, if I did not have them employed, half of them would be out of work today. It takes seeds, mowing machines, electricians and lots of other supplies that means work for hundreds of people directly and indirectly, because I am willing to spend my money and let it do some good, instead of hoarding it."

Two years ago, at the age of thirty-eight, Bill Grunow was a multi-millionaire. He could have retired and lived happily ever afterwards. Bill Grunow loves work too well. It was typical of Bill Grunow that this was the time to chose to go into business.

About one year before this time, two of his former engineers who were then unemployed, had gotten hold of a magic refrigerant called "Carrene." For ten years it had been used for refrigeration and air conditioning in large installations such as the U. S. Capitol at Washington, Paramount Theatre, New York, Chicago Stadium, and a lot of other big offices and municipal buildings. If this refrigerant could be adapted for household refrigeration, what a marvelous thing it would be! The point was that, after ten years experimenting, it still seemed that the mechanism necessary to properly use this refrigerant in household ice machines would be so large as to be entirely impracticable. In other words, it would take a box that would half fill the kitchen. But to Bill Grunow, nothing is impossible, and he decided that it could be done. He started a laboratory; put these two men to work, gave them a hundred thousand dollars and said, "Boys go to it. If you can do it, I will start a company and we will go places." So they did it, with Bill Grunow's genius to help.

Bill Grunow started the Grunow Corporation of Chicago, offering the world the most beautiful household refrigerator ever made. But what is more important, it uses a refrigerant that is safe; that contains a refrigerating liquid which for the first time you can see, smell

and hold in your hands without danger and without inconvenience. This refrigerator has set the whole refrigerating world agasp. Unquestionably, it is the most talked of new product in America, today. Experts have said that it will stand the entire refrigeration industry "on its ear"; that it is the only real advancement made in electrical refrigeration since the industry started about ten years ago.

This refrigerant can be carried around in open pails like water—where most refrigerants have to be closely confined, and if they leak out, people must leave the house and serious damage can be caused to humans, pets and plants.

The Grunow refrigerant, Carrene, of which Mr. Grunow has exclusive use for household refrigeration, is non-poisonous, non-corrosive, non-explosive, non-inflammable; it is a fire extinguisher and it cleans clothes.

Nor is this all that is to be recounted in connection with the latest episode in the amazing career of this remarkable individual. With the Grunow Corporation, in a few short months, firmly established to bring the American housewife science's and engineering's highest achievement in refrigeration, Bill Grunow was not content to let it stand at that.

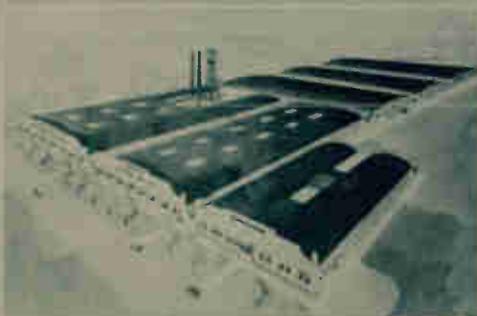
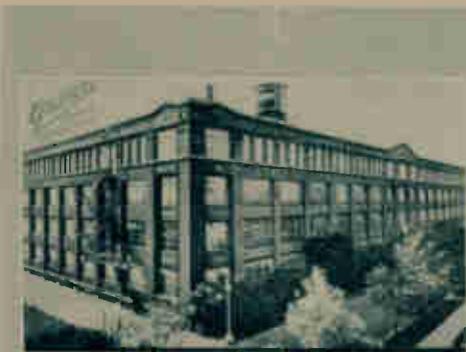
Recently there came the announcement that one of the country's largest companies engaged in the production of radio sets has come under the control of W. C. Grunow, and out of its merger with the Grunow Corporation has been formed the General Household Utilities Company, producing Grunow Refrigerators and Grunow Radios.

Thus W. C. Grunow is back in the radio business, offering the American public receiving sets which not only maintain the same high standard of quality which his sets achieved in the earlier days of the industry, but embodying new revolutionary advances as well.

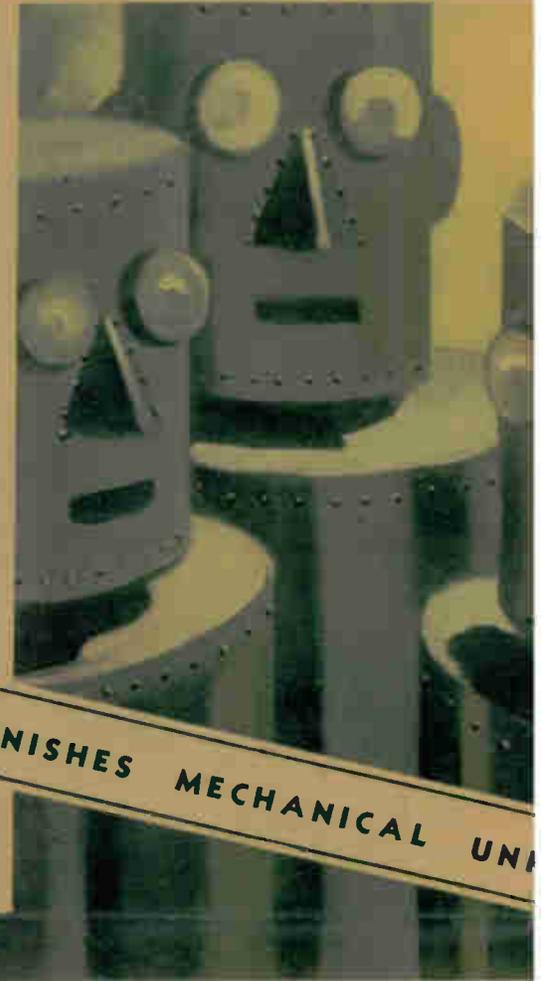
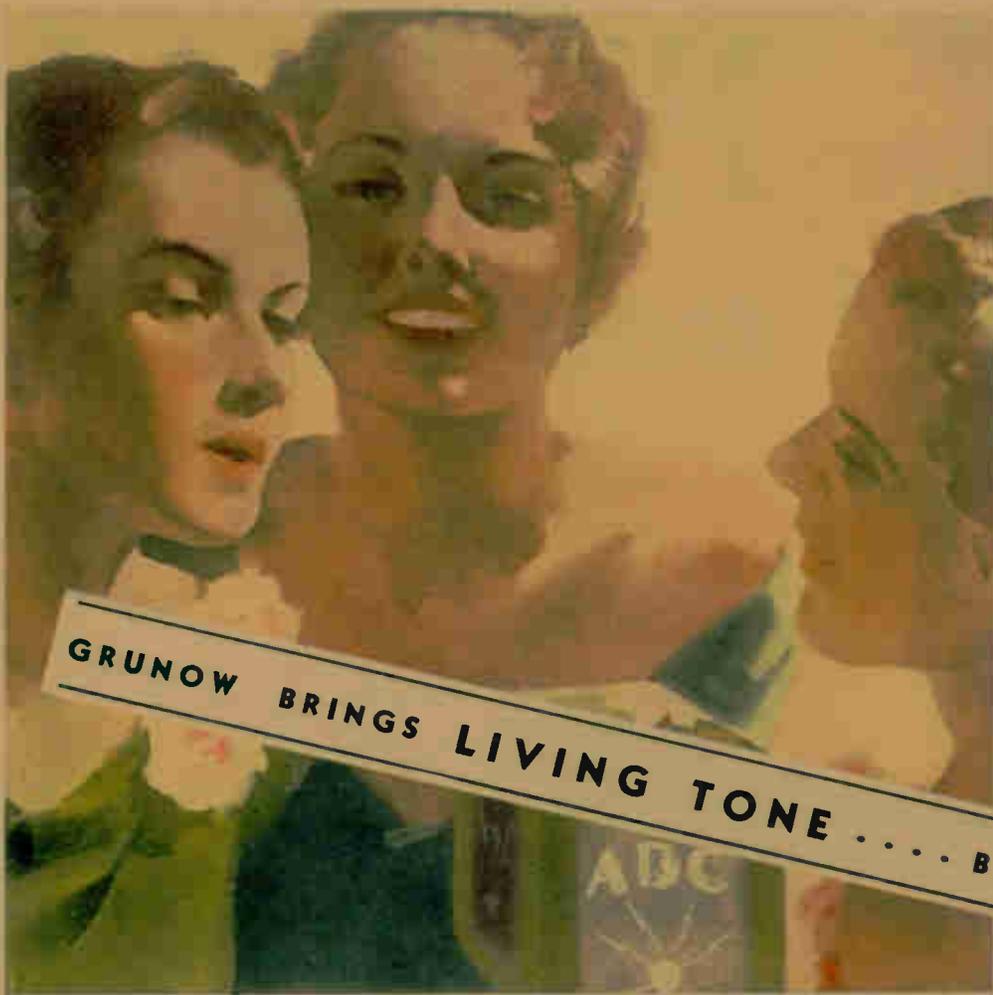
The Grunow products, both radio and refrigerator are not new in the sense that they are untried or made by an organization lacking in experience or knowledge of what they are doing. On the other hand, they are the highest accomplishment of the nation's best engineers and skilled workmen, whose activities are directed by the one person whose general abilities, temperament, and past experience best fit him for that task. The new Grunow Refrigerator and Grunow Radio bear the name of the man who was the guiding genius of the movement which millions of quality radio sets in the homes of satisfied users and who converted electrical refrigeration from an expensive luxury for the chosen few into a home convenience within the reach of the average family.

It has taken nearly two million dollars of Mr. Grunow's fortune to get this company going in a national way, but typical of Mr. Grunow, he says, "I surely have to have faith in my own ability and in my own company, if I have faith in anything, and it is a lot better to put my own money in my own business and watch my own business than to put it in a lot of questionable stocks and bonds." An amazing man—Bill Grunow.

Three of the great plants now producing Grunow products



Hear it Today



GRUNOW BRINGS LIVING TONE . . . . BANISHES MECHANICAL UNIFORMITY

**Grunow**  
THE MODERN MIRACLE OF RADIO



**Grunow Model 902**—(Right)—Nine Grunow tubes including three type 45 power tubes in push pull. Automatic volume control. Tone compensated volume control. Tone control for high and low register at will. Two range tuning covering entire broadcast band as well as both police bands up to 4000 kilocycles. Visual indication of volume setting. Visual indication of tone setting. New Grunow 12-inch Synchron-dynamic speaker. Heavy duty

monitor type chassis. Contains striking new Slide-trol which eliminates necessity for tuning in favorite stations. A turn of the dial without even glancing at the set itself, tunes in your favorite stations automatically. Complete silence prevails between stations. Corner and side panels of Czech walnut inlaid with box wood. Pillars of hurl maple. Modernistic decorative top piece of hurl maple. Special decorative grill panel of Parabi Blonde. Upper section of base finished in hurl maple and lower section in cross-banded striped walnut.



**Grunow Model 701**—(Left)—A striking console with seven Grunow tubes. Automatic volume control. Tone compensated volume control. Tone control for high and low register at will. Two range tuning covering regular broadcast band and both police bands up to four thousand kilocycles. Ten-inch Grunow Synchron-dynamic speaker. Heavy duty monitor type chassis. Cabinet of Butt Walnut center panels two-way match Slide panel two-way Butt Walnut. Top trim of Burl Maple. Side and top paneling of striped Walnut.

**Grunow Model 801**—(Right)—Eight Grunow tubes including type 45 power tube. Automatic volume control. Tone compensated volume control. Tone control for high and low register at will. Two range tuning covering regular broadcast band as well as both police bands up to 4000 kilocycles. Visual indication of volume setting. Visual indication of tone setting. New Grunow 11-inch Synchron-dynamic speaker. Tone and volume Slide-trol which eliminates necessity of having to tune for your favorite stations. Section come in automatically as dial is turned. Also the slide between stations. Cabinet of American Coach Walnut, two-way match panel. Marquetry inlay. Arch hurl maple. Top, side and base, vertical striped walnut.

**Grunow Model 901**—Nine Grunow tubes including two type 45 power tubes in push pull. Automatic volume control. Tone compensated volume control. Tone control for high and low register at will. Two range tuning covering entire broadcast band as well as both police bands up to 4000 kilocycles. Visual indication of volume setting. Visual indication of tone setting. New Grunow 12-inch Synchron-dynamic speaker. Heavy duty monitor type chassis. Contains amazing new Slide-trol which eliminates necessity for tun-



ing in favorite stations, glancing at the set itself automatically. Complete silence. Cabinet of Parabi Blonde and top of side panels inlaid Burl Maple base panel of matched Butt Walnut.

# Why! THIS MIRACLE OF LIVING TONE

## in New Self-Tuning Radio!

Latest Creation of W. C. Grunow's Rare Genius a *Revelation in Reality*  
 . . . Exclusive Si-lec-trol Actually Tunes Your Stations For You!

**N**OW . . . get the thrill of an utterly new kind of radio! Hear your favorites as you've never heard them before . . . vivid . . . alive! Listen to station after station—tuned for you *automatically*—as Living Tone brings you every note . . . every sound . . . freed from all trace of mechanical unreality!

What others have dreamed of, W. C. Grunow has achieved. The glorious beauty of instrument and voice is at last truthfully repro-

duced. Subtle shadings and brilliant overtones now sweep unhindered to your ear. Every note is glorified—vibrant with life.

Not only in tone . . . but in the way it *operates itself*, the amazing new Grunow is almost human. The exclusive Si-lec-trol actually tunes your radio for you. It's set *permanently*—with hairline precision—for all your favorite stations. You can pick your program blindfolded with a single touch. There's no between-station noise . . . no

tedious dialing. The program flashes in instantly . . . in flawless Living Tone. The Grunow "Jewel Box" Remote Control permits you to use the Si-lec-trol, get distant stations, or pick up police calls . . . all without moving from your easy chair.

Hear and operate this modern miracle of radio and compare it side-by-side with any other radio at any price. You may also have a free trial in your own home. *Sold on convenient terms if desired.*

**PHONE US TODAY FOR A HOME DEMONSTRATION OF LIVING TONE**

REALITY



**Grunow Model No. 1101 with Si-lec-trol**

A true remote control radio receiver with the amazing Si-lec-trol. Eleven Grunow tubes including four type-45 power tubes connected in parallel push-pull, resulting in tremendous amount of undistorted power output. Automatic volume control. Tone control for high and low register at will. 12-inch Grunow Synchrodynamic speaker. Heavy duty chassis of monitor construction. Covers broadcast band and police stations. All tuning and controlling of volume done at your arm chair. Small control cabinet, to match speaker console, is scarcely larger than a woman's jewel case. From this control box a slender silk covered cable leads to speaker console for easy-chair operation of receiver. Cable twenty-five feet in length to permit control box to set on any side table, or other convenient place. Carries no dangerous electrical current to occasion worry.

This true remote control receiver, that really performs, is equipped of course with the new and amazing Si-lec-trol, enabling the tuning in of favorite stations automatically.



A turn of the dial without even  
 tunes in your favorite stations  
 silence prevails between sta-  
 Blanca side panels, pilasters, arch  
 of Burl Maple with Tulip wood  
 Walnut top and ends. Center  
 Walnut.



**Grunow Model 700.** An attractive table model having seven Grunow tubes. Automatic volume control. Tone compensated volume control. Tone control for high and low register, at will. Two range tuning, covering regular broadcast band and both police bands up to 4000 kilocycles. Grunow Synchrodynamic speaker. Heavy duty monitor type chassis. Cabinet of matched butt walnut, front inlaid with tulip wood.

**Grunow Model 500.** This beautiful little table model operates on five Grunow tubes. You will find embodied in the Model 500 all of the essential features to splendid radio reception, such as Automatic volume control, powerful Grunow speaker, etc. The tuning range covers the full broadcast band and police calls. Much can be said of the beauty of the cabinet. It is of matched butt walnut front panel, with specially selected box-wood inlay.

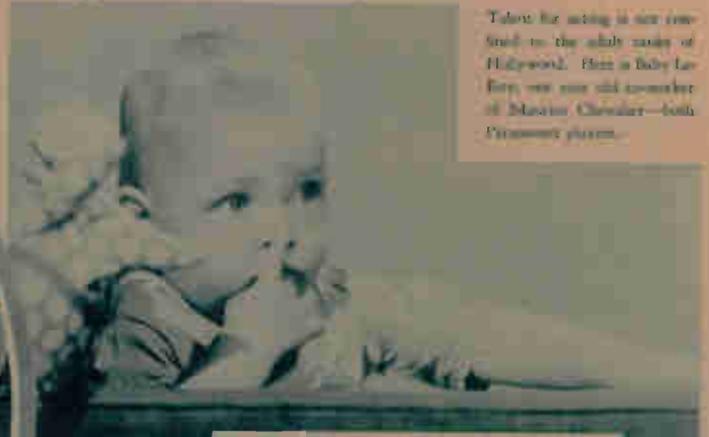


**Grunow Model 501 AC-DC.** Beautiful compact, table type AC-DC receiver. Easily transported from place to place. Five Grunow tubes. Automatic volume control. Visual indication of volume setting. Vernier drive. Grunow over-sized table model speaker. A powerful receiver cleverly constructed into a small cabinet. Front panel of mottled walnut. Top and ends also of walnut. Decorative insets at top and bottom of grill of matched satin-wood. Silver finish metal grill.

# Healthy, Happy Youngsters



Meet Miss Danna Coleman McKee, a young genius at Williams, Arizona, who has gone to the "moon" in a big way. Allen



Talent for acting is not confined to the adult ranks of Hollywood. Betty is baby La Fey, one year old co-keeper of Mavis, Chawler—both Paramount stars.



Every little Mrs. Gern (right) is one of the most beautiful stars delighting her eyes. The mother has eaten all of her spinach every day.



Children and Baby Fido, owner, of West Latham, Indiana, in built into the nice patch with the rest of the class. Allen



Good old "Sparky" pride of "Our Gang" starts out in a baby's arms.

The Editor believes that readers of *Grand Household Magazine* will value articles from authoritative sources on child health and safety. The clinic, the diet specialist, and the family physician are, of course, the ones to be consulted regularly and their advice followed. However, here are helpful hints, why's, and when's to be learned from the vast research of Institutes of the U. S. Department of Agriculture, from which much of the following material was obtained.

**F**OOD builds new tissues and repairs tissues as we live, it furnishes energy for work and play, and regulates our bodies for growth and health. If our bodies do not receive the necessary food in proper proportions, and the foods have not had proper care and preparation up to "meal time," our bodies cannot develop normally. This may have a serious effect not only on the shape and appearance of our bodies, but also on our work in school and elsewhere—even on our dispositions.

Milk is a good starting point in planning the child's daily diet because it is so valuable for growth. The fat in whole milk, cream and butter is very thoroughly and easily digested and carries with it relatively large amounts of vitamin A.

Every child should have a pint to a quart of milk a day, but for variety a part of his daily allowance may well be used in preparing his food. For cold weather, there are milk and vegetable soups, dilute cream, cereal cooked in milk, and hot milk toast. On hot days children like milk sherbets, junksies, cool custards, and chilled milk flavored with fruit juice or vanilla.

Milk is filling, and must not be allowed to crowd out other necessary foods. If drinking milk seems to suppress the child's appetite, it is wise to give it toward the end of the meal, after the other foods have been eaten.

Milk excels almost all other foods in the variety and quality of materials that it furnishes the body. The consumer must, therefore, share with those who produce and handle it the entire responsibility of keeping it sweet and pure until used. It must be kept in a clean, cool place (50 degrees F. or preferably less), a place free from undesirable odors and jolts in scrupulously clean vessels in order to prevent it from developing bacteria and causing it to spoil.

The care of the refrigerator plays an important part in



Responsibility—These things look like milk. It should be carefully inspected at least once a week, and thoroughly cleaned at regular intervals. Allen

The rewards of good nutrition are straight legs and ankles and well-developed arched, straight back with shoulder blades flat, full, rounded chest, strong teeth with thick enamel that protects against decay; clean tongue and sweet breath; firm flesh of healthy color; sparkling eyes with clear whites; glossy hair; a keen appetite for simple, wholesome food at every meal; and an alert, happy, energetic attitude toward life in general. Poor nutrition shows itself in quite the opposite ways, so food selection, therefore, is something that everybody needs to understand.

# Food Prices are increasing

But you can get along with a smaller food budget if you have a spacious electric refrigerator that eliminates spoilage and allows for large quantity buying at 'special' prices.

BY ELSIE FJELSTAD RADDER



Mrs. Radder writes from experience—a homemaker, mother of two healthy young boys, studied Home Economics at Columbia U., U. of Wisconsin, graduate U. of Minnesota.

Two meals of Wilted Lettuce, for four, from a five cent bunch of leaf lettuce, bought from the farmer along the road, in season.

Three salads and one dish of creamed cabbage, over a period of three weeks, from an eight cent head of cabbage. This service for four, also.

Some apple sauce cake, stored for six weeks and brought out for unexpected company. Warmed and served with hard sauce it brought the remark, "Whatever is this delicious pudding?"

Always the makings on hand for a number of different vegetable salads.

All these, and many other economies and conveniences are easy with a roomy, safe electric refrigerator.

Ten cents of every dollar of the food budget goes for spoilage in ordinary methods of refrigeration, according to government statistics. "Not one cent of your food budget for spoilage," can be your slogan, with an electric refrigerator. It is never necessary to throw out a teaspoonful of anything. Wilted vegetables can be restored to their original freshness by being placed in a special compartment for vegetables. Many vegetables, such as carrots and cabbage keep almost indefinitely. All are in perfect condition for a week or ten days. If your family is not overly fond of carrots, don't make them eat up three bunches (for a dime) just because you wanted a few for your pot roast. Use one a week later with grated pineapple, in a molded salad. And, later, one or two in Creamed Chicken Au Gratin. (Recipe follows.)

No housewife who has "pinched pennies" during this depression needs to be told the advantages of buying commodities in large quantities and when they are specially priced. Vegetables and fruits that merchants have no way of storing at a cool, dry, even temperature, can be bought far below market value on Saturdays. Tremendous savings can be effected by this type of purchasing as the throngs of buyers in our markets today will prove.

Many people have found out that the electric refrigerator soon pays for itself by eliminating waste and providing for the storage of a variety of foods that can be economically used up.



With respect to size, buy the largest of your purse will possibly stretch to pay for. No ever bought one too large and many people have been disappointed that their box was small when they found out the advantages of quantity buying. It is a great mistake to buy a box only large enough for so-called perishable things, meat, milk, butter, eggs, etc. Some people who did so, now operate two boxes.

Safe preservation of food is what we must have. Spoilage is caused by bacteria that cannot thrive in a clean, dry, evenly-low-temperature place. Your electric refrigerator is that place.

## NEW AND UNUSUAL RECIPES

NOTE: All recipes appearing in General Household Magazine will conform to the size suitable for cutting out and pasting on 5 in. by 5 in. cards for recipe files. Start now—save these recipes. During the year you will accumulate a very complete file of new and interesting frozen desserts, salads and dishes which can be prepared in your electric refrigerator.

### Creamed Chicken Au Gratin

1 cupful cold cooked chicken, diced one-eighth teaspoonful salt	3/4 cupful cooked carrot, sliced	1/2 cupful cooked peas	1/2 cupful mushrooms	1/2 cupful old English or fresh American cheese	grated cheese for topping	4 slices sandwich bread, 2 1/2 inches thick	1 1/2 cupful milk	3 tablespoonsful butter	4 1/2 tablespoonsful flour	3/4 teaspoonful salt
---	----------------------------------	------------------------	----------------------	---	---------------------------	---	-------------------	-------------------------	----------------------------	----------------------

Make a white sauce by melting butter, adding flour mixed with seasonings, stirring and cooking until thoroughly blended. Pour on gradually the hot milk, stirring constantly. Let boil two minutes until thickened. Add the cheese and stir over low fire until melted. Add chicken, carrots and peas mixing through carefully so as not to mash. Keep warm in double boiler until serving time. Trim crusts off bread and hollow out centers to a cup shape. These toast cups may be toasted and dried out very slowly in the oven or may be fried in deep

fat. The temperature of the fat should be 395 degrees F. or should brown a small piece of bread in 20 seconds. When ready to serve fill the toast cup with the chicken mixture, sprinkle with grated cheese and slip under the broiler for a few minutes to brown the cheese. The cheese may be melted in a regular oven, or omitted. This makes a delicious company uncheon dish which serves four.

### Jelly Pie

1 cupful sugar	2 eggs
1/2 cupful jelly	3 tablespoonsful flour
1 cupful rich milk	1 teaspoonful vanilla
Unbaked pastry shell	

Smooth together the sugar and flour and moisten with a little of the cold milk. Add to the remaining milk, scalded and cook, stirring constantly as it thickens. Remove from fire and add to the egg yolks, slightly beaten. Return to fire and cook one minute longer, stirring. Add jelly, and stir until dissolved. Remove from fire and fold in the egg whites beaten stiff but not dry. Add vanilla. Put in an unbaked pie shell and bake like pumpkin pie or at 450 degrees for ten minutes and 320 degrees for 30 minutes.

### Orange Bread

Peel of 2 oranges	3 cupful flour
1 cupful sugar	1/2 teaspoonful salt
One-third cupful water	4 teaspoonful baking powder
1 egg	
1 cupful milk	

Cut orange peel with a scissors into rather fine strips. Add cold water and boil until tender. Drain. Add sugar and one third cupful boiling water and cook until well sugared. Beat egg and add milk. Add flour and baking powder and salt which have been sifted together. Beat well. Add orange peel. Place in an oiled loaf pan and bake at 350 degrees for 45 minutes to an hour.

### Red Cabbage German Style

1 quart shredded cabbage	2 tablespoonsful vinegar
2 sour apples	Salt and pepper
2 tablespoonsful fat	2 tablespoonsful flour
4 tablespoonsful brown sugar	

Pour boiling water over cabbage. Drain. Do this 2 or 3 times. Season cabbage with salt and pepper and add the apples, sliced. Melt fat in frying pan, add cabbage and apples. Cover with boiling water and cook until tender. Sprinkle over the flour and add vinegar and brown sugar. Cook a few minutes longer and serve hot.

New Radio Programs On the Air

Table with columns for station call letters, frequency, power, and city. It is organized into Western, Middle Western, Central, and Eastern regions.



Belle Forbes Cutter



Verne Buck



Esther Todd

GRUNOW electrical transcription radio programs, which are heard from time to time on radio stations throughout America, feature talent of exceptional and outstanding ability.

Electrical transcription programs are rapidly gaining in popularity because they represent painstaking effort after hours of very careful rehearsals.

The Grunow programs feature Belle Forbes Cutter as principal soloist. Educated for the Metropolitan, after several years of studying in Europe, Miss Cutter decided in favor of a radio career. She features such songs as "Song of Songs" and "Kashmiri Love Song."

Verne Buck, noted maestro, leads his wonderful orchestra in accompanying all of the artists on the Grunow programs. Esther Todd, a Milwaukee girl not yet twenty-one, who possesses a natural voice of unusual quality, is one of the feature soloists with the Verne Buck Orchestra. Norman Hunter and Stanley Mourner also sing to Mr. Buck's accompaniment.

The Grunowettes, a trio of charming singing sisters, add much to the enjoyment of the millions of listeners.

Florence Lee, radio personality pianist interprets "Moods of the Moment." One of the beautiful and identifying things about all Grunow programs is the lovely theme song, "This Night Will Never Come Again."