

Our Gracie" SINGS  
AGAIN!


HEAR HER IN THE  
WISK  
HALF-HOUR  
ON

RADIO  
LUXEMBOURG

EVERY SUNDAY AFTERNOON 3-30

Also Billy Ternent's famous  
band and the Keynotes  
from radio's most popular  
show "Take It From Here"



Attractive window  
bill tells your  
customers about  
the   
WISK HALF-HOUR



ing, regular advertising in the National Press tells  
r customers all about Wisk.

Housewives read how this splendid washing powder can  
make light of the big heavy wash, and do all other  
household cleaning jobs as well.

"isk Half-Hour" gives added punch to the story—  
hiching the millions who like to relax with the stars  
Sunday afternoon. Big radio names draw big  
iences every week and that means a constantly  
wing demand for Wisk.

**"WISK HALF-HOUR"**

**3.30**

**EVERY SUNDAY AFTERNOON**

S. 088.3 50



LOOK!

Gracie Fields

Sings in the WISK HALF-HOUR  
every Sunday 3.30 p.m.

**RADIO LUXEMBOURG**

**1293 METRES LONG WAVE**