Radio Mystery Contest
Will Be Launched Over
Station KFYR Next Thursday

‘PHYL’ COE SERIES
FIRST OF ITS KIND
ATTEMPTED BY AIR

Will Run for 16 Weeks, With
One Complete Mystery Pre-
sented on Each Program

HAS TREMENDOUS INTEREST

Peggy Allenby and Clayton
Collyer Will Be Introduced in
New Entertainment

A $50,000 cash radio mystery con-
test, first of its kind to be launched
on the air, will be conducted over
200 radio stations covering the United
States, starting next week, under the
auspices of the Philco Radio and
Television corporation.

The contest, to be known as the
“Phyl” Coe Radio Mysteries, will be
heard over Station KFYR, Bismarck,
starting Sept. 9, each Thursday at
9:45 p.m. It will run for 16 weeks
with one complete mystery presented
each week in a broadcast of 15 min-
utes.

A total of 2,016 cash awards will
be made each week with 51 grand
awards of cash at the conclusion of
the series. The first grand award
will be $5,000. Total cash awarded
during the contest will be $50,000.

Tremendous interest has been
aroused by the introduction of the
contest to the thousands of Philco
dealers, and indications are that mil-
lions will participate in the radio
mystery contest.

The contest is unique in several re-
spects. It is the first air adaptation
for contest purposes of the photo-
crime mystery idea now sweeping the
country; no purchase is required to
compete; anyone may enter; and
contestants are supplied with books
containing a synopsis of each mystery
with accompanying diagrams, though
it is necessary to follow the feature
on the air to obtain all the clues.

No entry blanks are mailed. They
can be obtained from Philco tube
dealers in any city or town. Entries
must be postmarked by midnight of
the Saturday following each radio
presentation, and Philco never sees or
handles the answers, the contest
judging being done by Reuben H.
Donnelley corporation of New York.

This unique program will introduce
two well-known radio characters who
are destined through this series to
become widely known. They are
Peggy Allenby, who depicts Phyl Coe,
famous amateur detective; and Clay-
ton Collyer, who will be Tom Clay-
ton, mystery story writer.

The contest will be backed up by
a tremendous advertising campaign
in newspapers, including direct ad-
vertising from the company and
dealer advertising.