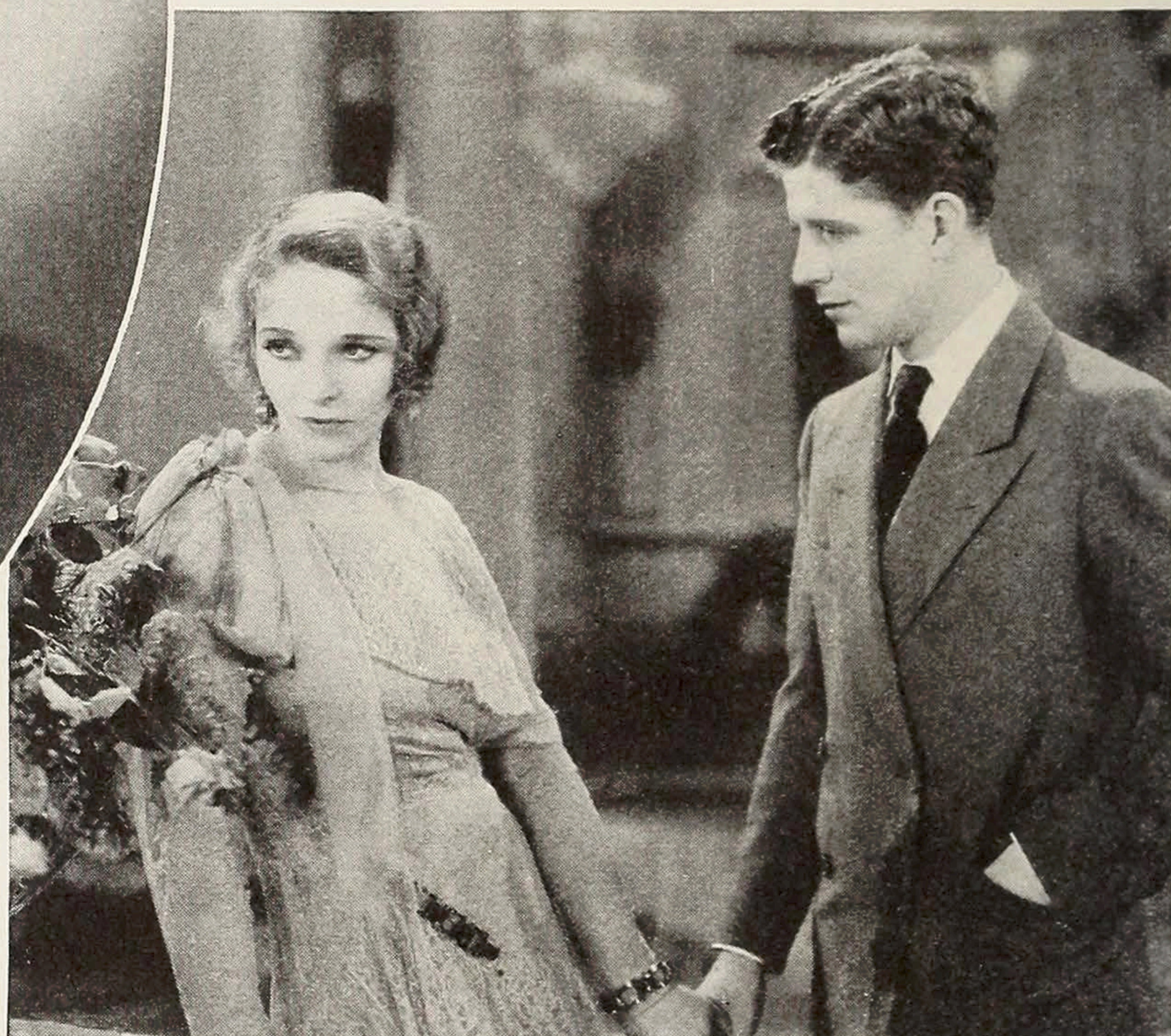


RUDY VALLEE'S



Rudy Vallee himself, sans saxophone or megaphone! He won his public first through radio and victrola records; now he increases his following through his films.



Rudy and Sally Blane, his leading lady, in a scene from "The Vagabond Lover," his first feature picture for Radio Pictures.

RUDY and the radio are fast friends; in fact, the radio gave Rudy his break, and now Rudy gives you a break by offering the gift for a letter. And the best letter answering his question will win it. Here's the question: What is your favorite Rudy Vallee Victrola record and why? By this method Vallee can find out what type of song you prefer, and since he writes some of his own music it will help him greatly. Now take out your pen or typewriter and get to work! By best letter is meant, the clearest and most sincere. Heigh-ho, everybody!

Address:—RUDY VALLEE

SCREENLAND Contest Department
49 West 45th Street
New York City

Contest closes February 10, 1930

Rudy Vallee's voice is something to write about, so get busy! You've heard him croon his songs and must have a favorite Vallee number. Which song would you request Rudy to sing for you and why? Is it *Vagabond Lover*, *Honey*, or *S'posin'*? Tell him briefly and clearly in your letter.

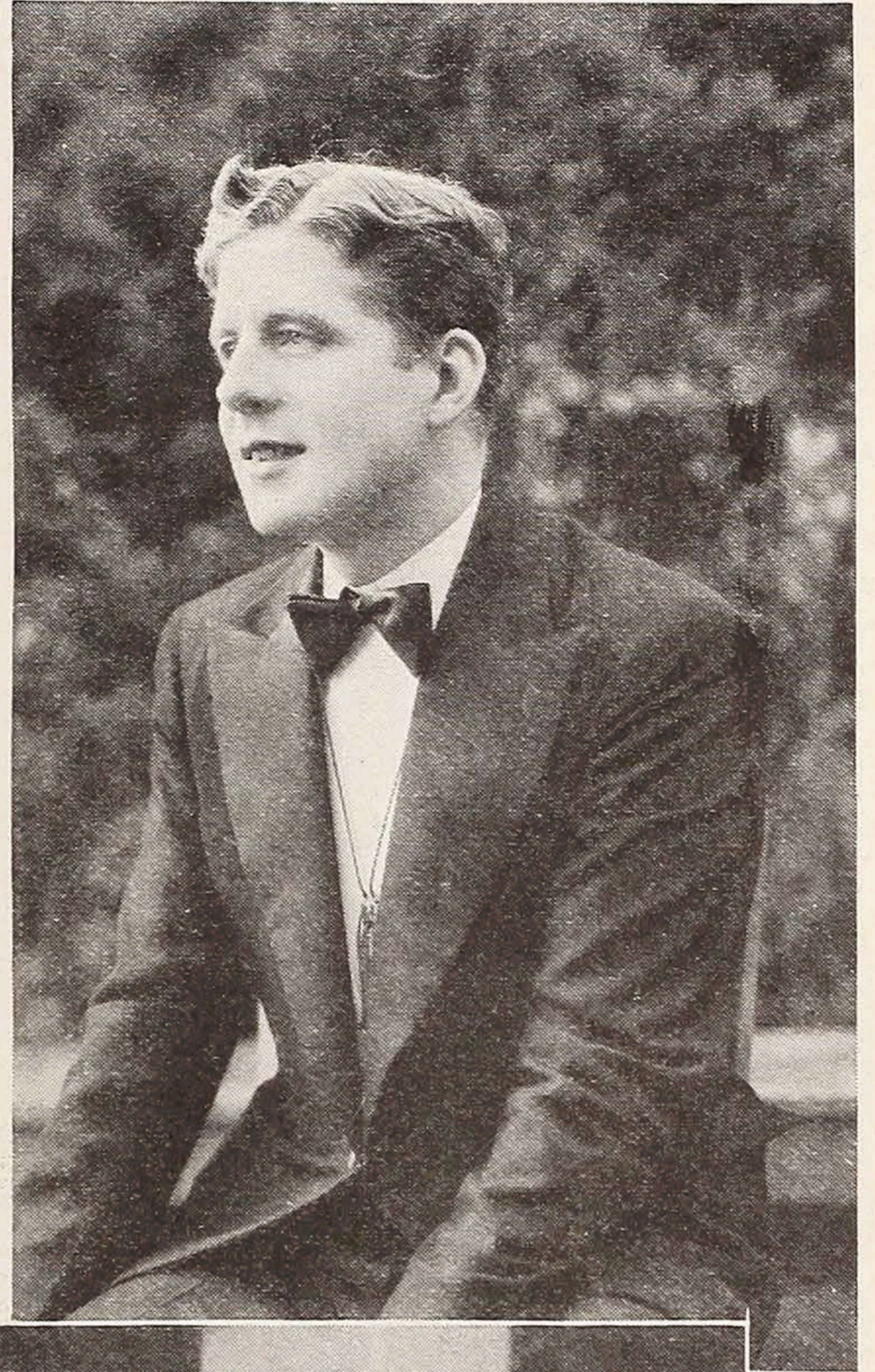
Here are the titles of the fifteen double-faced autographed Victor records which you will receive with the radio:

Weary River; Deep Night. Sweet Suzanne; Honey. Lover Come Back to Me; Coquette. By and By, Sweetheart; My Time is Your Time. Underneath the Russian Moon; The One that I Love. I'm Just a Vagabond Lover; I'm Still Caring. Every Moon's a Honey-moon; Hugable Kissable You. S'posin'; The One in the World. Heigh! Everybody, Heigh-Ho; Miss You. Baby, Oh, Where Can You Be; You're Just Another Memory. Pretending; Where are you, Dream Girl. Me Queres; On the Alamo. That's When I Learned to Love You; A Kiss to Remember. Perhaps; The Album of My Dreams. You Want Lovin' But I Want Love; Lonely Troubadour.

Gift of Song



Rudy Vallee and his SCREENLAND gift. This handsome electric Victor Radio and combination orthophonic victrola—Model RE-45—and fifteen double-faced autographed Rudy Vallee records are yours for writing the best letter.

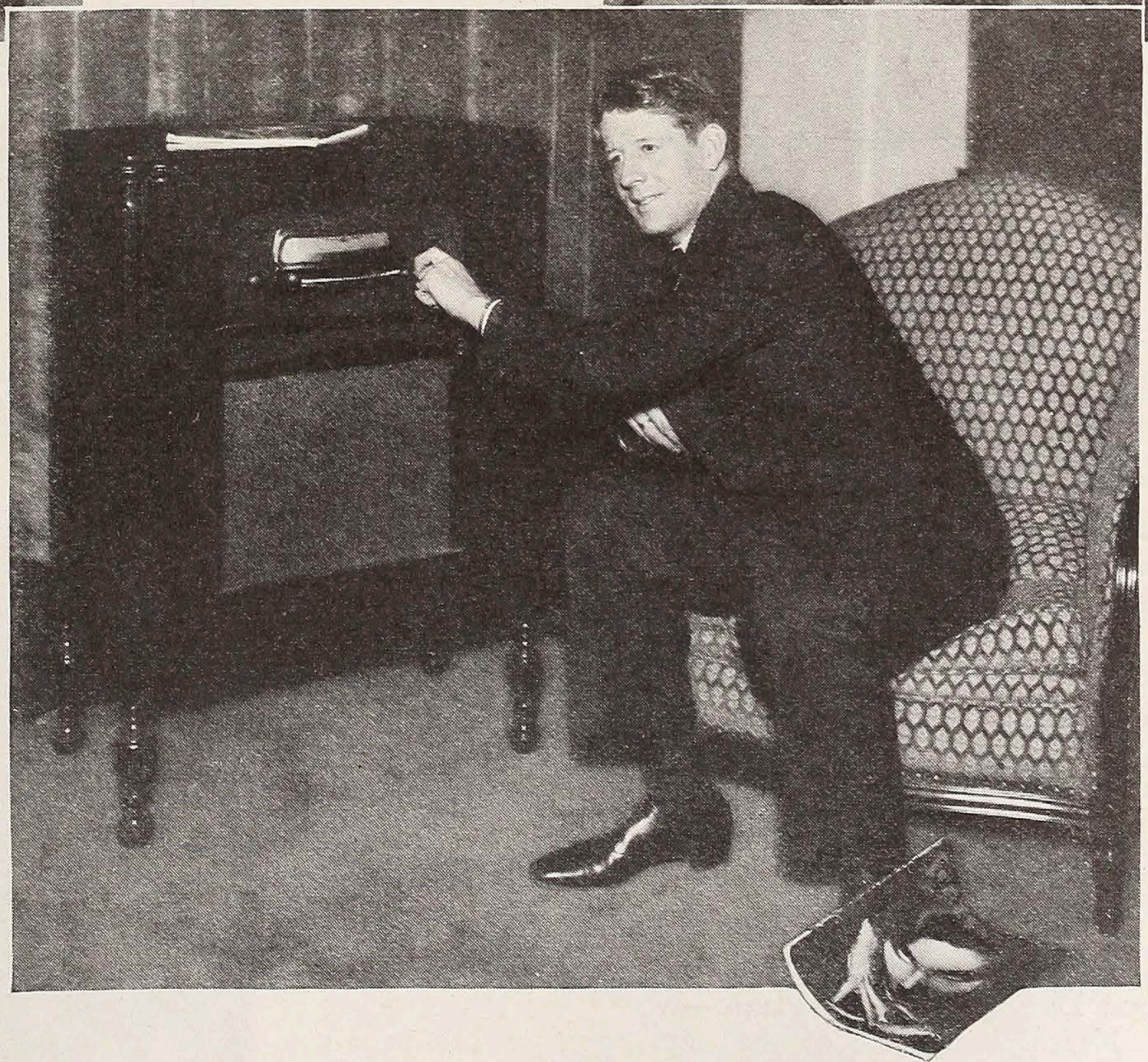


Rudy is very enthusiastic about talking pictures and says if you enjoy his picture, "The Vagabond Lover," as much as he enjoyed making it it should be a huge success.

SCREENLAND speaking! We are broadcasting Rudy Vallee's latest offering, so tune in! A handsome electric Victor Radio—a combination orthophonic and radio—model RE-45, and a set of fifteen double-faced autographed Rudy Vallee Victor records is Mr. Vallee's characteristic gesture to his new-found fan friends.

Rudy Vallee is a new movie idol. You've all heard him sing and know that when he sings a song it's sung! And how he sings in "The Vagabond Lover!"

If you win this gift you can have 'Rudy Vallee Night' any night whether he's broadcasting or not. Vallee fans clamored for one autographed record—here's your chance to get fifteen, and that's no mean record!



Rudy tuning in on the gift radio. Believe it or not—that's Greta Garbo at Rudy's feet—on a SCREENLAND cover, of course! Rudy is a very busy boy; when he isn't writing music he's broadcasting, or making talking pictures, besides playing nightly at theaters and night clubs.