RUDY VALLEE has fallen in love. When radio's Number 1 romantic figure falls a willing victim to Cupid's dart—that's news. But when he not merely falls a willing victim, but falls head over heels, topsy turvy in love with a lovely lady he met but a few weeks before—that's a headline thi-i-is big!

"If that's news, Mr. Winchell, make the most of it!"

Thus did the Fleischmann hour star-maker defy the Broadway historian to broadcast to the world that his elusive heart had been captured. A million envious females speculate wonderingly as to what manner of glamorous beauty this can be to enthral so precipitately the Beau Ideal of the airwaves.

Niela Goodelle is afraid of love! "I want to restore Rudy's faith in women," she whispered tremulously. "But don't ask me any more. I wouldn't want to say anything Rudy might not like to have said. Don't you understand how difficult all this is—for both of us?"

When I talked to Niela hurriedly in the dressing room at the Stanley Theater in Pittsburgh, long queues of curious waited to buy tickets. A new attendance mark was set that week. The patrons consisted for the most part of women and girls anxious to see the Lorelei who could lure a man who, by now, ought to be a confirmed cynic as far as love and women go.

If they sought a sly, sloe-eyed siren, they found they were far wide of the mark. Niela is a typical, beautiful American girl. She is sweet, wholesome, talented and the one person who can restore Rudy's shattered ideals, if indeed they are ever to be restored. Niela has entered upon the task with the same thorough purposefulness she has brought to every other difficult job she ever tackled, and those who know her best will tell you that the firm little chin beneath her laughing lips is a true indication of her character.

"I wouldn't give a continental if Rudy lost every cent he has in the world—if he were no longer at the top of his profession." Her dark eyes flashed. "Of course, I know I must prove that in some way. I don't even know if Rudy feels that is true. I know no one else would. I can hear them. 'Oh, that's what they all say!' they'd scoff! But it's true, I tell you!"

It would all be so simple if Rudy had been, say, an obscure saxophone player in somebody else's band. But Rudy being Rudy complicates things so! Niela knows that.

"I'm in such a difficult position," she murmured. "I know I shouldn't even be talking to you now. Every word I say is bound to be misunderstood and I can't even blame those who will misunderstand. But I'll tell you what I'm going to do.

"I'm going straight to the top of my profession. I'm going to be a great star in my own right. It isn't selfishness that makes me want that more than anything else in all the world. It's because then no one will ever be able to say or think, that I—that any feeling I may have for Rudy is based on the fact that he can help me professionally."

As for Rudy, he doesn't feel that Niela needs any help professionally.

"She's terrific," he exclaimed speaking of Niela's work. "She has everything it takes to go straight to the top."

And you can depend upon it that Rudy—acknowledged a peerless judge of talent—is sincere in his admiration. He does not see Niela through rose-colored glasses because she is Niela Goodelle. He sang a duet with her on the air—and he hasn't sung a duet with a girl singer since he sang one
By DOROTHY BROOKS

When Rudy introduced Niela in a guest appearance on his radio show, twenty million listeners heard him admit he was, and is, "pretty fond of her." A glance at this picture, and you can't blame him for throwing into the discard all his former ideas about love.

Rudy's sponsor is Fleischmann's Yeast. Turn to page 53, Thursday column, for the time of his NBC-Red network show.

after he'd met Niela—I talked with him once more. Never did views change so quickly!

"All I'll ever ask of a woman is beauty. I'll supply the brains. She must be a companion," he insisted in Philadelphia. But that was before he had met Niela. Later, when he returned from Texas and we talked again, he sang a different tune.

"Now what I admire so much about Niela," he insisted forcefully, "is her character. She's so sincere. She's so intelligent. And with it all, despite her ability to concentrate on her work, still she's domestic at heart."

Rudy paused and his eyes lit with pleasant memory.

"Say, let me tell you what she did," he said enthusiastically. "She and I were at a party together last Sunday afternoon. We sang duets all afternoon. When we were leaving, Niela said she'd brought something for me. She handed me a package, and what do you think was in it? A cake! And she'd baked it herself!"

"Is she a good cook?" I asked experimentally.

"Yum-m-m!" was Rudy's expressive reply.

Another fetish of Rudy's that has gone by the boards is his violent aversion to mixing love and business.

"I wouldn't care to have the woman I married a professional," he confided to me in the pre-Niela days. Yet his interest in Niela has impelled him to try and arrange his affairs so it would be possible for him to appear in the forthcoming Lawrence Schwab production "Swing It, Susan!" in which Niela will appear on Broadway this season.

One cynical columnist, learning of that, ascribed the talk of a romance between Rudy and Niela to a facile press agent for Schwab. That was not true. That much I can state positively, for I know that when Rudy first met Niela in Texas he had not even considered appearing in any Broadway show in the immediate future.

The only apparent objection Rudy has to a professional woman, as far as Niela is concerned, would appear to be the fact that her profession takes (Continued on page 94)
Rudy Vallee's in Love!

(Continued from page 19)

her many, too many, miles from New York. After Rudy's return from Texas
he made long distance calls nightly, and
then Niela, after only a few days in the
city upon her return, embarked upon an-
other theatrical tour. Rudy's telephone
bills would have bankrupted the average
telephone subscriber. Of course, he didn't
mind the staggering bills but a telephone
is at best an unsatisfactory method of
transmitting sweet nothings.

Niela, of course, is hoping and praying
Rudy will find his way clear to join
the cast of "Swing It, Susan!"

"I can't imagine anything more won-
derful than to work in a show with him!
It would make me do better than my very best!"

Naturally, Niela after her one guest ap-
pearance on Rudy's variety hour, imme-
diately longed for the opportunity to join
him permanently on the air, but that
would be impossible because, although it
had not as this was written been made
public, she all along was invited to a spon-
or of her own this winter.

Rudy has altered Niela's entire outlook
on life. She was taken in before she met
him, with a mild inferiority complex. She
took a radio audition, for instance, just
before they met. After it was over, she
bowed out of the project with the outcome,"I'veterrible!" Shortly after she had met Rudy, she had another audition. That
time she emerged from the studio jubi-
lantly effervescent and boy! Was I ter-
rific!" She cried joyfully.

HER career in show business, launched
when she was only a girl, has been a
steady upward climb, and even success did
not bring with it the feeling that something was
lacking. Last winter, after concluding a highly
successful tour, she returned to her
childhood home in Worcester, New York,
and rusticated. She wanted to be back
home. She was fed up. So at Worcester
she cooked and washed dishes and mar-
keted and did pleasantly domestic tasks.
She was considering quitting for good.
Then her manager called her on the tele-
phone and told her he had an offer from
the Texas Centennial for her appearance
there. The lure of the footlights proved
stronger than the lure of the kitchen—
and Niela took the trip to Texas.

Perhaps it is because of the beneficent
effect Rudy has had upon Niela that
Niela's mother, who always accompanied
him on tour, why, he so cordially.
Where the average mother, wise in the
ways of the professional world, is inclined
to discourage her talented daughter from
romance because of its unsettling effects,
Niela's mother is very fond of Rudy.

It is fortunate, perhaps, for Rudy and
Niela, that his dimpled visage will not become
final for ten months. It will prevent them
from taking a hasty step which their
hearts rather than their minds might dic-
tivate. Niela wants to restore Rudy's faith.
That is a necessary prelude—before they
ever permit themselves to think about
marriage. Too, she wants to achieve de-
finite standards of accomplishment com-
patible to Rudy's—before considering mat-
rimony.

Those who know Rudy best, all testify to
his impetuosity. It is his custom to act
first and think afterward. In the business
and professional world that is an admir-
able trait but in an affair of the heart, it is
not always conducive to happiness.

To those tens of thousands of feminine
souls whose hearts flutter at the mere
mention of Rudy, Vallee's name, here are
the answers, briefly, to the questions that

DOES BOTH JOBS

CLEANS TEETH

Half-way care of the teeth is no joke. Clean your teeth regularly but don't neglect your gums. Neglected gums invite serious trouble, dentists will tell you. Why take that chance? Forhan's gives double protection. Cleans and whitens teeth, and at the same time safeguards gums.

SAVES GUMS

Forhan's is different from other tooth pastes. It was created by an eminent dental surgeon to do both jobs. With it you clean and brighten teeth; and at the same time you massage gums, just as so many dentists advise. Get Forhan's, today. It costs no more than most ordinary tooth pastes —yet yields ordinary half-way care. Also in Canada.

WANTED

Women to make hooked rugs for our stores. No experience necessary. Steady work. We do the selling. Write at once.

HOLLYWOOD STUDIO STORES
5657 Hollywood Blvd., Dept. 5 Hollywood, California

Skin Itch Kills Romance

Many shattered romances may be traced di-
rectly to ugly skin blemishes. Why tolerate
itchy pimples, eczema, angry red blotches
or other irritations resulting from external
causes when you can get quick relief from
soothing Peterson's Ointment. See all
drugstores. Money refunded if one applica-
tion does not delight you. Wonderful, too,
for tired feet and cracks between toes.
Write for FREE SAMPLE to Peterson Ointment Co., Dept. JF-5, Buffalo, N.Y.

Rudy Vallee's in Love!

(Continued from page 19)

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HOLLYWOOD STARS

LOOK TO THE SUN FOR HEALTH and BEAUTY

DAILY sun baths are quite the thing for
the stars of the screen, radio and stage,
and all who would have a glowing skin and
steady physique. The one sure way of ob-
taining this beneficial sun bath daily through-
out the year, in the privacy of your home, is
to get under the ultra-violet rays of the
HANOVIA ALPINE SUN LAMP.

All who know the sun's effects upon the
body's vital processes, and the beneficent
beneficial and restorative effects of ultra-
violet rays, know that the Hanovia Alpine Sun
Lamp is the one instrument that will
provide the health seeker with the ideal
ultra-violet bath. A Hanovia Alpine Sun Lamp
will bring you such results as will astonish
many, and to the health seeker's delight, by
producing a wonderful golden tan that will
be retained by the skin for years to come.

THE New Model for the Home is
$115. F.O.B. Newark

Defected Payment Plan can be arranged
You can see it demonstrated in most department
stores and exclusive or special supply houses, also
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HANOVIA

CHEMICAL & MANUFACTURING CO.

Newark, N. J.

Skin Itch Kills Romance

Many shattered romances may be traced di-
rectly to ugly skin blemishes. Why tolerate
itchy pimples, eczema, angry red blotches
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for tired feet and cracks between toes.
Write for FREE SAMPLE to Peterson Ointment Co., Dept. JF-5, Buffalo, N.Y.

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For 24 days she uses
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End the nuisance of greasy suppositories, with the new greaseless Zoitors for modern feminine hygiene. Easy to apply, easy to remove, yet maintain the long, effective antiseptic contact physicians recom-
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gists. Address Zoitors, 3440 Chrysler Bldg., N. Y. C., for INFORMATIVE FREE BOOKLET!
are in the minds of every one.

Is the romance of Rudy and Nela genuine? Very definitely yes! Will they marry? They don’t know that themselves. Only time will tell.

Cleanness Is Next to Loveliness
(Continued from page 34)

lays the foundation for blackheads and other blemishes. Of course, our hands are even more exposed because of the dozens of things we handle every day, but I’ll wager that every one of us washes our hands ten times as often as we wash our faces.

There’s a right and a wrong way to do everything, even a simple thing like face-washing. First, your face should be washed at least once a day. This needn’t interfere with any fine cream treatment you may be using, either. As a matter of fact, if you use much make-up, it’s a very good idea to remove that with a good cleansing cream and paper tissue before washing your face. Mascara, for instance, should always be removed carefully with cream and so should lipstick and all paste preparations, such as rouges and foundations and eyeshadows. If you’ve always thought your skin was too dry and sensitive to use soap, then use creams or oils before and after washing your face. But, whatever you do, be sure to wash your face with soap and water, unless you are actually under the care of a skin specialist who has prescribed a treatment for some individual problem.

Use warm water, but not too hot, your favorite soap and—your hands. It’s a great help if you wet your face first, as that makes it so much easier to work up a good lather. Froth the soap into nice suds in your hands and then work it into your face gently but thoroughly. Rinse the lather off with cold clear water and follow with a rinse just as cold as you can get it. If you have the time (and the ice)—it’s a good idea to finish off with a dash of ice-water.

You can follow the same routine in washing your bath, even to the cold rinse. I don’t want to boast, but personally I finish every bath (tub or shower) with a cold shower—not all at once, mind you, but gradually turning off the hot water tap until there’s nothing in my shower but absolutely cold water. This is particularly fine if you’re planning to dress hurriedly and go right out, as the cold water closes your pores and keeps you from catching cold.

Aside from the question of beauty, baths have a definite influence on health. Gymnastic instructors and expert masseurs will tell you that there’s nothing better, after strenuous exercise or an exhausting day, than a good warm bath with plenty of soap. That combination, you see, opens the pores, not only cleansing away surface impurities, but also giving the body a chance to clear out waste matters from the inside in a normal way.

It isn’t hard to find the right soap these days. You yourself will know, after experimenting a bit, which one of the several well-advertised and reputable soaps feels best for your skin. In this connection, I think you’ll be interested in a new brand now on the market. Everyone knows how important hands are in building and keeping healthy tissues. At last science believes it has found a way to

THREATING NEW LIPSTICK DISCOVERY!

To the world’s most transparent lipstick has been added an amazing new ingredient that gives lips a more exciting glamour than they have ever had before!

Why Some Lipsticks Make Lips Unattractive

Of course, you want your lipstick to be permanent... your lips soft and smooth... their cases a never-to-be-forgotten thrill!

But you have probably learned that lipstick does not always make lips soft and smooth! Ordinary indelible lipstick often makes them feel dry and parched, causing an unconscious and frequent licking of the lips in an effort to restore moistness and softness.

This constant licking removes the lips’ natural oils as well as the protective oils supplied by the lipstick, resulting in lips rapidly becoming dull, dry, cracked, smooth, old looking... unattractive!

How the New TATTOO Corrects All This

With the New TATTOO you have all the permanence you could wish for... and the marvelous moisturizing agent it contains ends all desire to lick the lips... thus keeping them moist... softer and smoother than ever before... thrillingly, youthfully irresistible... without a wrinkle... without a line! Instead of being rough and dry, they’ll be en toned with thrilling translucent color... and instead of being dull they’ll have a kind of lustrous, inviting, shimmering gloss and sparkle that is never denied... anything!

Send Coupon for Trial Lipstick

So that you can instantly see and feel the astonishing difference, a generous size of the New TATTOO will be sent for the coupon below and 10c.

Dull, dry, rough, wrinkled, unattractive!

Lustrous, moist, smooth, soft, youthful, irresistible!

Send this coupon to:

TATTOO, Dept. 87, 11 E. Austin Ave., Chicago. Send me trial size "New TATTOO" lipstick. I enclose for each shade desired, as checked.

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Natural (Low Color)  P Pastel (Champagne)
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