

BEAUTIFUL NIELA GOODELLE'S TAKEN ALL THE BITTERNESS FROM

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 enthrall 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 slinky, 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



RUDY VALLEE'S

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)



Maurice Seymour

IN LOVE!

with Alice Faye, another lovely for whom he predicted stardom while she was still struggling obscurely, and who subsequently made good, fully justifying his faith.

Rudy was making a quick trip to the Texas Centennial several weeks ago when one night in the Baker Hotel he first set eyes upon Niela. His secretary, faithful man-Friday, Harry Paul, had never seen the boss look at a girl that way. He knew, even before Rudy asked to be introduced, that there was more than professional interest in the meeting.

Just two weeks before the Texas trip Rudy and I sat in the Arcadia cafe in Philadelphia, and I listened to the explosive views he advanced then on love and women. Then, less than a week after he returned from Texas—a week

Rudy Vallee's in Love!

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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 another 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 wonderful than to work in a show with him! It would make me do better than my very best!"

Naturally, Niela after her one guest appearance on Rudy's variety hour, immediately 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 is already committed to a sponsor of her own this winter.

Rudy has altered Niela's entire outlook on life. She was suffering, 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 bewailed the possible outcome. "I was terrible!" Shortly after she had met Rudy, she had another audition. That time she emerged from the studio jubilantly effervescent. "Oh, boy! Was I terrific!" she cried joyfully.

HER career in show business, launched when she was only a girl, has been a steady upward climb, yet even success left her with a feeling that something was lacking. Last winter, after concluding a highly successful radio series, 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 marketed and did pleasantly domestic tasks. She was considering quitting for good. Then her manager called her on the telephone 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 fateful trip to Texas.

Perhaps it is because of the beneficent effect Rudy has had upon Niela that Niela's mother, who always accompanies her on tour, welcomes him 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 divorce will not become final for ten months. It will prevent them from taking a hasty step which their hearts rather than their minds might dictate. Niela wants to restore Rudy's faith. That is a necessary prelude—before they even permit themselves to think about marriage. Too, she wants to achieve definite stardom—that is, stardom comparable to Rudy's—before considering matrimony.

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 admirable trait, but in affairs 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

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are in the minds of every one.
Is the romance of Rudy and Niela genuine? Very definitely yes!
Will they marry?
They don't know that themselves. Only time will tell.

Cleanliness Is Next to Loveliness

(Continued from page 54)

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 tissues 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 both 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 clear warm 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 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 vitamins are in building and keeping healthy tissues. At last, science believes it has found a way to

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