

# TOMORROW'S FIRST LADY OF HOLLYWOOD



*In 1935 Lucille was a Chorus girl in **Roberta**, which starred Fred Astair and Ginger Rogers. Five years from chorus to leads in second-rate pictures is a long haul in any girl's life.*

**B**ARRING accidents, Lucille Ball tomorrow will occupy the spot now disputed by Carole Lombard, Joan Crawford and Ginger Rogers—as the First Lady of Hollywood. Lucille deserves to get it, and she has what it takes to get there. The red-headed ex-chorus girl has talent, ability, looks, personality, and the willingness to take every punishment on her way up.

And Lucille is taking a beating. Nominally called a star, through the casual generosity of



**AT SIXTEEN.** Lucille landed a job in the line in "Rio Rita," becoming one of Flo Ziegfeld's "Glorified Girls." When that closed, she modeled, then was chosen the Chesterfield Girl.

her studio, she rates as a Grade-B actress. The Inner Sanctum of Hollywood—producers, directors and actors—dismiss her as a nobody, except for a few who believe in her. She gets the brush-

## Lucille Ball

off as "another glamour girl" or "that wacky comedienne." She is condemned to the chain-gang of half-a-dozen "B" films a year, with days of hard work posing for gag leg art sandwiched between pictures, to get the money's worth out of her minor-league salary.



**SAMUEL GOLDWYN** took Lucille, along with a number of famous poster girls, to Hollywood for his "Roman Scandals." Then platinum blonde, Lucille added a long wig for this publicity pose.



**TODAY** she is one of Hollywood's most dynamic personalities. Above, she goes night-clubbing with her fiancé, Al Hall. Opposite, and following pages, she poses for "PIC" 's Bob Wallace.

## Lucille Ball



**THE WAY LANA TURNER** and Linda Darnell were discovered is typical of starlet success stories today. Snatched from their classrooms while they were still learning algebra, they became movie Cinderellas.



**LUCILLE BALL** followed another tradition—getting on the hard way, like Crawford, Lombard and Rogers. “I tried starvation in all its forms,” says Lucille. “I had a hall room, fifth floor back, and I cooked my meals over a gas jet. I’d save my modeling money and get a show job. For a while, during rehearsal, I’d live on hope, ambition and hunger.”

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**"THEN HUNGER** would prove too much for me. I'd eat hearty, run out of funds and leave the show before it opened. After repeating this experience two or three times, I



**LUCILLE** has been a platinum blonde, a brunette, a brownette and a redhead. She has played "clothes-horse" and slapstick, sophisticated and glamour girl rôles, but with her preference going to rowdy comedy.

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**NOW THAT SHE'S CLOSE TO STARDOM, LUCILLE ALLOWS HERSELF ONE LUXURY—HAVING BREAKFAST IN BED ON HER DAYS OFF FROM THE STUDIO.**

Lucille Ball



**TALENTED, VIVID AND VOLUPTUOUS, THIS ONE TIME CHORUS GIRL SHOULD BECOME ONE OF HOLLYWOOD'S MOST IMPORTANT DRAMATIC ACTRESSES.**

**PIC**

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