

Quick

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DO COVER GIRLS MAKE GOOD??

Less than four years ago, picture-pretty Barbara Bates (*front cover*), who had been modeling since she left a Denver high school, reached the zenith as a model: She began appearing on magazine covers (*below*). Last week, Barbara finished *Belles On Their Toes*, her fourth film in less than a year. With it, she automatically qualified as a ranking, up-and-coming Hollywood starlet.

Barbara is the latest cover girl to make good in Hollywood (other recent examples: Barbara Britton, Marilyn Monroe, Donna Reed). Though becoming a cover girl is no talisman for success in other fields, it does provide an entree. Her picture is seen across the country. Talent-seekers know that to get on a cover, the girl has already passed certain tests: She is pretty enough to appeal to a wide public;

Above: Barbara Bates as a 1948 cover girl.

In her new film, *Let's Make It Legal*.



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and she has the poise and personality required to become a top model. Result: She gets a chance—if she capitalizes on her usually short-lived prominence—to show what talents she has for other careers.

The Hazards

But cover-girl prominence has its drawbacks. Explained Barbara Bates: “When you get to Hollywood via cheesecake, you have to fight against being cheesecaked to death. I know sex is here to stay, but when the publicity department makes you show up at an airport in rompers to meet a foreign diplomat, it makes a girl feel pretty silly.” If she fights past this silly stage, however, the talented cover girl can often write her own ticket—anywhere.

Fashion magazine favorite Meg Mundy (*Right*) went on to Broadway success in *The Respectful Prostitute* and *Detective Story*. Jinx Falkenburg (*r.*) graduated from magazine covers to a career as a newspaper columnist and TV personality (as Mrs. Tex McCrary); cover girl Anita Colby (*r.*), once famous as “The Face,” became “The Brain” when she reaped success as a publicist. There is the clew: The cover girl can find success—if she is both beautiful *and* intelligent.



Jinx Falkenburg McCrary



Meg Mundy on Broadway



Anita Colby: face and brains