

Vol.5, No. 18 October 29, 1951 p. 57

## 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.



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 tal-

ented cover girl can often write her own ticket—anywhere.

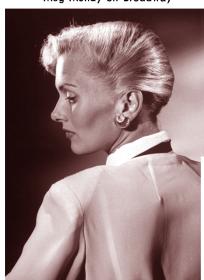
Fashion magazine favorite Meg Mundy (Right) went on to Broadway success in The Respectful Prostitute and Detective Story. Jinx Falkenburg (r.) graduated from magazine covers to a career as a newspaper columnist and TV personality Mrs. Tex McCrary); cover girl Anita Colby (r.), once famous as "The Face," 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