



“THE GIRL ON THE COVER”

A Hollywood Model Turns to Broadway



IT IS a long week that goes by without a picture of Jinx Falkenburg laughing up from the cover of a leading magazine or smiling down from a billboard. For probably the most successful model in the U. S. is Jinx. Particularly remarkable is her popularity because she won it in Hollywood, far from top advertising agencies and photo studios of Manhattan. Now, she is finally in the East, not to pose, but to act in a Broadway musical.



If CLICK is not the first periodical to have Jinx grace its pages—witness the screen papered with pictures of past glories—neither is it the last. With the excuse of a story on Jinx, who can blame an art editor for choosing her as “The Girl on the Cover.”

CLICK'S "THE GIRL ON THE COVER" SHE EXCELS IN SPORT AND AT LOOKING LOVELY



CLICK

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(the Second of Three Pages)

JINX (nee Eugenia) is the favorite model of crack Color-Photographer Paul Hesse, who here assists his subject — almost affectionately — with her make-up. She is long (5'7") and willowy (123 lbs.).



SHE MAKES HER HOME in Hollywood with her tennis-mad family, Brother Bob, Mother Mickey, Brother Tom. Jinx has been on the covers of 33 national magazines, twice in the U. S. Camera Annual.



JINX HERSELF IS NO SLOUCH at this tennis business. Last year she won, with her partner, the Motion Picture Mixed Doubles Championship. One of the most popular youngsters in Hollywood, it is easy to see why she is the answer to a harried photographer's prayer. She manages to look lovely even under the strain of a hard backhand.

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THE CAMERA ADDS INCHES, and Jinx's 5'7" is a liability in Hollywood. In spite of her height she recently won the lead with Tex Ritter in a Western.

IN AL JOLSON'S NEW BROADWAY MUSICAL, *Hold on To Your Hats*, Jinx hopes to make a hit, here talks it over with Jack Haley and Martha Raye.



(the Last of Three Pages)

FREQUENT TENNIS OPPONENT OF JINX, though not in her class as a player, is equally shapely cinema actress Paulette Goddard. Here they relax after a hard set at the Tennis Club. Modeling brings Jinx top rates, about \$20 an hour (standard rate: \$5). Fairly steady posing assignments plus an occasional movie job bring her a tidy \$10,000 a year.



NOT CONTENT with just being "the most beautiful girl in Hollywood" (and that's saying something), a tennis of tournament calibre, and a par golfer, bronze-skinned Jinx is a streak in the water. She comes by her athletic prowess honestly: her father was a football hero, her mother was women's singles tennis champ of Chile and her two 'teen-aged brothers hold first-ten rankings in the Boys' National Singles. Jinx, who in two short years has become one of the most competent models in America, is the All-American Girl come true. In short, brother, there goes a WOMAN!

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