

Film Record

WATCH FOR 'RECORD'S' FILM STAR POPULARITY POLL



BETTE DAVIS



GARY COOPER



SHIRLEY TEMPLE

POPULARITY among film stars isn't always a matter of sheer acting ability as indicated by Academy Award results. More often it's homely qualities such as honesty or a pleasant smile that endears a star to the great movie-going public.

Who are the most popular stars in New Zealand? Nobody, if we remember right, has ever taken the trouble to try to find out.

But this is what the "Record" is going to do.

Next week will see the start of the biggest popularity contest ever staged in New Zealand. It will be conducted over several weeks, and there will be big cash prizes.

Here's how it will be done. Next week we will print a list of 40 names of film stars, 20 men and 20 women. You will be invited to indicate which ten you think are the most popular, and in which order.

There's no entry fee, no elaborate conditions to comply with. All you have to do is fill in the coupon we publish, and post it in to the "Record."

When all entries are in, the votes will be analysed, and the film stars placed in the order of their popularity.

The winner of the competition will be the entrant whose choice most closely coincides with the popular vote. There are big prizes, £8 for the winner, £3 for second, and a consolation prize of a framed painting of Elisabeth Bergner.

So watch for further details in next week's "Record."



ROBERT TAYLOR



DEANNA DURBIN



GEORGE FORMBY



GINGER ROGERS



RONALD COLMAN