

PLAN A HOLIDAY NOW

There's a Fortnight's Free Holiday for the Winner of the "Ideal Holiday" Competition

UNDOUBTEDLY the most remarkable feature about the hundreds of essays which have been submitted for Columbia Pictures' "Ideal Holiday" competition has been the variety of places where entrants would choose to spend their ideal holiday. And though no stipulation was actually made, a bare half-dozen entrants have indicated a preference for a holiday outside New Zealand. The rest, evidently in complete agreement with the slogan "See New Zealand first," would be quite content to spend a fortnight by some New Zealand beach, river or lake. It is evident that the average New Zealander knows his country intimately, knows exactly where pleasant vacations can be spent.

It is not to crowded pleasure resorts that the majority would go. Many know of some quiet spot, far from crowds and noise, where complete rest and leisure can be enjoyed.

How many New Zealanders have heard of the village of Tapanui, for instance? Yet it is at Tapanui, an isolated hamlet nestling at the foot of the Blue Mountains in Otago, that one essayist would spend her holiday.

"It may be a slow little place," she says, "but what quiet contentment one can find there in the beauty of the surrounding hills."

That, perhaps, is the secret of a well-spent holiday. Not 14 days of hectic excursions by day and hectic pleasure-seeking by night, but peace and utter quiet amid the beauty of Nature.

After all, the real purpose of a holiday should be recreation in the literal sense of the word. How often do we return re-created, rested mentally and physically, ready and prepared for another year's work?

Holiday Essays

THE standard of essays entered for Columbia Pictures' competition continues to be satisfactorily high. This is especially pleasing in view of the fact that it is obvious that many entrants have seldom sat down with pen in hand to a task such as describing in a few hundred words, how they would spend a fortnight's holiday.

It's all very well for the professional writer, the free lance journalist, or even the amateur

dabbler in the gentle art of essay writing. But for the housewife, or the average working man it demands a certain amount of hard work.

The high standard of essays is all the more gratifying.

Concerning the amateur dabbler in essay writing. It is easy to recognise his touch. Gifted with the ability to express himself more or less fluently on paper, he is inclined to dwell a little too much on superlatives, such as pretty style, apt phrasing—though to tell the truth, the finished result is always easy to read.

On the other hand we have the realist who is concerned wholly with hard facts, and whose essay tends to become little more than a time-table and a list of equipment and provisions.

The happy medium for a competition such as this must lie somewhere between the two. The ideal essay for the "Ideal Holiday" competition, in other words, should be a careful blending of style and facts.

That is why this week's preliminary prize was won by Mr. A. L. McGibbon, of 91 London Street, Dunedin, who thus qualifies for the final.

And finally, a word to entrants who have not been so successful. Don't be discouraged. Try again. Last week your essay may have been overshadowed; next week it may be the best submitted.

Next week, too, we may be announcing something special. So watch out for the "Holiday" page.

Holiday Essay Competition

HERE is an opportunity to win a FREE two weeks' holiday this summer; all expenses paid.

All you have to do is write an essay of approximately 250 to 500 words on your ideal holiday—how you would spend it, what you would do.

CONDITIONS.

1. There is no entrance fee and no limitation to the number of essays you may enter for the competition.

2. Essays must be written or typed on one side of the paper only.

3. Preliminary prizes of 5/- will be paid each week by Columbia Pictures Proprietary Ltd., for the best essay submitted each week. The grand prize of a free two weeks' holiday will be awarded to the writer of what is judged to be the best essay submitted during the competition.

4. First prize includes:—

(a) Return rail fare to Timaru and Caroline Bay if the winner resides in the South Island, or to Rotorua if the winner resides in the North Island, and accommodation at a leading hotel.

(b) A smart travelling case presented by Nash's, Leather Arcade, only address 133-135, Cuba Street, Wellington

(c) One new season's model "Cutie" bathing suit presented by Lane, Walker, Rudkin Ltd., manufacturers of "Canterbury" woollen goods.

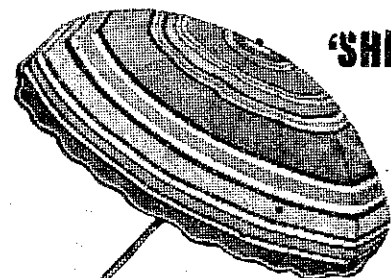
(d) A Slazenger "Match Point" racquet donated by Slazenger (Australia) Pty. Ltd., Sydney.

(e) An Ensign Camera donated by H. E. Perry Ltd., N.Z. Distributors for Selo-chrome Films.

5. Essays winning preliminary prizes will be published in the "Record" each week.

6. All essays must be posted to "Holiday Competition," c/o Columbia Pictures, P.O. Box 180, Wellington.

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STUDY OF TWO PEOPLE about to set out on a holiday. And if the posters are any indication, Cary Grant and Katharine Hepburn, stars of the Columbia comedy "Holiday," are certainly going places.

It's true—
**WHAT YOUR
FAVORITE STARS
ARE TELLING
YOU!**



IRENE DUNNE
says: "I was thrilled by the grand performance of KATHARINE HEPBURN and CARY GRANT. HOLIDAY is a real treat!"



NORMA SHEARER
says: "KATHARINE HEPBURN is one of the really rare human beings in this world, and she demonstrated it again by her human performance!"



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Katharine Hepburn
Holiday

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