

Holiday shares for the Ticino

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NEW ATTRACTION IN ZURICH

At the end of May the International Escort Service, a new service organisation for the tourist trade, held its first "Showboat", a dance cruise on a lake steamer from Zurich to Rapperswil and back. This floating nightclub will ply the waters every Friday evening throughout the summer, bringing tourists and local people alike from the banks of the Limmat to the picturesque "City of Roses". The "International Escort Showboat", a project of prominent firms in Zurich, offers its guests not only four hours of dancing and an international atmosphere, but also special attractions as fashion shows, folklore performances, assorted contests and, finally, a colourful torchlight parade up to Rapperswil Castle.

[S.N.T.O.]

700th ANNIVERSARY JUBILEE AT ERLACH

The first and second Sundays in July brought a large historic procession through the richly decorated lanes and streets of Erlach — a parade the like of which have never before been seen in that dreamy town on the Lake of Biene. Extra boats, regular post bus service from Ins, and parking places at the entrances to the village were prepared for the expected guests, who were also able to find ample hospitality and entertainment on the previous Saturdays. It was the 700-year-old document known as the "Handfeste" which lay the groundwork for Erlach to develop into what it now is. On the third and fourth weekends in July, in the picturesque castle courtyard in the old quarter, the "Erlach Freedom Pageant" was performed.

[S.N.T.O.]

HOLIDAY SHARES FOR THE TICINO

A new holiday system has been worked out for the Canton of Ticino. Through the purchase of shares one can acquire so-called "Holiday Certificates", which are divided into various categories, have a validity of ten to twenty years or an unlimited period, and entitle the bearer to an annual one-week holiday in one of many holiday apartments scattered throughout Southern Switzerland and parts of the Grisons. The apartments are furnished and terms include linen and all necessary household equipment. A simple rotation system has been worked out for assigning holidays to shareholders, divided into four periods. A different resort may be visited each year. Part of the intent of this system is to encourage more winter sports activities in the Ticino. Shareholders' rights to holidays may be transferred to third parties or may be postponed to the following year (but no later) and combined with that year's entitlement to make a two-week holiday.

[S.N.T.O.]

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