

# Watches for trees

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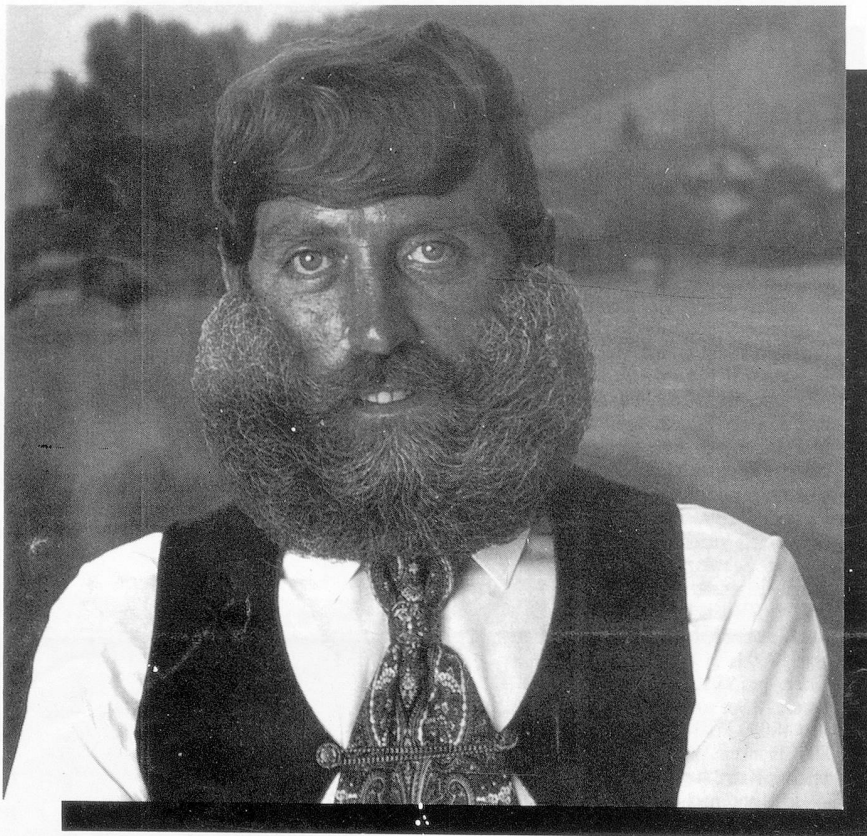
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### SERVICE FOR ENGLISH SPEAKING PEOPLE.

"A British lawyer wanted to impress an Arab business acquaintance with an appropriate choice of restaurant in Geneva, but did not have a clue about Middle Eastern cuisine in town."

"An American mother needed a baby-sitter for the weekend. She had just arrived with her children from the US and had to accompany her husband to a congress in London."

Both solved their problem quickly by dialing Anglo-Phone.

Anglo-Phone is a 24 hour information line accessible anywhere in Switzerland.

This new service provides a whole range of information to make life easier to English speakers in the country, be they newcomers or long-time residents, at only SFR 1.40 per minute.

Anglo-Phone keeps an updated list of qualified English speaking specialists ranging from doctors and vets to lawyers and tax planners. Most of these professionals have international background and experience.

Anglo-Phone will also assist in choosing anything from schools to libraries, baby-sitters to house-sitters, health-clubs to spas.

But Anglo-Phone also keeps track of what is going on in town: It will inform callers of entertainment ideas for the kids, nightlife, cultural events and leisure activities. Even snow conditions on the ski slopes, English language bookstores and video shops, where to find ethnic foods and even how to contact special interested groups and clubs.

### MOTHER OF ALL BEARDS

**Alois METZ, 40**, from Altishofen (LU), a driver, has become a member of the first Swiss Beard-Club in Olten. At the "Rütimann Schnauz und Bart Club Schweiz" in Olten, the beard and moustache fans from all over Switzerland can get together and discuss the various methods of growing, trimming and looking after beards. Alois reckons he may still be able to learn something at the club although, looking at the picture, it seems he already has all the answers. Alois has been growing his beard since he was a teenager and cannot imagine himself without it. When they see Alois, tourists from all over the world quickly grab their cameras to take souvenir pictures of him.

"This was our idea, when we started" - they say at Anglo-Phone now - "to provide readily accessible information to English speakers. And it certainly works. We have received hundreds of requests ranging from an emergency call for an ambulance at 2.30 in the morning to where to buy fresh backed bagels in Lausanne."

"But we soon realized that people were interested in our conference line capacity as well, where they could exchange ideas and opinions with other English speaking callers from all parts of Switzerland as well as get first-hand information".

Old friends scattered throughout the country have used Anglo-Phone to set up a "phone-reunion" just by arranging to dial a certain number at a given time. And some people called to schedule a Christmas day family phone gathering..."

## WATCHES FOR TREES

Back in the early seventies, Audemars-Piguet launched its Royal Oak wristwatch. The collection, which is still thriving, took its name from the oak tree in which Britain's King Charles II hid from the republican Roundheads in 1651 in the wake of the Battle of Worcester. The original Royal Oak is also still thriving. But, says the company, many of the world's 800-odd species of oak tree are not.

The 20th birthday of the watch saw the launching of the "Time for the trees" appeal by the Foundation Audemars-Piguet. The new body, set up last year and headed by the founder's grandson, Jacques-Louis Audemars, was formed "in gratitude for the unspoilt scenery" in the Vallée de Joux where the company has been since its birth in 1875.

The first request for help came from over the border, where forest fires had destroyed the woods on the summit of the Tête de Chien in the Pre-Alps of southern France. Audemars-Piguet watchmakers set to work immediately. They made a once-only, solid-platinum Royal Oak watch whose skeleton dial shows the silhouette of an oak tree - and behind it the hand-made automatic movements. Auctioned at the Hôtel de Crillon in Paris, this raised no less than 900,000 French francs for the re-forestation project. The sum was handed over to Prince Albert of Monaco for the French Ministry of Waterways and Forestry. With the aid of contributions arriving from all over the world, the foundation is now tackling other programmes. These include forestry protection or afforestation schemes in Malaysia, Spain, Switzerland itself - and the United Kingdom, home of the first Royal Oak.



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