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# ACSE, 25 YEARS OF SERVICE TO ENGLISH

The leading school of English for foreign students in this country, the Anglo-Continental School of English, in Bournemouth, celebrated its 25th Anniversary earlier this year. The creation of this language institute can count as one of the outstanding Swiss success stories in this country. It was founded 25 years ago by Mr. Fritz Schillig, Principal Director and Swiss Consular Agent for the South of England.

In 1950, Mr. Schillig was studying English in Bournemouth. In those days, Bournemouth was a peaceful resort and not the student jamboree which it is now. But Mr. Schillig perceived the marvellous potentialities that lay in starting a school of English. "English" was an inexhaustible seam which had only to be tapped. With a loan of £80 from his father he opened his school in a disused Bournemouth church hall with the assistance of an English teacher and began to operate with a handful of students.

Twenty-five years later, ACSE had become a vast and sophisticated organisation run on the lines of the most modern enterprises. Its administrative centre is in Bournemouth and the school has information offices in Zurich and London. It is in Zurich that its worldwide publicity is managed, and it is there that its vast copyright literature is printed and distributed. ACSE has also adopted the computer, the only tool able to handle the vast amount of information which is the lifestream of ACSE's daily business. ACSE's financial strength can be gauged by its appointed channels of publicity. In particular, I have seen ACSE advertised on the cover page of "Le Monde".

ACSE had developed its own teaching methods. They are based on the "direct method", which forces the student, however incompetent, to speak English and nothing else from the day of his entry into the course. Not only are students expected to talk English in class, but every word they hear from their teachers is in English. Their initiation is performed visually. The vocabulary pertaining to the human habitat, for example, would be introduced by a large picture of a house commented in English by the teacher. The direct method is pursued to the full in the language laboratory. The ACSE has at present 74 cubicles, all kept operating fully during the whole summer. A language laboratory may conjure the idea of test tubes and bunsen burners, but it is in fact no more than a classroom where every student can speak out loud without disturbing his neighbour. Each student is by himself in a noise-proof glass cubicle and performs the exercise

set to him by speaking in a microphone. The teacher, who can monitor classes of up to twenty, "switches on" from one student to another and corrects them where necessary. The disadvantages of this method are its lack of humanity and the somewhat artificial environment in which the students are placed. But for ACSE, the method has amply proved its worth and is in fact only used in conjunction with regular classes. ACSE has its own research and development department and refines its exclusive methods constantly. These methods are applied in ACSE publications. Hundreds of thousands of text books with ACSE methods are published every year, but as the school refuses to sell its methods or exploit them commercially, they are exclusively used in its courses.



*The language laboratory*

Students can enrol in a variety of courses ranging from 2 to 10 weeks duration and adapted to every degree of preliminary knowledge of English. These courses contain on average 26 to 30 lessons a week, but ACSE students have the benefit of a wide range of supplementary courses and can, if they are keen enough, work in class from 9 a.m. to the closing hour of 9.30 p.m. All this without having to pay an extra penny. These supplementary courses include such subjects as commercial and technical English, reading, topical affairs and conversational practice. This is in fact one of the unique advantages of ACSE compared with the host of schools who have followed suit in Bournemouth. The audio-visual methods in use in the language laboratory have been specially developed by ACSE's R & D. A particularly efficient

practise is to run a film whose relevant vocabulary has already been dealt with and ask each student in their cubicle to make a commentary of what they see.

The throughput of the Bournemouth school is 12,000 students a year. At the peak of the season, the school's classes are packed with 2,500 students. One of the main headaches of ACSE's management is now to find ways of expanding the premises in Bournemouth. There are moreover ACSE summer courses in 4 London and Oxford colleges. The school rents the vacated residential premises from the University during the holidays and thus accommodates a total of 1,200 students in its London and Oxford summer courses.

Many other people and organisations imitated Mr. Schillig and banked on English and the need for it by establishing schools in Bournemouth and elsewhere. There are five other major schools recognised as efficient by the Ministry of Education in Bournemouth. One of them is the Euro-Centre, which belongs to Migros. There is in addition to this a swarm of smaller schools who have no official warranty similar

to the standard recognition of "efficiency" which, incidentally, ACSE was the first school to obtain. But ACSE has nothing to fear from this competition because the market is still rapidly expanding and also because it is the leader in the field. This last point was most emphatically put to me by ACSE's management — and I'm sure that this healthy self-confidence must constantly be inspiring the high standards of the school.

The most popular courses at ACSE are its holiday courses. And there, ACSE spares no efforts in helping students to mingle pleasure with work. They are offered films, guided tours, drama, classical music and must be pretty boorish if they don't enjoy their course and their stay in Bournemouth. There is in fact so much to do besides work that there is a real dan-

# Repousse des Cheveux !

# Plus de Calvitie !



Connaissez-vous le moyen qui procure à toute personne une chevelure magnifique, le remède remarquable qui empêche les pellicules, rend les cheveux, épais, longs, soyeux, qui produit la recoloration des cheveux devenus gris avant le temps, et qui fait repousser les cheveux, les sourcils et les cils ?

C'est l'Amérique qui nous le fournit sous le nom de **Lovacrin**, ce merveilleux remède qui nous promet une chevelure vraiment exubérante.

Le Lovacrin étant un produit purement végétal qui n'affecte pas même la peau la

plus délicate, il n'y a pas lieu d'hésiter à en faire usage. Plus de raison donc pour avoir une crue chétive des cheveux. La chevelure nous est nécessaire en été comme en hiver, c'est une protection naturelle, faite de laquelle les enfants, aussi bien que les adultes, sont sujets à de fréquents refroidissements.

Plus d'excuse pour les pellicules, pour la chute des cheveux, la calvitie, la gravure en face vous le démontre.

Dans un article qui a fait sensation, paru dans la *Feuille centrale médicale-chirurgicale*, à Vienne, n° 12, du 27 décembre 1901, le célèbre docteur viennois A. Kulszyki a fait l'exposé de ses preuves et des brillants résultats obtenus à l'aide du Lovacrin ; il en résulte, à l'évidence, que le Lovacrin est en effet un remède éminemment efficace contre les pellicules, la perte des cheveux, la calvitie.

### Attestations ultérieures.

Dans quatre cas de calvitie prématurée resp. perte de cheveux, votre Lovacrin m'a fort bien servi et j'ai obtenu une notable amélioration. J'en ferai l'ordonnance dans ma pratique. *Jos. Karos, Dr-méd.*

Je suis content de votre lotion. C'est la première fois que je me fie à un remède pareil en faisant l'application sur ma propre personne, j'ai pu constater la pousse de cheveux à des endroits chauves autrefois. Je recommanderai le Lovacrin dans mon pays.

*Cas: Schamet, Dr-méd.*

Tout en accédant à votre souhait, j'atteste que dans tous les cas de formation de pellicules, surtout pour la chute des cheveux, votre Lovacrin m'a rendu bon service.

*Jul Korn, Dr-méd.*

Je n'aime ni les recommandations ni les attestations ; cette fois, cependant, je veux bien faire une exception et je vous atteste le bon effet de votre Lovacrin, que je puis recommander.

*Ed. Piekarski, Dr-méd.*

Dans six cas de formation de pellicules avec perte des cheveux, votre Lovacrin m'a très bien servi et je ne manquerai point d'en faire usage à l'occasion. Veuillez m'en faire parvenir encore 3 flacons.

*Ladislau Boruki, Dr-méd.*

C'est avec plaisir que je vous atteste l'excellent effet de votre Lovacrin ; c'est en vérité une eau des plus antiseptiques, en même temps agréable et douce. Tous mes clients s'en louent et la recommandent à d'autres.

*L. Margulies, Dr-méd.*

Le Lovacrin rend les cheveux épais, longs, soyeux, empêche les pellicules et la calvitie ; il produit la recoloration des cheveux devenus gris avant le temps, nourrit richement les racines et fait pousser les cheveux vite et abondamment. L'effet surprenant du remède fera le charme des mères qui ont des filles à la chevelure courte et chétive, à celles-ci la lotion prête de jolies tresses, tandis que pour les personnes âgées elle est destinée à empêcher la formation des pellicules et la perte des cheveux.

Le Lovacrin est en même temps un moyen des plus efficaces pour faire croître la barbe. Prix du grand flacon, suffisant pour la durée de plusieurs mois, fr. 6 ; 3 flacons, fr. 15 ; 6 flacons, fr. 25. — L'envoi se fait contre remboursement, ou bien contre paiement au Dépôt européen. K1768L 3710

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ger of forgetting the object of one's stay in Bournemouth: English. To forestall this latent eventuality, an eye is kept on the work of each student by a supervisor of studies. They are therefore held by a minimum of discipline. The reputation of the school is, after all at stake.

Mr. F. Schillig and his collabora-

tors will celebrate their school's 25 years of existence with a Dinner at the end of this month. They will be able to look back proudly on 25 years of regular growth and eminent service to both the English language and the thousands of continental students who come to spend a useful and enjoyable time at ACSE every year. (PMB)

(US \$2.3 billion) roads too have accounted for a large part of public funds; this is the sector that recorded the highest mean annual rate of growth (16.8%). With regard to private building work, housing easily comes first, the S.Fr. 39 billion (US \$9 billion) spent on this representing a quarter of the total investments. Industrial construction work during the period under consideration accounted for over S.Fr. 23 billion (US \$5.3 billion), corresponding to 15% of investments as a whole. It should however be pointed out that this sector has shown a certain stagnation since 1965. This trend seems mainly to have benefitted expenditure on equipment since, if we take as basis 1960=100, the index for the latter amounted to 251 in 1969, as opposed to 202 for industrial construction work. This difference shows that investments made in the industrial sector have been used less and less for increasing the production system and more and more for its modernisation and rationalisation.

## TECHNICAL ITEMS

### A factory of the future

It is not idle boasting if we announce that Marin, a simple little village in the canton of Neuchatel will shortly be known all over the world. Electronic Ebauches Co. Ltd. is in fact building there the first electronic watch centre, a huge factory that will employ over a thousand workers, and perhaps double this number in the fairly near future. Thanks to all those who have contributed to the achievement of this project, the laboratory revolution brought about by the creation, within the space of a few years, of various electronic watches is now in a position to spread rapidly to all markets. The new firm will have an annual output of several million electronic watch and clock movements. It will operate according to the most modern methods and will be connected to the central ordinator at Granges, a powerful electronic brain capable of solving the problems of 250 subscribers at the same time. Obviously the investment in equipment goods is tremendous—for the moment a minimum of 16 million francs (US \$3.7 million)—but the requirements of technical progress and above all keen international competition have led to an irreversible movement of rationalisation and automation.

### Extent of investments in Switzerland during the last decade

Investments made in Switzerland during the last ten years totalled S.Fr. 153 billion (US \$35.6 billion), representing on an average 28% of the gross national product. Two-thirds of this amount, i.e. S.Fr. 101 billion (US \$23.5 billion) was invested in building, while the remaining third, i.e. S.Fr. 52 billion (US \$112.1 billion), was accounted for by equipment (purchase of machinery and plant of all kinds.) In building, the proportion of investments of the public sector increased at the expense of those of the private sector. Expenditure on public building work, which represented only 16% of the formation of fixed capital in 1960, amounted to 22% in fact last year. On the basis of 1960=100, the index of public works amounted to 308 in 1969, that of private works to 203. In spite of this trend, expenditure on construction in the private sector, S.Fr. 70 billion (US \$16.3 billion), continues to be much higher than that of the public sector (S.Fr. 31 billion=US \$7.2 billion). In public works, the most important item consists of buildings, and S.Fr. 6.3 billion (US \$1.5 billion) was spent on the construction of schools and hospitals. With S.Fr. 10 billion

### Swiss wines in Japan

In 1969, Switzerland exported only 9,300 bottles of wine to Japan. Although customs duty, cost of transport and insurance are very high, it would seem, to judge by visitors to the Swiss restaurant at the Osaka Exhibition, that very many Japanese however would like to try other drinks than saké, beer or whisky. In order to make Swiss wines better known in the country, those in charge of the Swiss pavilion recently organised a mini wine exhibition, to which they invited the managers of Japan's biggest hotels, as well as the trade press. The managers of the main hotels in Tokyo, Kyoto and Kobe, in most cases accompanied by their seconds in command, had an opportunity of trying out and appreci-

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