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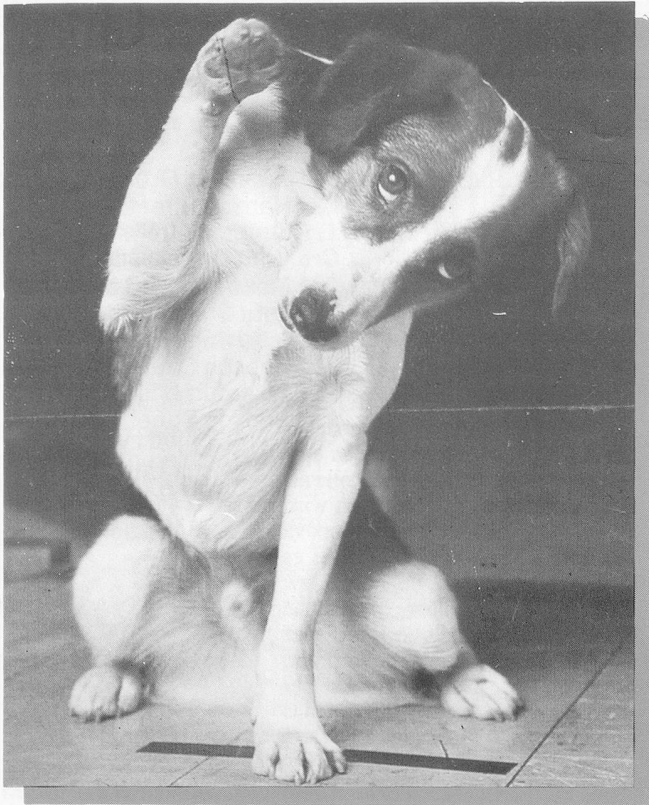
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MAX VERSUS SPOT

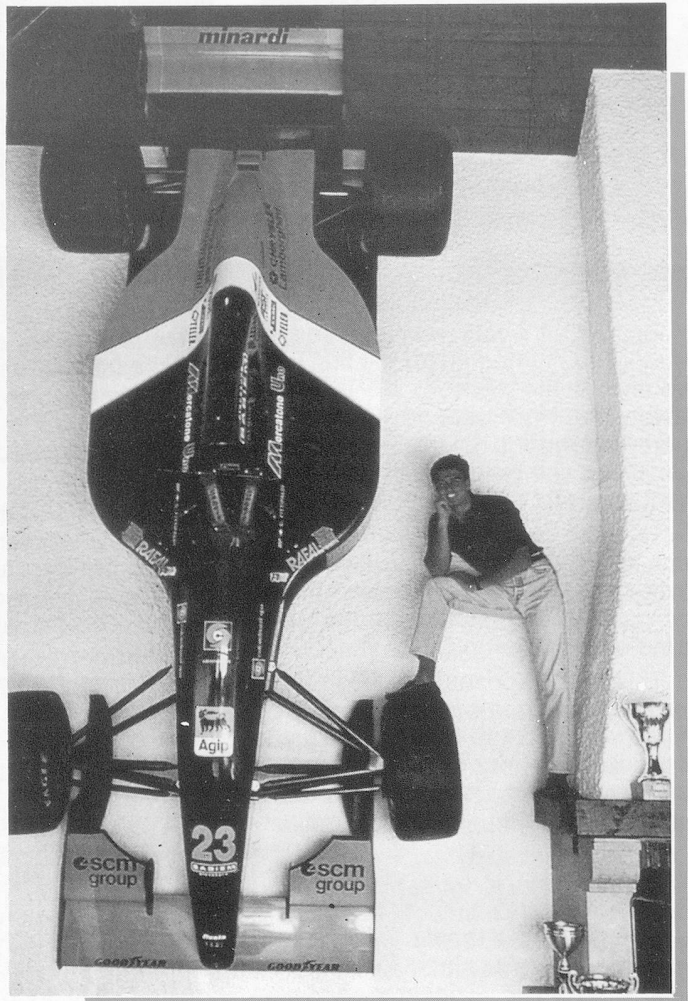
New Zealand has SPOT, the TV dog used in Telecom advertisements. His counterpart in Switzerland is called MAX. Max plays the main role in a series of Migros-TV advertising spots. Strangely enough, the advertising agency had to hunt all over Europe to find the dog they wanted and finally found MAX in an "animal academy" in Belgium. Today MAX is a TV star just as popular as SPOT is in New Zealand.



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WALL DECORATION

Most people hang pictures on their walls. But Christian Fittipaldi, the nephew of World Champion Emerson Fittipaldi, who lives in the canton of Waadt, is so keen on Formula 1 racing cars that he decided to hang one of them right inside his chalet. A most original wall decoration, although a little overpowering!!!



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