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## THE NEW EDITOR



PIERRE HOFSTETTER

We wish to introduce to our readers the new Editor, who has recently been appointed, and who will take up his post at the beginning of next month.

Pierre Hofstetter was born at Lausanne in 1929, and after having received a classical education in his home town, spent some time in the service of a local paper and publishing concerns.

Like so many of his compatriots, he then decided to quit his native land in order to gain further experience and knowledge. What better place could he have chosen to start his journalistic career than Paris? In this famous city he continued his studies for two years at the "Ecole des Hautes Etudes Internationales", during which time he became a contributor to several Swiss and Parisian papers. He aptly called his *séjour* in the French capital "l'apprentissage de ma vie".

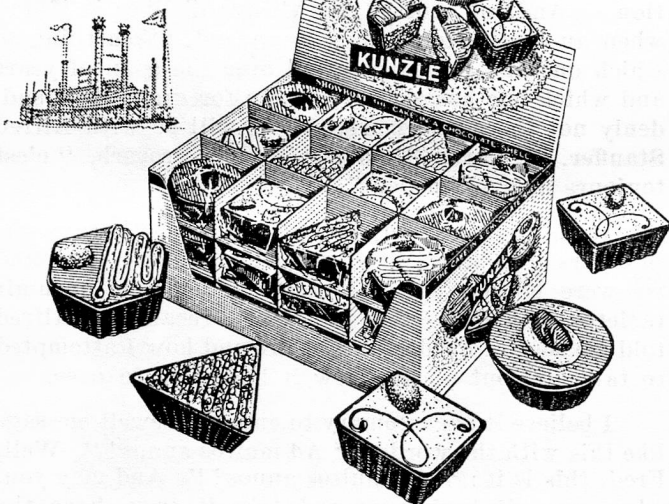
Next, we see him in London, where he arrived in 1950, and where he remained for several years. During his London stay he established himself as a free-lance journalist, and political leader writer to Swiss daily papers and French periodicals, and as a foreign correspondent to a number of weekly papers of "La Suisse romande", having become a member of the Swiss Press Association. Pierre Hofstetter, whilst residing in the Metropolis, had written for the "Swiss Observer" a number of interesting and excellent articles and essays in French, under the heading "Le vagabond de Londres".

Like diplomats, journalists never for long remain "fixed", and so during the last few years M. Hofstetter has on and off visited foreign lands and cities, such as Rome, Florence, Brussels, Anvers, Vienna, Munich, Salzburg, Dublin, Edinburgh, etc., for longer and shorter visits.

On leaving London he stayed for three years in the United States of America, after which he returned to Switzerland, where until recently he held an appointment with a paper in Neuchâtel.

Mr. Hofstetter has married an English woman, and together they will make their home in London.

The New Look  
for the cake in a chocolate shell



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