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HERB CAEN

IN THE SWISS ALPS

If Herb Caen, whose columns in the "San Francisco Chronicle" have sometimes made social history, picked Gstaad for a brief winter visit and used it as a highly rewarding observation post, he did not mean to overlook the fact that Switzerland could have offered him some 130 other rewarding winter resorts. What was on his mind in the first place was an investigation into the strange habits and rituals of the Jet Set (which now seems to have become a peripatetic clan simply called "Le Group"). Gstaad, a mecca of socialites of all (skiing or non-skiing) calibres, must have looked more attractive to Herb Caen as an object of research than any other, less cosmopolitan winter playground, not to speak of its fine hotels and après-ski spots which may be considered somewhat typical of

what visitors will find throughout the hospitable winter sports areas of Switzerland.

This magazine is proud to present this little serial in condensed form and let an old friend of the author's, the American novelist Richard Condon, a resident of Geneva, add his own comments. Here's his message of introduction: "Herb Caen is the most consistently successful 'columnist' in the United States, out-writing all who remain of this journalistic phenomenon which has reported the news of their world in one or two sentences conveying the essence of an entire newspaper in a few hundred daily words. Interest is Caen's key, humour his sustenance."
Fred Birman

Zeichnungen/Dessins: Carlos Duss

