

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1971)

Heft: 1608

Artikel: A correction and a point to clear up

Autor: Eidam, Madeleine

DOI: <https://doi.org/10.5169/seals-686602>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 15.01.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

stands at the top of the rink and points with his broom".

"Oh, sort of like 'broom at the top'!"

"Yes, exactly. That broom you treat so lightly, sir, is the sceptre of the curler. No honourable curler would ever be seen without it. Now, for your information, here are some other details: learn where the 'hog' is, watch out for the 'sweeping score' and always remember the difference between the normal side and keen side of your stone. Sweep when the skip tells you and stop when he says 'up' and make sure you play the stones with the right colour bubbles. If you give an 'in handle' when you're told to and an 'out' when it's asked for, you'll have absolutely no trouble with the bubble. Keep your foot on the crampit by or in the hack and, whatever you do, play the broom. Now, do you think you understand a bit more?"

"I suppose so, except for one thing".

"What's that, Hermann?"

"Are you crazy?"

(*"Switzerland", SNTO*)

THE HARD TIMES OF AMBASSADOR BUCHER

Mr. Giovanni Enrico Bucher, the Swiss Ambassador kidnapped in Brazil, was quoted by a West German magazine recently as saying he felt nervous and frustrated and that "my biggest problem is to overcome claustrophobia".

Stern, the Hamburg weekly, said the ambassador had taped the interview on December 18 in response to questions submitted by the magazine's local correspondent through his captors.

The tape recording was delivered to the correspondent with photographs showing an exhausted-looking Mr. Bucher.

The magazine reported him as saying that he was in good health despite his detention in a small room by

masked guards. The room was comfortable but the sanitary arrangements were "less so" and he was forbidden to move around the house.

Mr. Bucher, kidnapped on December 7, said in the alleged recording: "Right from the beginning I received magazines, books, playing cards and later daily newspapers. Sometimes I was allowed to listen to the radio, see television and play records".

He had only a vague concept of the negotiations over a ransom for his release, but said he had kept his faith in the Brazilian Government.

Describing his kidnapping, Mr. Bucher said that at first he had thought it a normal car accident. But then someone had opened the door of his car and ordered him out. It had all been over in a few seconds.

Stern quoted him as saying he had heard a shot ring out but that he did not realise at the time that his bodyguard had been shot.

He had been made to wear glasses masked with cotton for the drive in the kidnappers' car.

"I often debate with some of the kidnappers, really long discussions when one considers that the heat must be very uncomfortable for the masked men.

"They are doing their best to treat their 'guest' as well as possible under the circumstances", Mr. Bucher was quoted as saying.

(*Daily Telegraph*)

A CORRECTION AND A POINT TO CLEAR UP

A monstrous error cropped up in our report of Mr. Bucher's kidnap in the last issue. The Federal Council was alleged to have "reacted callously" to Mr. Bucher's misfortune. It should have read "reacted calmly"! We apologise to our readers for the error—and not least to the Federal Council.

The story about the worthy Swiss of Britain has produced varying appreciations, the echoes of which have reached our ears by circuitous ways.

One reader who definitely *didn't* like the article was its author, Miss Madeline Eidam. Here she explains why:

Under the heading of "6 Prominent Swiss in Britain" the last issue of the Swiss Observer devoted more than two pages to the publication of a series of short biographies which must be qualified as a *breach of copyright*. The Editor of the Swiss Observer, Pierre-Michel Béguin, had been given at his own request a copy of the original article written in German, which had not yet appeared in the *Schweizer Illustrierte Zeitung*, on the author's understanding that it was for his personal information only. The exclusive interviews of the Ringier Group were thus published in the Swiss Observer without their author's knowledge or consent, and necessarily without translation rights. Despite this the *Schweizer Illustrierte Zeitung* appears to be held responsible for the absence of any pictures in the Editorial introduction of the Swiss Observer. They should obviously have gone with the story. Here I quote: "These pictures were unfortunately still in the hands of the *Schweizer Illustrierte* at the time of writing and the readers will have to guess their contents by reading the captions which we have reproduced". Furthermore the Editor gives the impression of apologising to his readers for publishing these articles which in his own words are appreciated "by hundreds of thousands of unsophisticated people", although he is himself not ashamed of using them without the consent of the author. Finally, it is worth acknowledging that the Editor, while appreciating the legitimacy of Ringier's choice of prominent figures, feels that at least a score of other worthy Swiss in England would also have deserved to have their life stories published in the "Schweizer Illustrierte". As I could not agree more with Pierre-Michel Béguin on this point, I readily apologise to the "sophisticated readers" of the Swiss Observer for "limiting the portrait gallery to a minimum".

Madeleine Eidam

THESE VEHICLES



TRAVEL TWICE MONTHLY TO AND FROM SWITZERLAND AND ENGLAND

Providing DOOR TO DOOR SERVICES
with vans specially equipped to carry

— Household Removals. — Exhibition Goods.
— Works of Art. — Machinery.

For full information contact

In Switzerland

Kehrl + Oeler, Neale & Wilkinson Ltd.,
3001 Berne, 1 and 2 Rangoon Street,
Nachf. A. Oeler, London, E.C.3.
Bubenbergplatz 9, Tel. 031 22 00 22. Tel. 01-480 6351. Ext. 54 or 58.

In England

Neale & Wilkinson Ltd.,
1 and 2 Rangoon Street,
London, E.C.3.