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**Autor:** Irving, Gordon  
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instrument manufacturers fell off slightly from the summer onwards. On the other hand, business in the chemical and pharmaceutical industry has continued for the most part to develop at a fast pace; a slowing up occurred however during the fourth quarter owing to the recession experienced on a number of big markets and the further weakening of the dollar.

On the whole, the evolution of the *metallurgical industry* was satisfactory, with the exception of the conversion sector which suffered the consequences of the changes occurring in the building sector. In *watchmaking*, the upward trend that started in 1972 continued, the rate of growth being 10% from the point of view of quantity; but this growth is probably nearing its end. Exports of the *chemical and pharmaceutical industry* showed an increase of 30%, to which all sectors in the branch contributed. Provided the recession does not worsen, Swiss exports of chemical products are expected to continue to grow satisfactorily in 1975. The *textile and clothing industries* end 1974 with results that are on the whole just barely satisfactory. The rise in the cost of raw materials as a result of the petrol crisis added considerably to manufacturing costs in a few sectors and even led to financial difficulties in certain firms. The forecasts for 1975 are differentiated. While the linen and embroidery industries look forward to satisfactory results, the prospects are considered with tempered optimism in the wool and silk industries and generally viewed rather gloomily in the cotton industry. The clothing sector felt the effects of the falling off in the world situation, while shoe manufacture did not reach the volume of the previous year, owing to the shortage of manpower. In most sectors of the *foodstuffs industry*, sales stagnated with regard to quantity, home demand not having evolved at the same pace as exports. The general rise in costs and the consequent rise in prices form the main concern of this branch. Under these conditions and with the exception of the soup industry, which increased its exports appreciably, prospects are considered with considerable caution.

#### SWISS GRAPHIC ARTISTS AND POSTERS HONOURED IN CANADA

It has become quite a tradition now for Swiss posters entered in the International Poster Contest at the Royal Fair of Agriculture in Toronto (Canada) to carry off a number of prizes. The prize list for the 1974 contest bears witness once again to the interest aroused in Canada by the work of the Swiss graphic industry since, for the fifth consecutive year, the Grand Prix of the Show has been awarded to a Swiss work: the "OLMA 1973" poster (created by Studio R. Chicherio, Lugano; printers, Eidenbenz Co., St. Gall), also first in its category. In addition, the posters "55th

Swiss Comptoir" (Atelier Resplendino, Lausanne; Roth and Sauter Co. Ltd., Denges) and the Agrosuisse "Sheaf of

Health" (Harry Franken, Zurich; Chemigraphisches Institute Co. Ltd., Glattbrugg) each won a second prize.

## HEDY, THE SWISS MISS WHO BECAME A SCOTTISH MRS!

by Gordon Irving

### *She wed a singing star*

If Hedy Matisse, born in Solothurn, near Bienne, had not travelled to study languages in London, she would most likely never have met the Scottish singer who was to be her husband, and become well-known and popular in Europe, North America, and Australia as Kenneth McKellar, television, recording and radio singer, and headline attraction on scores of concert tours.

years ago, and has never regretted the move, though she, Kenneth and their two talented children, Kenneth Harry, 15½, and Jane Matisse, make regular trips to keep their links with Switzerland.

Said Hedy, a tall, attractive Swiss who has become almost a Scot, and has played a big part in helping on the career of her husband: "My parents were Charles and Emma Matisse, in the hotel



*Hedy Matisse McKellar, the girl from Berne, with her husband, Kenneth McKellar, well-known singing star of recordings and television.*

The Hedy Matisse story is a fascinating one for all members of the Swiss community in Britain.

When I went to meet Mrs. Kenneth McKellar in her charming home in Lenzie, a quiet neighbourhood north-east of Glasgow, on the southern side of the Campsie Fells (a ridge of moor, farm and hill country that is slightly reminiscent of some of the lower slopes of Switzerland), she told me how she arrived in Britain 26

and catering business in Switzerland. The house where I was born, a little restaurant, The Fuerweher Halle, still stands in Soleur.

"I went to school in Berne, and we spent some time in Lugano. My sister, Susie, and her husband, Egon Ammann, with their family, still live in Berne, and we visit each others homes for holidays when Kenneth can get away from the busy round of summer seasons, television

shows, and concert tours. Egon is on the administration side of S.B.B., the Swiss railways.

"I studied in Zurich and Geneva, and made a speciality of languages. (Hedy speaks French, Italian, German Spanish, English and Schwitzer Deutsch).

"So naturally, I found myself heading for London to perfect my English. I taught for a time at a school in Highgate.

"One evening David Ward, the operatic singer, introduced me to Kenneth. It was at the Royal College of Music. We met again, and were married 22 years ago.

"These past two decades have been busy and happy ones. We lived in London, then in Glasgow. Eighteen years ago we moved to Lenzie, handy for Kenneth's engagements in Britain.

"There have been many theatre seasons and television and radio shows. Funnily, nowadays, Kenneth works a lot in England; this summer he is at Paignton, in the south-west. But, being a true Scot, he keeps his roots in Scotland.

"I sometimes feel I'm even more Scots than Ken. But I keep my associations with Switzerland, and we all like Swiss dishes. On our trips to Switzerland — we either drive by car, or fly in two hours ten minutes to Kloten from London — Ken likes to wander round the stores in the towns and cities and relax. It's one country where he isn't recognised, though you can buy his

recordings of 'The Messiah' in the city record shops.

"He has been heard on Radio Basle, Beromunster, and his voice was featured on a television programme in Switzerland about Scotland.

"The recording which goes well in Switzerland has Kenneth and Joan Sutherland in 'The Messiah', on the Decca label".

How does Switzerland's Hedy Matisse find Scotland and the Scots? "Friendly people, like the Swiss", she says. "They are also travellers, get homesick for their own mountains and lochs (lakes), just like the Swiss.

"There are a number of Swiss people in Scotland, mostly married to Scots, but it isn't always easy to locate them".

The McKellar offspring, like their parents, know and love Switzerland and the Swiss. Jane Matisse is studying ballet and is musical; she may yet be a singer in concerts and go into theatre and television. Kenneth Harry, 15½, is keen on history and English and he studies at Harrow in England.

Finding time to take a long vacation in Switzerland is no easy task for Hedy and Ken.

When I called, Kenneth was commuting to Aberdeen to complete a television series, and packing his music to fly to Brussels, in Belgium, for an international music programme on TV. On 23rd May he is due to appear in a

concert and on TV in Copenhagen, Denmark.

Then, come the Spring, Kenneth is off to North America for a coast-to-coast concert tour from Montreal to Los Angeles.

Said Hedy Matisse McKellar: "I've been fortunate to join Ken on many of his tours — Canada, the U.S.A., Australia, New Zealand and South Africa. I remember we had a great welcome from a Swiss Colony in New Zealand, and also from Swiss exiles in Los Angeles.

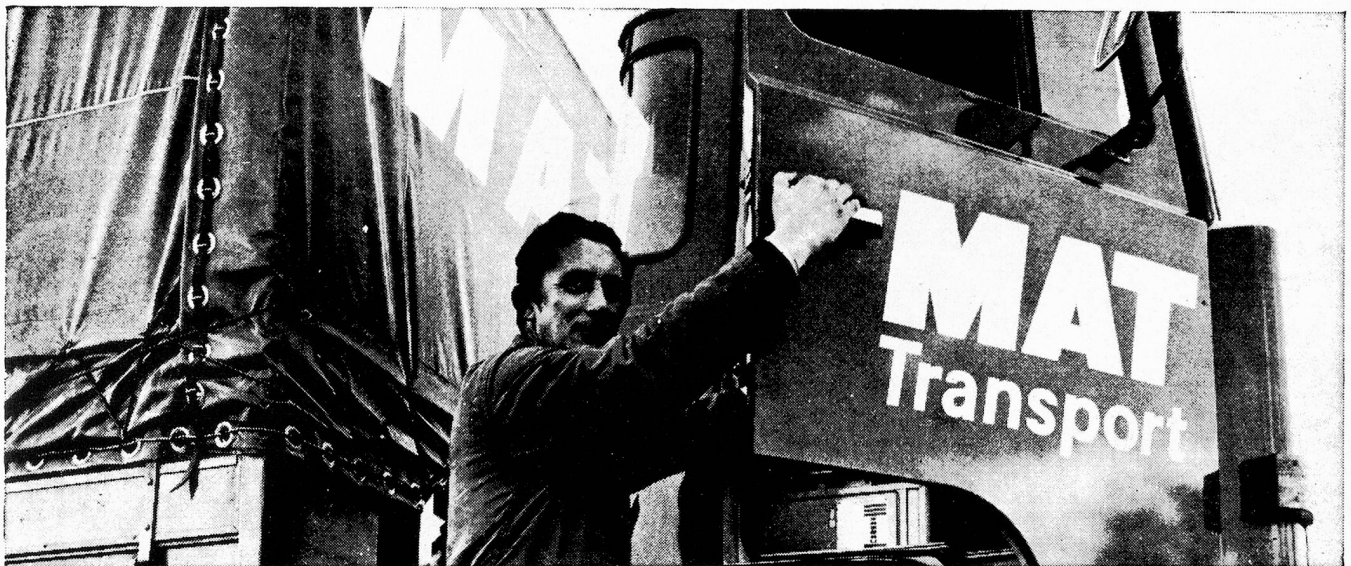
"Like the Scots, you meet the Swiss all round the world. They are great international travellers".

The McKellar home outside Glasgow, Scotland, is a little bit of Switzerland in the land of heather, lochs, mountains and song. If there's a little bit more of the tartan than you find in Solothurn or Lugano or Berne, you can't blame Hedy, the girl from Berne who became the wife of an international singer. She loves Scotland nearly as much as she loves her native Switzerland. And the mountains and lakes — sorry, lochs! — are just as majestic and enchanting.

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