

## CIBA in India and Eidophor

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In 1934 CIBA published a splendid book, copiously illustrated in colour, commemorating the first 50 years of its international history. CIBA is an abbreviation for Chemische Industrie in Basle, the Society of Chemical Industry in Basle. In 1959, on its 75th Anniversary, an even more luxurious publication, some bound in full vellum, and again lavishly illustrated in colour, traced the history of Basle from the Middle ages and the prehistory of chemistry and chemical Industry in that city. One could be proud to be part of this fine tradition of publishing, and I was sad that I could not have contributed to it through *CIBA in Britain*.

CIBA had for a long time been truly international and when I was given a new task, namely to mount CIBA's stand at the International Trade Fair in New Delhi in February 1961, I was delighted. Preparations for the stand were planned a long time ahead, the stand was completely erected in Basle, taken to pieces again, packed in screwed-down wooden cases and shipped in good time. I was given a number of large screw drivers in case the local workmen were unable to open the cases. All went well and the Stand was much admired and visited by Nehru. My duty was to supervise and scientifically explain to distinguished visitors any questions they might ask and, mostly, I could do this.

On my way to Delhi, I stopped in Bombay and met the local directors. Near Bombay on a beautiful wooded site, CIBA had just opened a new chemical research laboratory to be staffed entirely by Indian scientists. It was the second example of how Dr Käppeli overcame trade profit export restrictions of a country in which CIBA operated. He simply invested in the national talent of the country, as research results were easily and internationally transferable.

The Ciba Foundation in London was Käppeli's first success. In its magnificent Nash house at 41 Portland Place, London W 1, medical and scientific meetings have been held and pleasant guest rooms for visiting scientists provided, their discussions were published and widely distributed, and as long as in England the same restrictions were operative as in India, no better investment for trading profits was imaginable for the prestige of CIBA. Its first director, Dr Gordon Wolstenholme, was able to build up quickly the Foundation's international reputation which it continues to enjoy to this day.

In comparison, the Eidophor can only be considered as a partial success. It was a colour television projection system, capable of producing pictures on a cinema-size screen. It was cumbersome, and when I introduced it at a meeting of the British Association in Norwich in 1961, it had to be transported in two special trucks from Switzerland. The results were admired by all, but apart from special medical or scientific meetings, it found little other use. I published a detailed description of it in *Discovery* in December 1959, page 520.