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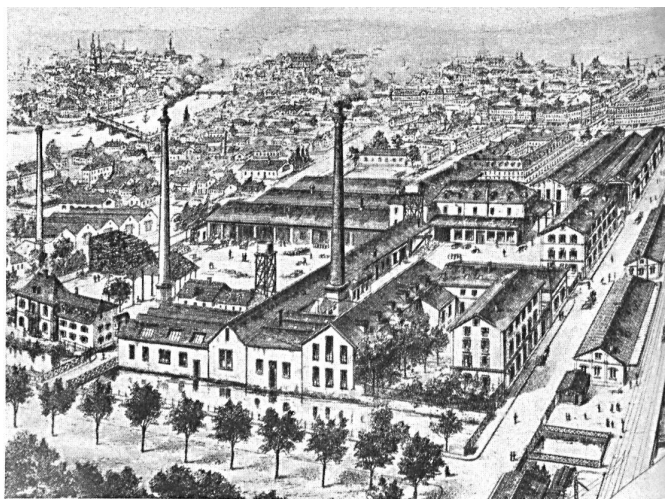
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GEIGY: 200 years of industrial activity



L'ancienne fabrique d'extraits Geigy à la fin du XIX^e siècle.
The old Geigy extract plant at the end of the XIXth century.
La antigua fábrica de extractos Geigy a fines del siglo XIX.
Die alte Geigy'sche Extraktfabrik am Ende des 19. Jahrhunderts.

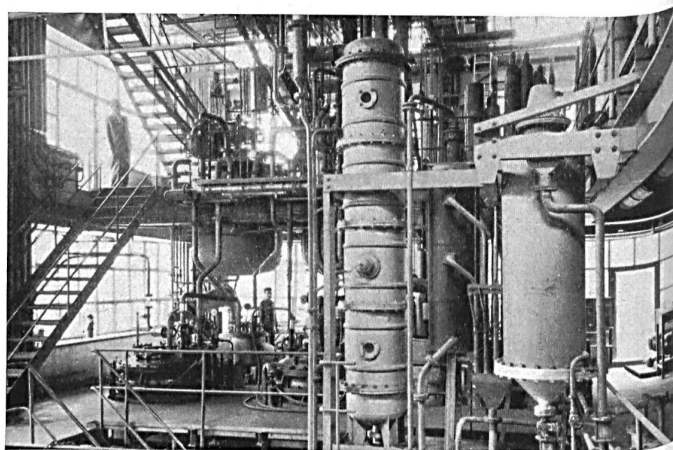


Le nouveau bâtiment administratif.
The new office building.
El nuevo edificio de administración.
Das neue Bürohochhaus.

Installations de fabrication de l'antimites « Mitin » à l'usine de Schweizerhalle.
Aparatuses used in the Geigy works at Schweizerhalle for the manufacture of the « Mitin » mothproofing agent.
Instalaciones para fabricar el producto contra la polilla « Mitin » en la fábrica de Schweizerhalle.
Anlage für die Herstellung des Mottenschutzmittels « Mitin » in den Werken in Schweizerhalle.

This year, the big Basle firm of *J. R. Geigy Co. Ltd.* celebrated the two hundredth anniversary of its foundation. In view of the important part played by this firm in different fields today, in particular that of dyestuffs and auxiliary products for the textile industry, it is only fitting to devote a few lines to it here.

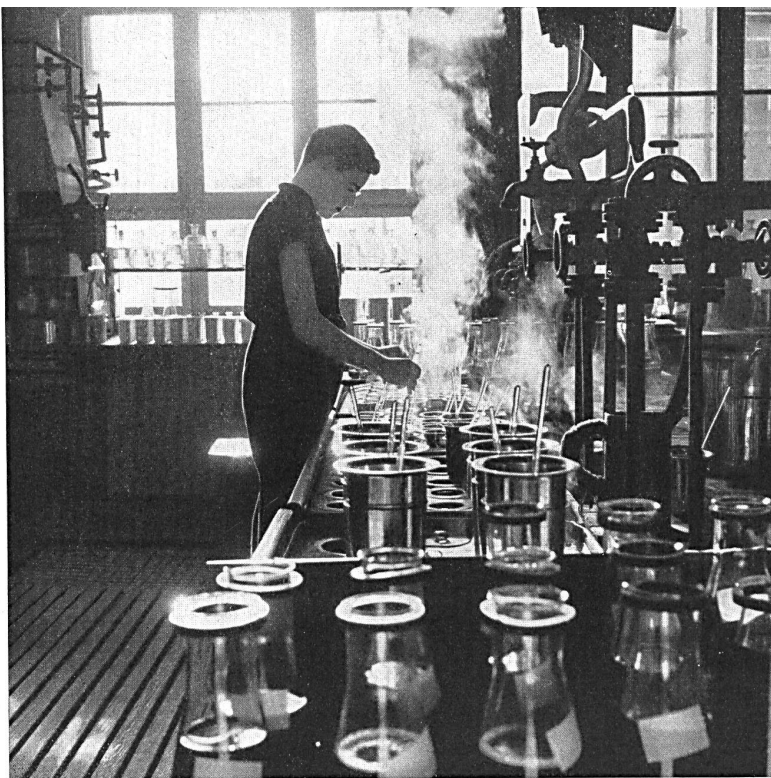
In 1758 the Basle merchant, Johann-Rudolf Geigy, set up a business in chemicals, drugs and dyestuffs of all kinds. His son and grandson, who followed him, concentrated mainly on the dyestuffs trade. In 1833 the setting up of dyewood mills marked the beginning of the transition from simple trading to industrial production. In 1859, only three years after Perkin's discovery of the first synthetic aniline dye, Geigy began to manufacture fuchsine and very shortly afterwards other coal-tar dyes. The firm developed steadily and gradually extended its international relations; in 1846 it already had forty-three representatives in central and western Europe and by the end of the century its ramifications extended to Spain, New York, Bombay and even Imperial Russia. In 1914 the firm was converted into its present form, that of a limited liability company. Up to 1930 Geigy made little else besides textile dyestuffs and tanning materials; about this time however the firm took up the manufacture of textile chemicals and auxiliary products too. From here to the development of mothproofing agents and the preparation of insecticides was but a step. Everybody today is familiar with DDT and, in the field of textiles, with "Mitin". Over the past twenty years, *J. R. Geigy Co. Ltd.* has perfected and put on the market a large number of pharmaceutical specialities, among them some well-known antirheumatics and other chemo-therapeutic products.



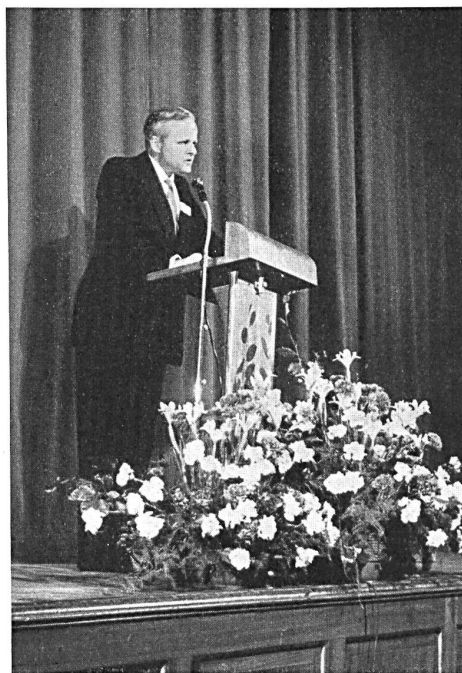
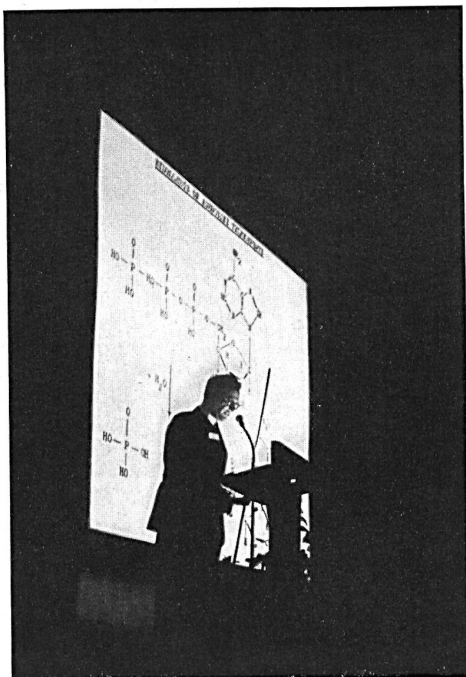
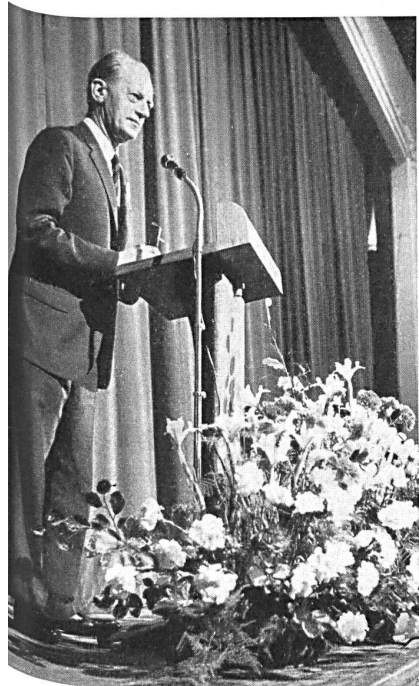
It is impossible to describe here all the extremely varied activities of J. R. Geigy Co. Ltd. in the commercial and industrial fields or to give a detailed account of its scientific achievements, its well established position in markets all over the world, its great accomplishments in the field of welfare and the dynamic spirit inspiring it.

In order to commemorate the great occasion of its two hundredth anniversary, this firm published a number of luxuriously presented and beautifully illustrated booklets giving a vivid account of the firm's history, which has always kept pace with the general social and economic evolution, and at the same time organised special "scientific days", attended by foreign scientists of world repute, as well as many other fitting celebrations. The donation of a painting by Hans Holbein the Elder to the University of Basle is a typical gesture of this firm, which is probably the oldest in the world today with a continuous record of progress in the field of dyestuffs and chemicals.

On the occasion of the second centenary some Swiss universities conferred the degree of honorary doctor on Mr. Carl Koechlin-Vischer, chairman of the executive board, and Mr. Hartmann Koechlin-Ryhner, delegate of the executive board of the firm.



Département des teintures : examen de solidité.
Dyes department : fast color testing.
Departamento de las tinturas : prueba de solidez.
Coloristisches Departement : Prüfung der Echtheiten.



Congrès scientifique — Scientific congress.
Congreso científico — Tag der Wissenschaft.

Prof. Carl F. Cori, St-Louis, USA.

Prof. Sir Hans Krebs, F.R.S. Oxford.

Prof. C.F. Freiherr von Weizsäcker, Hambourg.

Banquet offert aux collaborateurs de la maison : 6650 couverts.
Employees' banquet attended by 6650 people.
Banquete de 6650 cubiertos ofrecido a los colaboradores de la casa.
Mitarbeiterfest unter Teilnahme von 6650 Personen.

Photos Geigy

