

# TRADE MARKS & SYMBOLS

VOLUME 2: Symbolical Designs

YASABURO KUWAYAMA



# TRADEMARKS & SYMBOLS

VOLUME 2: Symbolical Designs

By Yasaburo Kuwayama



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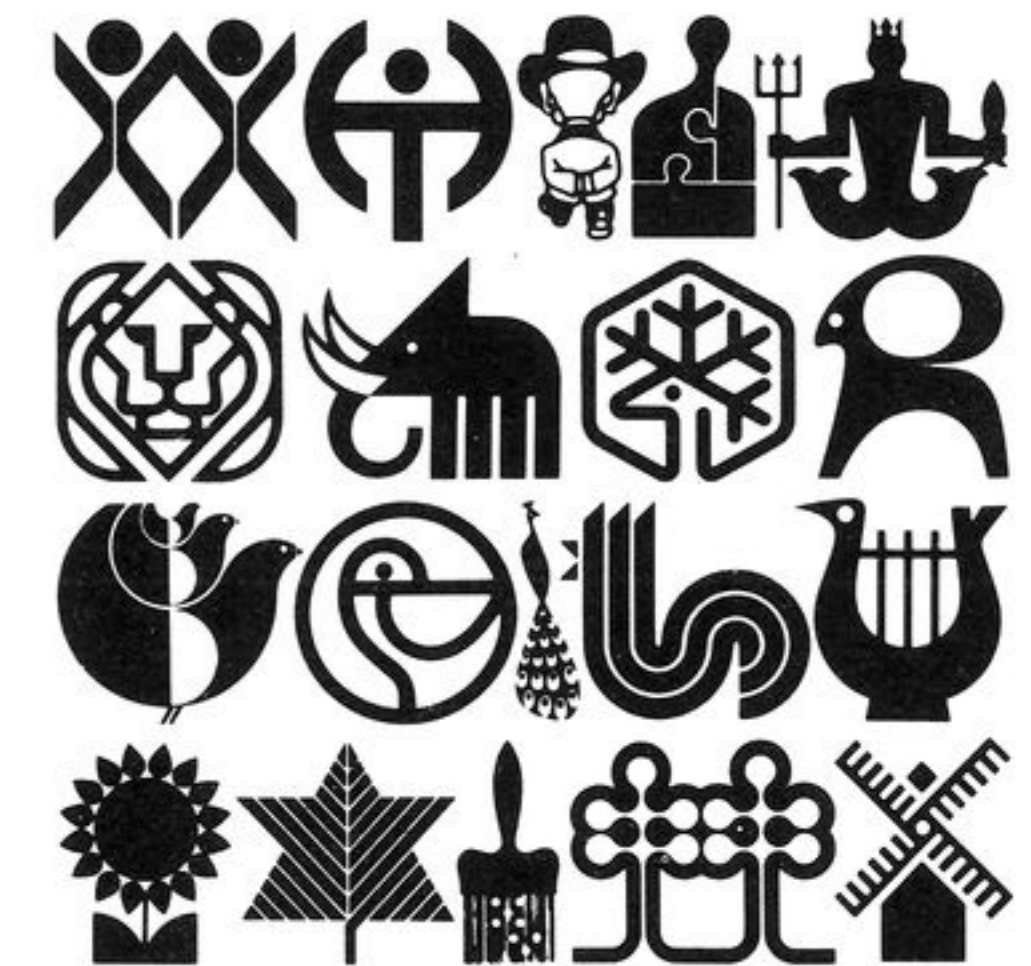
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## TRADEMARKS & SYMBOLS

Volume 2

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## Trademarks change with the times

Coca-Cola's recent changeover from the familiar round trademark to a square one was an event which was widely noticed not only among designers but by the general public as well. Just as the popularity of styles, words, and many other aspects of culture waxes and wanes, there are many instances when a trademark loses its freshness and appeal with the passage of time. Preferences and attitudes gradually change; enterprises

change; the media through which the trademark is used also change in keeping with social change and technological progress. Thus, trademarks too, if used over a long period of time, often must change. Some corporations have made a number of minor changes from time to time, while others have drastically revamped their trademarks, thereby necessitating a vigorous publicity campaign.

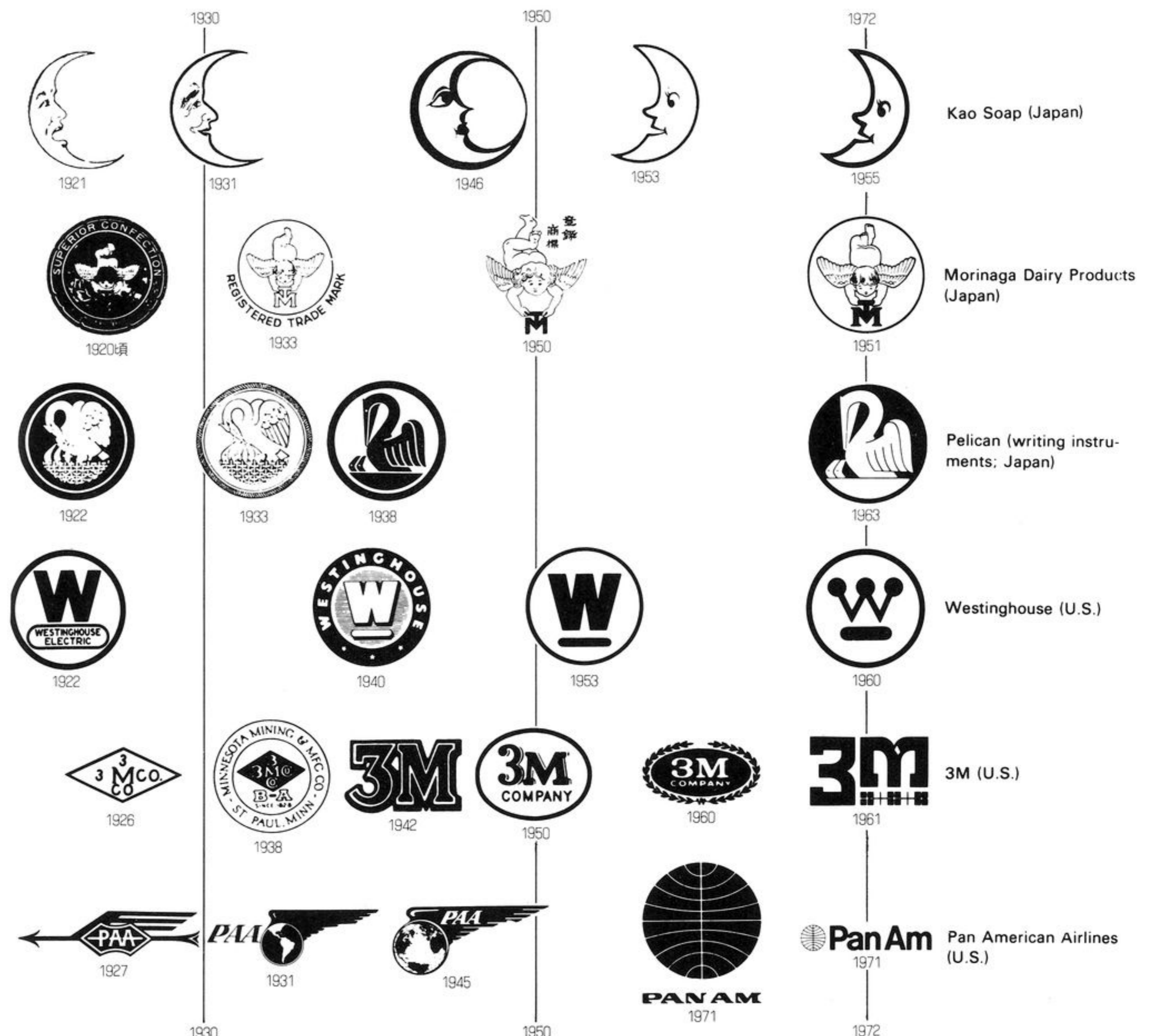
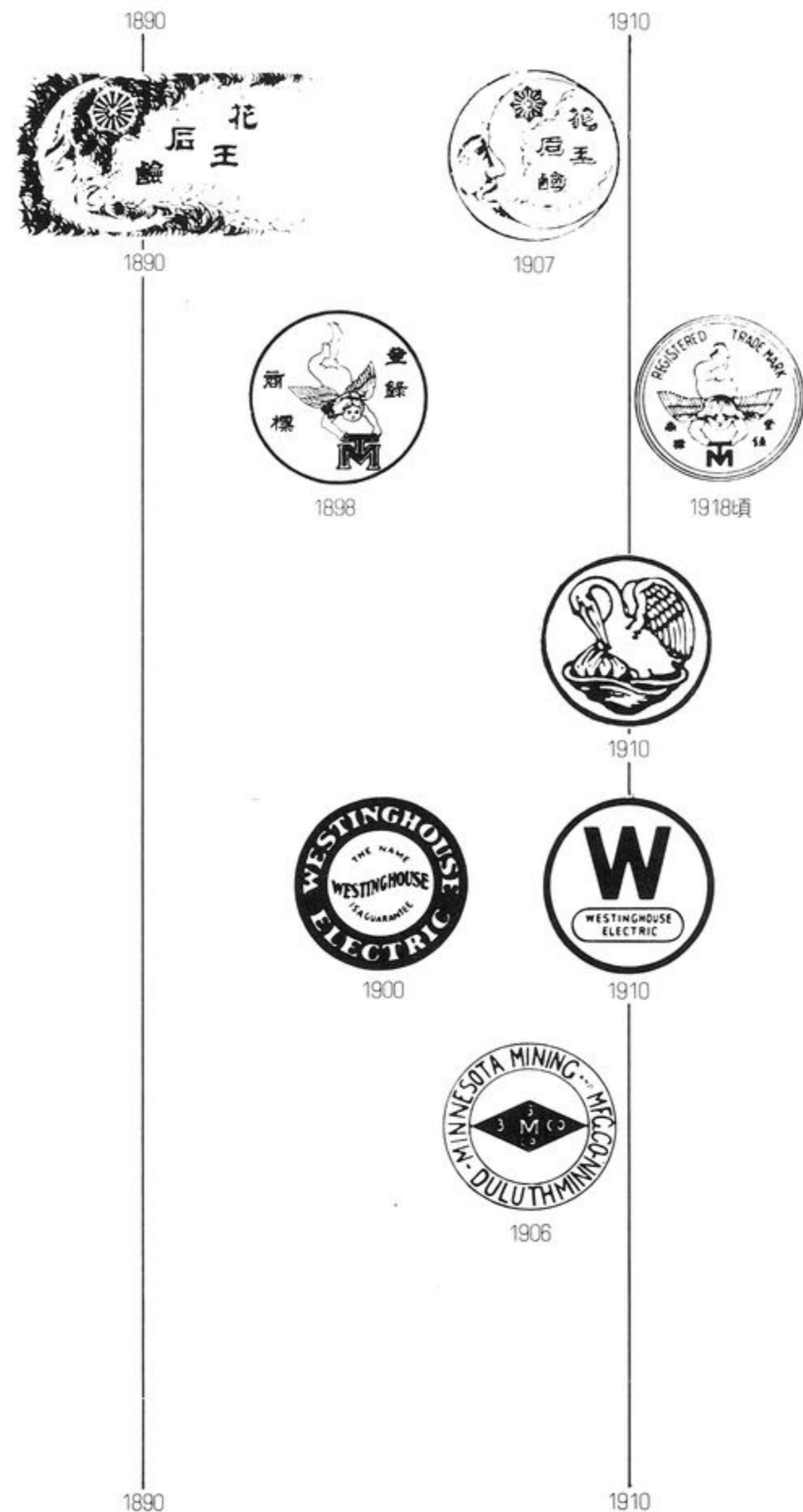
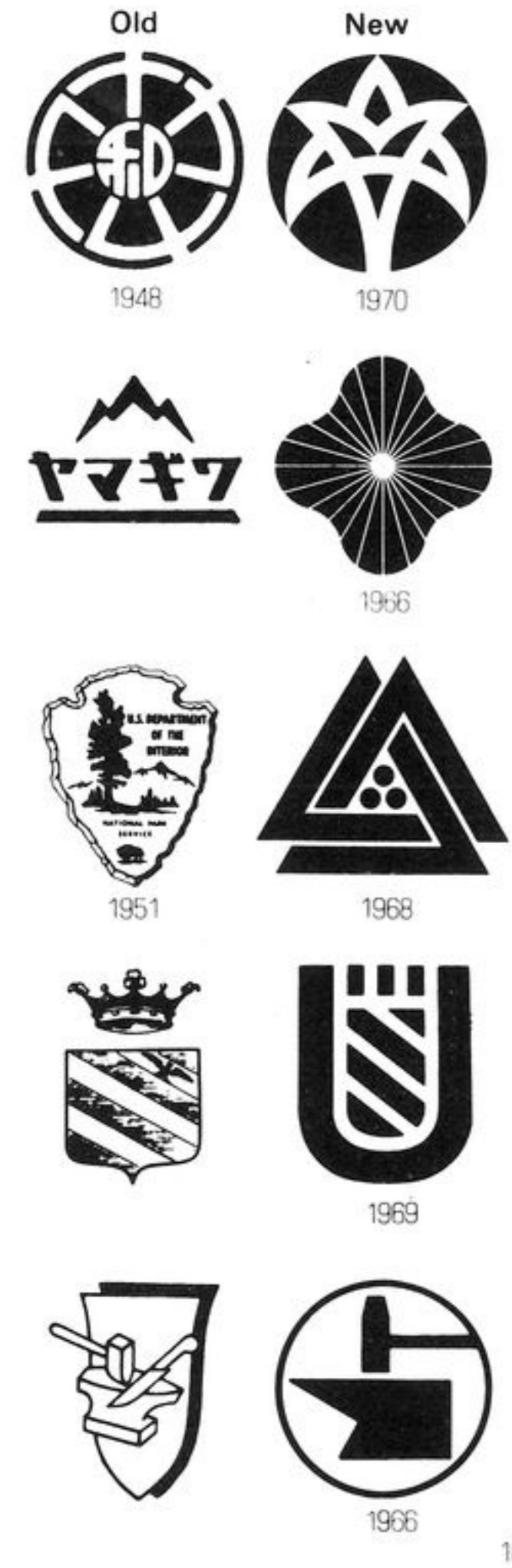
There are many Japanese enterprises which have changed their trademarks little by little over the years, such as Kao Soap, whose man in the moon has grown younger from the 1890s to the present day, and Morinaga Dairy Products, which has retained its cherub with little change but has cleaned up and modernized the over-all design.

In the United States, Westinghouse and 3M have changed their trademarks about

every ten or fifteen years. The tendency to effect a change in corporate image by completely changing the trademark is relatively common among younger corporations such as Kyowa Bank and Yamagiwa Electric in Japan. Examples of complete changes made in the United States are represented by the trademark used by Pan American and the service mark used by the National Park Service.

Examples of trademarks which have been drastically altered or replaced by entirely different trademarks.

Kyowa Bank (Japan)  
Yamagiwa Electric (Japan)  
U.S. National Park Service  
Urbino City  
Felix Gloria Manufacturing Co.



## Similarity among trademarks

Problems of similarity of trademarks used by different companies arise fairly often. When a new trademark is announced to the public and is then found to resemble an existing one used by a different company, the public - and the company which may suspect that its own design has been copied - react immediately. Similarities between the Osaka EXPO '72 mark and a design published in an American book were brought to the public eye in 1966 (Asahi newspaper, September 29), and suspicion that the snowflake motif in the Sapporo Olympics mark was taken from a family crest named "First snow" was similarly published in the Japanese press (Asahi newspaper, October 10, 1966). This is one manifestation of the high public interest in marks.

There are many instances when similarity results from the need to keep marks simple, especially when letters of the alphabet are used as the basic motif. If a design which resembles an existing one is placed in use and the designer is accused of plagiarism, it may not be his fault at all, but he may be unable to fully clear his name. If all marks made in all countries were registered at one central place, this, of course, could not happen. Large companies, active in foreign countries, must take special pains to ensure that a new trademark which they plan to use does not resemble one in use abroad.

Similarities in trademarks are looked upon as either of three types, according to Japanese law; those which have a similar appearance, those which have a similar arrangement of letters (including a similar pronunciation of those letters), and those which are similar in concept. In the latter case, one example would be a trademark consisting of the word "Oriental" and a trademark which said, but in Sino-Japanese characters, the equivalent translation of "Oriental."

Judging whether a trademark is too similar to a previously existing one is extremely difficult, and the practices for legal review of the issue vary from country to country. Here, I would like to present my standards for determining whether two marks are too similar.

First, similarity of over-all form even though the concept and motif are different. Second, although the forms are dissimilar, the images presented appear the same, so that confusion is likely to occur when the two are seen separately. Third, when the trademarks appear the same if one is turned upside down, reversed or rotated 45 degrees - because trademarks are not always used or seen directly from the front. If any of these conditions are met, the designs are too similar.

Even though a designer has labored long and hard to create a trademark, if he finds that it resembles another trademark already in use, he should feel obliged as a matter of professional ethics to revise or re-do his design.

Examples of Japanese trademarks which resemble foreign trademarks.



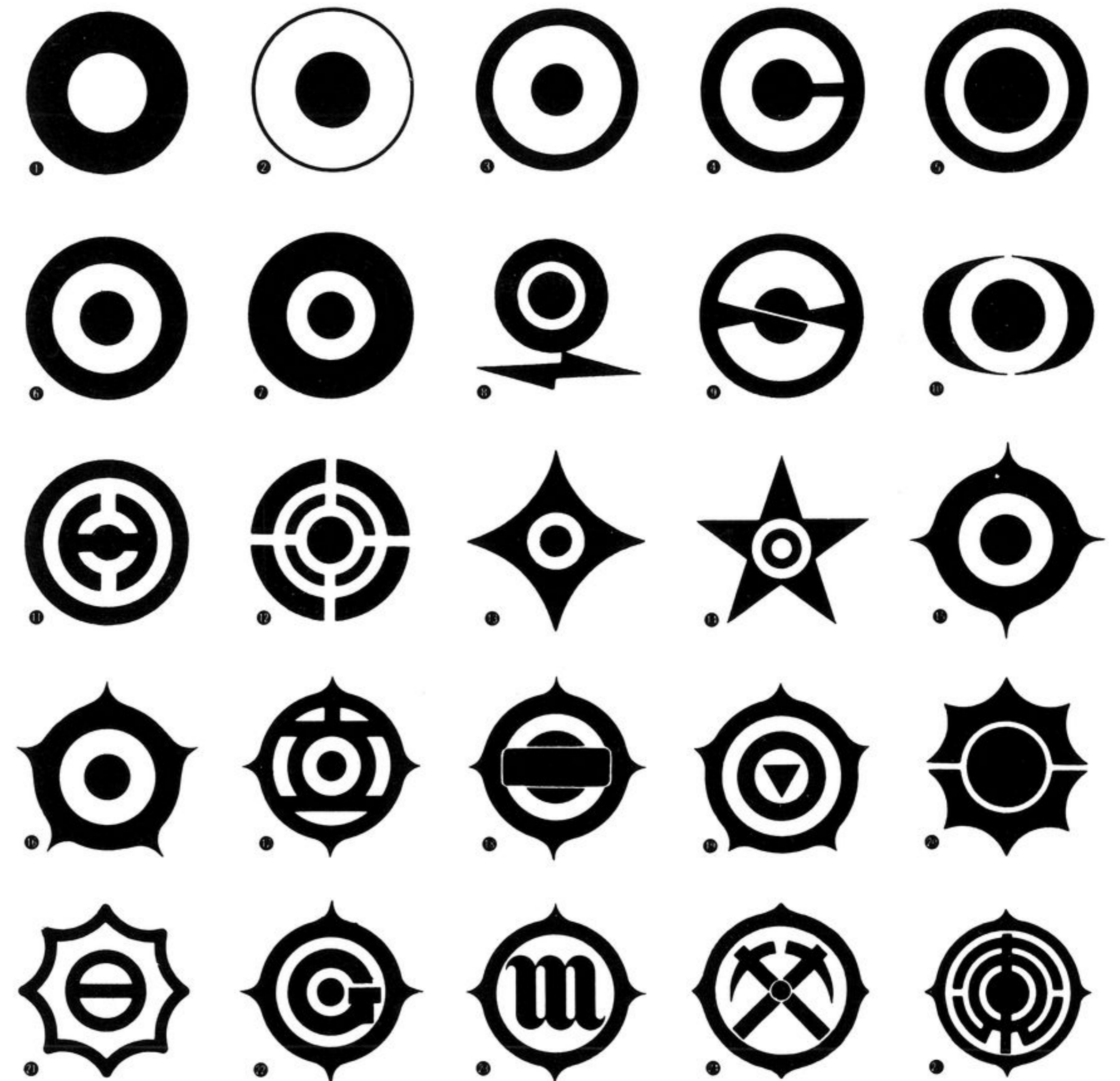
Hosuien/British Petroleum/An agricultural machinery maker (U.S.)



Tokiwamatsu Gakuen (a school)/Nikken Chemicals/Mercedes Benz



Kisha Seizo/Kure Mutual Bank/Wirespring Manufacturing (U.K.)



Twenty-five examples of Japanese trademarks based on the Sino-Japanese character for "sun." The character was originally a pictograph, showing a dot in the center of a circle; in its standard form today it is a rectangle on end bisected by a lateral line at the midpoint. The character is pronounced *hi* (as in Hitachi), *nichi* (as in Mainichi newspaper) or *ni* (as in Nihon or Nippon).

(1) Nihon Mining. (2) Japan Carbon. (3) Nippon Sheet Glass. (4) Nippon Shimpan. (5) Nissei Gekijo. (6) Nihon

Suisan. (7) Nissan Construction. (8) Fukuyama Freight Forwarding. (9) Nihon Sugar Refining. (10) Nippon Trust and Banking Co. (11) Japan Gasoline. (12) Nishinippon Mutual Bank. (13) Nichibo Spinning. (14) Dainihon Electric Wire. (15) Bank of Japan. (16) Dainihon Chemical Trading. (17) Hitachi, Ltd. (18) Nissan Auto. (19) Dainihon Paint. (20) Joyo Bank. (21) Nippon Steel. (22) Nippon Gas. (23) Shinmeiwa Industries. (24) Nittetsu Mining. (25) Nitto Spinning.

## Design competitions

Occasionally a mark is selected from among entries submitted in a content open to designers or the general public. Although this has the advantage of bringing the enterprise or organization behind the contest to the attention of the designers or general public, other than in the case of marks intended for a brief period and in situations public in nature, this approach is not likely to lead to submission of designs of sufficiently good quality.

Walter Diethelm, in his "Signet/Signal/Symbol," gives the following as the basic points for holding a competition to select a mark:

(1) The sponsor must make his activity known. (2) The decision must be made as to whether the competition shall be open to all persons, to professional designers at large, or to designers invited to compete. (3) Concerning the purpose of the competition, necessary information to enable designs to be prepared, such as intended use(s) of the mark, must be determined. (4) Demands to be made of the mark must be determined, such as (a) the types of products on which it will be displayed; (b) whether it is for regional, national, or international use; (c) qualities of being easy to recognize, original, impressive, and easy to remember; (d) the possibility of registering it as a trademark; (e) size, and whether the mark is to be used in positive and reverse modes, and/or in three dimensions. (5) Requirements for entries: (a) deadline; (b) number of entries per person; (c) size; (d) color and number of colors; (e) need for a scale drawing; (f) uses; (g) submission procedures mail delivery or hand-carry. (6) Awards: (a) number; (b) cash prizes; (c) rights to use; (d) design modification and payment for such modification; (e) rights to nonwinning entries. (7) Judging: (a) method; (b) panel members; (c) record of panel's de-

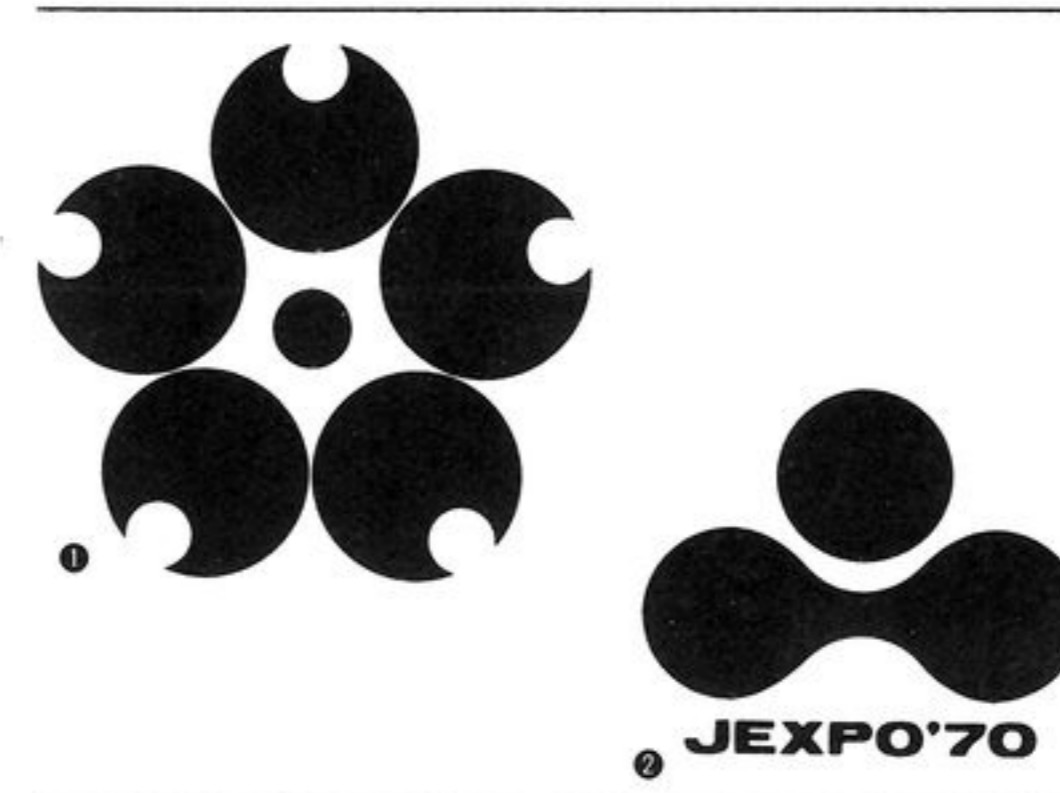


The Sensyu-kai mark, selected from among entries in a competition open to the general public (an Asahi newspaper ad, November 21, 1971).

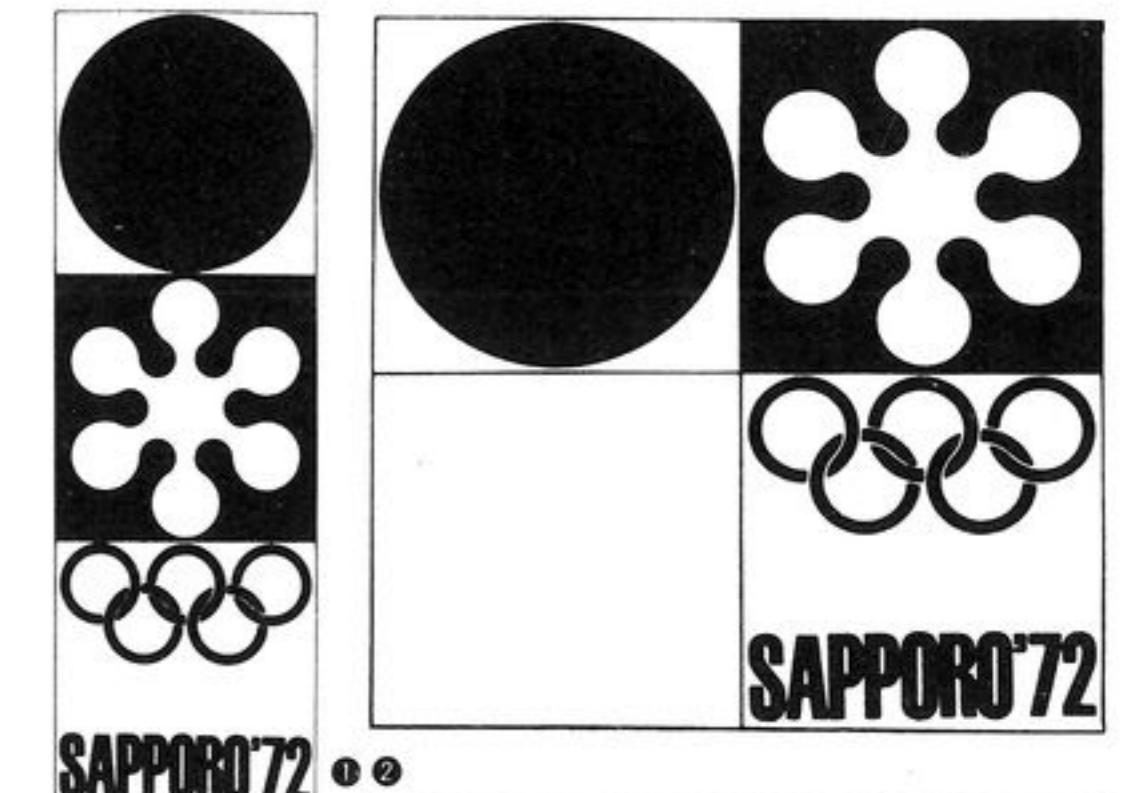
cision. (8) Legal points: it must be possible to use the winning design as a registered trademark; specification of copyright and rights to use marks. (9) Other points: (a) printing, publishing, publicizing and displaying marks submitted; (b) returnability of nonwinning entries; (c) no inquiries from participants addressed to judges will be acknowledged.

Late in 1965 a meeting was held to determine design policy for the World Exposition to be held in Osaka in 1970. It was then decided to invite submissions from a select number of designers rather than have an open competition. The range of invitees was kept as wide as possible: fifteen individual designers and two design offices were invited to participate. In February, 1966, six-man jury composed of Katsu Katsumi, Takao Kono, Hiromu Hara, Kenzo Tange, and Zen'ichi Shinya selected the design by Isao Nishijima, but Taizo Ishizaka, chairman of the EXPO Organizing Committee, interceded, and all participants agreed to resubmit designs. Ishizaka's reason for his action was that the design was too abstract and lacked popular appeal. This stand was roundly criticized by designers and major newspapers, but as a result of screening of new submissions, a design submitted by Takeshi Otaka was selected. There were some comments to the effect that the cherry blossom design (see illustration, facing page) was plebian, but there was also praise because it was simple enough to be drawn with only a compass, and it symbolized the five continents with a modern sensitivity.

The Winter Olympics held in Sapporo in 1972 similarly was preceded by a design competition, this time limited to eight persons, including Hiromu Hara, Yusaku Kamekura, and Ken'ichi Awasegawa. The stipulated conditions were that the design feature the five-ring Olympics symbol and the phrase "Sapporo '72," and symbolize Japan and winter, or Hokkaido. The jury selected as the winner, Kazumasa Nagai's design which combined squares in its format. The squares could be combined in horizontal or vertical alignment, or a combination of both, and the snowflake was used after the fashion of Japanese family crests, to symbolize winter.



Entries in the Osaka EXPO '70 competition. (1) Winning mark, by Takeshi Otaka. (2) Mark initially selected as winner, by Isao Nishijima. (3) Keiji Ito. (4) Tadashi Ohashi. (5) Yusaku Kamekura. (6) Tetsuo Katayama. (7) Koji Kato. (8) Ikko Tanaka. (9) Kazumasa Nagai. (3) Keiji Ito. (4) Tadashi Ohashi. (5) Yusaku Kamekura. (6) Tetsuo Katayama. (7) Koji Kato. (8) Ikko Tanaka. (9) Kazumasa Nagai. (10) Masayoshi Nakajo. (11) Tomokazu Nishiwaki. (12) Yoshio Hayakawa. (13) Toshio Fukuda. (14) Iwao Hosoya. (15) Ryuichi Yamashiro. (16) GK Industrial Design Office. (17) KAK.



Entries in the Sapporo Olympics mark competition. (1), (2) Winning design, by Kazumasa Nagai. (3) Kazumasa Nagai. (4) (5) Yusaku Kamekura. (6), (7) Hiromu Hara. (8), (9) Ken'ichi Awasegawa. (10), (11) Ikko Tanaka. (12), (13) Makoto Wada. (14), (15) Iwao Hosoya. (16), (17) Masayoshi Nakajo.



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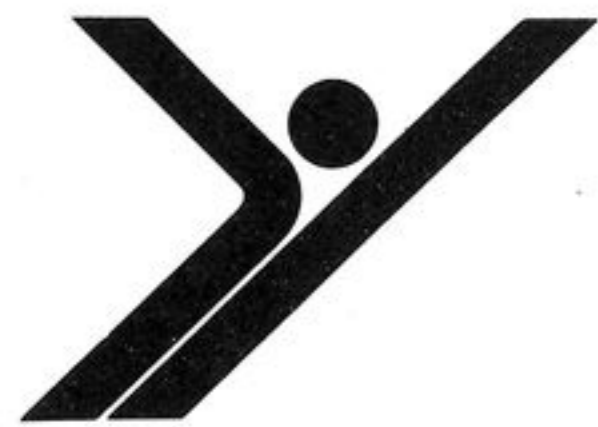
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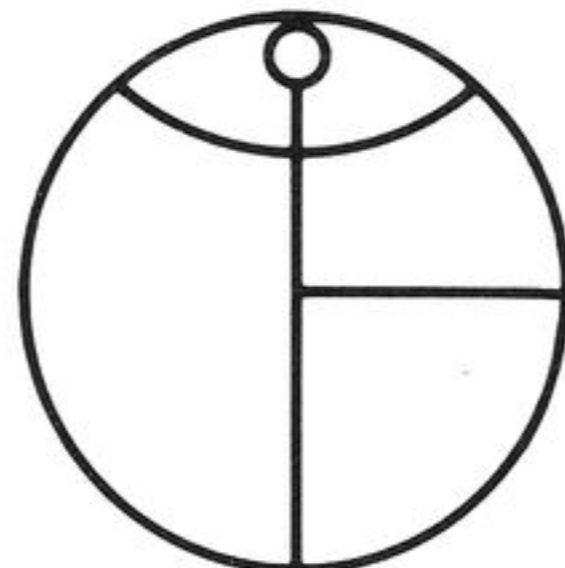
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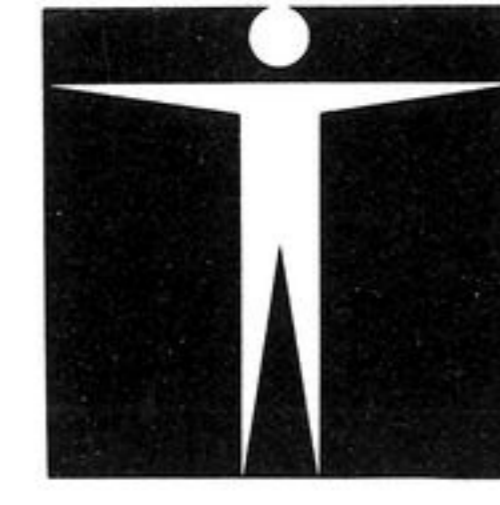
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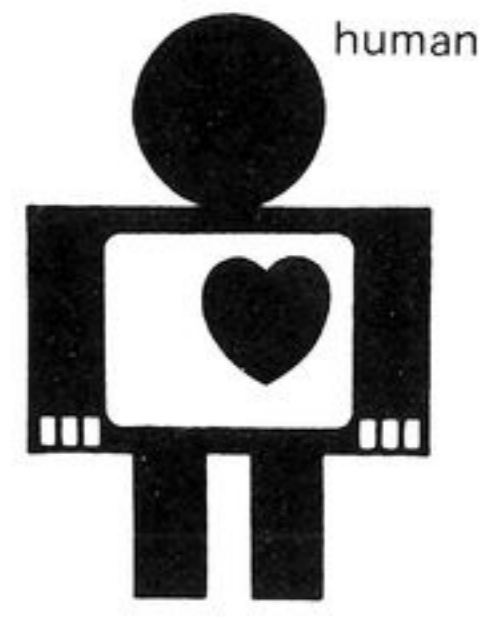
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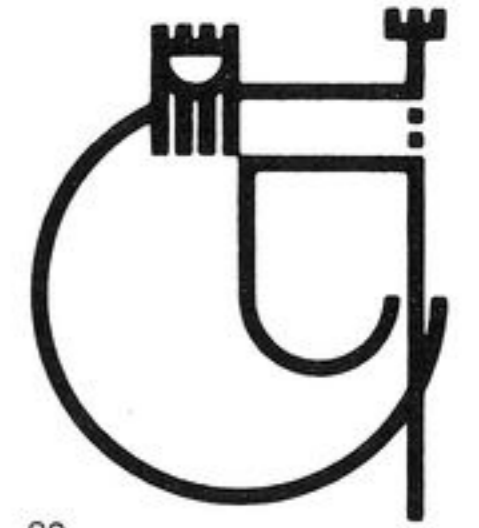
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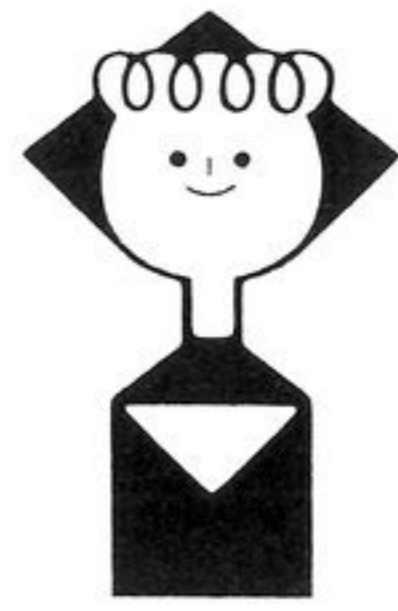
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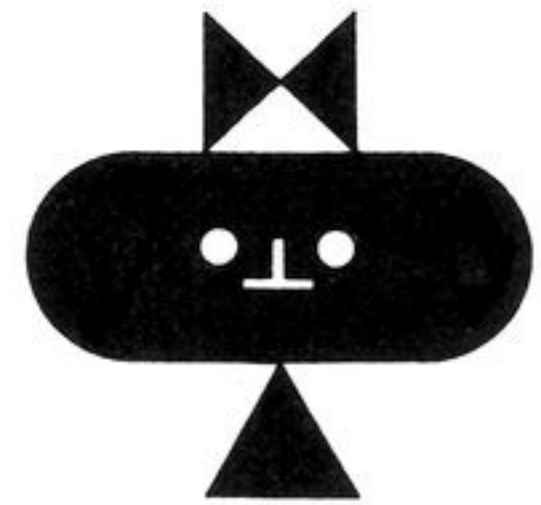
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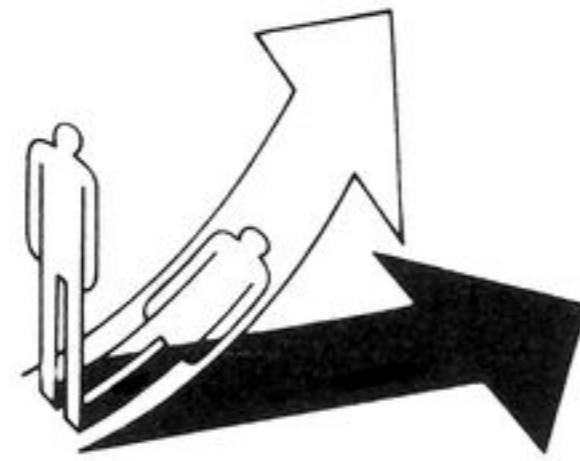
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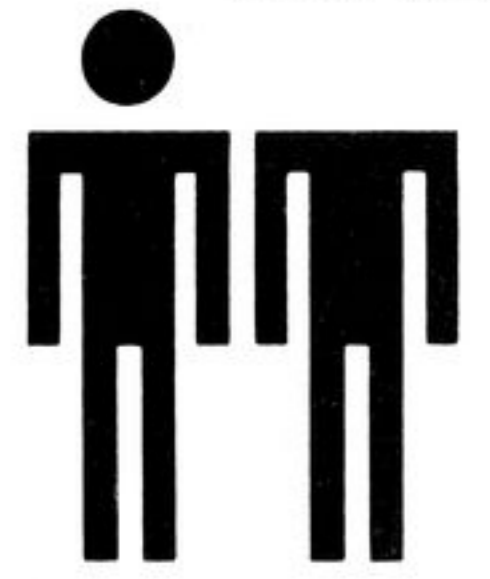
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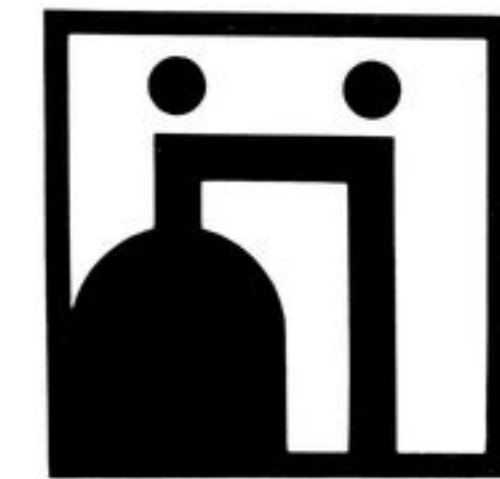
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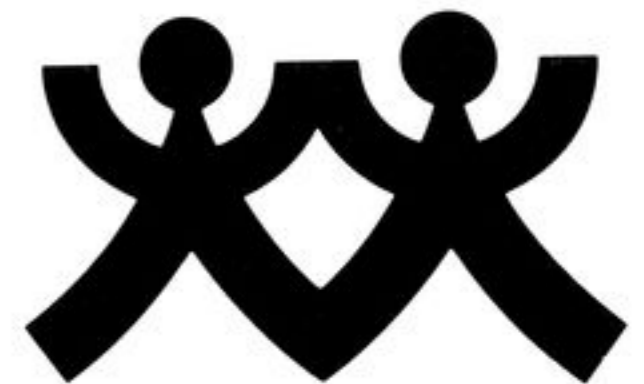
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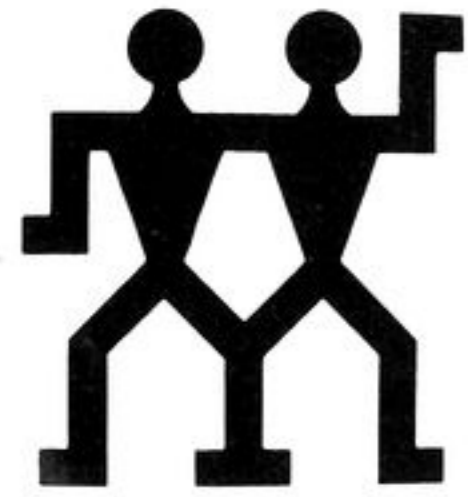
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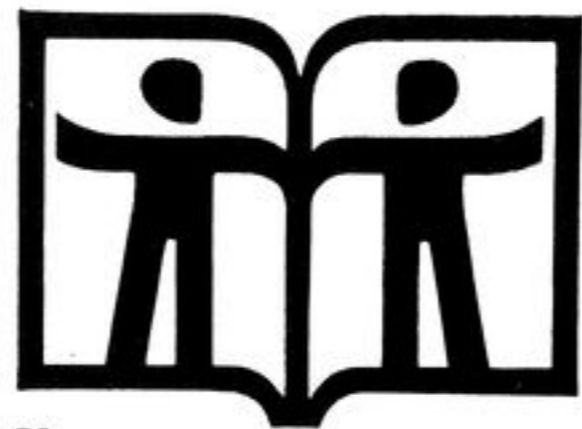
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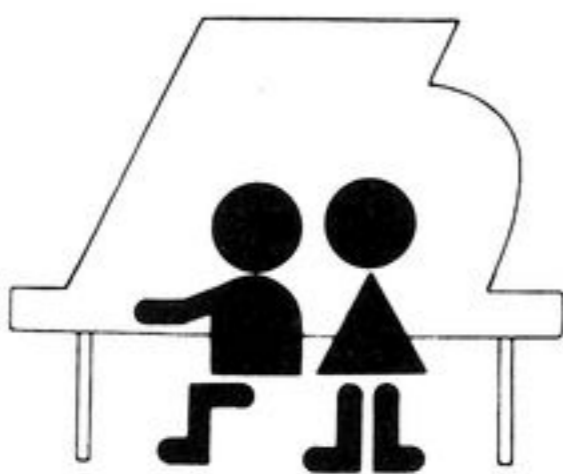
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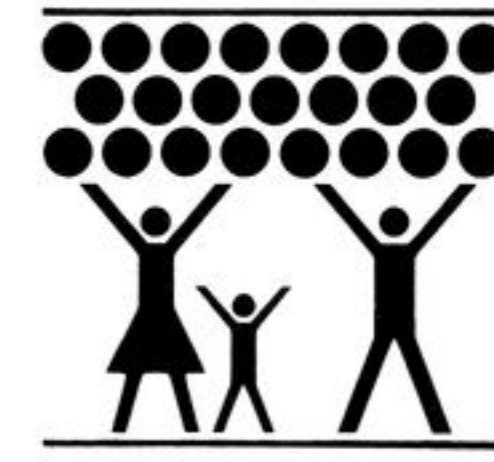
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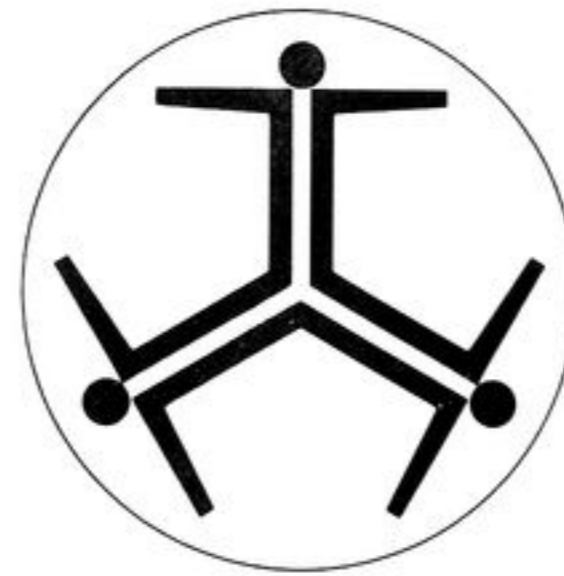
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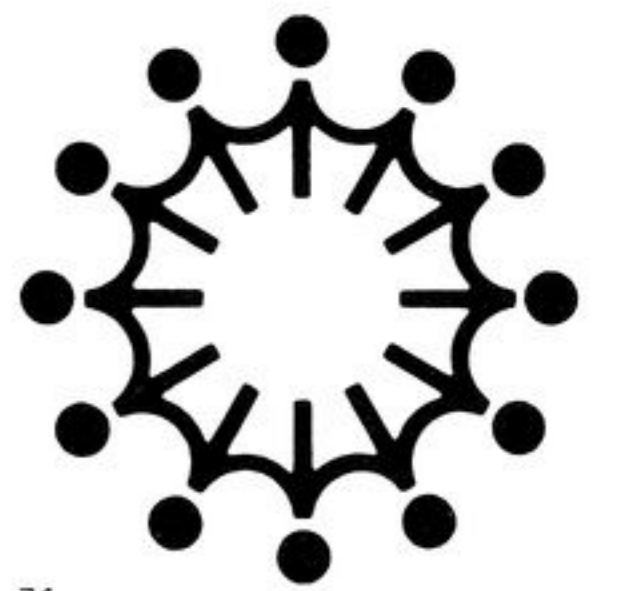
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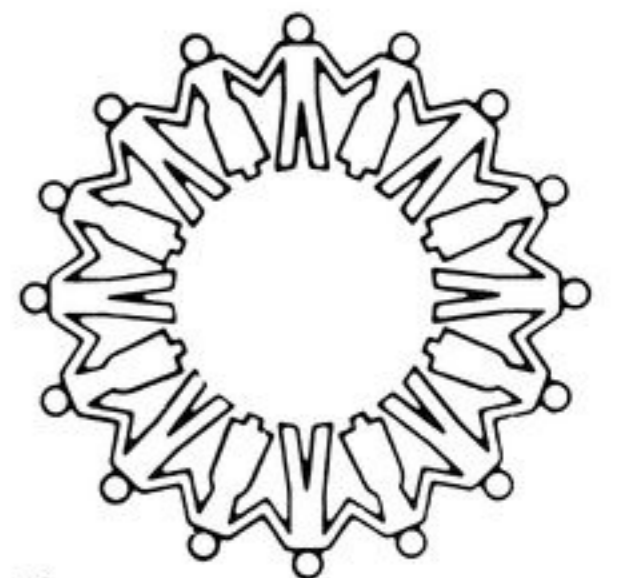
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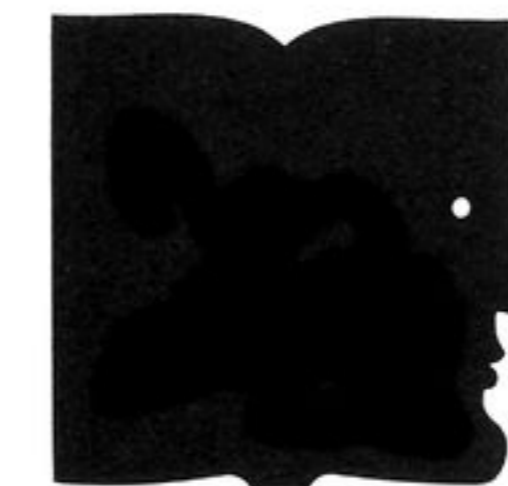
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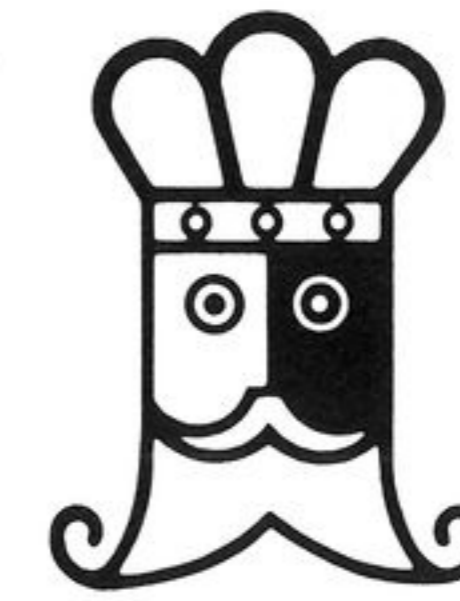
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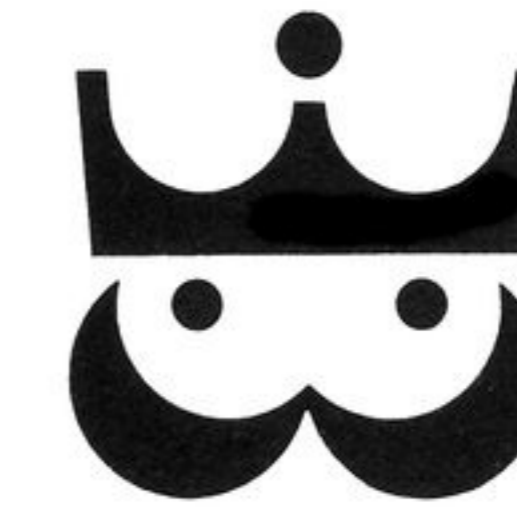
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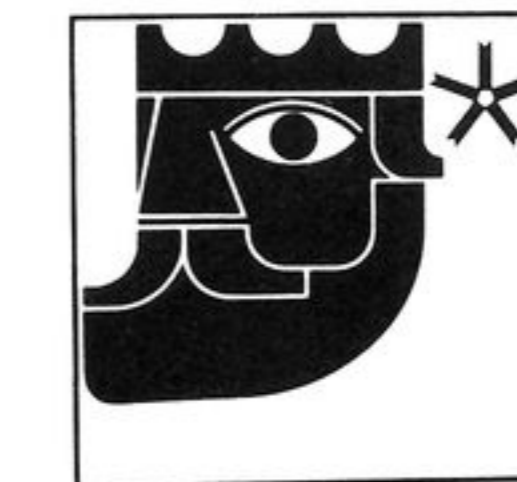
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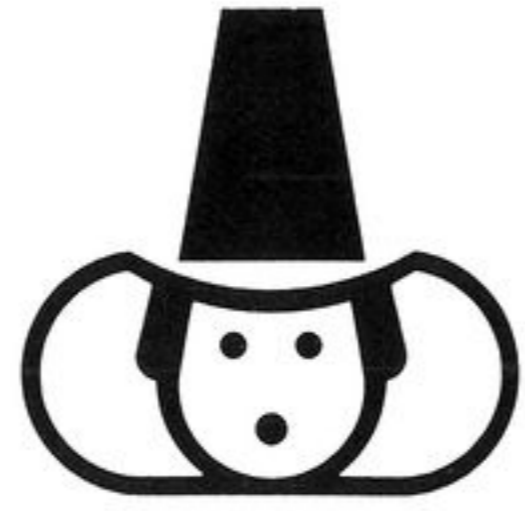
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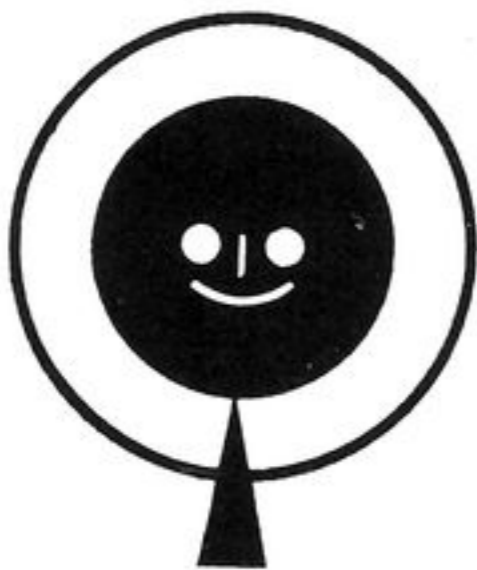
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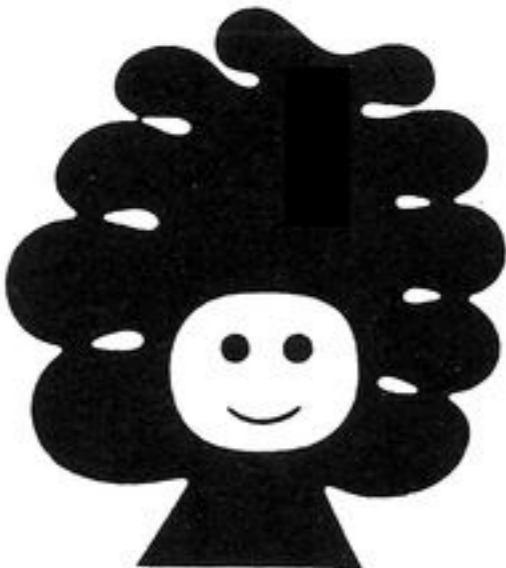
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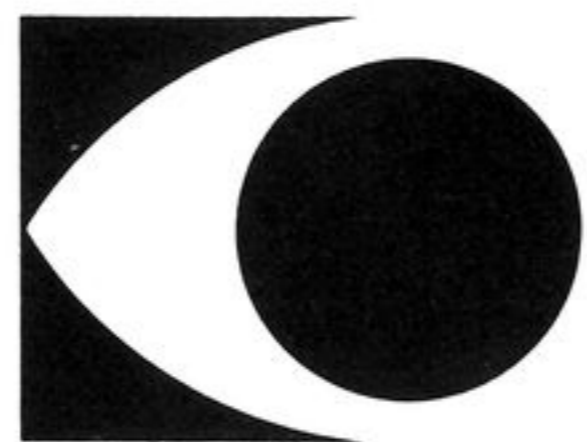
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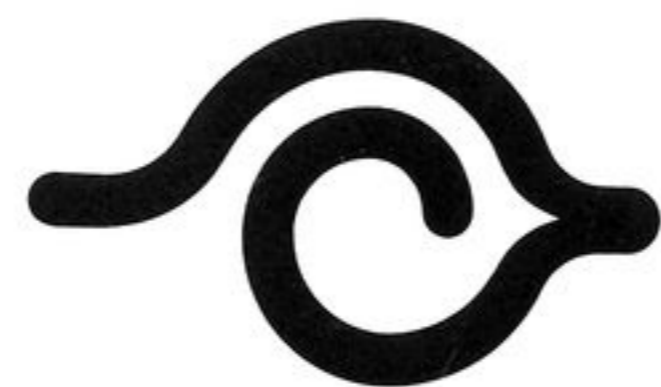
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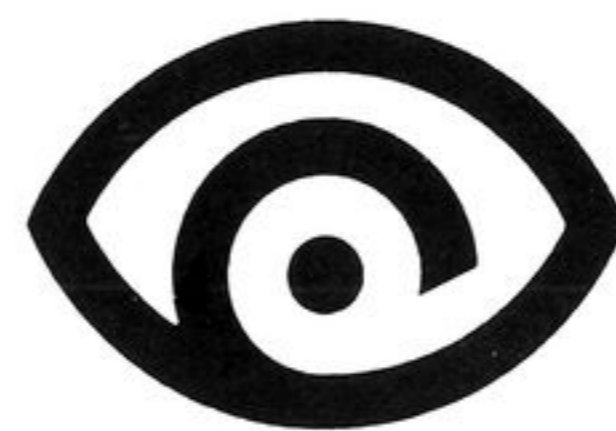
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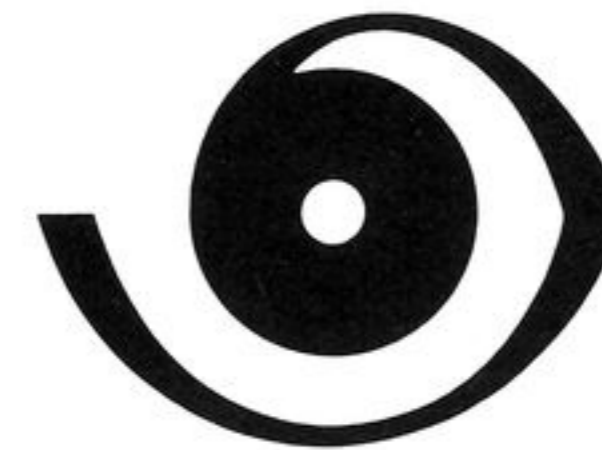
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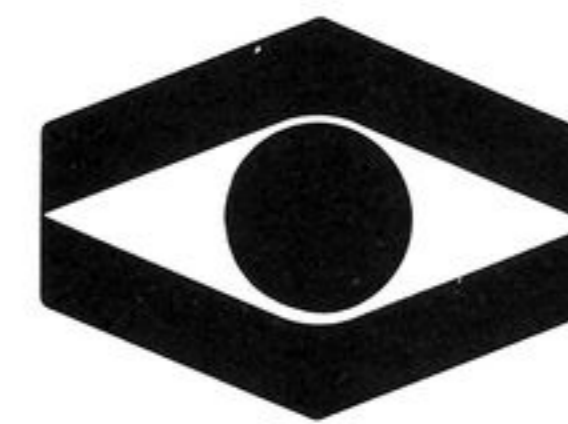
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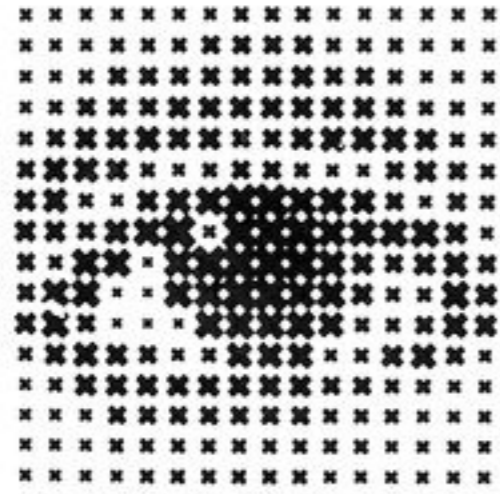
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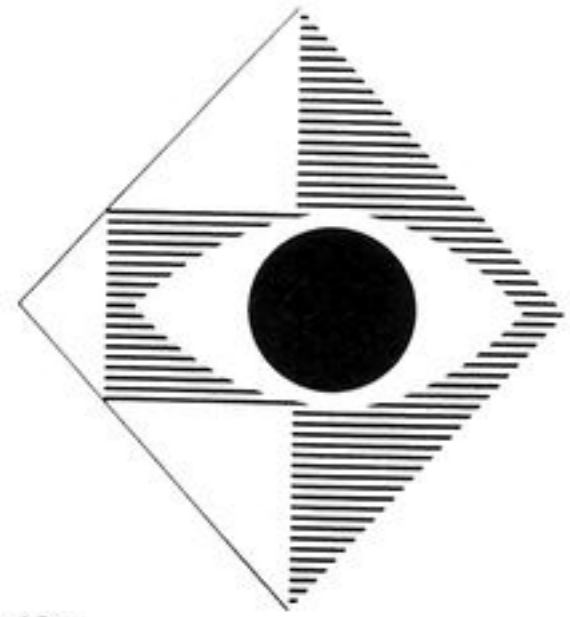
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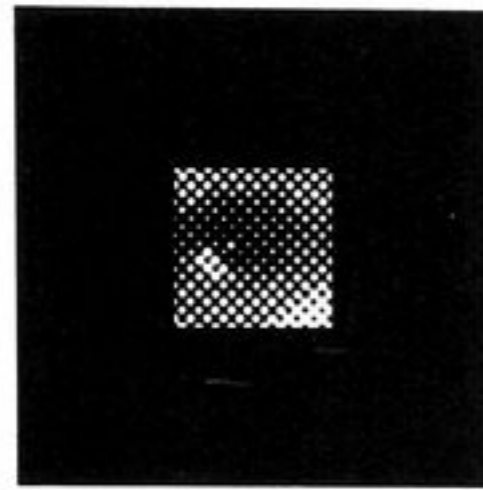
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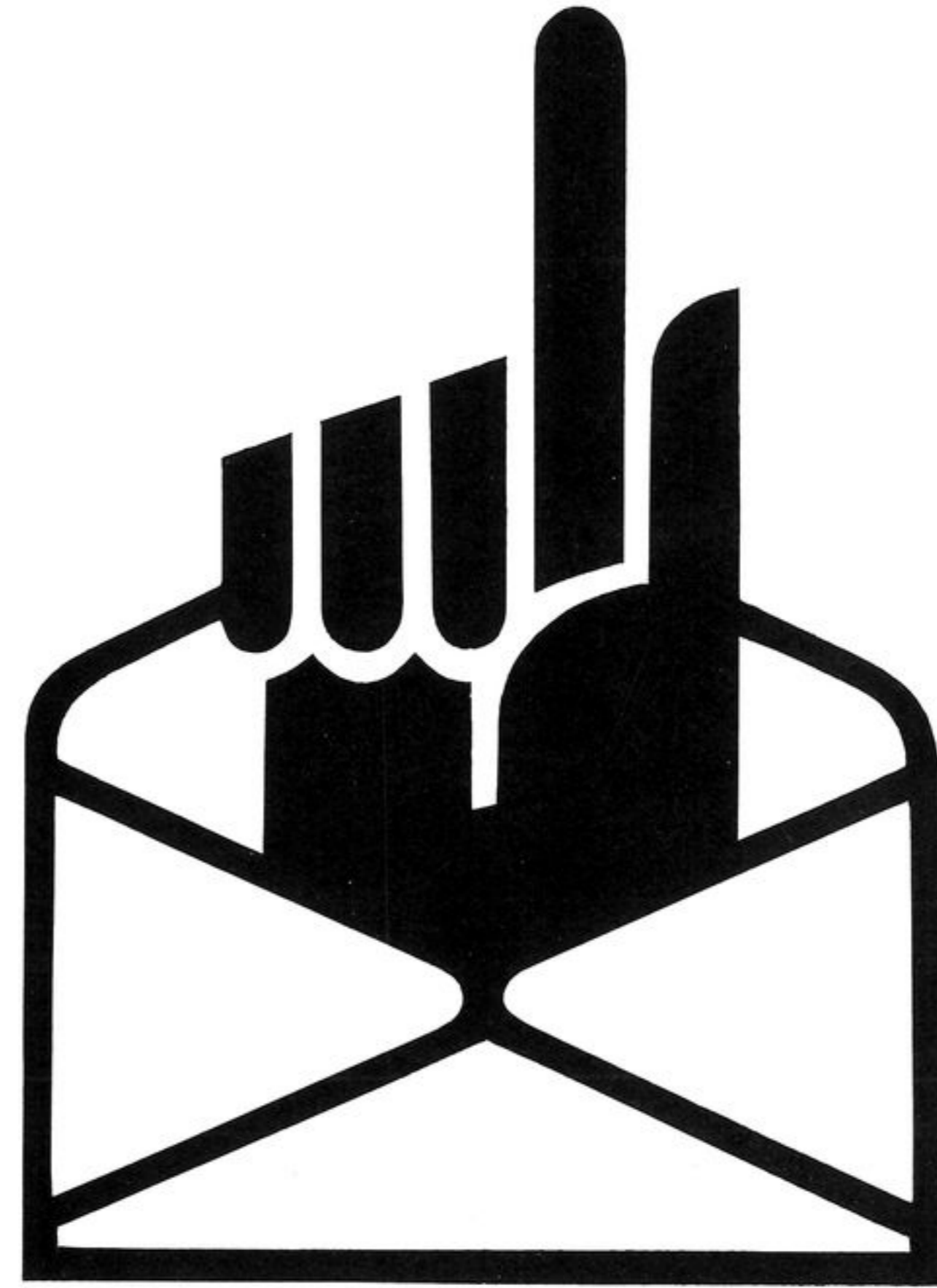
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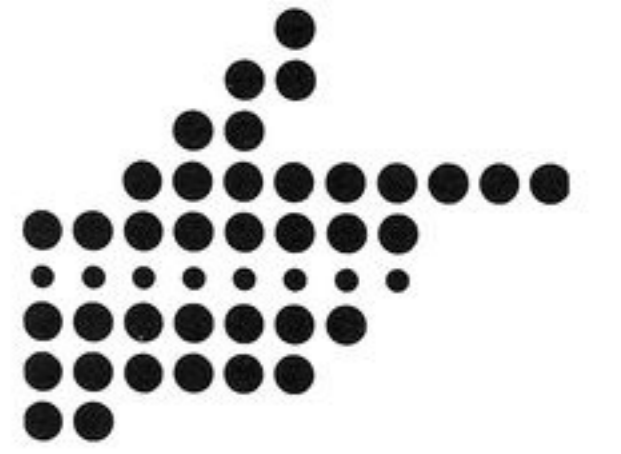
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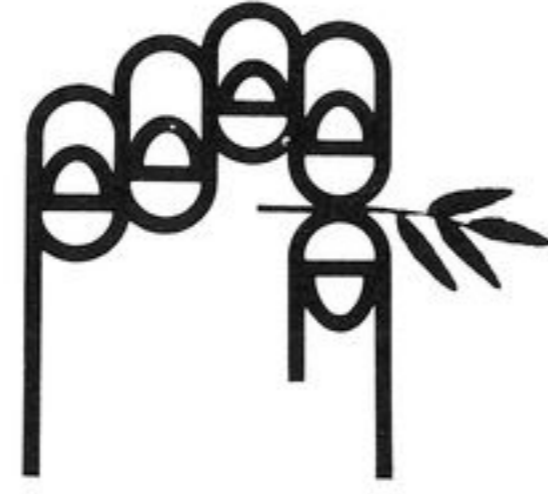
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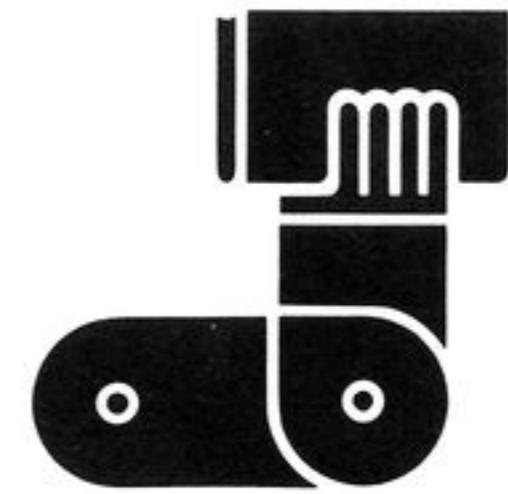
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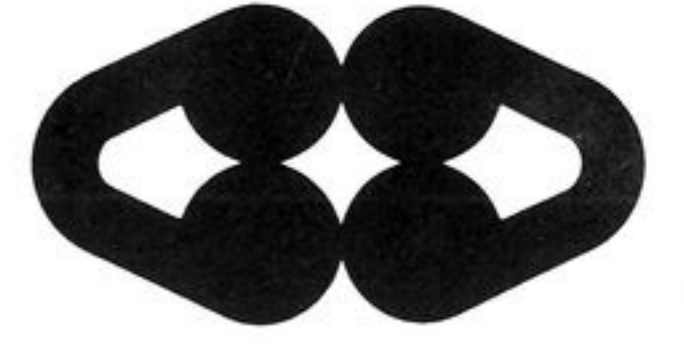
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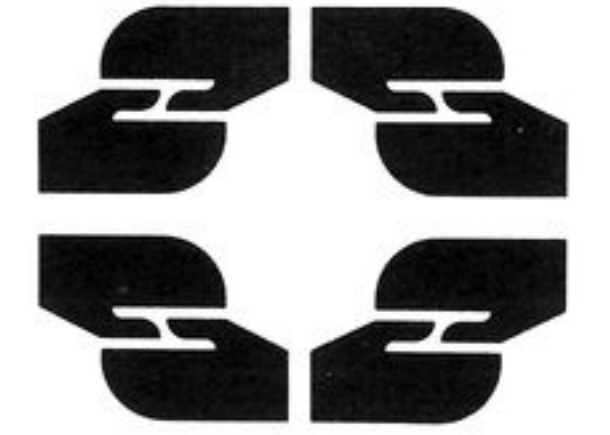
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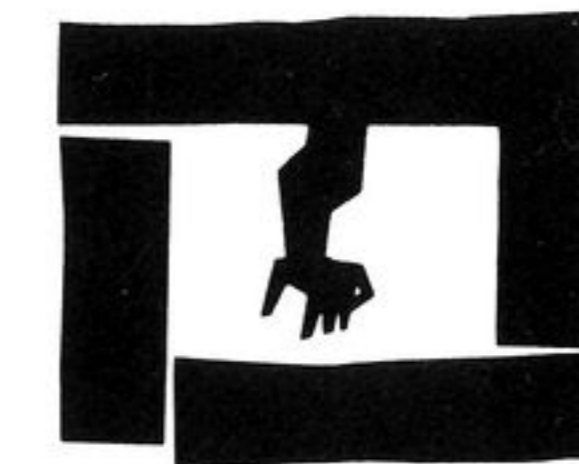
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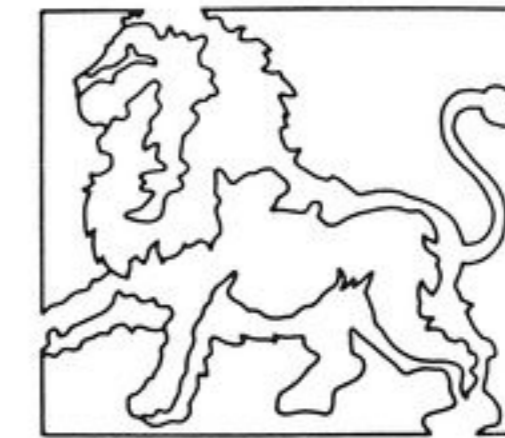
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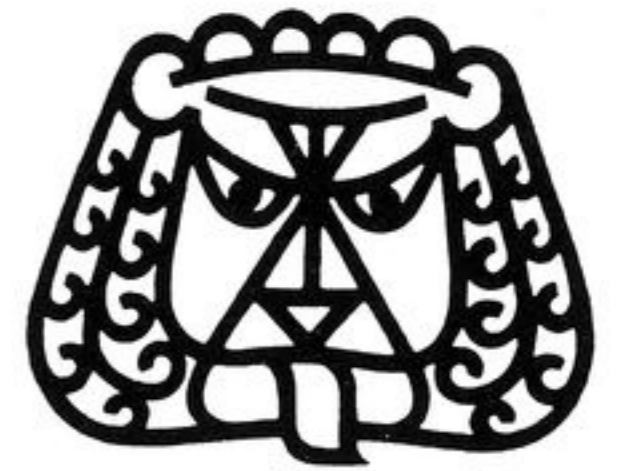
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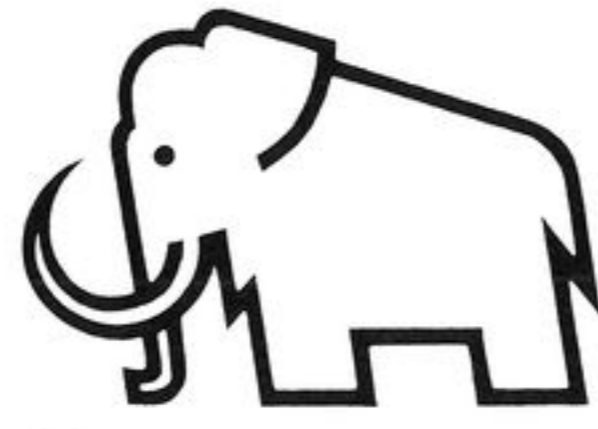
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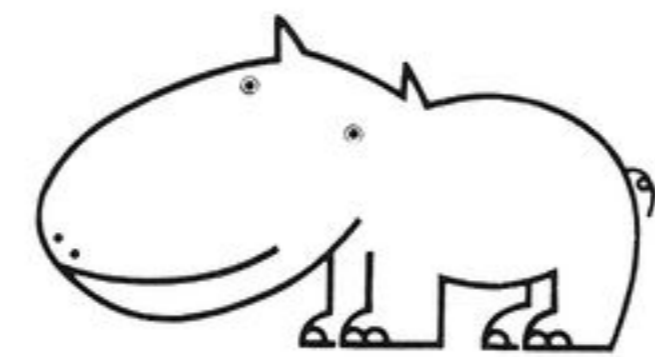
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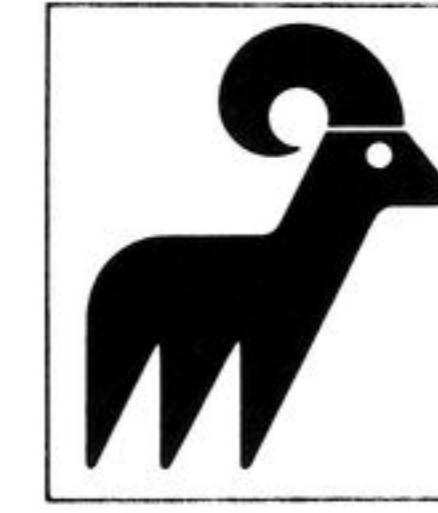
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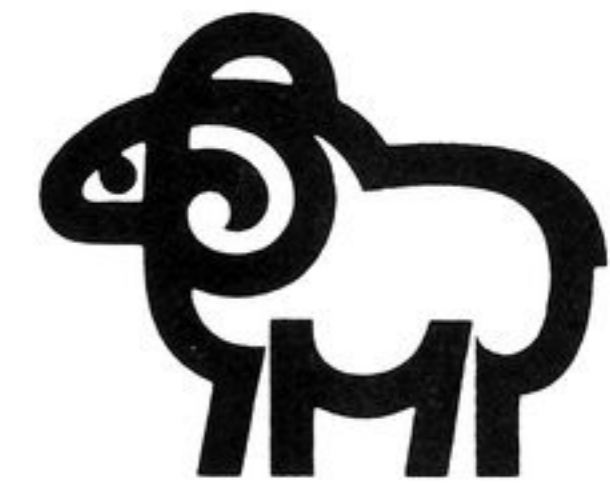
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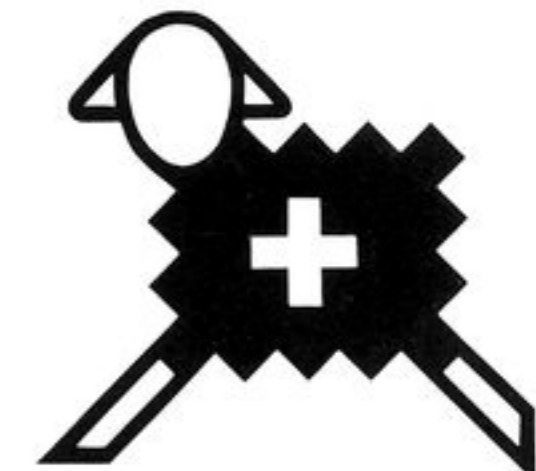
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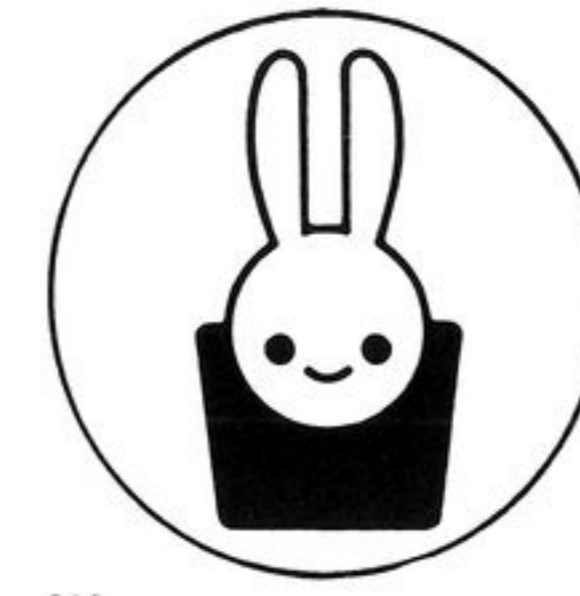
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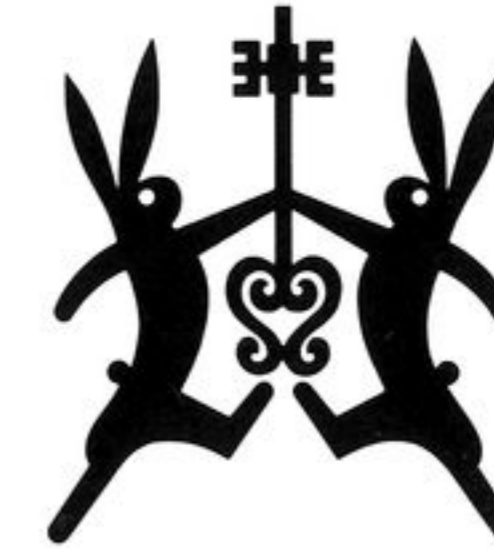
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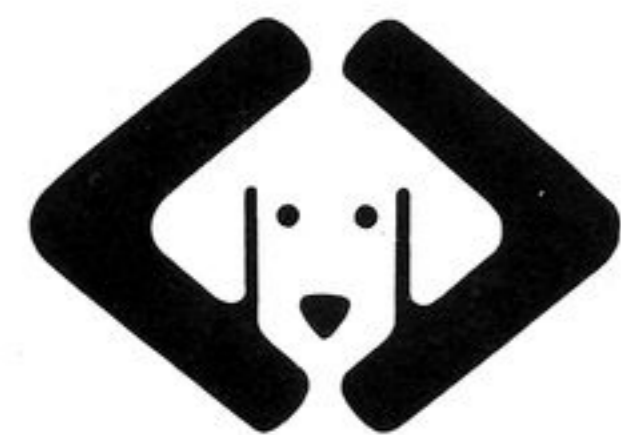
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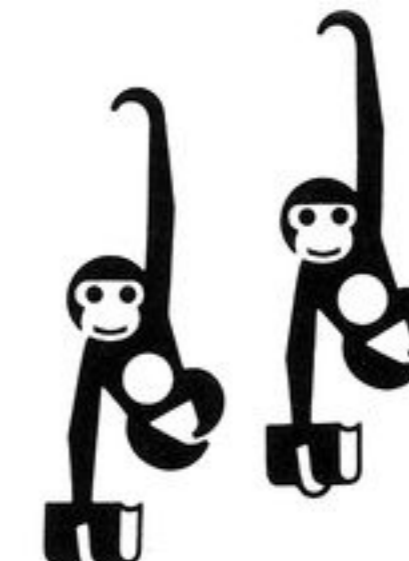
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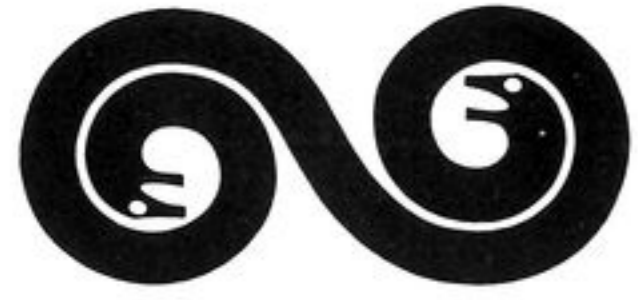
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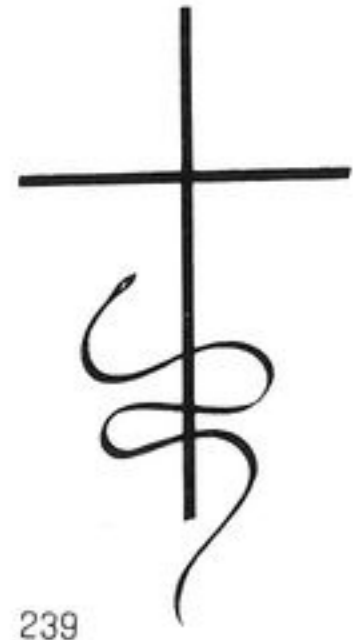
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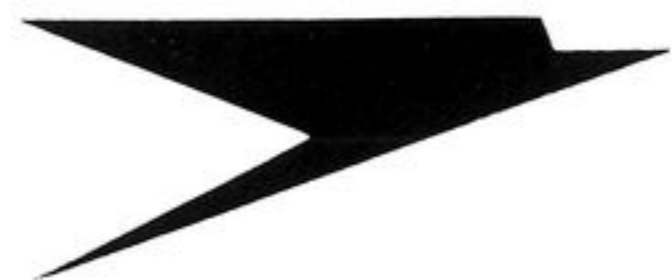
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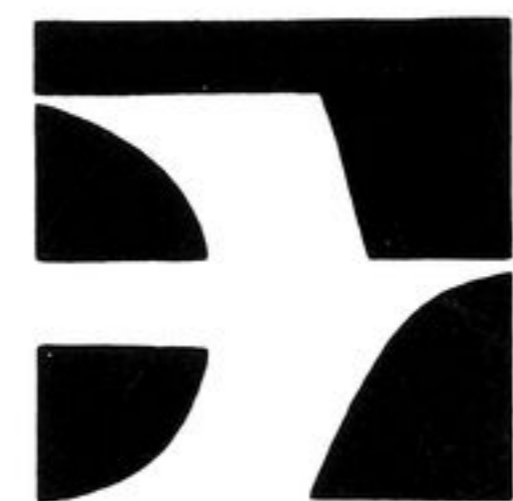
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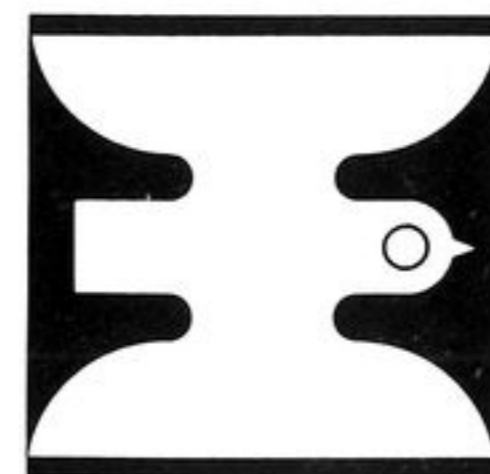
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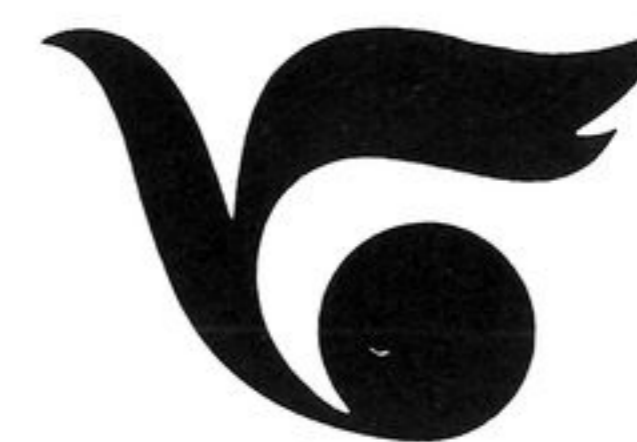
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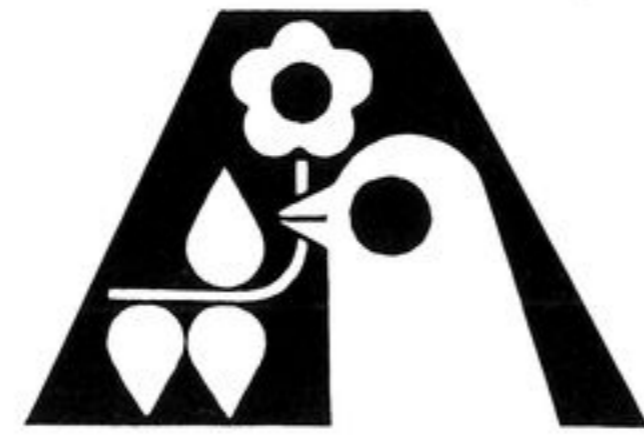
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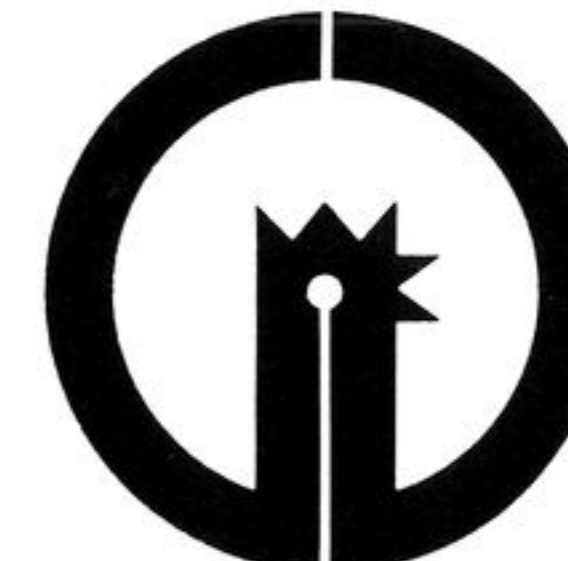
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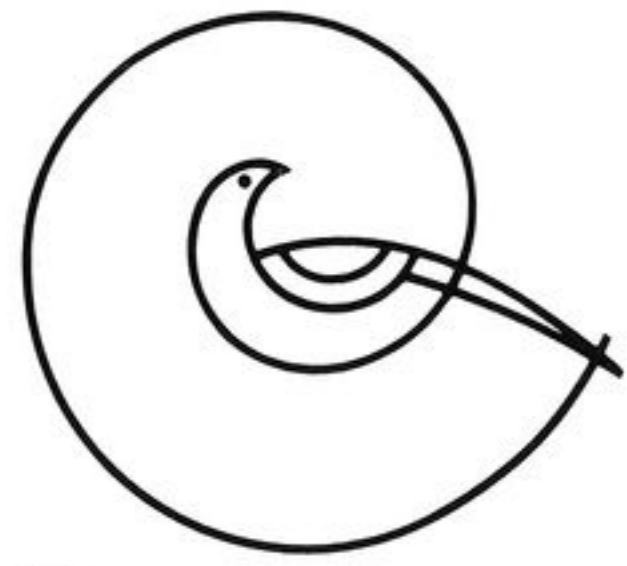
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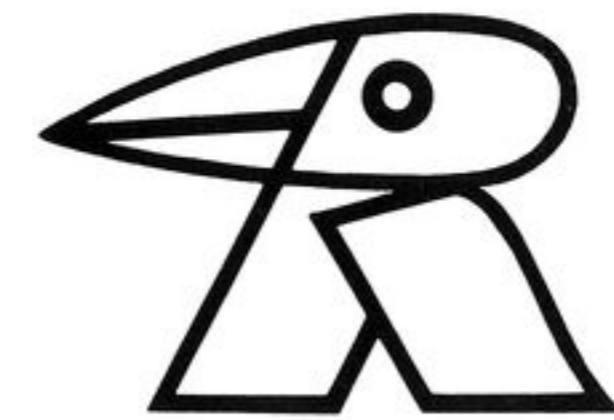
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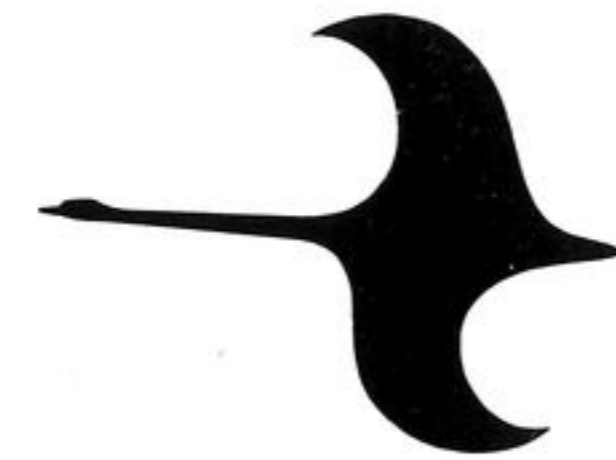
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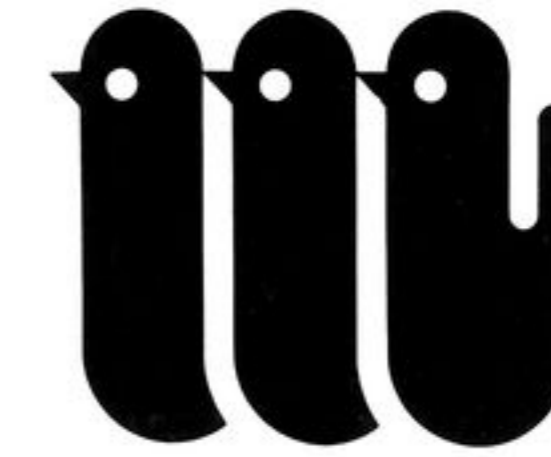
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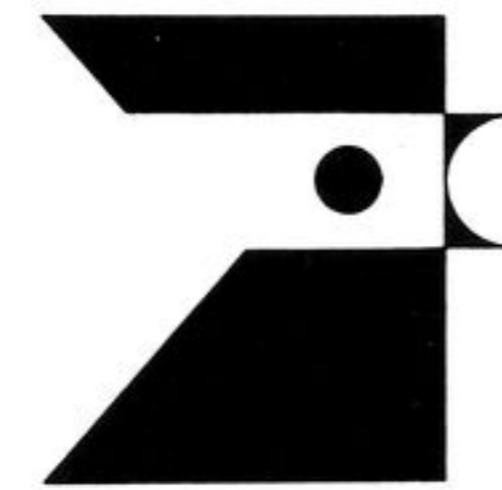
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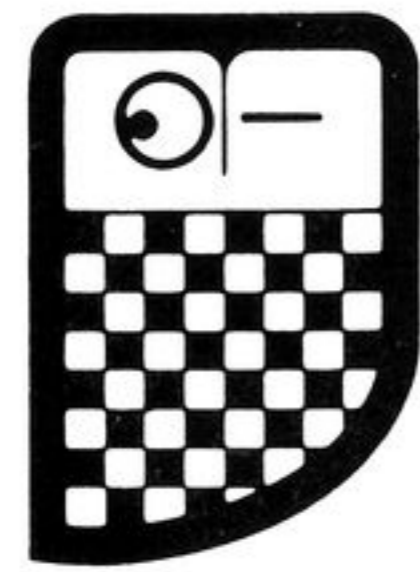
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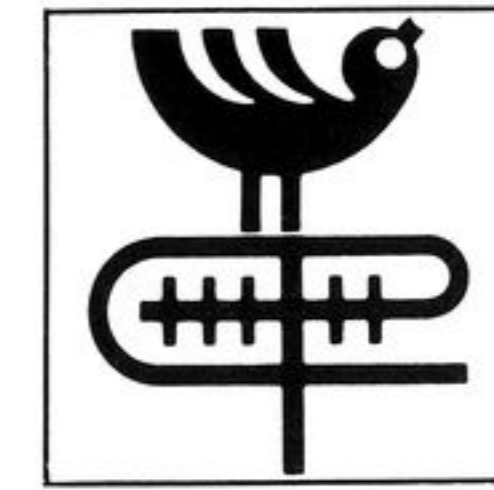
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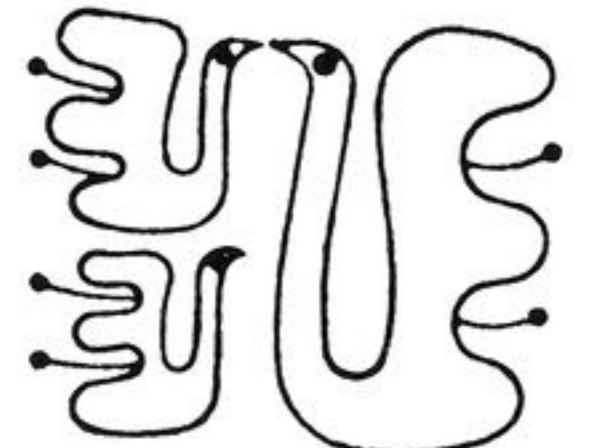
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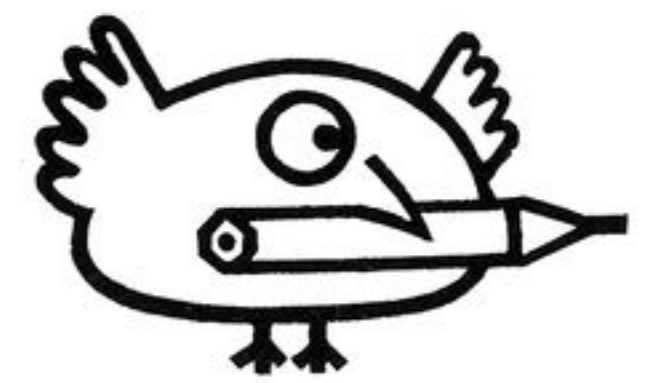
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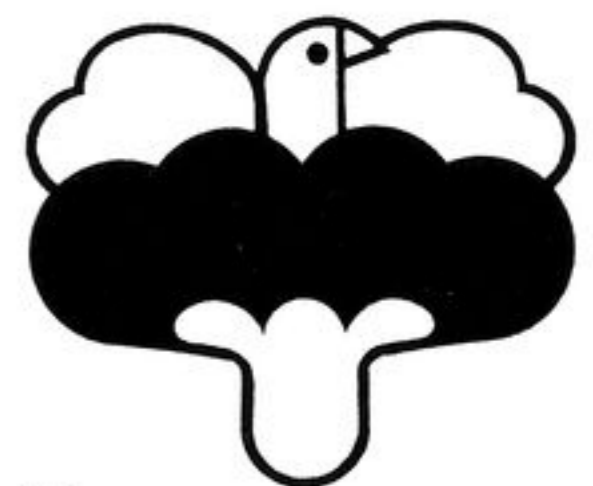
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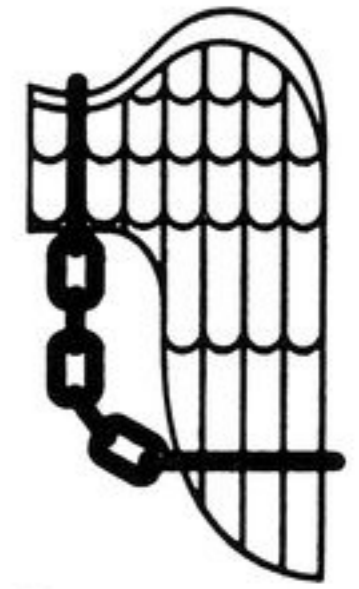
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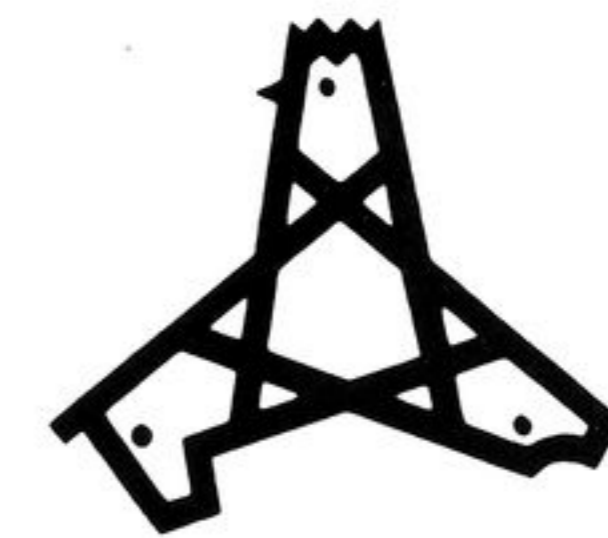
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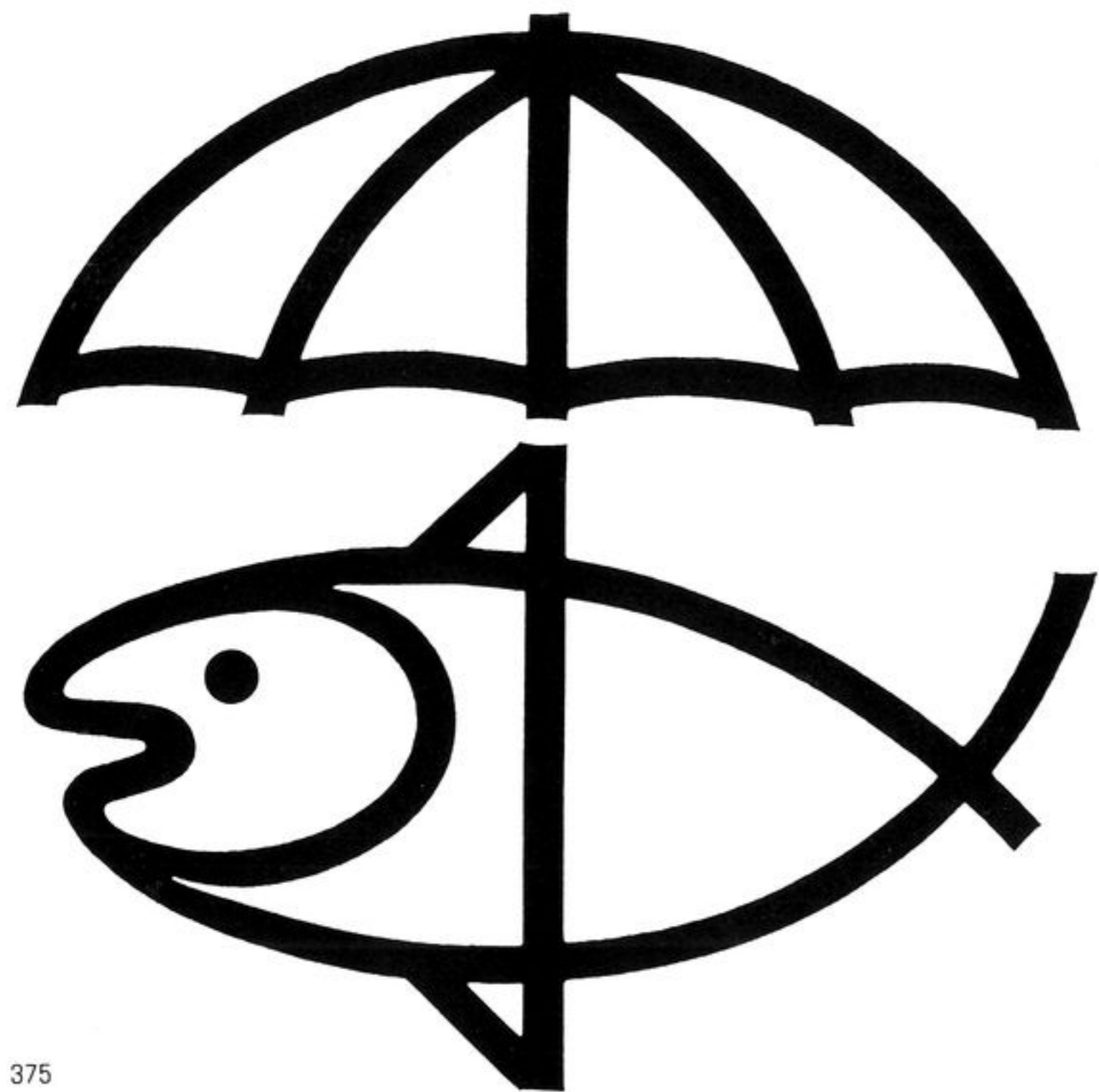
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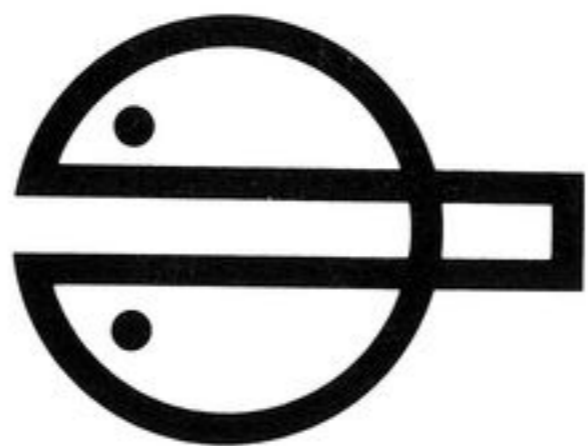
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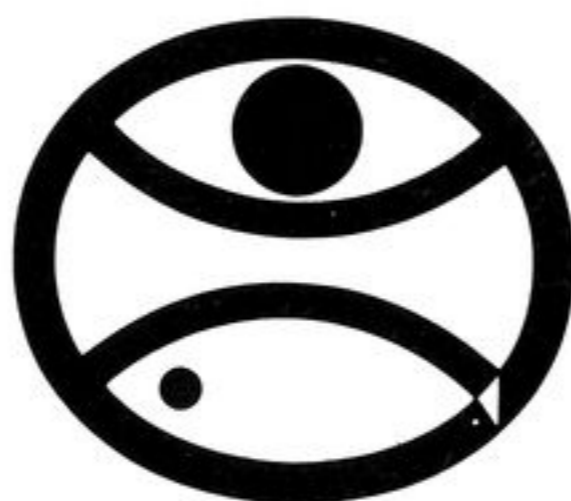
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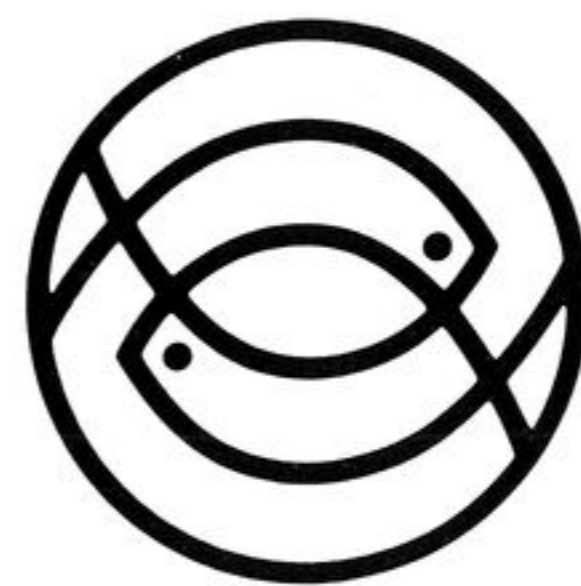
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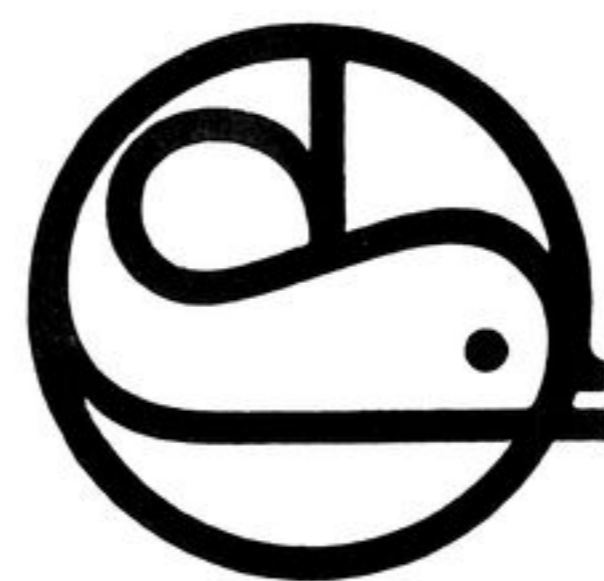
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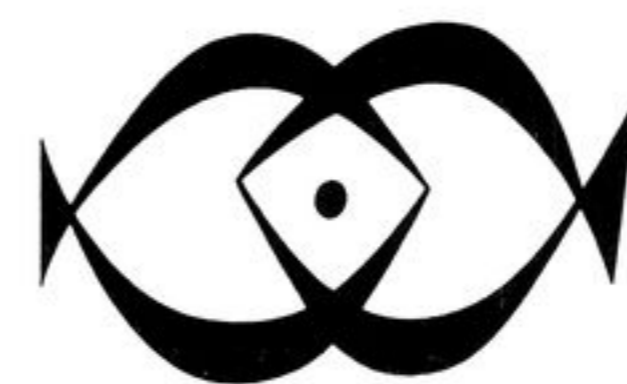
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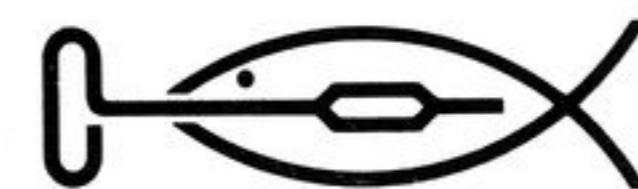
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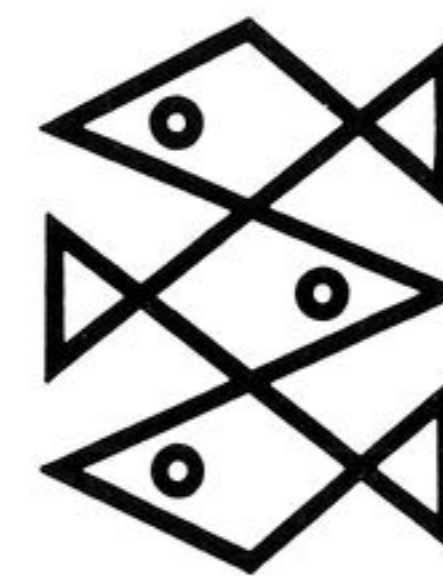
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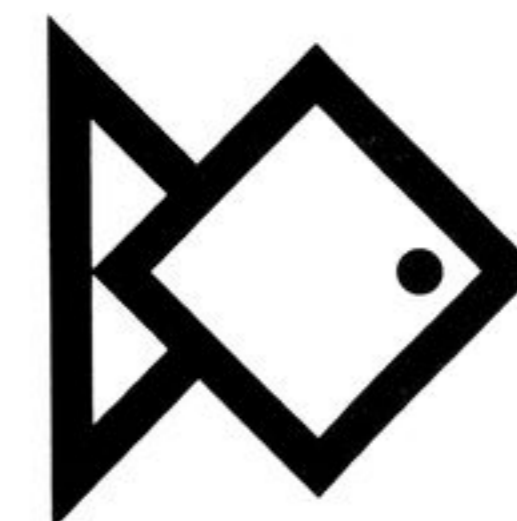
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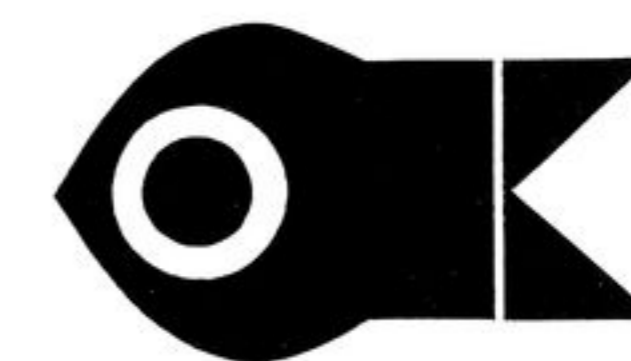
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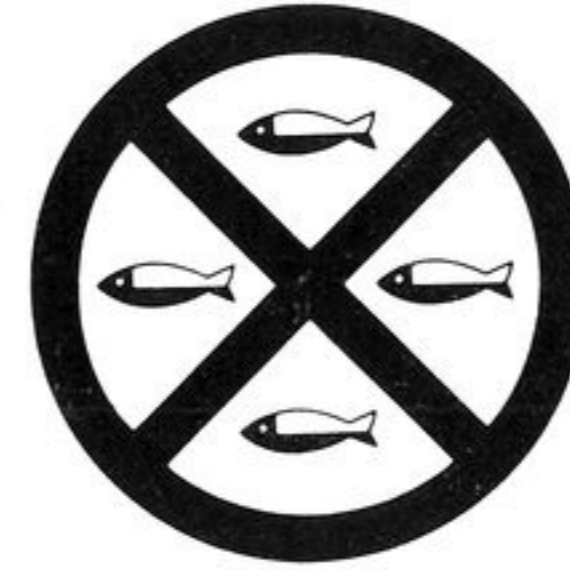
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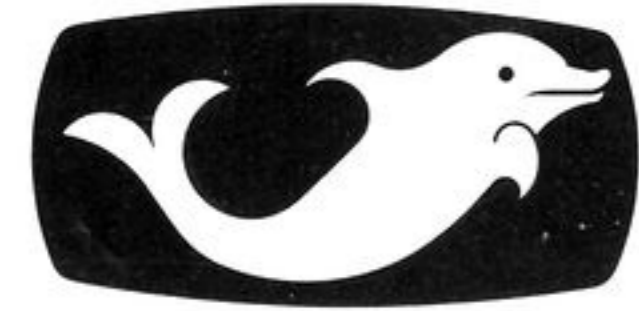
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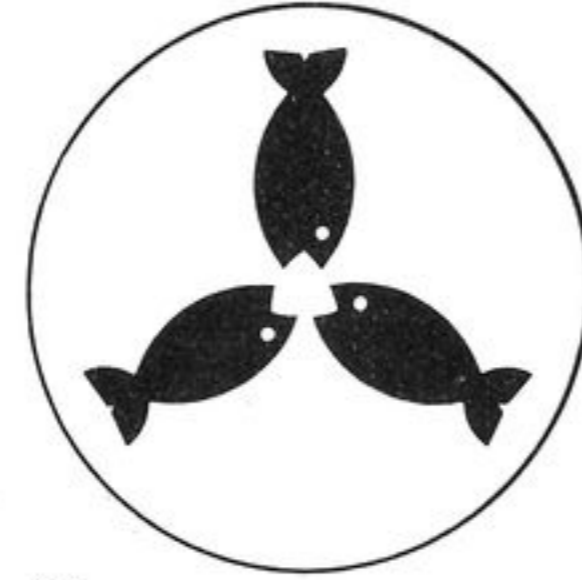
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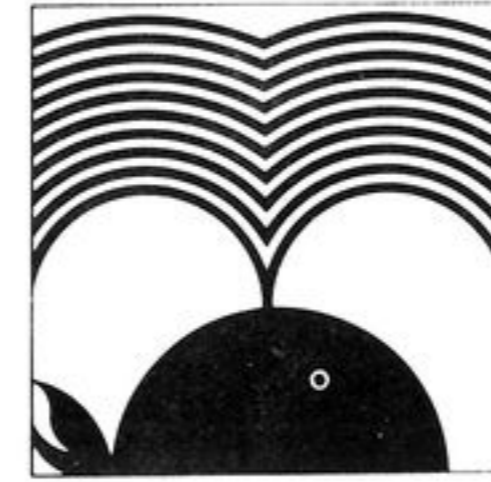
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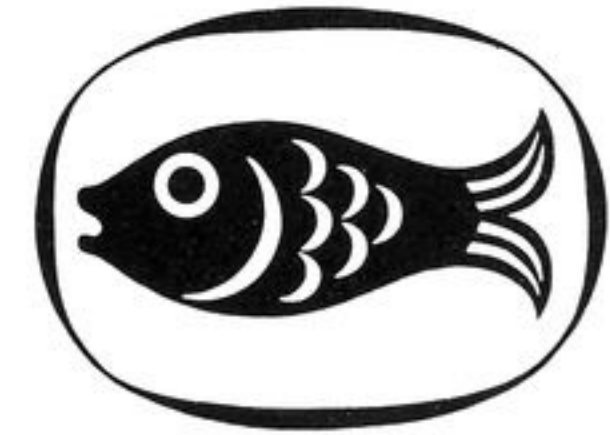
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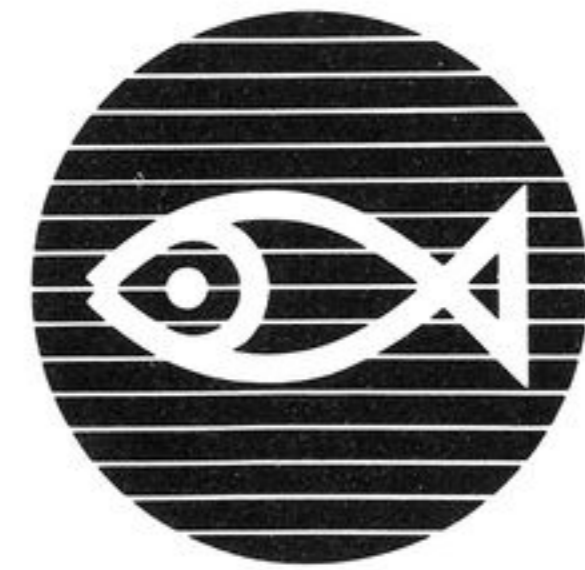
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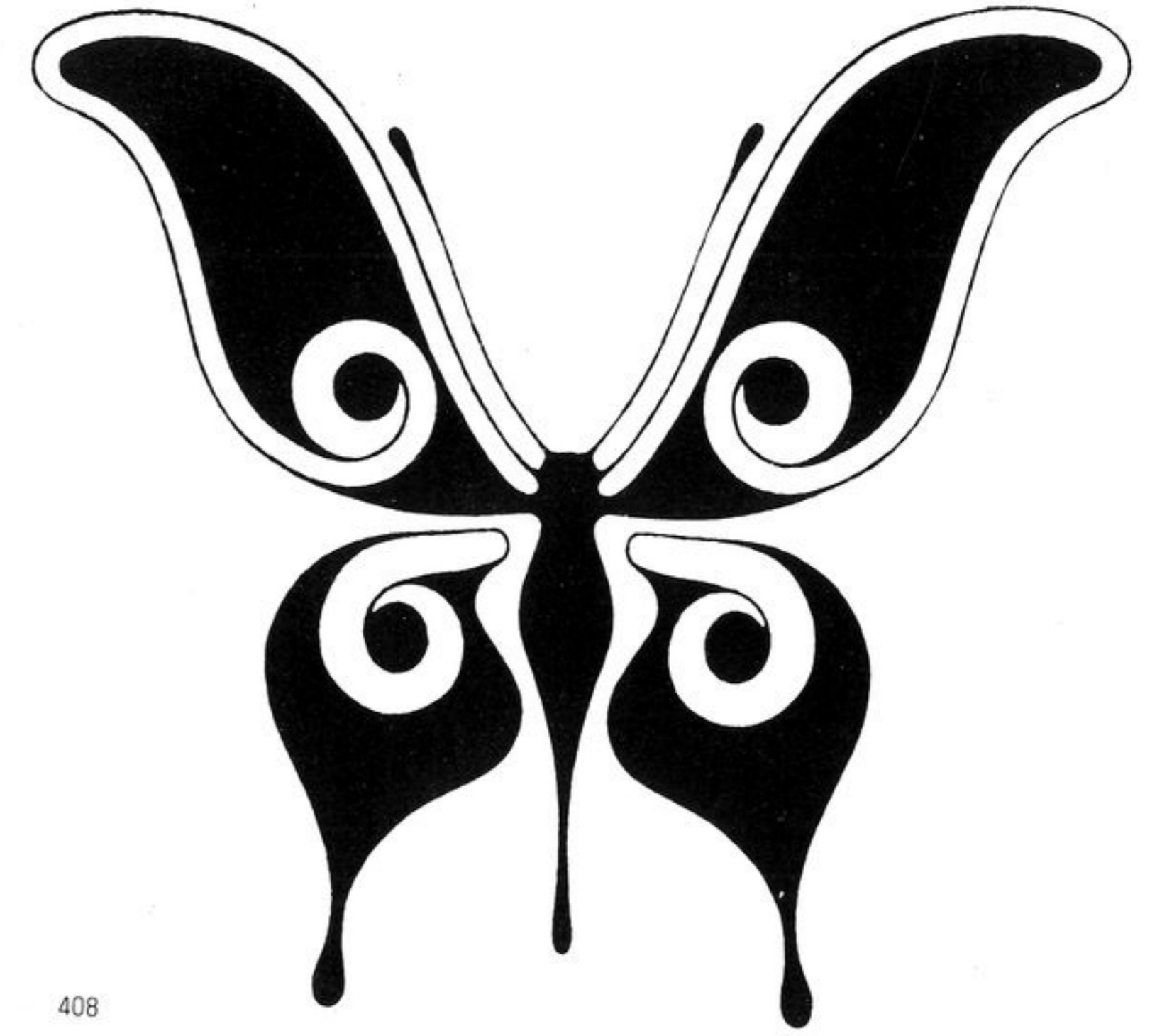
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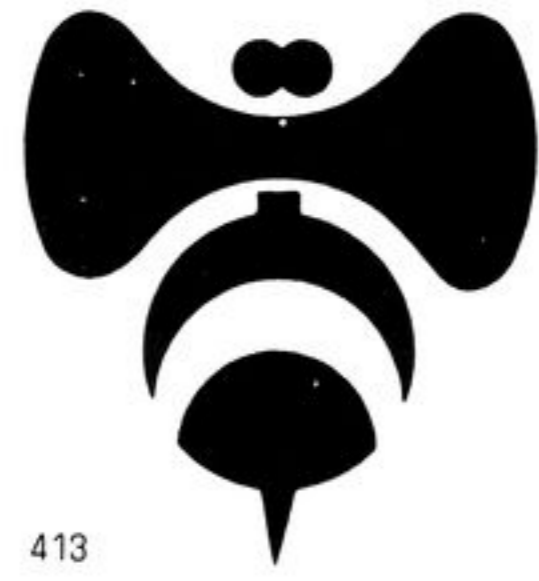
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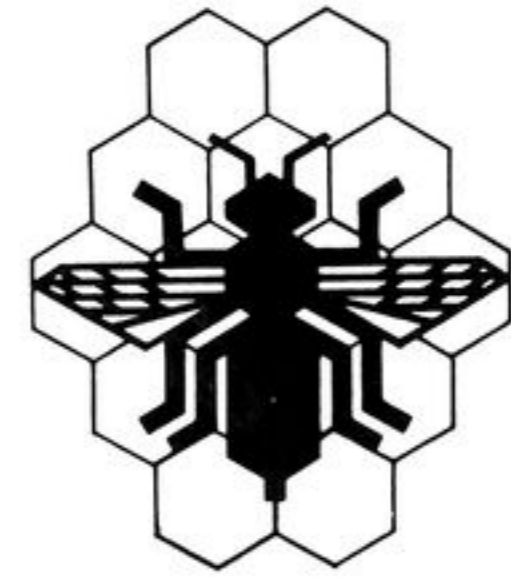
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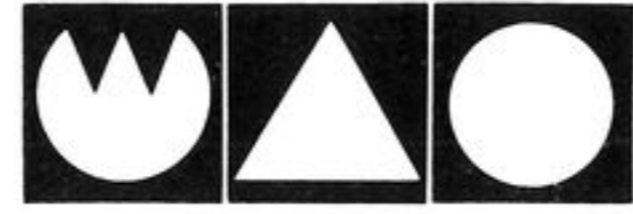
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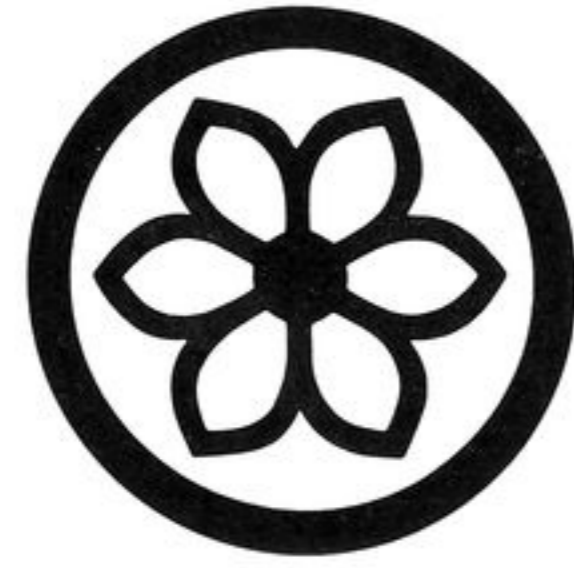
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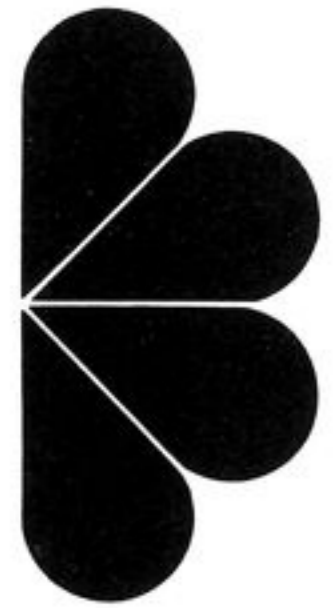
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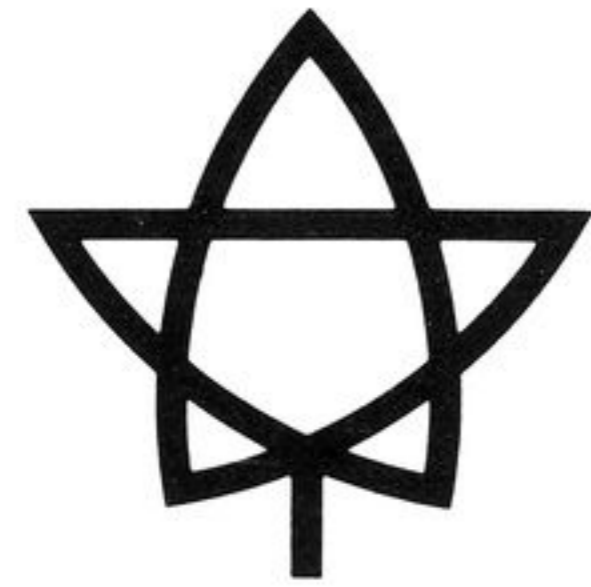
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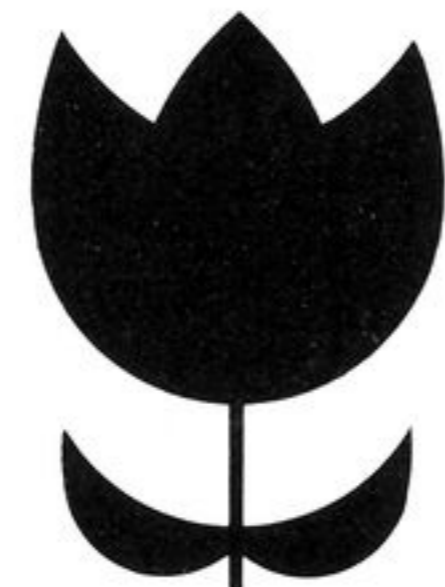
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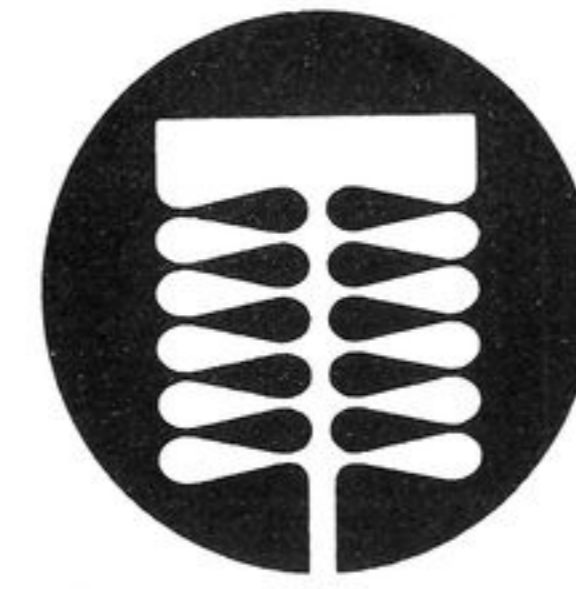
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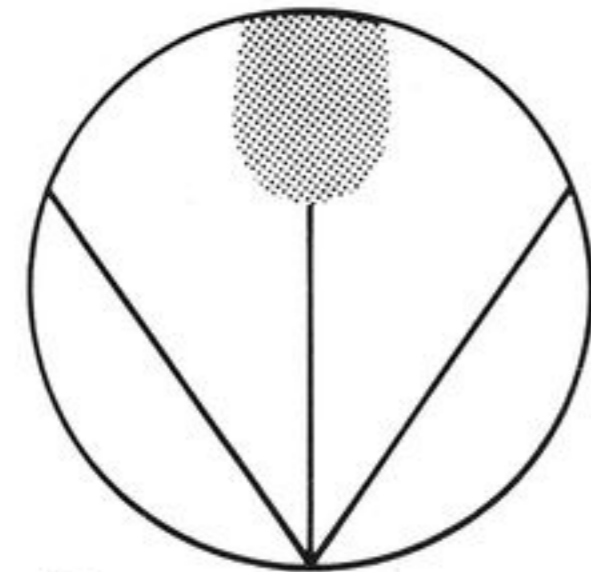
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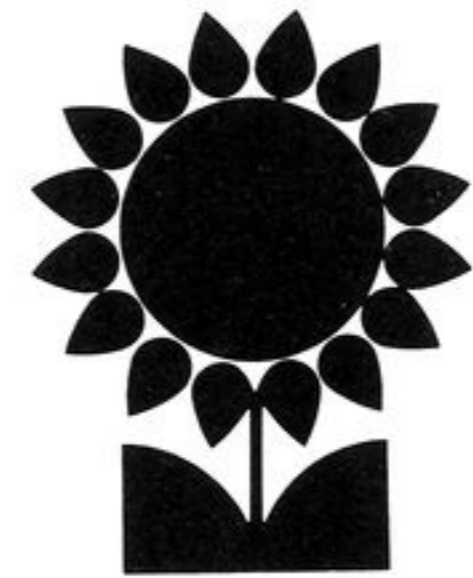
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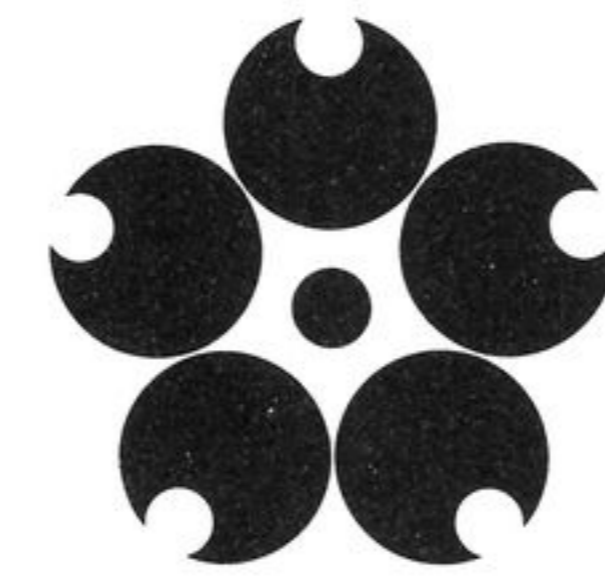
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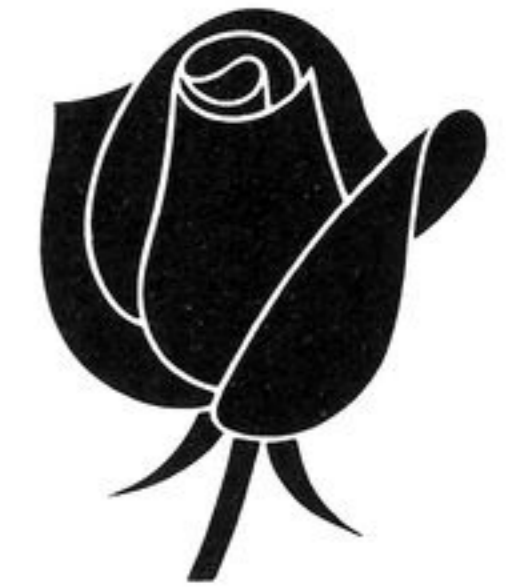
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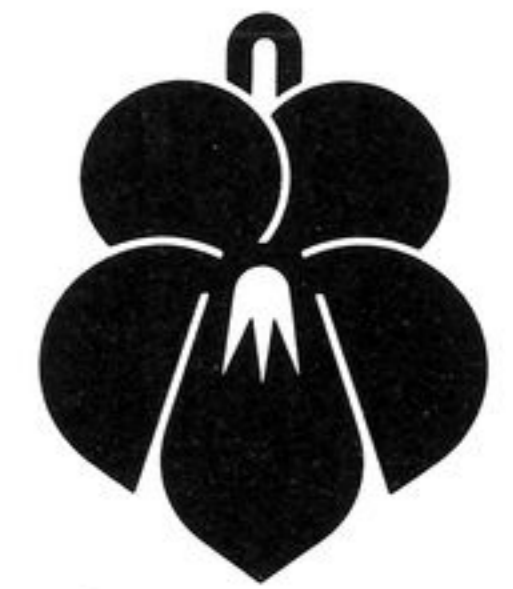
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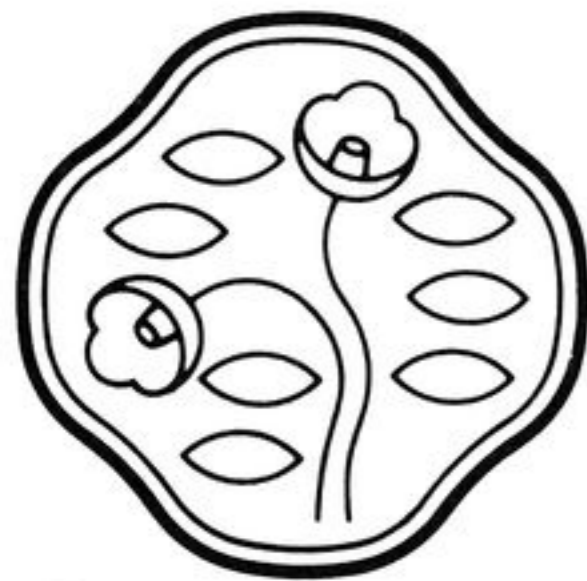
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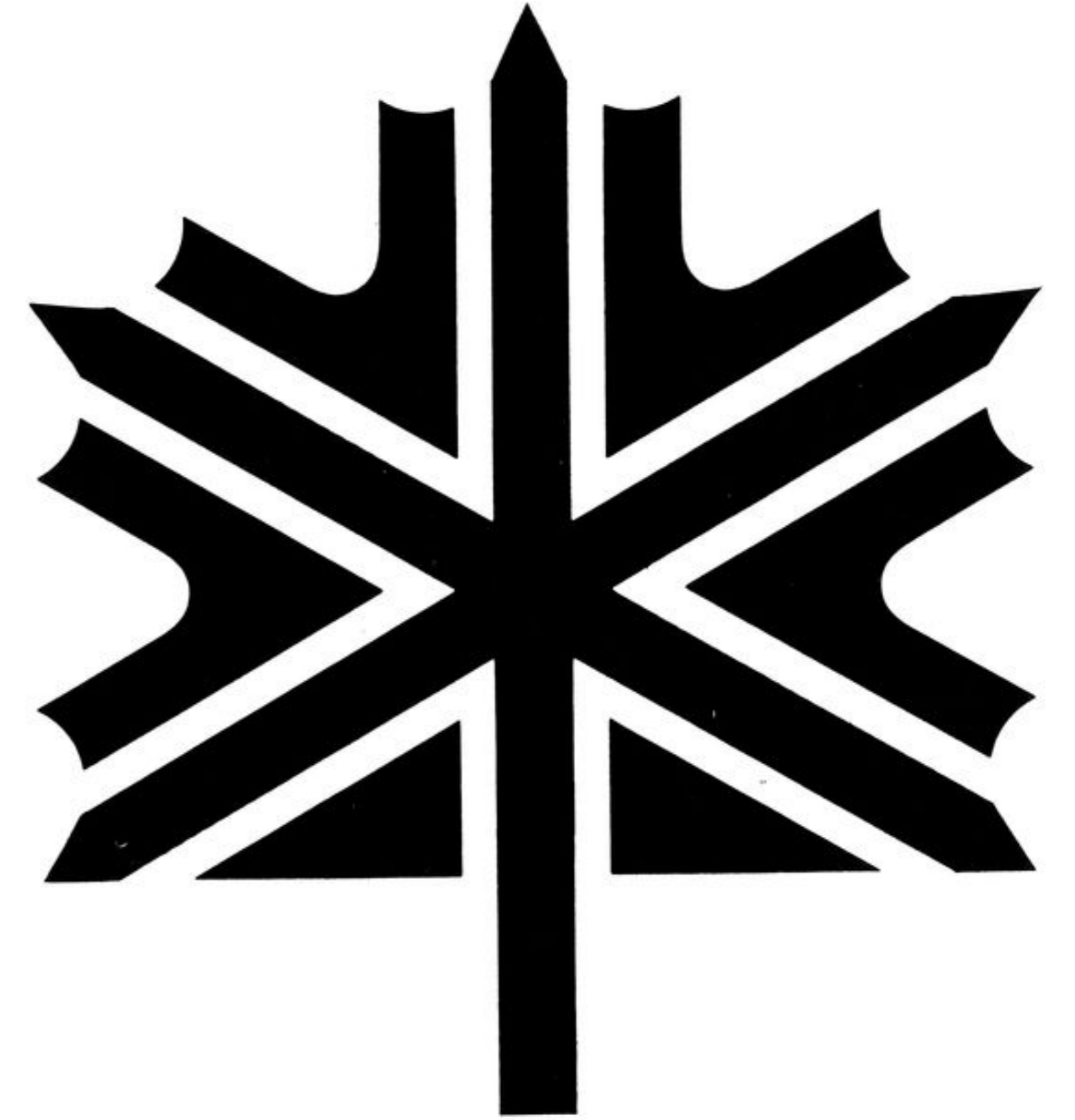
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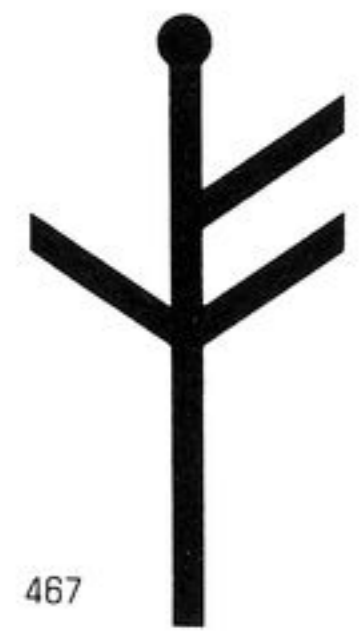
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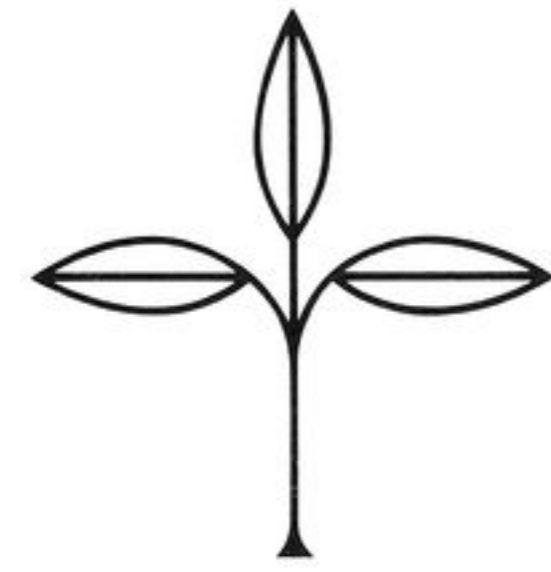
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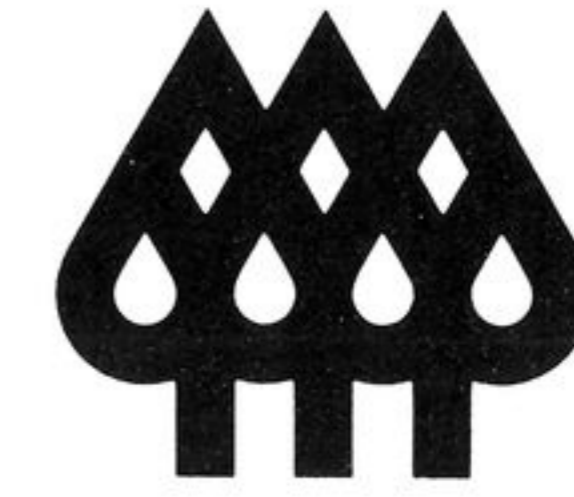
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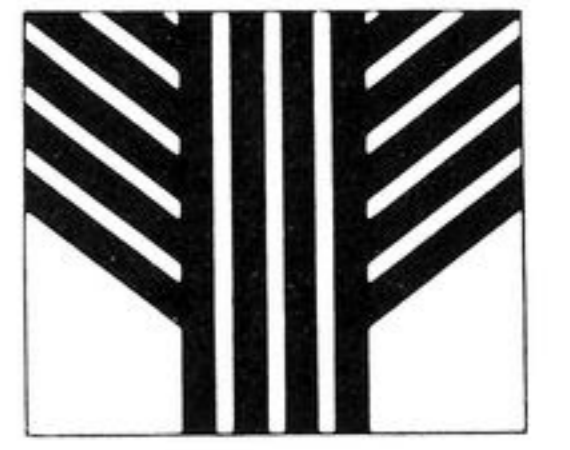
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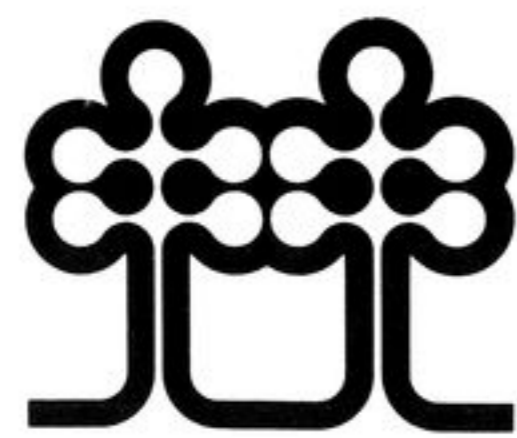
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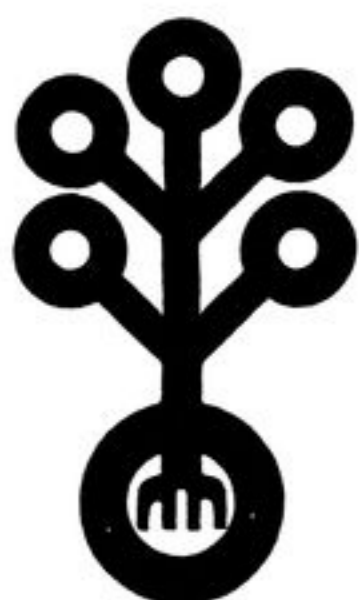
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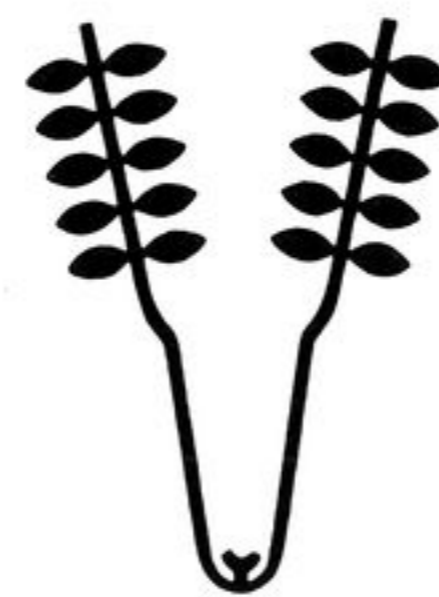
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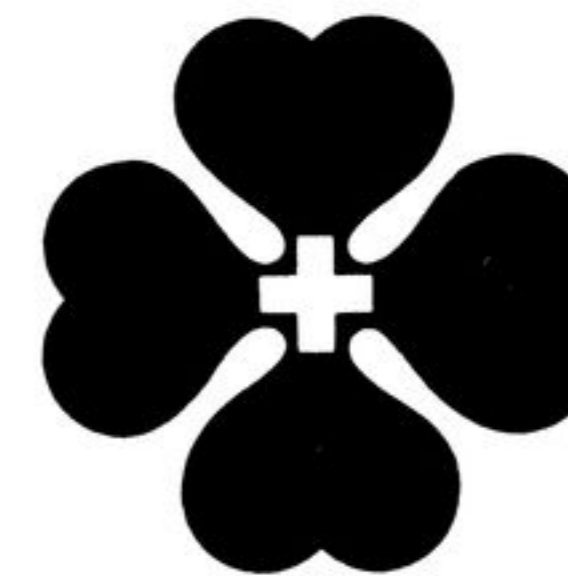
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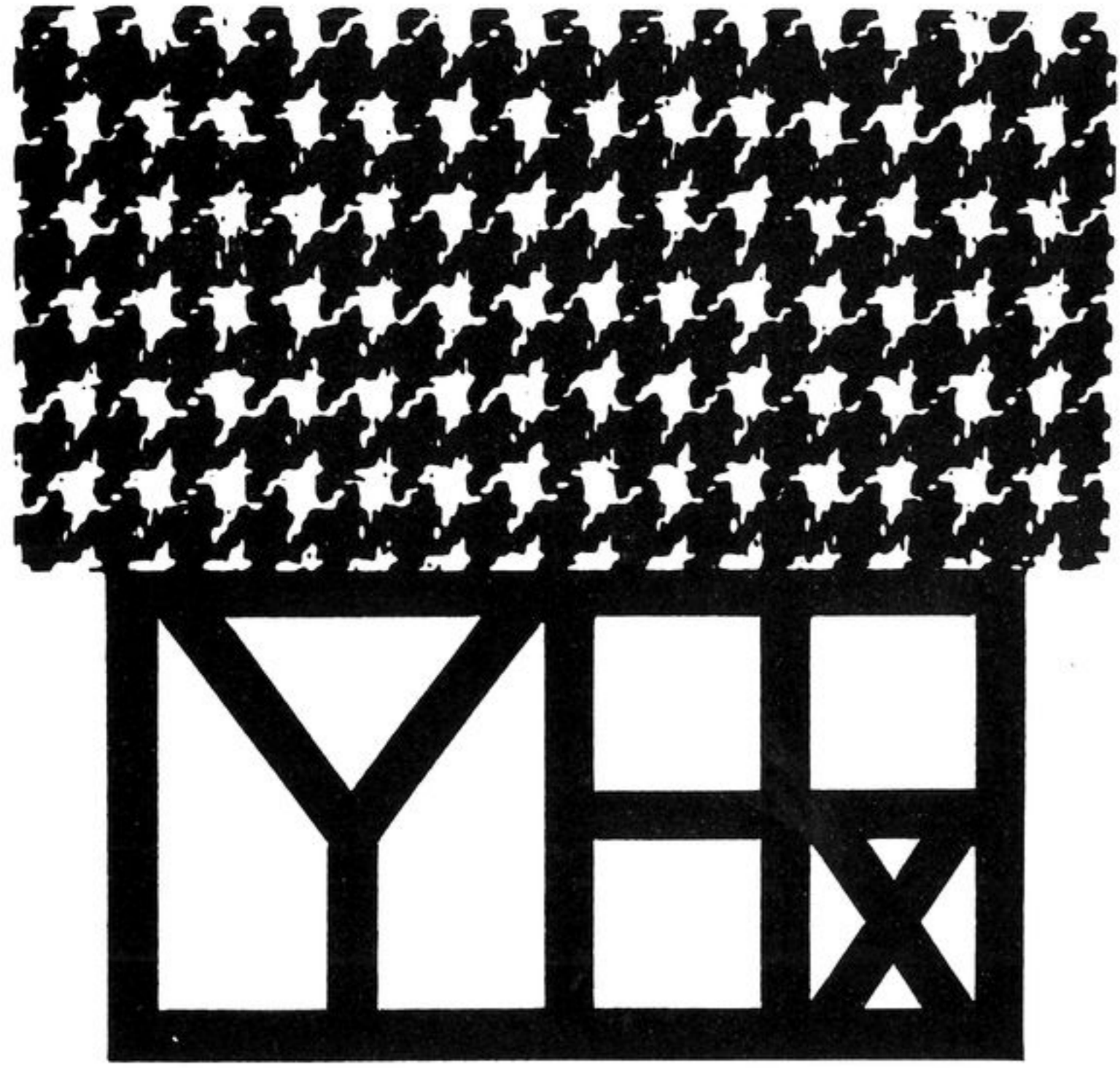


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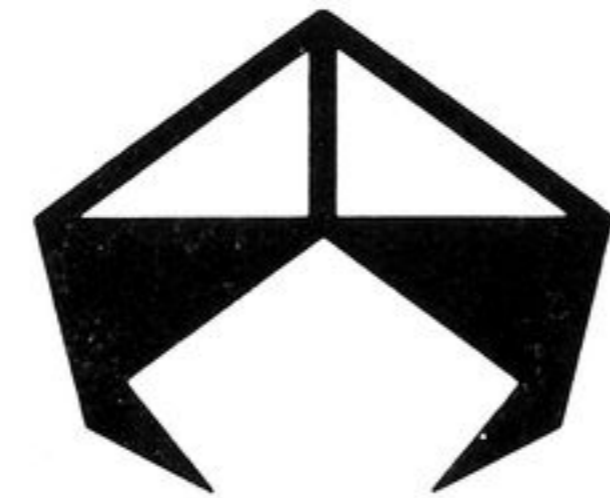
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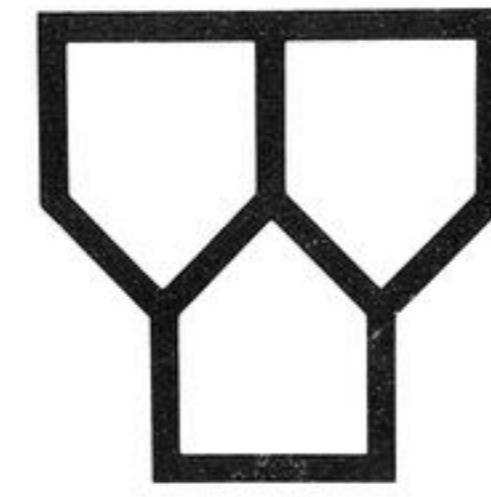
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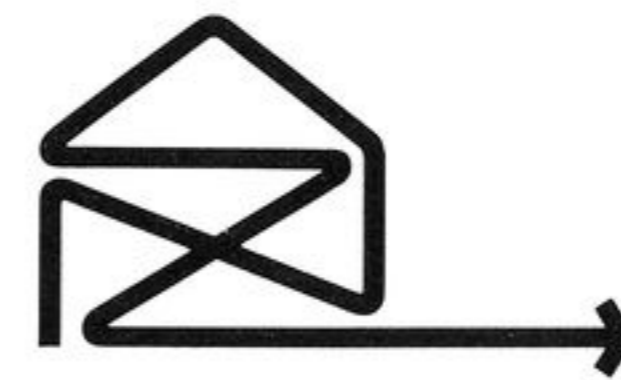
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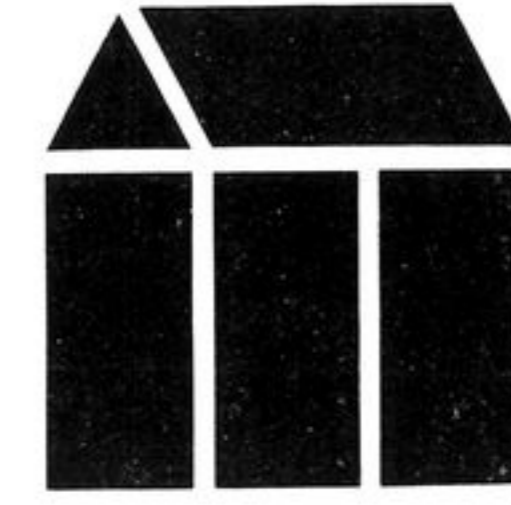
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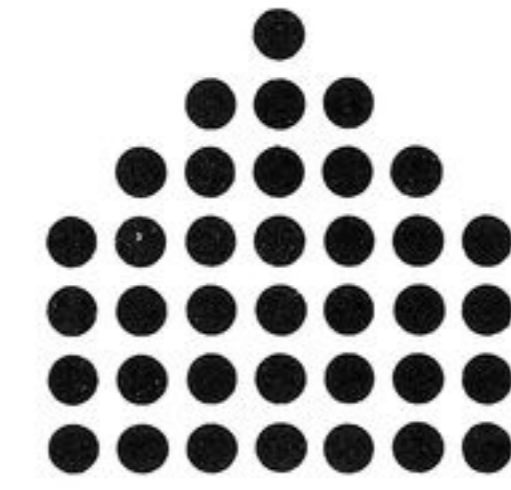
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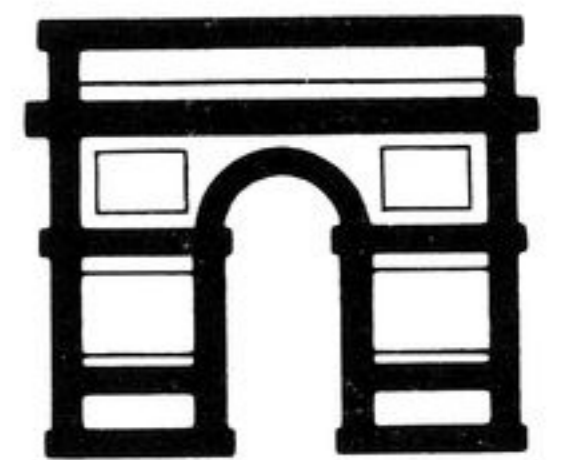
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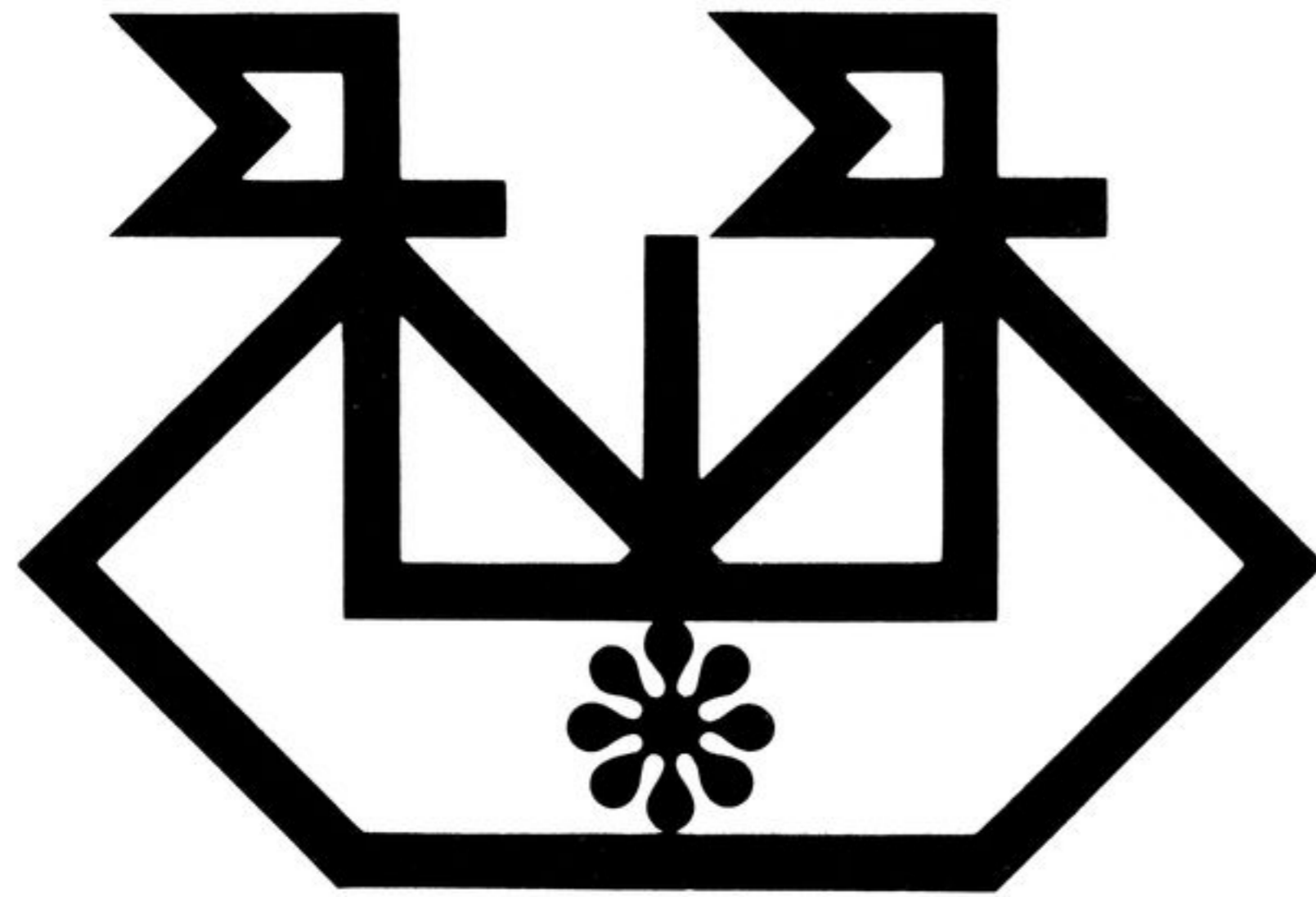
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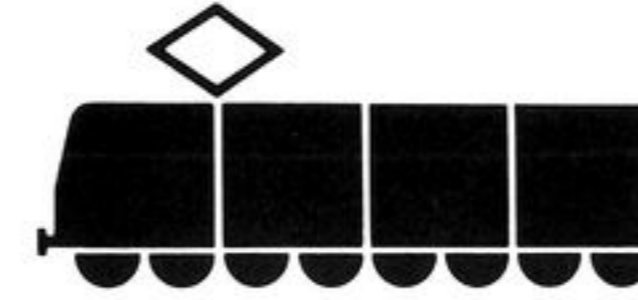
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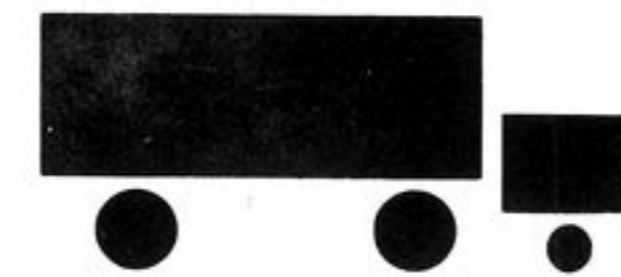
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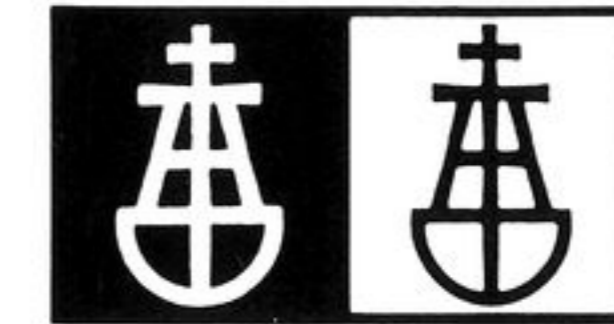
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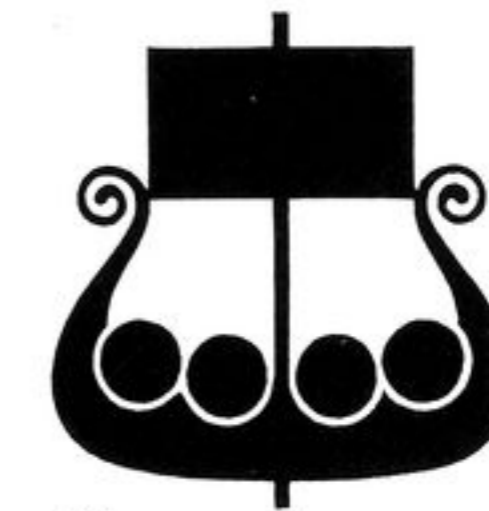
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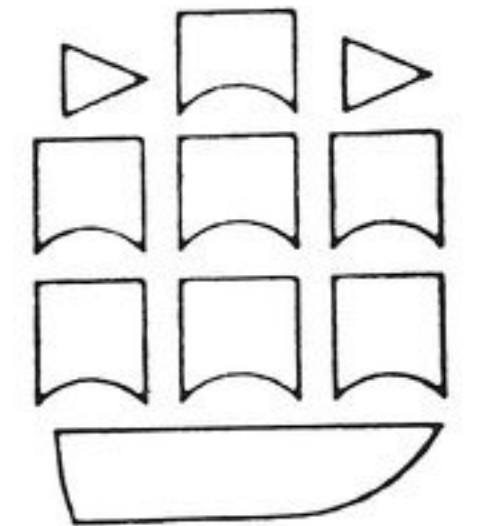
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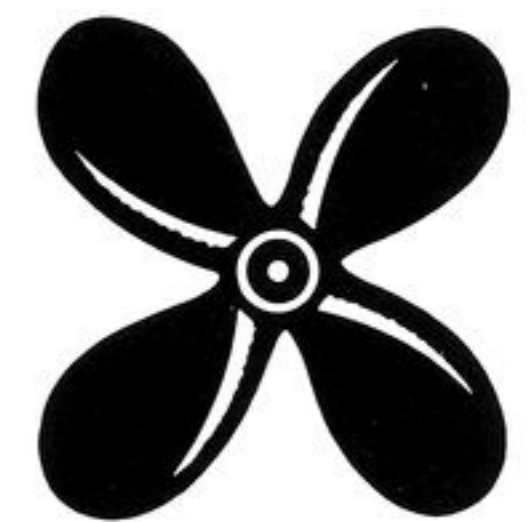
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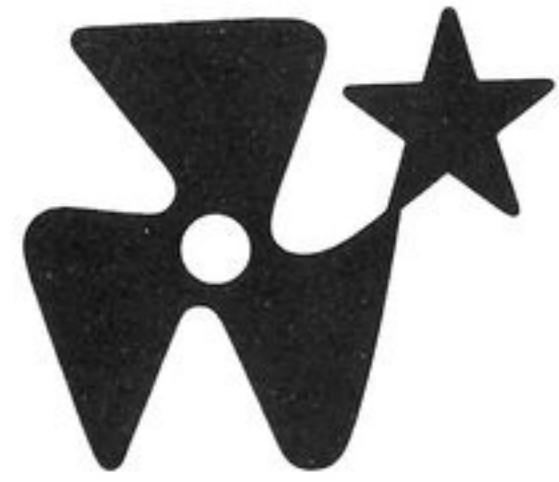
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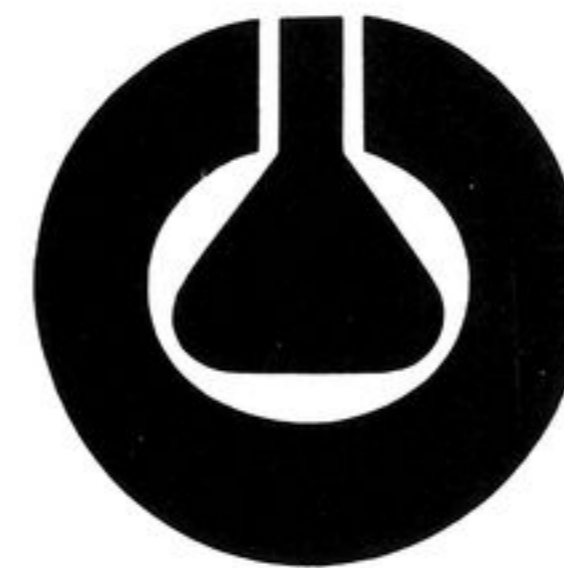
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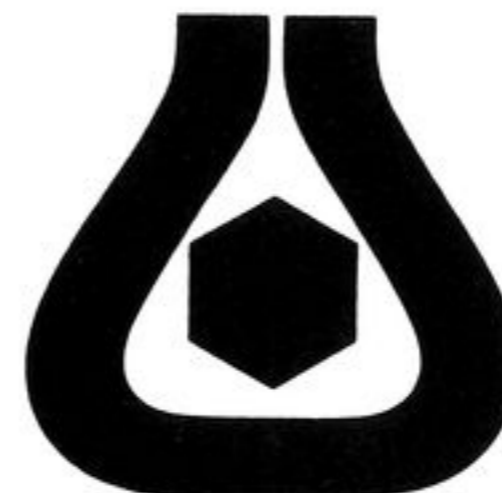
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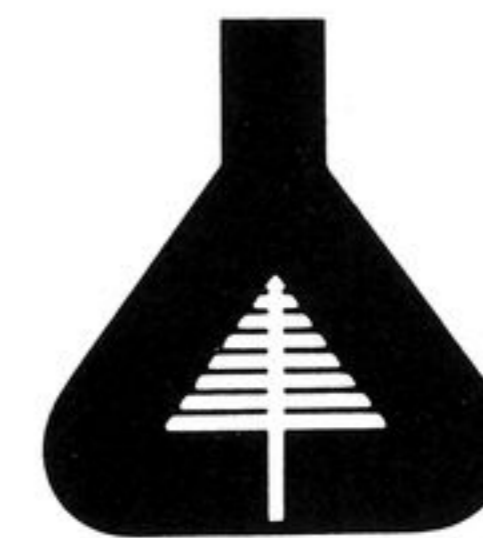
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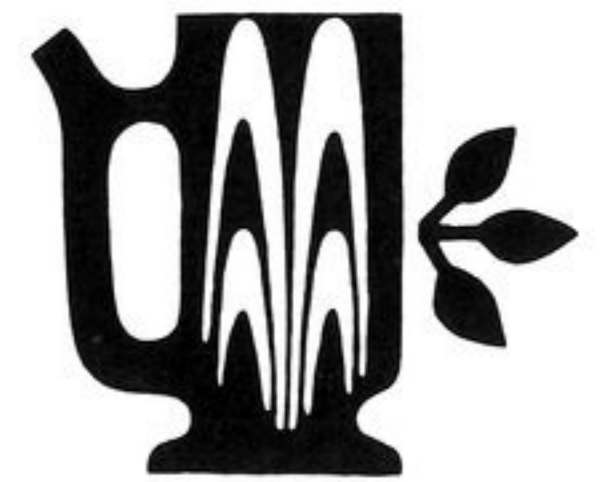
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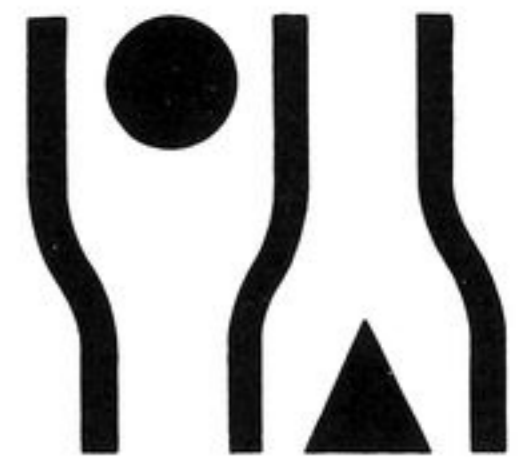
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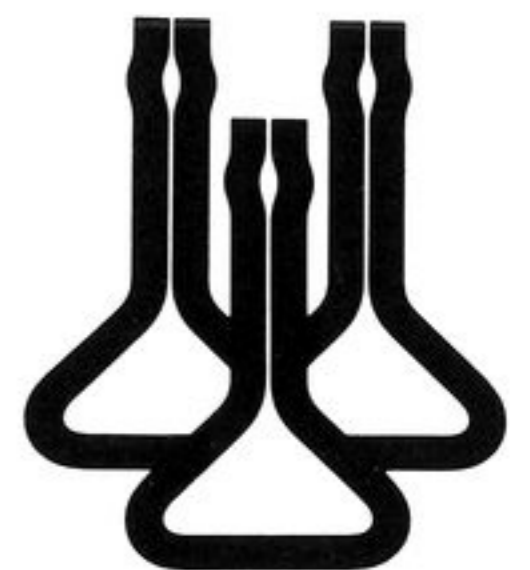
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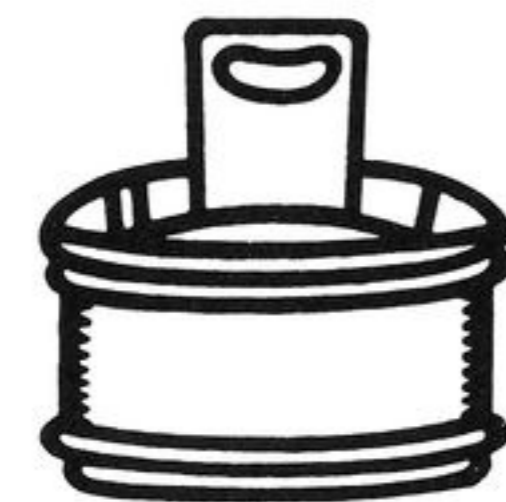
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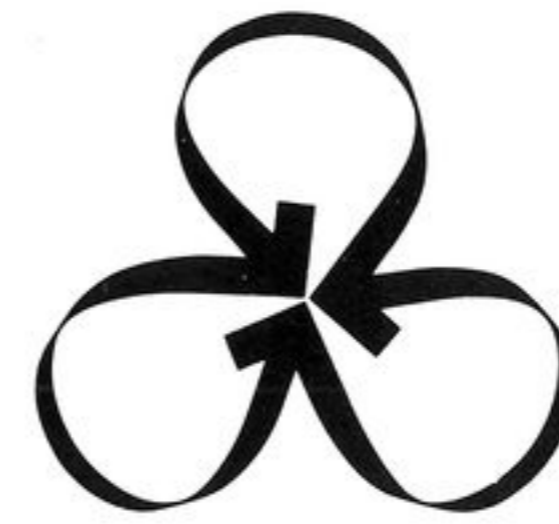
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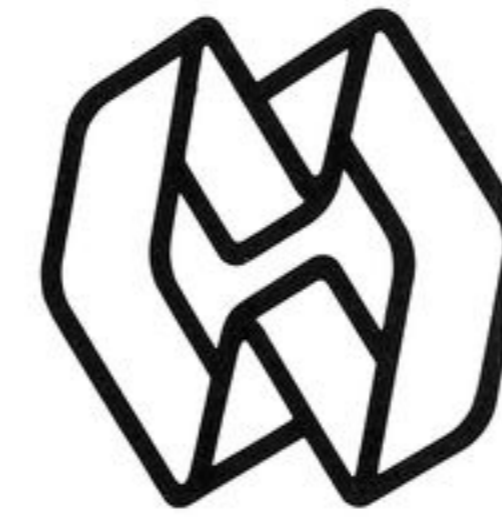
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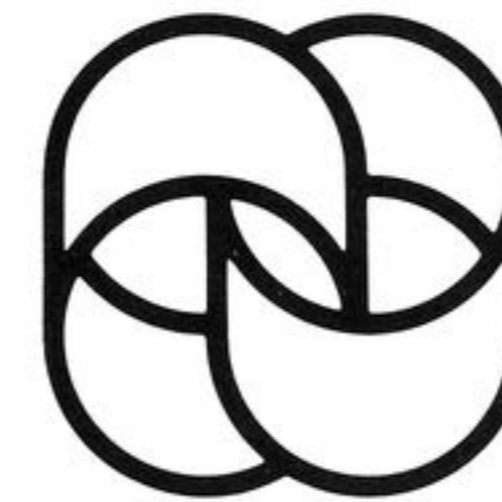
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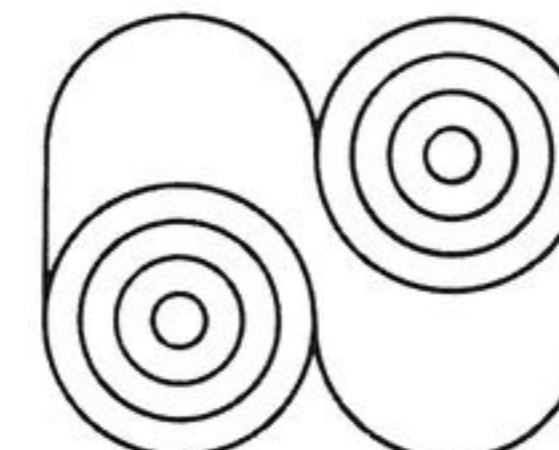
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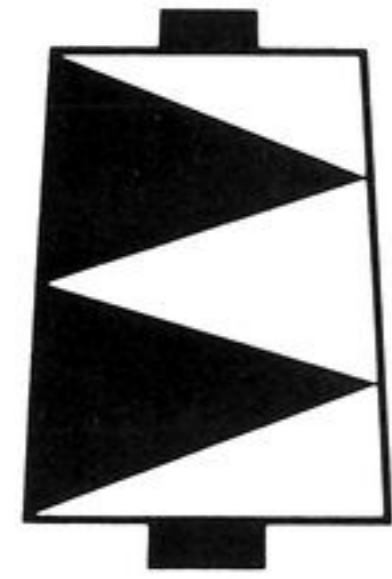
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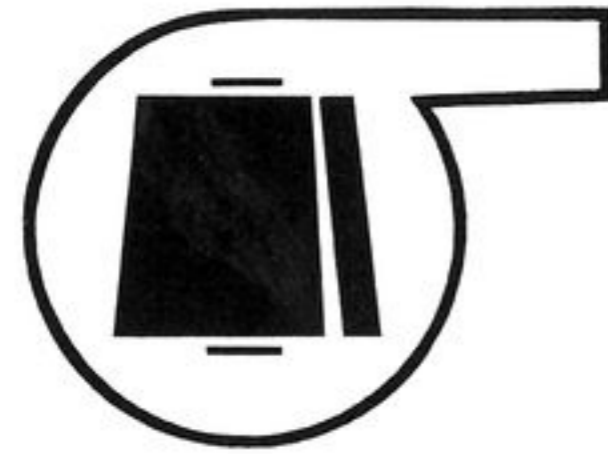
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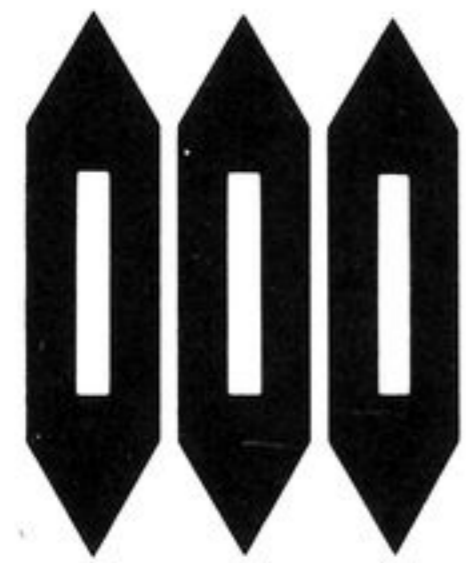
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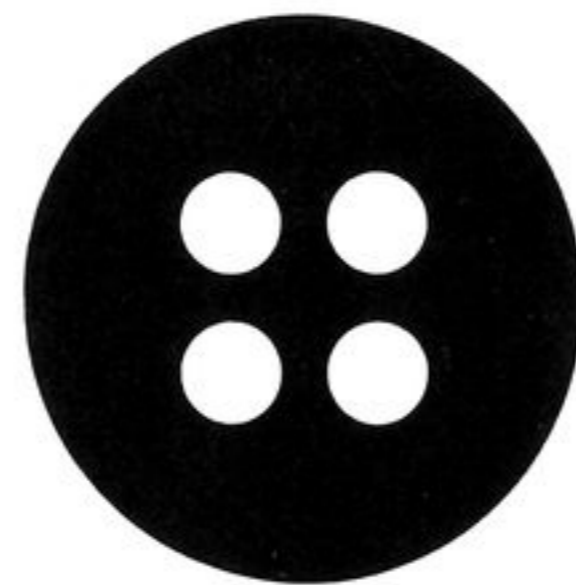
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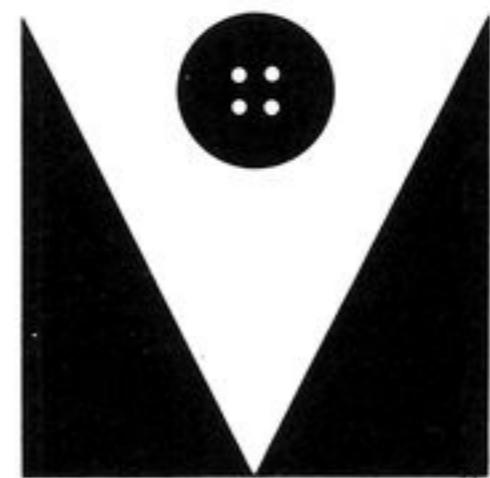
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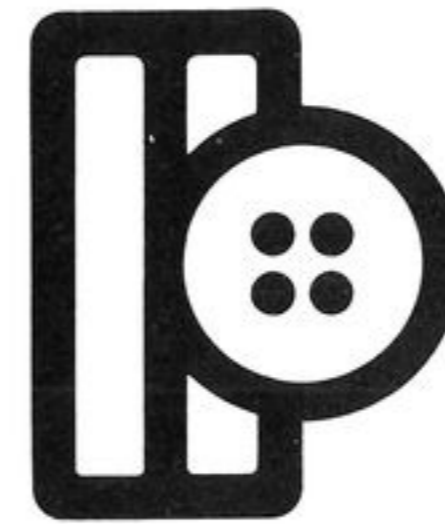
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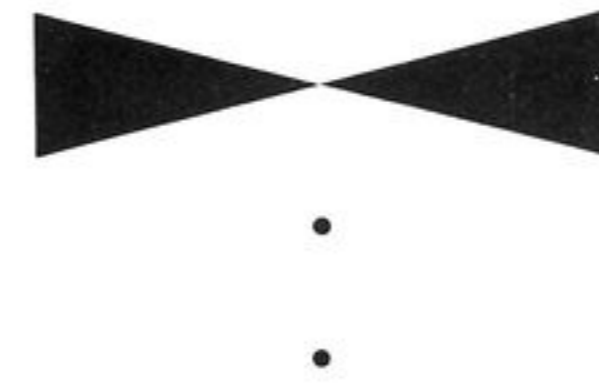
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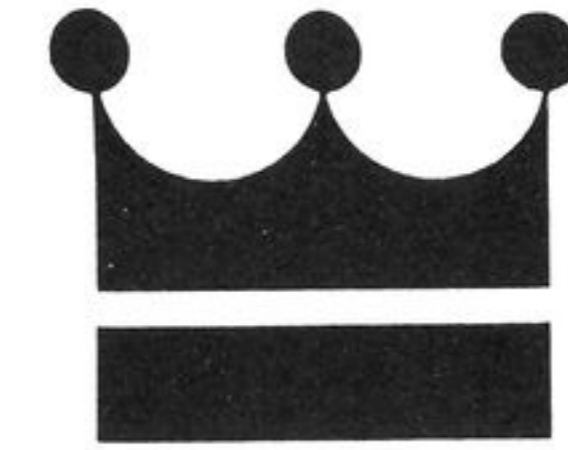
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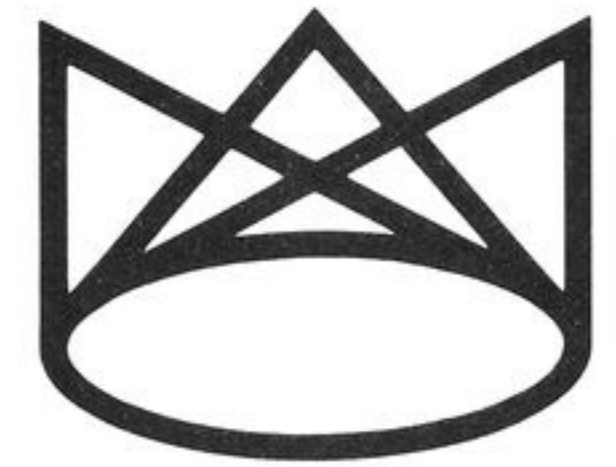
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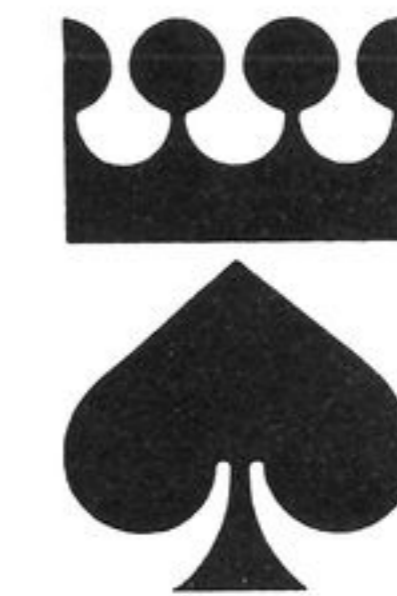
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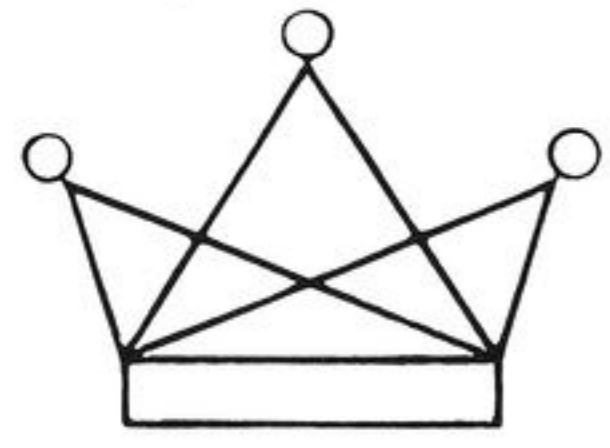
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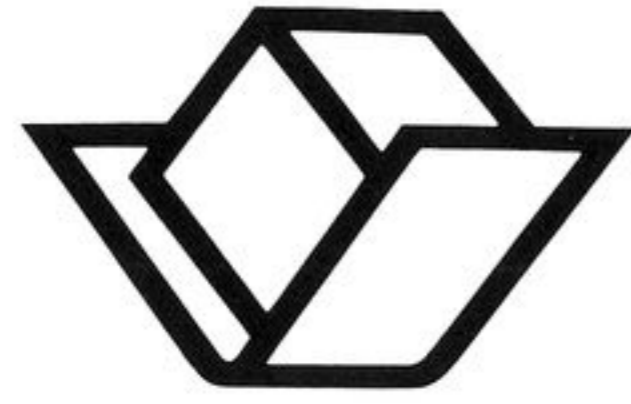
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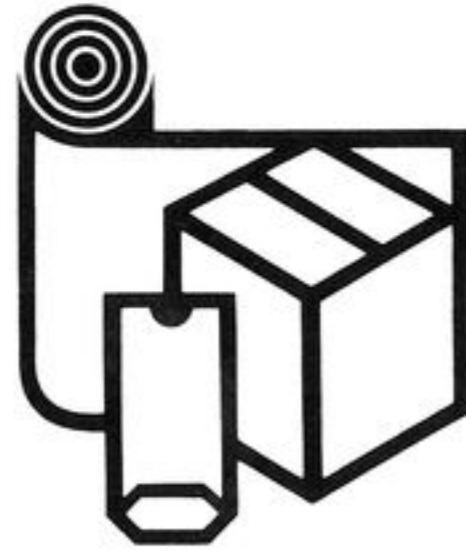
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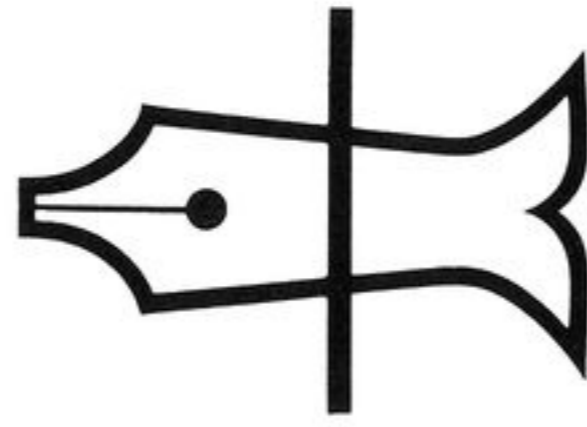
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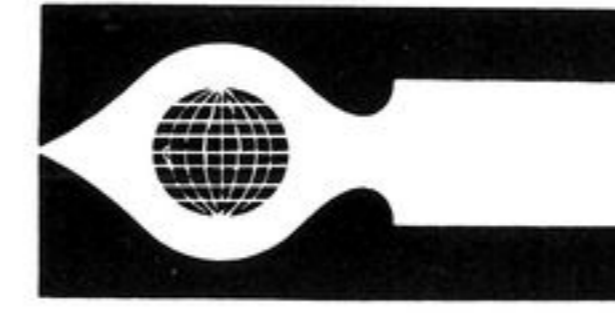
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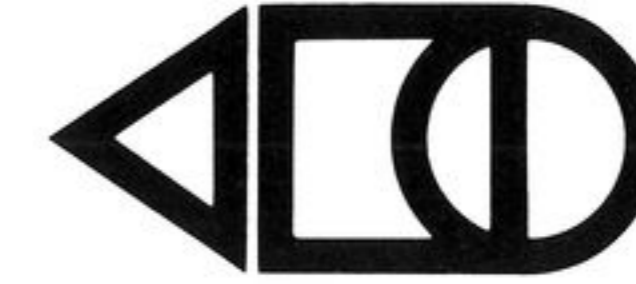
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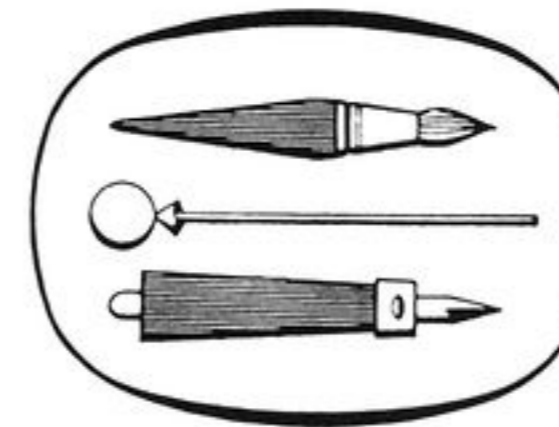
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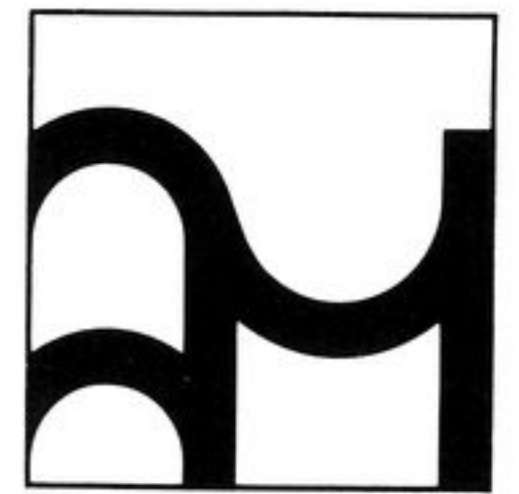
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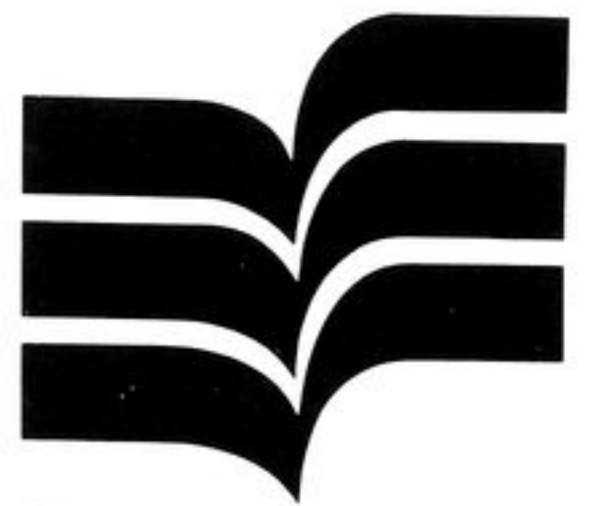
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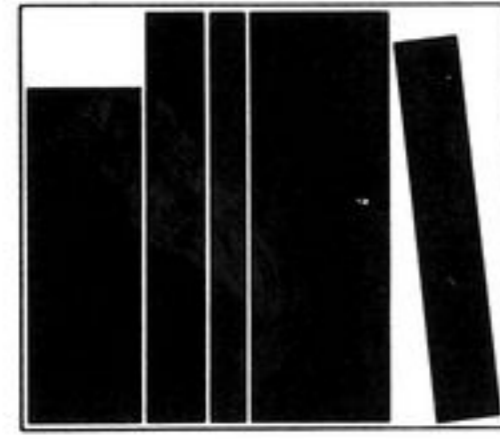
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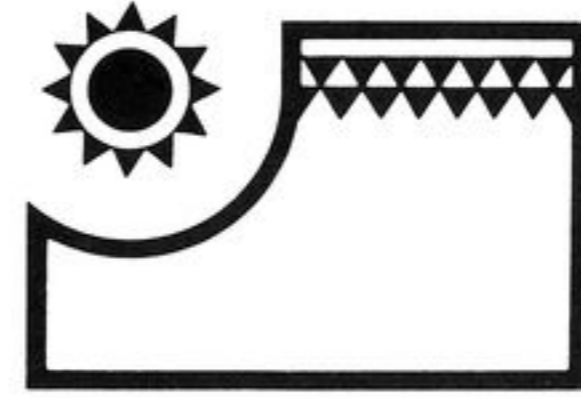
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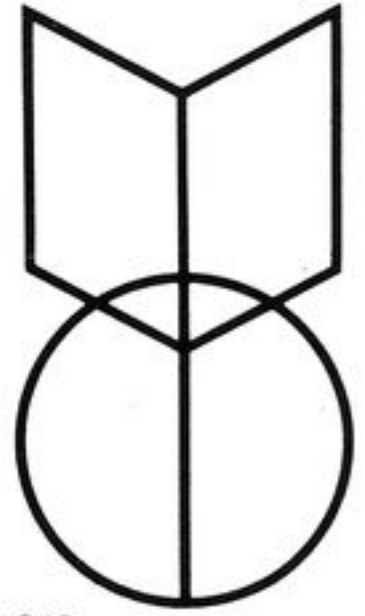
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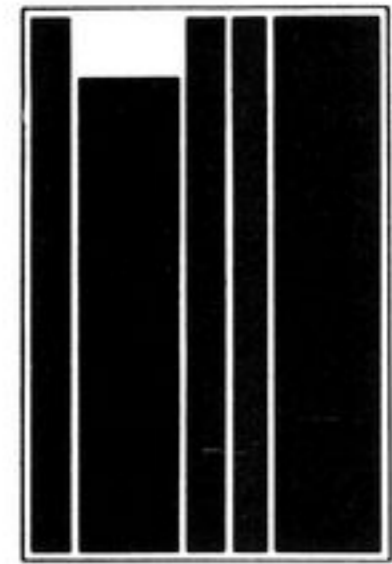
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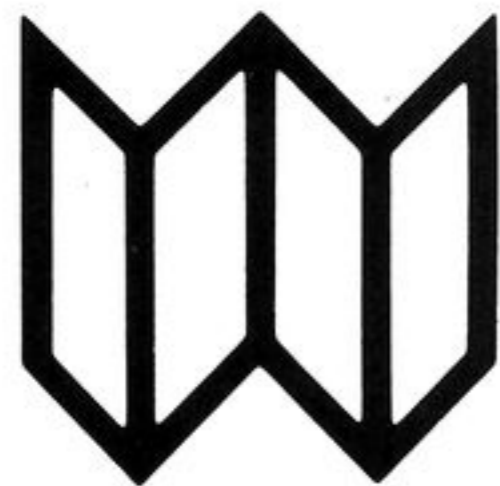
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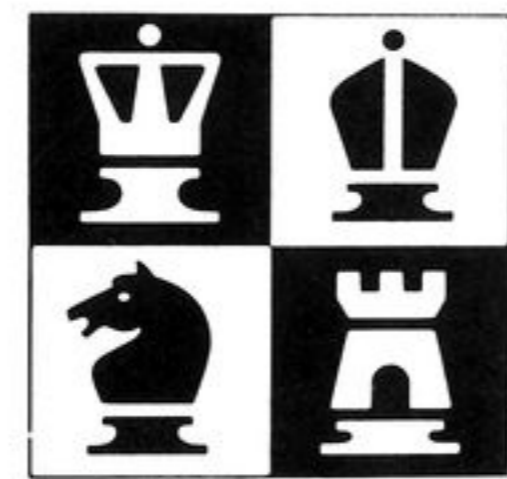
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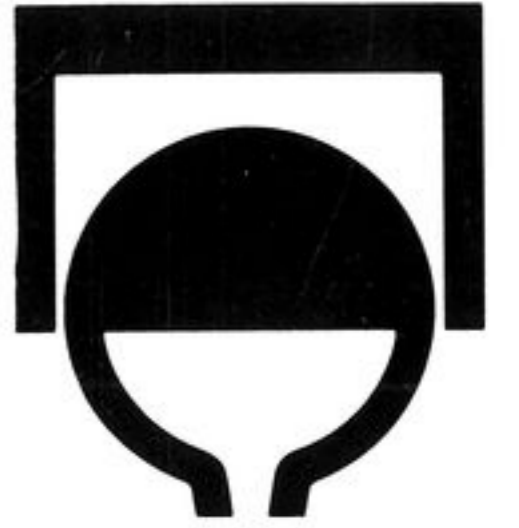
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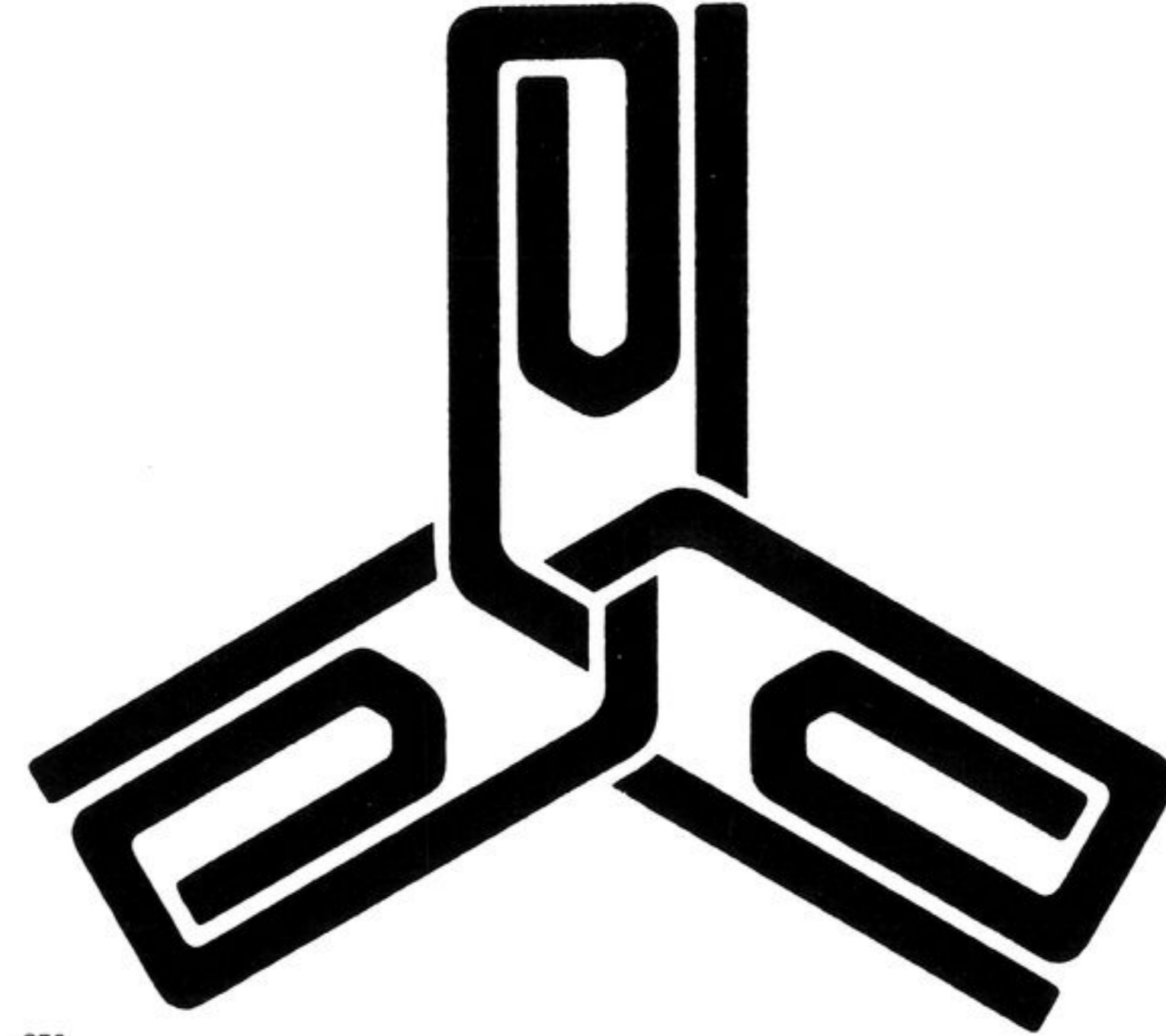
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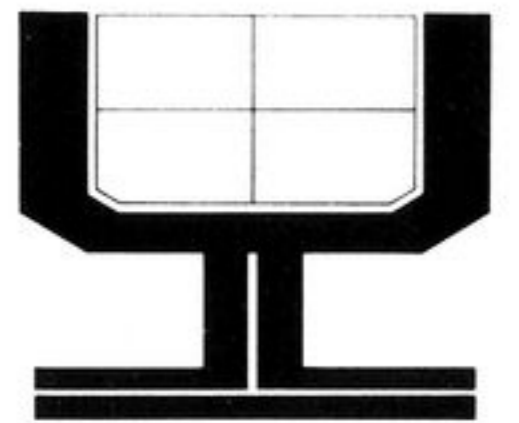
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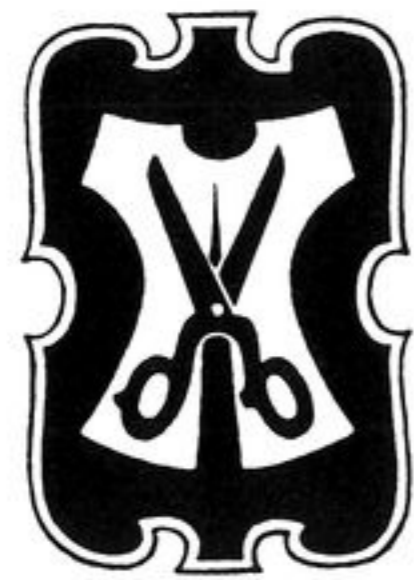
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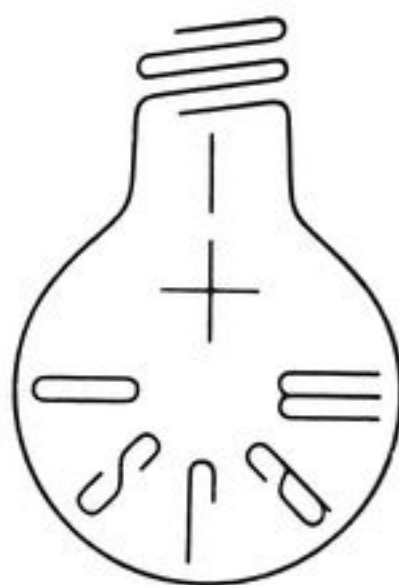
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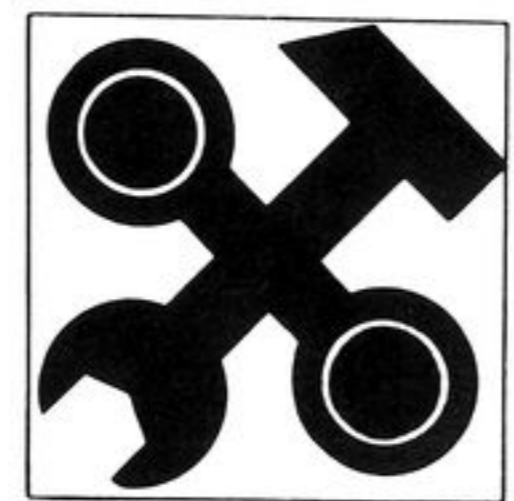
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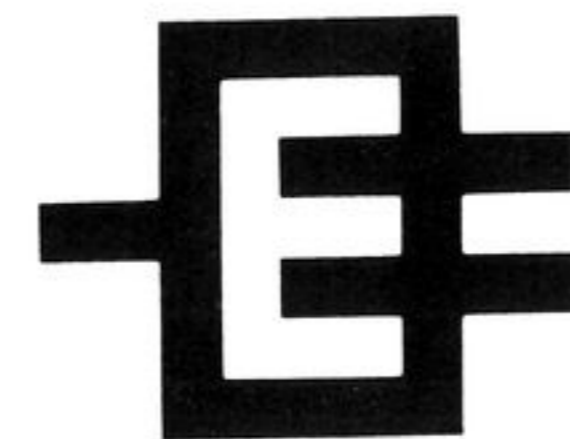
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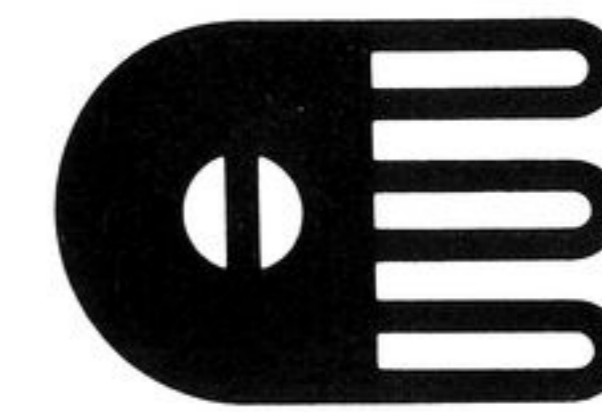
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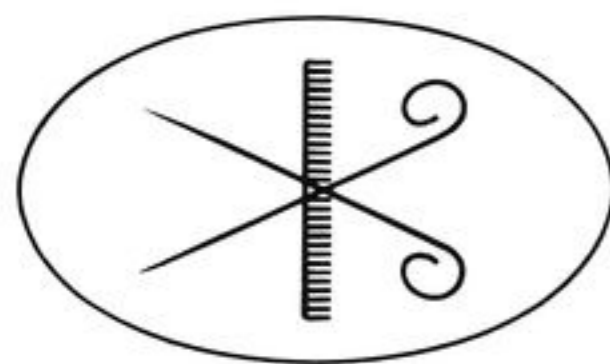
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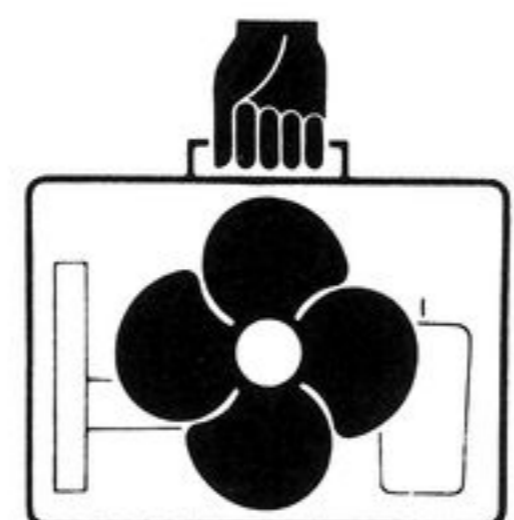
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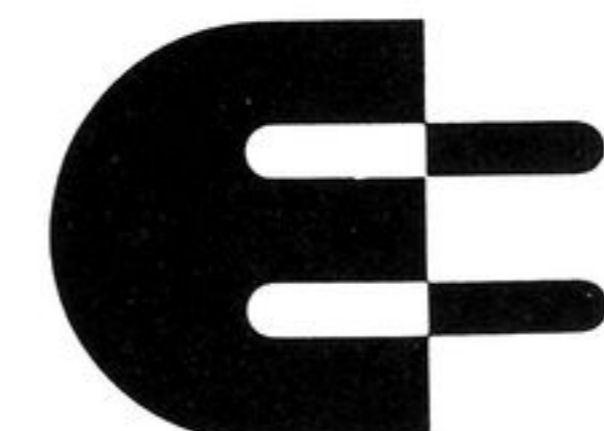
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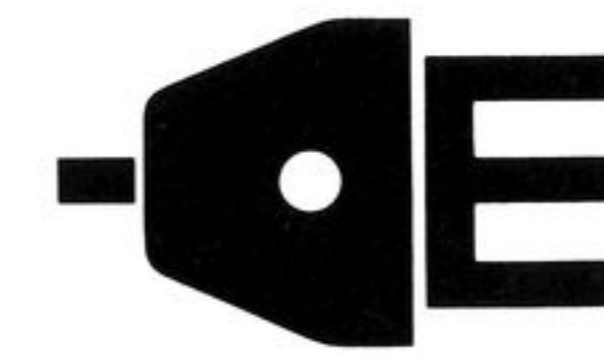
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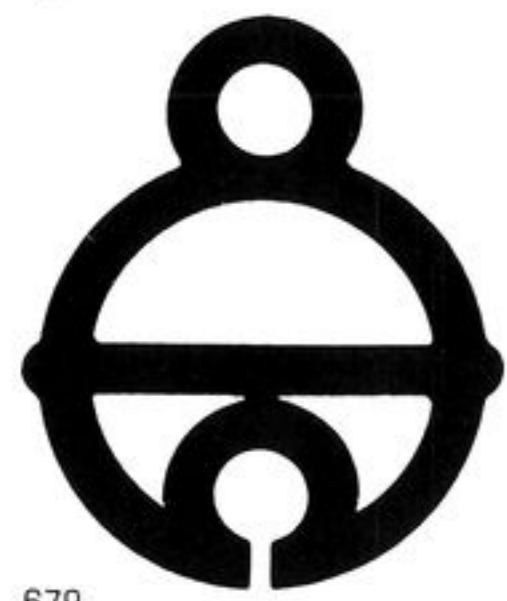


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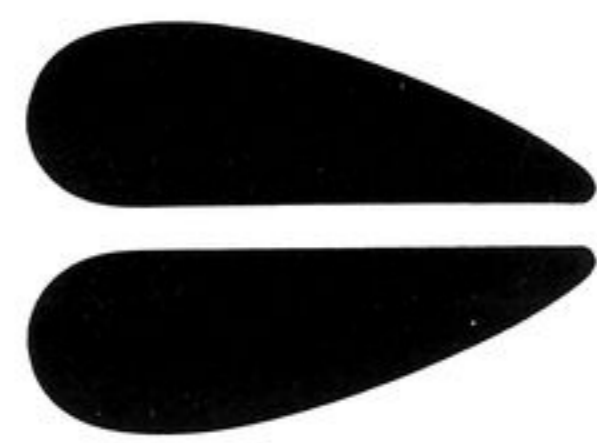


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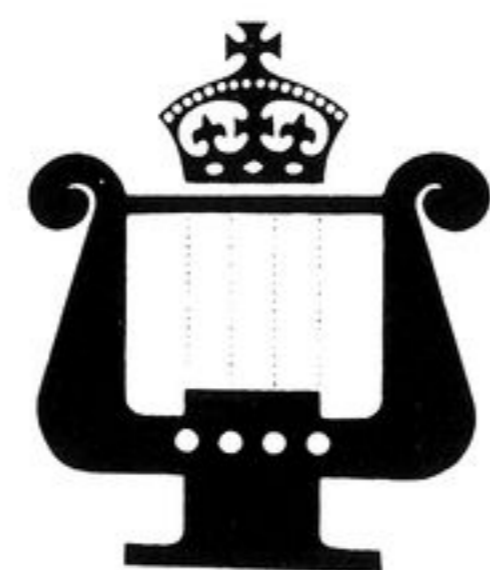
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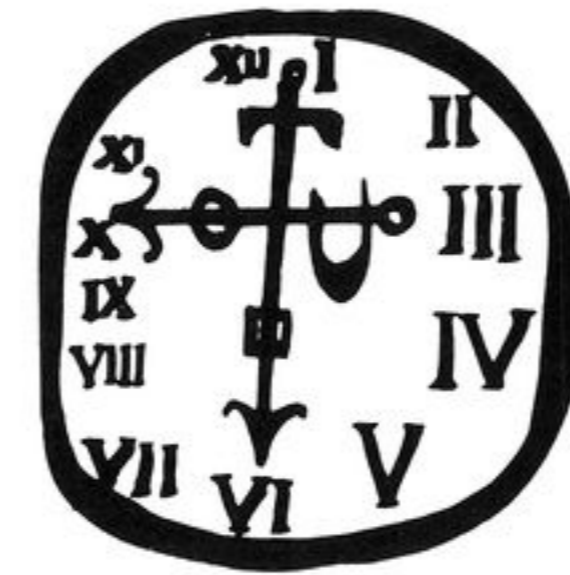
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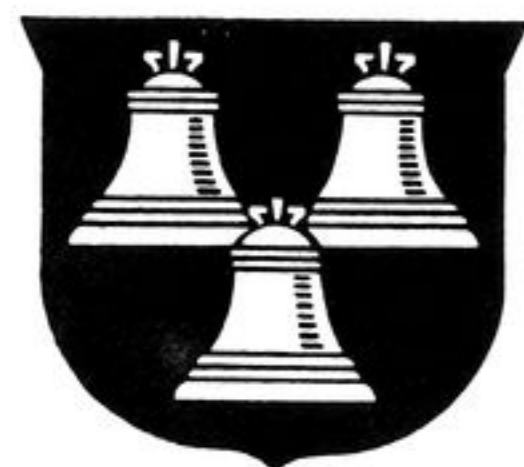
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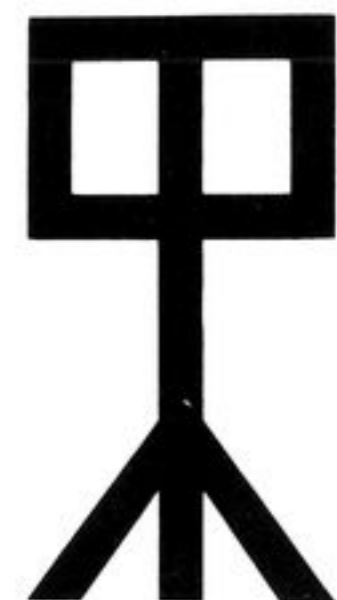
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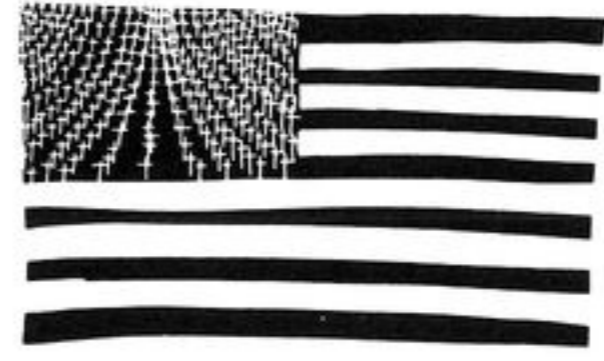
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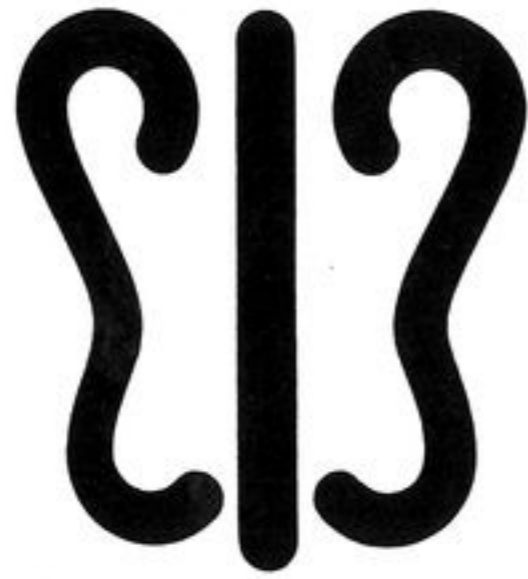
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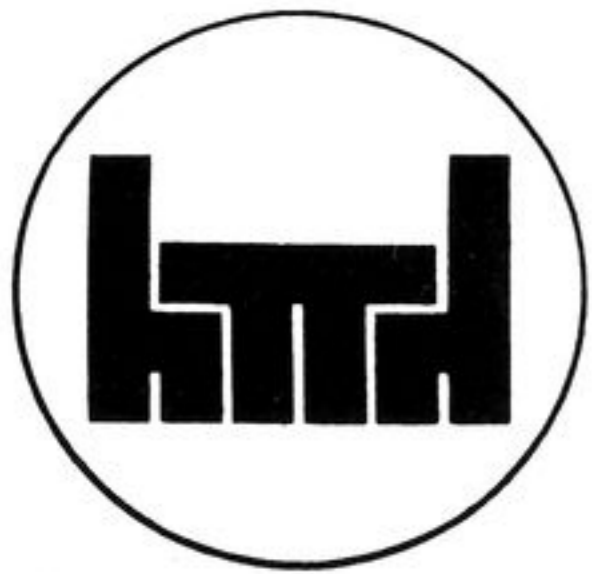
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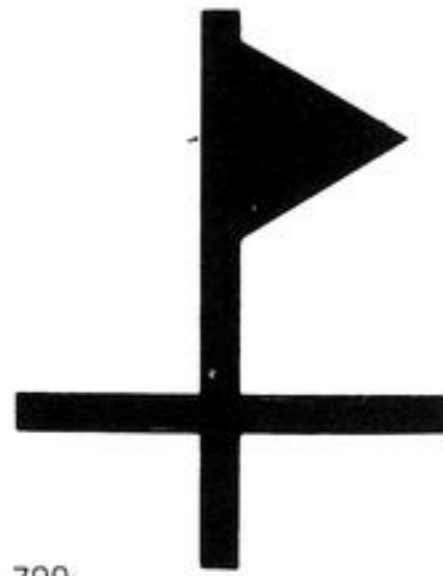
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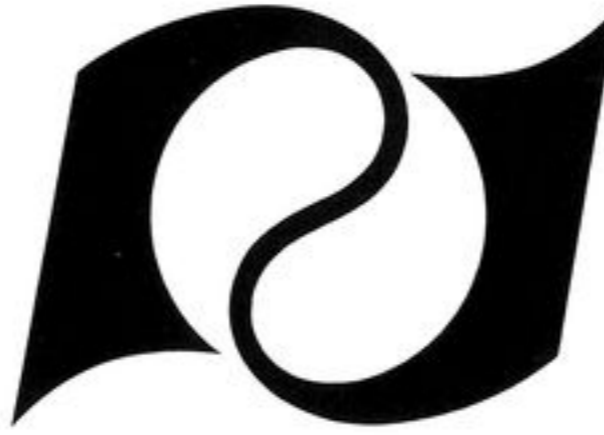
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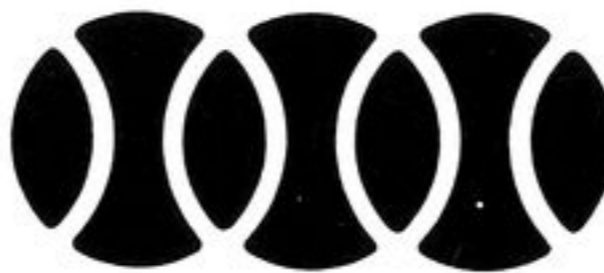
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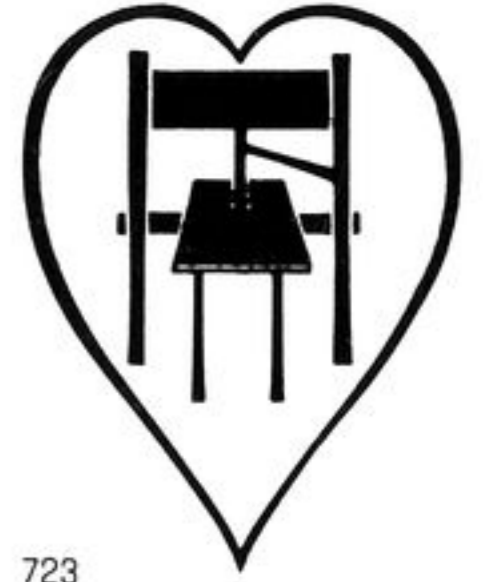
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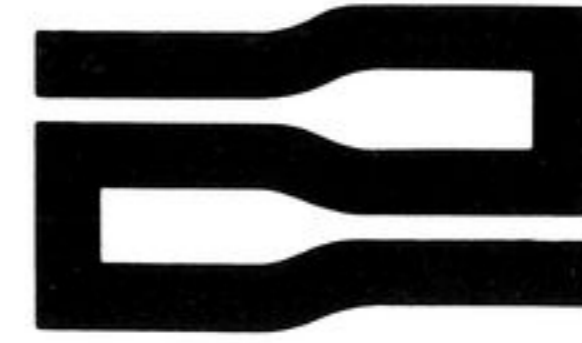
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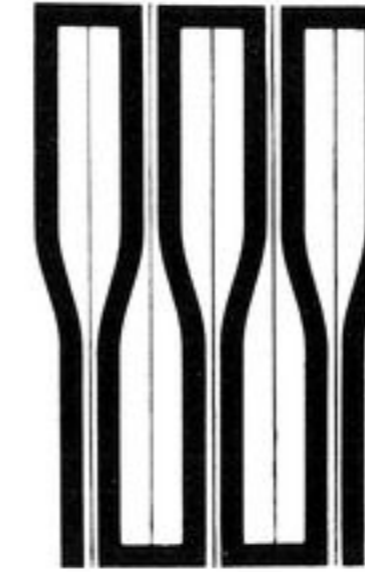
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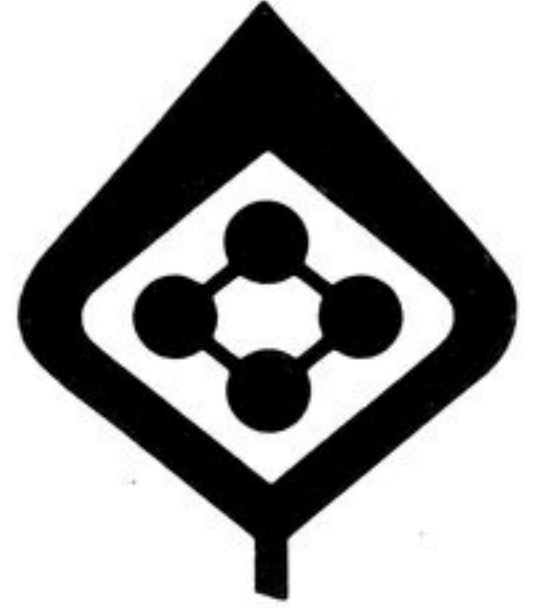
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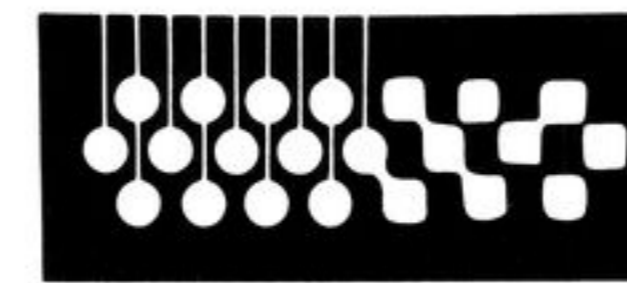
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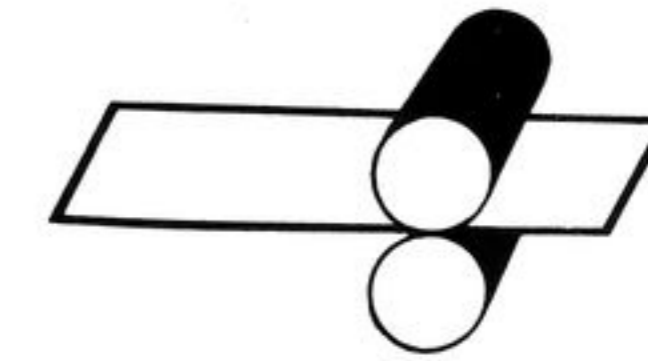
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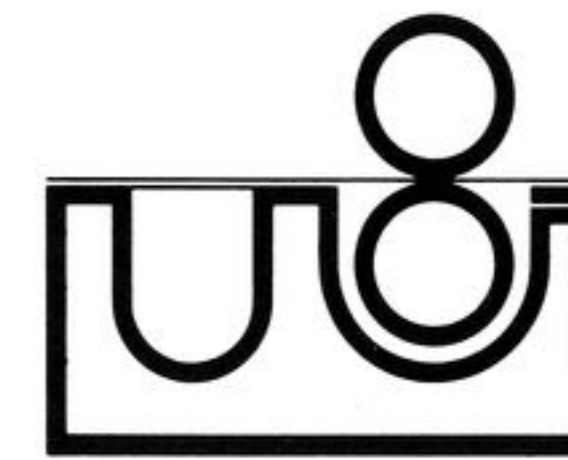
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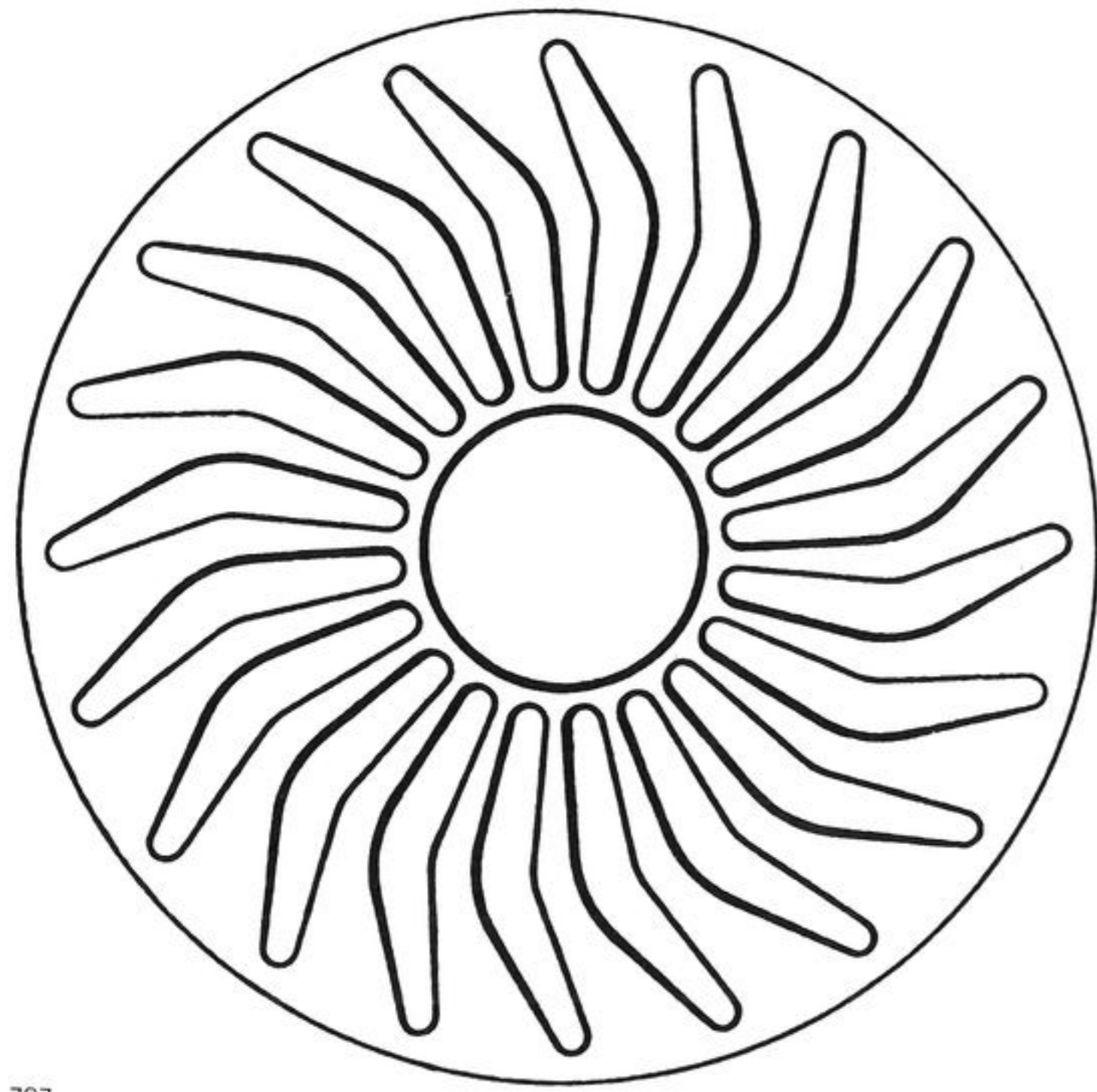
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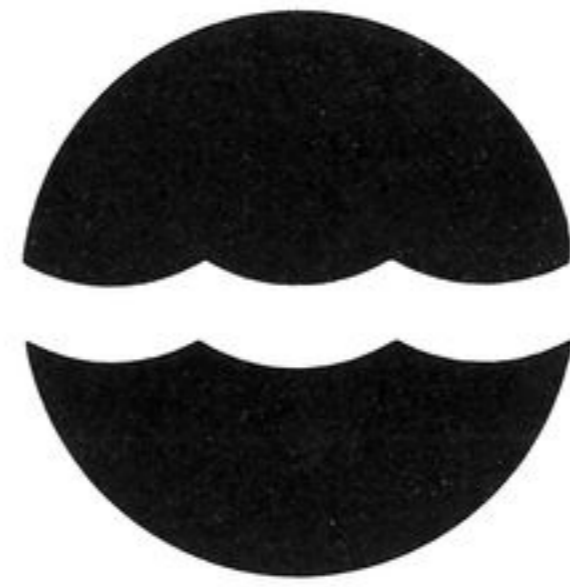
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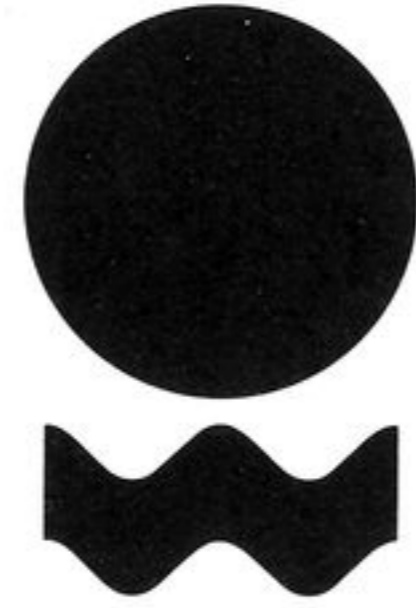
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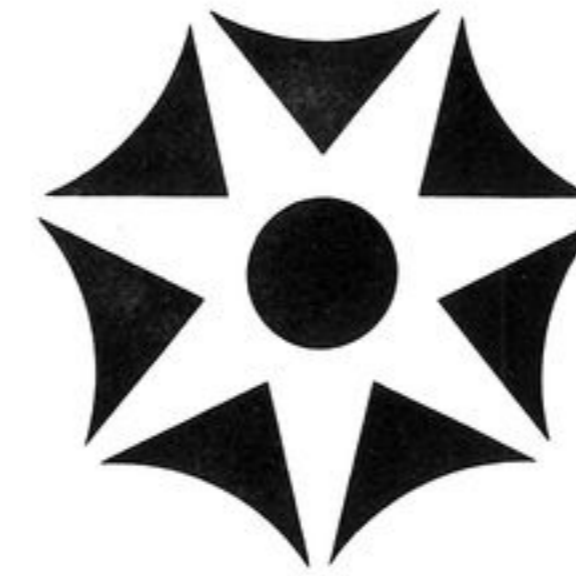
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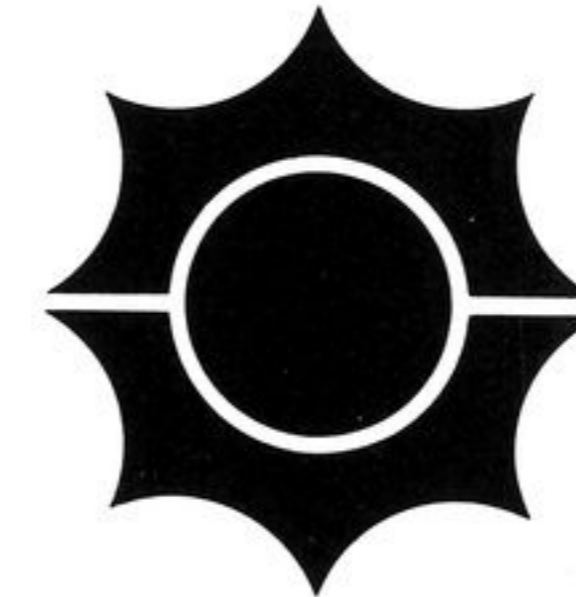
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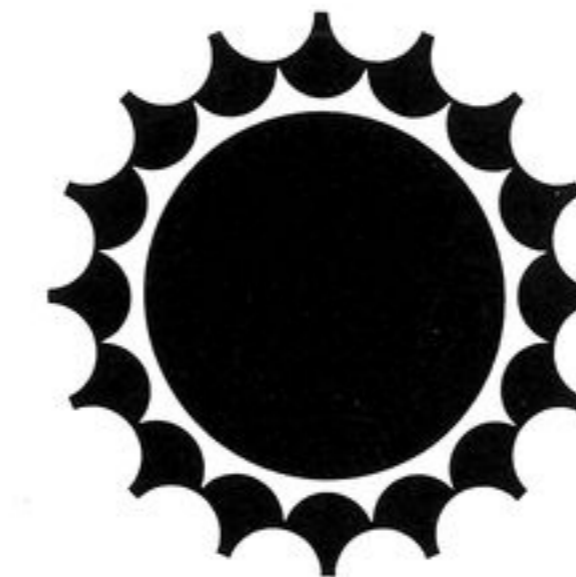
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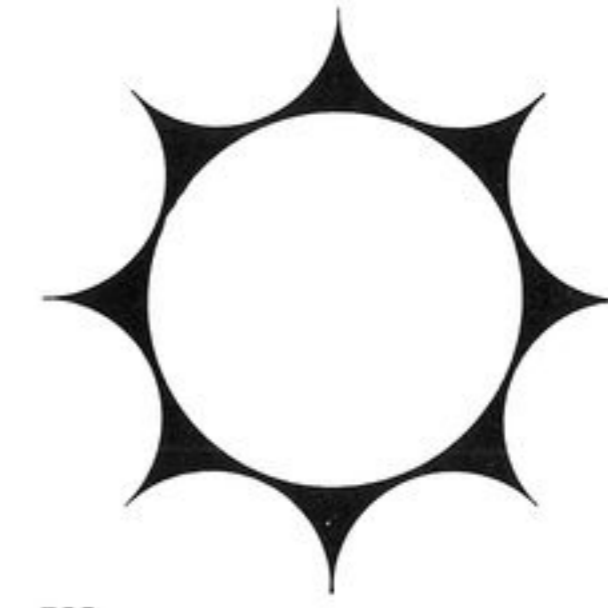
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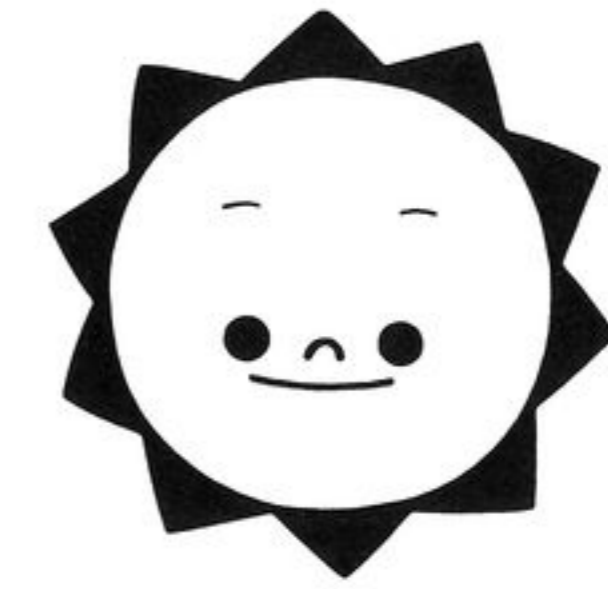
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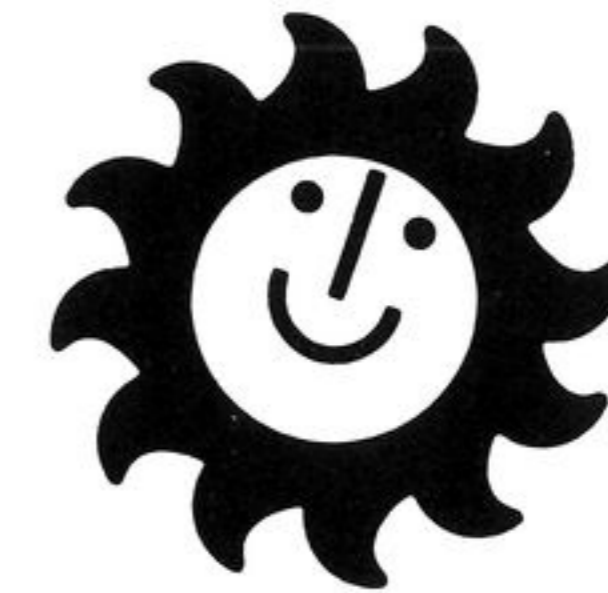
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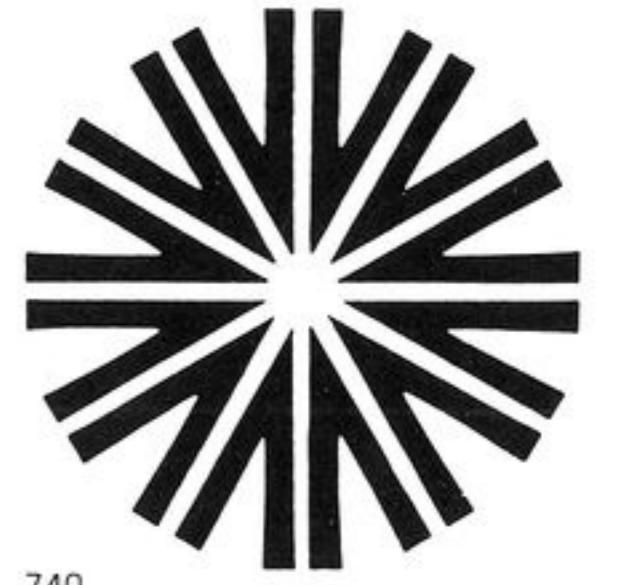
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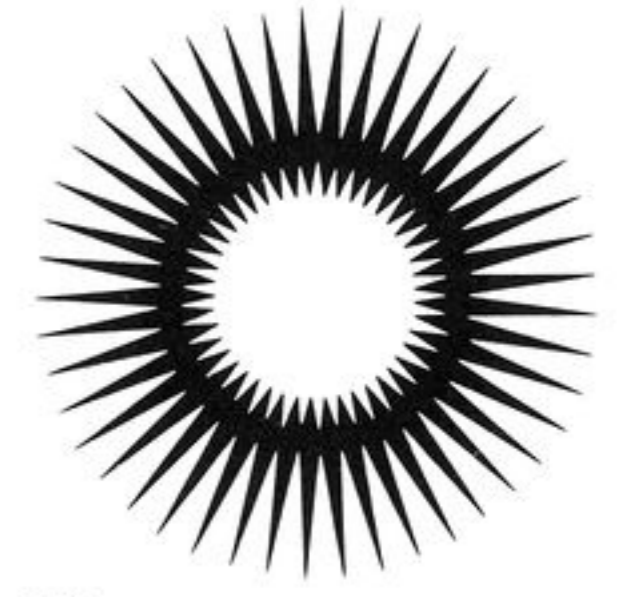
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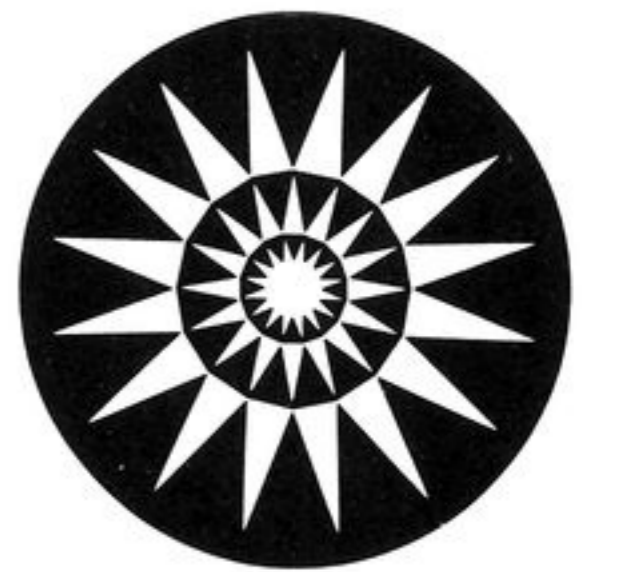
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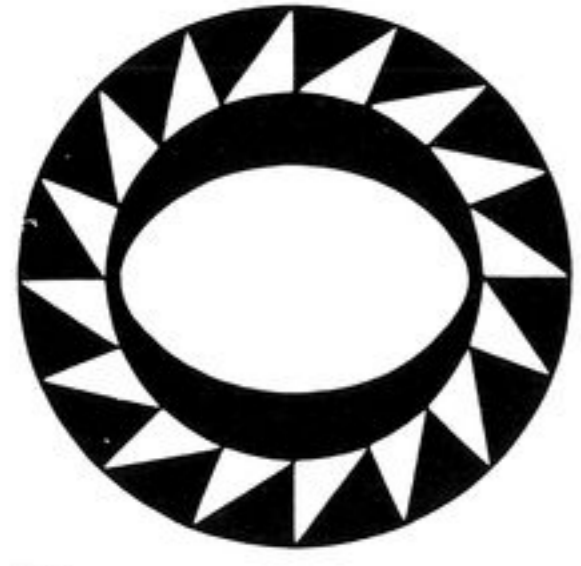
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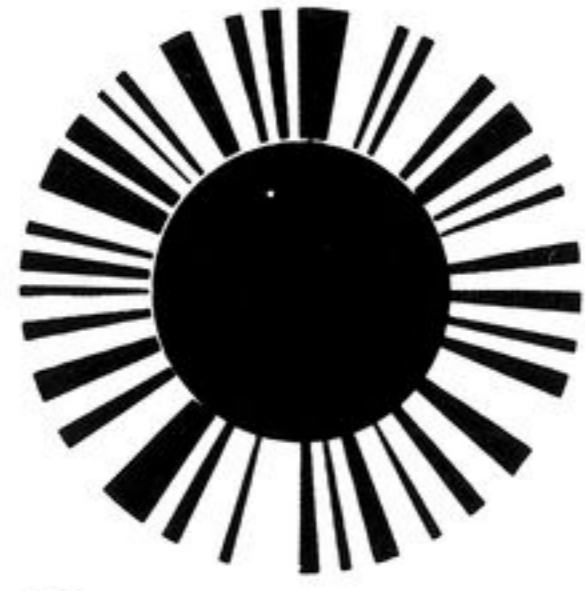
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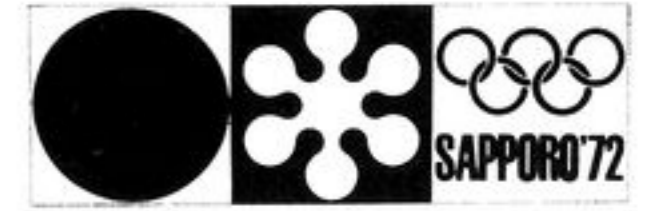
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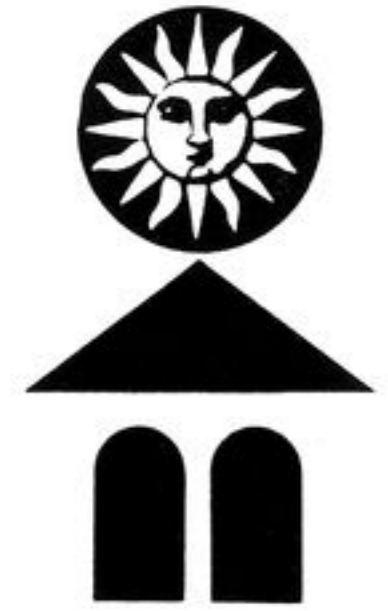
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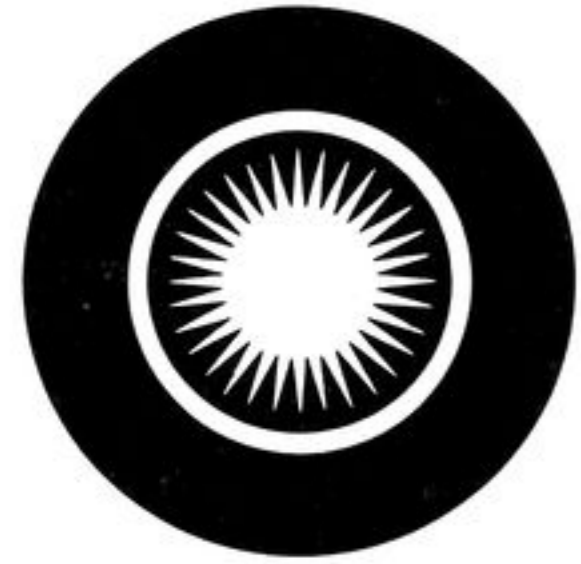
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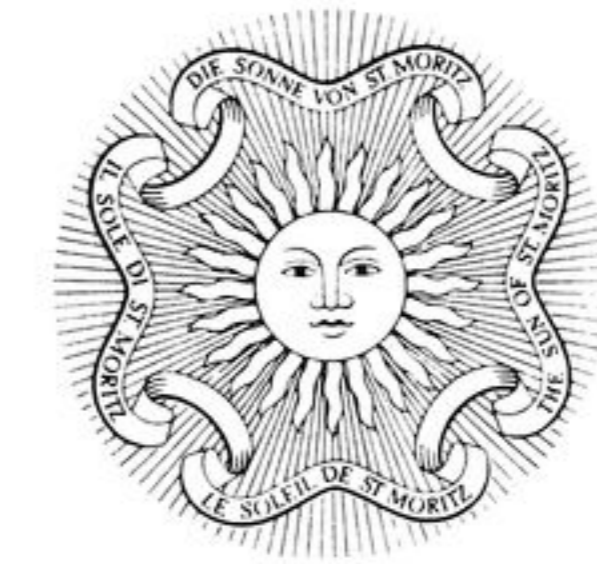
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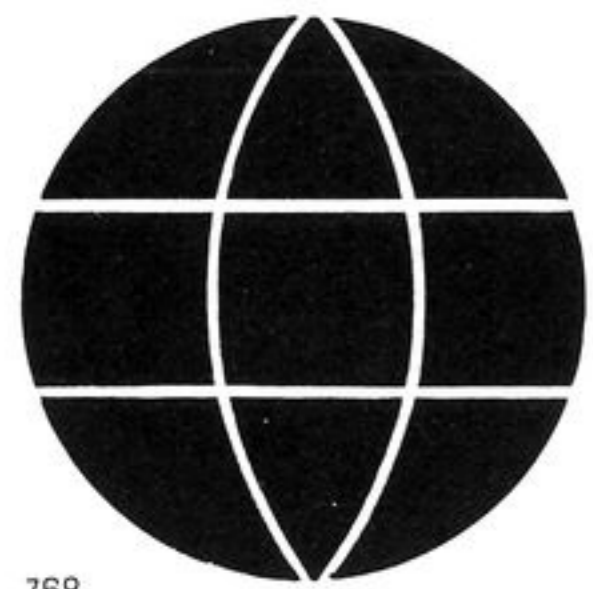
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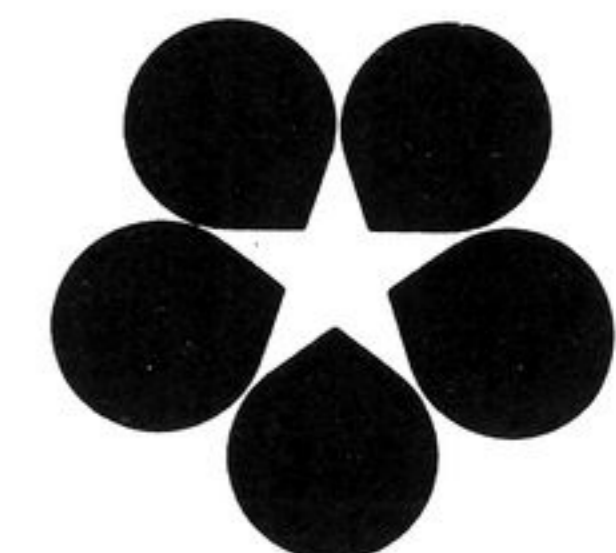
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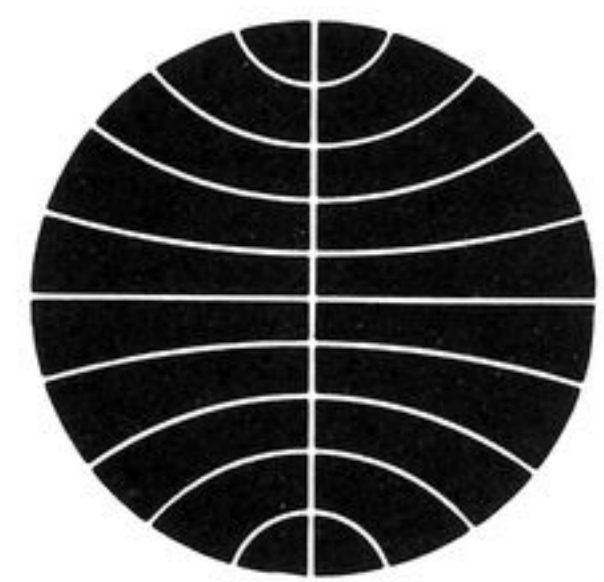
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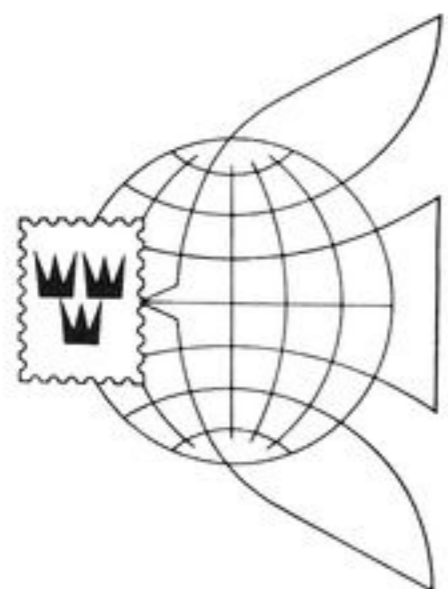
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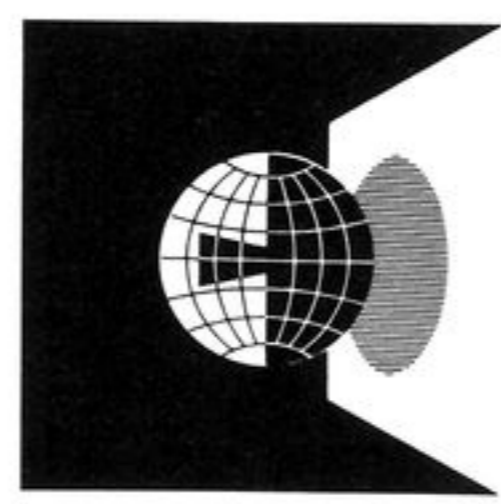
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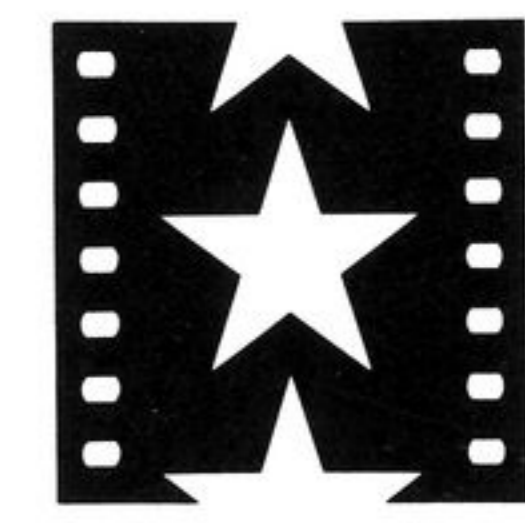
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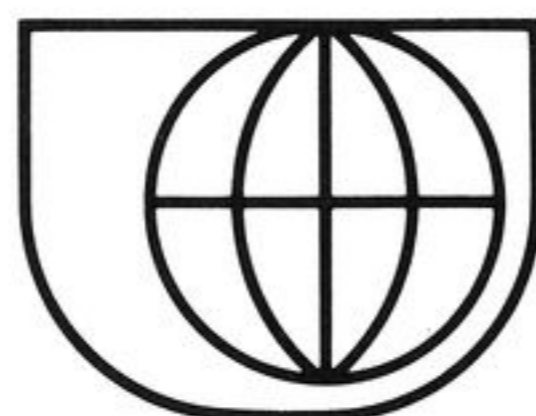
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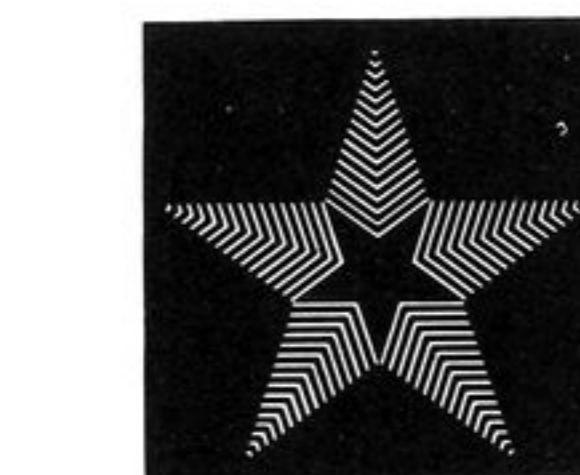
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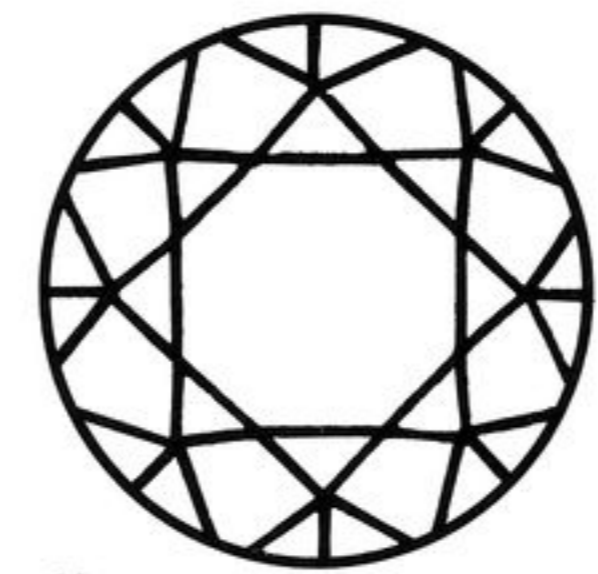
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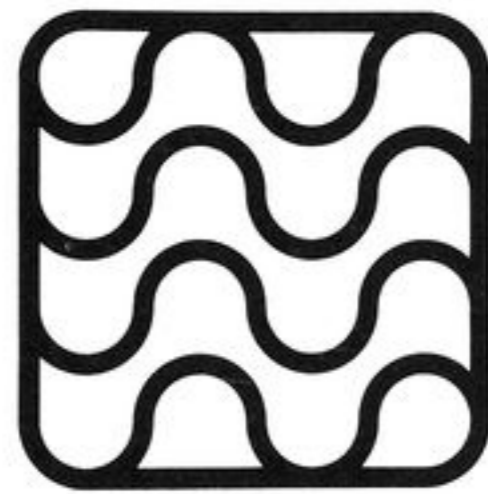
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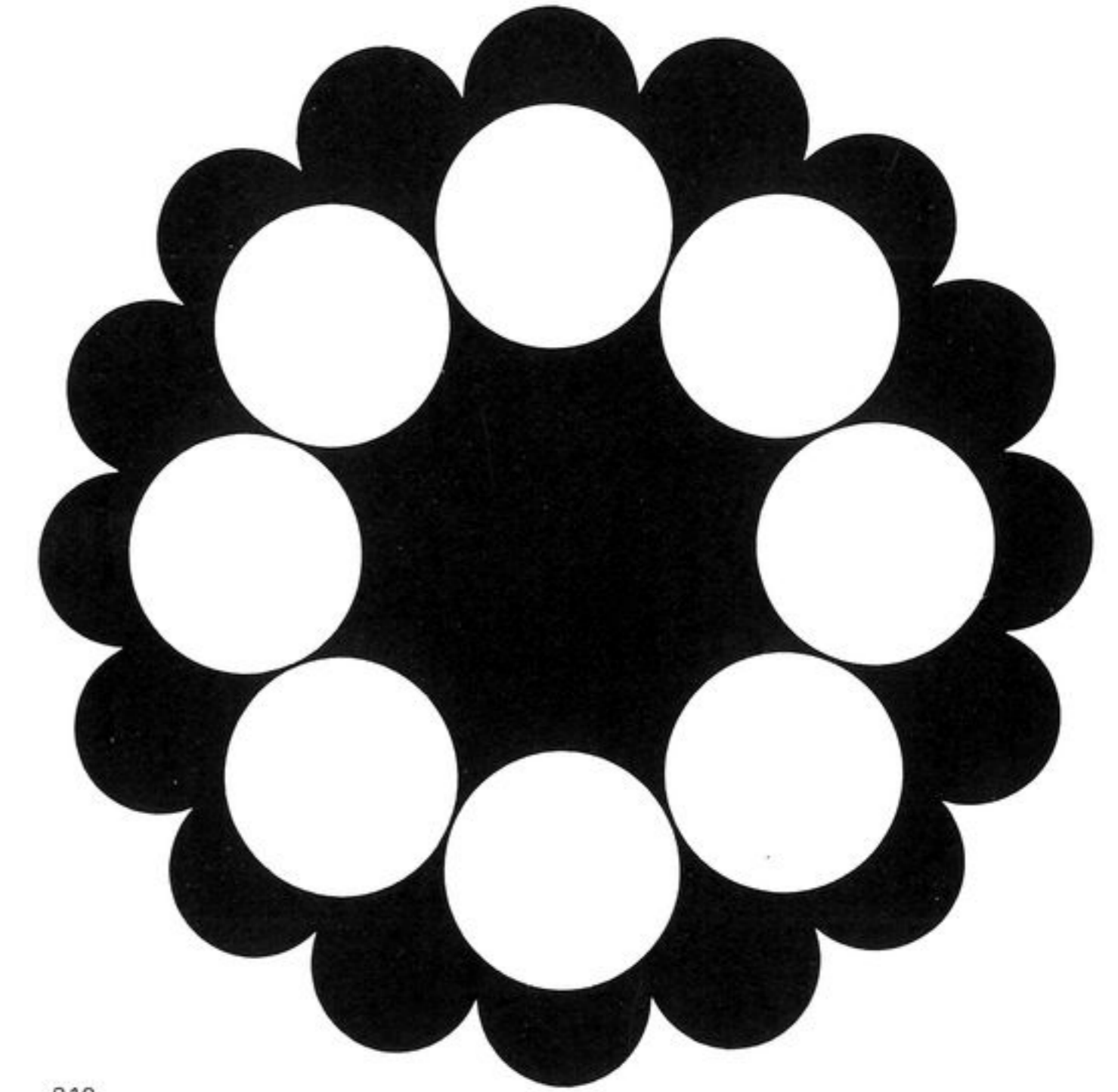
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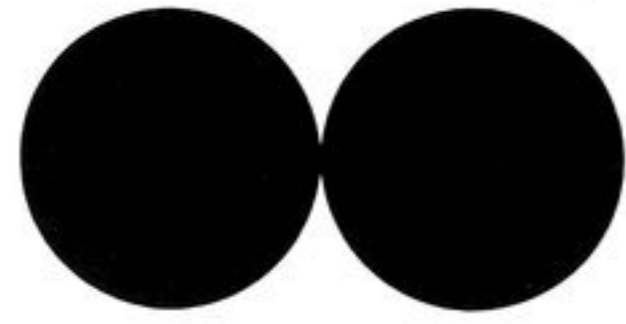
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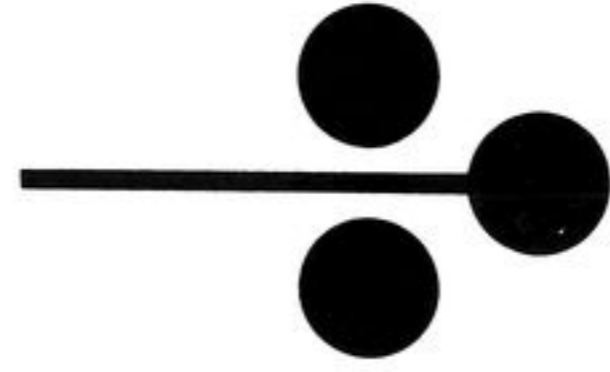
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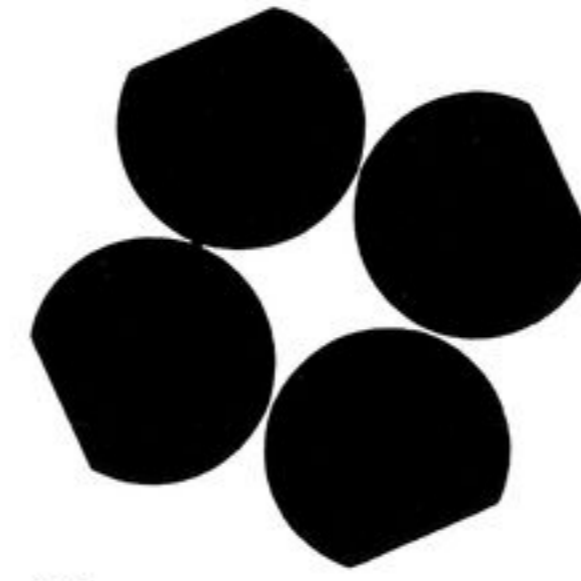
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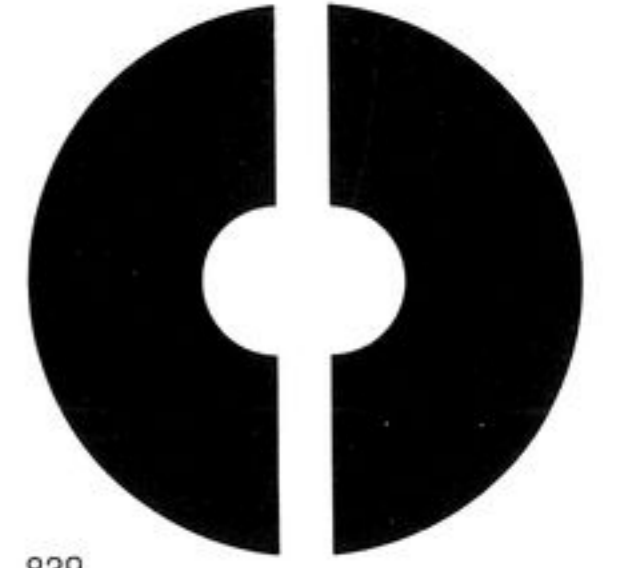
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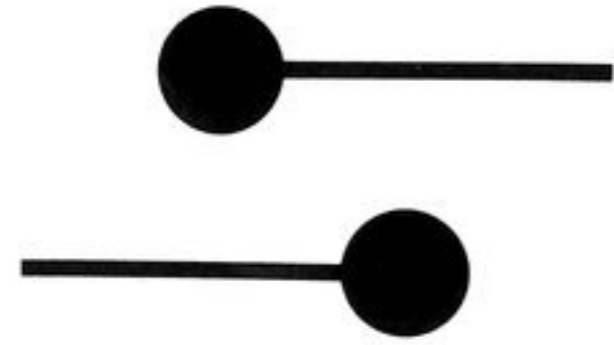
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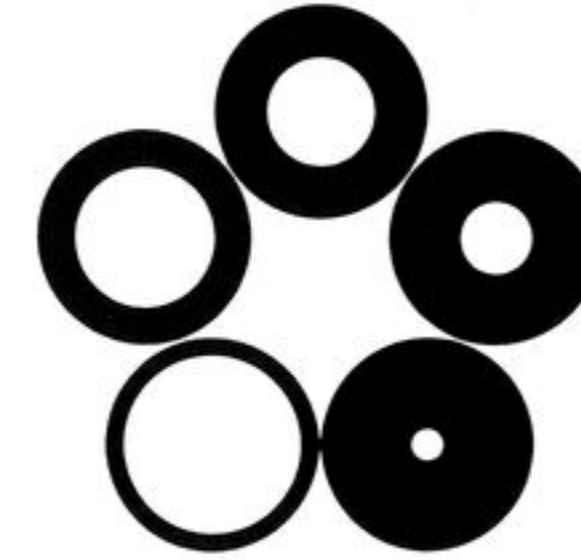
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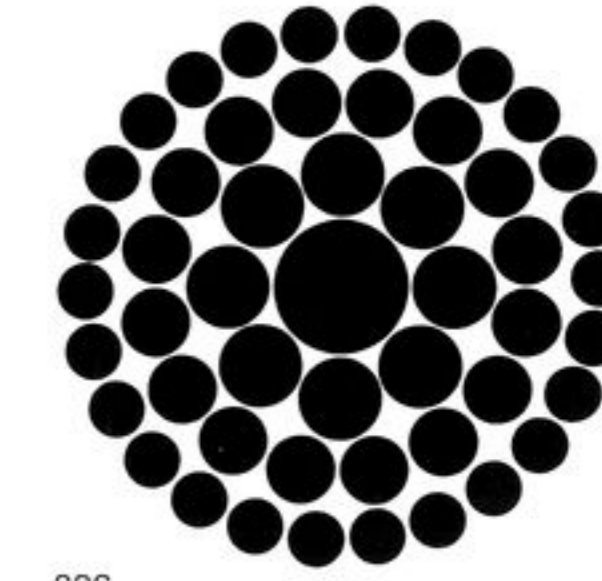
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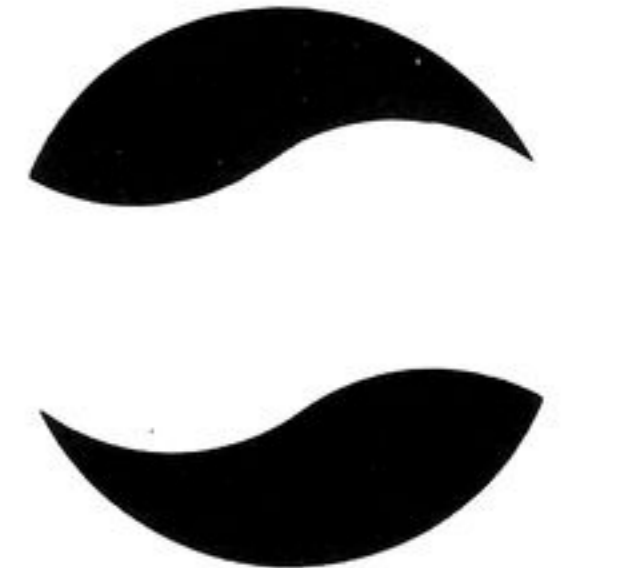
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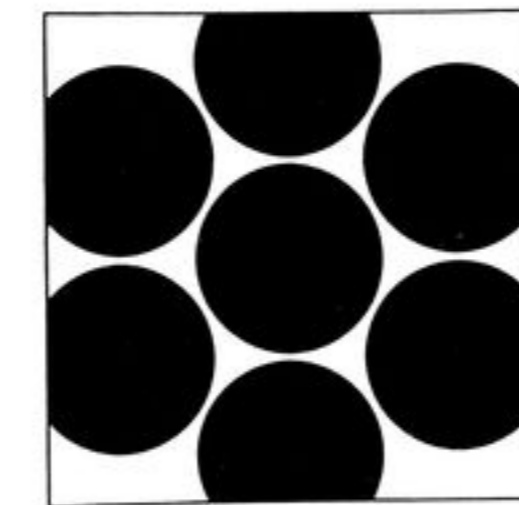
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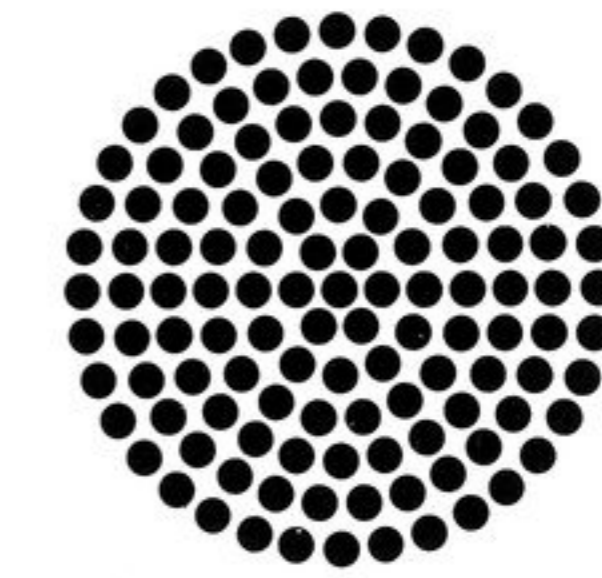
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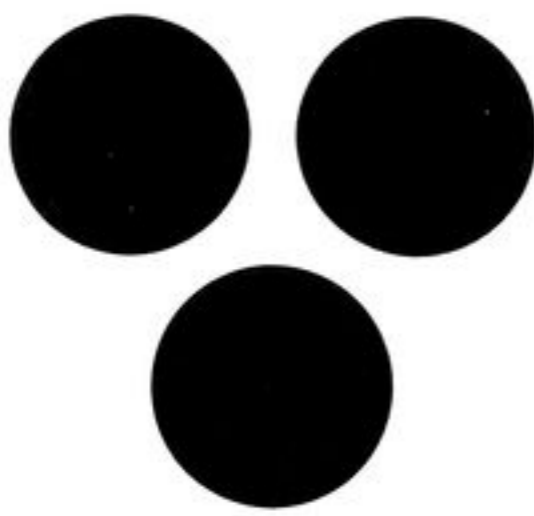
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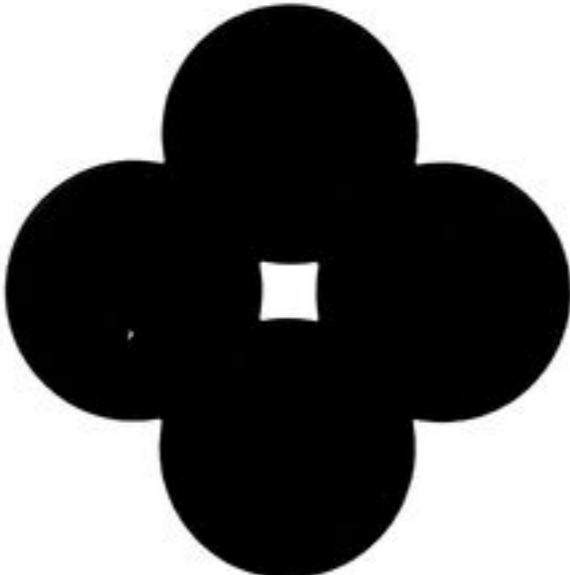
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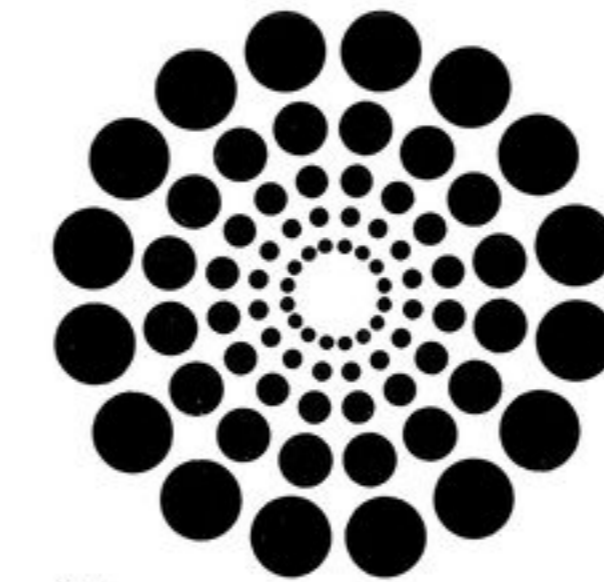
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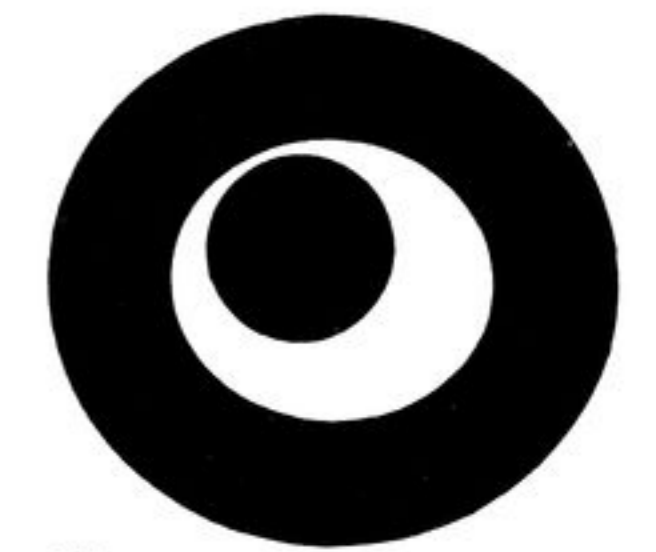
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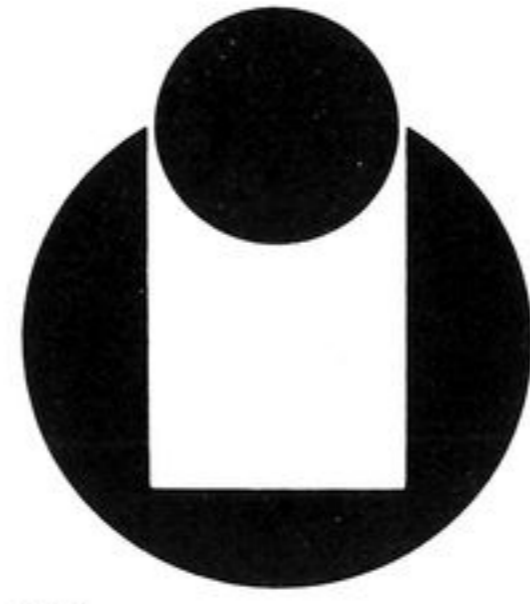




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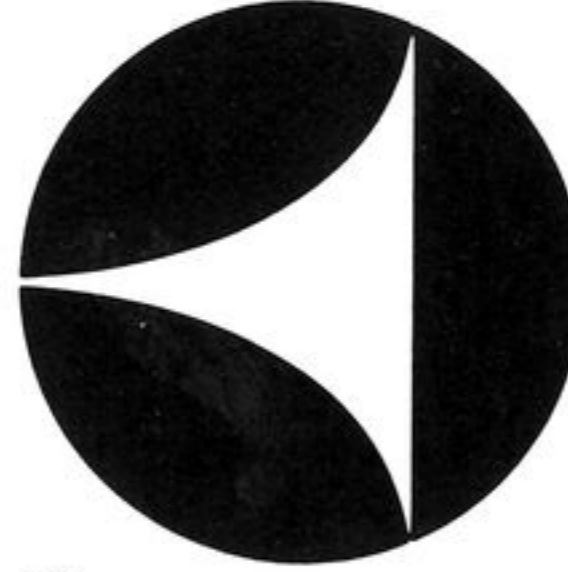
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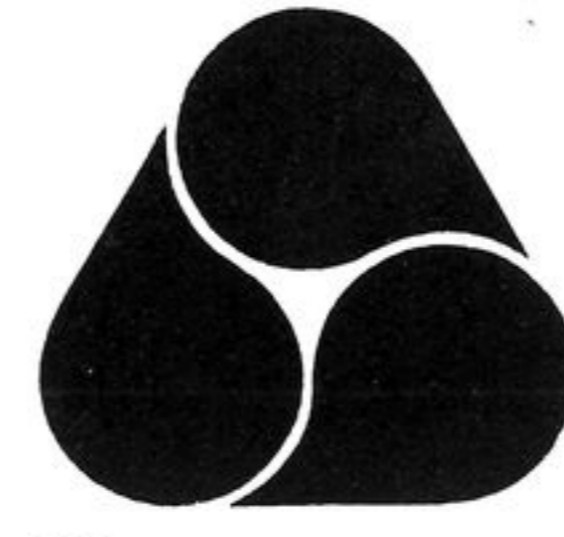
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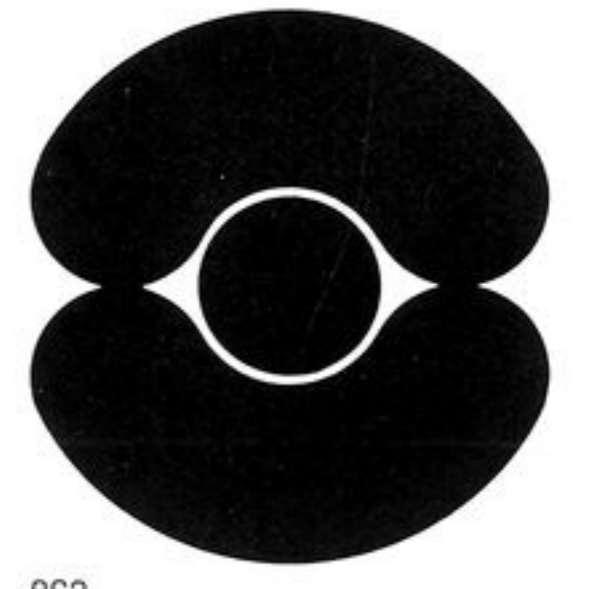
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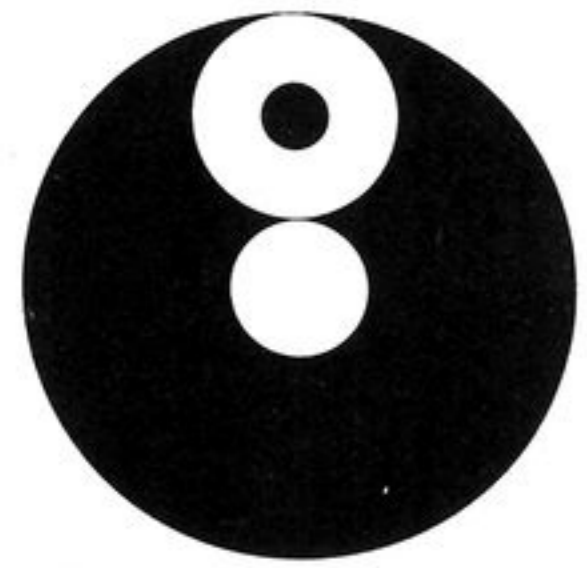
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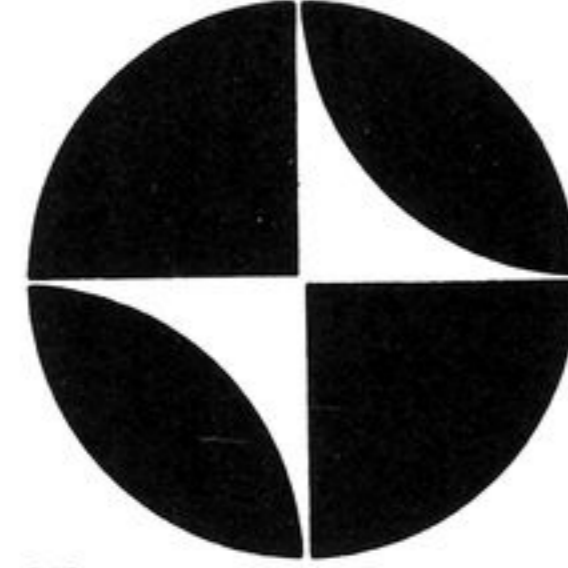
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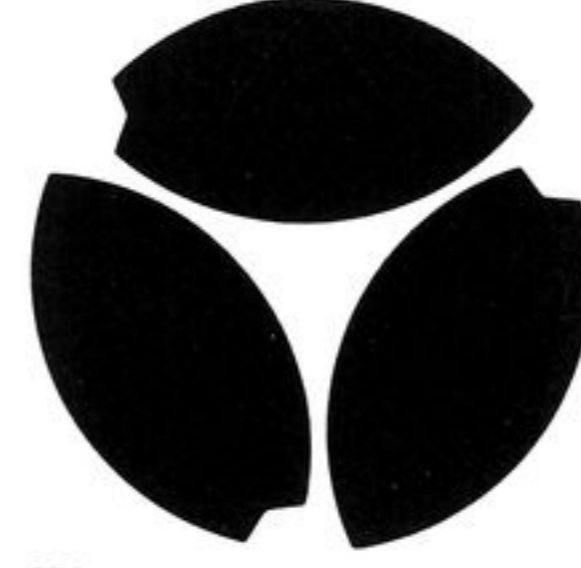
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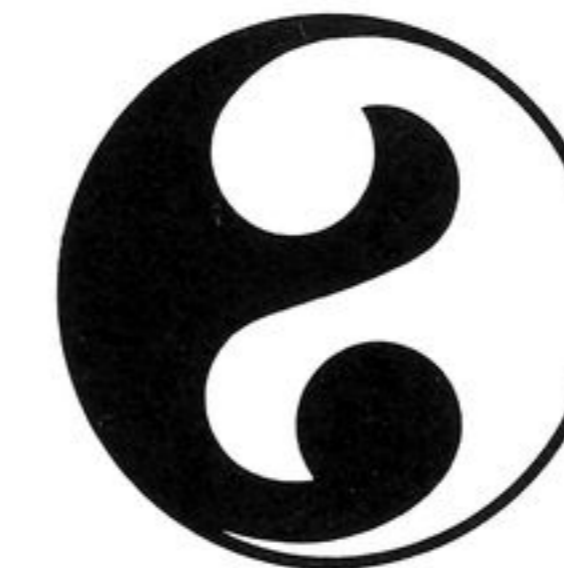
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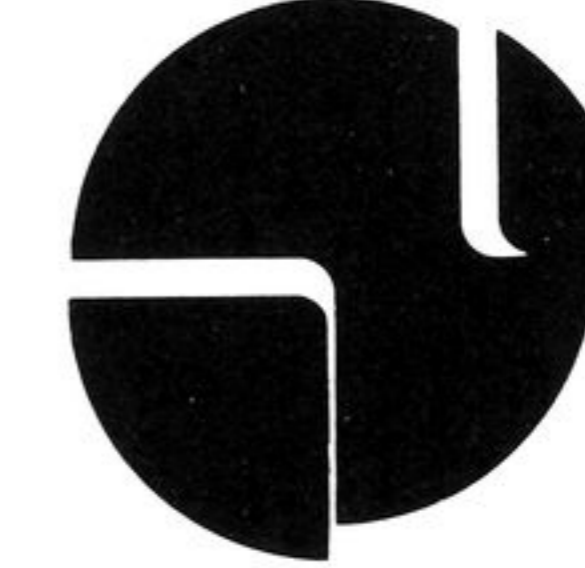
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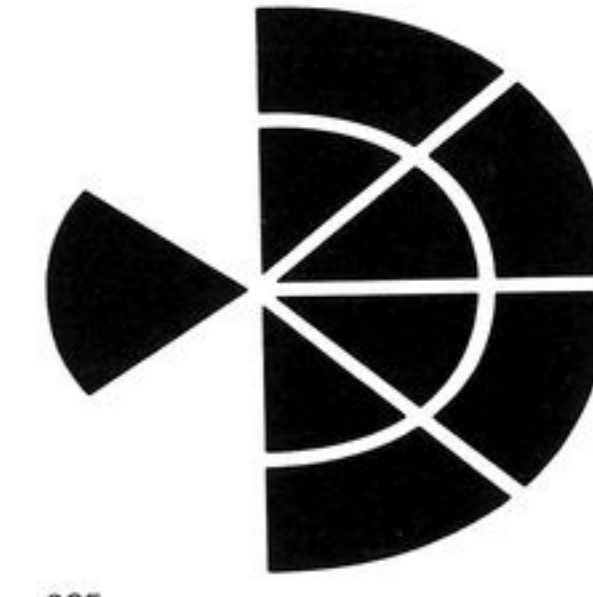
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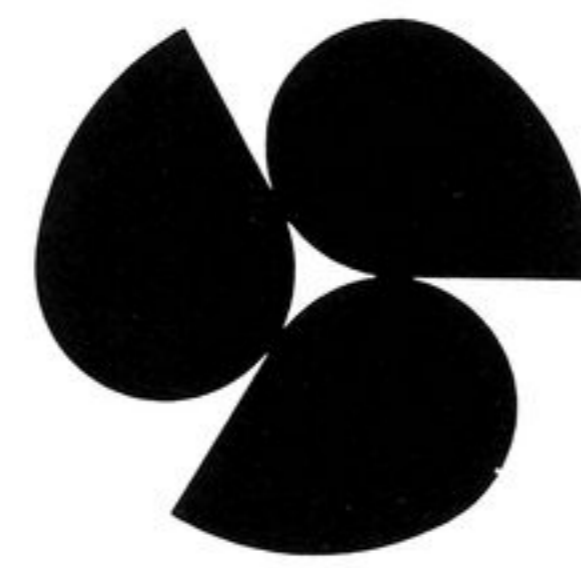
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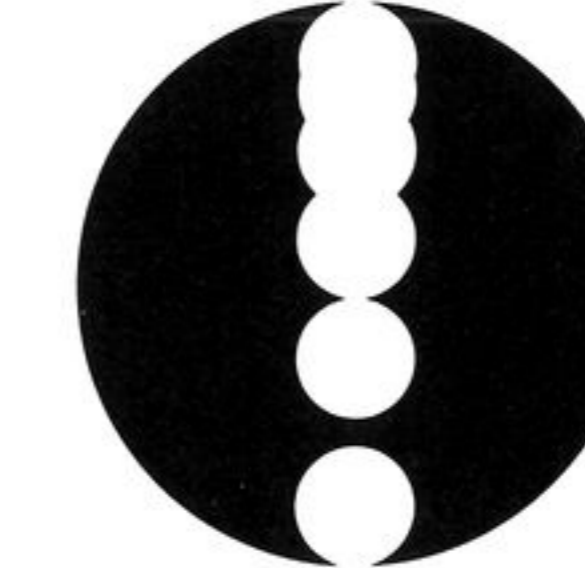
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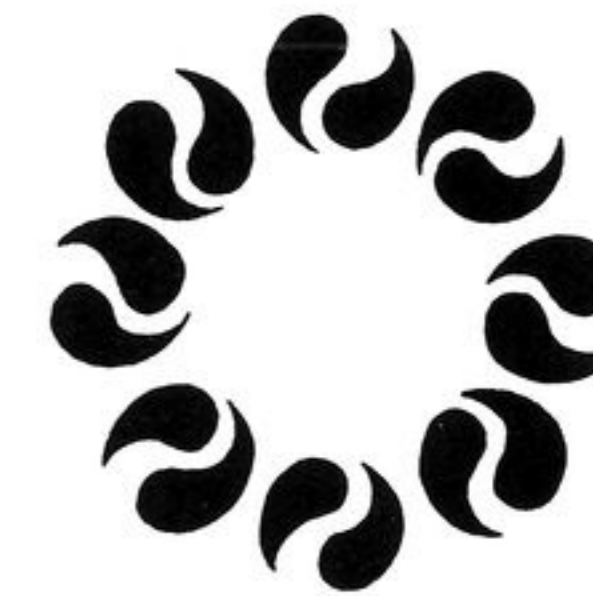
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858



862



866

① circles



867



871



875



868



872



876



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877



870



874

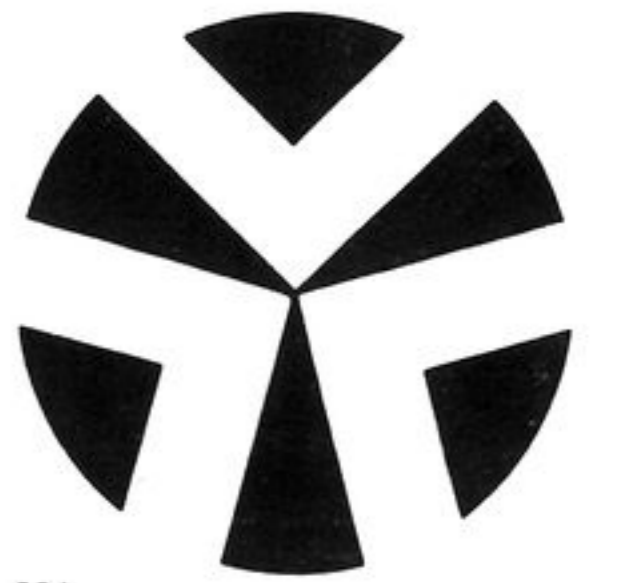


878

② circles



880



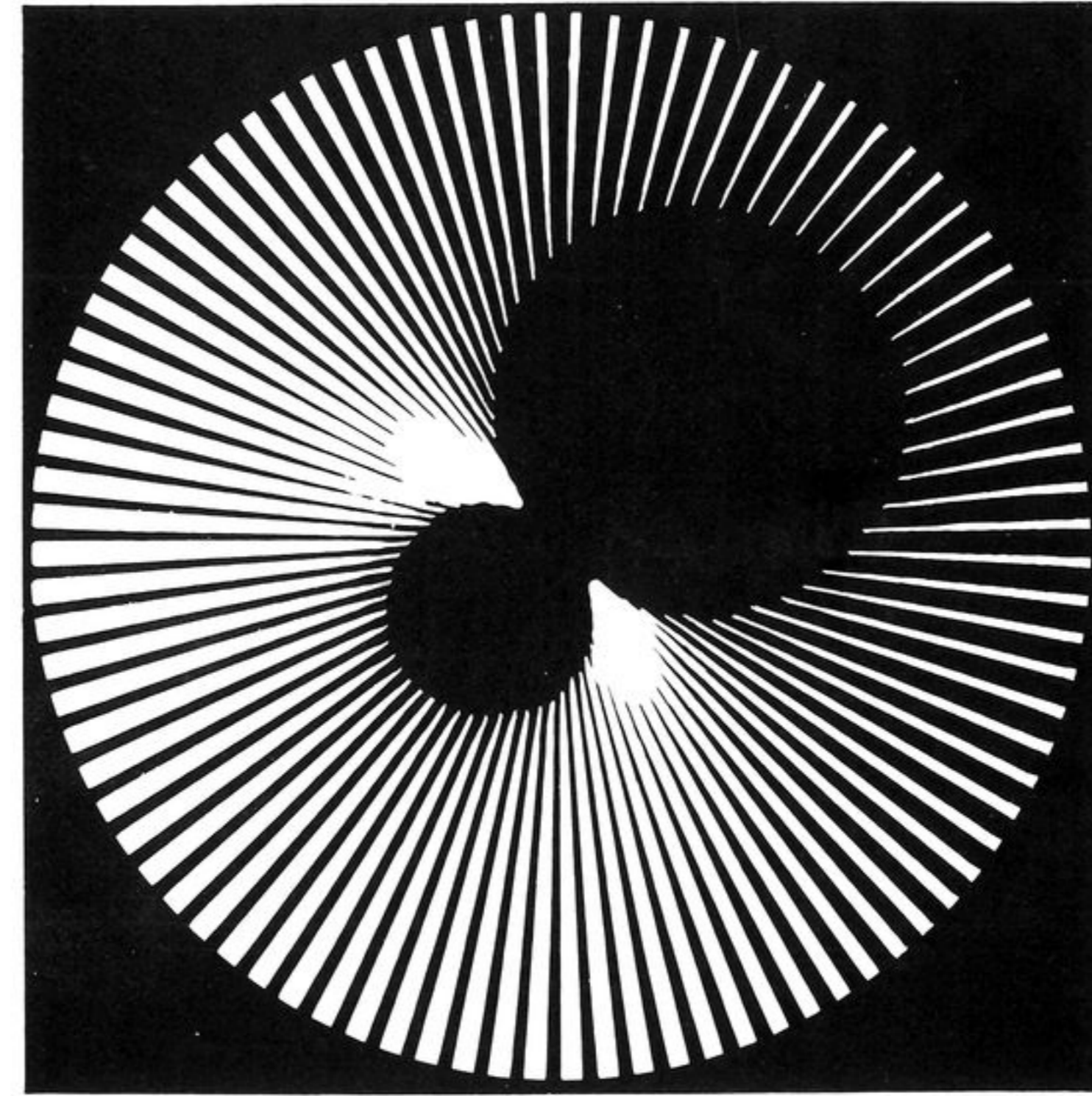
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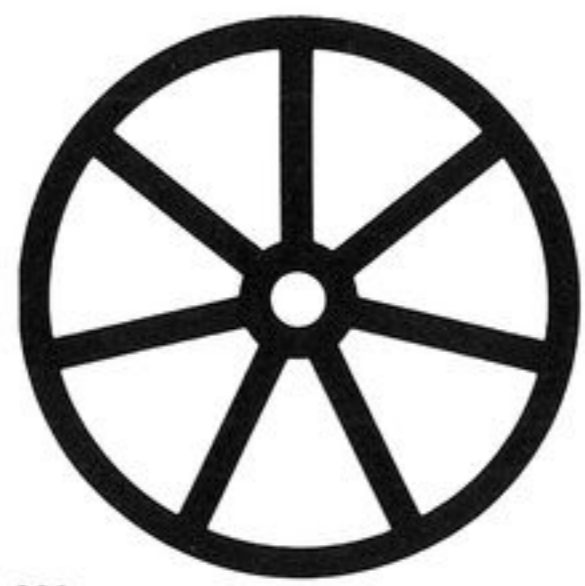
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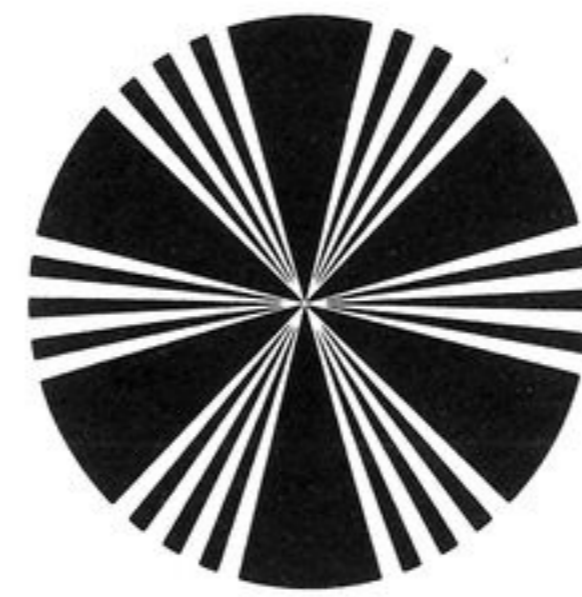
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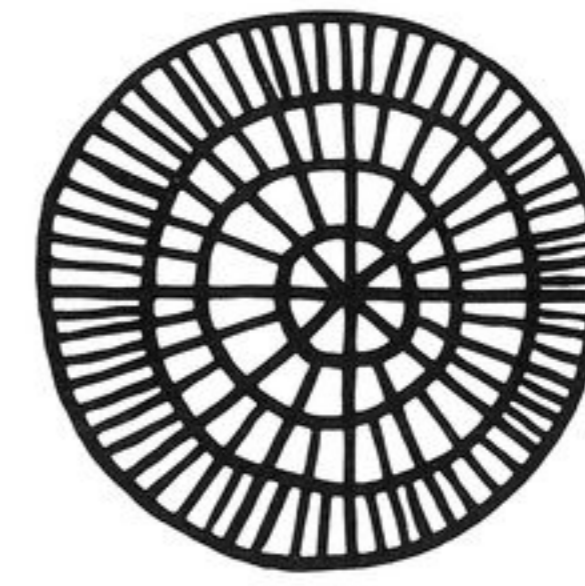
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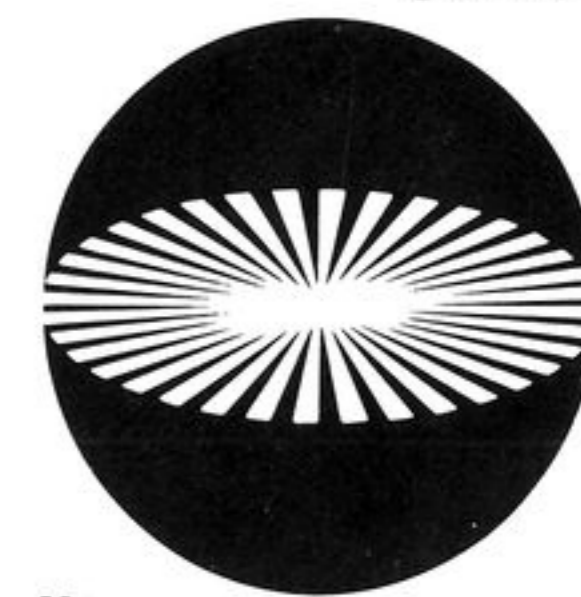
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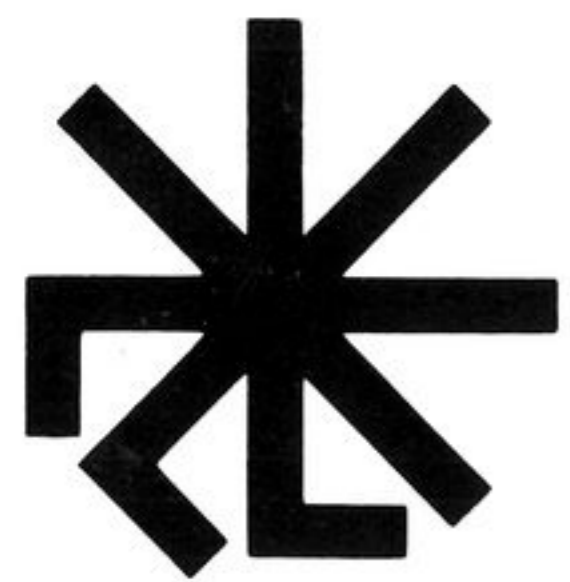
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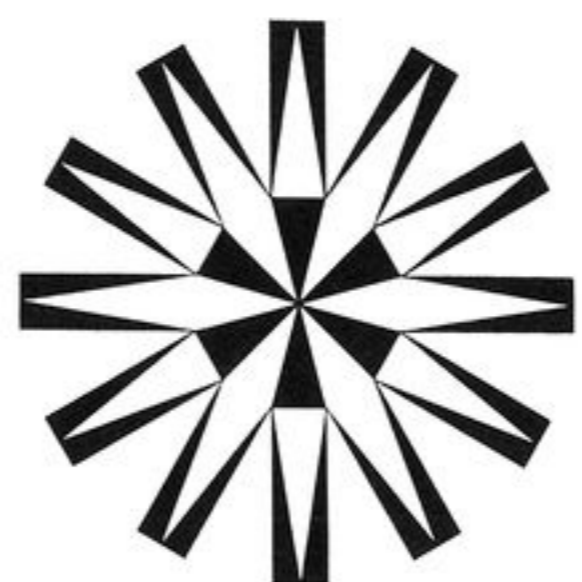
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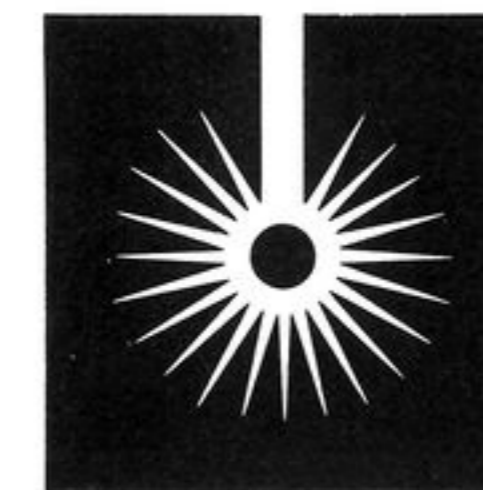
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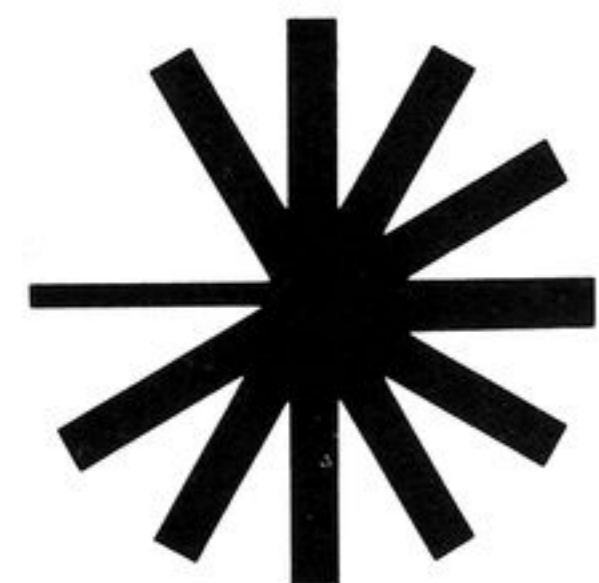
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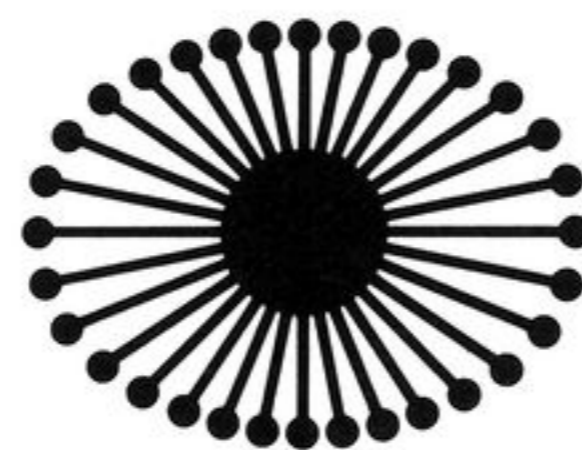
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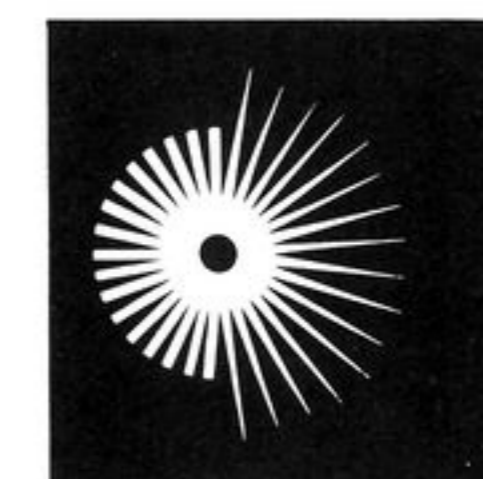
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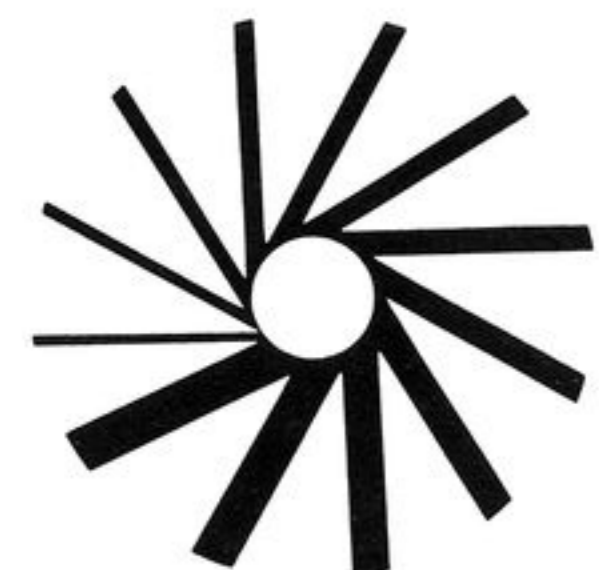
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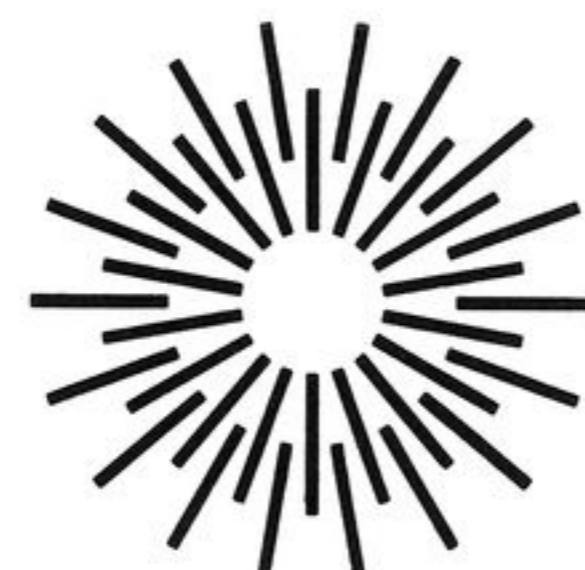
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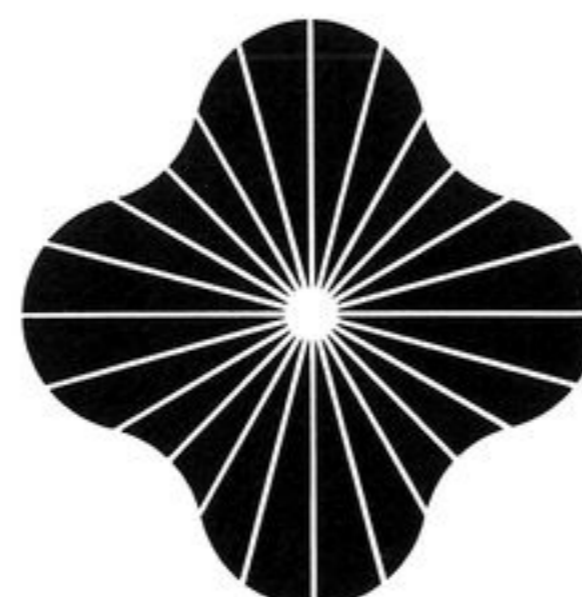
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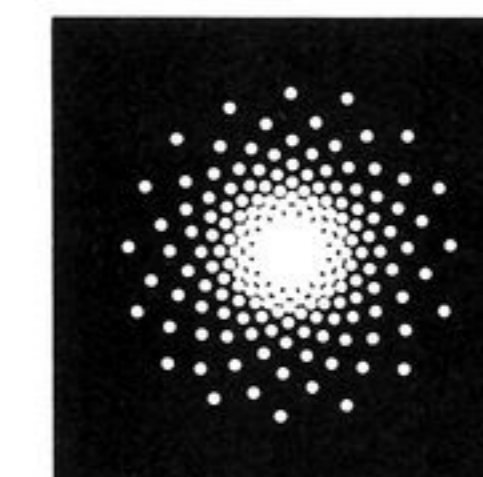
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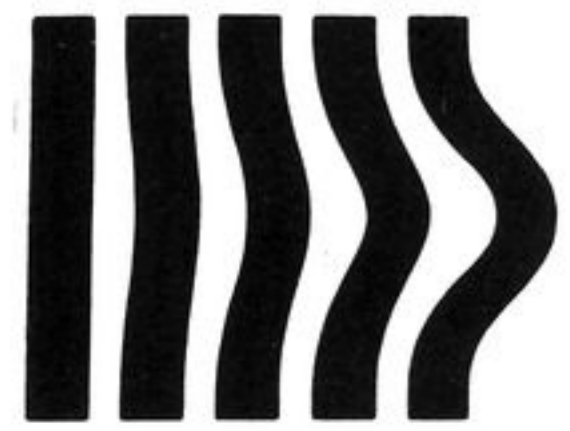
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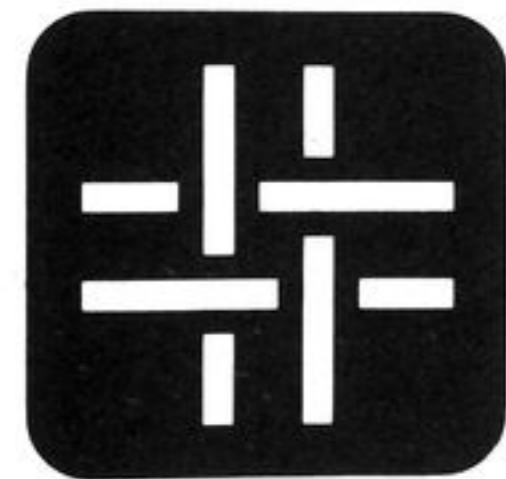
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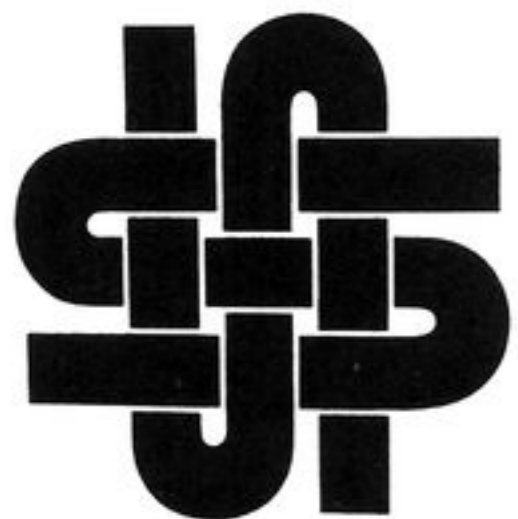
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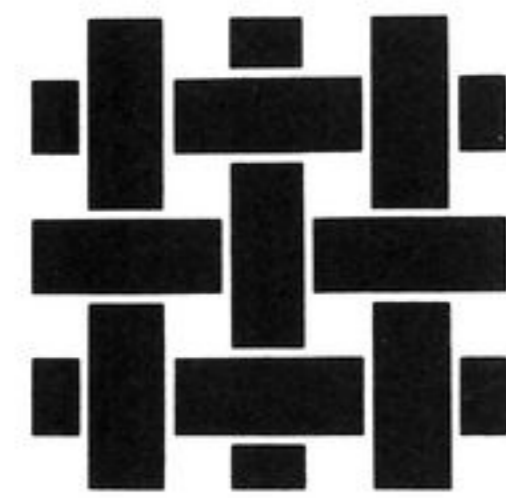
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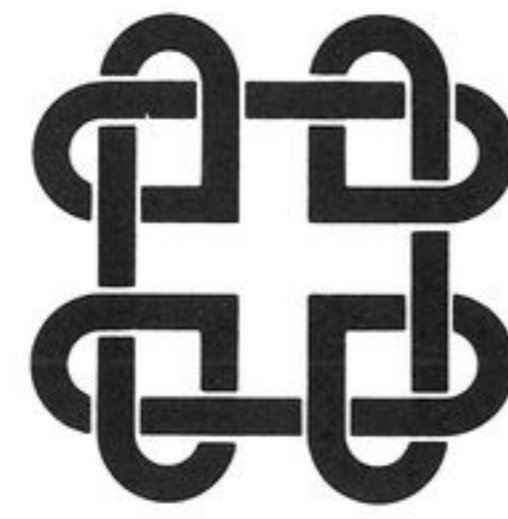
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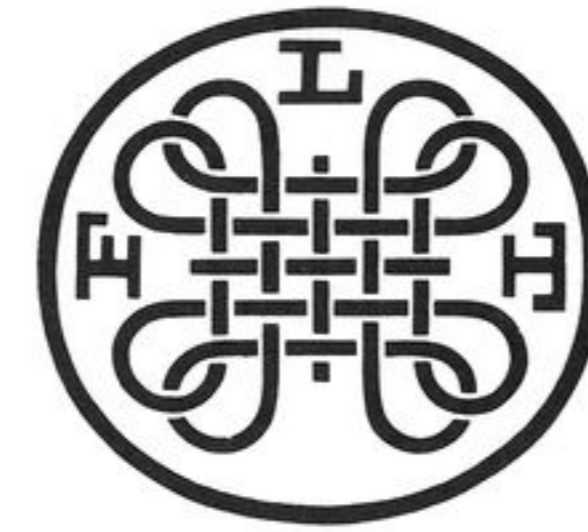
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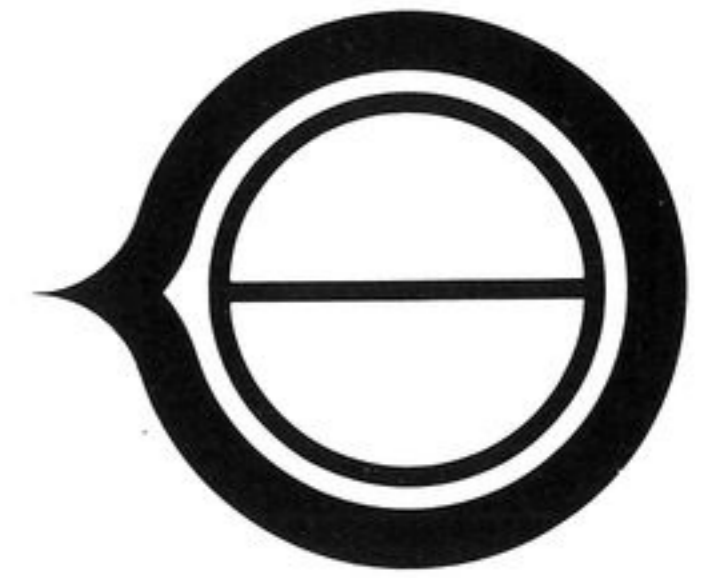
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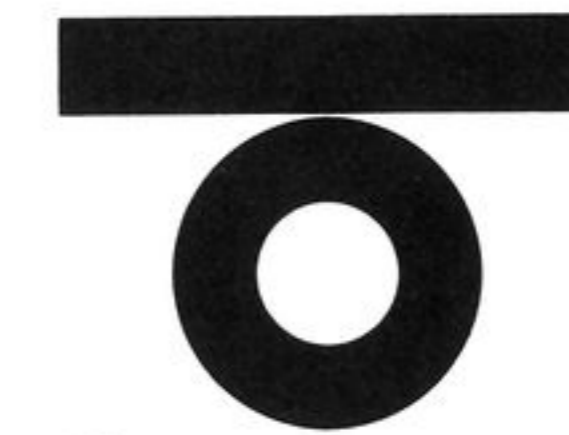
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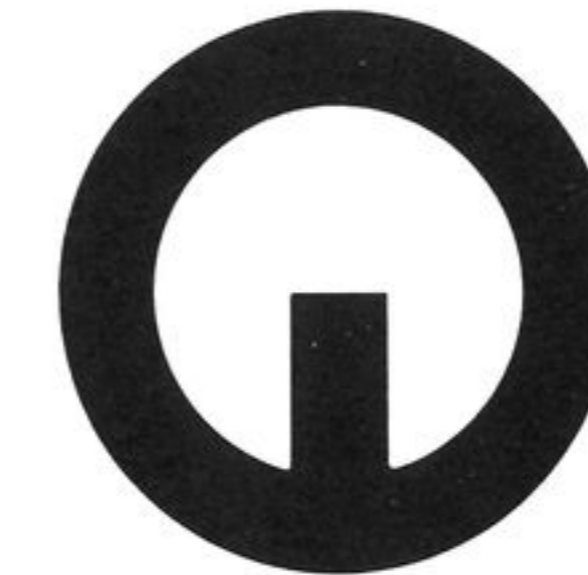
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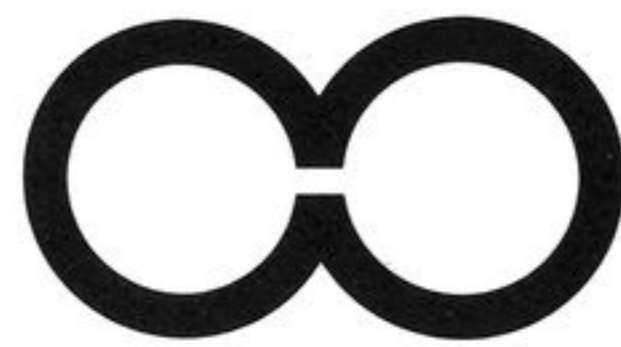
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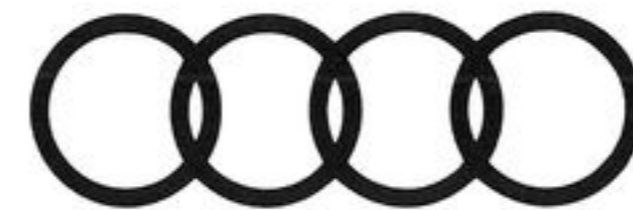
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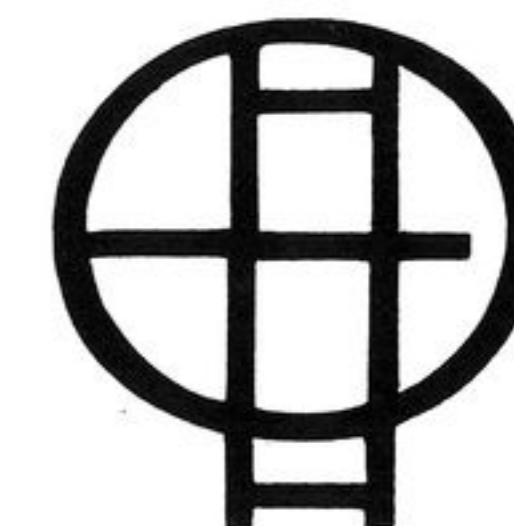
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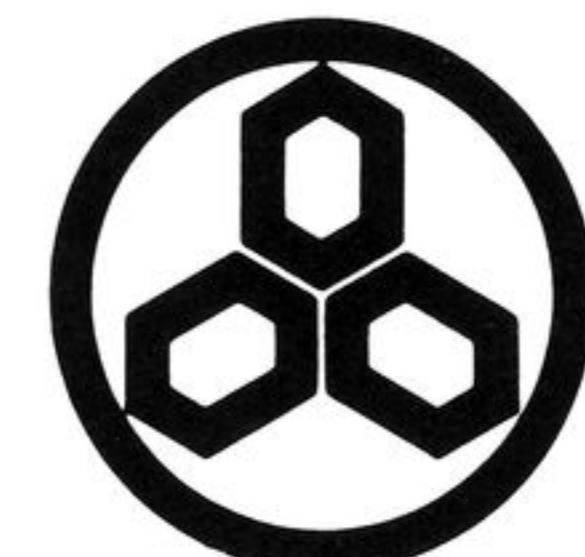
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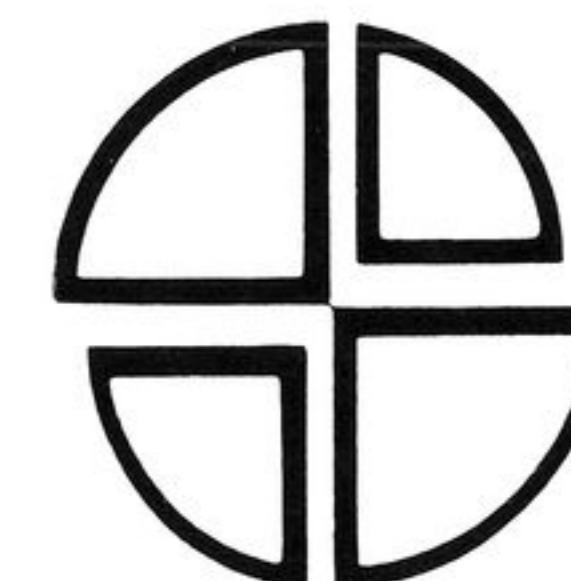
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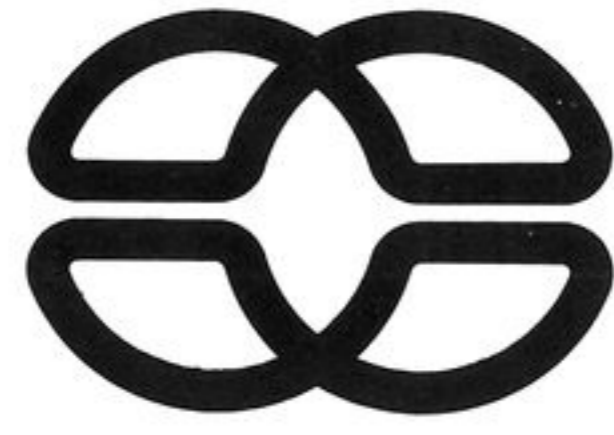
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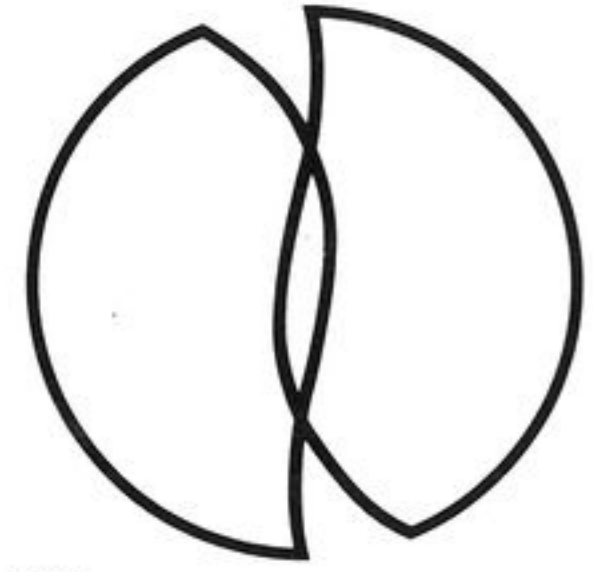
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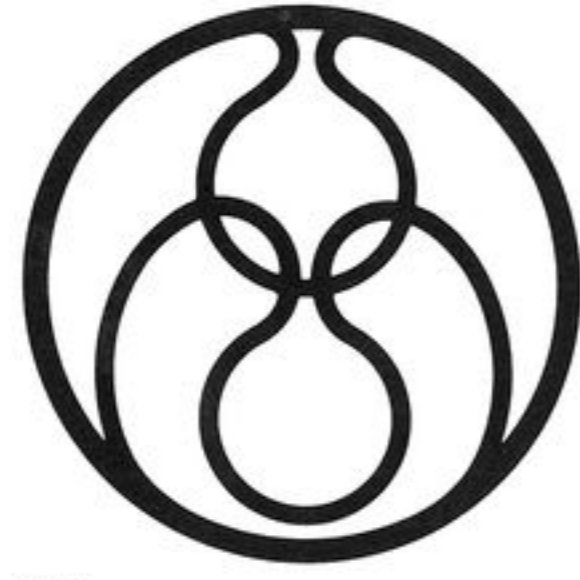
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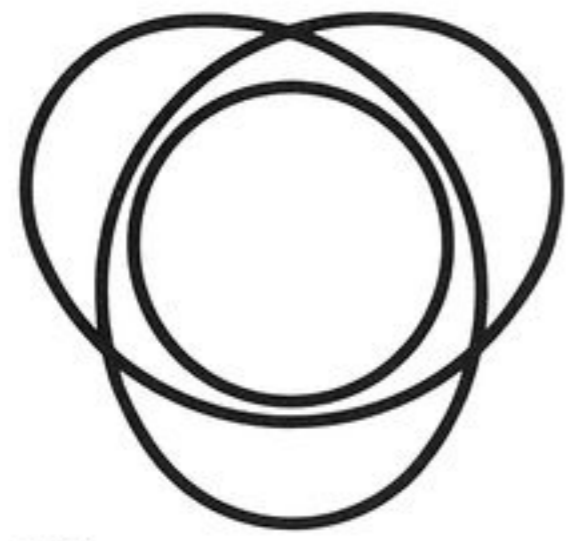
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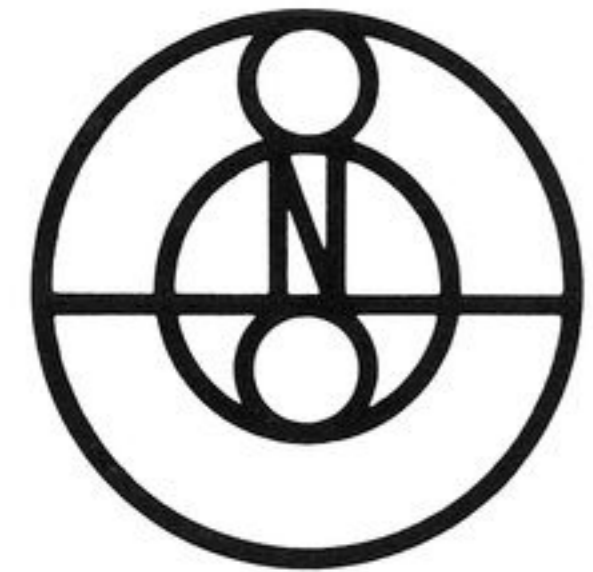
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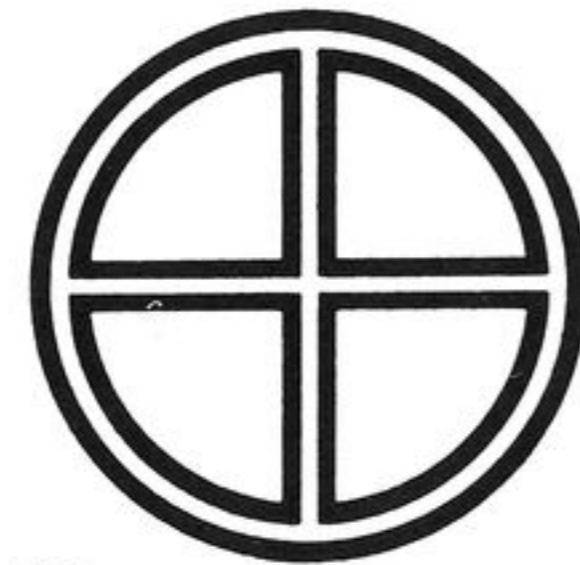
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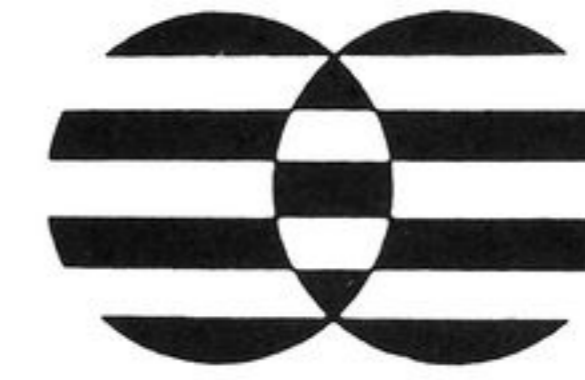
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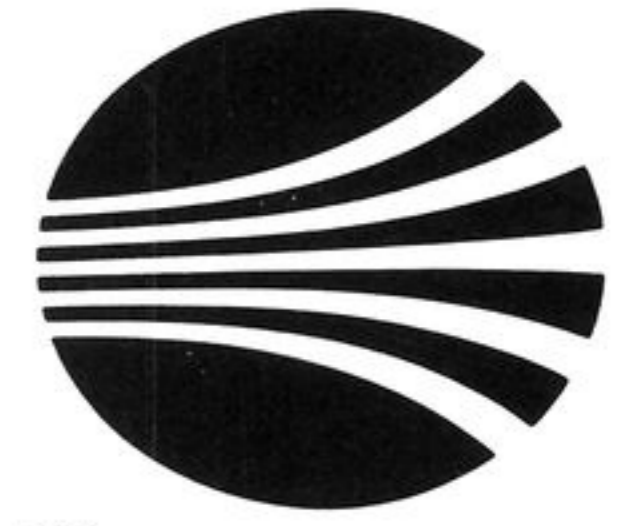
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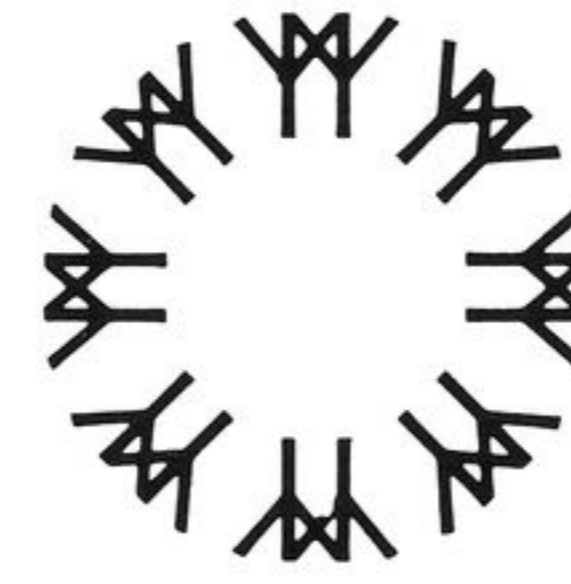
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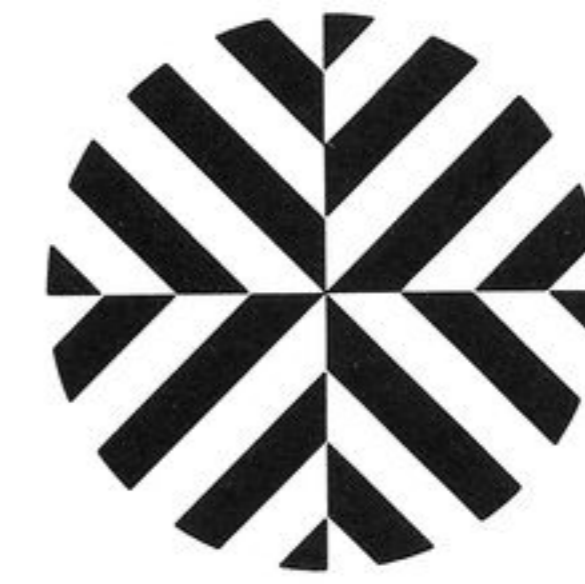
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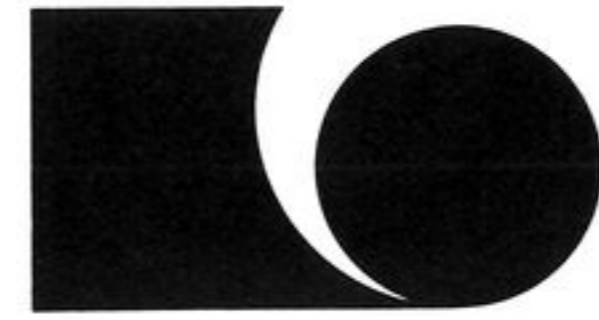
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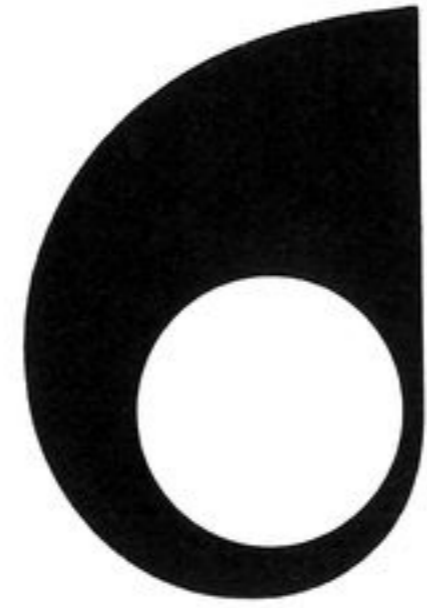
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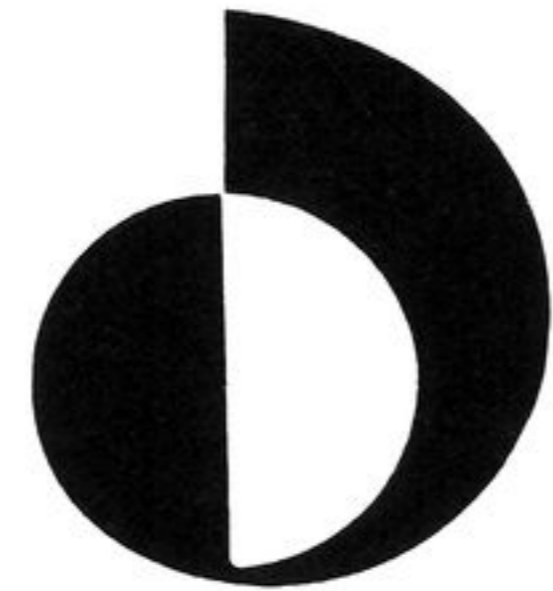
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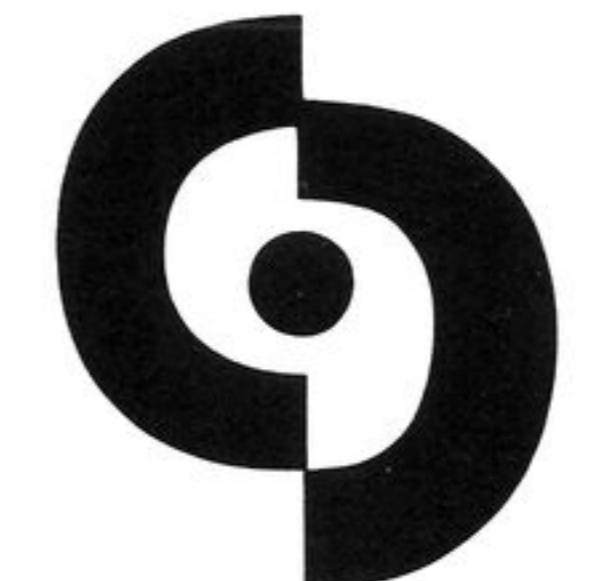
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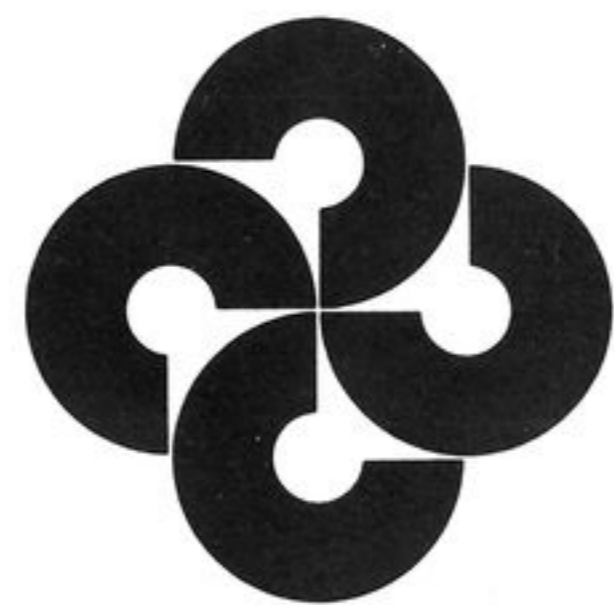
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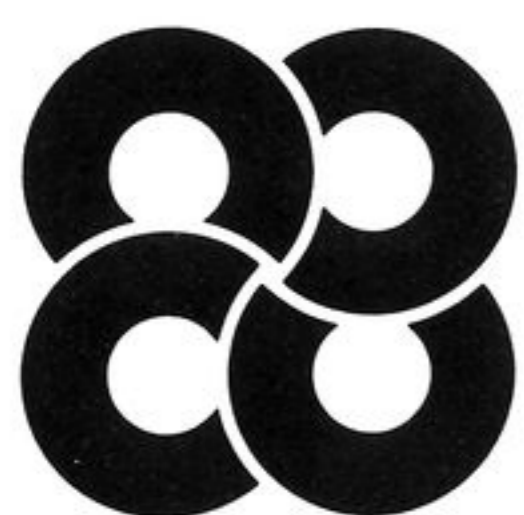
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1003



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1009



1013



1017



1010



1014



1018



1011



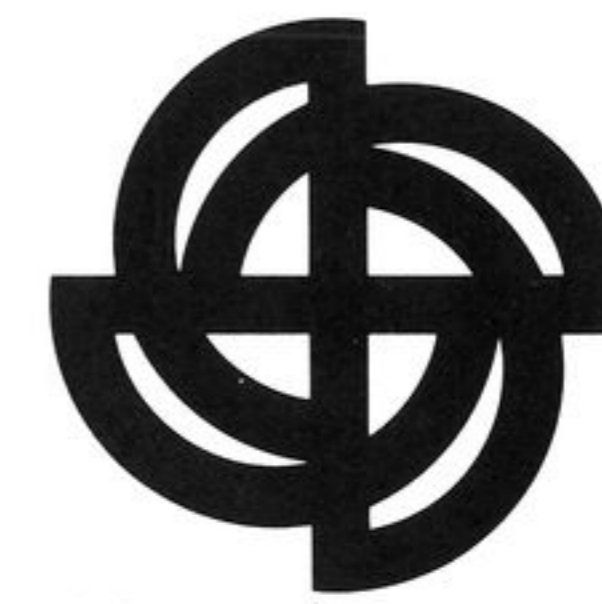
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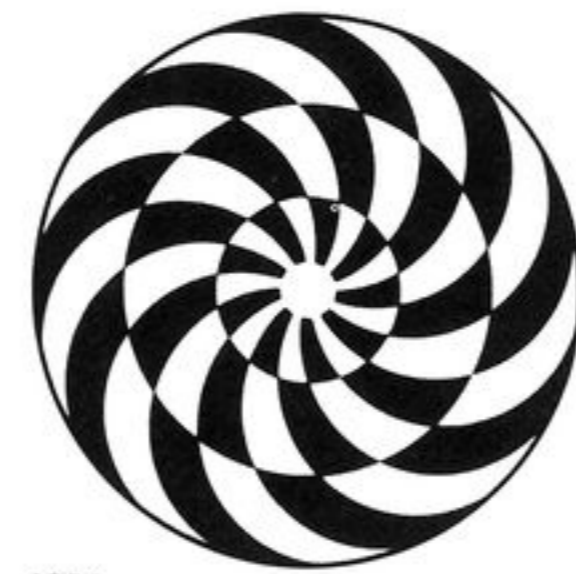
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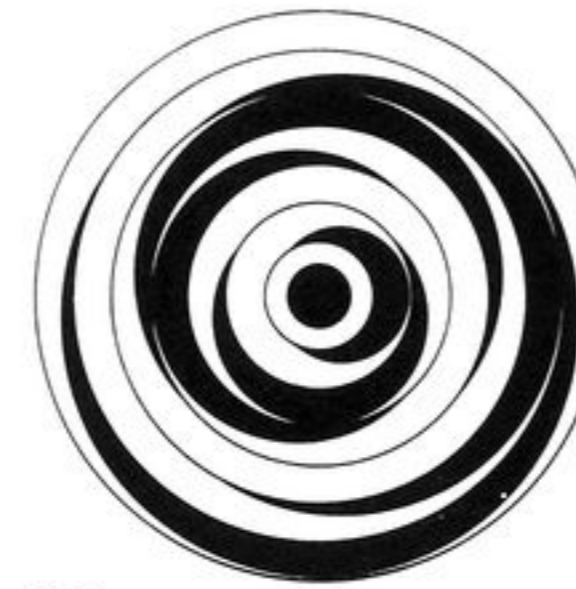
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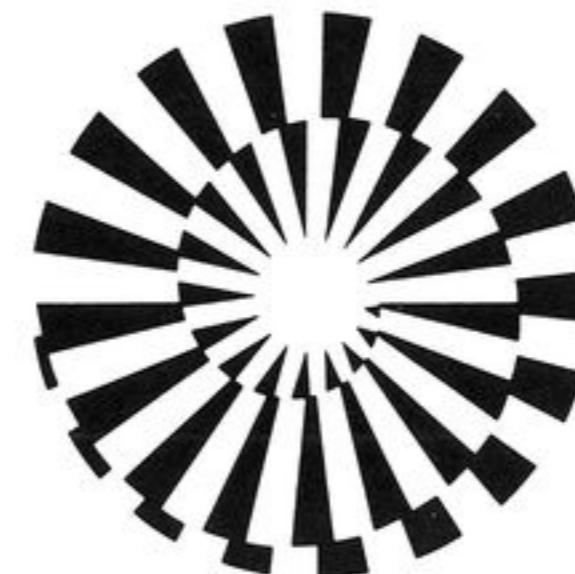
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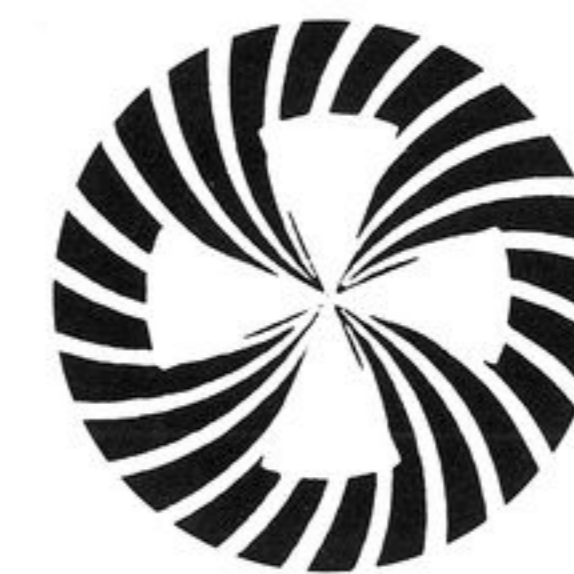
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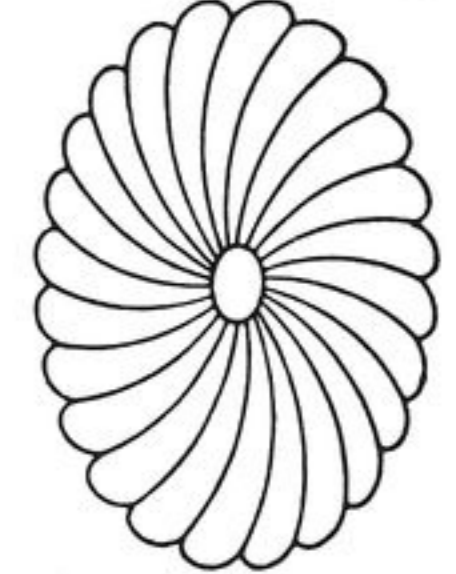
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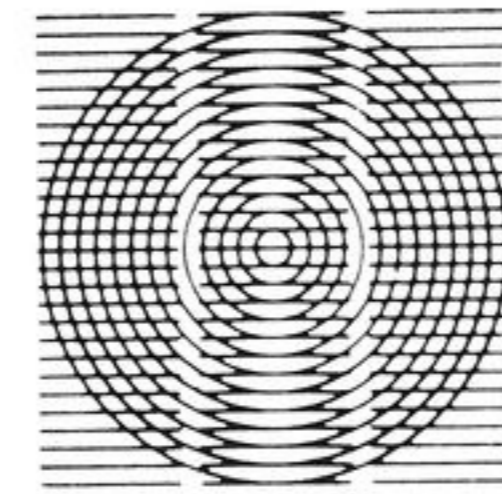
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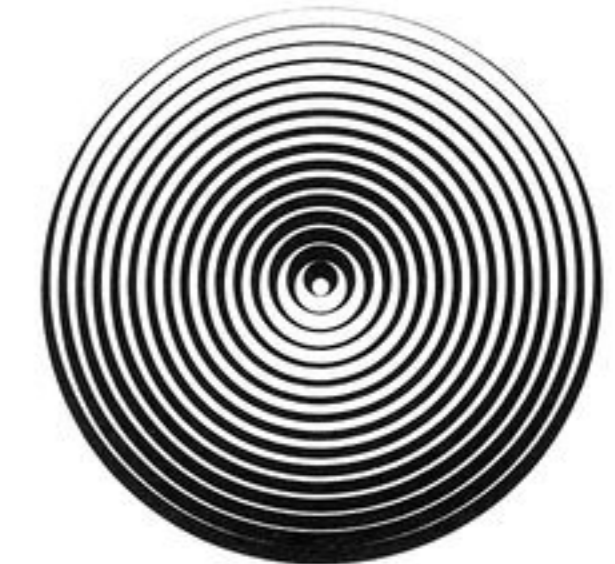
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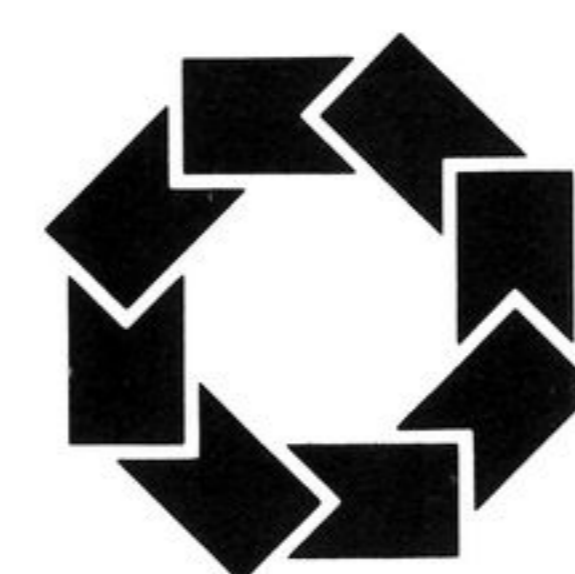
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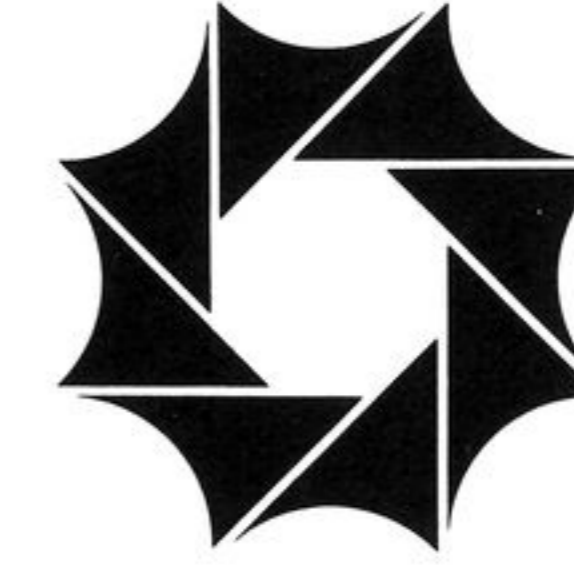
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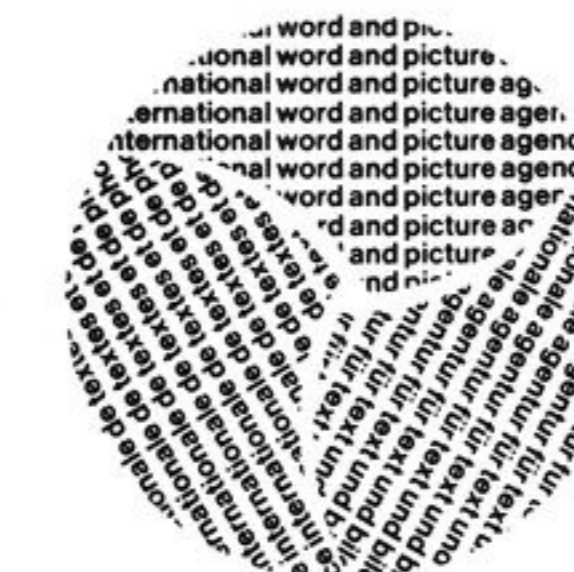
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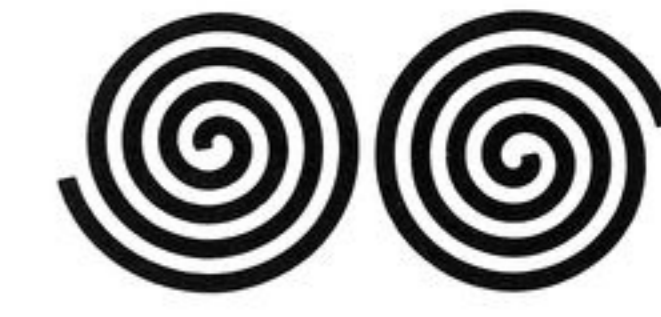
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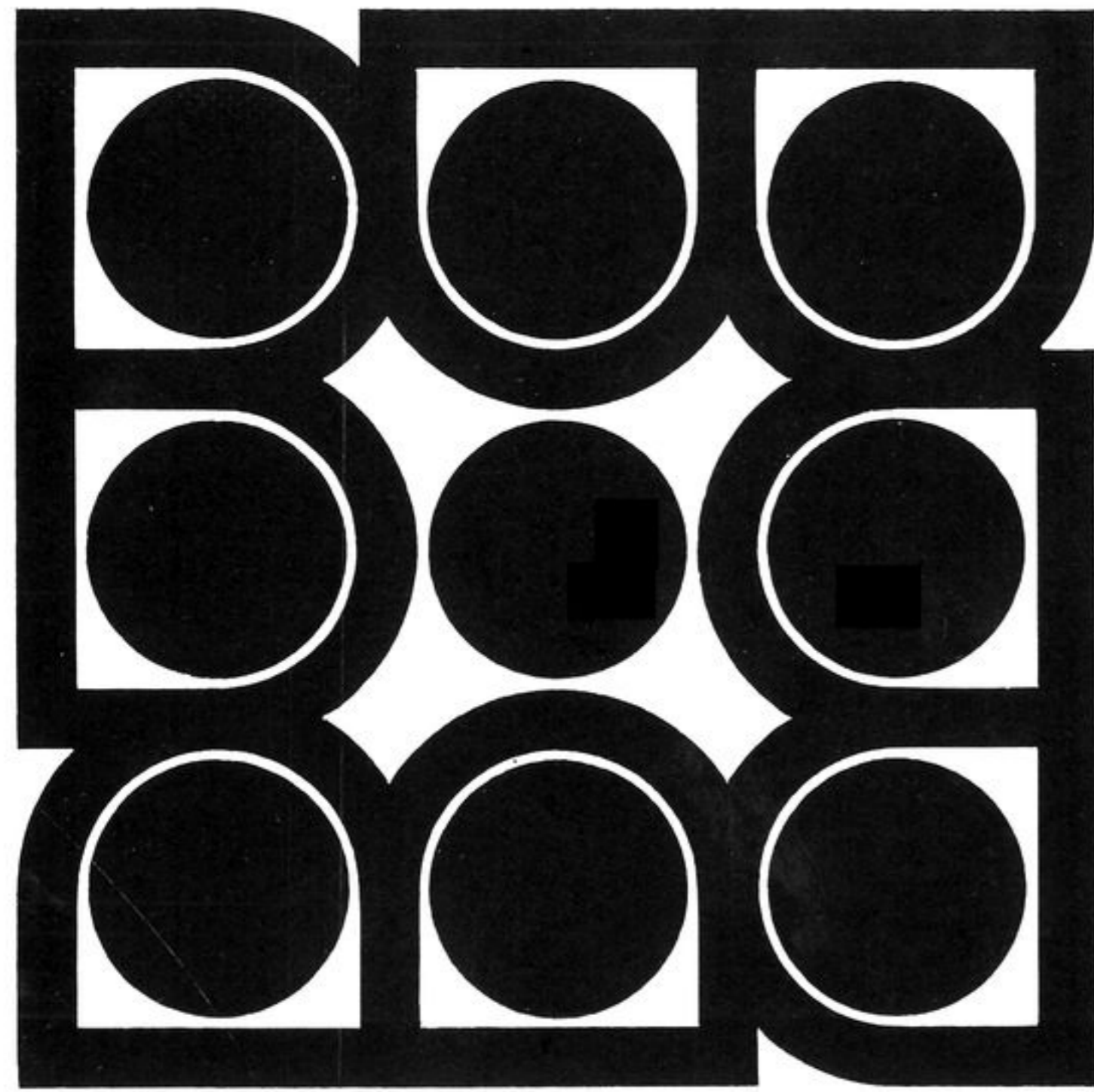
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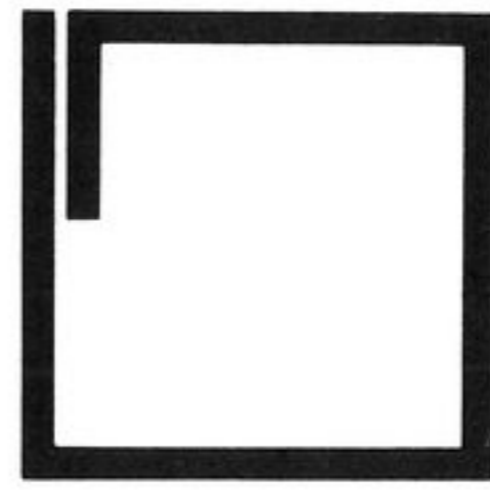
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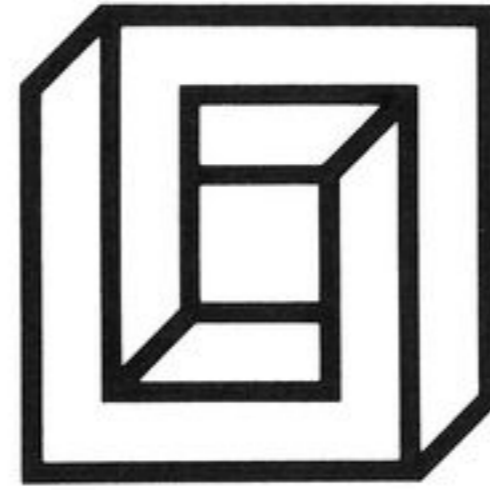
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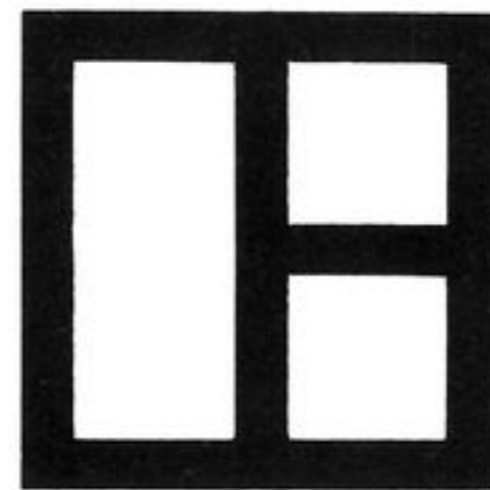
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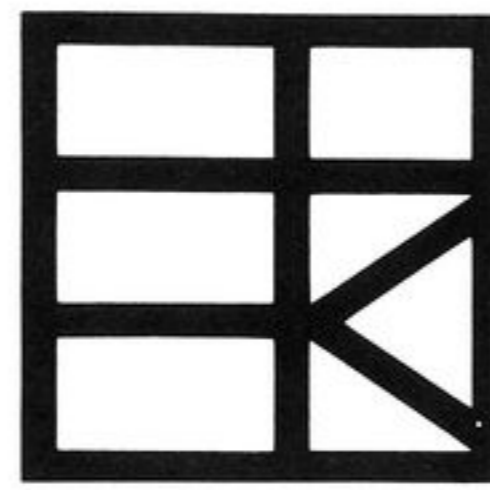
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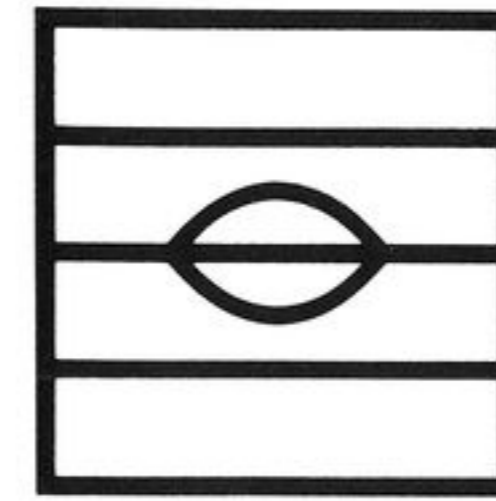
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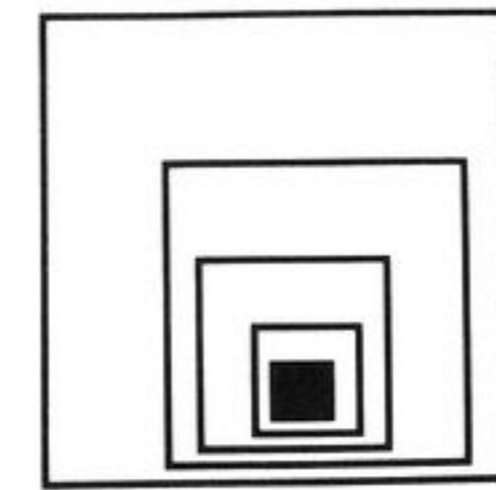
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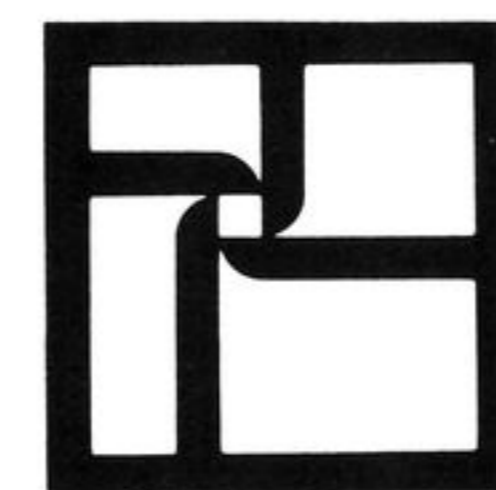
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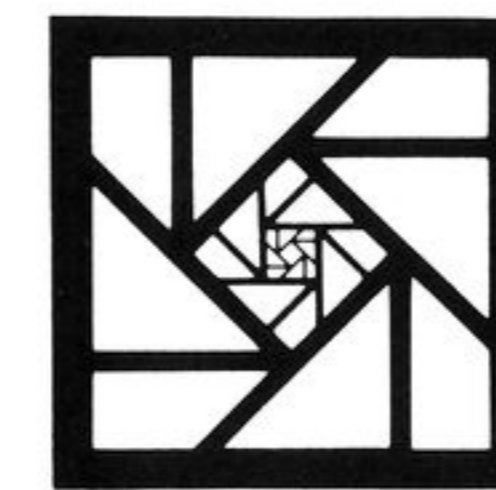
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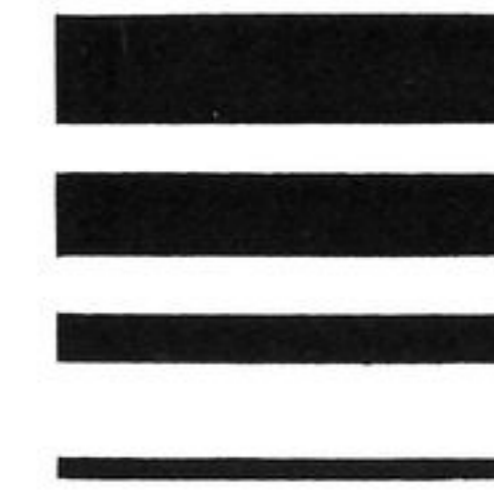
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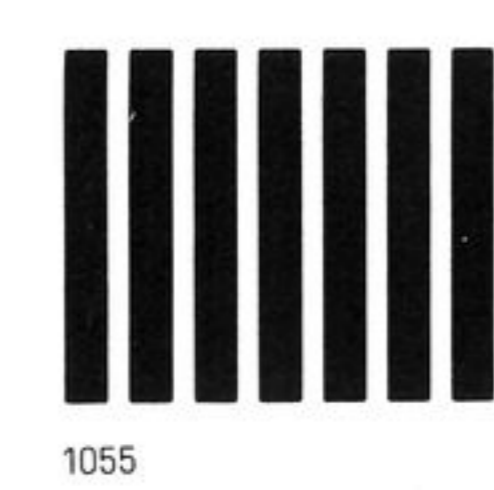
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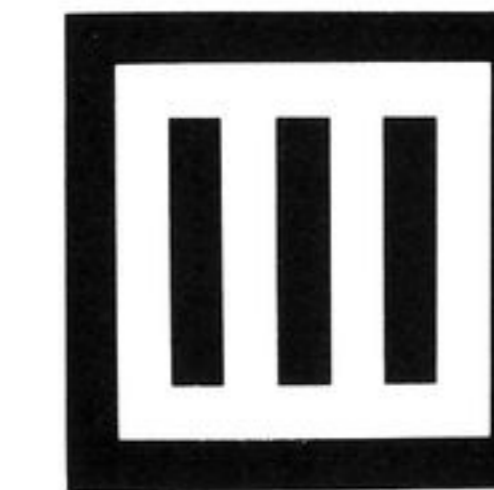
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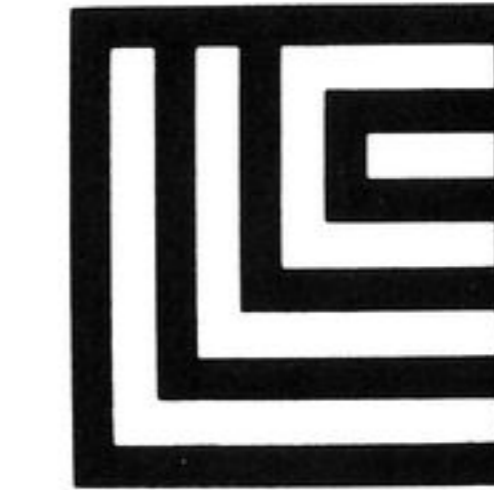
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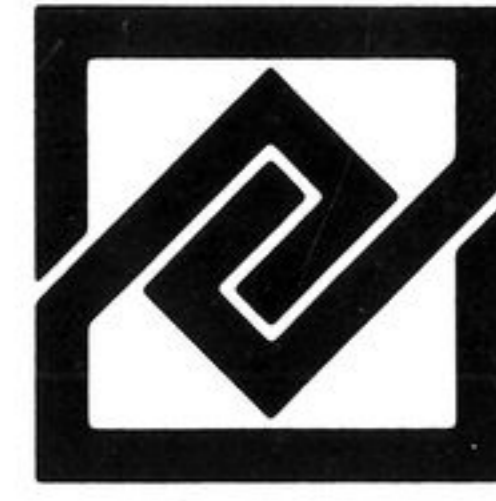
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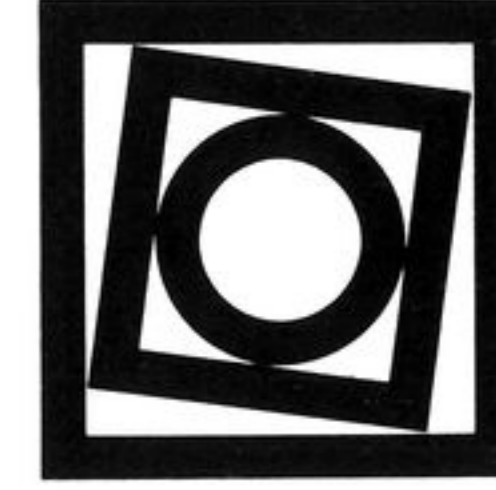
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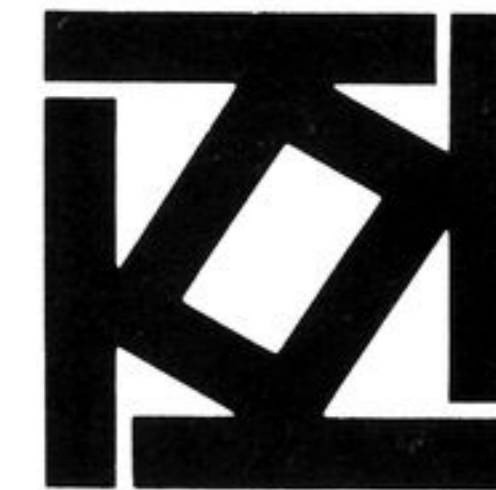
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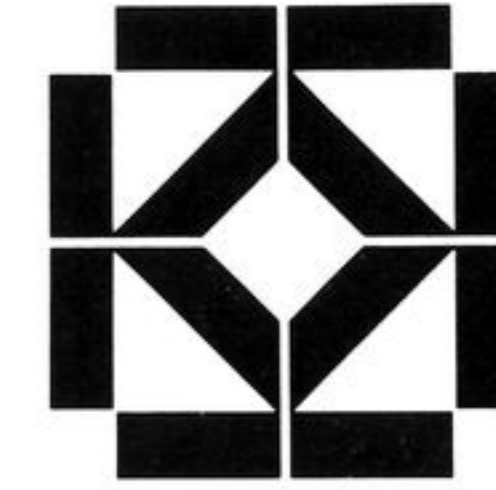
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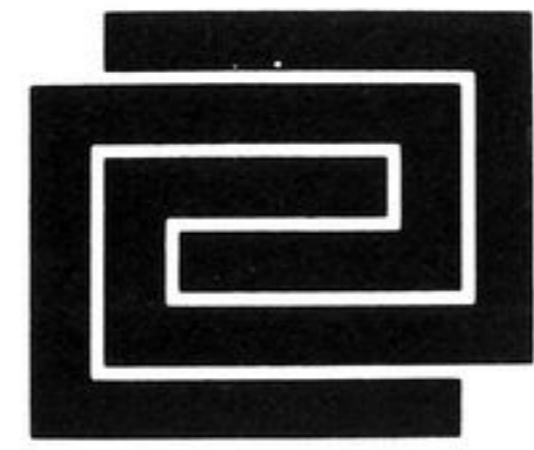
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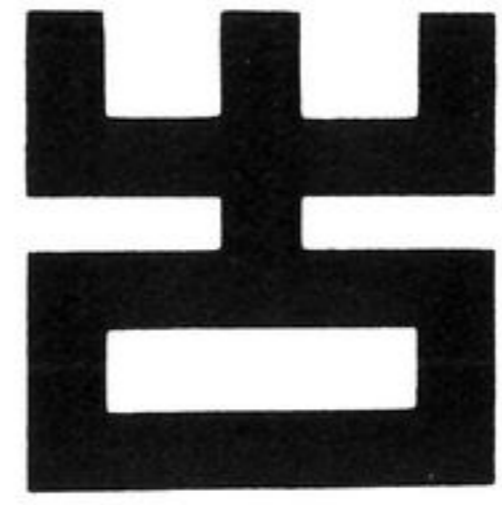
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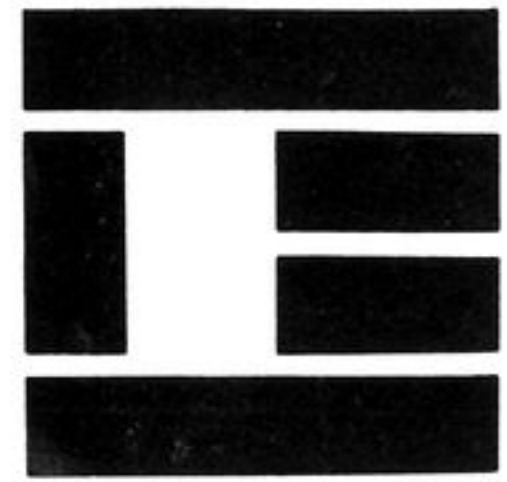
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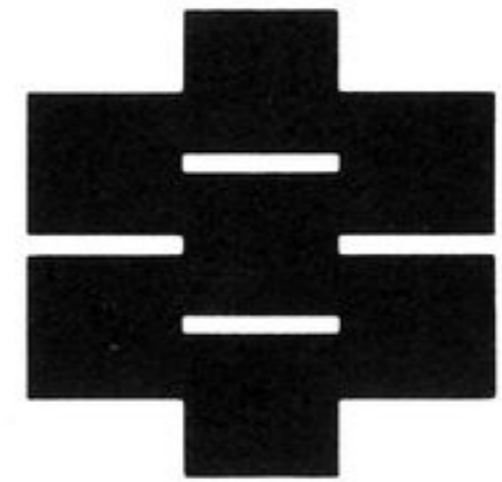
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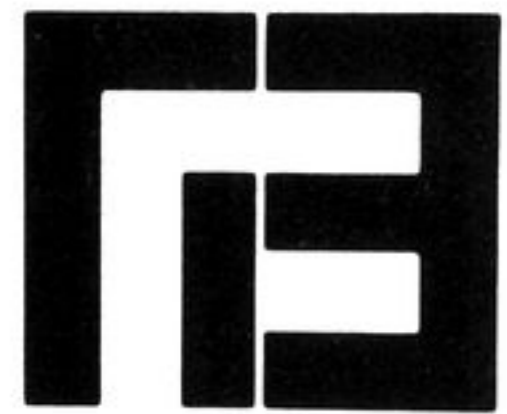
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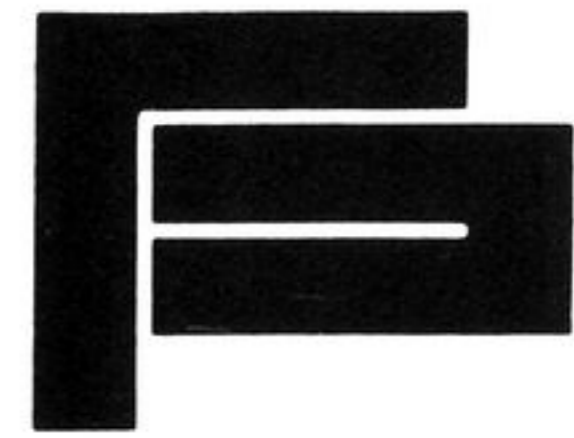
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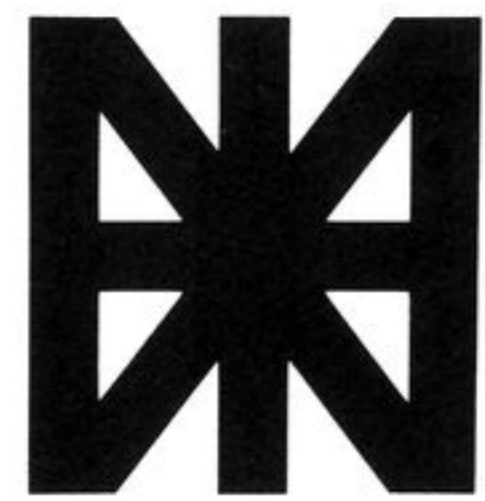
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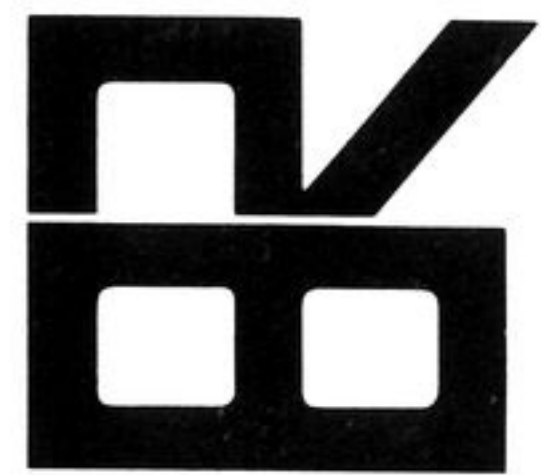
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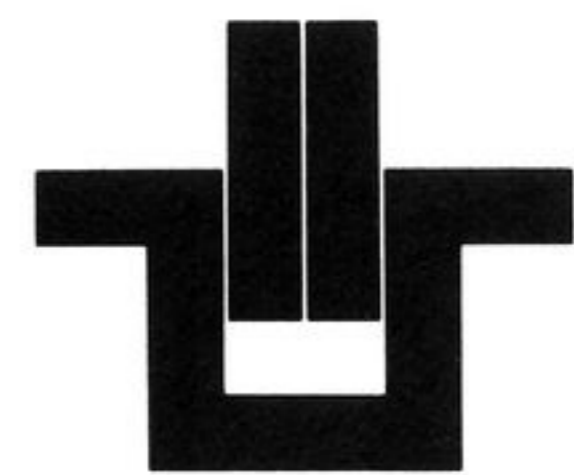
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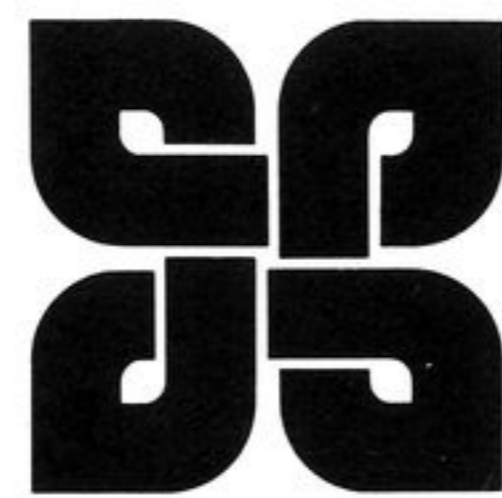
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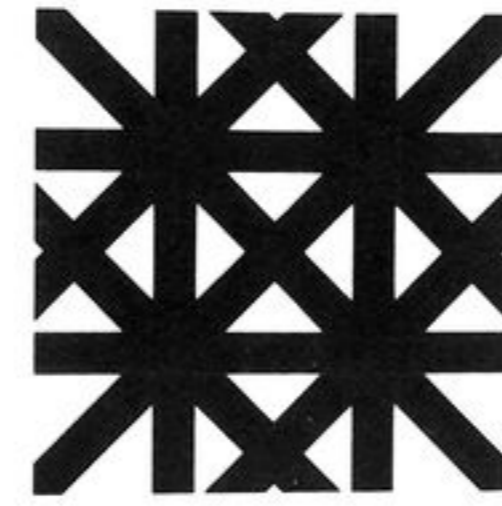
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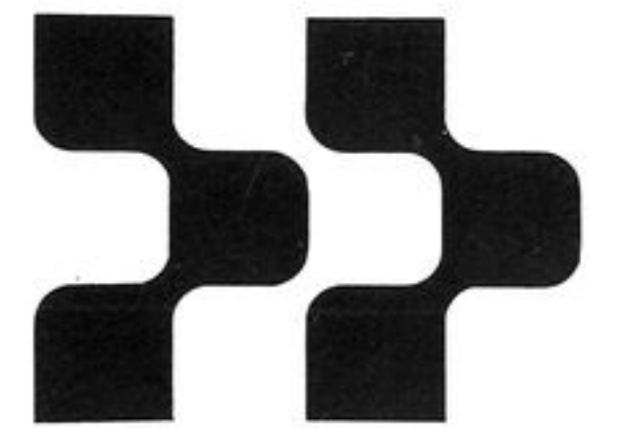
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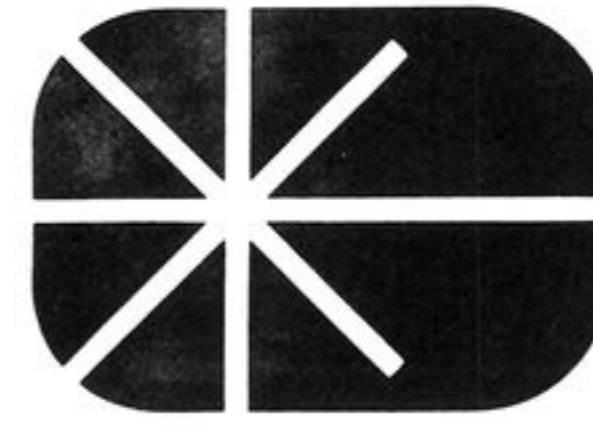
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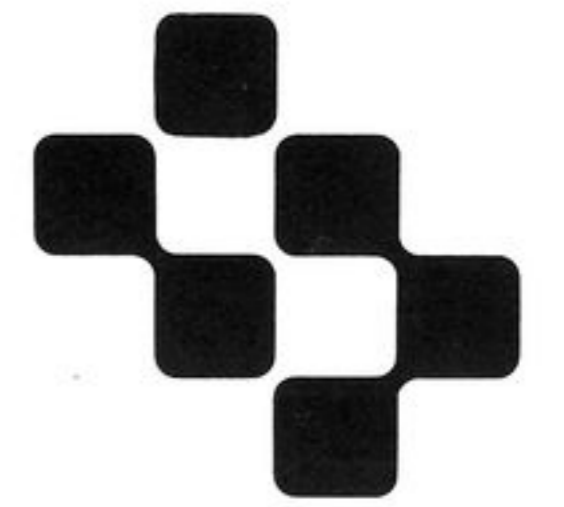
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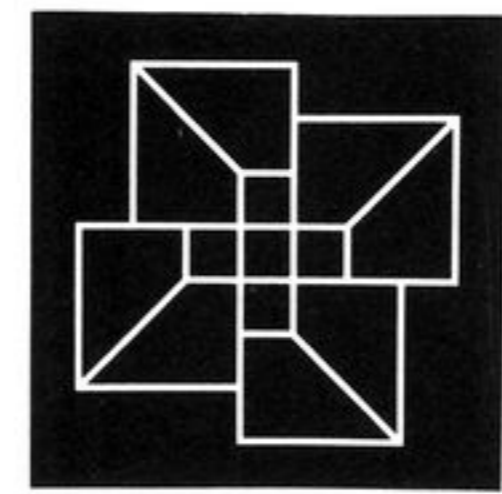
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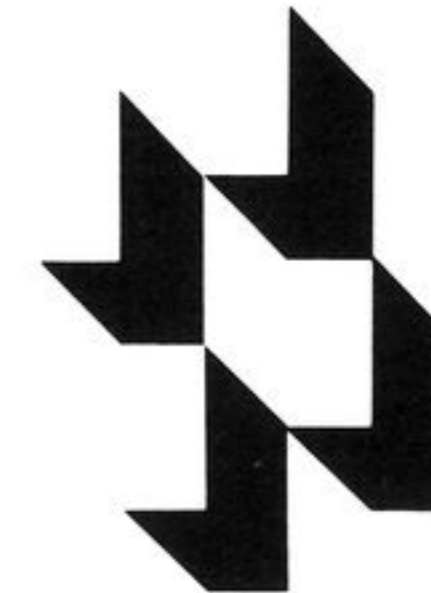
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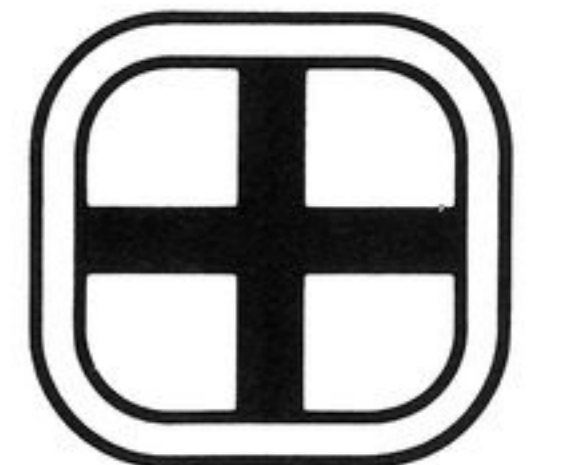
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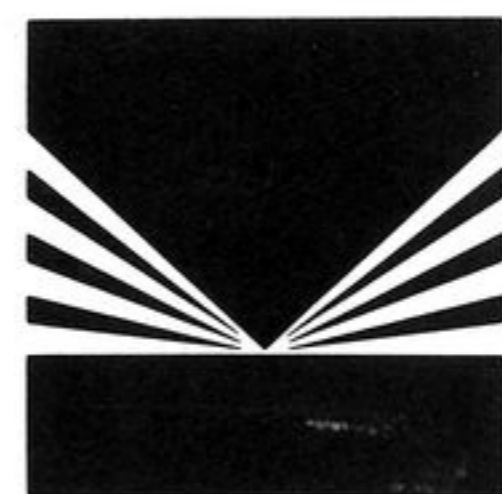
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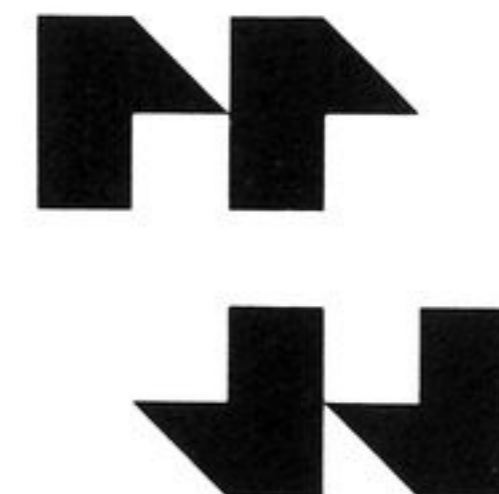
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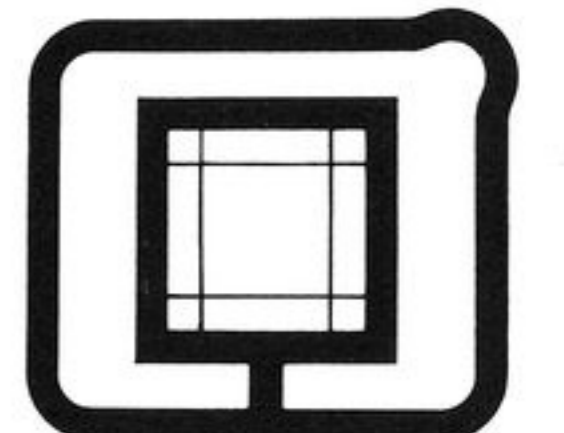
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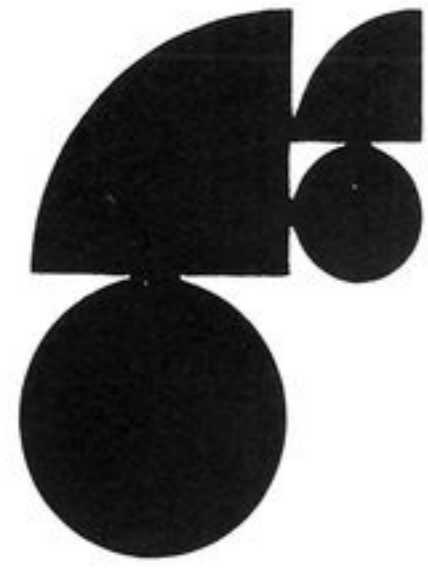
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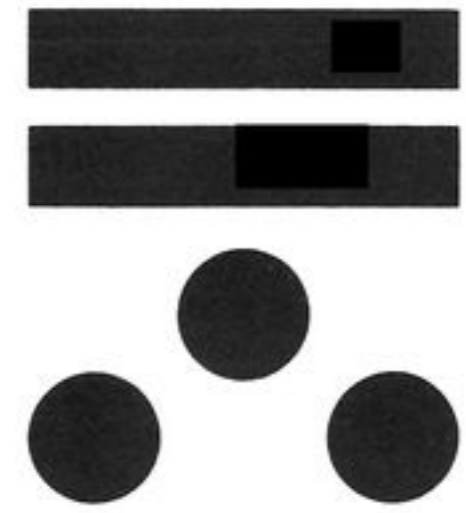
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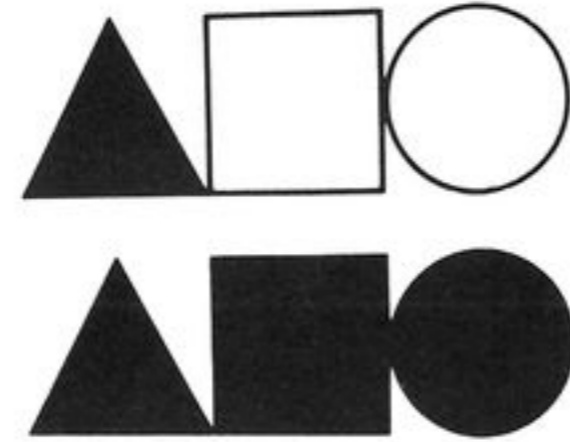
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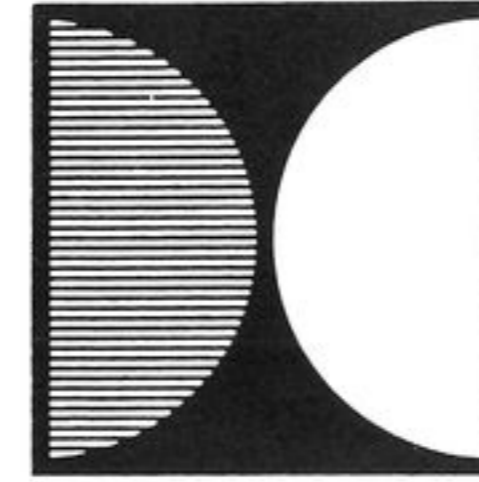
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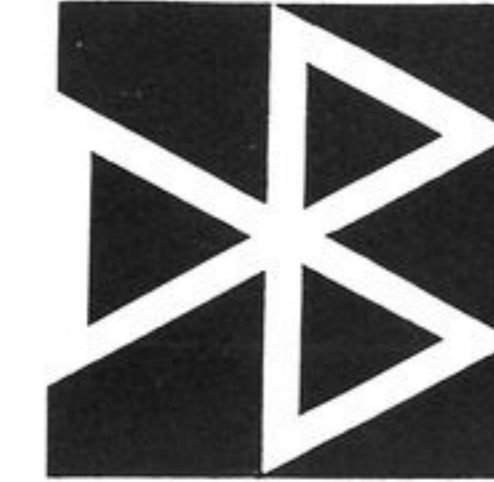
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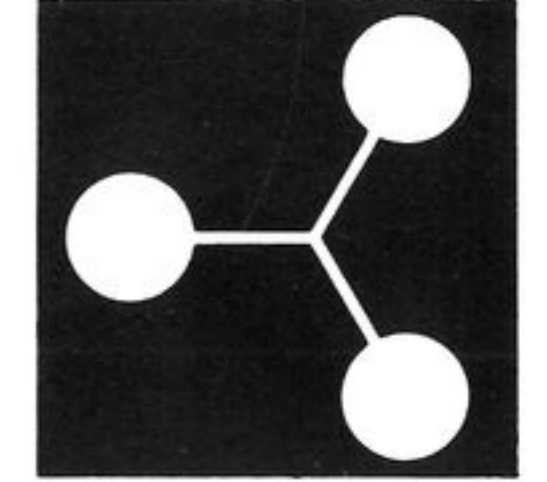
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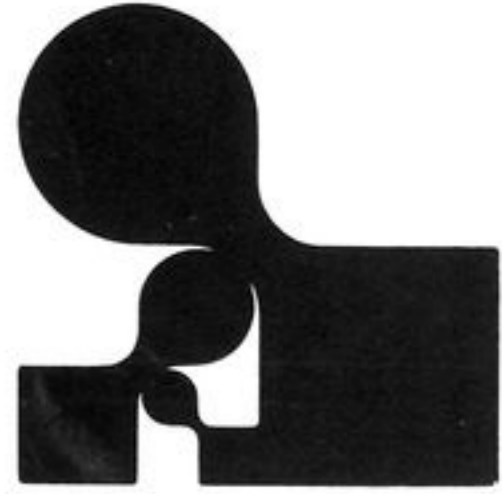
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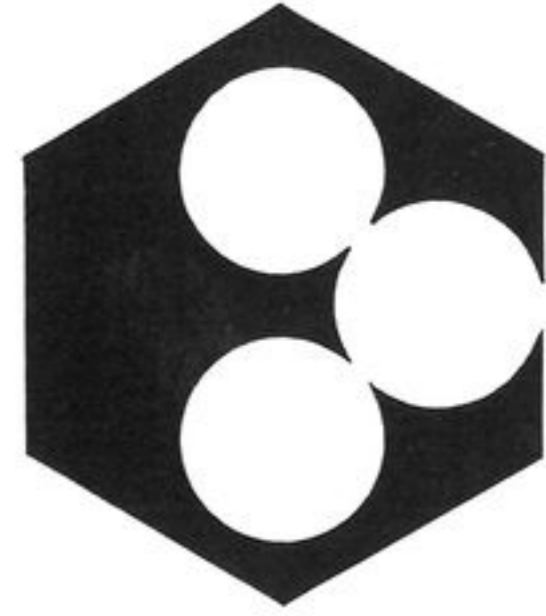
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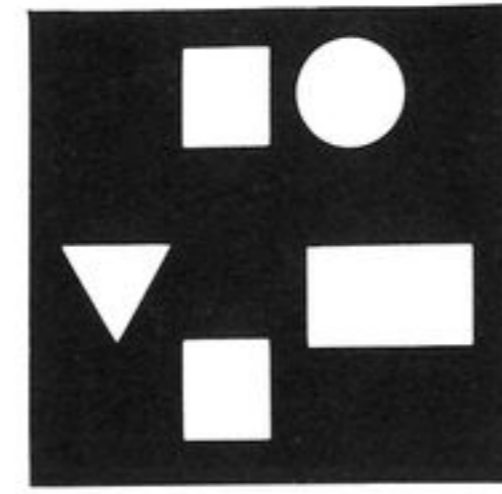
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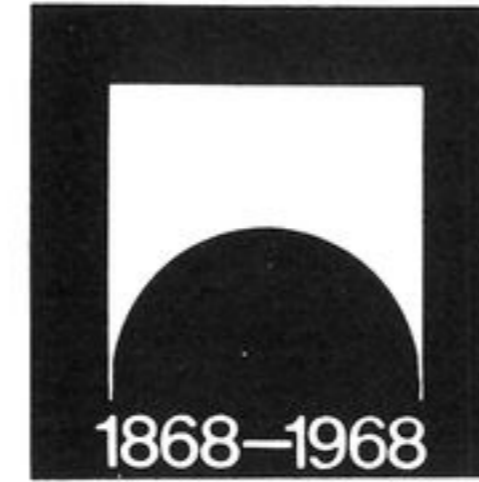
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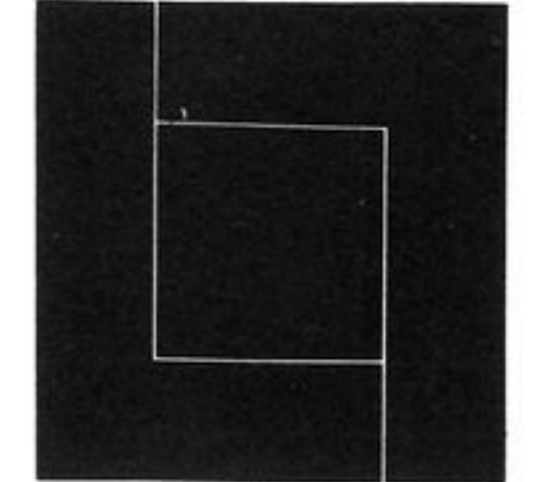
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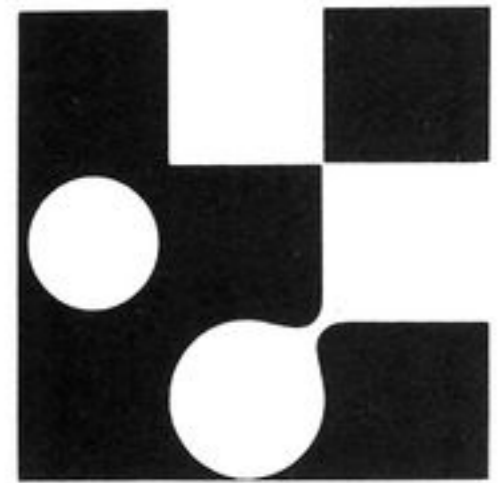
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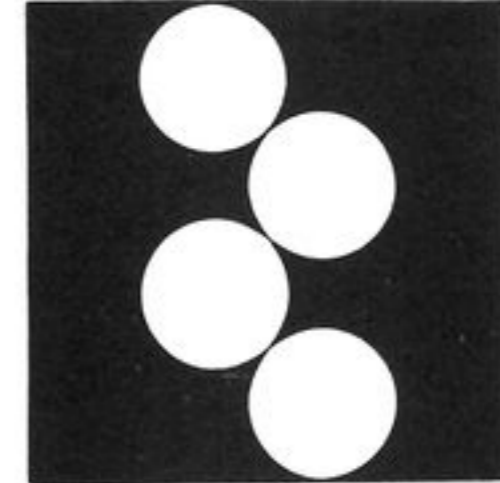
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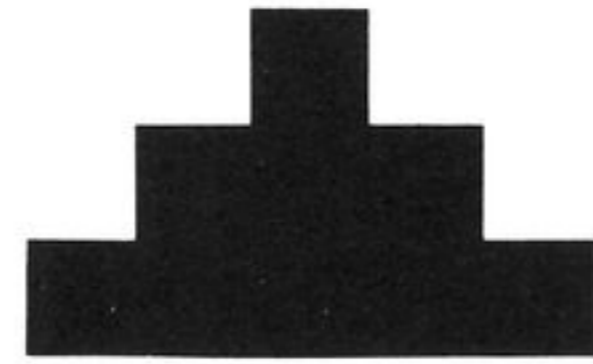
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1088



1092



1096



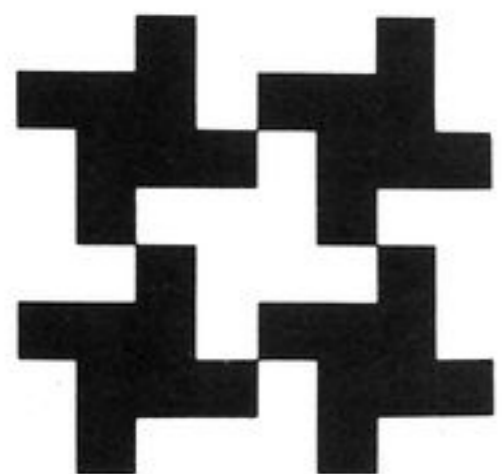
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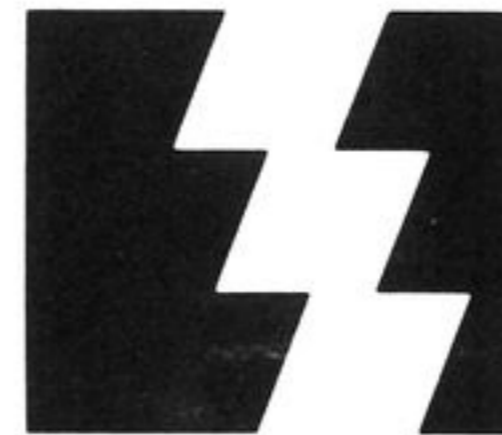
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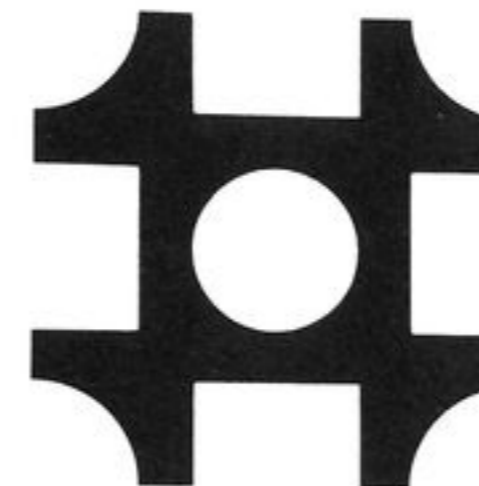
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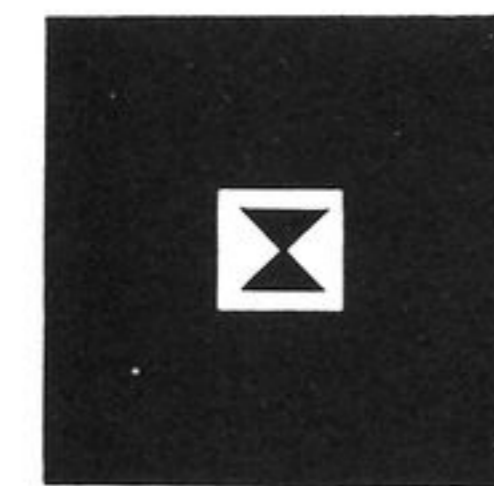
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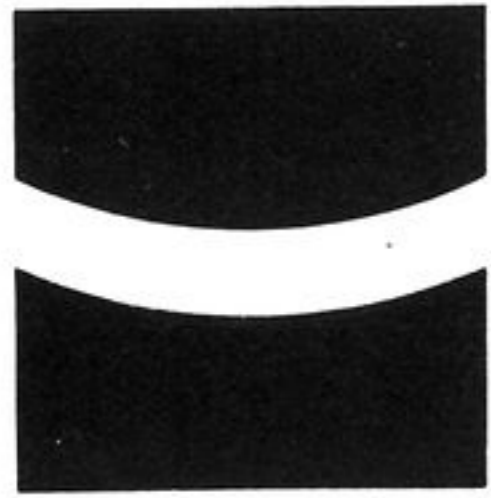
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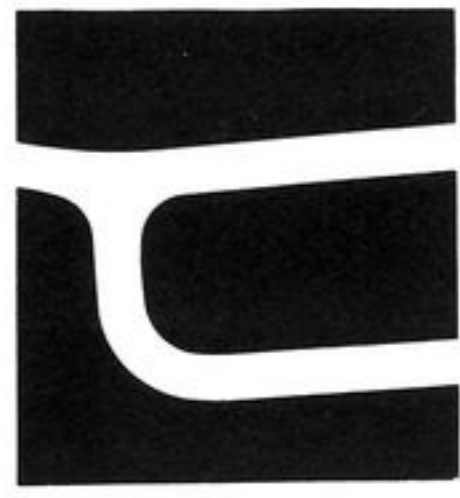
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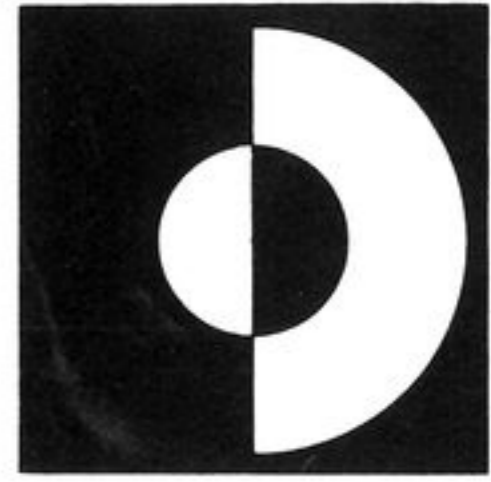
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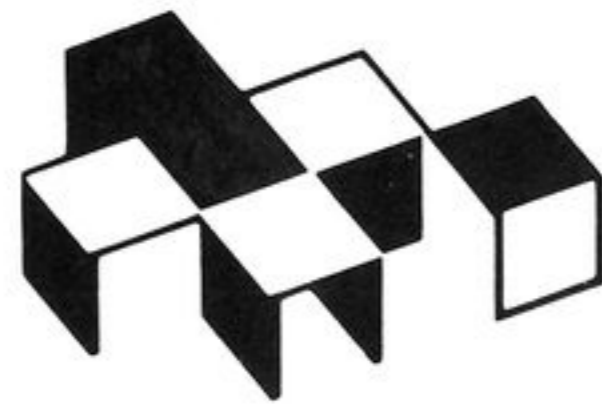
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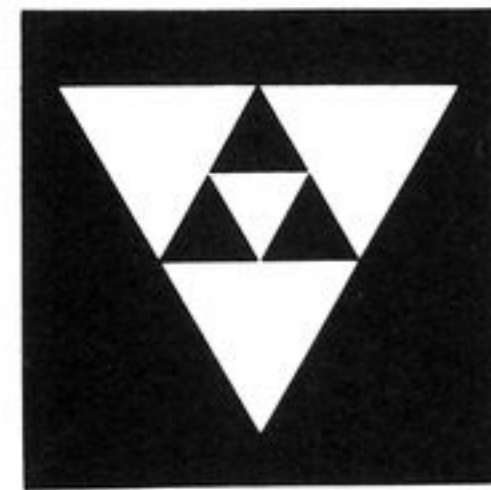
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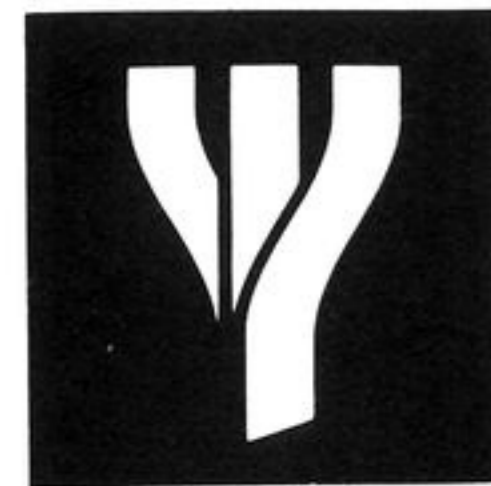
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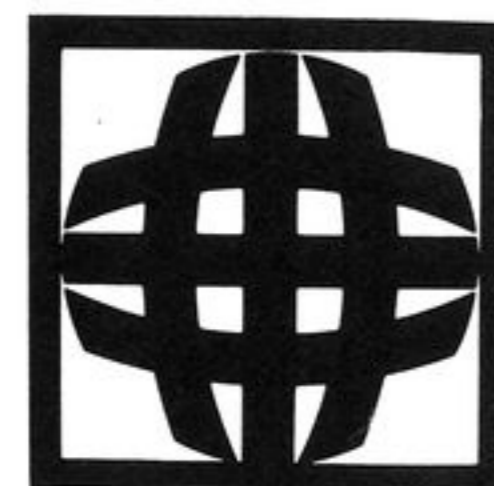
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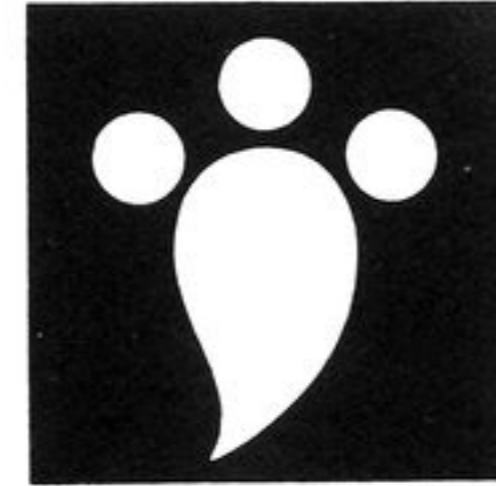
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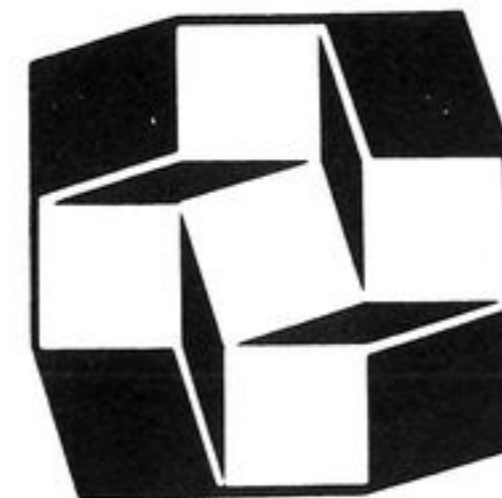
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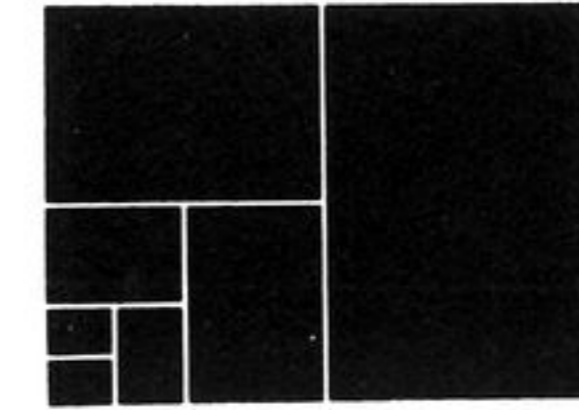
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1121



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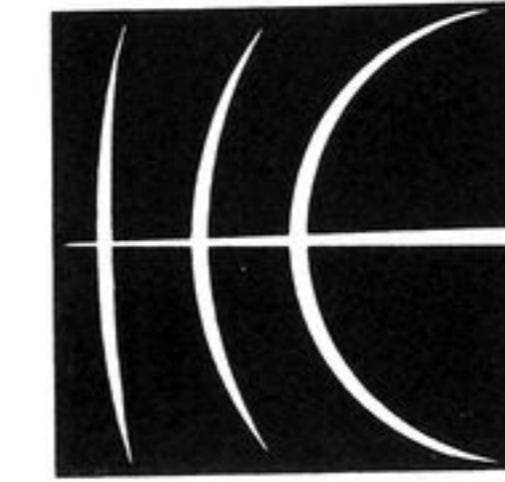
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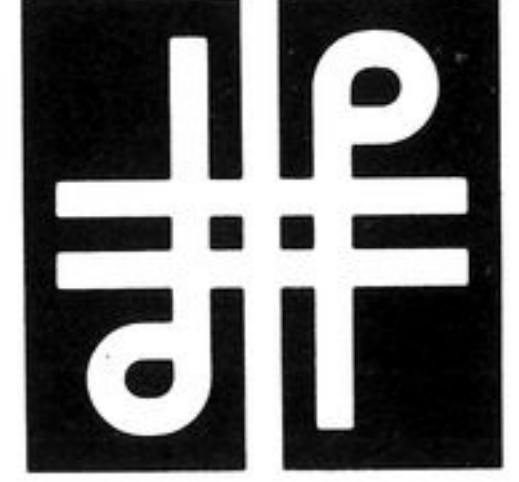
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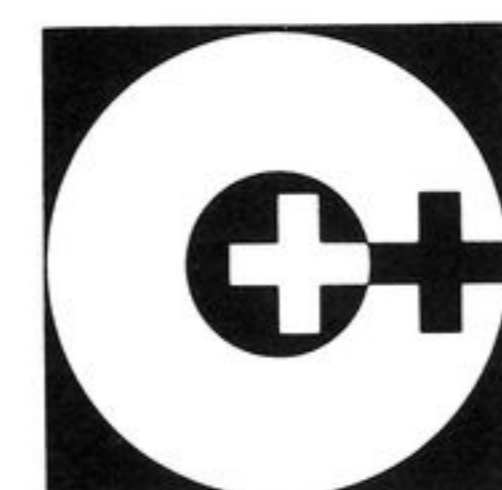
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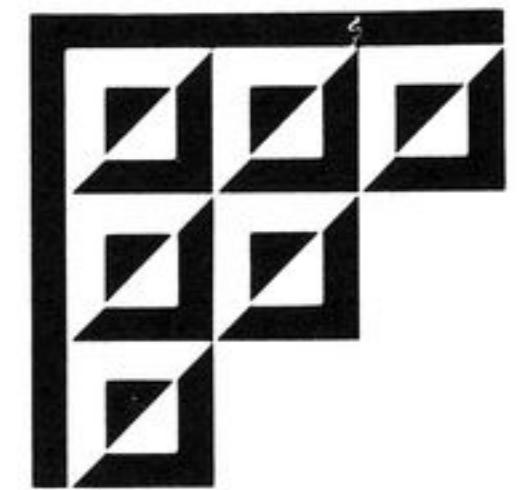
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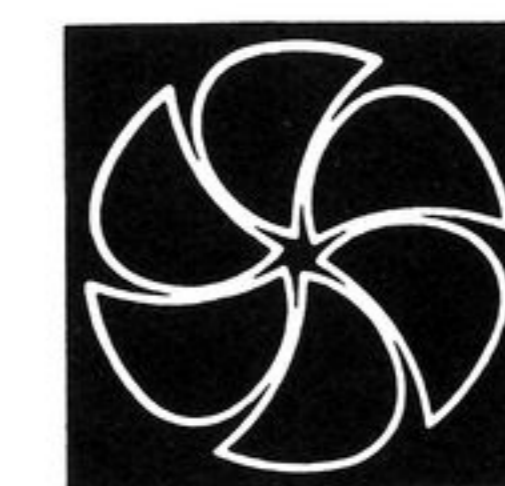
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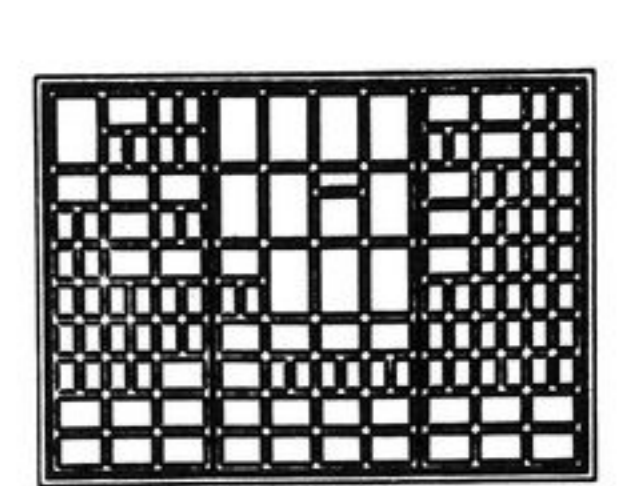
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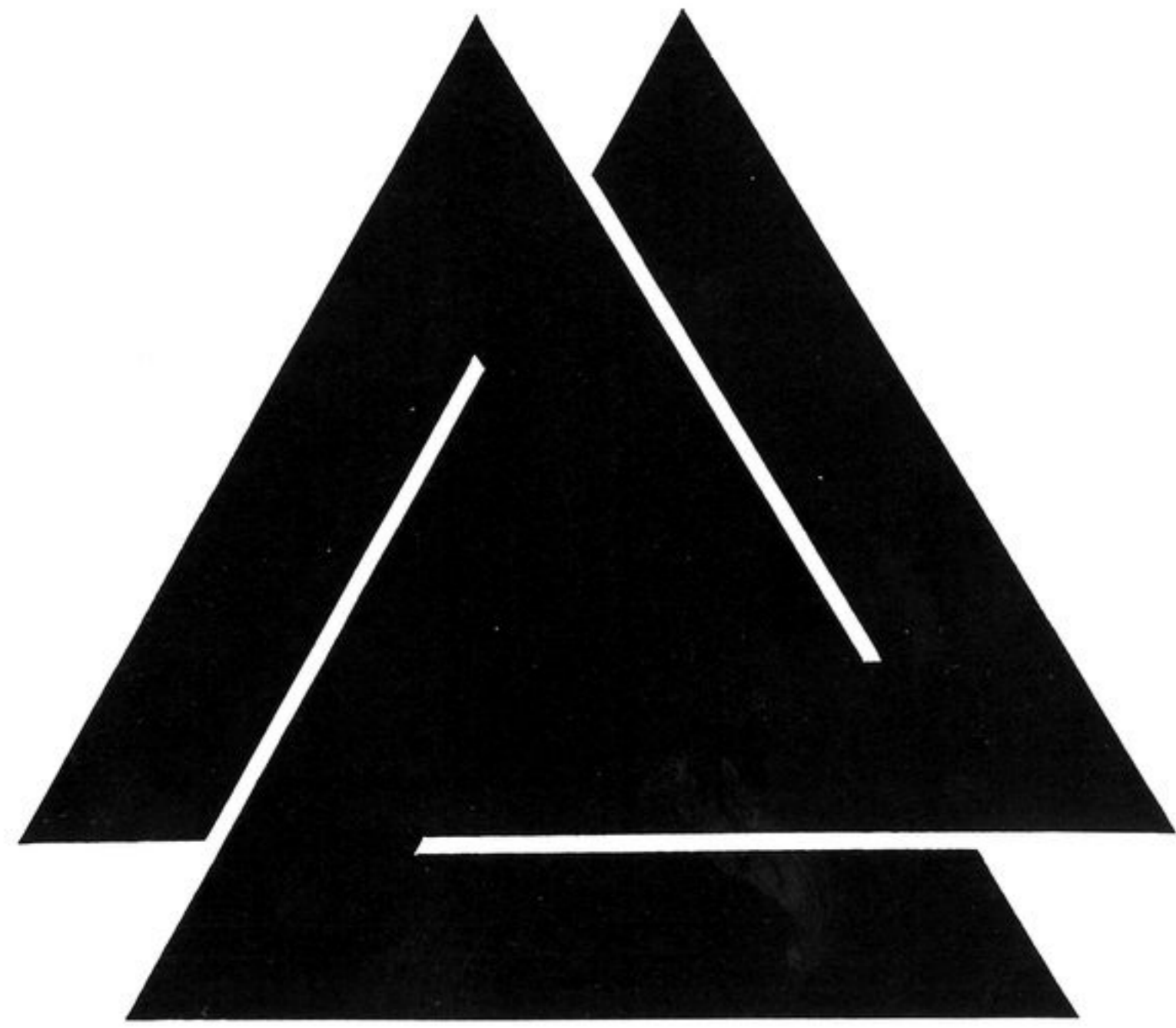
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1129



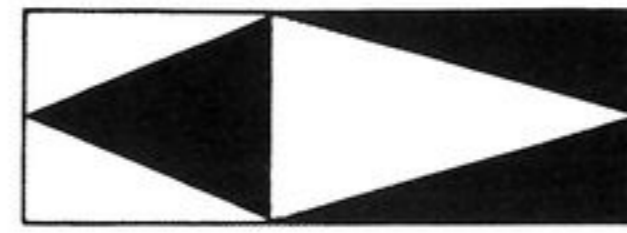
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1134



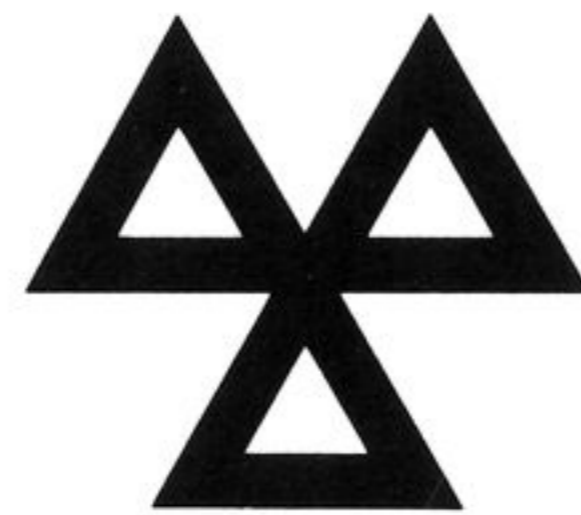
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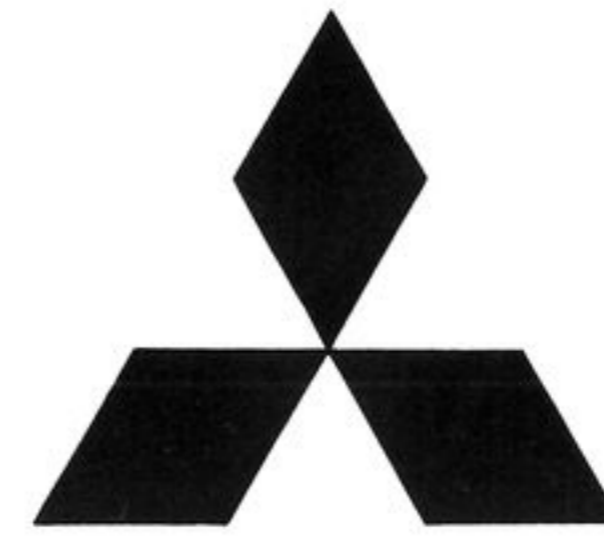
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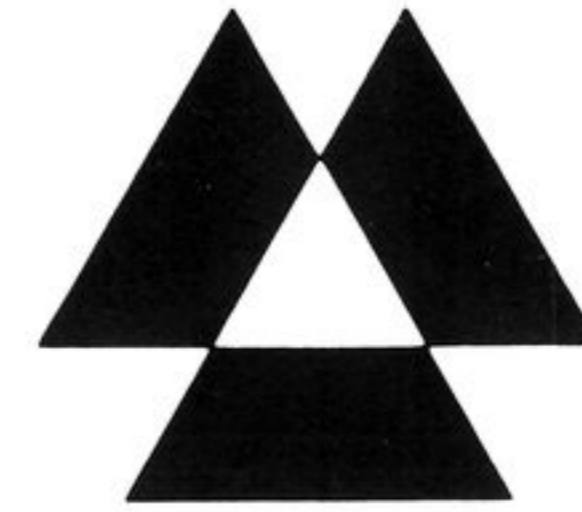
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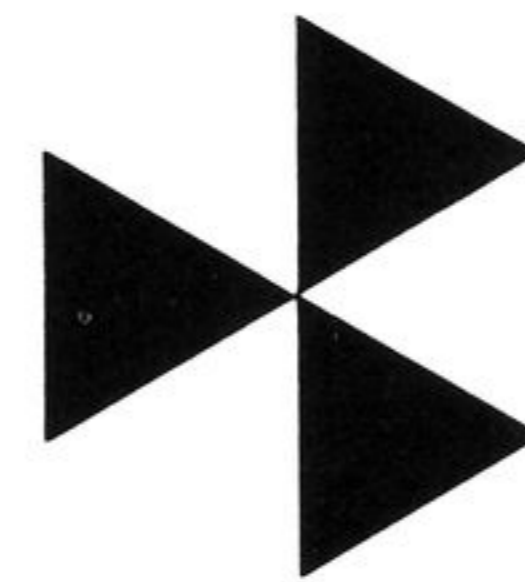
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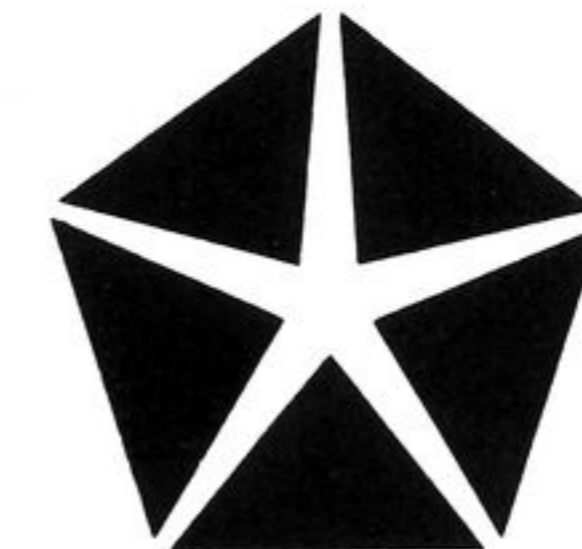
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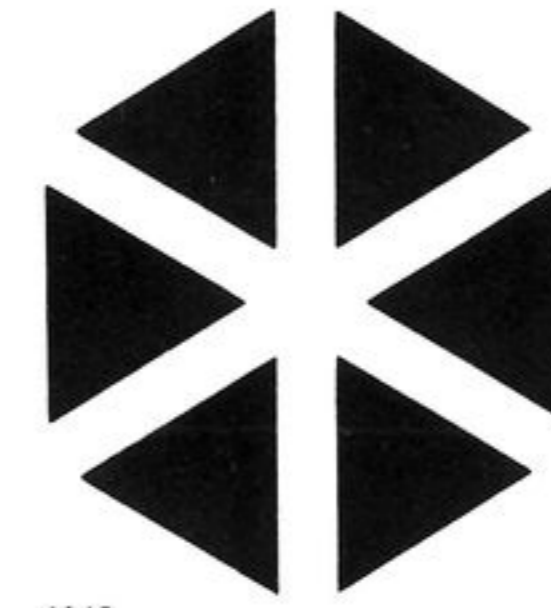
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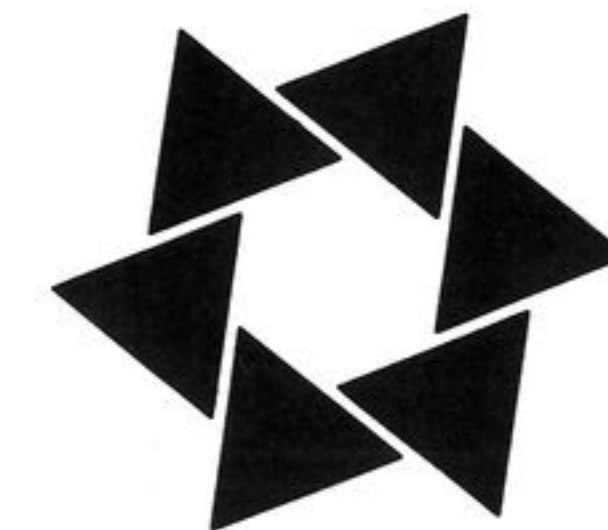
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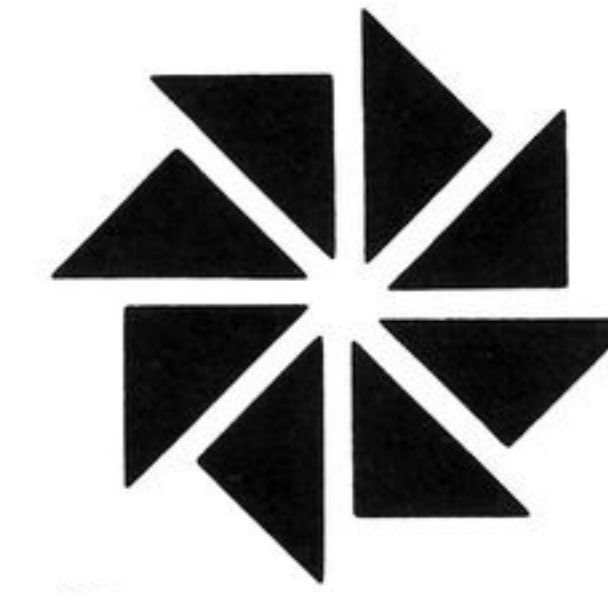
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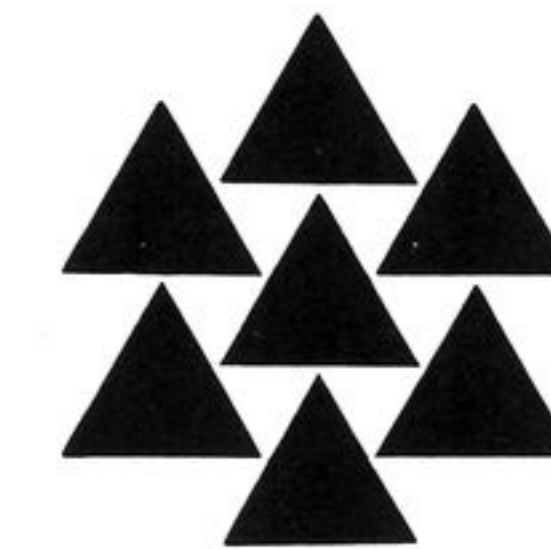
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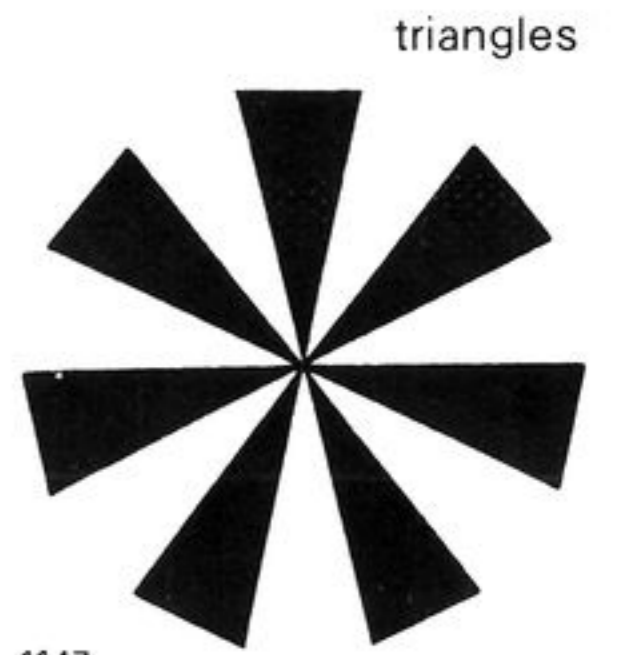
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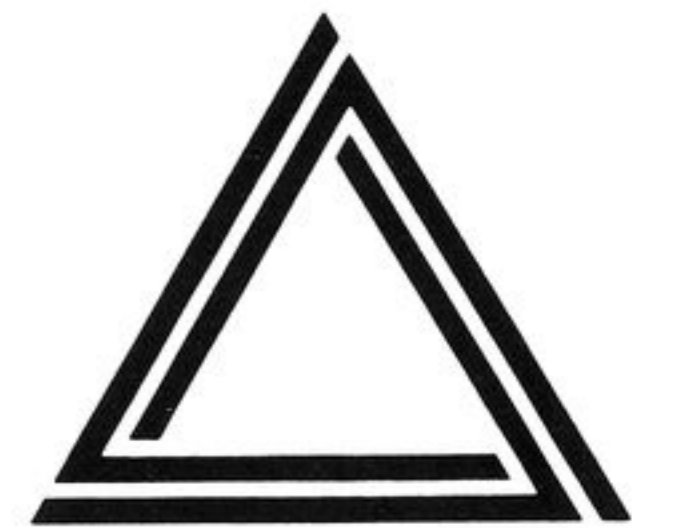
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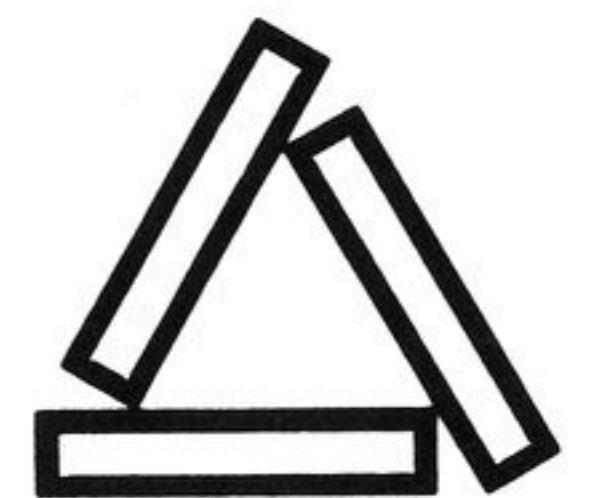
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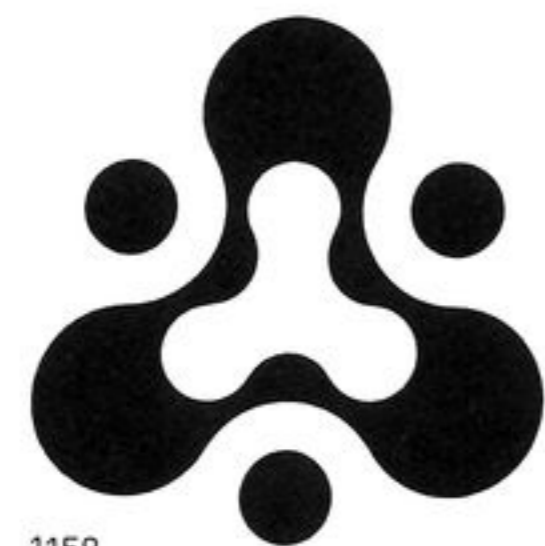
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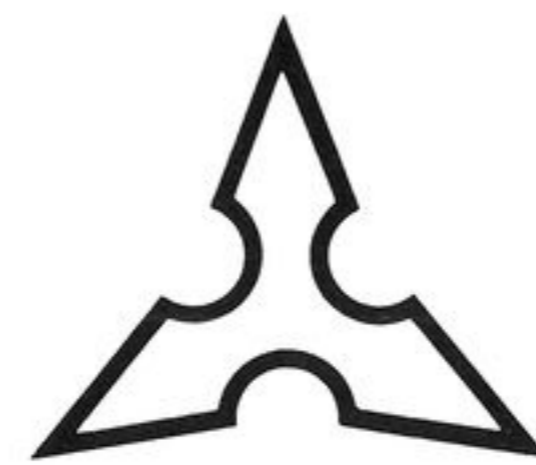
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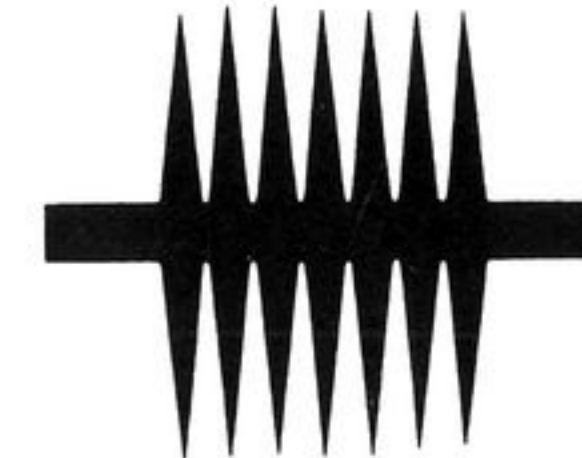
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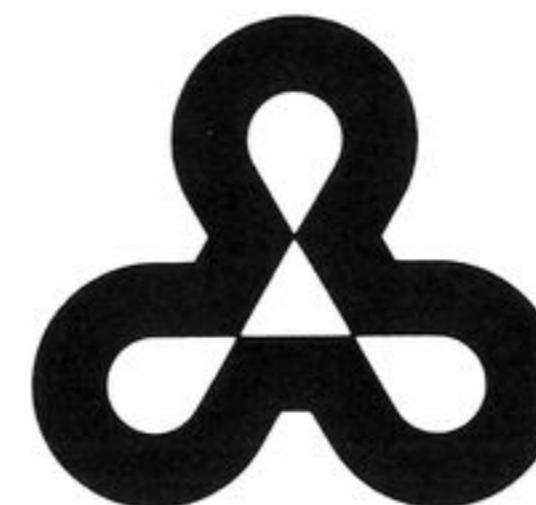
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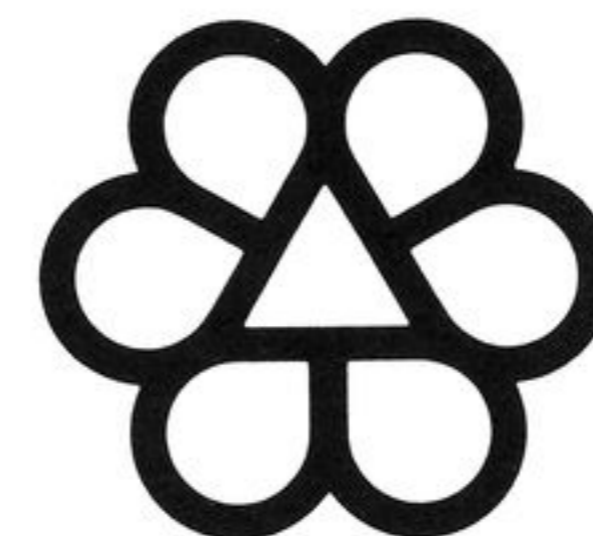
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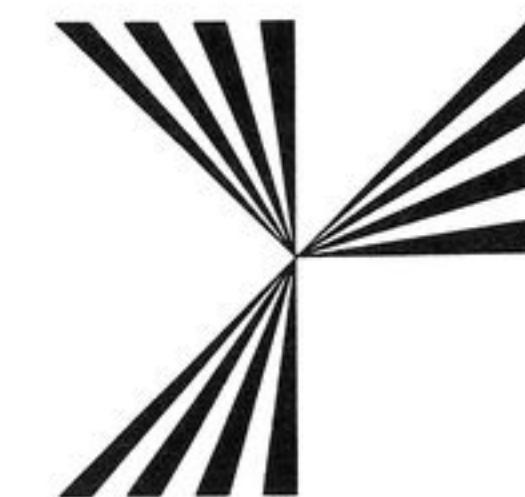
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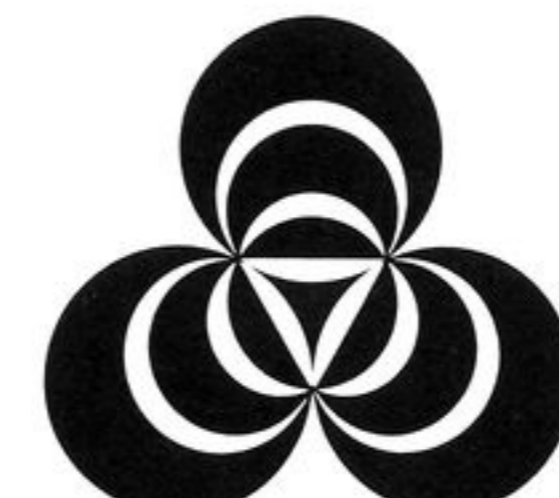
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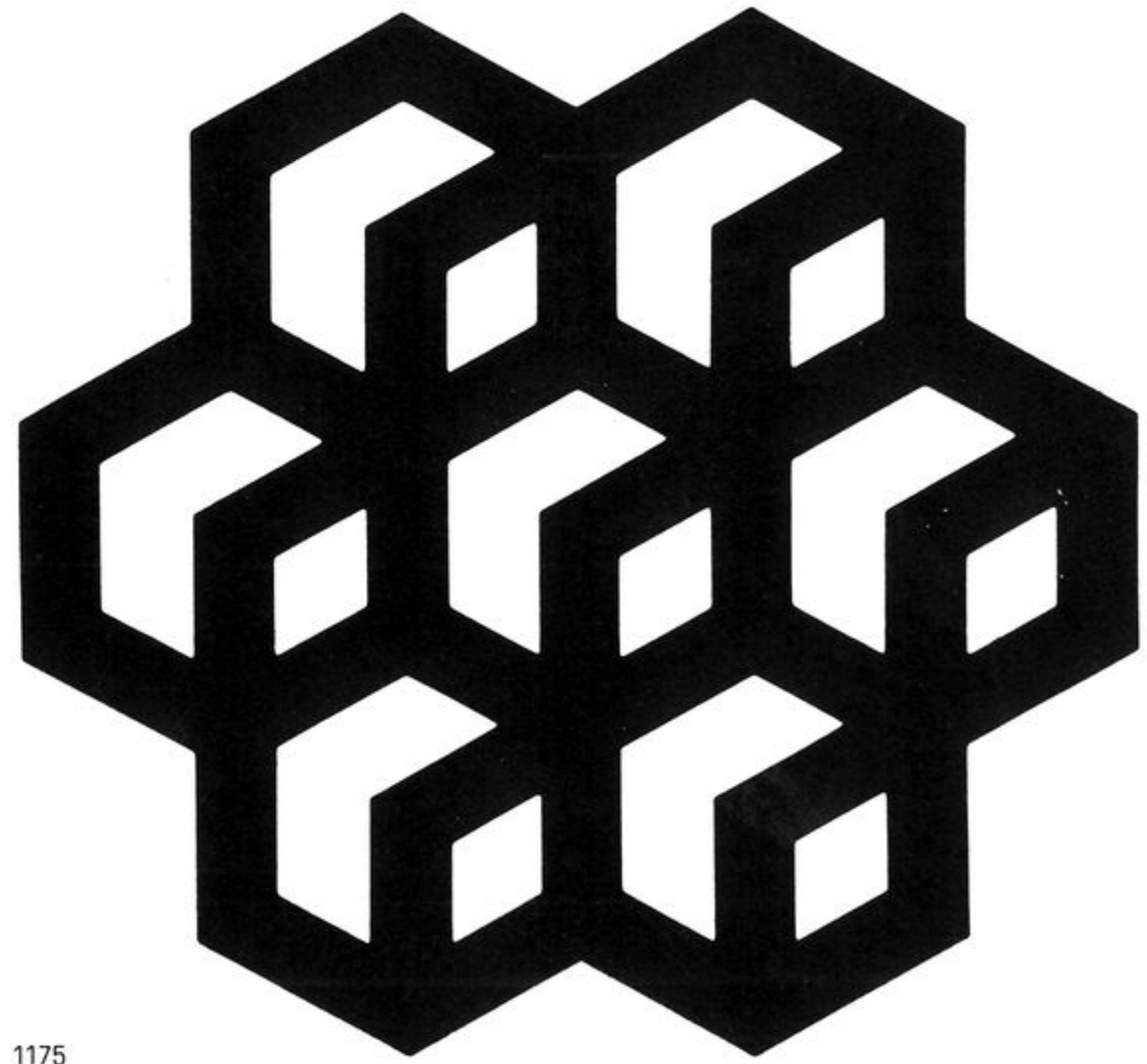
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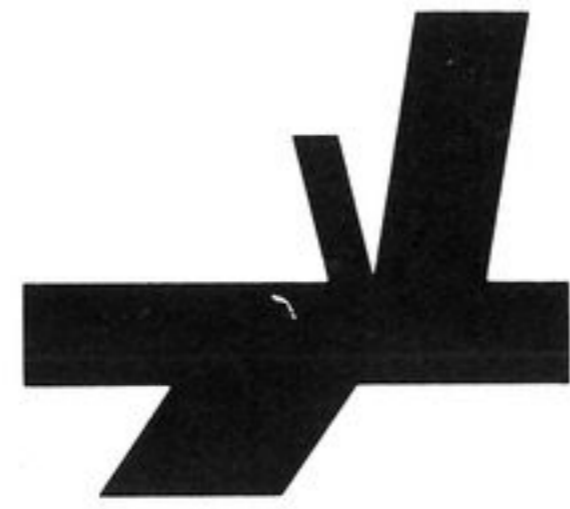
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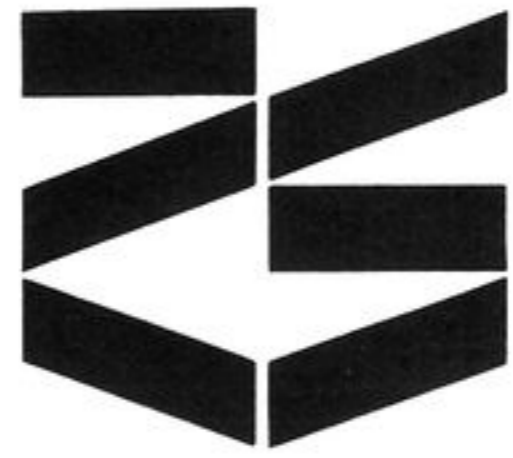
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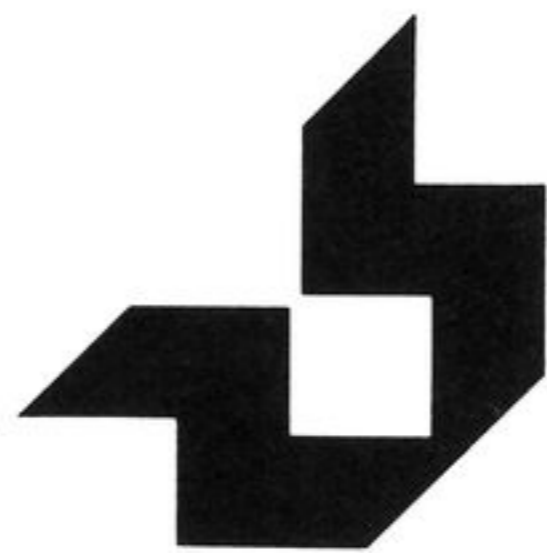
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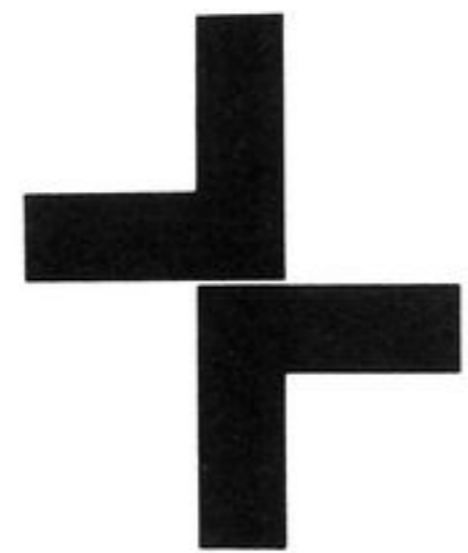
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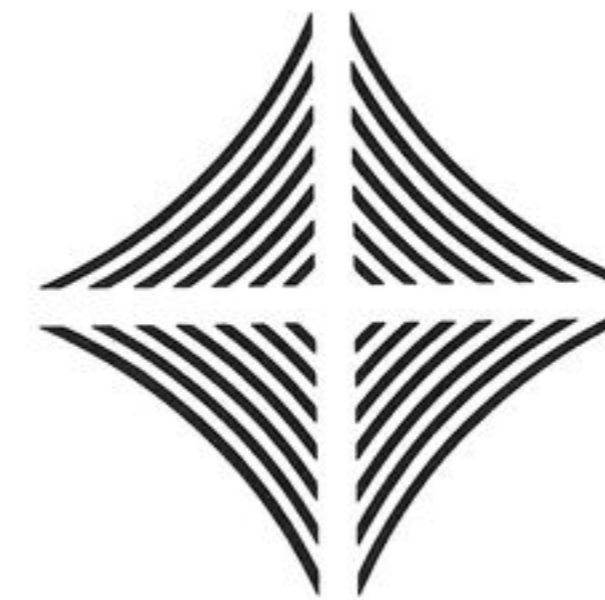
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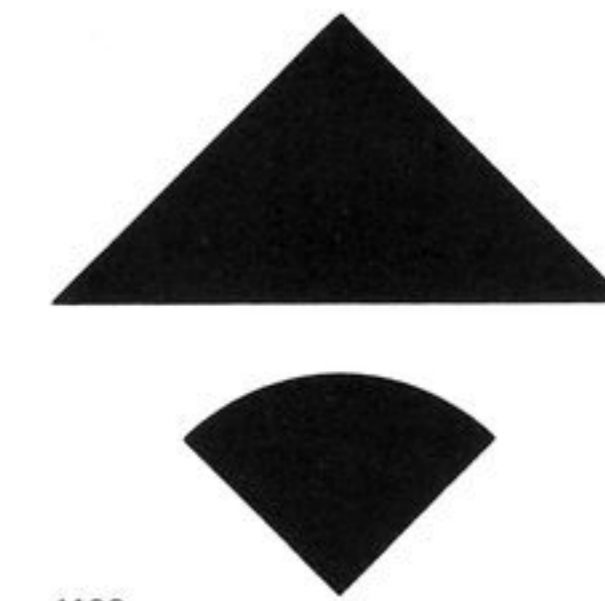
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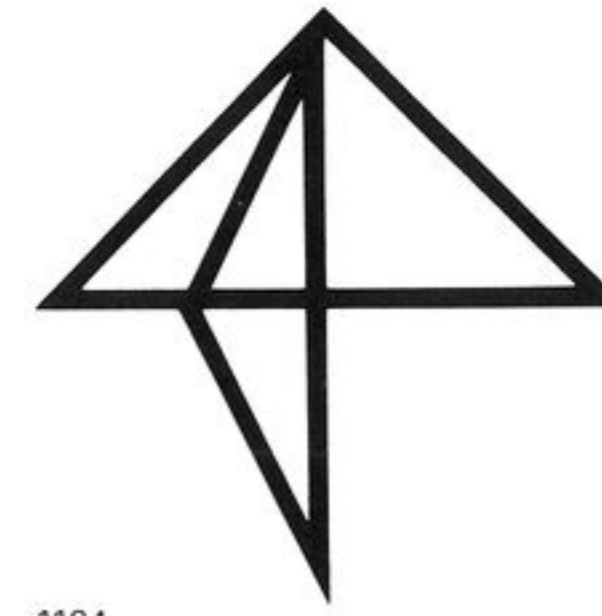
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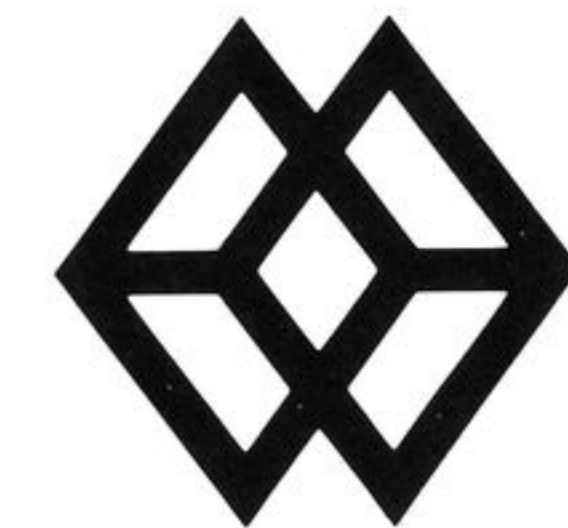
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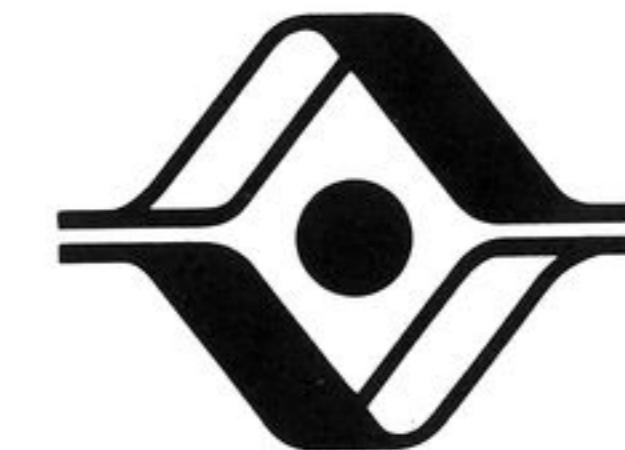
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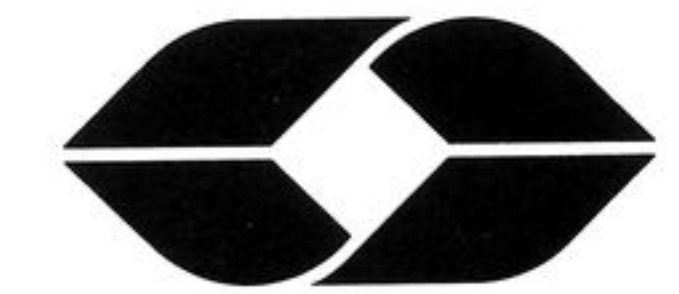
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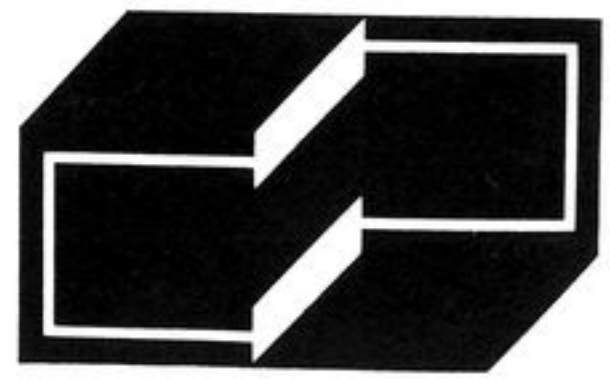


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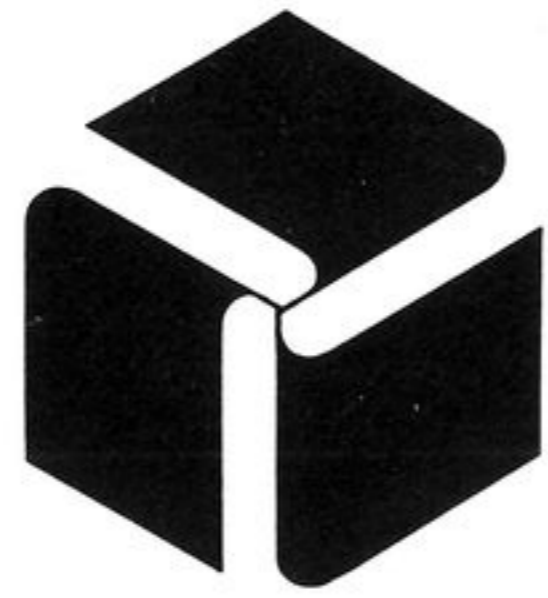




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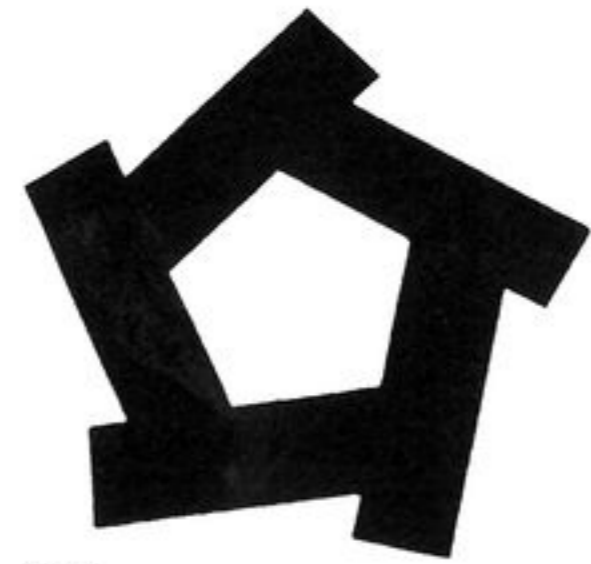
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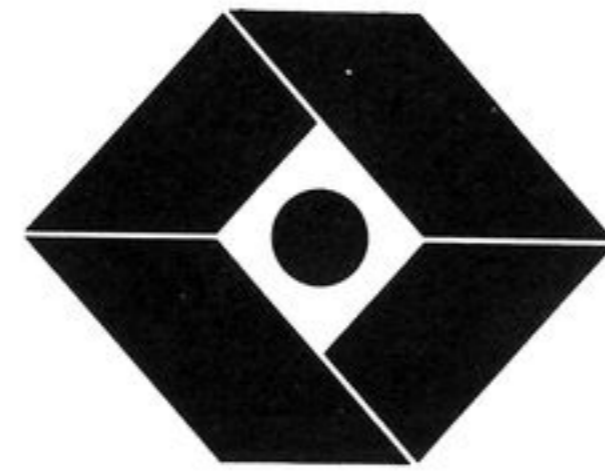
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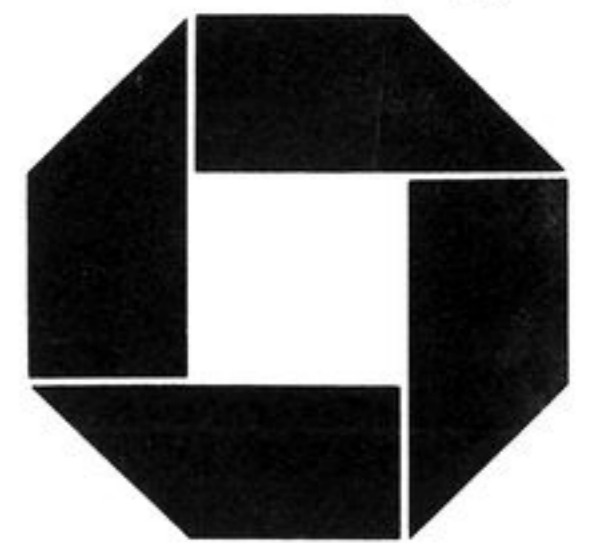
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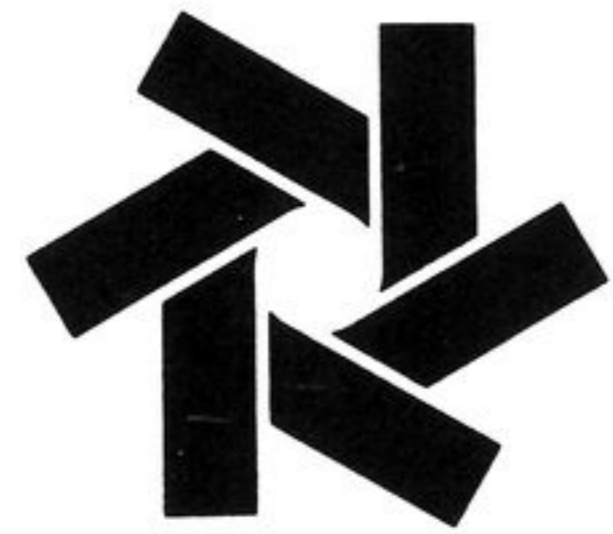
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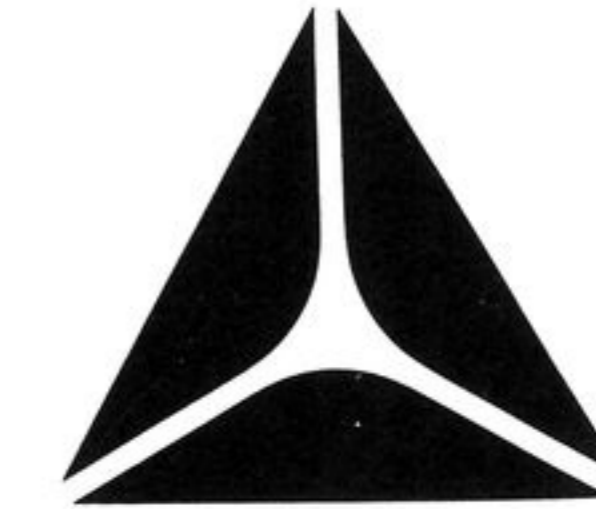
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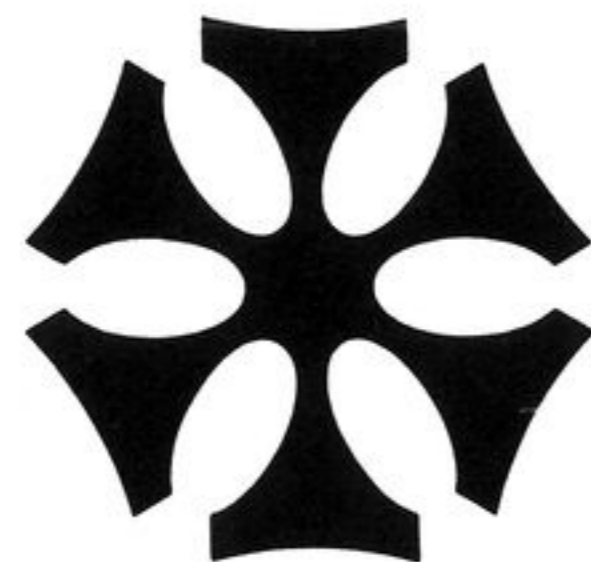
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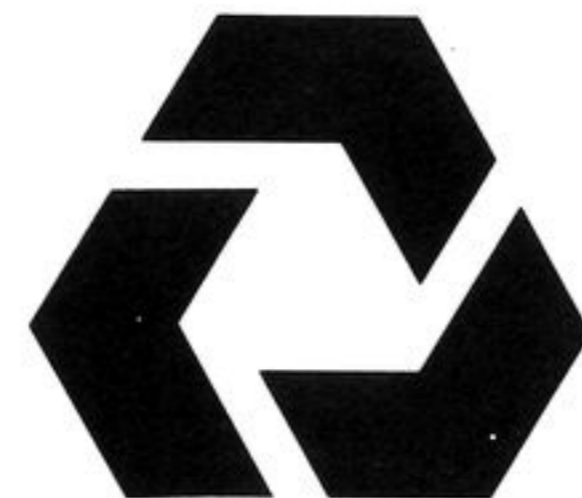
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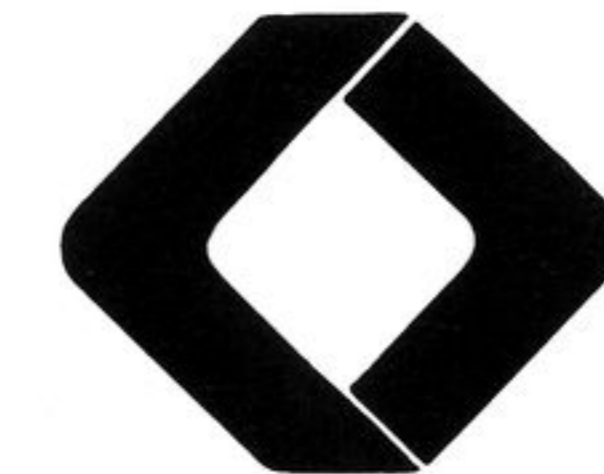
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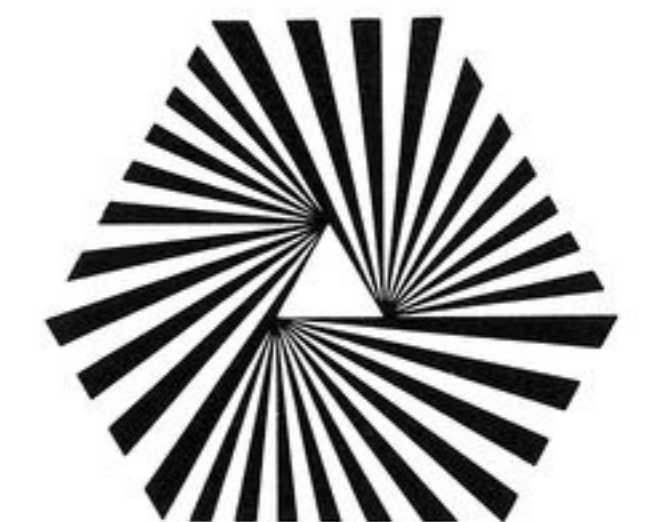
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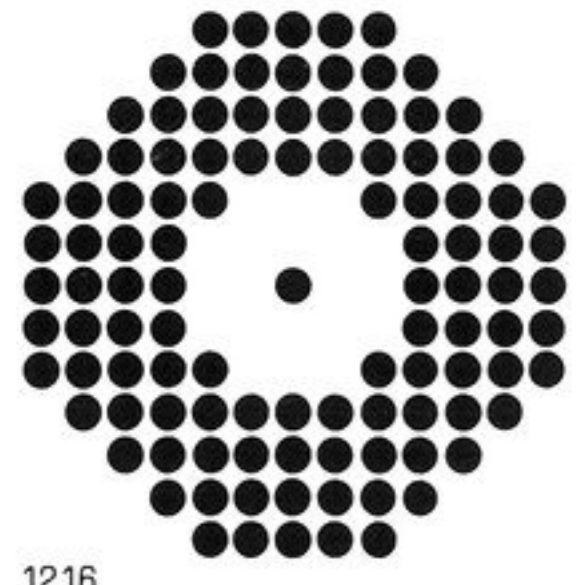
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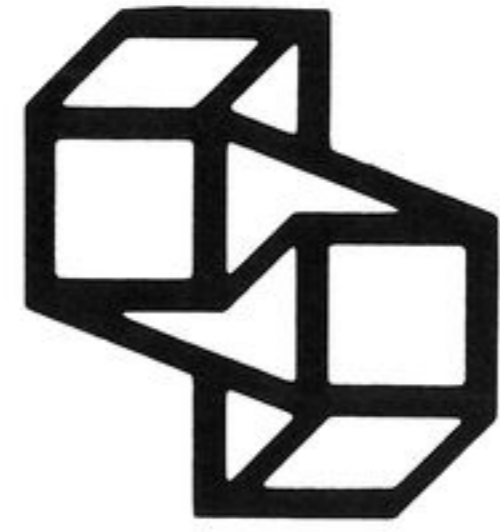
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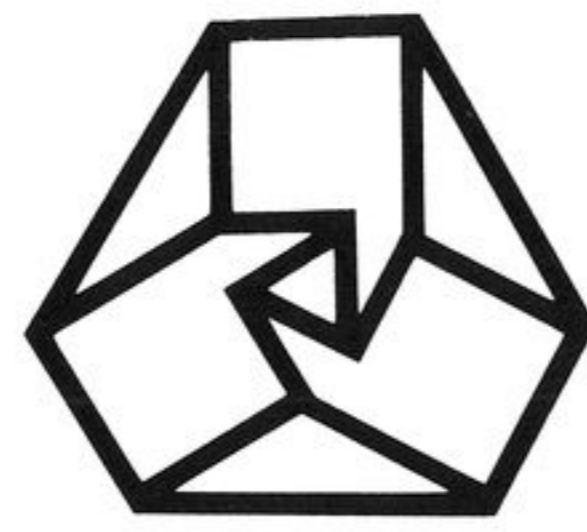
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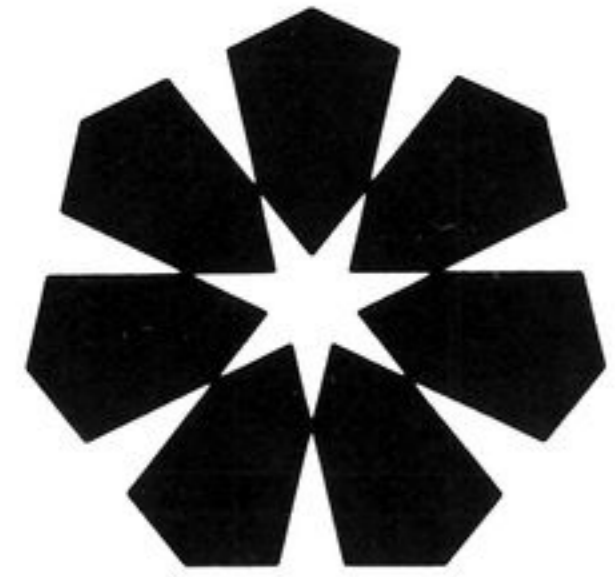
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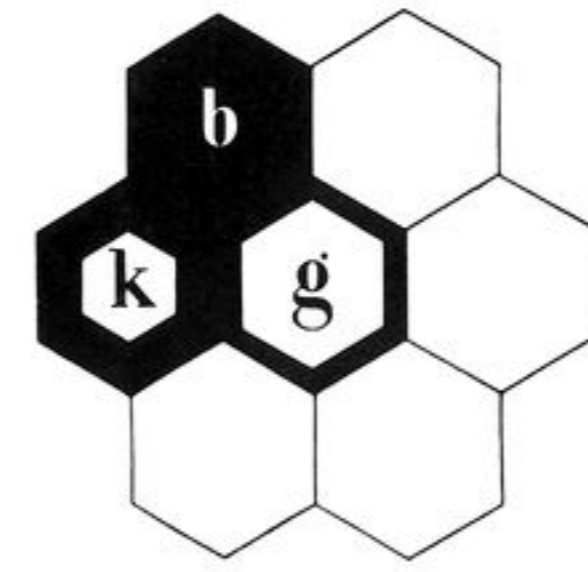
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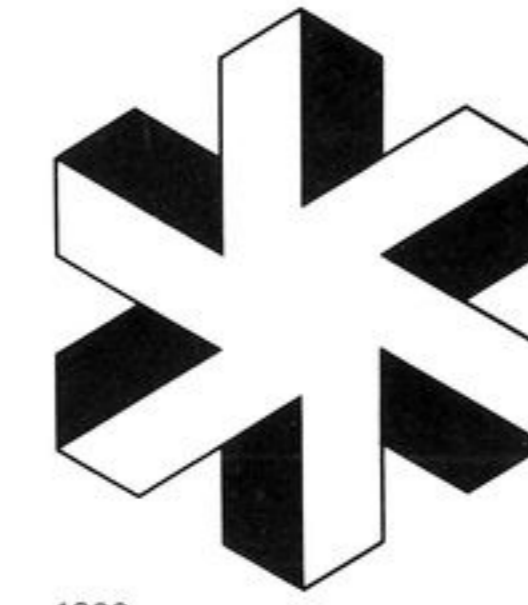
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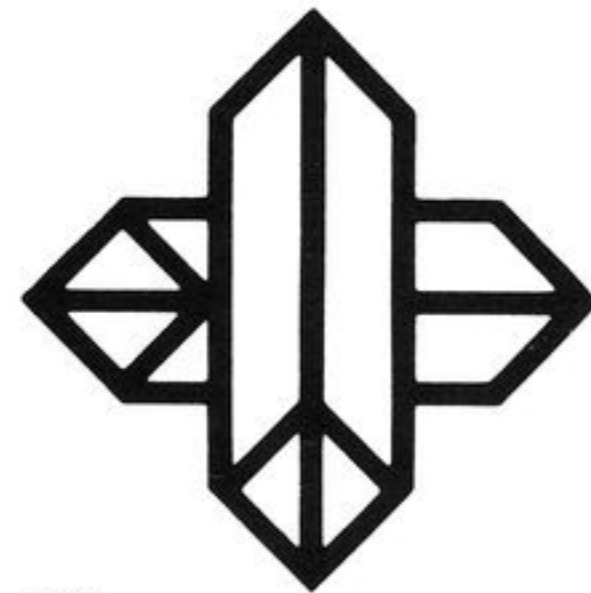
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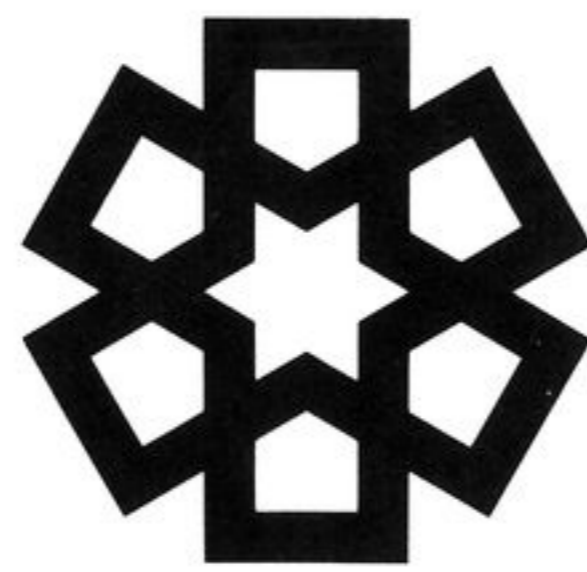
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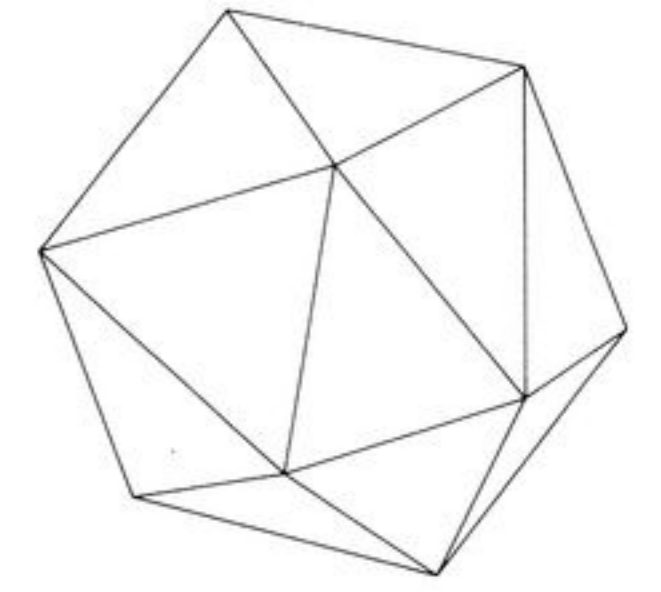
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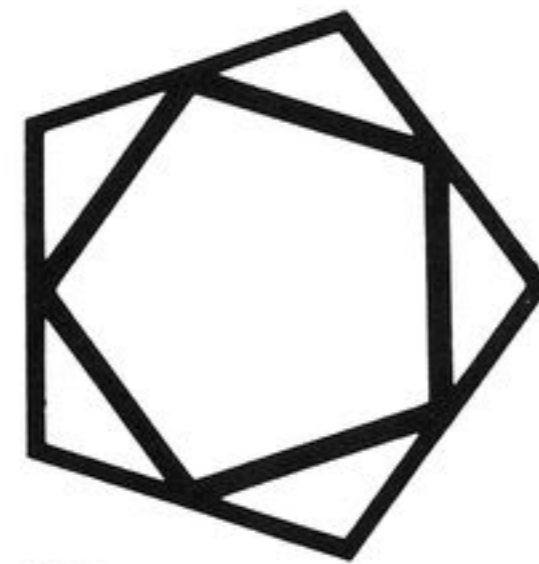
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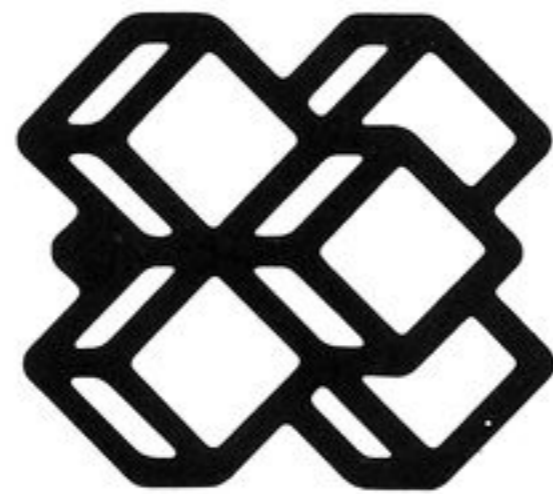
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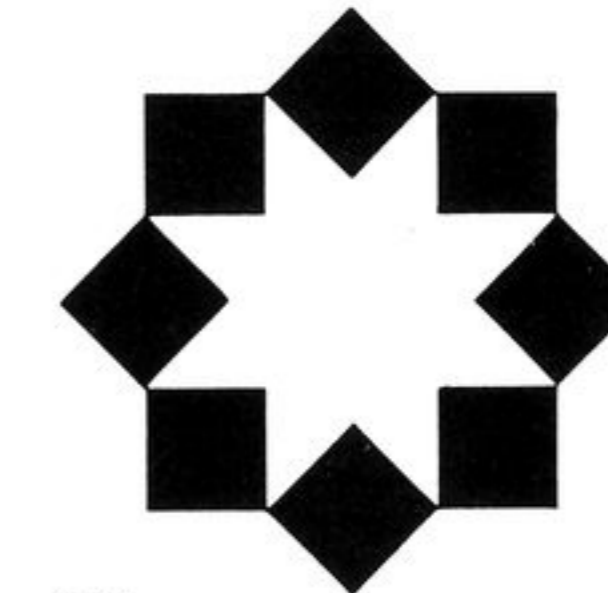
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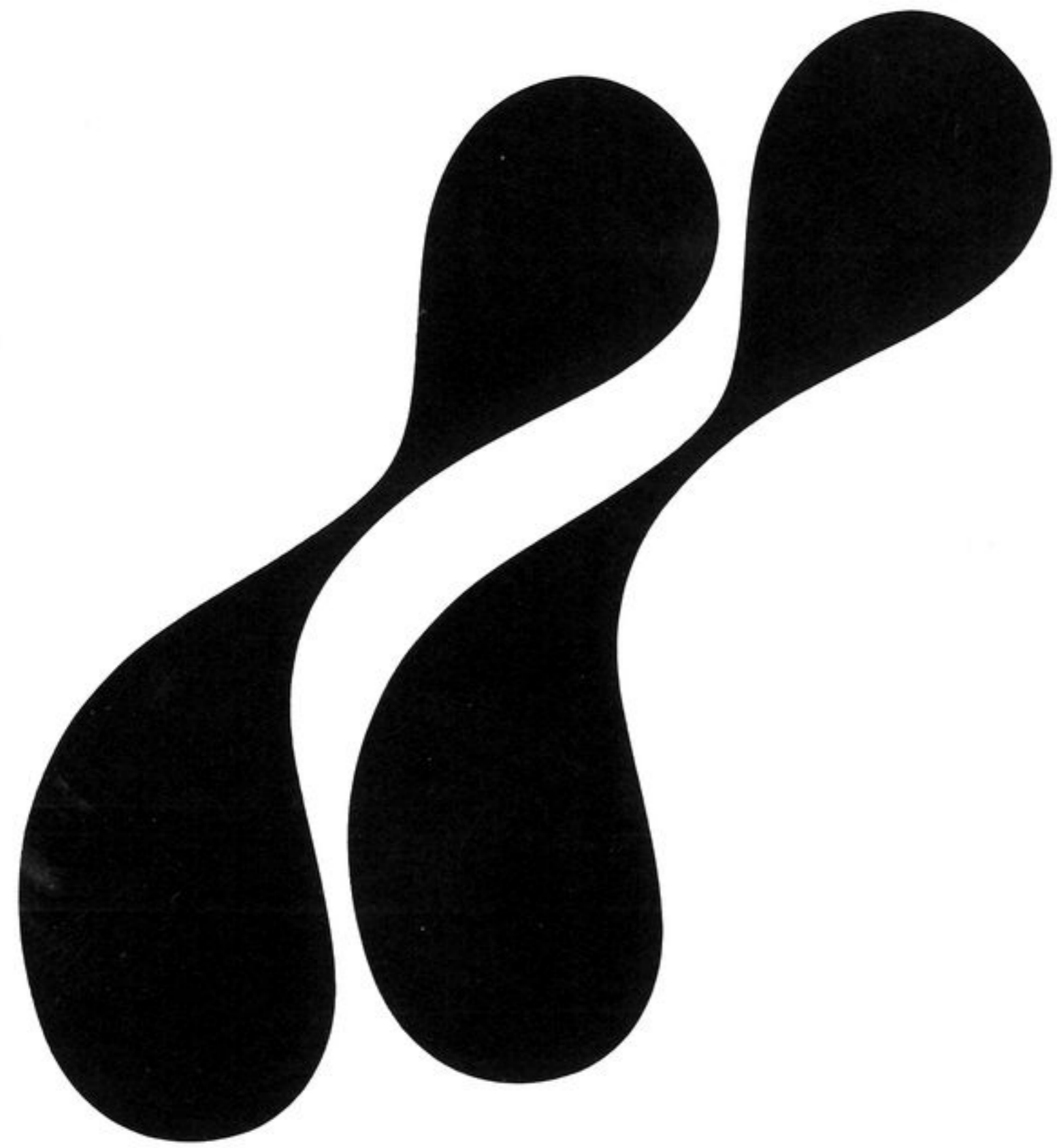
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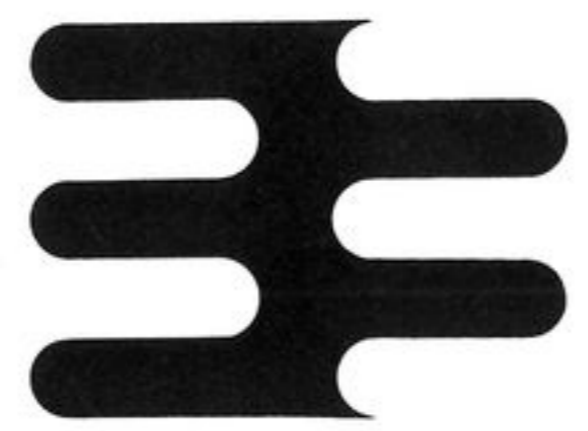
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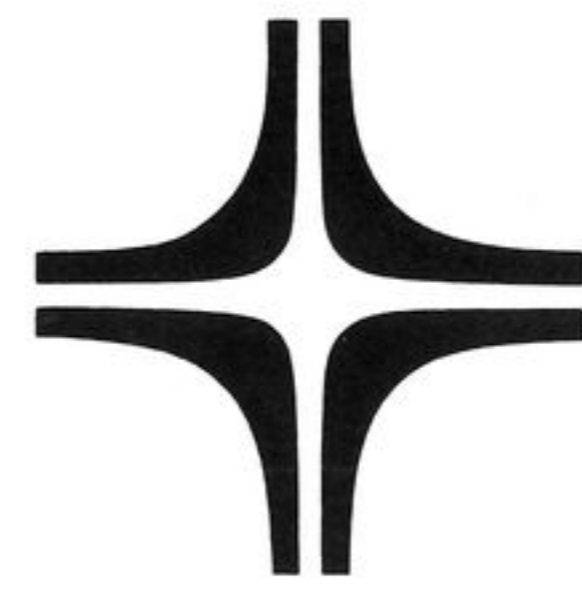
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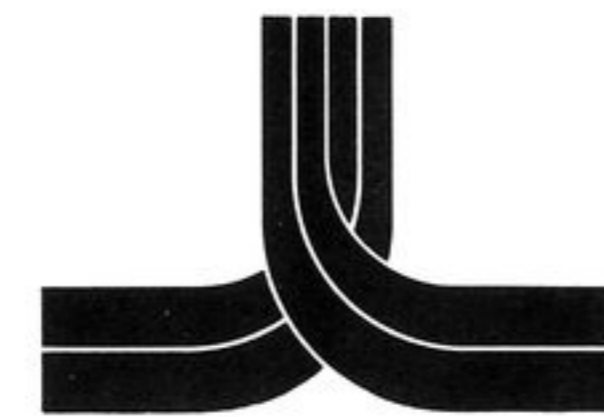
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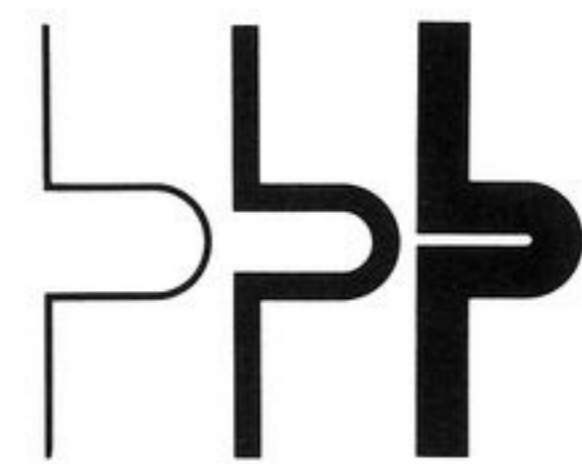
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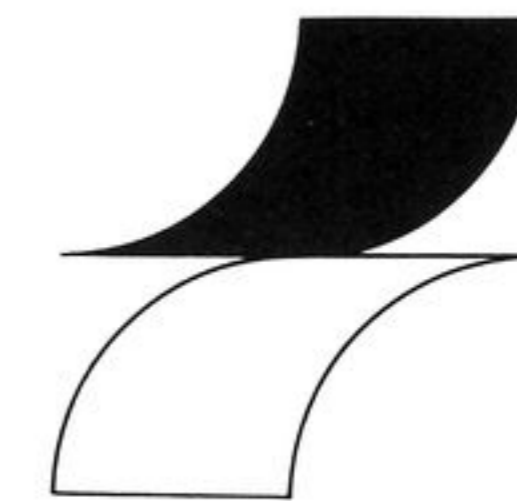
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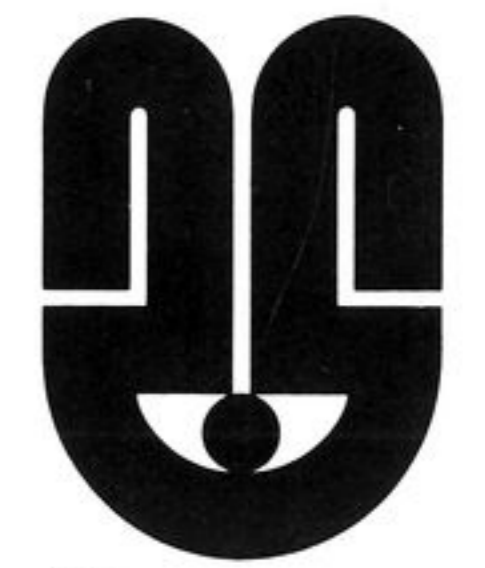
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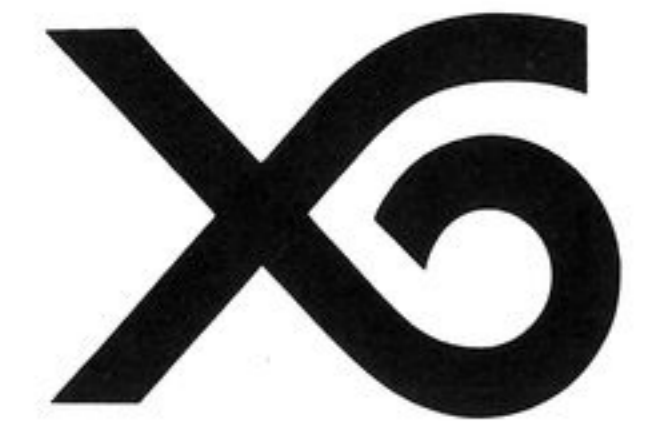
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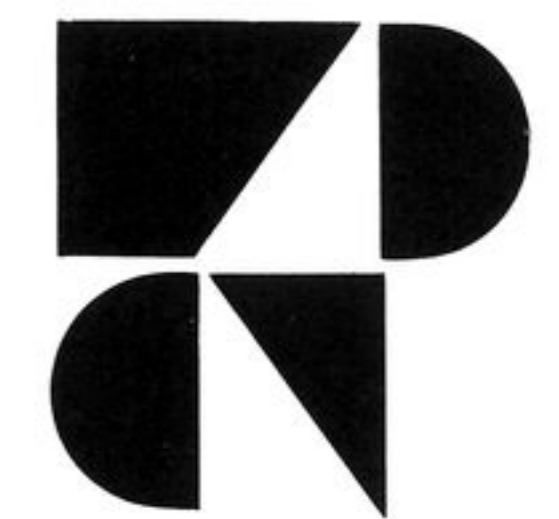
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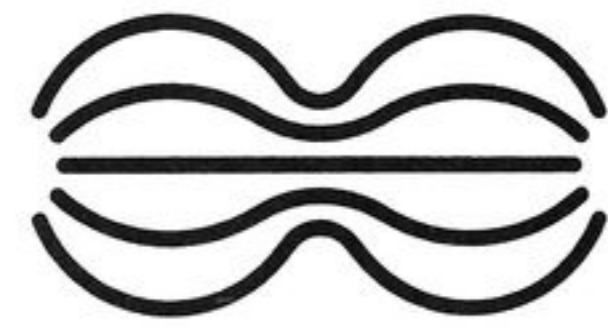
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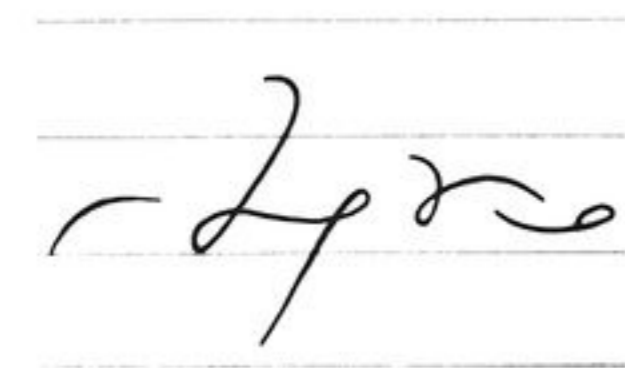
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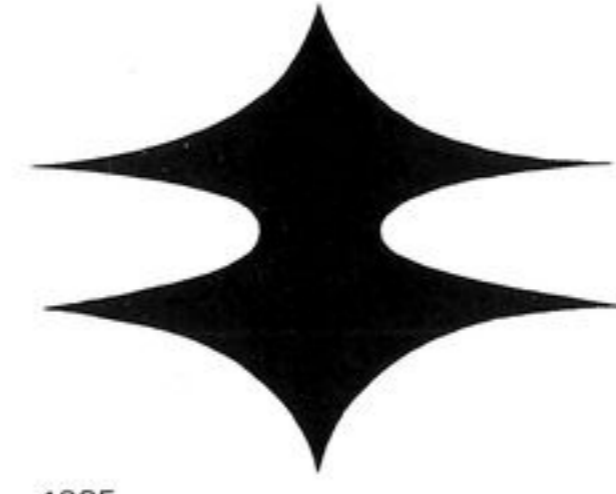
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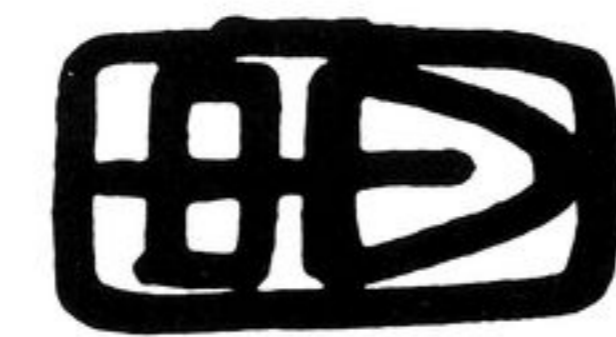
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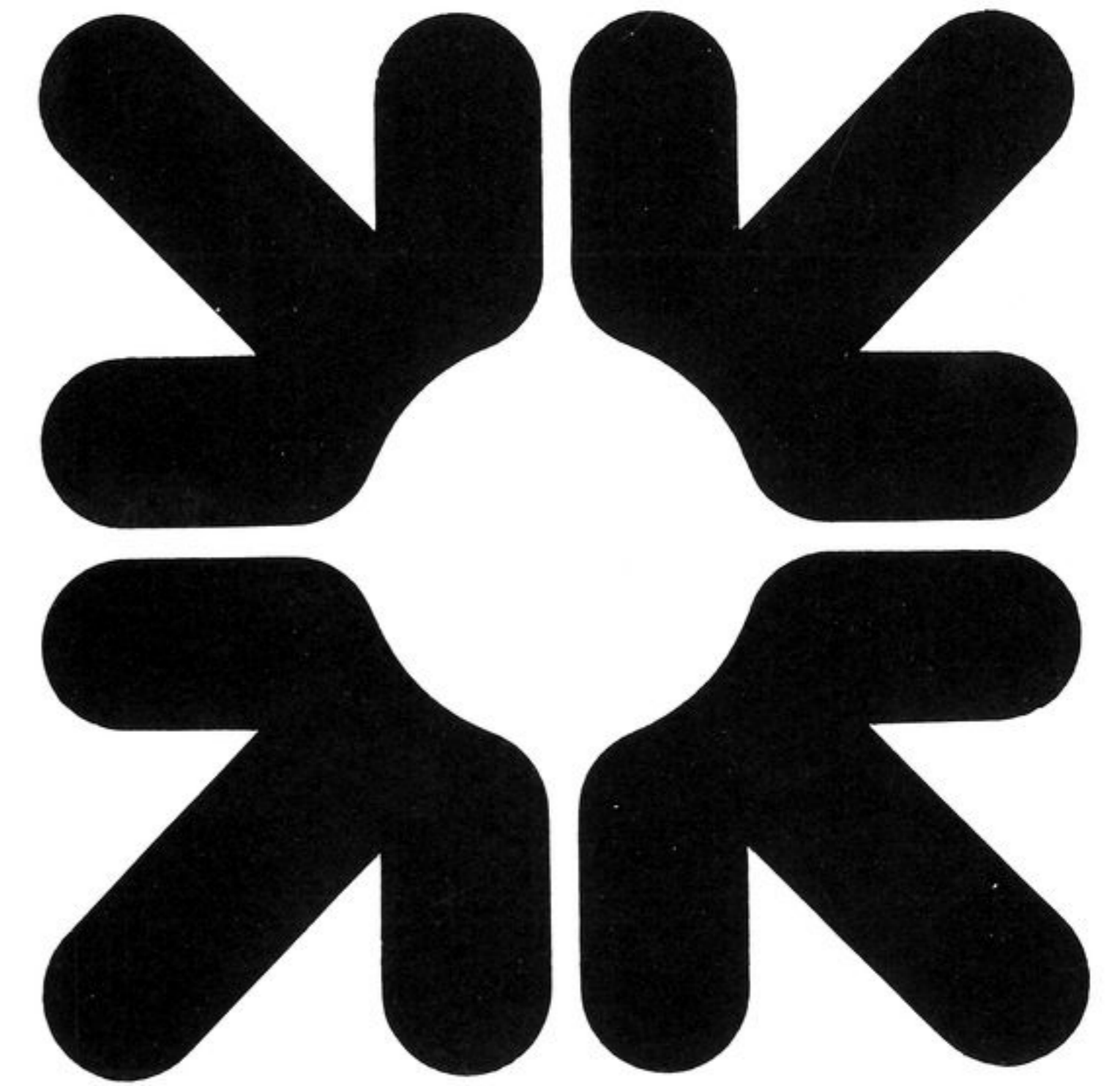
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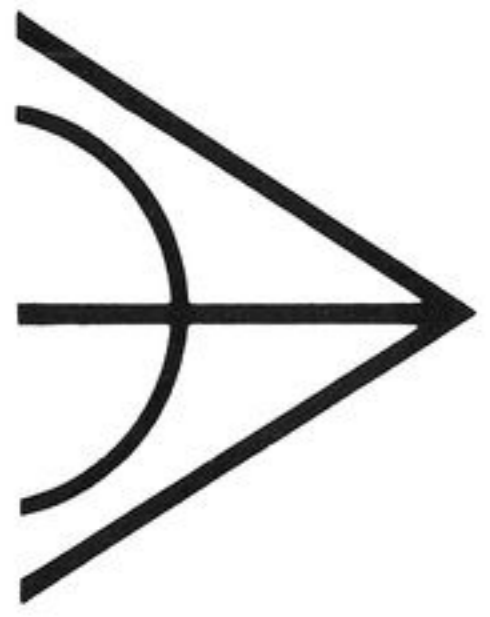
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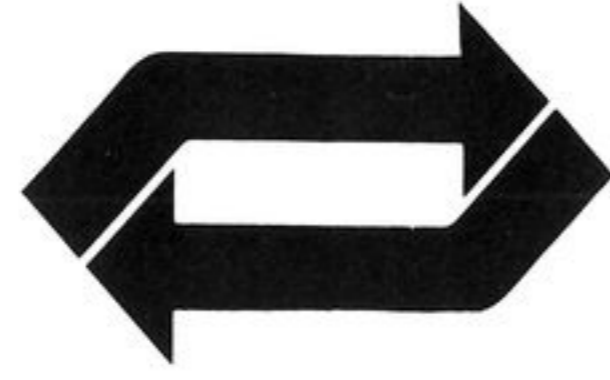
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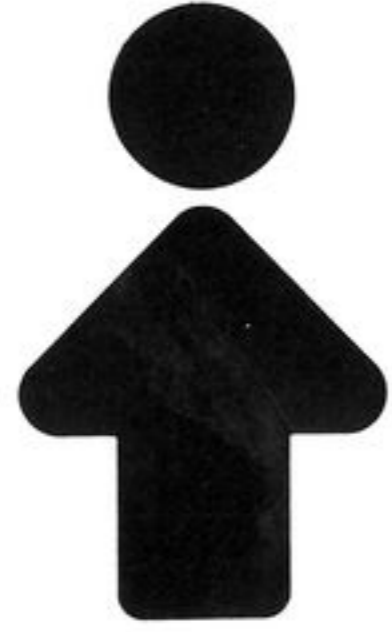
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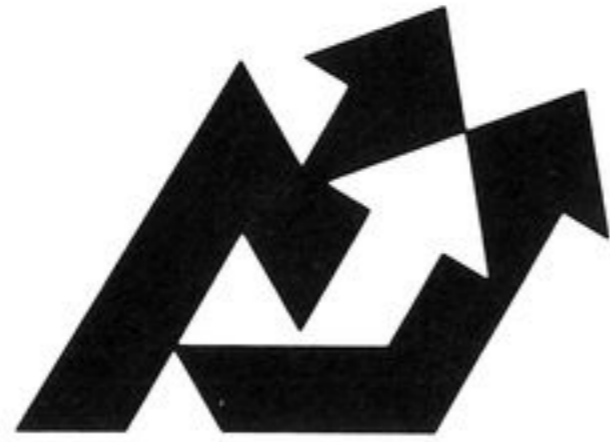
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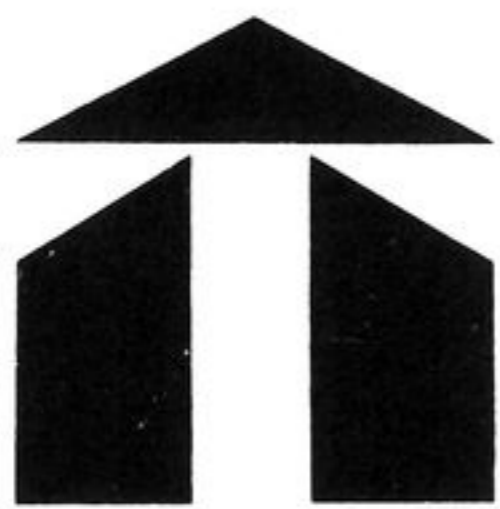
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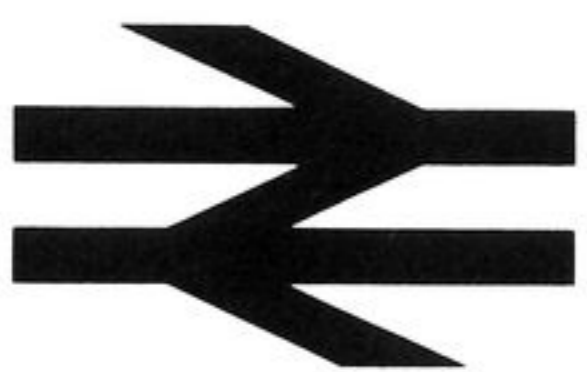
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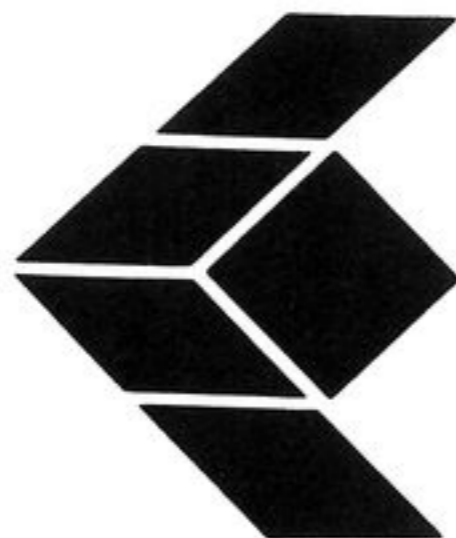
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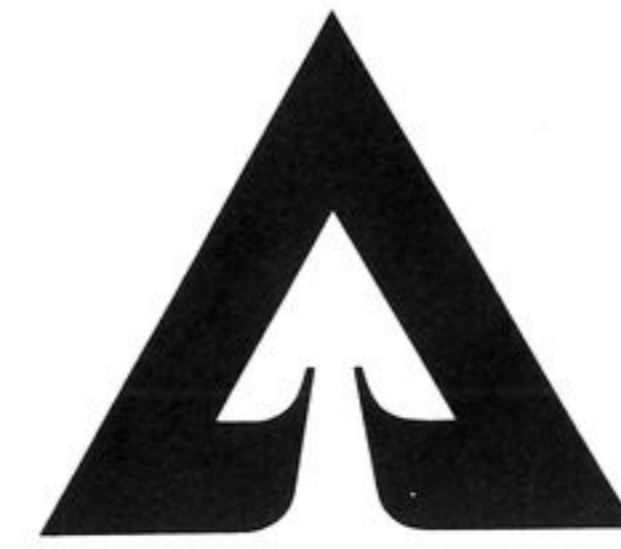
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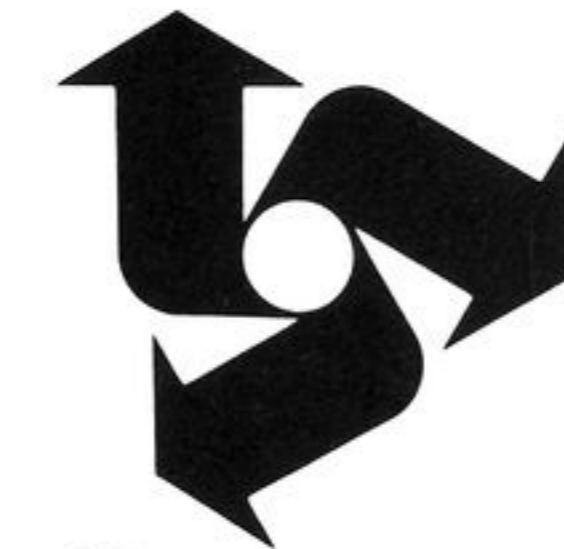
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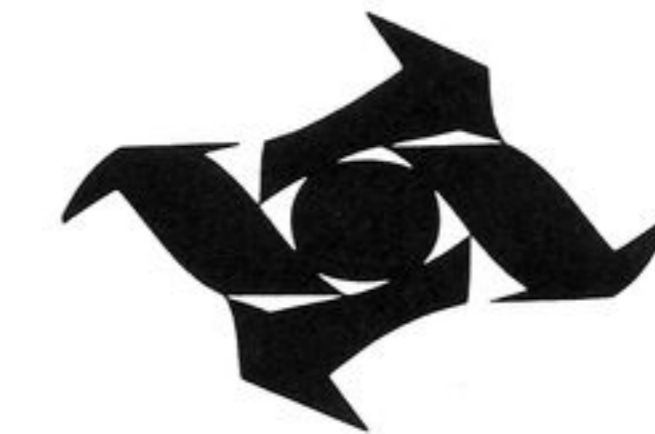
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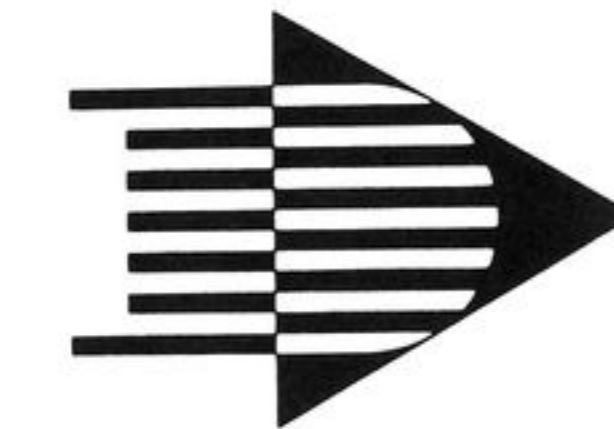
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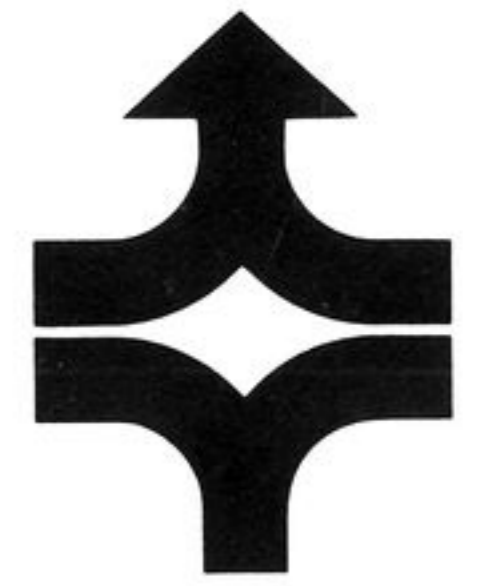
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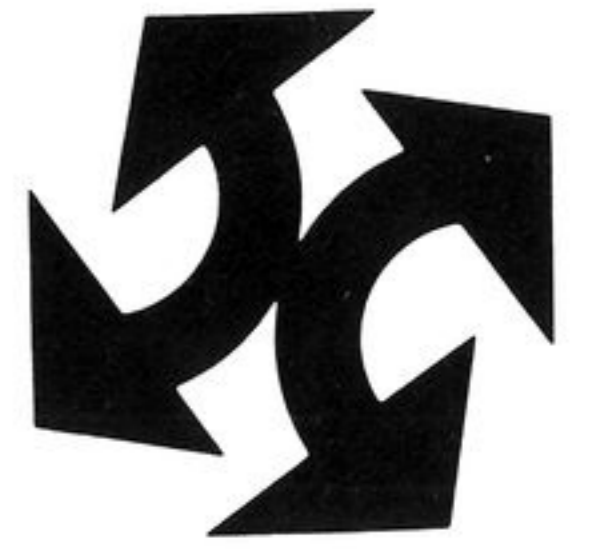
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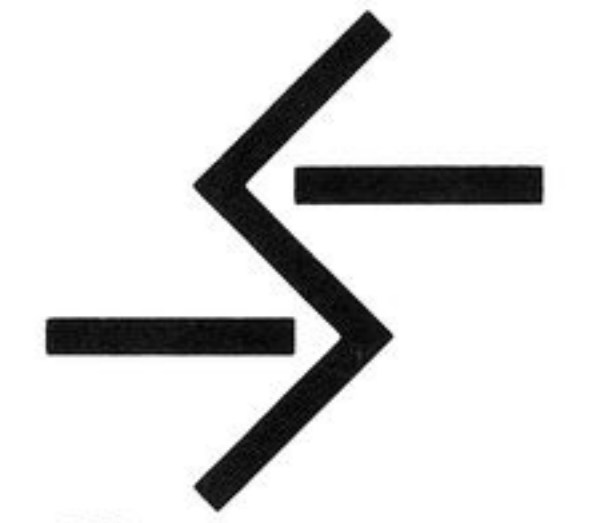
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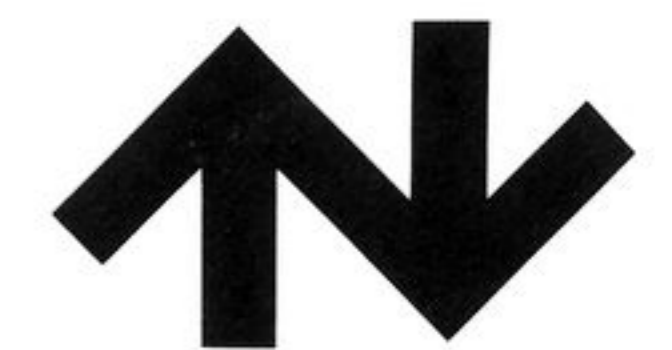
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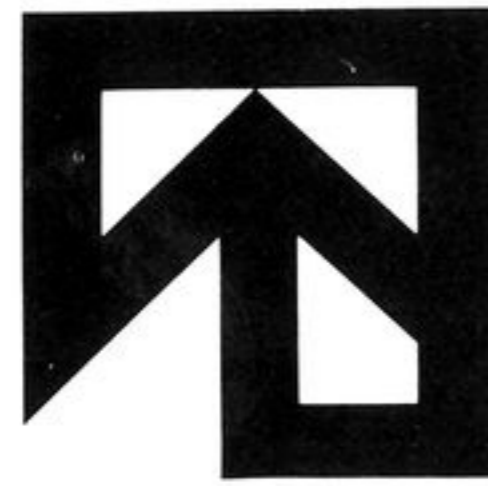
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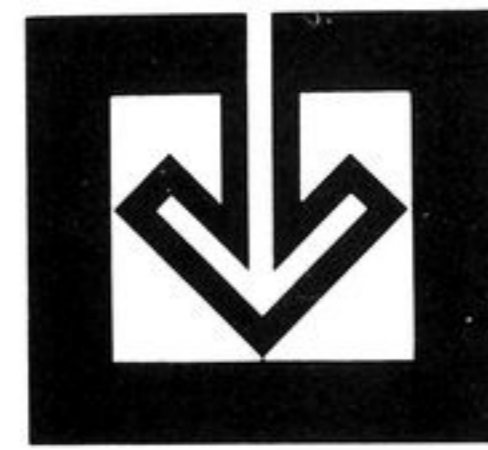
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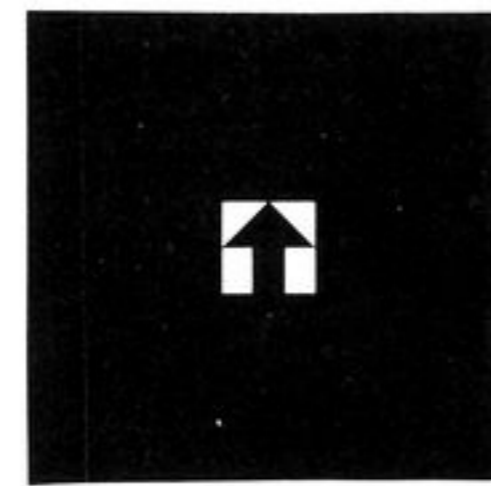
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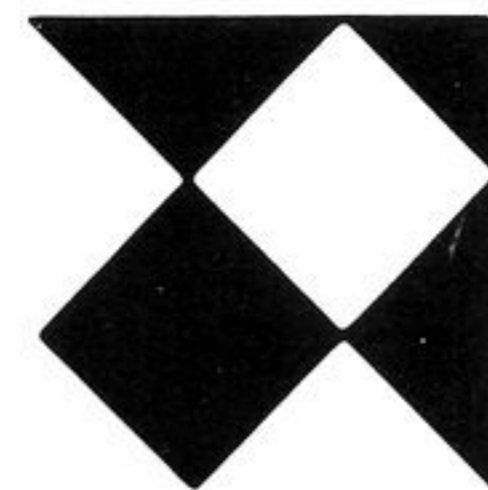
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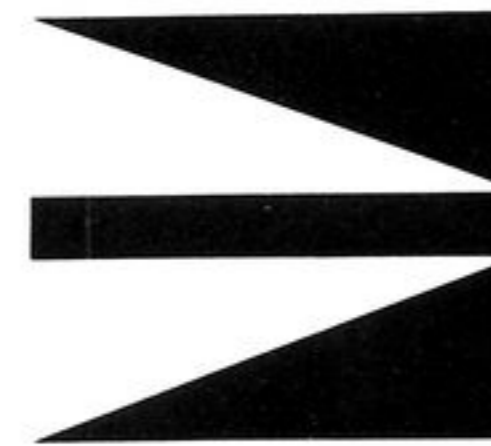
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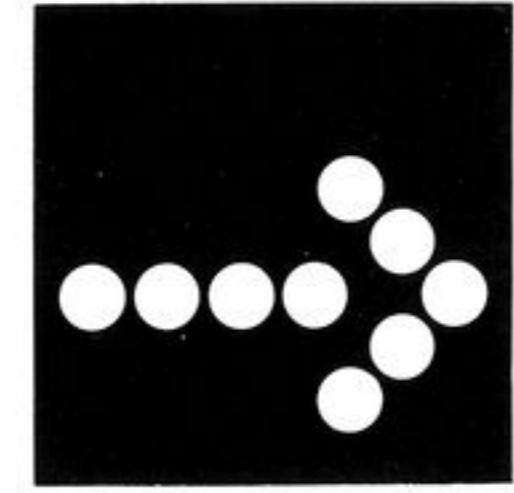
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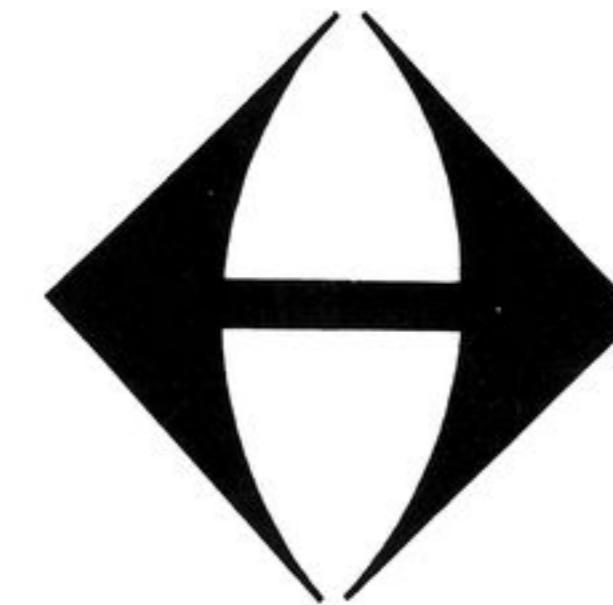
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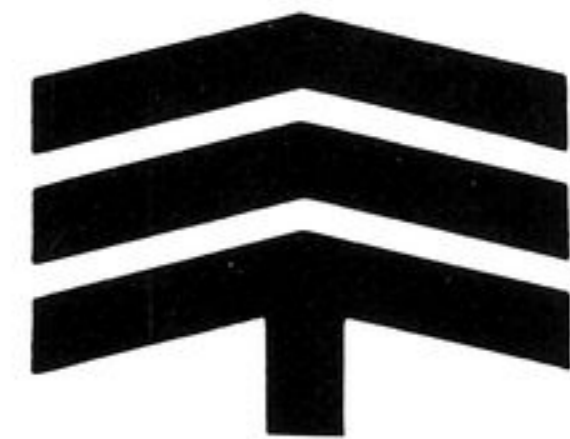
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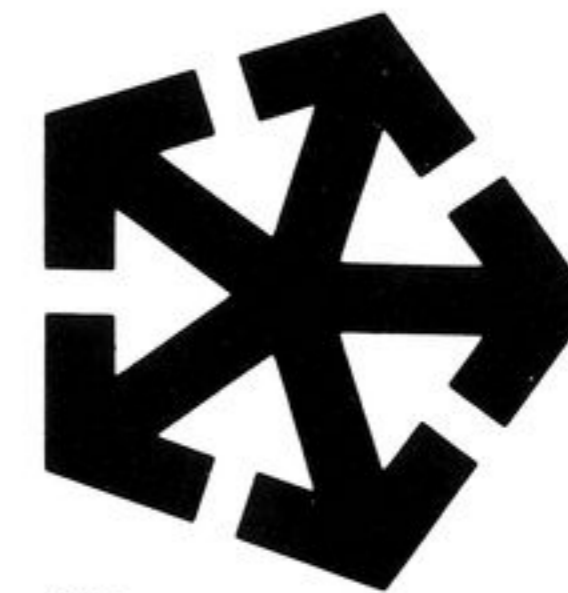
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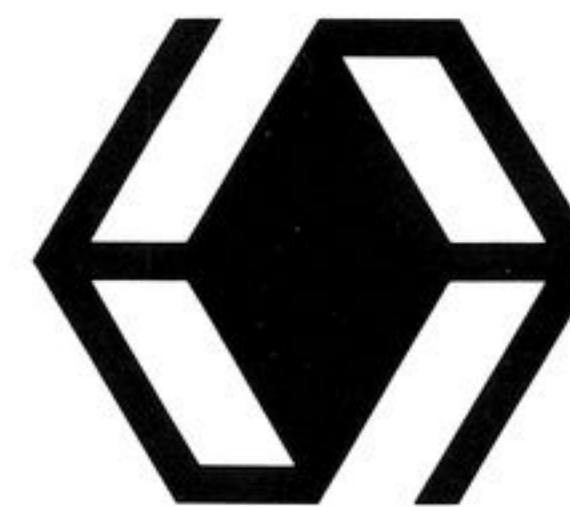
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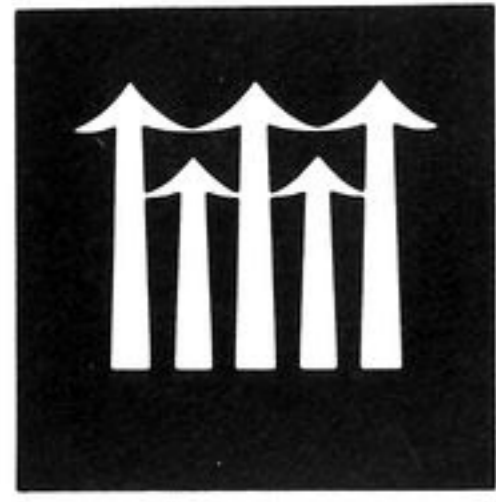
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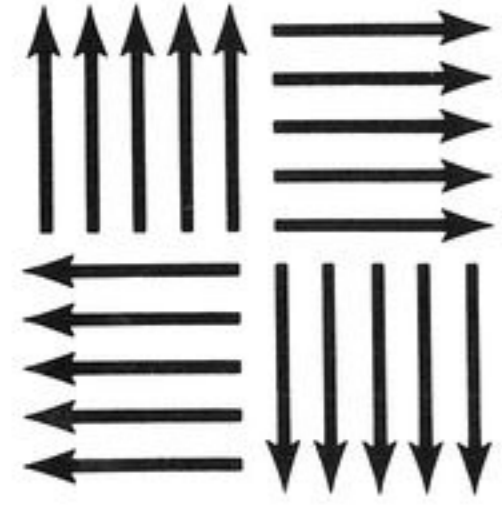
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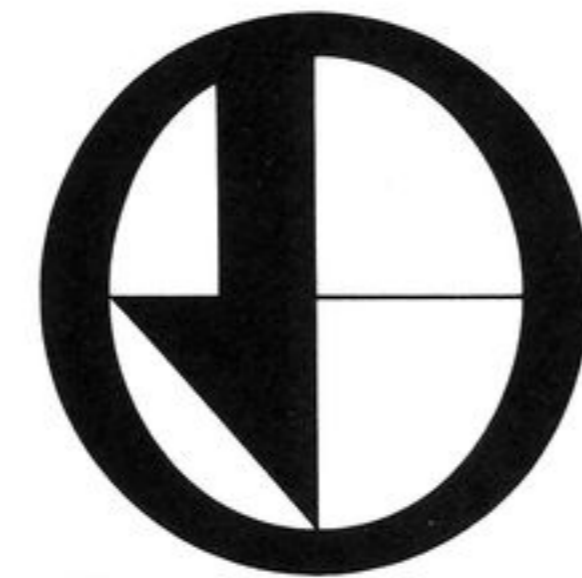
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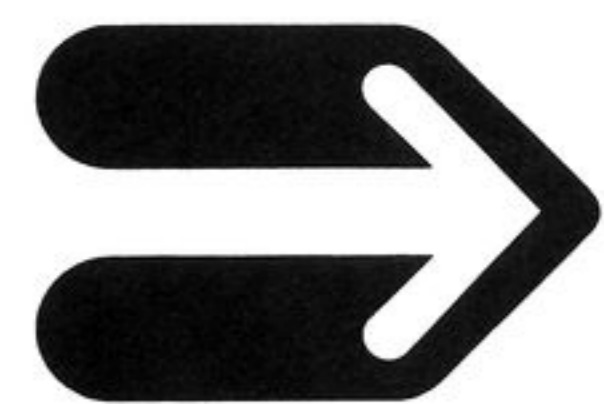
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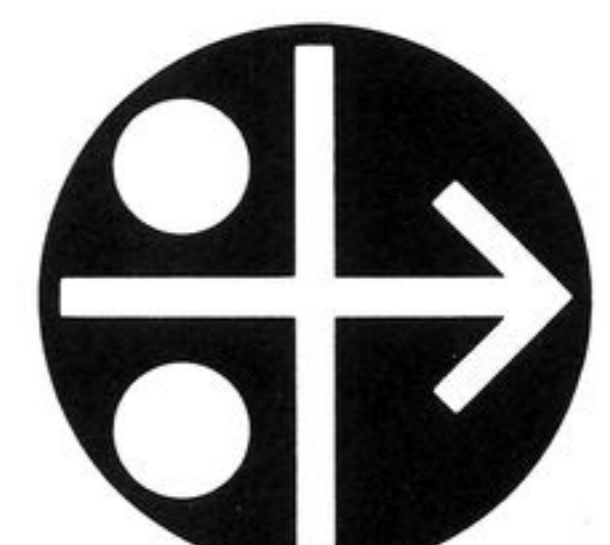
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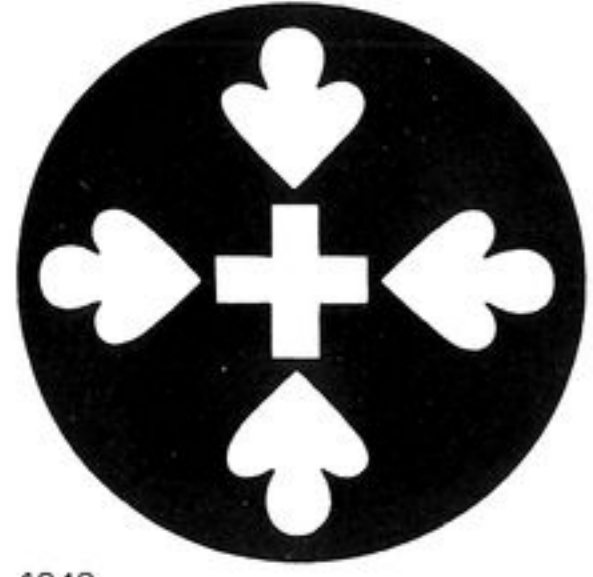
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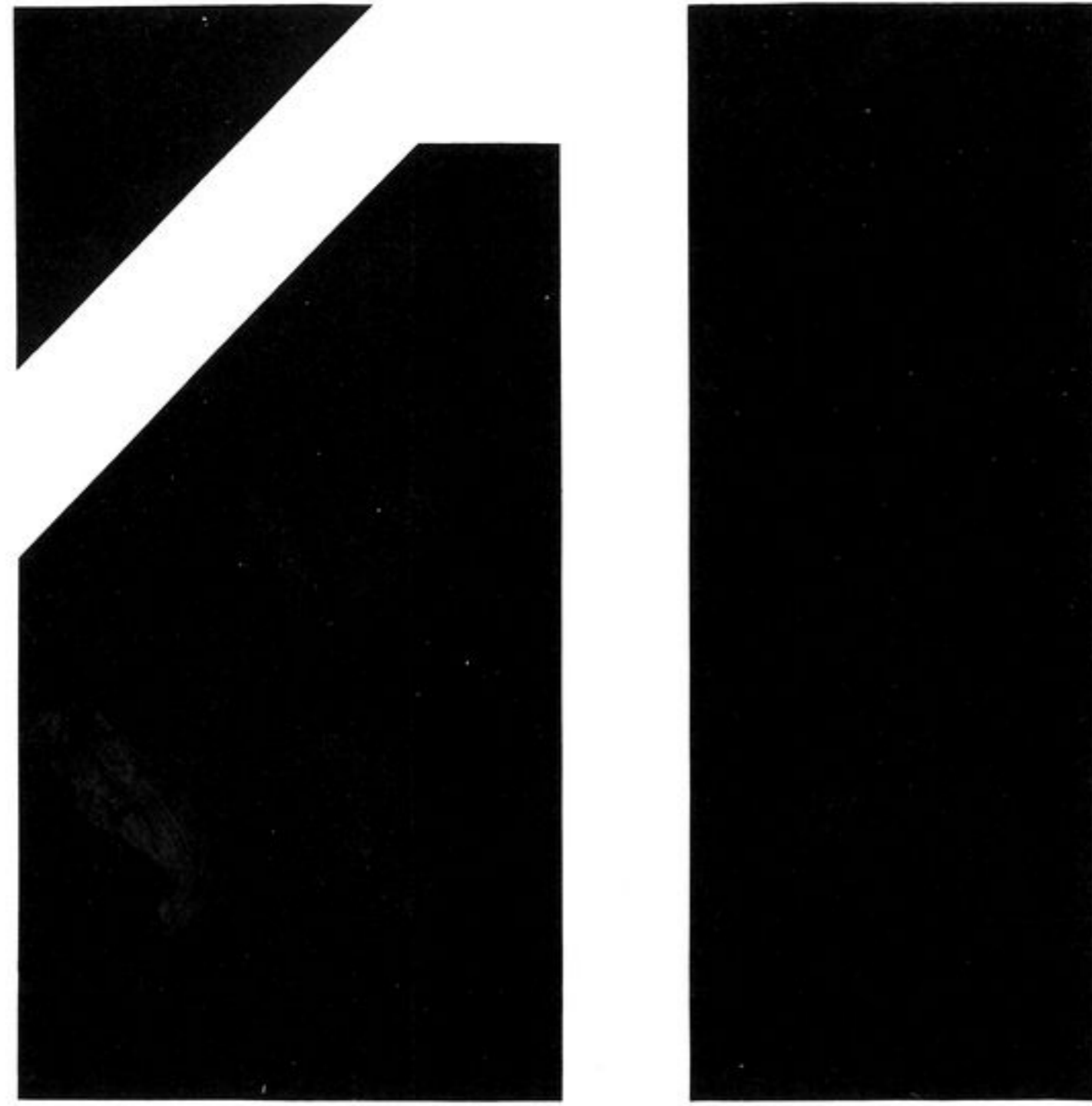
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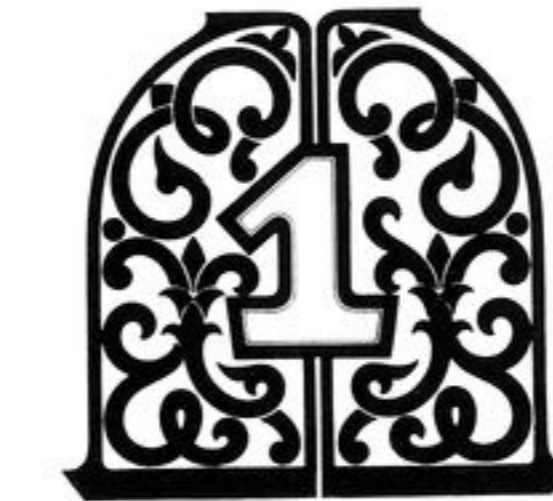
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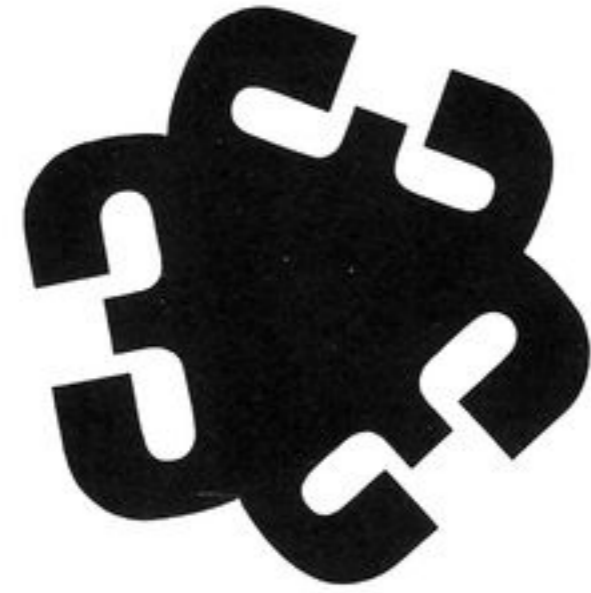
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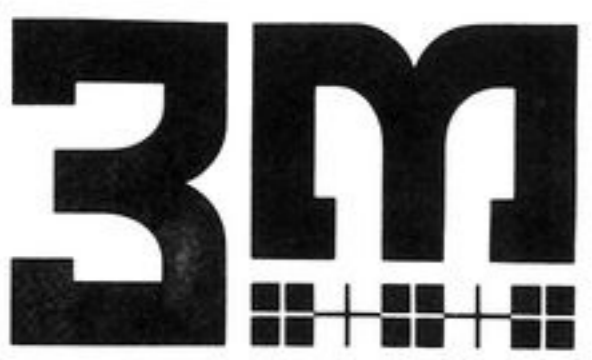
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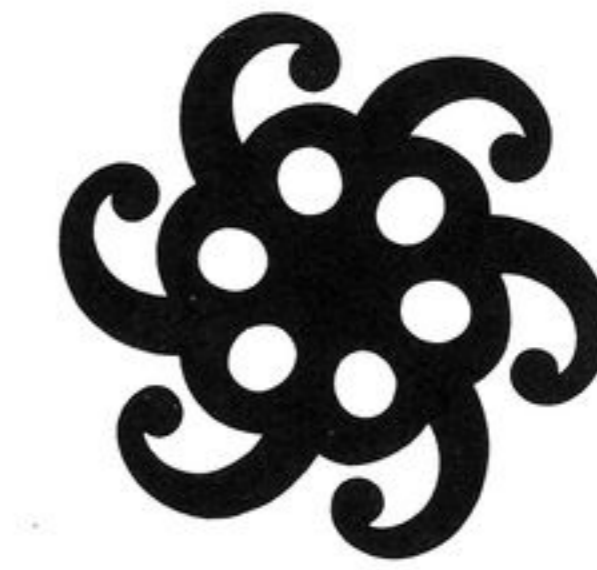
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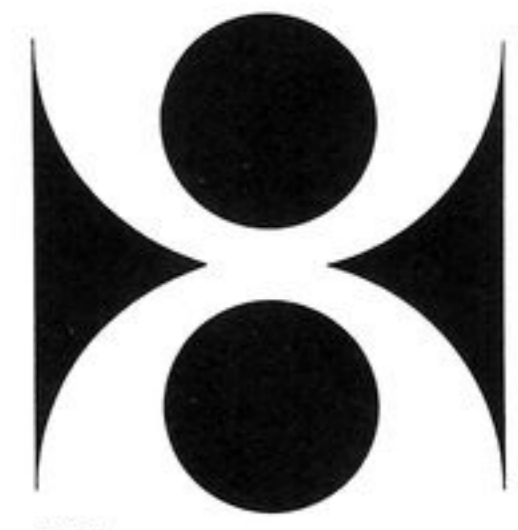
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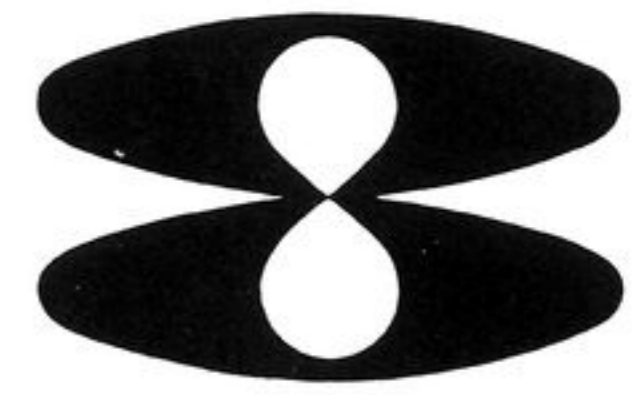
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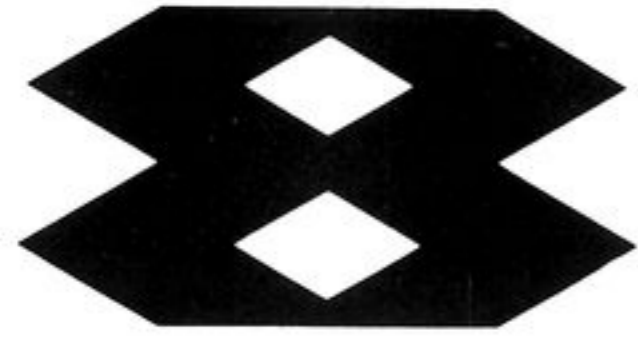
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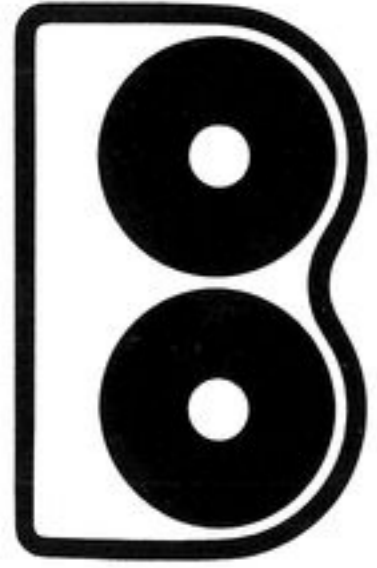
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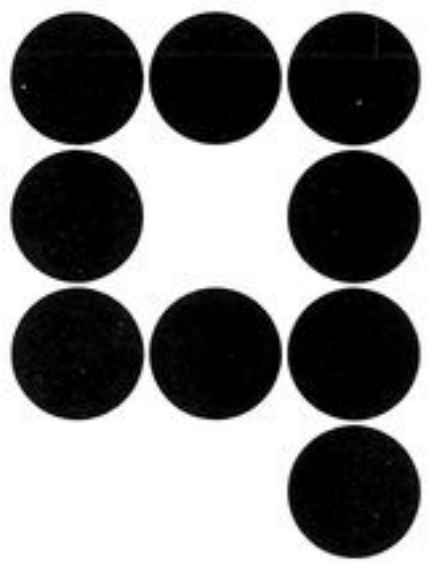
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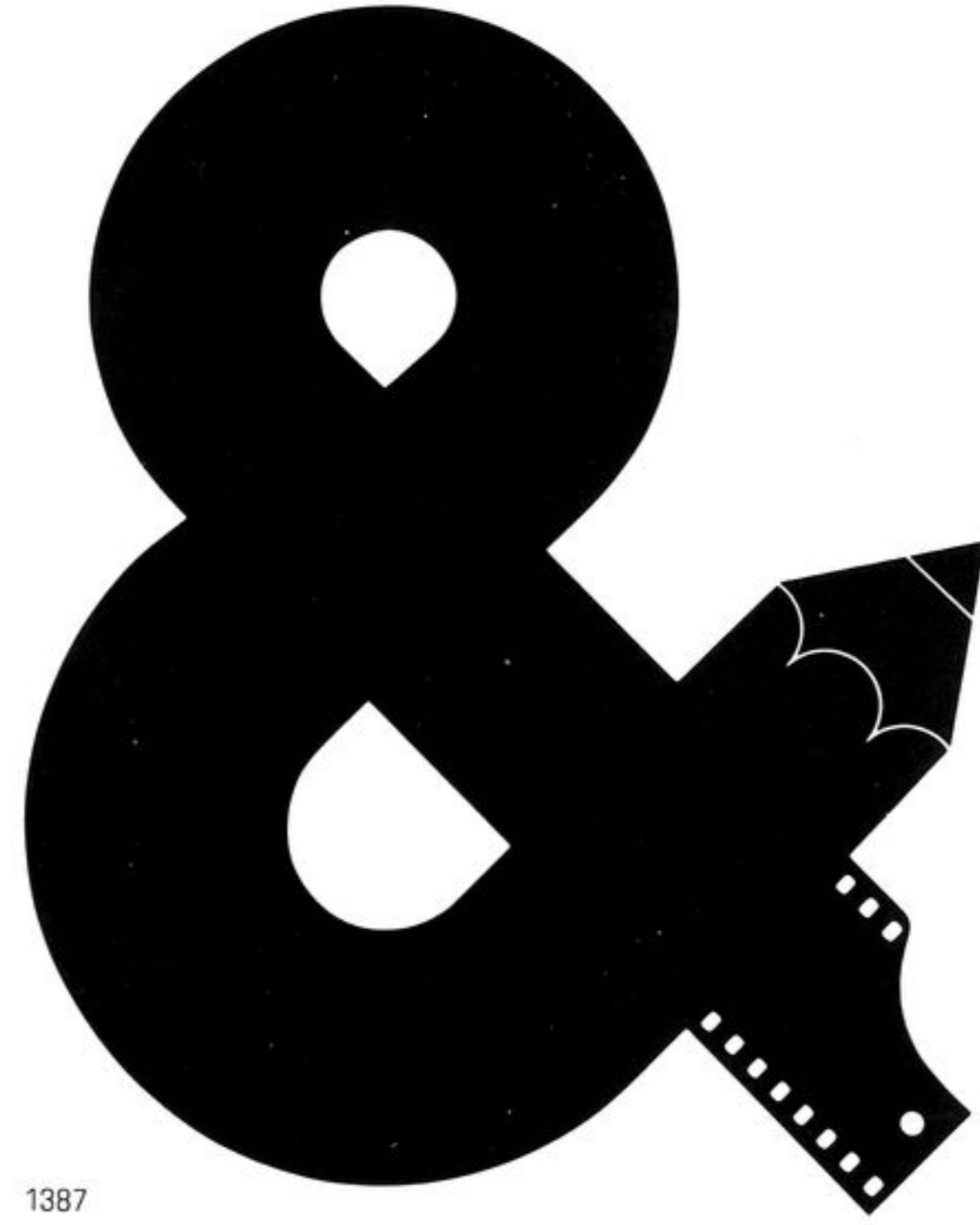
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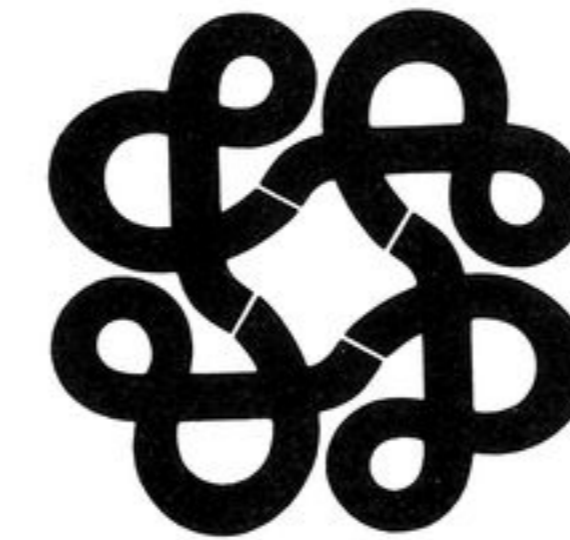
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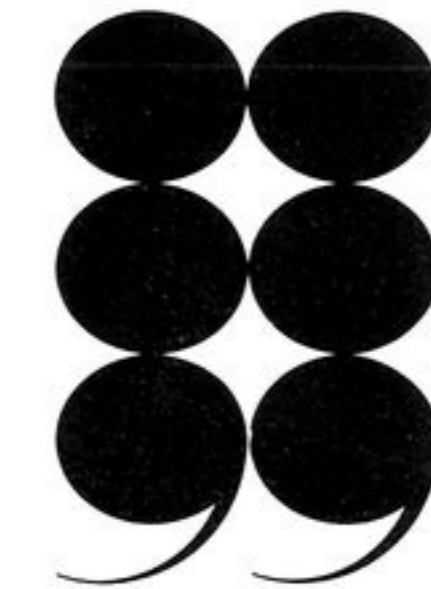
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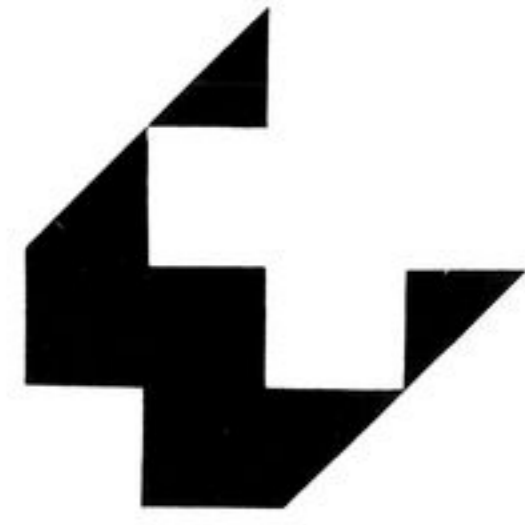
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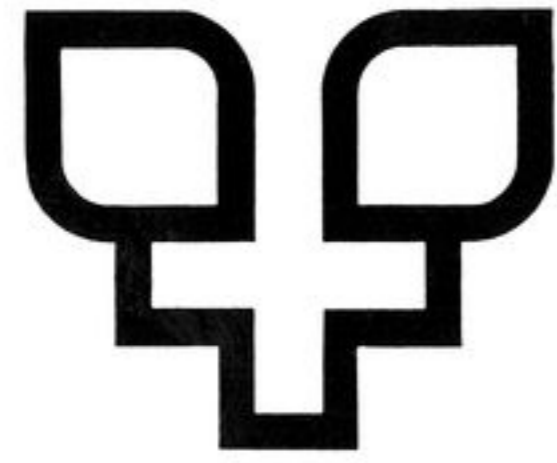
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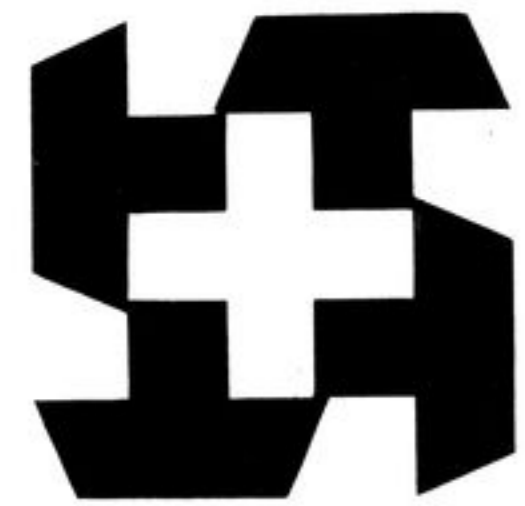
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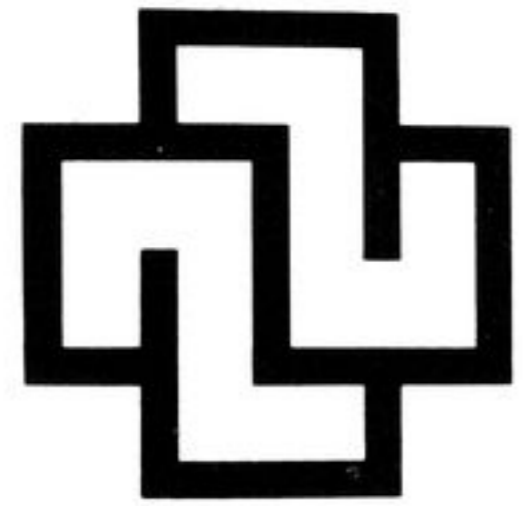
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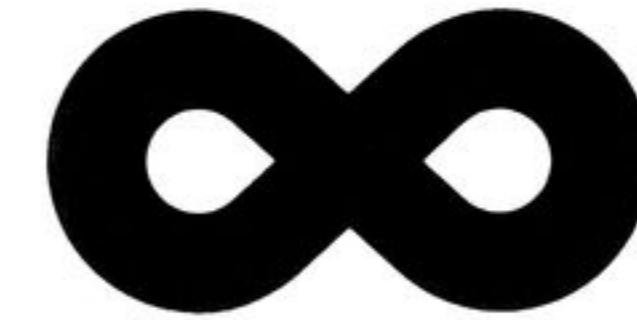
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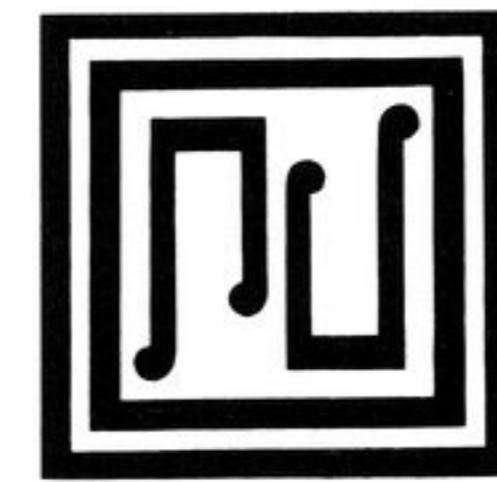
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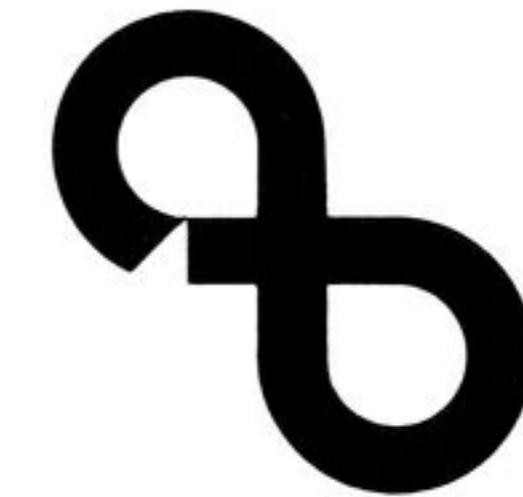
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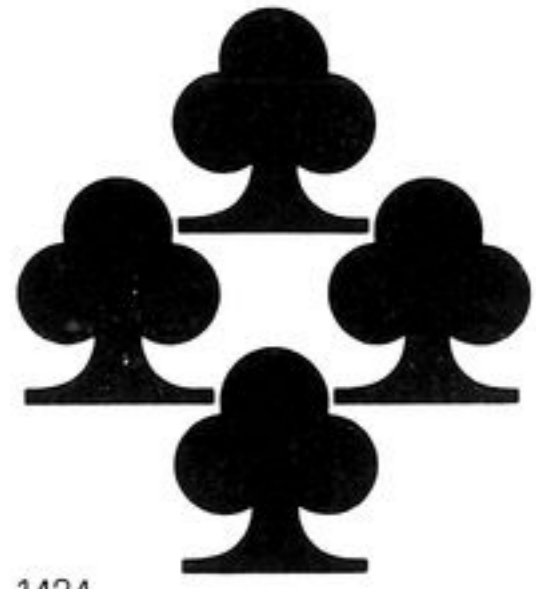
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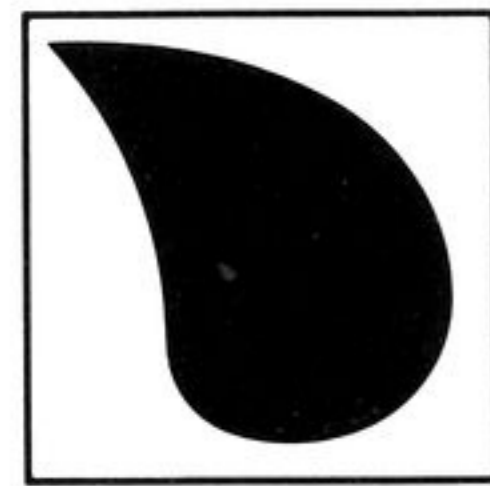
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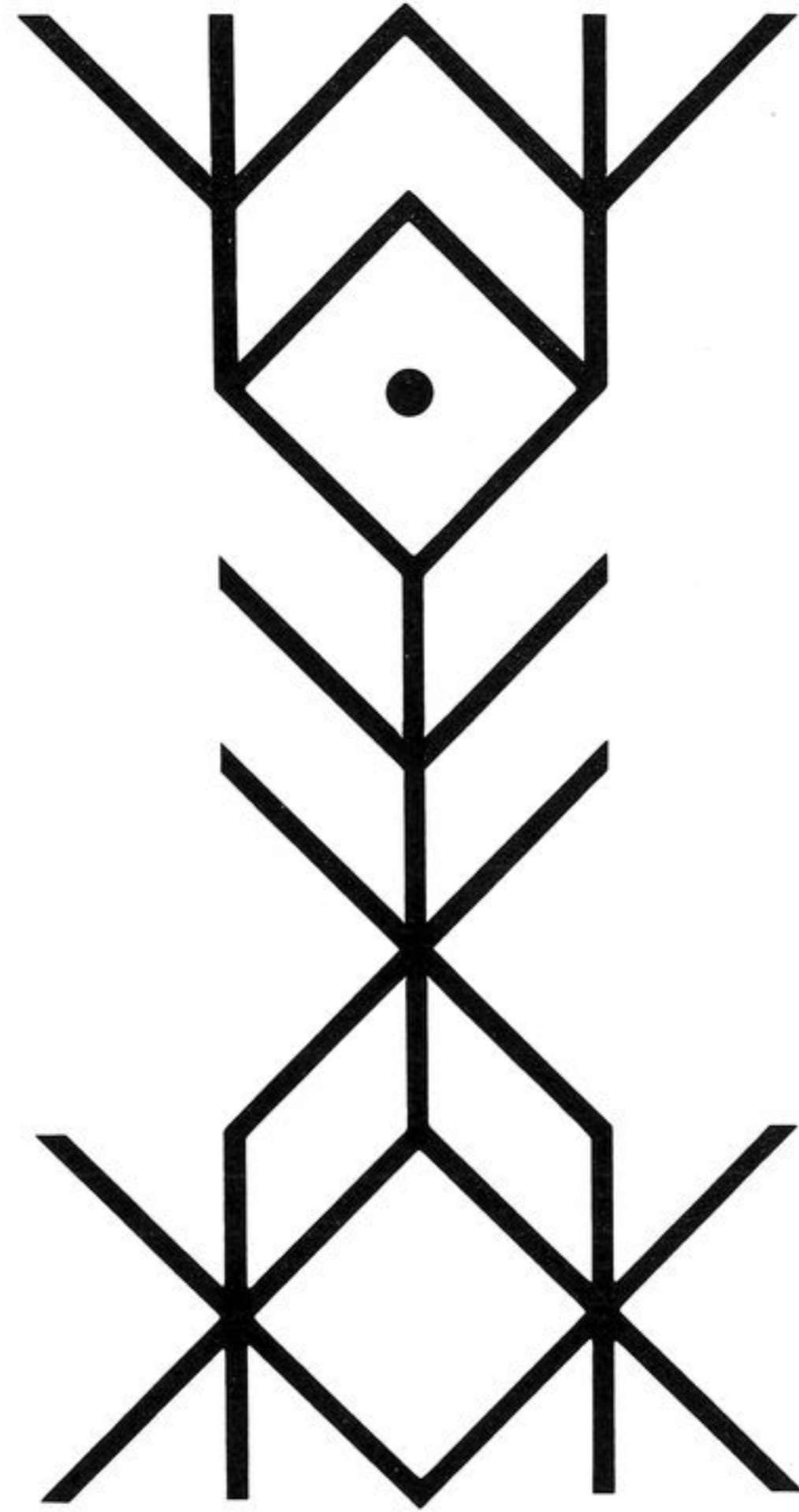
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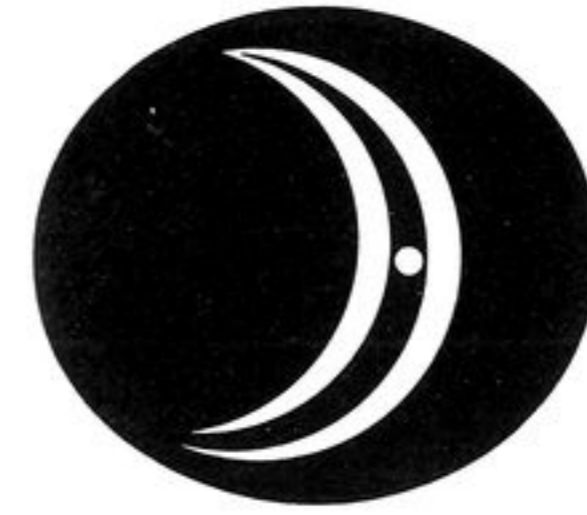
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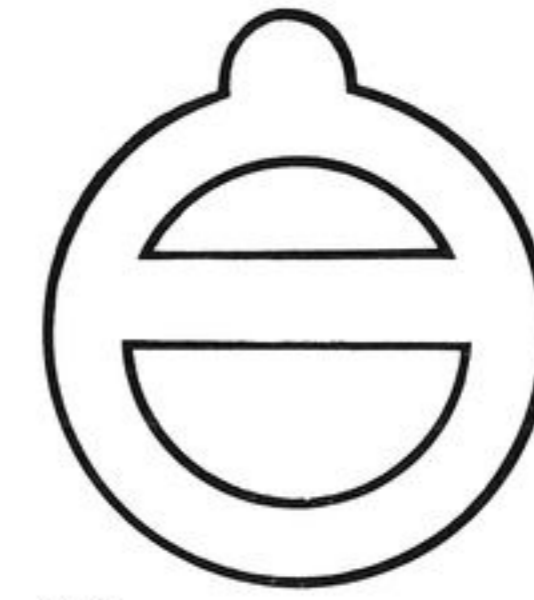
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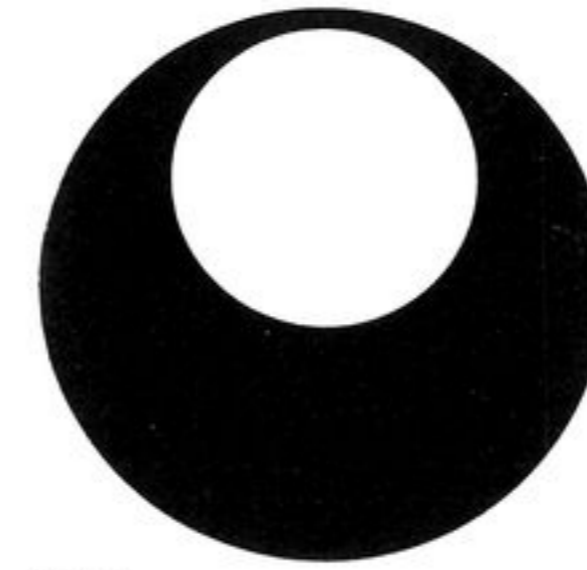
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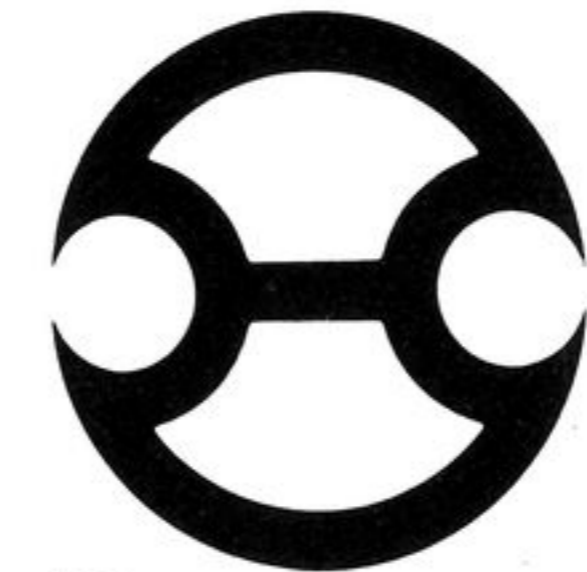
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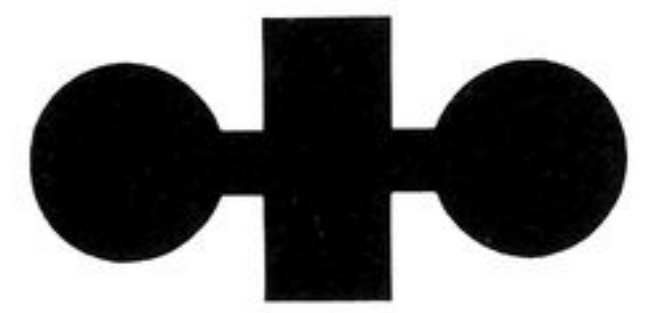
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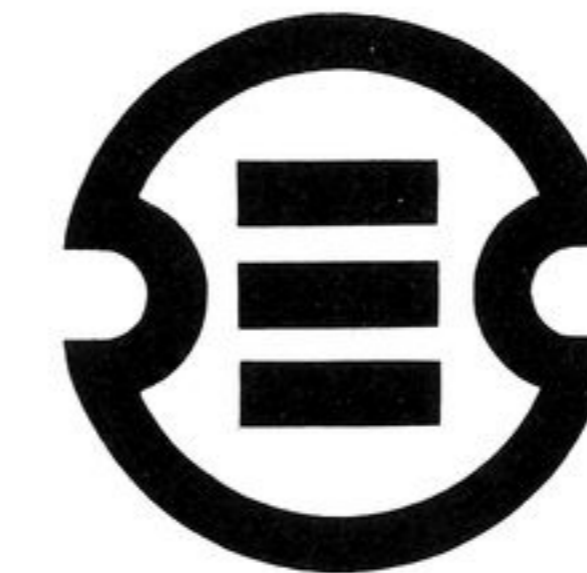
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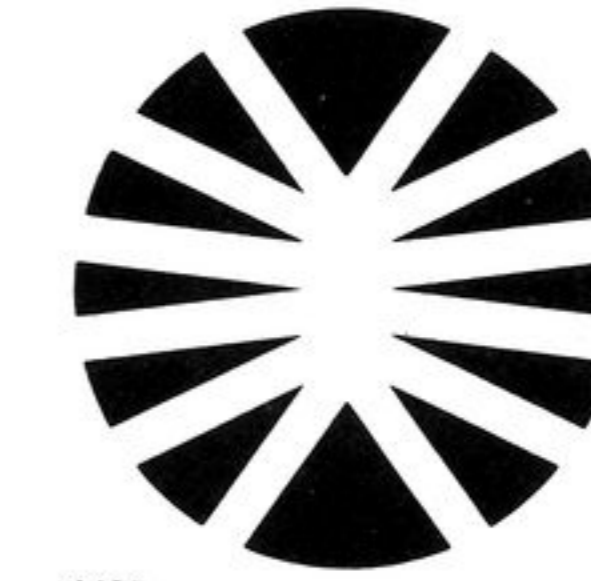
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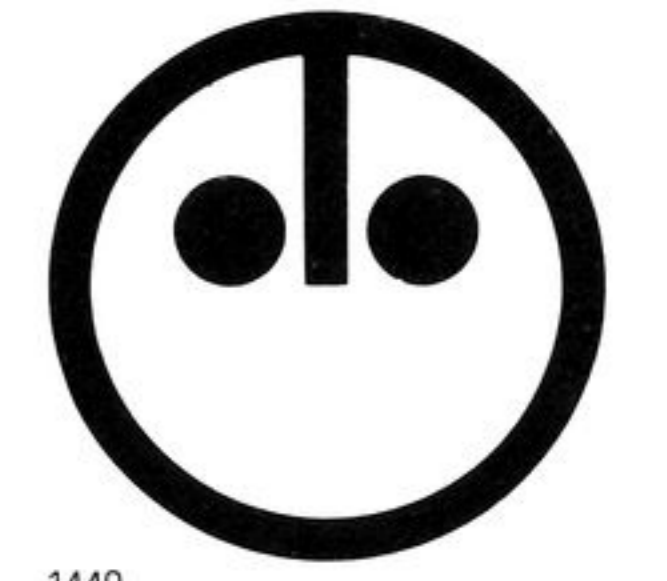
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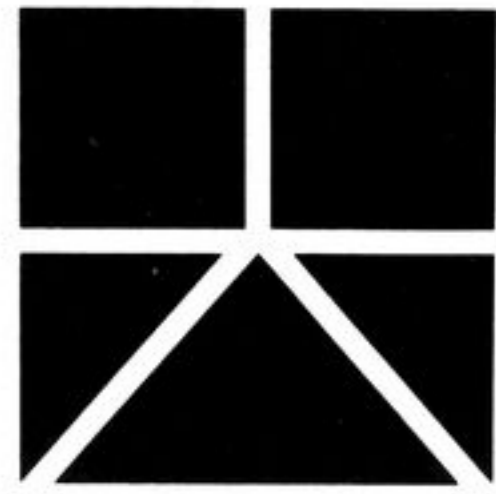
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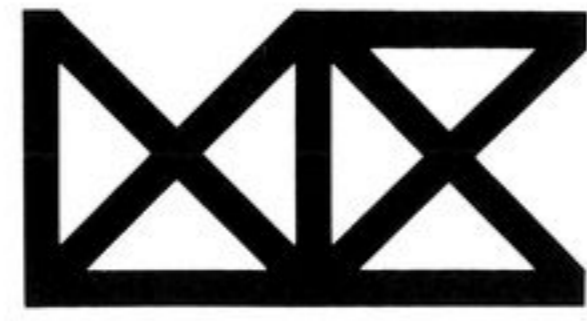
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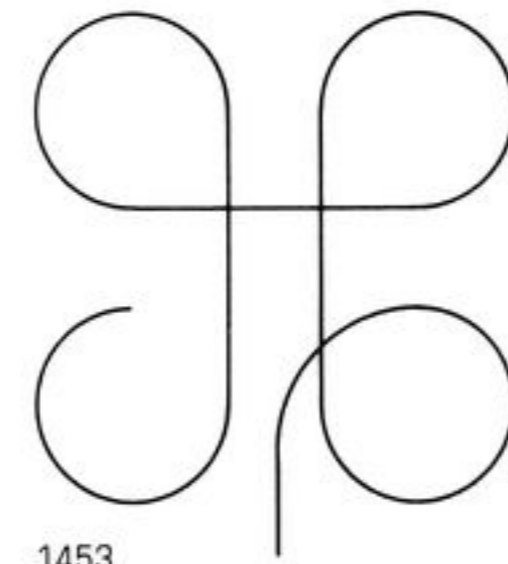
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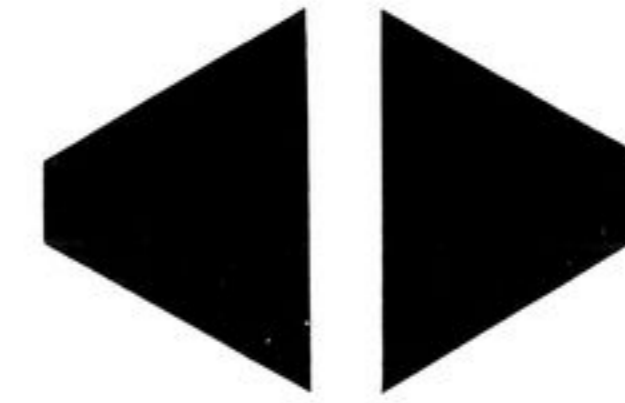
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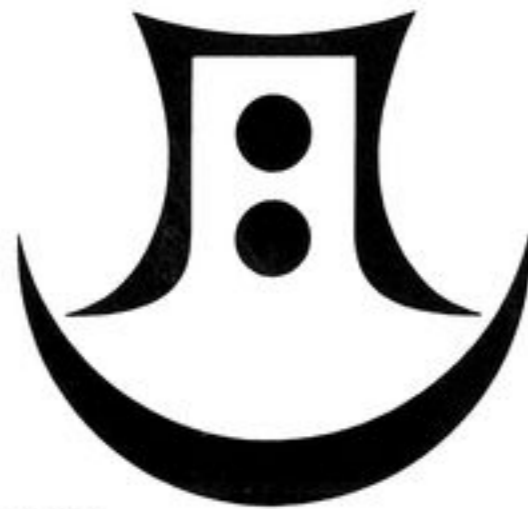
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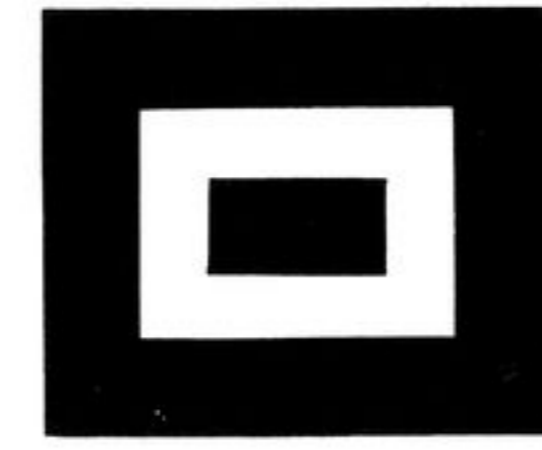
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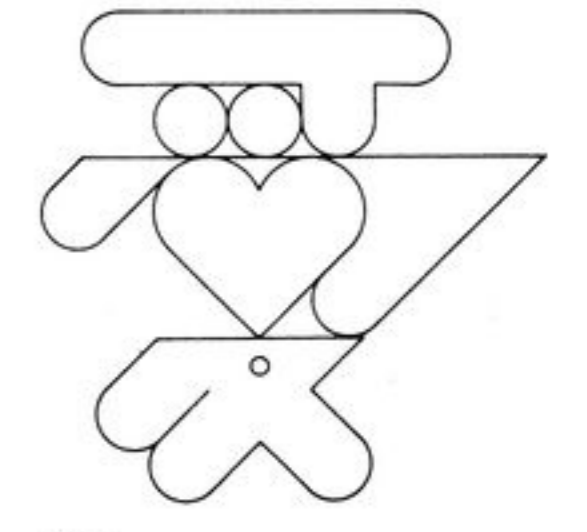
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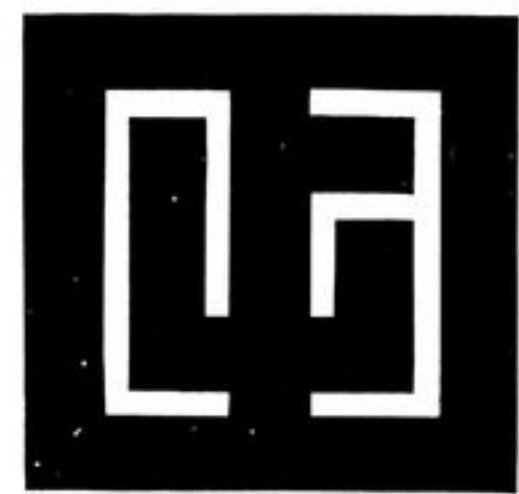
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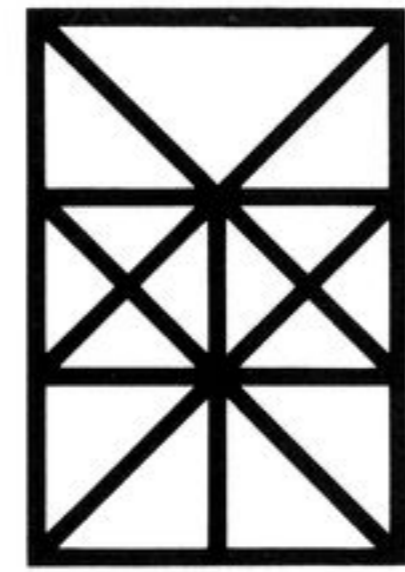
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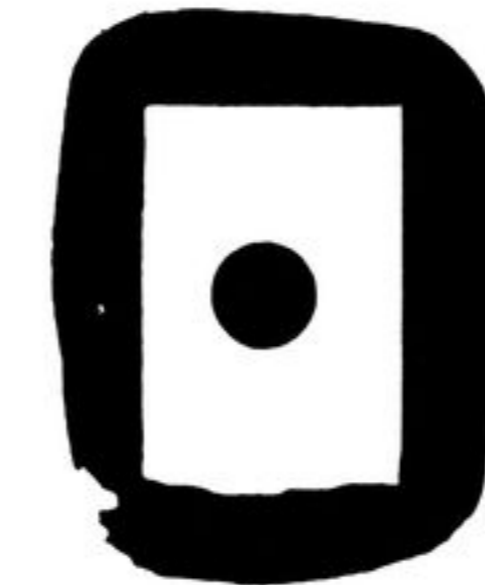
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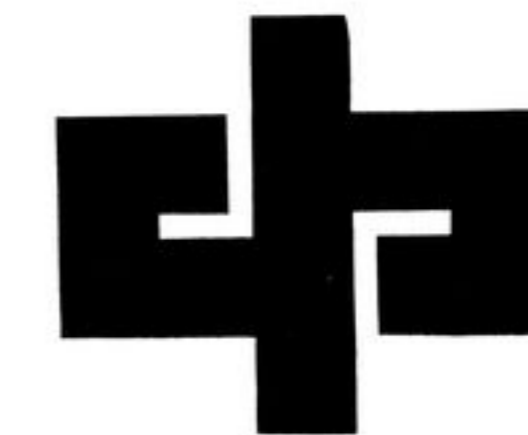
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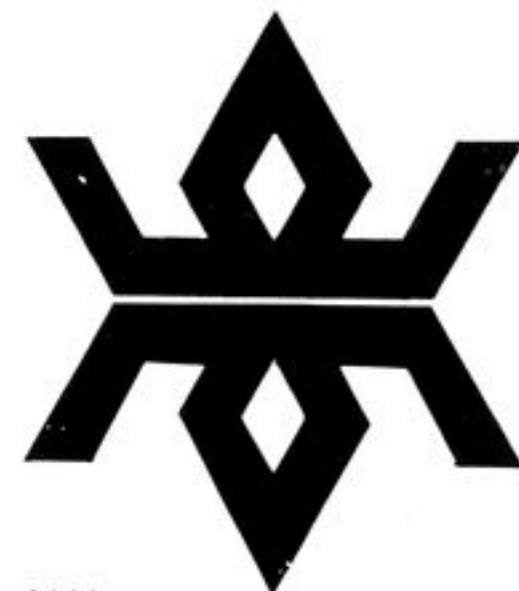
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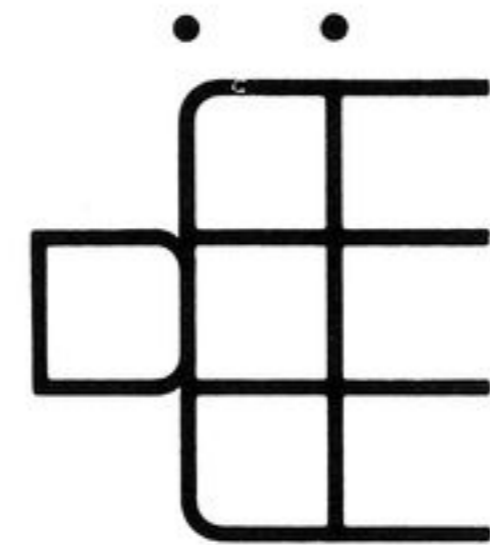
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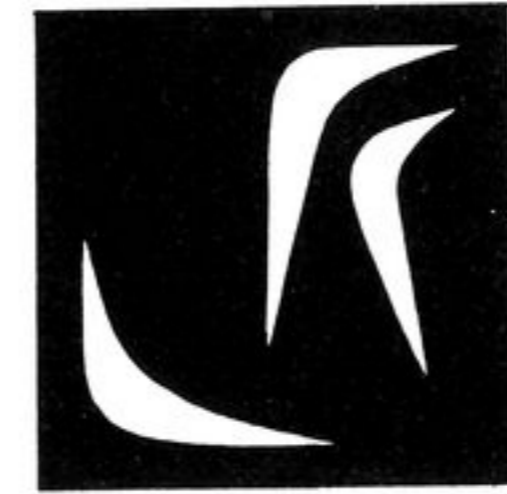
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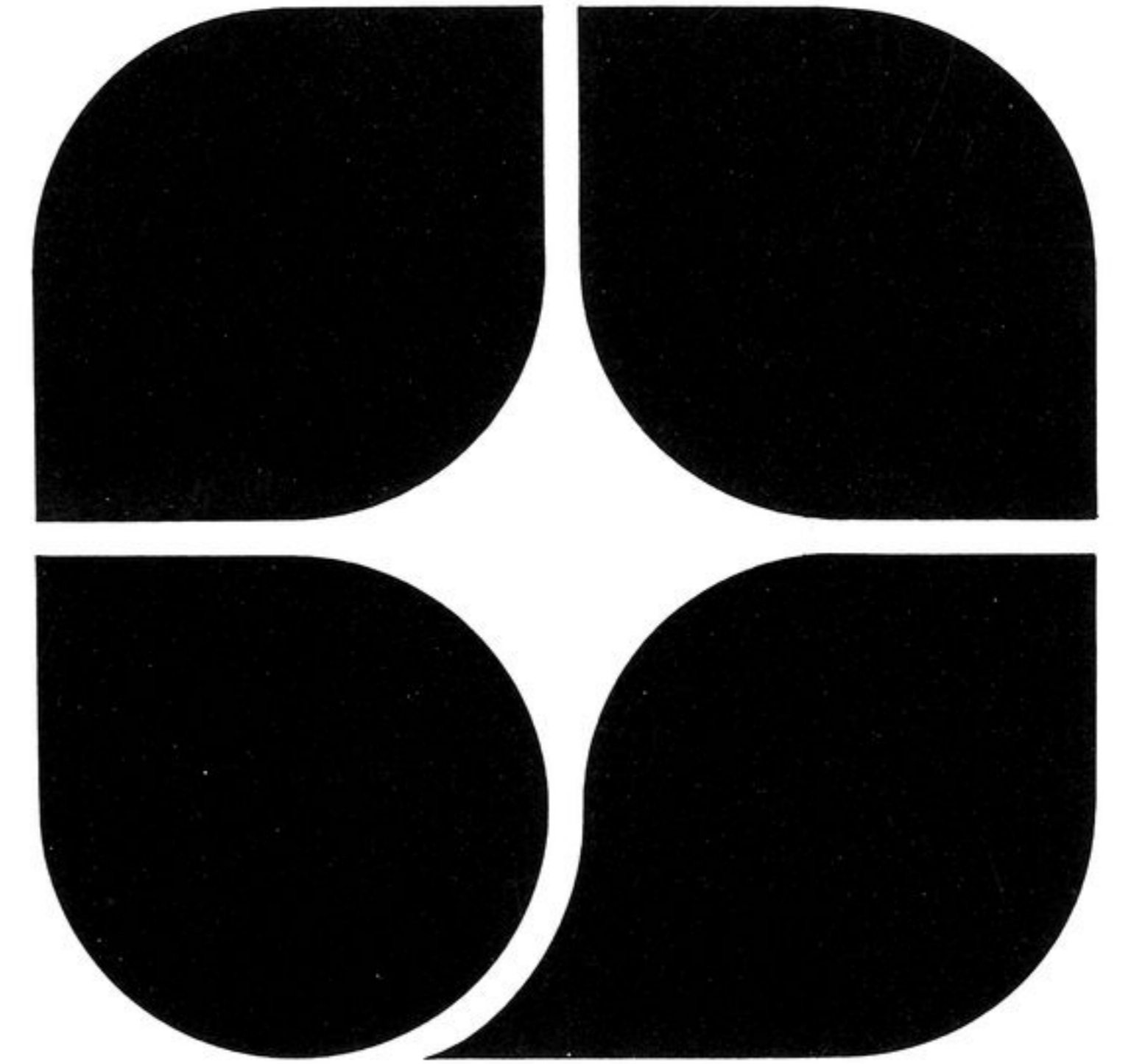
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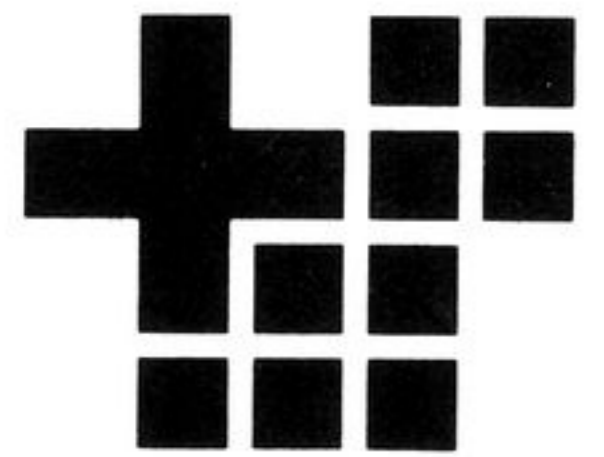
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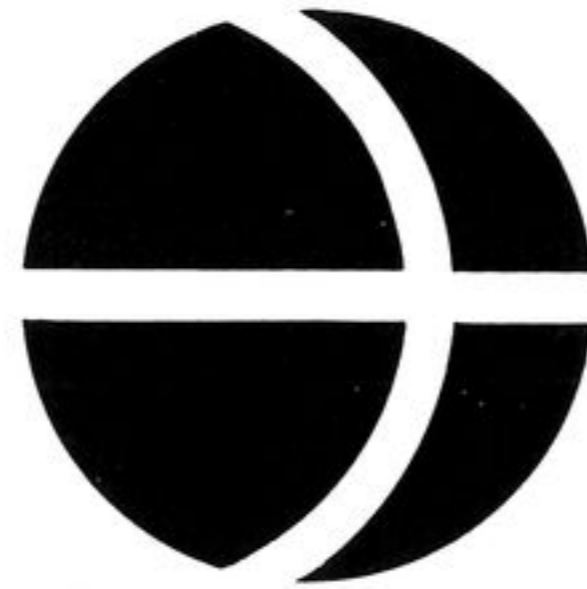
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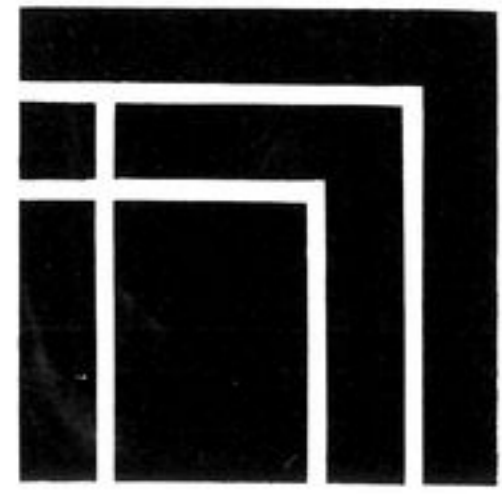
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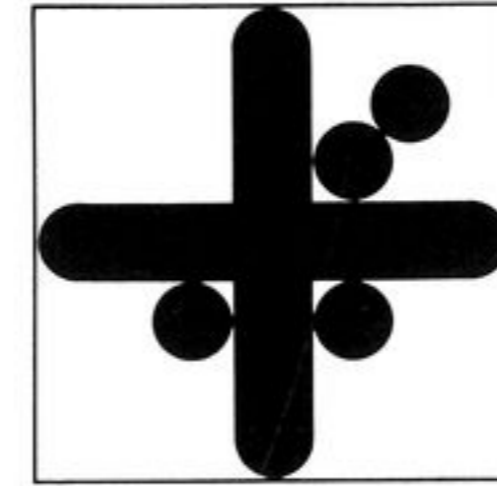
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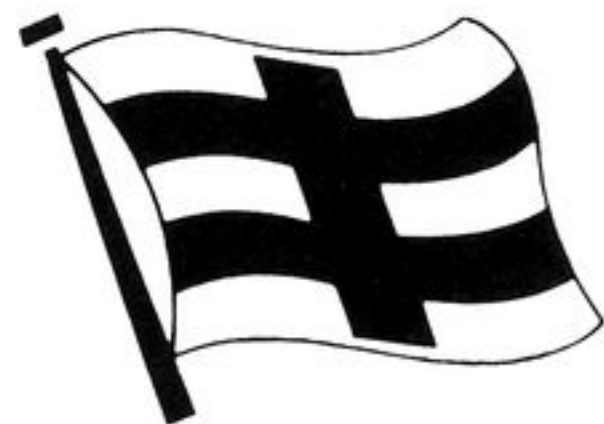
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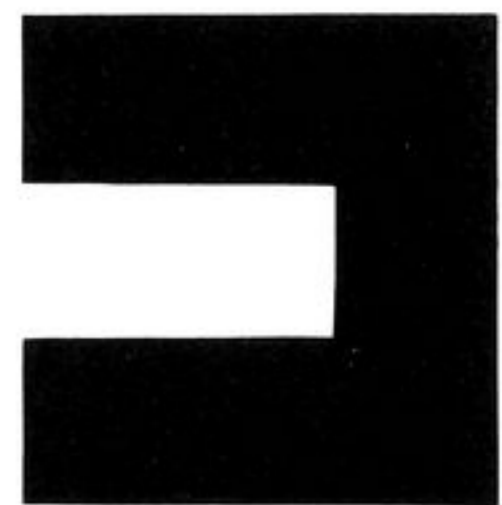
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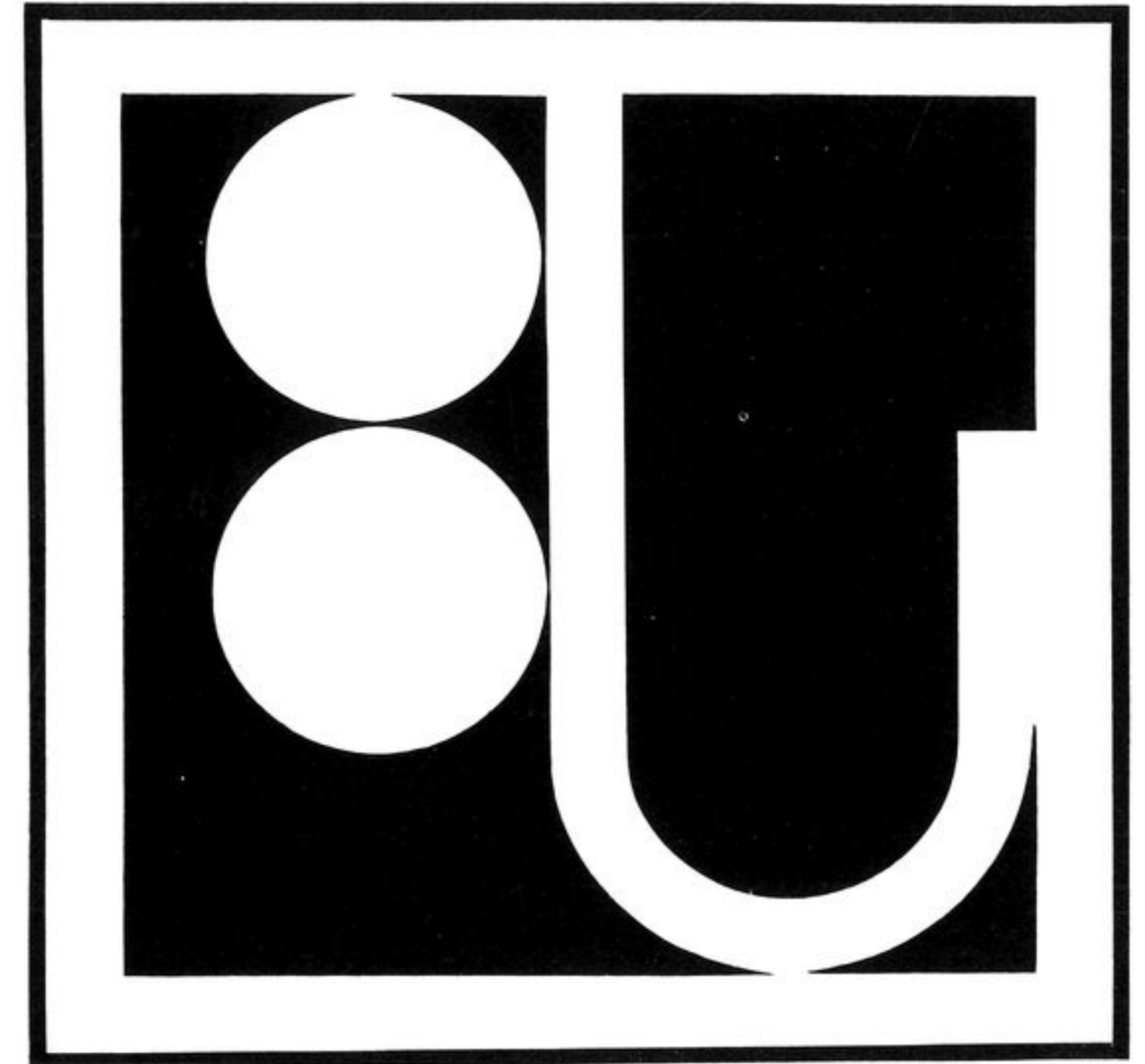
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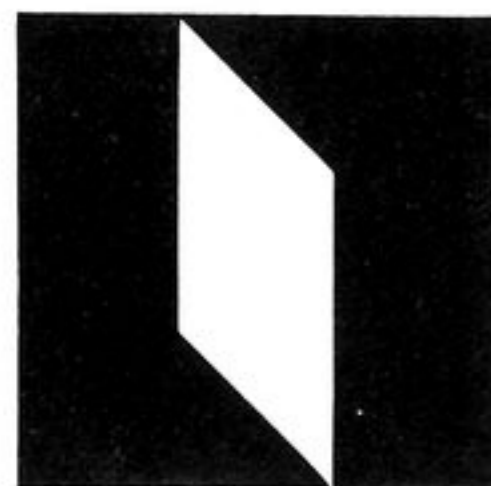
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- 106 1) Packing 2) Dixon & Parcels Assoc. Inc. (USA) 3) Rath Packing Company (Iowa)
- 107 1) Electrical Appliances 3) Hitachi Ltd.
- 108 2) Théodore Stamatakis (France)
- 109 2) Jim Crouch+Don Young (USA) 1970 3) U.S. Financial
- 110 1) Plate-making Company 2) Jupp Ernst (Germany)
- 111 3) Russel & Hinrichs
- 112 1) Series of TV Programs 2) Michel Dattel (USA) 3) KNXT-TV
- 113 1) Help Wanted Advertisement 3) Olivetti
- 114 1) Theater Poster 2) Leszek Holdanowicz (Poland) 3) Kordlan
- 115 1) Broadcasting 2) Werner Mühlemann (Switzerland) 3) Pro Radio-Television
- 116 1) Advertising Agency 2) Morton Goldsholl Design Assoc. (USA) 3) Project
- 117 2) Stephan Kantscheff (Bulgaria)
- 118 2) Michel Olyff (Belgium) 3) Lanpes Sigtay
- 119 1) Prize for Advertisement 2) Makoto Wada (Japan) 3) Mainichi Newspapers
- 120 1) Sign for Suspended Traffic Facilities 2) Heini Fischer (Switzerland) 3) Zürich
- 121 1) Publisher 2) Walther Bergmann (Germany) 3) Odyssee Angel Publishing Co.
- 122 1) Film Production 2) James Robertson+Bruce Montgomery (USA) 3) Vista Productions
- 123 1) Industrial Design Center 2) Stephan Kantscheff (Bulgaria) 3) Center d'Esthétique Industrielle (Sofia)
- 124 1) Broadcasting 2) William Golden (USA) 3) Columbia Broadcasting System Inc.
- 125 1) Film Production 2) Stephan Kantscheff (Bulgaria)
- 126 1) Pavilion 2) Saul Bass (USA) 3) Eastman Kodak Pavilion, New York World's Fair '64-'65
- 127 2) Jupp Ernst (Germany)
- 128 1) Astrology 2) Walter Bosshardt (Switzerland) 3) Werner Noll
- 129 1) Forwarding Agent 2) Lippincott & Margulies, Inc. (USA) 3) United Van Lines. Inc.
- 130 1) Design Studio 2) Robert R. Overby (USA) 3) PMO & A
- 131 1) Film Production 2) Walter Allner (USA) 3) Fortune Films
- 132 1) Artist's Colors 2) Tetsuo Katayama (Japan) 3) Turner Color Works
- 133 2) Yusaku Kamekura (Japan) 1969 3) Global Eye
- 134 1) Design Center 2) Hans Schlegel (Great Britain) 3) Great Britain Design Center
- 135 1) Film Production 2) Roger-Virgile Geiser (Switzerland) 3) Schweizerische
- 136-7 1) Religious Group 2) Kohei Sugiura (Japan) 1969 3) NAC
- 138 1) Club 2) Crosby/Fletcher/Forbes (Great Britain) 3) Speakeasy
- 139 1) Cocoa Products 2) Olle Eksell (Sweden) 3) Mazetti
- 140 1) Eyeglasses Manufacturer 3) Tokyo Spectacles
- 141 2) Dick Krueger (USA) 3) Character Cultivation Laboratories
- 142 1) Printing Company 3) Zuccotti E Caprara Fotolito
- 143 1) Textile Products 3) Renown (Japan)
- 144 2) Erik Bruun 3) Mainos Kanerva
- 145 1) Federation of Enterprises 2) Anton Stankowsky (Germany)
- 146 2) James Leonard Christopher Potocki (USA) 3) ORS Corp.
- 147 1) Computers Consultants 2) Robert R.Overby (USA) 3) CEBAC
- 148 1) Publication 3) Der Spiegel
- 149 1) Symbol for Vocational Training Competition 2) Shinya Saito (Japan) 3) Japan Industrial and Vocational Training Assoc.
- 150 1) Consumer Products 2) Dickens Design Group (USA) 3) Polaris Enterprises, Inc. (Chicago)
- 151 1) Theater 2) Stefan Kantscheff (Bulgaria) 3) Central Puppet Theater Sofia
- 152 2) Walther Bergmann (Germany)
- 153 1) Life Insurance 2) Heinz Schwabe (Germany)
- 154 1) Club 2) Robert R.Overby (USA) 3) Seattle Copy Club
- 155 1) Trading Company 2) Ablam Games (Great Britain) 1958 3) Inde Coope Ltd.
- 156 1) Steel Building Products 2) F.H.K. Henrion (Great Britain) 3) Square Grip Reinforcement Co.
- 157 1) Insignia 2) Morton Goldsholl Design Associates (USA) 3) Peace Corps
- 158 2) Chermayeff & Geismar Associates (USA) 3) U.S. Home Office
- 159 1) Peace Association 2) Saul Bass (USA) 3) SANE
- 160 1) Publishing Association 2) Benno Wissing (Netherlands) 3) Amsterdam Commission for Publicity of Books
- 161 1) Manufacturer Food Automats 2) Push Pin Studios, Inc. (USA) 3) Automatique
- 162 1) Design Studio 2) Do Weller (USA) 3) Do Weller
- 163 1) Trading Company 2) W. Weiskoenig (Switzerland) 3) Eternum Co.
- 164 1) Inter-racial Fund Drive 2) Ablam Games (Great Britain)
- 165 1) International Organization 2) Jacques Nathan-Garamond (France) 3) OECD
- 166 1) Printing Company 3) Glad Hand Press
- 167 1) Private Symbol 2) 3) Helmut Lortz (Germany)
- 168 1) Motion Picture <Man with the Golden Arm> 2) Saul Bass (USA)
- 169 1) Publisher 2) Michele Proviciali (Italy) 3) Cinguale Publishing House
- 170 1) Local Governing Body 2) Main Wolff & Partners (Great Britain) 3) London Borough of Camden
- 171-2 1) Hair Nutrition Product 2) Herbert Leupin (Switzerland) 3) Pantene
- 173 1) Port City 2) Hermann Eidenbenz (Germany)
- 3) Brawnschweig
- 174 1) Hotel 3) Nishitetsu Grand Hotel
- 175 1) Cigarettes 2) Emil O.Biemann (USA) 3) United States Tobacco Co.
- 176 1) Men's Clothing 2) Milner Gray & Kenneth Lamble (Great Britain) 3) Austin Reed
- 177 1) Cash Register Manufacturer 2) P.Pickard Jenkins (Great Britain) 3) National Cash Register
- 178 1) Sight-seeing Bureau 3) Singapore Sight-seeing Bureau
- 179 2) Honneger & Lavater (Switzerland)
- 180 1) Business Supplies 2) Hans Hertmann (Switzerland)
- 181 1) Bank 2) Honegger+Lavator (Switzerland)
- 182 1) Emblem of a City 2) Hermann Eidenbenz (Switzerland) 3) Zürich
- 183 1) Emblem of a City 2) Hermann Eidenbenz (Switzerland) 3) Basel
- 184 1) Paper Goods 3) Nihon Pulp
- 185 1) Royal Coat of Arms 2) Milner Gray (Great Britain) 3) Council of Industrial Design
- 186 1) Zoo 2) Jerry Haworth (USA) 1969 3) Project (Kansas City Zoo)
- 187 1) Machinery Manufacturer 2) M.Gotthans & Yaneff (Canada) 3) Monarch Machinery Ltd.
- 188 1) Series of Zodiac Figures 2) Robert Gessner (Switzerland)
- 189 1) Young Women's Magazine 3) Heibon - sha Publishers
- 190 1) Shoe Manufacturer 2) F.H.K Henrion (Great Britain)
- 191 1) Store 2) Minale, Tattersfield, Provinciale Limited (Great Britain) 3) Harrods Ltd.
- 192 1) Milk Company 2) Gerhard Marx (Germany)
- 193 1) Photographic Magazine 2) Martti A.Mykkänen (Finland) 3) Unsikuvalehti
- 194 1) Department Store 3) OK
- 195 1) Symbol for Women's Magazine 3) Shufu no tomo
- 196 1) Hotel 2) Taijiro Nakayama (Japan) 3) Manza Kanko Hotel
- 197 1) Recreation Enterprises 2) G.Dean Smith (USA) 3) Yosemite Park and Curry Co.
- 198 1) Leather Company 2) Joseph Binder (Germany)
- 199 1) Show Signs 2) Celestino Piatti (Switzerland) 1961 3) Schweizerische Zahnärzte Gesellschaft
- 200 1) Bathtub Products 3) Kubota Tekko
- 201 1) Publisher 2) Yoshio Terasawa(Japan)1971 3) Project (Senshukai)
- 202 2) Hermann Viri (Germany)
- 203 1) Publisher 2) Keiji Okujima (Japan) 1971 3) Project (Senshukai)
- 204 3) Airways (Australia)
- 205 2) Joseph Binder (Germany)
- 206 2) A. Stocker
- 207 1) Exporter and Importer of Meat 2) Stephan Kantscheff (Bulgaria) 3) Rodopa (Sofia)
- 208 1) Mountain Sports 2) Gene Hoffman/Fred Colcer (USA) 3) Mountain Sports, Inc.
- 209 1) Agricultural Machines 2) Henry Dreyfuss (USA) 3) Deere & Co.
- 210 3) Zinal (Switzerland)
- 211 1) Zoo 2) Susumu Endo (Japan) 3) Asahikawa City

- 212 1) Wool Company 2) Robert Roser 3) Overseas Wool Co.  
213 2) Adolf Wilz (Switzerland) 3) International Wool Secretariat  
214 1) Meat 3) New Zealand Meat Board  
215 1) Sales Office/General Store/Restaurant/U.S. Post Office 2) Barbara Stauffacher Solomon (USA) 3) Sea Ranch  
216 1) Woolen Fabrics 3) Japan Woolen Fabrics  
217 1) Dog Trainers' Association 2) Kazimierz Wasniarski (Poland) 3) Verband der Hundezüchter  
218 1) Fixative Spray 3) A.Reeves Product  
219 1) Publisher 2) Chiyoko Togai (Japan) 1971 3) Project (Senshukai)  
220 2) Walter Brecker (Germany)  
221 1) Publisher 2) Philipp Seitz (Germany)  
222 1) Benzine Maker 2) Firmeneigener Entwurf (Italy) 3) Supercortemaggiore Benzin Serrizio Agip  
223 1) Paint and Chemicals 2) Wolff/Olins (Great Britain) 3) Hadfields (Merton) Limited  
224 1) Restaurant 2) George Lois (USA) 3) Restaurant & Waldorf Associates, Inc.  
225 1) Restaurant 2) Tadashi Ohashi (Japan)  
226 1) Series of Detective Novels 2) R.Ruotsinsalo (Finland) 3) Black Cat  
227 1) Furniture Manufacturer 2) Stasa Blazkova (Czechoslovakia)  
228 1) Lighting 2) Walter Herdeg (Switzerland)  
229 1) Publishing and Nightclub Operation 2) Arthur Paul (USA) 3) Playboy International  
230 1) Pharmaceuticals 3) S.S.Pharmaceutical Co.  
231 1) Hotel 2) Taijiro Nakayama (Japan) 3) Manza Kogen Lodge  
232 1) Food 2) Dentsu (Japan)  
233 1) Publishing 2) Yoshiro Yamashita (Japan) 3) Yomiuri Publishing Co.  
234 2) Dominik L.Burckhardt (USA) 3) Chr.Burckhard  
235 2) Ernst Keller (Switzerland)  
236 1) Medical Service 2) Tom Geismar & Ivam Chermayeff & Geismar Associates (USA) 3) Project (for a pharmaceutical company's hospital services)  
237 1) Tourism 3) Tutta Milano  
238 1) Raincoat Manufacturer 2) Giulio Confalonieri (Italy) 3) Ditta Impermeabili San Giorgio  
239 1) Religious Group 2) Fudolf Koch (Germany)  
240 1) Handbag Maker 2) William Metzger (USA) 3) Deitch Brothers  
241 1) Pharmaceuticals 2) Elfriede Anderegg (Switzerland) 3) CIBA  
242 1) Manure 2) Erich Buchegger (Austria) 3) Vollhumon  
243 1) Milk Company 2) Ikko Tanaka (Japan) 3) Kyodo Nyugyo Co.  
244 1) Furniture Manufacturer 2) Percy Wenger (Switzerland)  
245 1) Restaurant 3) Rangetsu  
246 1) Fine Art Publisher 2) John Ciampi (Great Britain)  
247 1) Leather Company (Germany)  
248 2) Karl Heinz Dellbrugge (Germany)  
249 1) Toy Manufacturer 3) Franz Carl Weber
- 250 1) Airline 2) David Collins (Great Britain) 3) Cyprus Airways  
251 1) Airline 2) Charles Loupot (France) 3) Project (Air France)  
252 1) Publisher 2) Celestino Piatti (Switzerland) 3) Artemis Verlag  
253 1) Oil Company 3) Mobil Sekiyu  
254 1) Publisher 3) Reader's Digest  
255 1) Distillery 2) Milner Gray & Design Research Unit (Great Britain) 3) W. & A.Gilbey Ltd.  
256 Information not available  
257 1) Publisher 2) Ladislav Sutnar (USA) 3) Golden Griffin  
258 1) Publisher 3) Kobunsha  
259 1) Beer Brewer-3) Kirin Beer  
260 2) Masaki Kaneda (Japan) 1969 3) Yosei-ken  
261 1) Oil Company 2) Mari Ohe (Japan) 1888 3) Japan Petroleum Co.  
262 1) Publishing: Series Symbol 2) George Giusti (USA) 3) Doubleday & Co.  
263 1) Airline 2) Theyre Lee-Elliott (Great Britain) 1932 3) British Overseas Airways Corp.  
264 1) Medical Society 2) E.J.Morrison Stewart & Morrison Ltd. & Eiko Pech (Canada) 3) The Canadian Arthritis and Rheumatism Society  
265 1) Broadcasting 2) Rudolph de Harak (USA) 3) National Association of Radio & TV Broadcasters.  
266 1) Airline 2) Jiri Rathousky (Czechoslovakia) 3) Project (Czechoslovak Airlines)  
267 2) Toshinobu Kobayashi (Japan) 1969 3) Gyoku Sei Do  
268 1) Maternity Hospital 2) E.J.Morrison & Hans Kleefeld (Canada) 3) G.T.Fulford Co.  
269 1) European Furniture 2) Kohei Miura & Jo Murakoshi (Japan) 3) Yukawa Salon  
270 1) Private Symbol 2) 3) Jiri Rathousky (Czechoslovakia)  
271 1) Airline 3) Japan Domestic Airlines  
272 1) Correspondence Course 3) Society Correspondence Education Course  
273 1) Store 3) Mcinerny  
274 1) Trading Stamp 3) Regiophil  
275 1) Savings Promotion Campaign for Employees 3) Long-Term Credit Bank of Japan  
276 1) Travel Bureau 2) Jim Miho (USA) 3) Kokusai International Travel  
277 1) Paper Manufacturer 2) Ronald Wilkinson (Great Britain) 1963 3) The Wiggins Teape Group  
278 1) Publisher 2) Stefan Bernacinski (Czechoslovakia) 3) Naszo Ksiegarnia  
279 1) Wine Making 2) Stephan Kantscheff (Bulgaria) 3) Vinzavod, Dragalevtzi (Sofia)  
280 1) Bank 2) González Ruiz & Shakespear (Argentina) 3) First National City Bank  
281 1) Consumer Products 2) Dixon & Parcels Associates Inc. (USA) 3) Pennsylvania Dutch Brand Products, Inc. Thomas J.Lipton, Inc.  
282 1) Transportation 2) Mei-Chung Tung (China) 3) Peace Transportation Co.  
283 1) Peace Corps 2) Morton Goldsholl Design Assoc. (USA)
- 3) Project  
284 1) Paper Manufacturer 2) Jupp Ernst (Germany)  
285 1) Insurance 2) Rolf Harder (USA) 3) Phoenix International Insurance Company  
286 1) Campaign Symbol 3) Fujin Seikatsu Sha  
287 1) Real Estate Broker  
288 2) Walter Sauer (Germany)  
289 1) Sightseeing Company 2) Goetz Neucke (Germany)  
290 1) Bicycle Manufacturer 3) Sinya Kogyo  
291 1) Oil Company 2) Soichiro Kojima (Japan) 1953 3) Maruzen Oil  
292 3) Toyo Koatsu Kogyo  
293 1) Type Foundry 2) Walter Diethelm (Switzerland) 3) Haas'sche Schriftgiesserei AG  
294 1) Publisher 2) Raymond Gid (France)  
295 1) Chalk Products 2) Hans Hartmann (Switzerland) 3) Kreidenfabrik Signa  
296 1) Textile Company 2) Studio Coppola (Italy)  
297 1) Publisher 2) Jerzy Cherka (Poland) 3) Iskry  
298 1) Chicken Farm 2) Rolf Harder (Canada) 3) George Glenn Chicken Farm  
299 1) Agricultural Machines Manufacturer 2) Dr. Hann (Germany)  
300 1) Exhibition 2) Adolf Flueckiger (Switzerland) 3) Symbol for a Swiss Gastronomy Exhibition  
301 2) Rose-Marie Joray (Switzerland) 3) Interessengemeinschaft Rienen  
302 1) Beer Brewer 2) Milner Gray (Great Britain) 3) Courage & Barclay Ltd.  
303 1) Pheasant Breeding Farm 2) Leone Sbrana (Italy) 1968 3) Collegalli Allevamento Fagiani Montaione  
304 2) P.Haase (Germany)  
305 1) Spinning Company 2) Tadeusz Grygiel (Poland)  
306 1) Milk Products 2) Luc Van Malderen (Belgium)  
307 1) Men's Clothing Manufacturer 2) Aldo Calabresi+ Studio Boggeri (Italy) 3) Tesom  
308 1) Peacock Series of Books 2) F.H.K.Henrion (Great Britain) 3) Penguin Books Ltd.  
309 1) Publisher 3) Jakob Schläpfer & Co., Ltd.  
310 2) Hans Schleger (Great Britain) 3) Revin Co.  
311 1) Publisher 2) Natsumi Mitamura (Japan) 1971 3) Project (Senshukai)  
312 1) Publisher 2) Jiro Hayama (Japan) 1971 3) Project (Senshukai)  
313 1) Stereotype and Photolithography Company 3) Henzi AG  
314 1) Travel Agents 2) Marcello Minale+Brian Tattersfield 3) Swan's Tours  
315 1) Advertising Agency 2) Heinz Schwabe (Germany)  
316 1) Restaurant 3) Storchen  
317 1) Sports Outfitters 2) Isa Hesse (Switzerland) 3) Marabu  
318 1) Education Council 2) Celestino Piatti (Switzerland) 3) Evangelischer Kirchentag  
319 1) Opera 2) Stephan Kantscheff (Bulgaria) 3) National Opera (Sofia)  
320 1) Confectionery 2) Shigeji Kobayashi (Japan) 1970 3) Confectionery Matsushime  
321 1) Airline 2) Jerry Hoff (USA) 3) Japan Air Lines
- 322 1) Electrical Products 2) Ablam Games (Great Britain) 1959 3) Phenix Electrical Products  
323 1) Employee Recruitment Agency 2) Yusaku Kamekura (Japan) 1961 3) Japan Recruit Center  
324 1) Pharmaceuticals 2) Emiko Kuniga (Japan) 3) Nippon Shinyaku  
325 1) Department Store 3) Nagasakiya  
326 1) Transportation 3) Takao Tozan Dentetsu  
327 1) Printing Company 3) E.Kreienbühl & Co. AG  
328 1) Publisher 2) Toni Burghart (Germany) 3) Täuber & Sohn.  
329 1) Fiber Manufacturer 2) Fritjof Pedersen (Sweden) 3) Bonving Skofabrik  
330 1) Film Production 2) Neil Fujita (USA) 3) Pelican Films, Inc.  
331 1) Air Freight Company 2) Erich Unger (Germany) 1963 3) Luftfrachtkontor  
332 1) Publisher 3) Ullstein Bücher  
333 1) Publisher 3) Heibonsha Publishers  
334 1) Shooting Club 2) Atelier E.U.M.Lenz (Switzerland)  
335 2) E.R.Vogenauer (Germany)  
336 1) Symbol Mark for Magazine  
337 2) Hermann Viri (Germany)  
338 2) W.Hoelter (Germany)  
339 1) Machine Manufacturer 2) Gunter (Germany)  
340 1) Publisher 2) Dr. Hahn (Germany)  
341 1) Chocolate Products 2) Max Koerner (Germany)  
342 1) Pro Golf Tournament 2) Naoyuki Sato (Japan) 3) Golf Digest Sha  
343 1) Bird Lovers' Association 2) Gerhard Kreische (Germany)  
344 1) Radio Association 3) RAI  
345 1) Salt Water Pool 2) Franz Hermann Wills (Germany)  
346 1) International Congress 3) 3rd World Outdoor Advertising Congress  
347 1) Credit Association 2) Hermann Bongard (Norway) 3) Bokredditt  
348 1) Correspondence Seminar 3) Mitsubishi Trust Bank  
349 3) TBS Broadcasting (Japan)  
350 1) Power Company 3) National Electric Co.  
351 1) Stocking Manufacturer 2) Martin Diethelm (Italy) 3) Hirwell  
352 1) Comestics 3) Pola Cosmetics  
353 1) Trading Company 2) Alfons Grimm (Switzerland) 3) Swansdown Co.  
354 1) Plastic Surgeon 2) Jan Hollender (Poland) 3) Slendaire  
355 1) Restaurant 3) Tokyo Kaikan  
356 2) Robert Pease (USA) 3) Park Bellevue/Lake Merritt  
357 1) Wool Yarn Company 2) Hans Ernst (Switzerland)  
358 1) Airline 2) Otto Firlé (Germany) 1919 3) Lufthansa  
359 1) Film Producer 2) Gips & Dannel (USA) 3) Falcon International  
360 1) Emblem of a City 2) National Art Institute at Urbino (Italy) 3) Project (Urbino)  
361 1) Insurance Company 2) Chermayeff & Geismar Associates (USA) 3) American Republic Insurance Co.

- 362 1) Bank 2) Sandgren & Murtha, Inc. (USA) 3) National Bank of North America
- 363 1) Postal Service 2) Raymond Loewy/William Snaith, Inc. (USA) 3) United States Postal Service
- 364 1) Fiber Manufacturer 2) Eugen & Max Lenz (Switzerland) 3) Legler Textilunterrehmen
- 365 1) Symbol of Project Earning Power 2) Ed Bedno (USA) 3) U.S.Government
- 366 Information not available
- 367 1) Travel Association 2) Honneger & Lavator (Switzerland)
- 368 1) Printing Company 3) Master-Eagle Corp.
- 369 1) Publisher 2) Hans Schleger & Assoc. & Rosemary Fry (Great Britain) 3) Penguin
- 370 2) Anton Stankowsky (Germany)
- 371 1) Industrial Fair 2) Hermann Eidenbenz (Switzerland) 3) Swiss Industries Fair
- 372 1) Airline 2) Otto H.Treumann (Netherlands) 3) Israel Airline
- 373 2) Donald, Brun (Switzerland) 3) Pro Infirmis
- 374 1) Exhibition
- 375 1) Waterproof Goods 2) Studio Boggeri (Italy)
- 376 1) Fishery 2) Ernst Roch (Canada) 3) Okeefe's Fisheries
- 377 1) Fish Processor 2) Klaus Winterhäger (Germany) 3) Firma Cürten
- 378 1) Printing Company 2) Peter Läderach (Switzerland) 3) B.Fischer AG
- 379 1) Water Sports 2) Stephan Kantscheff (Bulgaria) 3) Fotografie
- 380 1) Fishery 2) Stephan Kantscheff (Bulgaria) 3) Slavyanka
- 381 1) Trading Company 2) Eugen & Max Lenz (Switzerland) 3) Motor Company
- 382 1) Fishery 2) Gerhard Kreische (Germany)
- 383 1) Cannery 2) Vittorio Antinori (Italy) 1963 3) Amore & Pollastrini
- 384 1) Publisher 2) Wolf D.Zimmermann (Germany) 3) S. Fischer Verlag
- 385 1) Underwater Fishing Equipment 2) Stephan Kantscheff (Bulgaria) 3) Sadala (Bourgas)
- 386 2) Draeger & René Toutain (France) 3) Project
- 387 2) Luk Mestagh (Belguim) 3) Korrekel der. Bruges
- 388 1) Glass articles 2) Waertsila Notzjoe (Finland)
- 389 1) Aquarium Products 2) Adrian Loos Design Studio (USA) 1971
- 390 1) Shoe Manufacturer 2) Hermann Eidenbenz (Switzerland) 3) Dolphin Shoes
- 391 2) Walter Sauer (Germany) 3) Fishers Association
- 392 1) Yacht Club 2) Yusaku Kamekura (Japan) 3) Aburatsub Yacht Club
- 393 1) Pottery 2) Erberto Carboni (Italy) 3) Ceramiques Laveno
- 394 1) Fishery 2) Kurt Tillessen (Germany)
- 395 1) Timber 2) Heinz Renz (Germany) 3) Ernst Fisch Timber Company
- 396 1) Fishery Coop 2) Ryszard Dudzicki (Poland)
- 397 1) Publication Series 2) George Giusti (USA)
- 3) Doubleday & Co.
- 398 1) Aquarium 2) Chermayeff & Geismar (USA) 1965 3) New England Aquarium
- 399 1) Air Pump Manufacturer 2) Eckstein-Stone Inc. (USA) 3) Tropical Air Pump Mfg. Corp.
- 400 2) Jupp Ernst (Germany)
- 401 1) Fishery 2) Joseph Binder (Germany) 3) Montreal Fishing Co.
- 402 1) Fish Canning 2) Bror B.Zetterborg (Finland) 3) Turun Kala Oy
- 403 1) Fresh Fish Retailers 2) Hans Schleger (Great Britain) 3) Mac Fisheries
- 404 1) Fishery 2) Hans Schleger (Great Britain)
- 405 2) Jörg Hermie (France) 3) Pompes Waquier
- 406 1) Food Company 2) Meier Menzel (Germany)
- 407 1) Owner's Signet for a Book 2) Rene Althaus (Switzerland)
- 408 1) Department Store 2) Seymour Chwast & Milton Glaser (USA) 3) Franklin Simon (New York)
- 409 1) Insectorium 3) Tama Zoo (Tokyo)
- 410 2) Jac. Gorter (Netherlands) 3) Nobo Banketfabrieken NV, Ede
- 411 1) Silk and Poplin Products 2) Louis le Brocquy, D.Litt (Irish Republic) 3) Irish Silk Poplin
- 412 1) Confectionery 2) Charles Dean (USA)
- 413 1) Milk Company 3) Meiji Nyugyo
- 414 Information not available
- 415 2) Goetz Neuke (Germany)
- 416 1) Bank 2) Robert Geisser (Switzerland) 3) Krefina Bank
- 417 2) Yusaku Kamekura (Japan) 1968 3) Project (Showa Denko)
- 418 1) Publisher 2) Hiroyasu Kusuhara (Japan) 1971 3) Project (Senshukai)
- 419 1) Advertising Agency 2) Gene Federico (USA) 3) Benton & Bowles Inc.
- 420 1) Insecticides 2) Yasaburo Kuwayama & Tadamichi Takeyama (Japan) 3) Nissan Kagaku
- 421 1) Pencils 2) Takashi Kono (Japan) 1927 3) Tombow
- 422 1) Restaurant 2) Milton Glaser & Push Pin Studios, Inc. (USA) 3) L'Escargot d'Or
- 423 1) Design Studio 2) Shigeru Nakai (Japan) 3) Adhouse Inc.
- 424 2) Goetz Neucke (Germany)
- 425 2) Ken Parkhurst (USA) 3) Snowmass-at-Aspen
- 426 1) Perfume 2) Jacques Nathan-Garamond (France) 3) Lita SA
- 427 1) Cosmetics 2) Karol Sliwka (Poland) 1970
- 428 1) Art Gallery 2) David L.Burke (USA) 3) Kovler Gallery
- 429 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1967 3) Asahi Shimbun Publishing Co.
- 430 1) Leden Pipe Products 2) Roger Geiser (Switzerland) 3) Joseph Diemand
- 431 1) Lodge 2) G.Dean Smith (USA) 3) Yosemite Lodge
- 432 2) Fred Murer (Switzerland) 3) Flüchtlingshilfe
- 433 1) Exhibition of Flowers 2) Jan Rajlich (Czechoslovakia)
- 434 1) Special Steel Maker 2) Rolf Lagerson & Stig Bark (Sweden) 3) Gense
- 435 1) Landscape Nursery 2) Roger-Virgile Geiser 3) Alfred Etter
- 436 1) Fertilizer 2) Yasaburo Kuwayama+Tadamichi Takeyama (Japan) 3) Nissan Kagaku
- 437 1) Publishing 2) Romulo Maccio (Argentina) 3) Mirasol Libros
- 438 1) Flower Park 2) Morten Peetz-Schou 3) The Vall  $\phi$  Castle Flower Park
- 439 1) Resort Services 3) Inter Island (Hawaii)
- 440 1) International Exposition 2) Takeshi Ohtaka (Japan) 3) EXPO '70
- 441 1) Tourist Services 3) Inter Island (Hawaii)
- 442 2) June Fraser+Design Research Unit (Great Britain) 3) Finlay Shields
- 443 1) Publisher 3) Encyclopedia Britannica Inc.
- 444 1) Seed Company 2) Jobst Kuch 3) Andrea
- 445 1) Bible Association 2) Anton Stankowski (Germany) 3) Wuertenberg Bible Association
- 446 1) Artificial Flower Maker 2) Gerd Leufert (Venezuela) 3) Floron
- 447 1) Symbol of Shop 2) Shuji Torigoe (Japan) 1970 3) Toko Store Family Rosa
- 448 1) Department Store 2) Renzo Yamazaki (Japan) 1959 3) Takashimaya
- 449 1) Shop 2) Shuji Torigoe (Japan) 3) Toko Store Co., Ltd.
- 450 1) Official mark for 100th Anniversary 2) Tadashi Ohashi (Japan) 3) Japanese Government
- 451 1) Bank 2) Tadashi Ohashi (Japan) 3) Kyowa Bank
- 452 1) Cosmetics 2) Nobuyuki Fukuhara (Japan) 1915 3) Shiseido
- 453 1) Wine Wholesaler 2) Philipp Seitz (Switzerland)
- 454 1) Wine Importer 2) Klaus Grözinger and Klaus Nothdurft (Germany) 3) Project
- 455 1) Record Company 2) Leo Monahan (USA) 3) Eden Records
- 456 1) Cannery 2) Verbena Reborra+Ennio Lucini (Italy) 3) Ligure Lombarda
- 457 1) Candied Fruits Factory 2) Stephan Kantscheff (Bulgaria) 3) Dunavia-Rousse
- 458 1) Candied Fruits Factory 2) Stephan Kantscheff (Bulgaria) 1965 3) Yagoda-Yambol
- 459 1) Fruit Importer 2) Hermann Kosel
- 460 2) Walther Bergmann (Germany)
- 461 1) Brewing 2) Gerd Leufert (Germany)
- 462 1) Chemical Fertilizer 2) Mei-Chung Tung (China) 3) Tai Yang Fertilized Co., Ltd.
- 463 2) Pat Keely (Great Britain)
- 464 1) Printing Company 2) Philipp Seitz (Germany)
- 465 2) Anton Stankowsky (Germany)
- 466 1) Ski Village 2) Ken Parkhurst (USA) 3) Vermonst Ski Village (Canada)
- 467 1) Importers of Furniture, Glass, Cutlery, etc. 2) Hans Schleger (Great Britain) 3) Finmar Limited
- 468 1) Manure Products 2) Ruth Gill+Roger Phillips+Mather & Crowther Design Group (Great Britain) 3) Fisons Horticulture Limited
- 469 1) Manure Products 2) Chris Yaneff+Chris Yaneff Ltd. (Canada) 3) Fisons Canada Ltd.
- 470 2) Barbara Stauffacher (USA)
- 471 1) Construction Company 2) Rudolph de Harak (USA) 3) Ballard Todd & Shibbe
- 472 1) 25th Anniversary Commemoration of the United Nations 2) S.Neil Fujita (USA) 3) New York City
- 473 2) Walther Bergmann (Germany)
- 474 1) Kindergarten 2) Gerd Leufelt (Germany)
- 475 1) Youth Hostel 2) Helmuth Kurtz (Switzerland) 3) Jugendstätte Gtellergut
- 476 1) Paper Products 2) G.Dean Smith (USA) 3) Boise Cascade Corporation
- 477 2) Gerhard Hauptmann (Germany)
- 478 1) Hotel 2) Taijiro Nakayama (Japan) 3) Haruyama Hotel
- 479 3) American Living Cooperation Association
- 480 1) Industrial Supplies 2) Dentsu (Japan) 1967 3) Itoman
- 481 1) Bank 3) Bank of New Hampshire
- 482 1) Bank 2) Shigeo Fukuda (Japan) 1969 3) Hokkaido Takushoku Bank
- 483 1) Hotel 2) Hans Hartmann (Switzerland) 3) Parkhotel Adelboden
- 484 1) Insurance Company 2) Lilly Fritz (Canada)
- 485 3) Aktion <Gesunde Volk> (Switzerland)
- 486 1) Wood working Machinery 2) Klavs Winterhäger (Germany) 3) C.Feldmann
- 487 1) Investment Firm 2) Daniel Maurel (France) 1969 3) Credit Lyonnais
- 488 1) Bank 2) Leo Duerr (USA) 3) Redwood National Bank
- 489 1) Paint Manufacturer 2) Franco Maria Ricci (Italy) 3) Totem Lack Farben
- 490 1) Religious Association 2) Robert Pease (USA) 3) The Marin Jewish Community Center
- 491 1) Candy Manufacturer 2) Morton Goldsholl Design Associates (USA) 3) Orchard Hill Farms Candy Co.
- 492 2) Abram Games (Great Britain) 1956
- 493 2) Abram Games (Great Britain) 1955
- 494 1) Trust Company 2) Paul Asal (Switzerland)
- 495 1) Hotel 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) Oddenino's Property & Investment Co. <Royal Garden Hotel (London)>
- 496 1) Camping Ground 2) G.Dean Smith (USA) 3) Tolumne Meadows and High Sierra Camps.
- 497 1) Landscape Gardening 2) Luc Van Malderen (Belgium) 3) Jean Delogne (Brussels)
- 498 1) Consumers' Association 2) Hansruedi Erdmann (France)
- 499 1) Publisher 2) Yasumasa Yoshioka (Japan) 3) Senshukai
- 500 2) Clarence Lee (USA) 3) Paradise Park
- 501 1) Coral Sales Company 2) Joseph Binder (Germany)
- 502 1) Passenger Liner 3) Coral Princess
- 503 1) Ministry of Agriculture 2) Nedo Mien Ferrario (Venezuela) 3) Ministerio de Agricultura y Cria
- 504 1) Retail Chain 2) Shuji Torigoe (Japan) 1970 3) Tokyo Store Co., Ltd.
- 505 1) Municipal Sanitation Trucks 2) Tatsuhiro Yamamoto

- (Japan) 1970 3) Tokyo Metropolitan Office
- 506 1) Association 2) Dixon & Parcels Associates Inc. (USA) 3) National Arborists Association
- 507 1) Pharmaceuticals 2) G.F.Schmidt
- 508 1) Plantation 2) Clarence Lee (USA) 3) Coconut Plantation
- 509 1) Lottery 3) Switzerland National Lottery
- 510 1) Insignia for Saving Association 2) Yoshio Hayashi (Japan) 3) Agricultural Cooperation Association
- 511 2) G.Dean Smith (USA) 3) Curry Village
- 512 1) Hotel 2) G.Dean Smith (USA) 3) Wawona Hotel
- 513 1) Airline 3) Air Canada
- 514 1) Shopping Center 2) Saul Bass & Assoc. (USA) 3) Oakbrook Terrace Shopping Center
- 515 1) Woolens 2) Olle Eksell (Sweden) 3) Svenska Yllehuset
- 516 3) Centro Fly Casa
- 517 1) Production of Weekend Houses 2) Jan Rajlich (Czechoslovakia)
- 518 1) Exhibition Rental Company 2) Paul Bühlmann (Switzerland) 3) Hunziker
- 519 1) Show Signs 2) Rüdiger Nüssler (Germany) 3) Berliner Bauwochen
- 520 1) Building Advisory Council 2) Patrick Scott, Signa Ltd. (Ireland) 3) The National Building Advisory Council
- 521 1) House Building Company 2) Kenichi Yoshioka (Japan) 3) Sanwa Sogo Tatemono Co.
- 522 2) Philip Draggan 3) Project
- 523 1) Direct Mail Firm 2) Gérard Clerc+Daniel Maurel (France) 1970 3) Bottin Addresses
- 524 1) Building Company 2) Francis R.Esteban (USA) 3) Steel Corporation
- 525 1) Photography 2) Tom Woodward (USA) 3) Halftone House
- 526 1) Children's Clothing Manufacturer 3) Otogi no kuni (Japan)
- 527 1) Life Insurance Company 2) Harold F.Walter (USA) (Japan) 3) Chicago National Life Insurance Company
- 528 1) Condominium 2) Yasu Nakajima (Japan) 1968 3) Daiei Residence
- 529 1) Print and Printing Goods Company 3) Cell AG
- 530 1) Farm 2) Peter Hatch (USA) 3) Dick Merricks Farm
- 531 1) Industrial Arts 2) Syozi Murao (Japan) 1968 3) Paris Industrial Arts
- 532 1) Publication 2) Larry Klein (USA) 3) Canadian Building News
- 533 1) Tearoom 2) Mitsuo Ishida (Japan) 1970 3) Giraud
- 534 1) Irish-style Restaurant 2) Do Weller (USA) 3) O'Shaughnessy's
- 535 1) Book Emblem 2) Gerhard Kreische (Germany)
- 536 2) Benno Wissing (Netherlands) 3) Aviso N.V.S.A.
- 537 1) German National Railways 2) Karl Oskar Blase (Germany) 3) Project
- 538 1) Truck Rental Firm 2) Lilly Fritz (Canada)
- 539 1) Traffic Office 2) Dr.Hahn (Germany)
- 540 1) Tourist Bureau 2) Into Mojen (Italy) 1970 3) Editour
- 541 2) Studio Boqgeri (Italy)
- 542 1) Publisher 2) Peter Schifferli (Switzerland) 3) Die Arche
- 543 1) Scandinavia 3) Scandinavia Pavilion
- 544 1) Automobile Insurance 3) Latina
- 545 1) Cultural Center 3) Polynesian Cultural Center (Hawaii)
- 546 1) Publisher 3) Longman Group Ltd.
- 547 2) Theo Manson (Italy) 1968 3) Rhodiatocce S.P.A.
- 548 1) Paint Company (Great Britain)
- 549 1) Ship's Registration and Shipbuilding Inspection 2) Josef Týfa (Czechoslovakia) 3) Lodni Register (Prague)
- 550 1) Brewer 2) Emil O Biemann (Canada) 3) Molson's Brewery Ltd.
- 551 1) Airline 2) Lippincott & Margulies Inc. 3) Eastern Air Lines
- 552 1) Model Airplane Products 2) Marcel Wyss (Switzerland) 3) Tanner
- 553 1) Knitting Wool 2) Carlos Rolando (Spain) 1971 3) Técnicas de Comunicaión S.A.
- 554 1) Chemical Industry 2) Walter Allner (USA) 3) Reichhold Chemicals
- 555 1) Chemicals 2) Lester Beall (USA) 3) Rohm and Haas
- 556 1) Chemical Laboratories 2) J.Anon (USA)
- 557 1) Pharmaceuticals 2) Stephan Lion (USA) 3) Hoffman La Roch Inc.
- 558 1) Pharmaceuticals 3) Funai Yakuhin (Japan)
- 559 1) Glassware Manufacturer 2) Bertil Anderson-Bertilson (Sweden) 3) Bodo Glasbruk
- 560 1) Paper and Pulp Manufacturer 2) Ernst Roch (Canada)
- 561 1) Pharmaceutical Research 2) Randall R.Roth (USA) 1963 3) Bio-Toxicological Research Inc.
- 562 1) Gallery 2) Kazumasa Nagai (Japan) 1970 3) Saikodo
- 563 1) Travel Bureau 2) Stanislav Kovař (Czechoslovakia) 3) Čedok Travel Agency
- 564 1) Earthenware Manufacturer 2) Ryoichi Yamashiro (Japan)
- 565 2) Primo Angeli (USA) 3) Bio Science Laboratories
- 566 1) Brewer 2) Franz Hermann Wills (Germany)
- 567 2) Celestino Piatti (Switzerland) 3) Kinderhilfe
- 568 1) Beer Half 2) Hideyasu Yago (Japan) 1969 3) Sapporo Kyoie Co., Ltd.
- 569 1) Bakery 2) Michael Russell & Allied Industrial Designers Ltd. (Great Britain) 3) Lyons Bakery
- 570 1) Pharmaceuticals 2) Ian Bradberry (Great Britain) 3) Richard Douglas
- 571 1) Medicines 2) Woudhuysen Design Group (Great Britain) 3) Barnes Ltd. (London)
- 572 2) Robert Perrit & Design Research Unit (Great Britain)
- 573 1) Chocolate 2) Meier Menzel & Gatz (Germany)
- 574 1) Beer Brewer 2) Milner Gray & Design Research Unit (Great Britain) 3) Watney Mann Limited
- 575 1) Paints 2) Saul Bass (USA) 3) W.P.Fuller & Company
- 576 1) Pepper Products 2) Dr.Hahn (Germany)
- 577 1) Writers Society 2) Peter Bradford (USA) 3) Urban Writers Society
- 578 2) Theodore Stamatakis (France) 3) Belle épine
- 579 1) Paper Company 2) Chermayeff & Geismar Associates (USA) 3) Central National Corp.
- 580 1) Paper Manufacturer 2) Carl Swann (Great Britain) 3) Combination Paper Manufacturers
- 581 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1968 3) Heibonsha Publishers
- 582 1) Symbol of Specially Selected Goods 2) Shigeo Fukuda (Japan) 3) Toyoko Department Store
- 583 2) Gerard Wernars (Netherlands) 3) Ten Cate
- 584 2) Robert Miles Runyan (USA)
- 585 1) Ministry of Light Industry 2) Witold Surowiecki (Poland)
- 586 1) International Specialty Exhibition 2) Peter Wehe (Germany) 3) Intergastra
- 587 1) Gold Ribbon Grand Prix of Packaging 2) Daniel Maurel (France) 1969 3) 3M Company
- 588 1) Children's Clothing Manufacturer 2) Yusaku Kamekura (Japan) 3) Project (Child)
- 589 1) Textile Industry 2) Alan Peckolick (USA) 3) Klopman Mills
- 590 1) Mountaineering and Guide School 2) G.Dean Smith (USA) 3) Yosemite Mountaineering and Guide School
- 591 1) Interior Designer 2) Walter Herdeg (Switzerland)
- 592 2) Peter Ray (Great Britain) 3) The Turks Head
- 593 1) Spinning and Weaving Industry 2) Studio Boggeri (Italy) 3) Cantoni
- 594 1) Fiber Factory 2) Stephan Kantscheff (Bulgaria) 3) Vetreno-Marika
- 595 1) Synthetic Fiber Manufacturer 2) Heinz Schwabe (Germany)
- 596 1) Textile Company 2) Curt Dahlen (Switzerland) 1965 3) Rydboholms AB
- 597 1) Felt for Paper Production 2) Hermann Bongard (Norway) 3) Den Norsks Papitiltfabrik
- 598 1) Hemp & Linen Dealers 2) Hermann Eidenbenz (Switzerland) 3) Halag
- 599 1) Tailors' Association 2) Karol Sliwka (Poland) 3) Schneidergenossenschaft
- 600 2) Romulo Maccio (Argentina) 3) Muestras S.A.
- 601 1) Dressmaker 2) Olle Eksell (Sweden) 3) Melka AB
- 602 1) Fabrics for Clothes 2) Josef Autherid (Austria)
- 603 1) Clothing Shop 2) Herbert Leupin (Switzerland) 3) Andre
- 604 1) Laundry Service 2) J.Edward Sander Associates (Great Britain) 1963 3) Lyndale Laundries Ltd.
- 605 1) Synthetic Fiber 3) Teijin
- 606 1) Medicines 3) Chotaro Arakawa
- 607 1) Discount Store 2) Randall R.Roth (USA) 1963 3) Discount King
- 608 1) Boutique 2) Adrian Frutiger (France) 3) Boutique du Paris Royal
- 609 1) Dressmaker 2) Moritz S.Jaggi (Switzerland) 3) Herren-Globus
- 610 2) Kunstgewerbeschule, Basel
- 611 1) Hotel 3) Crown Hotel
- 612 1) Paint Products 2) Dickens Design Group (USA) 3) Cook Paint and Varnish Co. (Kansas City)
- 613 1) Department Store 2) Yoshio Yahashi (Japan) 3) Keio Department Store
- 614 1) Products 2) Goetz Neucke (Germany)
- 615 1) Pharmaceuticals 2) Ayao Yamana (Japan)
- 616 1) Bakers and Confectioners Guild 2) Hermann Bongard (Norway) 3) The Bakers and Confectioners Guild in Oslo
- 617 1) Steamship <Oriana> 2) Milner Gray & Design Research Unit (Great Britain) 3) P. & O.Orient Lines
- 618 1) Packaging Competition 2) Hans-Werner Manko (Germany) 3) Deutscher Packungs-Wettbewerb
- 619 1) Paper Products 2) Jacques Nathan-Garamond (France)
- 620 1) Show Signs 2) Crosby/Fletcher/Forbes (Great Britain) 3) British Weeks
- 621 1) Pen Maker 2) Ernst Roch (Great Britain) 3) Bird Pen
- 622 1) Design Studio 2) Christine & Ingo Friel (Germany) 3) Studio Freil
- 623 1) Stationery 2) Hermut Kurz (Switzerland) 3) Fisher
- 624 1) Design Studio 2) 3) Adrian Loos Design (USA)
- 625 1) Design Studio 2) Reymond Lee (Canada) 3) Reymond Lee & Assoc. Ltd.
- 626 1) Show Signs 2) Jupp Ernst (Germany) 3) Symbol for the International Exhibition of Canadian Commercial Art.
- 627 1) Design Studio 2) 3) Werbegraphik-Ausbildung (Great Britain)
- 628 1) Union 2) Geo Mayhew (Great Britain) 3) Sign & Display
- 629 1) Pencil Manufacturer 2) Anton Metchknev (Bulgaria) 3) Hemus
- 630 2) Åke Carling (Sweden) 3) Svenska Affischteknare
- 631 1) North Europe Association of Painters
- 632 1) Training Section of the Building Employers Association 2) Lars Bramberg (Sweden) 3) The Swedish Building Employers Association
- 633 1) Paint Products 2) Morton Goldsholl (USA) 3) Martin Senour Co.
- 634 1) Paint Manufacturer 2) Sori Yanagi (Japan) 1961
- 635 1) Manufacturers of Flexible Tube Containers 2) Steve Madden (USA) 3) Vynite
- 636 1) Publisher 2) Bruno Binosi (Italy) 3) Project (Arnoldo Mondadori)
- 637 1) Book Fair 2) Benson Crane (USA) 1971
- 638 1) Information Center 2) Tadeusz Cialowioz (Poland) 3) Wissenschaftlich-Technisches Informationszentrum
- 639 1) School 2) Sandgren & Murtha, Inc. (USA) 3) Horace Mann
- 640 1) Group 2) Andreas Lerner (Germany) 3) Reading Circle
- 641 1) Church 2) Bill Hyde (USA) 3) Presbyterian Church
- 642 1) Book Shop 2) Albe Steiner (Italy) 3) Libra
- 643 1) Book Shop 2) Jost Hochuli (Switzerland) 3) Fehr'sche Buchhadlung
- 644 1) Pocketbook Store 2) Jost Hochuli (Switzerland) 3) Fehr'scher Buhhadlung
- 645 1) Library 2) Willam Wondriska (USA) 3) Watkinson Library
- 646 3) 1. Prospekt-Wettbewerb 1966
- 647 1) Shoe Exporter 2) Per Einar Egger (Norway) 3) Joseph Diemand

- 648 2) Piero Fornasetti (Italy) 3) Ditta Fornasetti  
649 1) Publisher 2) June Fraser+Design Research Unit (Great Britain) 3) Hodder Publications Ltd.  
650 1) Paper Merchant 2) Eugen and Max Lenz (Switzerland) 3) Lietrantengemeinschaft der Papeteriebranche  
651 1) Metal Foundry 2) H. Spiegelberg (Switzerland)  
652 1) Welfare Movement in Winter 2) Robert S. Gessner (Switzerland)  
653 1) Advertising Agency 2) Morihiko Iwamoto (Japan) 3) Sanko sha  
654 1) Restaurant 2) Shigeji Kobayashi (Japan) 1965 2) Hakkai  
655-6 1) Electric Bulb Manufacturer 2) A Student of Kungstgewerbeschule Basel 3) Osram Lampen Nn  
657 1) Hair Dressing Supplies 2) Alvin Lustia (USA)  
658-9 2) Meier Menzel & Gatz (Germany)  
660 1) Cutlery Manufacturer 3) Felix Gloria-Werk (the present)  
661 1) Metallic Fitting Manufacturer 3) OESCH  
662 1) Screw Maker 2) Herbert Leupin (Switzerland)  
663 1) Screw Maker 2) A Student at Kunstgewerbeschule, Basel  
664 1) Car Repair Workshop 2) Jan Rajlich (Czechoslovakia)  
665 1) Electric Appliance and Machinery Industry 3) Toshiba Electric Co.  
666 1) Construction Materials 2) Hans Hartmann (Switzerland)  
667 1) Film Production 2) Josef Grabner (Switzerland) 3) Filmo  
668 1) Electrical Appliance Company 2) Marcel Wyss (Switzerland) 3) Project (Electrolux International)  
669 1) Electrical Appliance Company 2) Hansruedi Widmer (Switzerland) 3) Project (Electrolux International)  
670 1) Electrical Appliance Company 2) Hans Wydler (Switzerland) 3) Project (Electrolux International)  
671 1) Electrical Appliance Company 2) Ernest Witzig (Switzerland) 3) Project (Electrolux International)  
672 1) Electrical Appliance Company 2) Otto Kramar (Switzerland) 3) Project (Electrolux International)  
673 1) Mark of Quality Standard  
674 1) Food Industry 3) Hokuyo  
675 1) International Trade Fair 2) Steve Madden (USA) 3) California International Trade Fair  
676 1) Industrial Art Exhibition 3) The Prospectus of the Industrial Art Exhibition  
677 1) Mineral Water 2) Joseph Binder (Germany)  
678 1) Restaurant 2) Adrian Loos (USA) 3) Nine Muses Restaurant  
679 1) Advertising Agency 3) Gebr Schellenberg  
680 1) Telephone & Telegraph Office 2) Saul Bass (USA)  
681 1) Broadcasting 3) RAI  
682 1) Chocolate 2) Meier Menzel+Gatz (Germany)  
683 1) Archery Equipment 2) Porter, Goodman & Cheatham 3) Ben Pearson  
684 1) Broadcasting 2) Stephan Kantscheff (Bulgaria) 3) Bulgarische Television-Gesellschaft  
685 1) TV Quiz Program 2) Heinz Waibl (Italy) 3) Radiotelevisione Italiana  
686 1) Music Association 2) Michel Olyff (Belgium) 3) Societe Philharmonique de Bruxelles  
687 1) Orchestra 2) Werner Epstein (Israel) 3) Palestine Orchestra  
688 1) Festival Hall 2) F.H.K. Henrion (Great Britain) 3) Royal Festival Hall  
689 1) Record Company 2) Daniele Baroni (Italy) 1970 3) Sansoni Accademia editori  
690 2) Ed Kysar (USA) 3) Klein & Barzman  
691 1) Watch Association (Switzerland)  
692 1) Publisher 2) Giulio Confalonieri (Italy) 3) Ditta Levici Editori  
693 1) Festival 2) Nicholas Jenkins 3) Bath Festival 1969  
694 1) Postal Service 3) Deutschen Bundespost  
695 1) Trading Stamp 3) Subscription (Regiophil)  
696 1) Bank 2) Bror B. Zetterborg (Finland) 3) Post Office Savings Bank  
697 1) Design Prize 2) Albe Steiner (Italy) 3) La Rinascente  
698 1) Exporter 2) Paul M. Levy (USA) 3) Abra Export Co., Inc.  
699 2) Walter Leonhalt (Germany)  
700 2) Errel (Israel) 3) Government of Israel  
701 2) Pharmaceuticals 2) Hiroshi Ohchi (Japan) 3) Ichioka Pharmacy  
702 1) Mark for Pipe Structural Systems 3) Asahi Glass <abstracta>  
703 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1969 3) Insatsu Gakkai Shuppanbu  
704 1) Chair Manufacturer 2) Dr. Hahn (Germany)  
705 2) Goetz Neucke (Germany)  
706 2) Key Manufacturer 3) Meier Menzel & Gatz (Germany)  
707 2) Honneger & Lavater (Switzerland)  
708 1) Textile Manufacturer 3) Kawashima Textile Mills  
709 1) Sports Supplies Company 2) Eugen Jordi (Switzerland) 3) Vaucher  
710 1) Airline 2) F.H.K. Henrion (Great Britain)  
711 2) Felix Muckenhirn (USA) 1970 3) Felix & Zita Muckenhirn  
712 1) Steamship Company 2) Peter Hatch Partnership+T. Jaques (Great Britain) 3) Blue Funnel Line  
713 1) Baseball Commissioner 2) Jack Werner (USA) 3) The Office of the Commissioner of Baseball  
714 1) Tennis Club 2) Benson Crane (USA) 1971  
715 1) Boat Club 2) Edger Kung (Switzerland) 3) Lucerne Boat Club  
716 2) Hansruedi Scheller (Switzerland) 1965 3) F.I.S.A.  
717 1) Paper Manufacturer 2) Morton Goldsholl Design Assoc. (USA) 3) Munising Paper Company  
718 1) Public Relations Firm 2) Do Weller & Dennis Juett (USA) 3) Semper/Moser & Associates  
719 1) Photo Studio 3) B/N & C  
720 1) Telecommunications Equipment 2) Anton Stankowsky (Germany) 3) Standard Elektrik Lorenz AG.  
721 1) Aluminium Rolling Manufacturer 2) Tom Schell (Canada)  
722 1) Paper Products 2) Francis R. Esteban (USA) 3) Scott Paper Company  
723 1) Printing Company 2) 3) Lewis M. Allen (USA)  
724 1) Chemical 2) Charles Mcmrray+FGomez & Latham Tyler & Jensen Inc., (USA) 3) Archer Daniels Midland Company  
725 1) Land Development 2) John R. Rieben (USA) 1971 3) Land Development  
726 1) Broadcasting 2) Chris Yaneff+Fred Gotthans (Canada) 3) Rogers Broadcasting Ltd.,  
727 1) Trade Commission 2) George Him (Great Britain) 3) Australian Trade Commission  
728 1) Electrical Appliances Company 2) Sunwave (Japan) 1964  
729 1) Foods (Hawaii Fortune) 2) Peter Graef (USA) 3) Castle & Cooke, Inc.  
730 1) Hotel 3) Hotel New Otani  
731 1) Gasoline Sales Company 2) Ikko Tanaka (Japan) 3) Kyodo Oil Co., Inc.  
732 1) Pharmaceuticals 2) Tsung-Yi Lu (China) 3) Sun Laboratories. Ltd.  
733 1) Designer & Associates 2) Thomas Laufer (USA) 3) San Francisco Seven  
734 1) Bank 2) Yoshio Hayasi (Japan) 3) Zyoyo Bank  
735 1) Bank 2) Yusaku Kamekura (Japan) 1968 3) Taiyo Bank  
736 1) Bank 2) Gérard Miedinger (Switzerland) 3) Export Bank  
737 1) Milk Company 3) Morinaga Dairy Company (Japan)  
738 1) Oil Company 3) Yoshihara Oil Company  
739 1) Food Industry  
740 1) Electrical Appliance and Machinery  
741 3) Ilford  
742 1) World Power Conference 2) Yusaku Kamekura (Japan) 3) Japanese National Committee of World Power Conference  
743 1) Skin Cream 2) Morton Goldsholl Design Associates (USA) 3) Miles Laboratories, Inc.  
744 1) Trademark 2) Albe Steiner (Italy) 3) Camadis S.p.A  
745 1) Trailer Products 2) Louis Danziger (USA) 3) Sun-dormer International  
746 1) House for Rent 2) Churchill & Holmes (Great Britain) 3) Rentavilla  
747 1) Clothing Wholesaler 2) Yusaku Kamekura (Japan) 3) Kinyo  
748 1) Cigarettes 2) Walter Landor Assoc. (USA) 3) Oro Cigarettes (Mexico)  
749 1) Publisher 2) Rudolph de Harak (USA) 3) Taschenbücher McGraw-Hill Book Co.  
750 1) Publisher 2) Pierre Comte (France)  
751 1) Earthenware Design Seal 2) L. Sturme (Italy) 3) La Rinascente/UPIM  
752 1) Typewriters 2) Giovanni Pintori (Italy) 3) Olivetti  
753 1) Beer 2) Raymond Lowey (USA) 3) Asahi Beer  
754 1) Real Estate 3) Nomura Real Estate Company  
755 1) Broadcasting 2) John Alcorn (USA) 3) CBS  
756 1) Rubber Company 2) Tokyo Planning (Japan) 1963 3) Kohshin Rubber  
757 2) Hans Schleger (Great Britain)  
758 1) Publisher 3) Art Supply  
759 1) Pharmaceuticals 3) S.S. Pharmaceutical Company  
760 1) Artists' Association 3) Artists Society of Darmstadt  
761 Information not available  
762 2) Eelco Bos (Netherlands) 3) Hofdrukkerijen Arps & Zoon  
763 1) Emblem for a City 2) Walter Herdeg (Switzerland) 3) Symbol for St. Moritz  
764 1) Brewer 2) Hans Gaensslen (Austria) 3) Hauck Wien  
765 1) Sapporo Winter Olympics 2) Kazumasa Nagai (Japan) 3) The Organizing Committee for the 11th Olympic Winter Games, Sapporo 1972  
766 1) International Exposition 2) Ernst Roch (Canada) 3) Montreal International Fair  
767 1) Travel Bureau 2) Franc Wilson (USA) 1963 3) Western International Travel  
768 1) Consumers Coop 3) Japan Living Cooperation Association  
769 1) Artists' Materials 3) Letraset  
770 1) Airline 3) Pan American Airlines  
771 1) Studio Boggeri (Italy)  
772 1) Publisher 3) Kummerly & Frey Bern  
773 1) Publisher 2) Walter Herdeg (Switzerland) 3) Map Printing & Publishing House  
774 1) Exhibition 2) Martin Gavler (Sweden) 3) Stockholm International Stamp Exhibition  
775 1) Golf Tournament 2) Bill Hyde (USA) 3) Lucky International Open Golf Tournament  
776 1) International Organization UNESCO 2) Jacques Nathan-Garamond (France)  
777 1) International Organization UNESCO 2) Jacques Nathan (France)  
778 1) International Fair of Printing and Paper 3) DRUPA (Druck und Papier)  
779 1) "World University Library" 3) Heibon Publishing Co.  
780 1) World Exposition (USA) 1964  
781 1) United Nations Symbol  
782 1) International Organization UNESCO 2) Jean Colin (France)  
783 1) Calender Products 2) Karl Werner (Switzerland)  
784 1) Soap Maker 2) Taiji Kawajiri (Japan) 1952 3) Kao Soap Company  
785 1) Spinning 3) Teikoku Cotton Spinning  
786 1) Food Industry 3) Nihon Reizo  
787 1) Christmas Symbol for Chamber of Commerce 2) Felix Beltran (Cuban) 3) Camara de Comercio  
788 1) Publisher 2) Stefan Kantscheff (Bulgaria)  
789 1) Air Force Art Program 2) G. Dean Smith (USA) 3) U.S. Air Force  
790 2) Chermayeff & Geismar Associates (USA) 3) American Film Institute  
791 1) Chemical Industry 2) Takeshi Nakamura & Toshinobu Takeba & Katsuto Ikeda (Japan) 3) Mitsuboshi Belting  
792 1) Bank 2) Kazumasa Nagai (Japan) 3) Suruga Bank  
793 1) Printing Company 3) Toshio Printing Co.  
794 1) Gasoline Company 3) Syowa Oil  
795 1) Pharmaceuticals 3) Fujisawa Medicines  
796 1) Recreation Enterprises 2) G. Dean Smith (USA) 3) Yosemite Park and Curry Co.  
797 1) Table Salt 2) Dickens Design Group (USA) 3) Diamond Crystal Salt Co.  
798 1) Spinning Company 3) Kurashiki Spinning Co.  
799 1) Mark for Bargain Sale of Diamond Ring 3) Mitsukoshi  
800 1) Mark for Photo Supplies 3) Kashimura  
801 1) Association 2) Sandgren & Murtha, Inc. (USA) 3)

- 3) National Industrial Conference Board  
802 Fire and Safety Equipment 2) Eskil Ohlsson (USA) 3) Norris Industries  
803 1) Fire Retardant Manufacturer 2) Don Shanodky & Roger Cook (USA) 3) CIBA Chemical and Dye  
804 1) University 2) Chermayeff & Geismar Associates (USA) 3) New York University  
805 1) Gas Company 2) Lester Beall (USA) 3) Consolidated Natural Gas Company  
806 1) Church 2) Gerald Ewald (USA) 3) Dallas Baptist Church  
807 1) Red Cross 2) Walter Baumberger (Switzerland) 3) Comite International de la Croix-Rouge.  
808 1) Petroleum Industry 2) Roby d' Silva (Great Britain) 3) Petro-Chemical and Oil Industries  
809 1) Green Tea Products 3) Hosuien  
810 1) Cosmetics 2) Gilles Fiszman  
811 1) Manufacture of Waterproof Agents 2) Frank Wagner (USA) 3) Nuhold American Corp.  
812 1) Record Company 2) Tom & Teresa Woodward (USA) 3) Rain Records  
813 1) Heating Equipment Company 2) Walter Diethelm (Switzerland) 3) Christinger Heizungsbau  
814 1) Publishers 2) Everett S. Aison (USA) 3) Grossman Publishers, Inc.  
815 1) Symbol for Pavilion at Expo'70 2) Willm Hendrik Crouwel (Netherlands) 3) Netherlands Government  
816 1) Flour Mill 2) Helmut Kurtz (Switzerland)  
817 1) Milk Company 3) Yukijirushi Nyugyo  
818 1) Hotel 2) Yusaku Kamekura (Japan) 3) Prince Hotel  
819 1) Lighting Company 2) Isamu Noguchi (USA)  
820 1) Association for Safety Testing of Automobiles 2) Lars Bramberg (Sweden) 3) The Swedish Association for Safety Testing of Automobiles  
821 1) Police Headquarters 3) Kantonspolizei Zürich  
822 1) Injection Molding 2) Peter Amos (Great Britain)  
823 1) Brassiere Manufacturers 2) Geoffrey Lee (Great Britain) 3) Simcita Ltd.  
824 1) Musical Instruments 2) Otl Aicher (Germany) 3) Schlaginstrumentfabrik Johannes Link.  
825 1) Concrete Reinforcing Iron 2) Draeger+René Toutain (France) 3) Project  
826 1) Hotel 2) Ruedi Külling (Switzerland) 3) Silberkugel  
827 1) Pawnbroker 2) Geoffrey Woollard (Great Britain) 3) Claude Jones  
828 1) Bus Service 2) Bror B. Zetterborg (Finland) 3) Rautatiekirjakauppa  
829 1) National Park Service 2) Chermayeff & Geismar Associates (USA) 3) U.S. National Park Service  
830 1) Shopping Center 2) Ernst u. Ursula Hiestand (Switzerland)  
831 1) Art Festival 2) Takeshi Ohtaka (Japan) 3) Osaka Art Festival  
832 1) Sake Brewer 2) Takeshi Ohtaka (Japan) 3) Wagen-Shuzo Co., Ltd.  
833 2) Helene Cusson+Dennis Goddard (USA) 1970 3) The Mega Group  
834 1) Folklore Exhibition 2) Erberto Carboni (Italy) 3) Exhibition Italian Regions  
835 1) Electrical Signs 2) Tomoko Miho+George Nelson & Company Inc. (USA) 3) Everbrite Electric  
836 1) Bank 2) Pierre Baillard+Lausanne (Switzerland) 3) Project (Swiss Credit Bank)  
837 1) Furniture Company 2) Rudolph de Harak (USA) 3) Cumberland Furniture Corp.  
838 1) Nightclub 2) Max Huber (Italy) 3) Casino Taormina  
839 1) Exhibition Symbol 2) Don Ervin; George Nelson & Co., Inc. (USA) 3) USA National Exhibition  
840 1) Soft Drink Company 2) Ivam Chermayeff & Gene Secander (USA) 3) Pepsi Cola  
841 1) Food Industry 3) Nippon Suisan  
842 1) Yeast Factory 2) Wilhelm Deffke (Germany) 3) Deutsche Hefewerke Hanburg  
843 1) Insurance Agency 2) Kurt Weidemann (Germany) 3) Roland Heiler  
844 1) Colored Metal Processing 2) Paul Bühlmann (Switzerland) 3) Verband Schweizerischer Buntmetallwerke  
845 1) Automotive Industry 2) Yusaku Kamekura (Japan) 3) Project (Toyota Motor Co.)  
846 1) Sale of Homes 2) Toni Goldmark+Clarence Lee (USA) 3) Mililani Town  
847 1) Watches 2) Franco Ricci (Italy) 3) Kalos Uhren  
848 1) Broadcasting 2) G. Dean Smith (USA) 3) American FM Radio Network  
849 1) Scientific Association 2) Hansruedi Widmer+Devico AG (Switzerland) 3) Internationale Union für Geodäsie und Geophysik  
850 1) Automobile Manufacturer 3) Bayrische  
851 1) Engineering Film Company 2) M.H.Koskela (Finland) 3) Suomen Insinooriliitto  
852 1) Saccharine Manufacturer 2) Clar Werburg (Germany)  
853 1) Water-wheel Maker 2) Allan Jungbeck (Sweden) 3) AB. Kvarnmaskiner  
854 2) Clemente Lagundimao, Jr., (USA) 3) Child Development Center  
855 1) Pavilion for EXPO '70 3) Kyowa  
856 1) Perfumers 2) Tai-Shing Jiang (China) 3) Yung-Kuang Perfumery Company  
857 1) Japanese Film Festival 2) Gerd Leufert (Venezuela)  
858 1) Mail-order Sales Company 2) Luis Pals (Germany) 3) Neckermann  
859 1) Cutley 2) Richard Shiffer; George Nelson & Co., Inc. (USA) 3) Rek-o-Kut.  
860 1) Airline 2) Clarence Lee (USA) 3) Northwest Orient  
861 1) Steel Manufacturer 2) Mimmo Castllano (Italy) 3) Italsider  
862 1) Bank 2) Shigeo Fukuda (Japan) 1971 3) Iwate Bank  
863 1) Decorative Artist 2) MID Design (Italy) 1970 3) Atla Moda  
864 1) Loom Manufacturer 2) Crosby+Fletcher/Forbes (Great Britain) 3) Eastman  
865 1) Public Relations 2) Adrian Frutiger (France) 3) Information et Entreprise  
866 1) Prefecture Symbol 3) Saitama Prefecture (Japan)  
867 1) Christian Association 2) Adrian Frutiger (France) 3) Rencontre  
868 2) Masanori Matsushima (Japan) 1969  
869 1) Steel Manufacturer  
870 1) Hotel 3) Grand Palace  
871 1) Hotel 2) Lester Beall, Inc. (USA) 3) Hilton Hotel (New York)  
872 1) Environmental Engineering Company 2) James D. Gilbert (USA) 3) Water Treatment Corporation  
873 1) Telecommunications and Electronics 2) Norbert Dutton+Rapiet Design Ltd. (Great Britain) 3) The Plessey Co., Ltd.  
874 1) Medical Society 2) Yusaku Kamekura (Japan) 3) The Japan Society of Obstetrics and Gynecology  
875 1) Electrical Products 2) Shigeo Fukuda (Japan) 3) Sanyo Electric Co., Ltd.  
876 1) Carlo Bruni (Italy) 3) Oliver-Beckman Italiana  
877 1) Cosmetics 3) Tages Creme  
878 2) David Coleman (USA) 1969 3) Project  
879 1) Film Production 2) Franco Grignari (Italy) 3) Foto-Grafica  
880 1) Automobile 2) Gottlieb Daimler (Germany) 3) Mercedes-Benz  
881 1) Printing Company 2) René Villiger (Switzerland) 3) Gebr. Villiger AG.  
882 1) Light Company 2) Francis R. Esteban (USA) 3) Dequesne Light  
883 1) Printing Company 2) Sung-Ken Shiao (China) 3) Wylie Graphic Printing Company  
884 2) Wallace Walker (USA) 3) Ralin  
885 1) Lecture Series on Printing Design 2) Gerd Leufert (Venezuela) 3) Schule für Foto lithographie  
886 1) Peace Group 2) Kohei Sugiura & Kiyoshi Awazu (Japan) 3) The Japan Council Against Atomic and Hydrogen Bombs  
887 2) Clemente Lagundimao, Jr. (USA) 3) Unprecedented Productions  
888 1) Banking Group 2) Chermayeff & Geismar Associates (USA) 3) Northwest Bancorporation  
889 1) Light Company 2) Ken Parkhurst (USA) 3) Pacific Lighting  
890 1) Foundation 2) Gilles Fiszman  
891 1) Hotel 2) Gerard Miedinger (Switzerland) 3) Hostellerie Rigi  
892 2) Chermayeff & Geismar Assoc., (USA)  
893 1) Measuring Instruments 2) Yusaku Kamekura (Japan) 1960 2) Minami Measuring Instruments Industry  
894 2) Tetsuo Katayama (Japan) 3) Sun Five Co., Ltd.  
895 1) Lighting Products 2) Yusaku Kamekura (Japan) 1966 3) Yamagiwa  
896 1) Films Festival 2) Stephan kantscheff (Bulgaria) 3) Direction Cinematographique Bulgare  
897 1) Religious Group 2) Walter Landmann (Germany)  
898 1) Furniture Manufacturer 3) Movilier International (France)  
899 1) Furrer 2) Ilio Negri (Italy) 1970 3) Giancarlo Vergani Pellicceria  
900 1) Publisher 2) Bob Noorda (Italy) 3) Vallecchi Editore  
901 1) Science Laboratories 2) Erich Buchegger (Austria) 3) Austro-Chematon  
902 1) Electric Light 2) Louis Danziger (USA) 3) General Electric  
903 1) Clock Company 2) Nick Fasciano (USA) 3) Howard Miller Clock Co.  
904 2) Shigeo Fukuda (Japan) 1971 3) Japan Industrial Location Center  
905 1) Wire Fencing 2) Romek Marber (Great Britain) 3) Barnards Wire Fencing  
906 1) Wire Products 2) Claude Dietrich (Peru) 1971 3) Prolansa Ltd.  
907 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Laienhelferwerk Group  
908 1) Knitwear Manufacturers 2) Patrick Scott, Signa Limited (Ireland) 3) Irish Double Jersey Association  
909 1) Textile Dyeing 2) M. Schneider & Studio Boggeri (Italy) 3) Studio per Industria Tessuti.  
910 1) Textile Industry 2) Norman Gorbaty & Ken Kirkwood Agency (USA) 3) Reyflex Textilien  
911 1) Fabrics 2) Herb Lubalin (USA) 3) Stevens Fabrics  
912 1) Exhibition 2) Peter Wehr (Germany) 3) <Der häusliche kreis>  
913 1) Symbol of Rayon Products 2) Yoshitaro Isaka & Keiko Takemura (Japan) 3) Toyo Rayon  
914 1) Textiles 2) Chermayeff & Geismar Associates (USA) 3) Burlington Industries  
915 1) Textile Designer 2) Ward & Saks Inc. (USA) 3) Jack Lenor Larsen  
916 1) Bank 2) Chermayeff & Geismar Associates (USA) 3) United Banks of Colorado  
917 1) Food Company 2) Dr. Hahn (Germany)  
918 2) Paul Moser (Switzerland) 3) Maschinen AG.  
919 1) Embroidery Exporters' Group 2) Otto Krämer (Switzerland) 3) Verband Schweizerischer Stickerei-Experteure  
920 2) Ateller E. U. M. Lenz (Switzerland) 3) Schweizer Auslandhilfe  
921 1) Hemp Articles 2) Kurt Wills (Germany)  
922 1) Boutique 2) Ken Parkhurst (USA) 3) Small Circle of Friends  
923 1) Tire Company 2) Jerry Berman Associates (USA) 3) Nadisco Inc.  
924 1) Travel Bureau 2) Gerd Leufert (Venezuela) 3) Norte Sur.  
925 2) David L. Burke (USA) 3) Water Systems Council  
926 1) Railroad 2) Kurt Wirth (Switzerland)  
927 1) Perfume Shop, Barber, Beauty Salon 2) Edgar Küng (Switzerland) 3) Albert Ryf  
928 2) Théodore Stamatakis (France)  
929 1) Chemicals 2) Toru Otsuka (Japan)  
930 1) Institute for Industrial Use of Gold 2) Julien Van der Wal (Switzerland) 3) APRIOR  
931 1) Business School 2) Ernst Jupp (Germany) 3) Handelsschule  
932 1) Transport Company 3) London Transport's  
933 1) Heating 2) Havas Conseil (France)  
934 1) Electric Motor Manufacturer 2) Pham Phu Oanh (Germany) 3) Heidolph Elektromotoren  
935 1) Stock Exchange 2) Sandgren & Murtha, Inc. (USA) 3) American Stock Exchange

- 936 2) Sandgren & Murtha, Inc (USA) 3) Colt Industries  
937 1) Steel Manufacturer 2) Bertil Anderson-Bertilson (Sweden) 3) Project (Svenska Stalpressnings AB.)  
938 1) Automotive Industry 2) Yusaku Kamekura (Japan) 3) Project  
939 2) Atelier E. U. M. Lenz (Switzerland)  
940 1) Telephone System 2) Sandgren & Murtha, Inc. (USA) 3) Trans-Canada Telephone System  
941 1) Restaurant 2) Tadashi Ohashi (Japan) 1970 3) Kikkoman Aqua Restaurant  
942 1) Importers 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Transglobe Ltd. (Basel)  
943 2) Studio Milani (Italy) 3) Ditta Orecchia & Co.  
944 1) Automobile Industry 3) DKW Auto Union GbmH  
945 1) Design Council 2) Anton Stankowski (Germany) 3) Rat für Formgebung  
946 1) Psychiatric Institution 2) Paul Jacopin (Switzerland)  
947 1) Peace Group 2) Gerald Holtom (Great Britain) 3) Campaign for Nuclear Disarmament  
948 1) Power Company 2) Metodi Weleff (Bulgaria) 3) Iskra  
949 2) Gilles Robert (France) 3) L'Administration de la voie maritime du S. Laurent.  
950 1) Chemical Laboratories 2) Walter Ballmer (Italy) 3) Laboratori Cosmochimici  
951 1) Exhibition Hall 2) Leendert Stofbergen (Netherlands) 3) Amersfoortse gemeenschap  
952 1) Gear Manufacturer 2) Paul Achwanden (Switzerland)  
953 1) Advertising Agency 3) Yurdaer Altintas  
954 1) Standard Inspector (Export Regulation) 2) Ludvik Feller (Czechoslovakia)  
955 3) Atelier Chournoz  
956 1) Hotel 2) Yuji Sato (Japan) 1970 3) Toya Park Land  
957 1) Brewer 2) Michele Provinciali (Italy) 3) Poretti S.P.A.  
958 1) Communications Company 2) Carl Regehr (USA) 3) The International Telephone and Telegraph Corp.  
959 1) Drug Store 2) Carlo L. Vivarelli (Switzerland) 3) Neri  
960 1) Bent-pipe Furniture Manufacturer 2) Francesc Guitart (Spain) 3) Lamper  
961 1) Wool Company 2) Willi Sutter (Sweden)  
962 1) Machinery Manufacturer 2) Richard P. Lohse (Switzerland) 3) Escher Wyss.  
963 Information not available  
964 1) Airlines 2) Primo Angeli (USA) 3) Philippine Air Lines  
965 1) Broadcasting 2) Roger V. Geiser (Switzerland) 3) Project  
966 1) Planning for Philadelphia 2) Jim Miho+Tomoko Miho (USA) 1972  
967 1) Automotive Industry 2) Bob Noorda (Italy) 3) Unimark  
968 1) Labor Union of a Publisher 2) Erich Hanzi (Switzerland)  
969 1) University 2) Chermayeff & Geismar Associates (USA) 3) New York State University at Buffalo  
970 1) Design Competition 2) Percy Wenger (Switzerland)  
971 1) EXPO '67 (Montreal) 2) Julien Herbert (Canada)  
972 1) Sedative 2) Erich Brenzinger (France) 1966 3) Laboratories Sarbach  
973 1) Chemical Industry 2) Annemarie Stähelin+Erwin Giger (Switzerland) 3) Ciba  
974 1) Petroleum Refiner 2) Jerzy Cherka (Poland)  
975 2) Primo Angeli (USA) 3) Royal Micrographics  
976 1) EXPO'70 2) Masayoshi Nakajo (Japan) 3) Project  
977 1) Publisher 2) Stefan Kantscheff (Bulgaria)  
978 1) Airline 2) Saul Bass (USA) 3) Continental Airlines  
979 1) Oil Company 2) Benson Crane (USA) 1971 3) Project (Gulf Oil)  
980 1) The Conference for Islamic Solidarity 2) Crosby/Fletcher/Forbes (Great Britain) 3) Saudi Arabian Government  
981 1) International Forum 2) Peter Riefenstahl (Germany) 3) City of Brunswick  
982 1) Broadcasting 2) Michel Olyff (Belgium) 3) R.T.B. Radiodiffusion-Television  
983 2) Otto Dürst (Switzerland)  
984 2) Adrian Frutiger (France) 3) Centre International de Généralisation du Mont Canisi  
985 1) Electric Equipment Maker 2) Kenichi Yoshioka (Japan) 3) Shinko Electric Co., Ltd.  
986 1) Hair Care Products 2) Dominik I. Burckhardt (USA) 3) Ogilvie  
987 1) Gallery 2) Nedo Mien Ferrario (Venezuela) 3) Galeria Esniral  
988 1) Film Production 2) Jan Jaring (Netherlands) 3) Holländisches Filminstitut  
989 1) Paper Manufacturer 2) Wolfgang Heuwinkel (Germany) 3) Feldmühle Aktiengesellschaft  
990 1) Electric Power Company 2) Gerd Leufert (Venezuela) 3) Control Center  
991 2) John Massey (USA) 3) Controls Company  
992 1) Ash Wednesday Services 2) Mona Helle-Ineichen (Switzerland)  
993 2) Lippincott & Margulies (USA) 3) United Shoe Machine  
994 1) Drill Factory 2) Carlo Vivarelli (Switzerland) 3) Twist Drill Works  
995 1) Jewish Community Center 2) Robert Peace (USA) 3) The Marin Jewish Community Center  
996 1) Tailor 2) Walter Ballmer (Italy) 3) Confezioni Caliumi  
997 2) Michael Tucker (Great Britain) 3) Marine Accessory  
998 1) Abrasives 2) A. Richard de Natale (USA) 3) Carborundum  
999 1) Computer Company 2) Chermayeff & Geismar Associates 3) Interactive Data Processing  
1000 1) Machine Industry 2) Yusaku Kamekura (Japan) 3) Project (Taiyo Kikai Kogyo Co.)  
1001 1) Special Issue of a Graphic Design Magazine 2) Arnold (USA) 3) Print Magazine  
1002 1) Confectionery 2) Susumu Kimura (Japan) 3) Mochiya  
1003 2) Bertil Anderson-Bertilson (Switzerland) 3) Project  
1004 2) Maria Frediani (Italy) 1970 3) Magnolia S.P.A.  
1005 1) Technical School 3) Technical School  
1006 1) Design Studio 2) Francois Dallegret (USA) 3) Dallegret Design Firm  
1007 1) Fair 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Mustermesse Basel  
1008 1) Optical Equipment Dealer  
1009 1) Continuous Business Forms Maker 2) Peter Wildbur (Great Britain) 3) Helicon Systems (Dublin)  
1010 1) Sports and Hygiene Exhibition 2) Hans Neuburg (Switzerland) 1961 3) Hyspa (Bern)  
1011 1) Printing Ink Manufacturer 2) Kurt Wirth (Switzerland) 3) Druck farben fabrik Arberg  
1012 2) Yusaku Kamekura (Japan) 1965 3) Acroconsultant  
1013 1) Radio Broadcasting 2) G. Dean Smith (USA) 3) American Contemporary Radio Network  
1014 1) Shipbuilding 2) Romek Narber (Great Britain) 3) Ashby Marine Engineering  
1015 1) Machine Industry 2) Yusaku Kamekura (Japan) 3) Taiyo Machine Industry Co.  
1016 1) Ventilation Equipment 2) Henrion Design Associates (USA) 3) Brooks Ventilation Ltd.  
1017 1) Spring Manufacturer 2) Albe Steiner (Italy)  
1018 1) Concert Hall 2) Peter Andermatt (Switzerland)  
1019 2) Anton Stankowski (Germany) 3) Rotatron  
1020 1) Radio Equipment Maker 2) Ken Parkhurst (USA) 3) Collins Radio Company  
1021 1) Iron & Steel Industry 2) Tetsuo Katayama (Japan) 3) Asada Iron Steel Industry Co.  
1022 1) Irish Export Board 2) Patrick Scott, Signa Ltd. (Ireland) 3) Co'ras Tractála Teoranta  
1023 1) Department of Trade and Industry 2) Henry Steiner (Hong Kong) 3) Australian Department of Trade and Industry  
1024 1) Pharmaceuticals 2) Takashi Kono (Japan)  
1025 1) Joinery 2) Frédéric Riz à Porta (Switzerland)  
1026 2) 3) James C. Douglass (Switzerland)  
1027 2) Raymond Loewy/William Snaith, Inc. (USA) 3) Norfolk Scope (Virginia)  
1028 1) Bank 2) Chermayeff & Geismar Associates (USA) 3) American International Bank  
1029 1) Association 2) Yusaku Kamekura (Japan) 3) Project (Japanese Association for the Promotion of Science)  
1030 1) Cultural Exchange Association 2) Yusaku Kamekura (Japan) 3) Tozai Cultural Exchange Association  
1031 1) Travel Bureau 2) Crosby/Fletcher/Forbes (Great Britain) 3) Global  
1032 1) Magazine 2) Giancarlo Iliprandi (Italy) 3) Edit Photo  
1033 1) Munich Olympics 2) Gerhard Joksch+Rolf Müller+Elena Winschermann (Germany) 1969  
1034 1) Phototype Shop 2) Walter Landmann (Germany) 3) Photographic Composition Producing Co.  
1035 1) Transportation Business 3) Furness NV  
1036 1) Copy Machine Maker 3) GP  
1037 2) Franz Hermmann Wills (Germany)  
1038 1) Fruit Grower and Shipper 2) Sandgren & Murtha, Inc. (USA) 3) United Fruit  
1039 1) Pavillion for Expo' 67 2) Alistair Justason, Stewart & Morrison Ltd. & Hans Kleefeld (Canada) 3) Province of Ontario Government  
1040 2) Gerard Ifert (France) 3) International Word & Picture Agency  
1041 1) Social Club 3) Mikado (Japan)  
1042 1) Symbol for a Special Issue of a Magazine 2) Franco Grignani (Italy) 3) Advertising in Italy  
1043 1) Committee 2) Louise E. Jefferson (USA) 3) Womens Africa Committee 4) Certificate of excellence in Trade Marks U.S.A. Exhibition 1964  
1044 1) Paper Manufacturer 2) Karen Munck (Great Britain) 3) Van Gelder Papier  
1045 2) Kurt Weidemann (Germany)  
1046 1) Box Manufacturer 2) Siegfried Odermatt (Switzerland) 3) E. H. Schelling & Co.  
1047 1) Film Company 2) Hess And/Or Antupit (USA) 3) Perfect Film Corp.  
1048 1) Design Studio 3) Walter Bangerter (Switzerland)  
1049 1) Art School 2) Helmut Lortz (Germany) 3) College of Fine Arts (Berlin)  
1050 1) Orchestra 2) Ernst Roch (Canada) 3) Montreal Chamber Orchestra  
1051 1) Home Designer 2) Anton Stankowski (Germany) 3) Planen und Wohnen  
1052 1) Construction Company 2) Anton Stankowsky (Germany)  
1053 1) Air Conditioner Manufacturer 2) Anton Stankowsky  
1054 1) Design Studio 2) Kristian Vedel (Great Britain) 1965 3) Danasco Ltd.  
1055 1) Paper Products 2) Dickenus Design Group (USA) 3) Nekoosa-Edwards Paper Co.  
1056 1) Pressed and Rolled Metals 2) A. G. Fronzoni (Italy) 1957 3) Orma (Brescia)  
1057 1) Wrapping Paper Company 2) Susumu Kimura (Japan)  
1058 1) Dentistry 2) Herbert W. Kapitzki (Germany)  
1059 1) Printing Company 2) Walter Bangerter (Switzerland) 3) Walter Nievergelt  
1060 2) Kristjan Kristjansson  
1061 2) Ablam Games (Great Britain) 1961  
1062 1) Safety Campaign Symbol 2) Sigrid+Hans Lämmle (Germany)  
1063 1) Brick and Paving-Stone Manufacturers Association 2) Ove Spath (Denmark)  
1064 1) Castings Maker 2) Brendon Matthews (Ireland) 3) Galway  
1065 1) Architect's Office 2) A. Van der Beken (France) 1970  
1066 1) Sign for Dictionary 2) Bruce Blackburne & Juan Chermayeff (USA)  
1067 1) Printing Company 3) Heinz Böninghausen Layoatsatz  
1068 1) Metal Construction Co. 2) Fridolin Müller (Switzerland) 3) Ernst Fischer Metallkonstruktion  
1069 1) Electroplaters 2) Rene Althaus (Switzerland) 3) Colasit AG  
1070 1) Civil Engineering Company 2) Pekka Martin (Finland) 1965 3) Rakennusinsinööriyhdistys  
1071 1) Building Materials Maker 2) Gregor Kintzel (Germany)  
1072 1) Institute of Architects 2) Chermayeff & Geismar Associates (USA) 3) American Institute of Architects  
1073 2) Rod Springett (Great Britain) 3) Nature Conservancy of Great Britain  
1074 1) Typewriters 2) Ettore Sottsass (Italy) 3) Olivetti  
1075 1) Advertising Agency 2) Bob Noorda (Italy) 3) La Comete  
1076 1) Environmental Service and Development Corporation 2) Tomoko Miho (USA) 3) Omni-Plan  
1077 2) Stephan Kantscheff (Bulgaria)

- 1078 1) Package Display Center 2) Shigeru Mori (Japan) 1970  
3) Honshu Paper Manufacturing Company
- 1079 1) Design Conference 2) Francois Dallegret (USA)  
3) Aspen Design Conference
- 1080 1) Development and Construction 2) Ward & Saks Inc.  
(USA) 3) Steel Properties
- 1081 1) Private Symbol 2) Jim Miho & Tomoko Miho (USA)  
1972 3) David Hyun (Architect)
- 1082 1) Packaging Systems 2) Sandgren & Murtha, Inc. (USA)  
3) Packaging Systems Corporation
- 1083 1) Data Processing Company 2) James D. Gilbert (USA)  
3) Electric Data Processing
- 1084 1) Ski Maker 2) Gan Hosoya (Japan) 3) Asia Ski Manu-  
facturing Co.
- 1085 1) Photographic Service 2) Peter Ray (Great Britain)  
1963 3) Film Center Photo Unit
- 1086 1) Timber Processing 2) Milan Vesely (Czechoslovakia)  
3) Svit
- 1087 1) Printing Company 2) F. G. Boes (Germany)
- 1088 1) Process Engravers 2) Gerstner, Gredinger+Kutter  
(Switzerland) 3) Cliche Schwitter AG (Basel)
- 1089 1) Textile Design Studio 2) Franco Grignani (Italy)  
3) Maestrelli
- 1090 1) Spinning Company 3) Kurashiki Spinning Co.
- 1091 1) Chemical Industry 2) Tsung-Y iLu (China) 3) Eng-Tea  
Chemical and Pharmaceutical Co.
- 1092 1) Printing Company 2) Ernst Roch (Canada) 3) Ross-Ellis  
Ltd.
- 1093 1) Advertising Agency 3) Advico-Delpire
- 1094 1) Symbol for Teaching Guide 2) Ivan Dodd (Great Britain)  
3) Primary Mathematics Teaching Project
- 1095 1) Graphic Designer's Group 2) Helmut Lortz (Germany)  
3) Novum
- 1096 1) Museum 2) Jim Miho & Tomoko Miho (USA) 1972  
3) Museum for Black Culture & History
- 1097 1) Research Corporation 2) David L. Burke (USA) 3) Urban  
Research Corporation
- 1098 1) Paper Manufacturer 2) Paul Leber (Switzerland)  
3) Papierfabrik Cham
- 1099 1) Meiji Centennial 2) Shigeo Fukuda (Japan) 1967  
3) Project
- 1100 1) Magazine 3) Stern Magazine (W. Germany)
- 1101 1) Partition Systems 2) Romek Marber (Great Britain)  
3) Cunic Partition Systems
- 1102 1) Quarry 2) Hans Hartmann (Switzerland)
- 1103 1) Advertising Group for Swiss Paper 2) Anton  
Schutzbach (Switzerland) 3) Vereinigung zur  
Werbung für Schweizer Papier
- 1104 1) Bank 2) George K. Buckow (USA) 3) Bank of Texas
- 1105 1) Heating Apparatus 2) Taylor Poore (USA)
- 1106 1) Book Service 3) Miro Book Service
- 1107 1) Commercial Art School 2) Peter Andermatt (Switzer-  
land)
- 1108 1) Gardening Company 2) Kurt Stadelmann & Hanspeter  
Bsig (Switzerland) 3) Pflugshaupt
- 1109 2) Vance Jonson (USA) 3) Dayton Hudson
- 1110 1) Social Insurance Bureau 2) Walter Bangertner  
(Switzerland) 3) Schweiz Amt für Sozialversicherung
- 1111 1) Theater 3) Stadttheater Bern (Switzerland)
- 1112 1) Glassware 2) Otl Aicher (Germany) 3) Gral Glashütte
- 1113 2) Shigeo Fukuda (Japan) 3) City Planning Promotion  
Movement
- 1114 2) A. Van der Beken (France) 1970
- 1115 1) Interior & Exterior Design 2) Bill Hyde (USA)  
Khourie Lawrence
- 1116 1) Graphics Design 2) Do Weller (USA) 3) SpectraGraphics
- 1117 1) Publisher 2) Daniele Baroni (Italy) 1968 3) Mondadori
- 1118 1) Accident Insurance 2) Georges Wicky (Switzerland)  
3) Vaudise Accident Insurance
- 1119 2) Giulio Confalonieri (Italy) 1970 3) Nepentha
- 1120 1) Water Conditioning Equipment and Services 2) Charles  
Macmurray, Latham Tyler Jensen Inc. (USA) 3) Culligan,  
Inc.
- 1121 1) Fiber Manufacturer 3) Chogin Co., Ltd.
- 1122 1) Exposition Pavilion 2) Gerd Leufert (Venezuela)  
3) Venezuelan Pavilion, New York World's Fair
- 1123 1) Society for Relief of Exiles 2) Helmuth Kurtz  
(Switzerland)
- 1124 1) Blood Supply Service 2) Hans Hartmann (Switzerland)  
3) Blutspendedienst Rotes Kreuz
- 1125 1) Broadcasting 2) G. Woldemar Hörnig (Germany)  
3) Süddeutscher Rundfunk
- 1126 1) Publisher 2) Luigi Montaini+Till Neuburg (Italy)  
3) Graphis
- 1127 Information not available
- 1128 1) Airline 2) Otto H. Treumann (USA) 3) EL AL Israel  
Airlines
- 1129 1) Industrial Fair 2) Witold Janowski (Poland)  
3) Industriemesse Moskau
- 1130 1) Printing Company 2) Roger-Virgile Geiser (Switzer-  
land)
- 1131 1) Orchestra 2) Adolf Flückiger (Switzerland)  
3) Bernese Orchestral Society
- 1132 1) Confectionery 2) Atelier E.u.M.Lenz (Switzerland)  
3) Ferrero
- 1133 2) Kurt Weidemann (Germany)
- 1134 2) Toni Goldmark (USA) 3) Amfac Financial Corp.
- 1135 1) Hotel 2) Kenji Ito (Japan) 3) Hotel Kirishima
- 1136 1) Advertising Agency 3) Publinter
- 1137 1) Petroleum Company 2) Otl Aicher and Tomas Gonda  
(Germany)
- 1138 1) Vehicle Testing Station 2) Jock Kinneir (Great  
Britain) 3) Ministry of Transport
- 1139 1) Bank 2) Mitsubishi Bank (Japan)
- 1140 3) Gérard Miedinger (Switzerland)
- 1141 2) Atelier Walter & Marion Diethelm (Switzerland)
- 1142 1) Automotive Industry 2) Lippincott & Margulies (USA)  
3) Chrysler Corporation
- 1143 1) Design Studio 3) Tokyo Graphic Designers
- 1144 1) Jewish Fund 2) I. Chermayeff+H. Hegemann,  
Chermayeff & Geismar Assoc. (USA)
- 1145 1) Publisher 2) Arnold Saks/James S. Ward (USA) 3) John  
Wiley & Sons
- 1146 1) Forest History Association 2) Russell A. Sandgren  
(USA) 3) Forest History Association
- 1147 1) News Agency 2) Shichiro Imatake (Japan)
- 1148 1) Advertising Agency 2) Walter Allner (USA) 3) Tri Inc.
- 1149 2) Karl Gerstner, Gredinger & Kutter (Switzerland)  
3) Helvetia Feuer St. Gallen
- 1150 1) Publisher 2) Magalhaes, Noronha & Pontual (Brazil)  
3) Editore Delta SA.
- 1151 1) Party Badge 2) Heinz Schwabe (Germany)
- 1152 1) Plastics Industry 2) Masahide Umezu (Japan) 1970  
3) Ryosei Plastics Industries Ltd.
- 1153 1) Market 2) André Change & Hollenstein création  
(France) 3) Rungis Market
- 1154 1) Ski Club 2) Giancarlo Iliprandi (Italy) Pirouano  
Sci Club
- 1155 2) Carlo Bruni (Italy)
- 1156 1) Banking 2) Marcel Wyss (Switzerland)  
3) Emissionzentrale Schweizerischer Lokalbanken
- 1157 2) S. Neil Fujita (USA) 3) MPB Corporation
- 1158 2) Benno Wissing (Netherlands) 3) Kulturhaus
- 1159 2) Goetz Neucke (Germany)
- 1160 1) Oceanological and Nuclear Energy Equipment 2) Van  
Dyck Associates (USA) 3) E. G. & G. Inc.
- 1161 2) Franco Grignani (Italy) 3) Nereo Giroldi
- 1162 1) Electronic Products Maker 2) Morton Goldsholl Design  
Associates (USA) 3) Admiral Corp.
- 1163 2) Olof Eriksson (Finland) 3) Ingeniörförbundet
- 1164 2) Neukomm & Pinschewer AG. (Switzerland) 3) Vetropace
- 1165 1) Bus Company 2) Fritz Gottschalk+Gottschalk & Ash  
(Canada) 3) Broome County
- 1166 1) Music School 2) Yusaku Kamekura (Japan) 3) Tokyo  
Music School
- 1167 1) Brewery 2) Kazumasa Nagai (Japan) 1969 3) Toyo  
Jyozo Co., Ltd.
- 1168 1) Identification Mark for Products of Pure Wood  
2) Francesco Saroglia (Italy) 1964 3) IWS Nominee Co.
- 1169 1) Building Company 2) Jerry Berman (USA) 3) The  
Transamerica Pyramid
- 1170 1) Umbrella Fabric 2) Yusaku Kamekura (Japan)
- 1171 1) Factory 2) Roman Rosyk (Poland)
- 1172 1) Electronics Company 2) Ji-Shong Guo (China)  
3) Showa Denshi Kogyo Co., Ltd.
- 1173 2) Anton Stankowski (Germany) 3) Standard Elektrik  
Lorenz
- 1174 1) Publicity Campaign for an Exhibition 2) Grete Troost  
(Germany) 3) Deutschen Messen
- 1175 1) Design Studio 2) 3) Sandgren & Murtha, Inc. (USA)
- 1176 1) Engineering 2) Luc Van Malderen (Belgium) 3) Project
- 1177 1) Publisher 2) Ludvik Feller (Czechoslovakia)  
3) Ceslosiovensky Spisovatel
- 1178 1) Private Symbol 2) Arnold Saks, Inc. & Tomas Nittner  
(USA) 1971
- 1179 2) June Fraser & Design Research Unit (Great Britain)  
3) Marler Haley (Barnet) Ltd.
- 1180 1) Stocking Manufacturer 2) Stephan Kantscheff (Bulgaria)  
3) Fasan
- 1181 1) Electrical Products 2) Hiromu Hara (Japan) 3) Shintoku
- 1182 2) Hans Hurter (Switzerland) 3) Viscose Suisse, Emmen-  
brücke
- 1183 1) Sugar Refinery 2) Negus Sharland (Great Britain)  
3) Project
- 1184 1) Airline 2) A. G. Fronzoni (Italy) 1964 3) Algenova  
(Genoa)
- 1185 2) Michael McCarthy (Great Britain) 3) O. Elevators Ltd.
- 1186 1) Furniture Manufacturer 2) Adolf Flückiger (Switzer-  
land) 3) Willisan
- 1187 1) Flexible Packaging 2) Dickens Design Group (USA)  
3) Rotoflex, S.A.
- 1188 1) Approval Mark 2) Armin Hofmann (Switzerland) 1967  
3) Fire Insurance Authority
- 1189 1) Industry Company 2) Andrzej Zbrozek (Poland)
- 1190 1) Pantographs 2) Adrian Frutiger (France) 3) Scripta
- 1191 1) Funding Corporation 2) Robet Miles Runyan (USA)  
3) Equity Funding Corporation of America
- 1192 1) Consumer's Coop. 2) Francesc Guitart (Spain)  
3) "SJC" Consumer's Cooperative Society
- 1193 1) Real Estate Broker 3) Sansei Real Estate Company
- 1194 1) Machinery Manufacturer 2) Chermayeff & Geismar  
Associates (USA) 3) Torin Corp.
- 1195 1) Department Store 2) Ladislav Sutnar (USA) 3) Carr's
- 1196 1) Trading Company 2) Anton Stankowski (Germany)
- 1197 1) Machine Factory 2) Walter Sauer (Germany)
- 1198 2) Arnold Saks (USA) 3) Ready Rent-All
- 1199 1) Better Living Center 2) Lane-Bender (USA) 3) New  
York World's Fair '64-65
- 1200 1) Publisher 2) David Coleman (USA) 1969 3) Project
- 1201 1) Building Complex 2) Chermayeff & Geismar Associates  
(USA) 3) Main Place
- 1202 1) City Investing Company and Photographs of Corporate  
Offices 2) Robert Miles Runyan (USA) 3) City Investing Co.
- 1203 1) Engineering Firm 2) Sandgren & Murtha, Inc. (USA)  
3) Ebasco Industries
- 1204 1) Chemicals 2) Pieter Brattinga (Netherlands) 1970  
3) DSM (Dutch State Mines)
- 1205 1) Loan Corporation 2) Adrian Frutiger (France)  
3) Caisse Nationale des Ouvriers
- 1206 1) Fiberboard Paper Products (USA)
- 1207 2) Pham Phu Oanh (Germany) 3) Euroviet
- 1208 1) Interior Design Company 2) Ward & Saks Inc. (USA)  
3) Laverne
- 1209 1) Publisher 2) Robert P. Gersin (USA) 3) Avon Books
- 1210 1) Ski Maker 2) Kazumasa Nagai (Japan) 1971 3) Kaneda  
Ski Seisakujo
- 1211 1) Oil Company 2) Carol Lipper & Tomoko Miho (USA)  
3) Atlantic Richfield
- 1212 1) Bank 2) Tom Geismar, Chermayeff & Geismar  
Associates (USA) 3) The Chase Manhattan Bank
- 1213 1) Theater 2) Ernst Roch (Canada) 3) National Arts  
Center (Ottawa)
- 1214 1) Fermented Products Maker 2) Yusaku Kamekura  
(Japan) 3) Kyosa Hakko Kogyo
- 1215 1) Retailers Fair 2) Yusaku Kamekura (Japan) 3) Ginza  
Fair Executive Committee
- 1216 1) Travel Bureau 3) Rotterdam/Europort
- 1217 1) Broadcasting 2) G. Dean Smith (USA) 3) American  
Entertainment Radio Network
- 1218 1) Cultural Council 2) Felix Beltran (Cuba) 3) Project
- 1219 1) Trade Center 2) Lubalin, Smith, Carnase (USA)  
3) World Trade Center



- 1220 1) Exhibition 2) Rudolph de Harak (USA) 3) American Federations of Arts
- 1221 1) Pharmaceuticals 2) Jean Pierre Huster (France) 1970 3) Laboratories Sandoz
- 1222 1) Ventilator Manufacturer 2) Paul Solberger (Switzerland)
- 1223 1) House Building Company 2) Max Huber (Italy) 3) Habitat
- 1224 1) Trading Company 2) Yusaku Kamekura (Japan) 3) Yuken-boeki
- 1225 1) Paper Manufacturer 2) Yusaku Kamekura (Japan) 3) Project (Daishowa Paper Co.)
- 1226 1) Trade Exhibition 2) Akisato Ueda & Yuichi Nishiwaki (Japan) 1970 3) Kyoto City
- 1227 2) Giovanni Pintori (Italy) 1970
- 1228 1) Reading Group 2) Hermann Eidenbenz (Switzerland)
- 1229 1) Social Service Organization 2) Benson Crane (USA) 1971 3) Jewish Defense League
- 1230 1) Glass Vessels, Earthenware 2) Ludvik Feller (Czechoslovakia) 3) Quadriental
- 1231 1) Community Organization 2) Chermayeff & Geismar Associates (USA) 3) Greater Washington Jewish Community Foundation
- 1232 1) Gallery 2) Chermayeff & Geismar Associates (USA) 3) Albright-Knox Art Gallery
- 1233 1) Building Material Maker Association 2) Franciszek Winiarski (Poland)
- 1234 3) Imperial Finance (USA)
- 1235 1) Expo '70 2) Yusaku Kamekura (Japan) 1966 3) Project
- 1236 2) Yusaku Kamekura (Japan) 3) Sangetsu Co., Ltd.
- 1237 1) Package Design Company 2) Geoge Tscherny (USA) 3) Robert Zeidman Assoc. Inc.
- 1238 1) Communication Center 2) Felix Beltran (Cuba) 3) Project
- 1239 1) TV Company 2) Anton Stankowsky (Germany)
- 1240 1) Plumbing Fixtures 2) Porter, Goodman & Cheatham (USA) 3) Price Pfister
- 1241 1) Coal and Steel Organization 2) Saarbrücker Drükerei und Verlag, GmbH (Germany) 3) Haute Autorité de la Communauté Européenne du Charbon et de l'Acier, Luxembourg
- 1242 2) Peter Bradford (USA) 3) Travel Wholesalers
- 1243 1) Association for Blind People 2) Dixon & Parcels Associates Inc. (USA) 3) National Industries For the Blind (New York)
- 1244 1) Design Studio 2) Francois Dallegret (USA) 3) Current Dallegret
- 1245 1) Electronics 2) Betriebseigener Entwurf 3) Univac, Sperry Rand AG.
- 1246 2) CBC, Milano (Italy)
- 1247 2) Giovanni Pintori (Italy) 1969 3) Sitri
- 1248 1) Design Studio 2) Olle Eksell (Sweden) 3) Olle Eksell Design AB
- 1249 2) Yvon Laroche & Pierre-Yves Pelletier (Canada) 3) Laplante & Langevin
- 1250 1) Basel Exhibition 2) Ferdi Afflerbach (Switzerland) 1969 3) Komitee Basler Tag
- 1251 2) Serge Defradat (France) 1968 3) Photogay
- 1252 1) Furniture Manufacturer 2) Walter Ballmer (Italy) 1946 3) Möbelfirma
- 1253 1) Gas Company 2) Michel Waxmann (Belgium)
- 3) SOMALGAZ (Algeria)
- 1254 1) Design Group 2) David Wire+Allied Industrial Designers Ltd. (Great Britain) 3) Allied Industrial Designers Ltd.
- 1255 1) Artists' Association 2) Stephan Kantscheff (Bulgaria) 3) Union of Bulgarian Artists and Painters
- 1256 1) Theater 2) Ludvik Feller (Czechoslovakia) 3) Theater Workshop
- 1257 1) Food Vending Service 2) Dickens Design Group (USA) 3) Canteen Corporation (Chicago)
- 1258 1) Pharmaceuticals 2) Gerald Bern (Canada) 3) Gilson Pharmaceuticals
- 1259 1) Exhibition of International Office Equipment 2) Agence Gerete Publicité (France) 3) Salon International de l'équipement de Bureau
- 1260 1) Precision Instruments Manufacturer 2) Hans Kasser (Switzerland)
- 1261 1) Publisher 2) Toru Otsuka (Japan) 1965 3) Suken-shuppan Co.
- 1262 1) Printing Company 2) Hans Schlenger (Great Britain) 3) Helois
- 1263 1) Competition Entry for Selection of EXPO '70 Mark 2) Hiroshi Ueda+Osamu Furumura (Japan) 1969
- 1264 2) Wayne E. Hallowell (USA)
- 1265 1) Industry 2) Karol Sliwka (Poland)
- 1266 2) Tadeusz Petrzyk (Poland) 3) Telimena Modehouse
- 1267 2) André Courrèges (France) 3) Courrèges Couture Future
- 1268 1) Industrial Art Goods Shop 2) Franco Meneguzzo (Italy) 3) Danese
- 1269 1) Bank 2) Mark Woodham (Great Britain) 3) Royal Bank of Scotland
- 1270 1) Travel Bureau 2) Magalhaes, Norouha & Pontual (Brazil) 3) National Travel Bureau
- 1271 1) Pharmaceuticals 2) Ernst Roch (Canda) 3) CIBA
- 1272 1) Automobile Maker 3) Citroën (France)
- 1273 1) National Railways 2) Gerald Barney+Design Research Unit (Great Britain) 3) British Railways Board
- 1274 2) Shigeo Fukuda (Japan) 1969 3) Nihon Illustrator Conference
- 1275 1) Trade Union 2) Pierr-Yves Pelletier+J. Bourget (Canada)
- 1276 1) Series of Theatrical Books 2) Romulo Maccio (Argentina) 3) Sudamericana
- 1277 1) Railroad 2) Tel-Design+Swiisenbeek (Netherlands) 1969 3) NV Nederlandse Spoorwegen
- 1278 1) Medicines 2) Charles Goslin+Charles Waltz (USA) 1963 3) Eutonyl
- 1279 2) Tony Dispigna+Herb Lubalin (USA) 1971 3) Project
- 1280 1) Automobile Owners Association 2) Yoshio Hayashi (Japan) 1965 3) Japan Automobile Association
- 1281 1) Airline 2) Felix Beltrán (Cuba) 3) Aerocarga Airline
- 1282 1) Lumber and Paper Company 2) Lippincott & Margulies (USA) 1959 3) Weyerhaeuser Company
- 1283 2) Heinz Schwabe (Germany)
- 1284 1) Electric Power Board 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) Central Electricity Generating Board
- 1285 1) Advertising Agency 2) Minale, Tattersfield Ltd. (Great Britain) 3) Young & Rubicam Information Service
- 1286 1) Travel Bureau 2) Walter Diethelm+Jürg Grüniger (Switzerland)
- 1287 1) Industrial Design Studio 2) Ludvik Feller (Czechoslovakia) 1965 3) Soutez o Dokonaly Vyrobek
- 1288 1) Instrument Maker 2) Eckstein-Stone, Inc. (USA) 3) Dusal Instrument
- 1289 1) Council for Higher Education 2) Primo Angeri (USA) 3) California Council for Higher Education
- 1290 1) Highway and Street Planning Office 2) R. Nelson+W. Bartch & Associates (USA) 3) George W. Barton & Associates
- 1291 1) Trading Company 2) Gerd Leufert (Venezuela) 3) Ximenez Hnos
- 1292 1) Trading Company 2) Marcel Wyss (Switzerland) 3) Steiner
- 1293 1) Elevator Manufacturer 2) Howard York (USA) 1970 3) National Elevator Cab & Door Corp.
- 1294 1) Trade Promotion Office 2) Roger-Virgil Geiser (Switzerland)
- 1295 1) Travel Bureau 2) Michel Olyff (Belgium) 3) Organistio de Voyages
- 1296 1) Bus Company 2) Malcolm Gear (USA) 3) Short Line Bus Co.
- 1297 2) Günther Murr (Germany)
- 1298 2) Herbert W. Kapitzki (Germany) 3) Regional Trade Office of Baden-württemberg
- 1299 1) Furniture 2) Jacques Nathan-Garamond (France) 3) Wagner (Paris)
- 1300 1) Salt Manufacturer 2) Ferdi Afflerbach (Switzerland) 3) Vereinigte Schweizerische Rheinsalinen
- 1301 1) Airfreight Forwarders 2) Richard Geiger+Signa Ltd. (Ireland) 3) Aerlod Teoranta
- 1302 3) International Council of Foods Distribution
- 1303 1) Tool Manufacturer 2) Hans Neuburg (Switzerland)
- 1304 1) Design Studio 2) Pino Tovaglia (Italy) 1970 3) Associazione Per il Disegno Industriale
- 1305 1) Export Council 2) Negus Sharland (Great Britain) 3) British National Export Council
- 1306 1) Box Manufacturer 2) Cook & Shanosky (USA) 3) Rite Box Manufacturing Co.
- 1307 1) Travel Bureau 2) Kurt Wirth (Switzerland) 3) Swiss Travel Bureau
- 1308 1) Industry 2) Walter Sauer (Germany)
- 1309 1) Bank 2) Anthony Paneth (USA) 1969 3) Roosevelt Savings Bank
- 1310 1) Electric Products Maker 3) Crown
- 1311 1) Glasses (Japan)
- 1312 1) Architect's Office 3) Hakuishisa
- 1313 1) Broadcasting 2) G. Dean Smith (USA) 3) American Information Radio Network
- 1314 1) International Wrapping Exhibition 2) Adolf Flückiger (Switzerland)
- 1315 1) Chemical Fertilizer 2) John Harrison (Great Britain) 3) Fisons Overseas Ltd.
- 1316 2) Karol Sliwka (Poland)
- 1317 1) Electronic Measurement Machine Maker 2) Otsuka Design Office (Japan) 3) Hachiman Electronic Works, Ltd.
- 1318 1) Paper Products and By Products 2) Dickens Design Group (USA) 3) The Crossett Company
- 1319 1) Pharmaceuticals 2) Ivan Chermayeff+Thomas Geismar (USA) 3) CIBA
- 1320 2) Hans Gaensslen (Germany)
- 1321 1) Business Machine Manufacturer 2) Tokyo Yarakasu Kan (Japan) 1961 3) Copiya
- 1322 1) Work for Graduation Exhibition 3) Asagaya Art School
- 1323 2) Werner Rinke (Germany)
- 1324 2) Hans Neuburg (Switzerland) 3) Jean Oertli
- 1325 1) Freight Forwarder 2) Olof Eriksson (Finland) 3) Finlands Biloch Transportarbetarnas Föbund
- 1326 2) Roberg Sessler (Switzerland)
- 1327 2) Frank Wagner (USA) 3) Project
- 1328 2) Roberg Carbonnelle (Belgium) 3) Jacquet
- 1329 1) Electronics Materials 2) Jacques Nathan-Garamond (France)
- 1330 Information not available
- 1331 1) Chemical Industry
- 1332 Information not available
- 1333 1) Railroad 2) Josef Slobosz (Poland) 3) Poland Railroad
- 1334 1) Telephone Company 2) Ernst Roch (Canada) 3) The New Brunswick Telephone Co.
- 1335 1) Social Services 2) Eugen and Max Lenz (Switzerland) 3) Büro für Werbung, Organisation und Sozial Probleme (Zurich)
- 1336 2) Rosmarie Tissi+Atelier S. Odermatt (Switzerland) 3) Sonja Henie-Niels Onstad Foundations (Norway)
- 1337 1) Electrical Contractors 2) Larr Klein (USA) 1) UtP 2) Baaron Schulte ( )
- 1338 2) H. P. Doebele (Germany) 3) Stitching Rijnmond-Nordzeekanaal
- 1339 1) Freight Forwarders 2) David Coleman (USA) 1969 3) International Freight Forwarders
- 1340 1) International Mark for Park and Horse-riding Path
- 1341 2) Rudolf Bircher (Switzerland)
- 1342 1) Hobby Instruction Group 2) Robert S. Gessner
- 1343 1) Mark Used for International Competition 3) Icoграда
- 1344 1) Service Mark (Discover America) 2) Raymond Loewy+William Snaith, Inc. (USA) 3) Airlines, railroads, hotels, motel chains and travel agents
- 1345 1) School 2) Bill Sontag (USA) 1970 3) Cincinnati Communications Institute
- 1346 1) Office Building 2) Francis R. Esteban (USA) 3) One Oliver Plaza
- 1347 1) Broadcasting 2) Denisu (Japan) 1965 3) Tokai TV
- 1348 1) Broadcasting 2) Yusaku Kamekura (Japan) 3) Sendai Broadcasting
- 1349 Information not available
- 1350 1) Broadcasting 2) Tom Carnase+Roger Ferriter+Len Johnson (USA) 3) Metromedia
- 1351 1) TV Broadcasting 2) Clemente Lagundimao, Jr. (USA)
- 1352 1) Symbol for Exhibition (Exhibition Two) 1969 3) Creative Photography Gallery
- 1353 1) 21 Century Books 3) Shufu to Seikatsu Sha
- 1354 1) Golf Club 2) Kohei Miura (Japan) 1971 3) Project
- 1355 2) Gonzalez Ruiz & Shakespear (Argentina)
- 1356 2) 3) James C. Douglass (Switzerland)
- 1357 1) Design Magazine 2) Lubalin, Smith, Cornase (USA) 3) Graphis Magazine 25th Anniversary

- 1358 3) Enfield and Edmonton Art Circle  
1359 1) Advertising Agency 2) Lubalin, Smith, Carnase (USA) 3) Young & Rubicam  
1360 1) Antique Dealer 2) John and Mary Condon, New York, (USA) 3) Antiques 3 Inc.  
1361 1) Bank 3) Daisan Mutual Finance Bank  
1362 1) Chemical Goods, Graphic Systems etc. 2) Gerald Stahl Associate (USA) 3) 3M Company  
1363 1) Typewriters 2) Florence Bezruczyk (USA) 3) Olivetti Underwood Corp.  
1364 1) Publisher 2) Giancarlo Iliprandi (Italy) 3) Reader's Digest  
1365 2) 3) James C. Douglass (Switzerland)  
1366 1) Construction Company 2) Mimmo Castellano (Italy) 3) Dioguardi  
1367 1) Taxi Company 2) Peter Billiger (Switzerland) 3) Funk Taxi AG.  
1368 2) 3) James C. Douglass (Switzerland)  
1369 2) Alfred Troisi+Dino Mazzola (Italy) 1970 3) Mondadori  
1370 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues  
1371 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues  
1372 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues  
1373 1) Community Center 2) Giulio Cittato (USA) 3) Jewish Community Centers of Chicago  
1374 1) Commodity name 2) Takeshi Ohtaka (Japan) 1968 3) Toyo Rayon Co.,Ltd.  
1375 1) Osaka Art Festival 2) Takeshi Ohtaka (Japan) 1969 3) Mainichi Shimbun Co.,Ltd.  
1376 1) Industrial Design Societies 2) Roger Denning (Great Britain) 3) International Congress for Societies of Industrial Design  
1377 2) 3) James C. Douglass (Switzerland)  
1378 1) Broadcasting 2) G. Dean Smith (USA) 3) American Broadcasting Co.  
1379 1) Title of Dance 2) Atsushi Yoshioka (Japan) 3) Tamura Setsuko Original Dance Institute  
1380 1) New Year's Card 2) Kohei Miura (Japan) 3) Kohei Miura  
1381 1) Furniture Exhibition 2) Aiberto Longhi (Italy) 3) 8th Exhibition of Italian Furniture  
1382 1) Television Broadcaster 2) Yusaku Kamekura (Japan) 1958 3) Fuji TV  
1383 1) Television Broadcaster 2) Yoshio Hayakawa (Japan) 1965 3) Kansai Telecasting Corp.  
1384 1) Photographic Film 3) Fuji Photo Film  
1385 1) TV Broadcaster 2) Mike Shenon+Richard Luppi (USA) 3) WOR-TV  
1386 1) Private Symbol 2) Kyuyo Kajino (Japan) 1968 3) Kyuyo Kajino  
1387 1) Design Studio 2) Don Shanosky (USA) 3) Graphic Directions Inc.  
1388 2) Walter Landmann (Germany) 3) Männer und Märkte  
1389 1) Design Studio 2) Hayao Izuhara (Japan) 1970 3) Hights House  
1390 1) Printer's Type Foundry 2) Carl Brett (Canada) 3) Howath & Smith Monotype Ltd.  
1391 1) Design Studio 2) Tom Daly+Peter Max (USA) 3) Daly & Max Ltd.  
1392 1) Photo Studio 2) Kohei Miura (Japan) 1971 3) Masaaki Kobayashi  
1393 1) Printing Company 2) Norishige Sugiura (Japan) 3) Soubunsha  
1394 1) Publisher 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Ronold Whiting & Wheaton Limited (London)  
1395 1) Printing Company 2) Masami Sakuma (Japan) 1970 3) Futaba Printing Co.,Ltd.  
1396 2) Chermayeff & Geismar Assoc. (USA)  
1397 1) Illustration for Advertising 3) ABC (Bern)  
1398 2) Giulio Confalonieri (Italy) 3) Total  
1399 2) Crawford Dunn (USA) 1971 3) Faxon  
1400 1) Hospital 2) Gips & Danne (USA) 3) Beekman Downtown Hospital  
1401 1) Container Manufacturer 2) Don Marvine+Latham Tyler Jensen Inc. (USA) 3) Ekco Containers Inc.  
1402 1) Maritime Shipping 2) Marcel Wyss (Switzerland) 3) Schweizer  
1403 2) Takashi Kono (Japan) 3) Tokamachi Weavers Association  
1404 1) Drum Festival 2) Mark Zeugin (Switzerland)  
1405 1) Fair 2) Robert Geisser (Switzerland) 3) Schweizer Messe für Milch und Landwirtschaft  
1406 1) Bank 2) Willi Wermelinger+Geroldswil ZH (Switzerland) 3) Swiss Credit Bank  
1407 1) Preventive of Tuberculosis Campaign 3) Liga zur Tuberkulose-Bekämpfung  
1408 1) Emblem 2) Armin Hofmann (Switzerland) 1958 3) Swiss Hotelkeepers' Association  
1409 1) Association for Relief of Seamen 2) Erwin Krubeck (Germany)  
1410 1) Social and Charitable Institute 2) Otto Treumann (Netherlands) 3) Jewish Social and Charitable Institute  
1411 1) Travel Bureau 2) Geoffrey Hart Associates (Great Britain) 3) Travelscene Ltd.  
1412 1) Medical Society 2) Gunmaelius AIs (Denmark) 3) Danish Association for the Prevention of Heart Diseases  
1413 1) Radio Program 2) Katsumi Asaba (Japan) 1971 3) TBS  
1414 1) Opera 2) Stefan Kantscheff (Bulgaria) 3) Staatliches Operettentheater Sofia  
1415 1) Music School  
1416 1) Folk Song Festival 2) Crosby/Fletcher/Forbes (Great Britain) 3) International Folk Song Festival  
1417 2) Luigi Montaini+Till Neuburg (Italy) 3) Spincers Limited  
1418 1) Consumers' Cooperative Association 3) Sweden Living Cooperation Association  
1419 1) Furrier 2) Marcel Wyss (Switzerland) 3) Bernhard  
1420 2) Atelier Frutiger (France) 3) Alpha+omega  
1421 1) Hifi Equipment Maker 3) Pioneer  
1422 1) Books 2) Roger-Virgile Geiser (Switzerland) 3) Collection de Livres  
1423 1) Dispensary 2) Helmut Kurtz (Switzerland) 3) Apotheke Ehrensperger  
1424 1) Hotel 2) Gérard Miedinger (Switzerland) 3) Continental Hotel  
1425 1) Restaurant 2) Piero Fornasetti (Italy) 3) Ditta Fornasetti  
1426 2) Davib Pelham (Great Britain)  
1427 1) Designers Association 2) Eita Shinohara+Yasuhumi Miyake+Tadasu Fukano (Japan) 1966 3) Japan Typography Association  
1428 1) Private Symbol 2) Makoto Wada (Japan) 1969 3) Shinichi Kusamori  
1429 1) Design Studio 2) Shigeru Akizuki (Japan) 1967 3) Design Office Akizuki  
1430 2) Hiromu Hara (Japan) 3) The Nihon Keizai Press  
1431 1) Fats and Oil Mill 3) Mipon Yushi  
1432 1) Bank 3) Yasuda Trust Bank (Japan) 1925  
1433 3) Shiroishi Kisokoji  
1434 1) Construction Company 3) Ohbayashigumi  
1435 1) Electrical Products 3) Ishimal Electric Co.  
1436 1) Art School  
1437 1) Symbols for EXPO'70 2) Shigeo Fukuda (Japan) 1967 3) Project  
1438 1) Insignia of Political Party 2) Hiroshi Ochi (Japan) 3) Komeito (Clean Government Party)  
1439 1) Machinery Manufacturer 3) Komatsu  
1440 1) Department Store 2) Hakuodo (Japan) 1962 3) Odakyu  
1441 1) Trading Company 2) Hideyuki Oka (Japan) 3) Osawa Shokai, Ltd.  
1442 1) Spinning Company 3) Daiwa Spinning Co., Ltd.  
1443 1) Publisher 3) Shokokusha  
1444 1) Prefecture Symbol 3) Iwate Prefecture  
1445 1) Wedding Hall 2) Masayoshi Matsushima (Japan) 1967 3) Juhoden  
1446 1) Restaurant 2) Takashi Kono (Japan) 3) Fukuoka Fugetsudo  
1447 1) Paper Manufacturer 3) Takeo Paper Co., Ltd.  
1448 1) Art School 3) Suidobata Art School  
1449 1) Magazine 2) Yasaburo Kuwayama (Japan) 1964 3) Kyoku Group  
1450 1) Retail Store 2) Yoshio Hayakawa+Takao Yamada (Japan) 1966 3) Mon  
1451 1) Joiner 2) Yasaburo Kuwayama (Japan) 1962 3) Kuwayama Fittings  
1452 1) Private Symbol 2) Makoto Wada (Japan) 1968 3) Tadabito Nadamoto  
1453 1) Nightclub 2) Takeshi Ohtaka (Japan) 3) Hanataba  
1454 1) Food Industry 3) Nichiro Gyogyo  
1455 1) Poster Contest 2) Wojciech Zamecznik (Poland) 3) Japan Poster Biennale  
1456 1) Bank 2) Hiromu Hara (Japan) 3) Chukyo Mutual Finance Bank  
1457 1) Bank 2) Mitsutomo Ishikawa (Japan) 1962 3) Chuo Trust Bank  
1458 3) Publishing and Printing Co.  
1459 1) Designers' Association 2) Wan-Chung Kuo (China) 3) China Designers Association  
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(While every attempt was made to insure that this index would be free of errors, some discrepancies are felt to be inevitable. If any errors have accidentally occurred, they will be corrected in subsequent editions, provided notification is sent to the publisher.)

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