

TRADE MARKS & SYMBOLS

VOLUME 1: Alphabetical Designs

YASABURO KUWAYAMA



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TRADE MARKS & SYMBOLS

VOLUME 1: Alphabetical Designs

A comprehensive, profusely illustrated guide to more than 1,500 trademarks from all over the world. The trademark designs in this volume are based on letter forms and arranged alphabetically.

To make the book easy to use it has three indexes:

1. Index of names of companies represented.
2. Index of type of industry, business, product, or service.
3. Index of designers.

Among the categories included are:

Advertising / Agriculture / Airlines / Automotive Industry / Banking / Brewing / Building Materials / Business Services / Chemical Industry / Coal Mining / Communications / Construction / Cosmetic Industry / Design / Electrical / Electronic Engineering / Entertainment / Exhibitions / Fiber Manufacturing / Film Production / Food Industry / Government / Hardware Manufacturing / Hotels / Industry, General / Insurance / Interior Design / Investment / Jewels / Laundry / Medicine / Music / News / Paper Manufacturing / Power / Printing / Publishing / Restaurants / Schools / Shops / Tobacco / Travel.

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**TRADEMARKS
&
SYMBOLS**

VOLUME 1: Alphabetical Designs

By Yasaburo Kuwayama



VAN NOSTRAND REINHOLD COMPANY
NEW YORK CINCINNATI TORONTO LONDON MELBOURNE

TRADE
& SYMBOLS
VOLUME 1

A complete guide from a to z. The trademarks are based on an alphabetical listing. To make it more useful, three indexes are provided: 1. Index by country 2. Index by product 3. Index by industry. Among the industries covered are: Advertising, Automobiles, Beverages, Business, Coal, Consumer Goods, Design, Engineering, Fertilizers, Food, Government, Insurance, Investments, Medicine, Manufacturing, Public Utilities, Shopping.

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TRADEMARKS & SYMBOLS
Volume 1
By Yasaburo Kuwayama



Van Nostrand Reinhold Company

History of marks

1. Origins in the West

The use of identifying marks in the West is older than in Japan, dating back to ancient Greece, as is indicated by potters' marks on articles excavated from the area of the Corinth and thought to be 4,000 years old. Also, symbols are inscribed on artifacts recovered from ancient Egyptian tombs. During the fifth and fourth centuries B.C., Mediterranean trade expanded, markets were formed, and the use of identifying marks increased. Porcelain-makers' marks at this time were ordinarily the name of the person enclosed in a semicircle, but this type of design was supplanted by a square one, and designs such as those representing bees, or a lion's head, came into use. Stonecutters' marks are also well known, and have been found on ancient Roman walls, on walls in Pompeii, and in Palestinian architecture. Crescent moons, wheels, grape leaves, and similar simple motifs were common. Great advances were made particularly after the twelfth century, and we may judge from the marks extant today that the men of those times took more pride in their work as architects and sculptors than as mere stonecutters.

With the development of medieval society in Europe in the twelfth century, commerce prospered, especially in West Europe, and the use of marks to distinguish merchants and producers became common.

Commodity marks were affixed to trade documents, and the more powerful merchants also used their own marks. Linear marks, and linear representations of names, were common. In addition to serving to establish rights of ownership in the event of a shipwreck, piracy, or natural disaster, the marks apparently were intended to convey

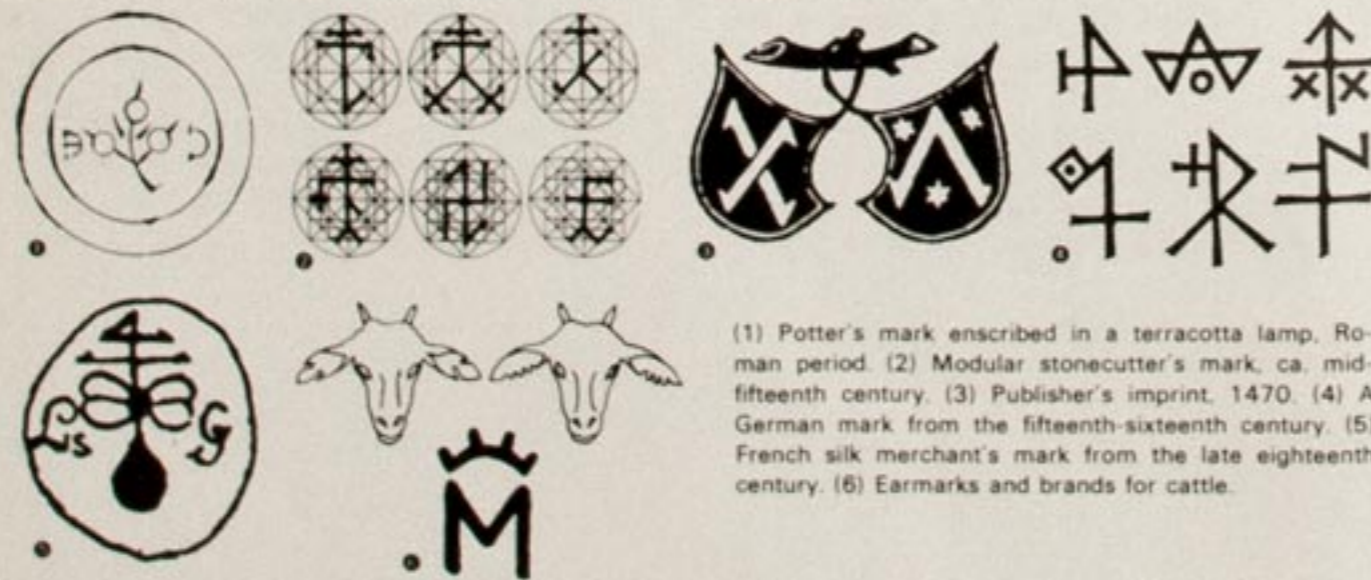
the suggestion of the fame and personality of the owner. Later, when the development of shipping led to an increase in safety, merchants' marks lost these functions, but reminders of these medieval merchants' marks are with us to this day, in such forms as the earmarks or brands of cattle.

Use of producers' marks grew in West Europe during the latter half of the fourteenth century, with the spread of the guild system. These marks signified acceptance of responsibility for short measures if present, quality of materials used, technological level, and other characteristics. Their use, which was mandatory, was meant to guard against unscrupulous, unauthorized production and sale.

Because there was, then, sharp distinction between manufacturing and commerce, marks were used as either producers' or commerce marks. King Edward III ordered in 1363 that master metalworkers were henceforth obliged to use their own distinctive marks. With the formation of guilds for brewers, lamp-makers, weavers, and others, in accordance with guild regulations, various guild marks were made and used.

From about the middle of the fifteenth century on, book publishing flourished in Europe, and although early books did not contain a publisher's imprint, there is a specimen from 1457 which contains such an imprint and the date of publication. Thereafter publishers' imprints were used for all books and came to have the same respect afforded the marks of craft guilds.

In more recent times, with the expansion of the economies of many nations, marks used by wholesalers and retailers came into wide use, at the interstice between producers and consumers of goods.



(1) Potter's mark encribed in a terracotta lamp, Roman period. (2) Modular stonecutter's mark, ca. mid-fifteenth century. (3) Publisher's imprint, 1470. (4) A German mark from the fifteenth-sixteenth century. (5) French silk merchant's mark from the late eighteenth century. (6) Earmarks and brands for cattle.

2. Origins in Japan

The origin of marks in Japan is obscure but is believed to be family crests, the names of shops and business establishments, the seals of porcelain makers, the seals of shippers, shop curtains, and shop signs.

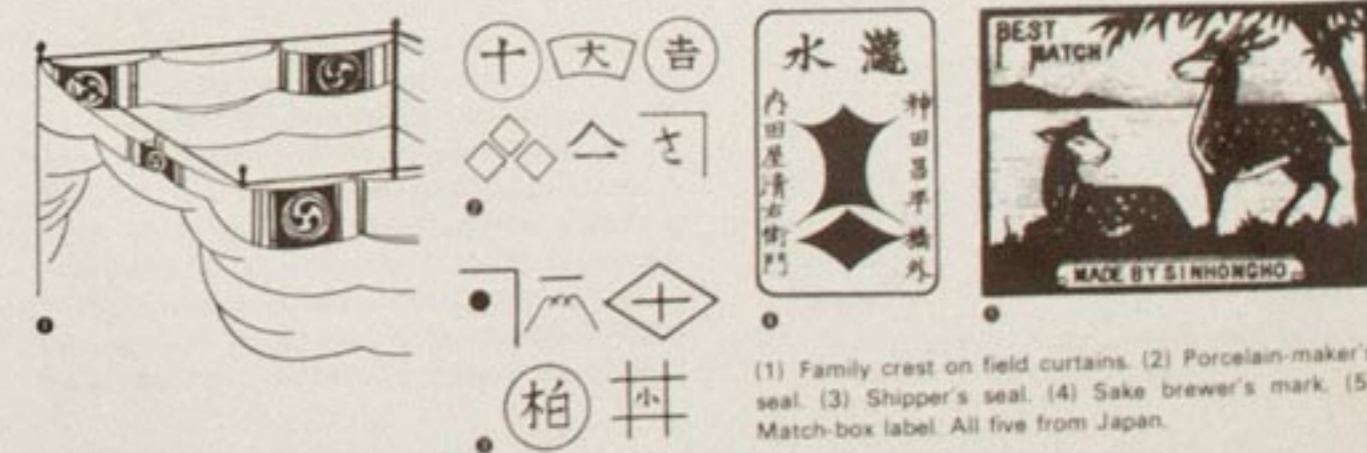
There is lack of agreement on the period when family crests began to be used. There are records which indicate that designs were used on flags at about the start of the seventh century, but we do not know what those designs looked like. It is known from picture scrolls that the warring Minamoto and Taira families used red and white flags to identify themselves in about 1180, but family crests were not used. It is presumed that samurai families began to use their crests on flags and field curtains from about the start of the thirteenth century. It was necessary at that time that the designs enable viewers to unmistakably identify the families displaying their crests. Members of the aristocracy began to use crests somewhat earlier than the samurai, by having them displayed on their ox carts and clothing for aesthetic purposes as well as, in the former case, ease in identifying one's own cart. During the late twelfth through the first third of the fourteenth centuries such uses spread throughout the nation. During the feudal age, from the start of the seventeenth century to the last decade of the eighteenth, peace was maintained throughout the land, and there was little need for flags, field curtains, and harnesses, but after feudal lords were compelled to spend a portion of their time in the capital, their use increased. It was about this time that the family crests assumed the round form which is prevalent even today. During the period from the close of the sev-

enteenth century to about 1800, the use of crests became popular not as a matter of presenting a dignified appearance but for decorative purposes.

Porcelain-makers' marks became used throughout Japan about 1400, to distinguish the work of different artisans who fired their porcelain in one kiln at the same time. In addition to making it easy to identify one's own work, the seals became a mark of pride to the makers, and also were a convenience for buyers who wished to purchase the works of certain artisans. Ship seals became popular during the middle of the feudal age, roughly the eighteenth century, when the number of shipping concerns increased rapidly; these seals were marked on the sails and flags of the ships, and were useful in identifying cargo being carried, in certifying that the vessel belonged to a certain shipper, and in identifying shipwrecked vessels.

The shop curtains which are a familiar sight in Japan to this day were conceived of as a substitute for family crests when artisans and merchants were forbidden to display their crests, during the twelfth century. Shop signs became common during the feudal age, when urban populations and urban economic activity made rapid growth. As is true today, they had functional value in addition to their symbolic value, being hung in the doorways of establishments of all kinds. The use of shop signs expanded, and the designs were printed on wrapping paper and for use as advertisements, as a form of trademark. Since the twelfth century there have been many designs have consisted essentially of the family crest or name of the establishment alone, but with the advancing times various new designs were devised and placed in use.

In 1875, match manufacturing technology



(1) Family crest on field curtains. (2) Porcelain-maker's seal. (3) Shipper's seal. (4) Sake brewer's mark. (5) Match-box label. All five from Japan.

Formative components of trademarks

1. Basic components

Many factors must be considered when designing a new mark. This is probably a natural consequence of the contemporary situation: companies in the same industry are locked in fierce competition. However, from the viewpoint of design, the excessive number of these factors constitutes a constraint. Therefore, we have recourse to the method whereby an early version of the design is first prepared with (1) simplicity, (2) individuality, and (3) appearance as the basic factors. After this is ready, refinements are made to produce the final design.

Among the motifs of marks there are the following: (1) Marks taking their form from letters. In addition to the alphabet, in Japan use is made of two syllabaries and Sino-Japanese characters. The two syllabaries, which are phonetically identical, ordinarily have different uses. The cursive *hiragana* script is used for most written Japanese which is not or cannot be expressed in Sino-Japanese characters; the angular *katakana* script is reserved largely for foreign words and for occasions where emphasis or maximum clarity is required. In Japan, characters and in many cases one of the two syllabaries are used to represent the name or a company, or the first character of the name. Needless to say, many of the characters readily lend themselves to good designs, as many of the characters have fine graphic simplicity or originally were pictographs. (2) Marks whose letters (or characters, etc.) give the name of the company in a rebus-like manner. The three-diamond mark of the Mitsubishi group of companies, for example, represent *mitsu* (three), *hishi* (diamonds; in the compound, the pronunciation changes). (3) Marks which convey the corporate image of the user. Such marks may graphically show the company's main product, or symbolize it, and thus may be either abstract or concrete. (4) Marks which create a new corporate image. A recent example from Japan is the heart-in-a-square adopted by the Dai-Ichi Kangyo Bank, which was recently formed by the merger of two banks. This bank has emphasized "heart-to-heart" service in its publicity campaign. Here too the mark may be ab-

stract or concrete. (5) Marks which combine letters and an image. This is a combination of (1) and (3).

2. Checkpoints in deciding upon a mark

Let's turn to the matter of how to go about determining whether a mark is good at the preliminary design stage, that is, before refinements are made. Although the viewpoint of a corporation and that of an organization will necessarily differ in this, I will give just one example. (1) Suitability of the mark's content: Is the proposed mark compatible with the company's purpose and general nature? (2) Suitability to the media to be used: Other than obvious uses, such as in neon signs, on television, and other media applications? Depending on the company's products and plans, can the mark be used on diecast parts or in woven textiles, for example? Is the mark capable of performing an adequate function when much smaller, or much larger, than the size shown in the preliminary design or the size when actually used on a product? (3) Distinctiveness: Is the mark a creative one, clearly distinct from those used by other companies in the same line of business? Is it a mark which can be recognized at one short glance? (4) Contemporaneity: Does the mark show a sense of contemporaneity? Will it be likely that the mark will still appear attractive in five years' or in ten years' time? Or does it reflect a current vogue in design? (5) Memorability: Does the mark impart a strong, lasting impression? Is one look enough for it to be remembered? (6) Reliability: Does it suggest that the company bears a sense of responsibility to society, and has the trust of society? This is a difficult point to judge when the design is an abstract one. (7) Utility: Would the mark be capable of easy, fool-proof use, or would it have an undesirable, different, or confusing appearance if turned upside down, or seen left-to-right? Is it difficult to determine which is the top? Does it lend itself to combination with the company's logotype? Is animation, for films or television, possible? (8) Regionality: Does it

Motifs of marks



(1) Hitachi, Ltd./Toyota Motor/A Spanish ad agency



(2) Mitsubishi group companies/Mituwa Soap/British Eagle International Airline



(3) Japan Airlines/Nippon Victor Co./Shiseido (cosmetics maker)/Yamagiwa Electric/Polish science and technology information center/Peruvian wire maker/American telephone company/German packaging competitor/Czech airplane and maritime vessel registration.



(4) Dai-ichi Kangin Bank/Iwanami Shoten (publishers)/German trade fair.



(5) Kubota Ironworks/Hante Mode Research Institute/American broadcasting network.

show a sense of the international, if this is important to the company? Or does it show strong regional features, such as when the mark is to be used for tourism promotion? Will people in other countries, of other religions and cultures, read meanings into the mark which are not intended? (9) Color individuality. Does the intended coloring differ from those used by other companies in the same line? Is it a significant difference? Is it desirable or possible to use more than one color? Finally, in the case of marks which are to be used by public organizations, the mark should be such that it may be easily drawn by just about anyone; it will then also be easy to recognize and remember.

Mark selection checklist

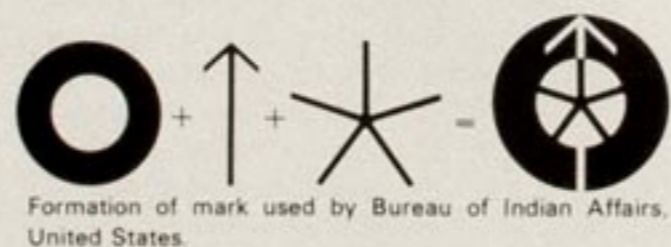
	(2) Suitability to media	(4) Distinctiveness	(5) Memorability	(6) Reliability	(7) Utility	(8) Regionalism	(9) Color individuality
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3. Necessary materials for deciding upon a mark

When requesting that a designer produce a mark, the client should provide the designer with the necessary materials, as follows. (1) He should be informed of the present nature and future plans of the company or organization. (2) Information on the objects to which the mark will be affixed (or inscribed, stamped, etc.). What is the nature of the products, types and varieties, size, materials used to make them? (3) Media: What type of ads and other media applications are planned? What materials are likely to be used for specific applications, such as large outdoor advertising? (4) The designer should also be briefed on the relation the mark is to have, if any, with other marks used by the company or by related companies.

4. Designing the mark

When designing anything that is new, it is important to discard, first, all preconceived notions. Here let me give one example of how several elements were combined to make a mark which shows a fresh, creative approach. For a preliminary design for the Bureau of Indian Affairs, a circle was used to represent the sun and primal force of life. The arrow is the Indian arrow, representing progress and aspiration, and the five-pointed star represents America, and patriotism and hope.

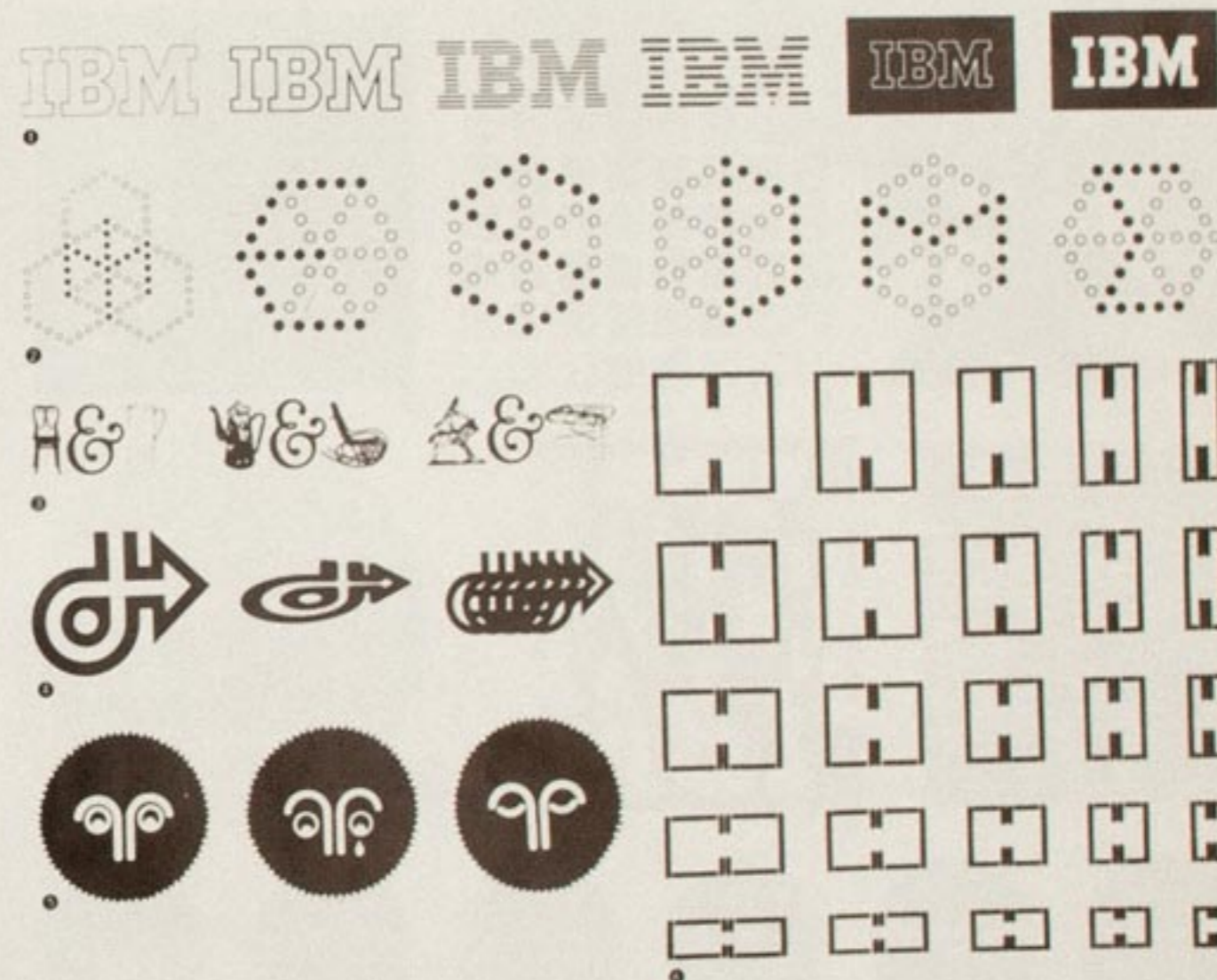


Transformation of trademarks

1. Variation of marks

Marks must be modified according to the scale at which they are used: a mark in a neon sign which may be several stories tall probably would have to have thicker lines than the "standard" mark, while that which is printed on a business card would have to have thinner lines or perhaps be simplified for the sake of clarity. Adjustment of the thickness of lines may also have to be made in view of the materials used. There are some situations, such as in an office, where an overpowering feeling is undesirable, and modification may be required accordingly.

Some situations may require use of the mark in outline form, and there also may be situations where a reversal of positive to negative is necessary or desired. Variations are thus necessary for marks. Also, the mark may be intended for use, with slight variation, by related companies or branches of the company. As in the case of the H mark of the furniture company illustrated here, variation for use on different product types or varieties may also be among the desiderata. The primary point with respect to variation of a mark is, in all cases, that the original image be unchanged.



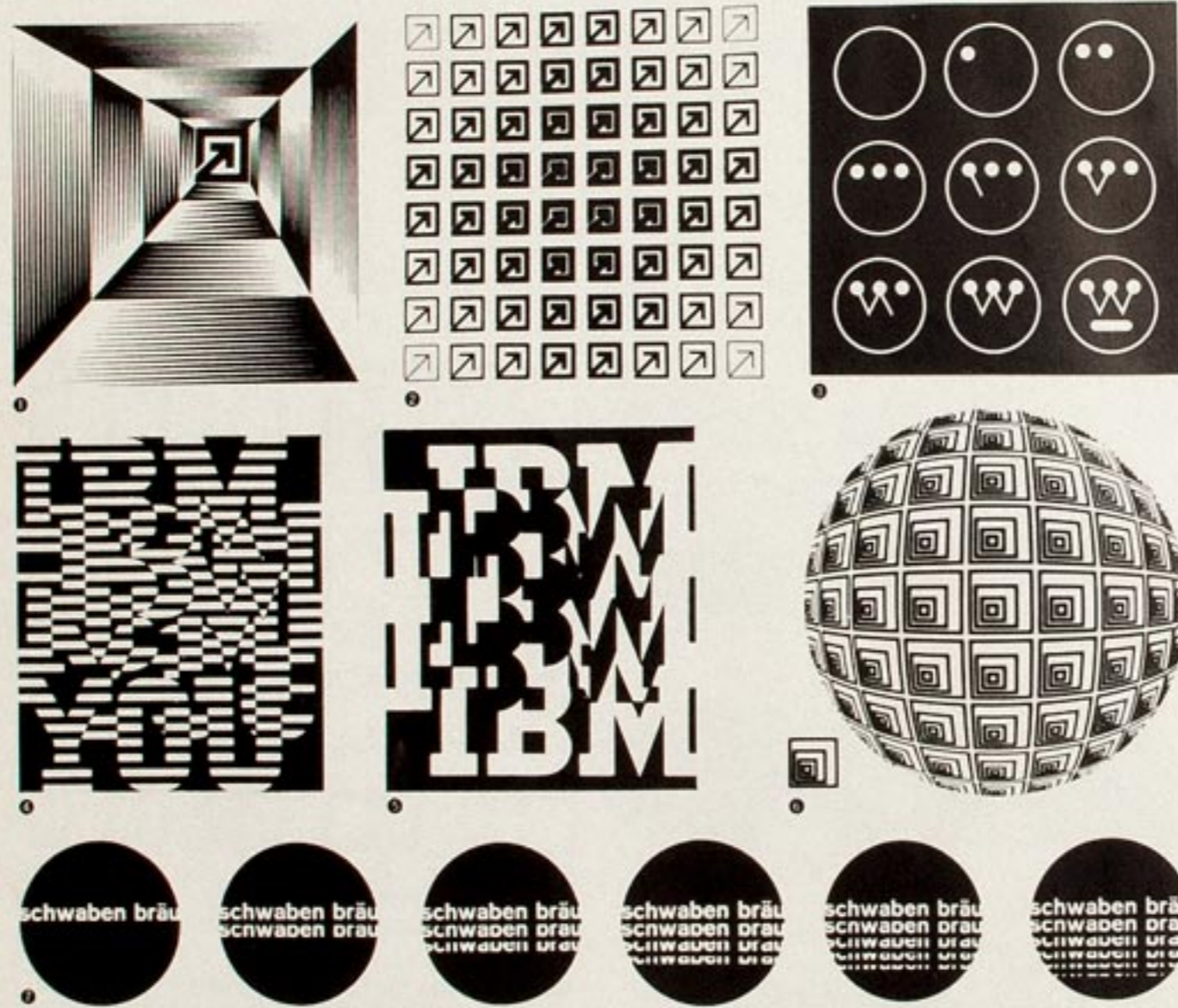
(1) IBM (Paul Rand, U.S.). (2) Letters from the name of Metra International (F.H.K. Henrion, U.K.) expressed by means of the hexagon of organic chemistry. (3) Toy wholesaler (Crosby, Fletcher and Forbes, U.K.).

(4) Committee for Economic Development (Jacques Nathan-Garamond, France). (5) Koshin Rubber (Tokyo Planning, Japan). (6) Christian Holschepfl furniture company (Gerstner Greidinger Coota, Switzerland).

2. Multiplication of marks

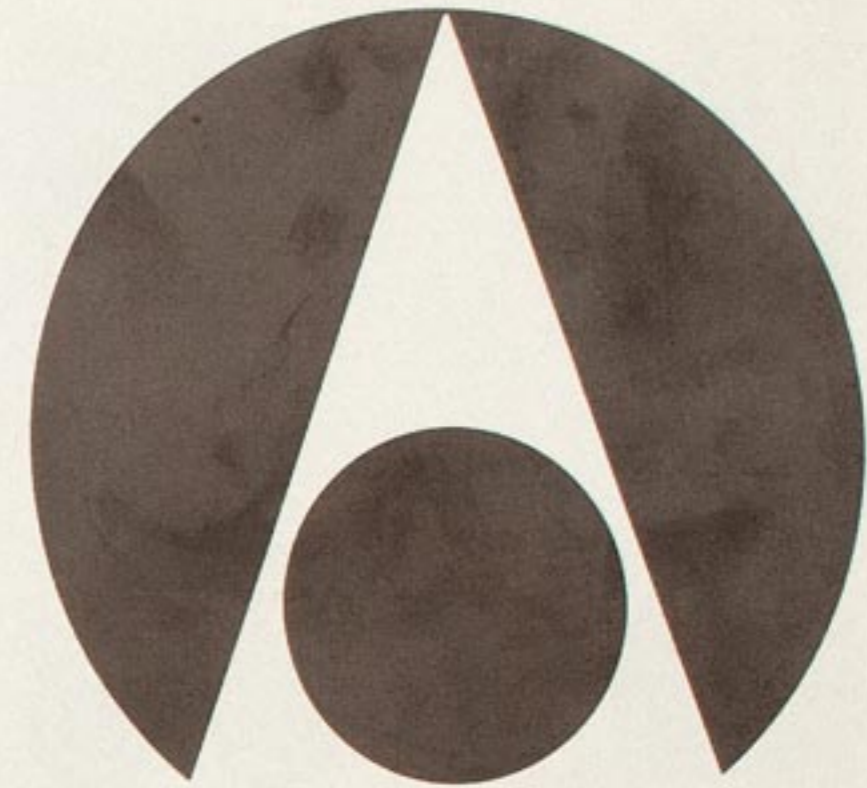
As a graphic element, marks may be used in many dynamic ways. For example, when a mark alone is sufficient to convey the intended message, when the mark is extremely well known, or when there is need to fill a large space or time sequence, such uses may be considered. These uses may be classified as follows: (1) Designs which exploit the characteristic(s) of the mark, with the addition of a new element. (2) Compositions in which the mark is repeated or multiplied. (3) Animation of marks. (4) Transformation of marks. (5) Others.

The German LGA Center mark, for use at public facilities, is, in the example shown here, strongly impressive and easy to remember. The Swiss beer brewer, Robert Leihy, selected its mark from among competition entries; in the use shown here a rising head of foam is suggested. The Lyons Mutual Bank mark imparts a feeling of refinement and reliability by showing a foreshortened globe of the bank's marks. The IBM poster featuring the superimposition of the three letters has freshness and strength appropriate to the computer maker.



(1), (2) LGA Center (Herbert W. Kapicchi, Germany).
(3) Westinghouse (Elliot Noyes and Paul Rand, U.S.).
(4), (5) IBM (Walter M. Lundeau, Thomas F. Koreman

and Gary C. Springer, U.S.). (6) Lyon Trust Bank
(Daniel Murray, France). (7) Robert Leihy brewery
(Nellie Rudin, Switzerland).



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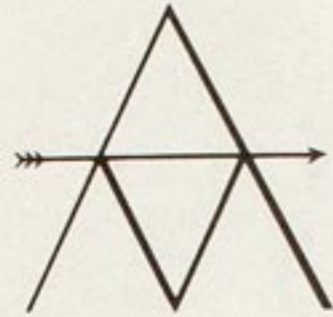
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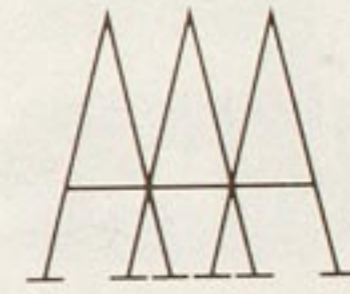
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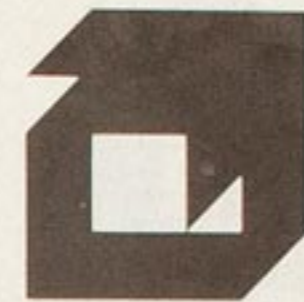
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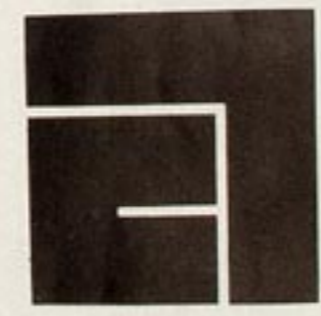
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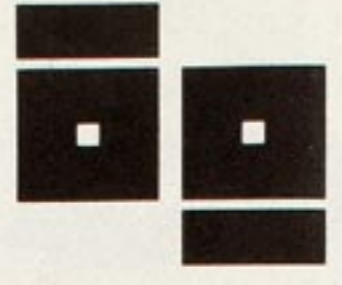
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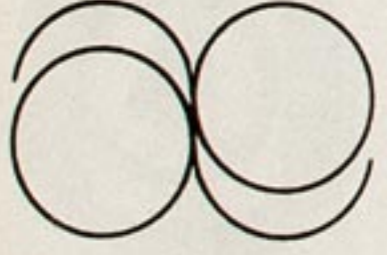
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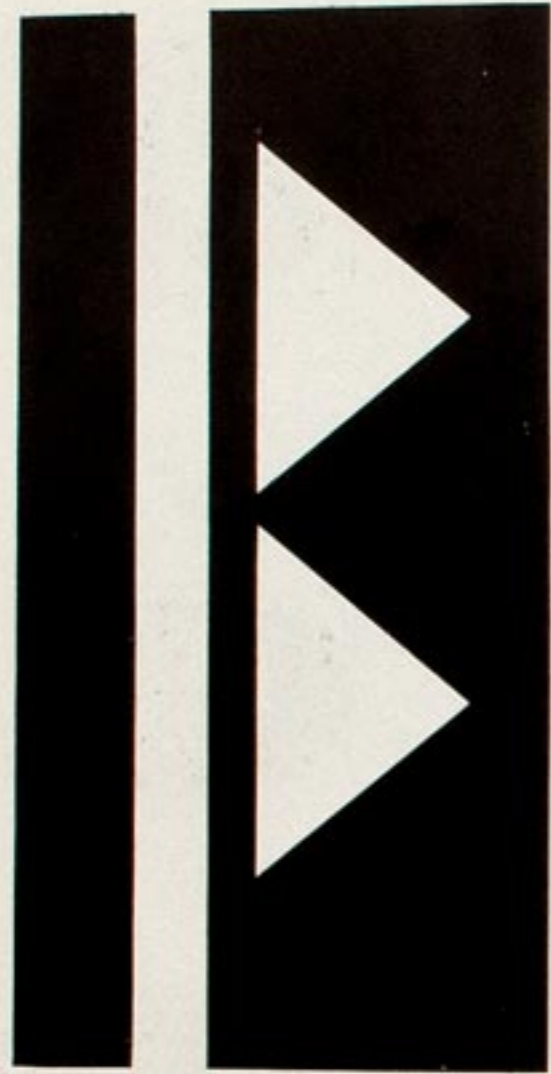
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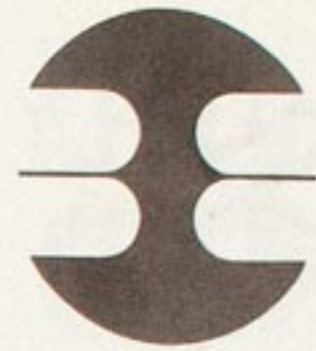
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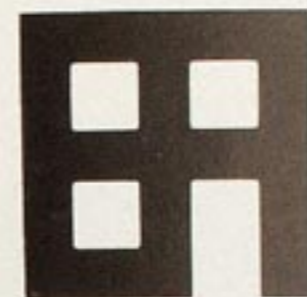
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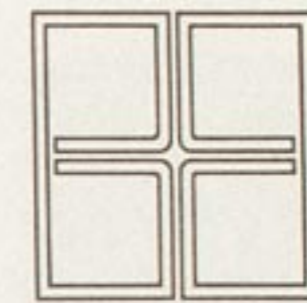
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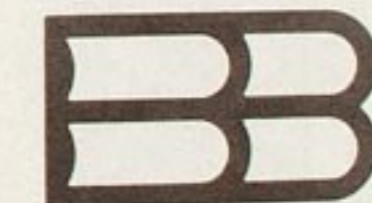
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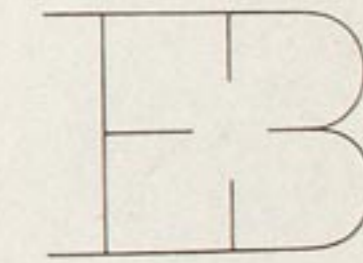
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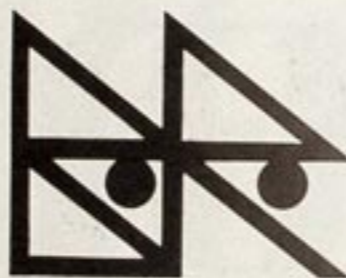
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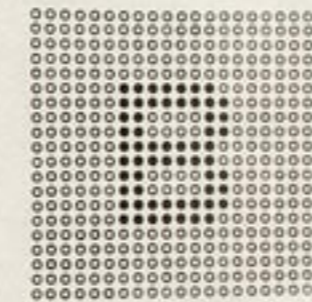
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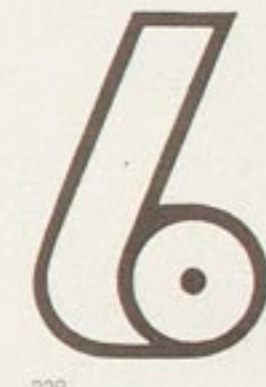
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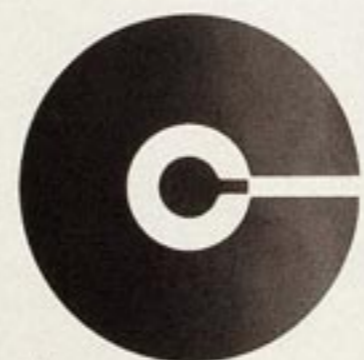
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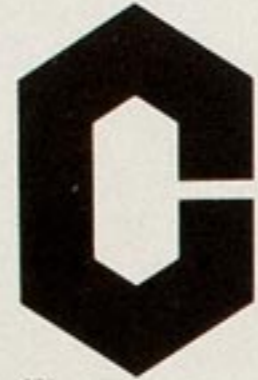
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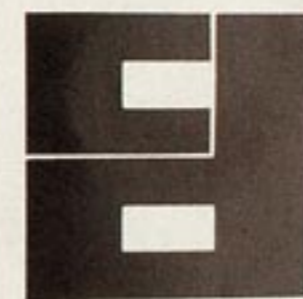
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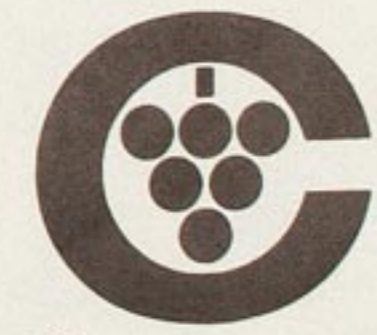
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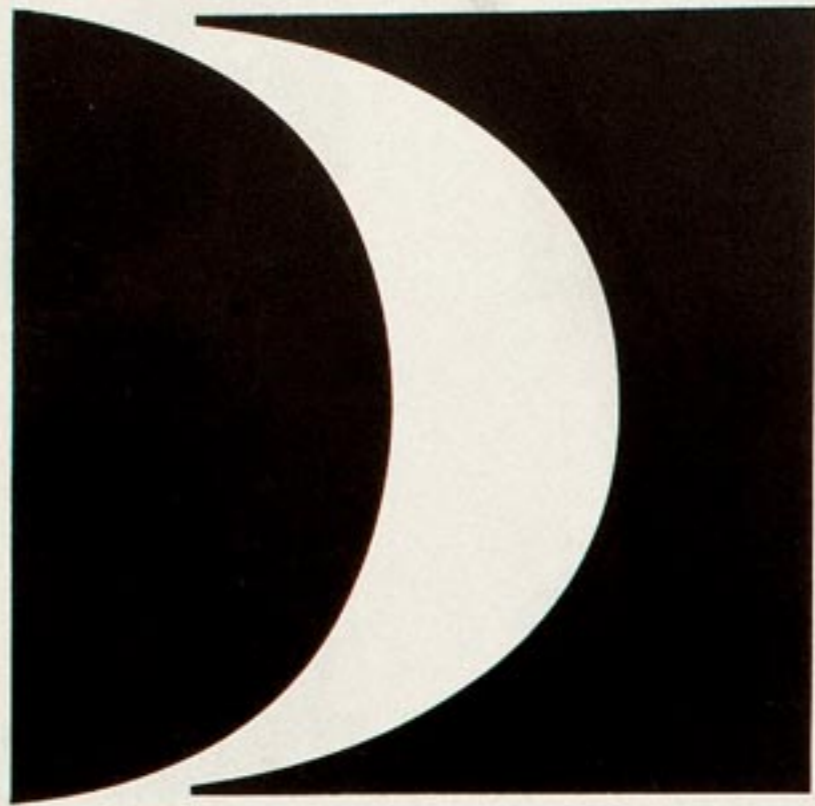


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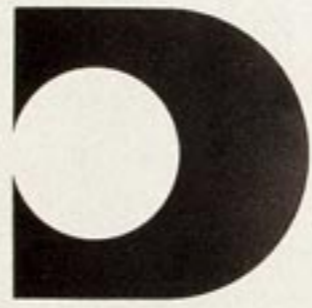
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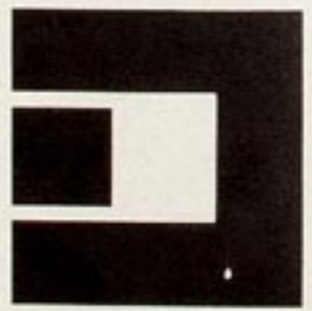
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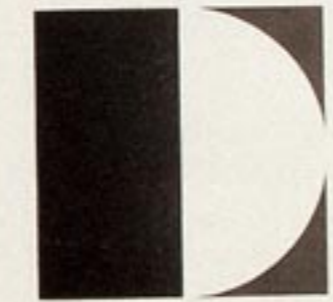
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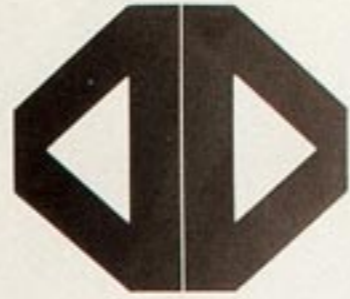
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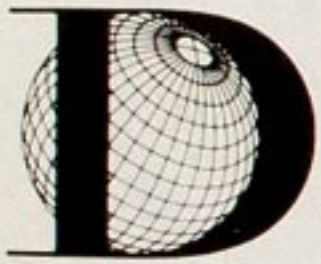
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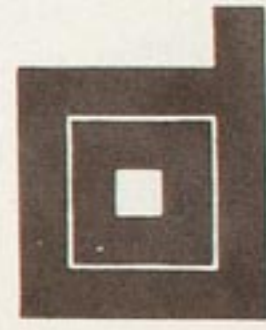
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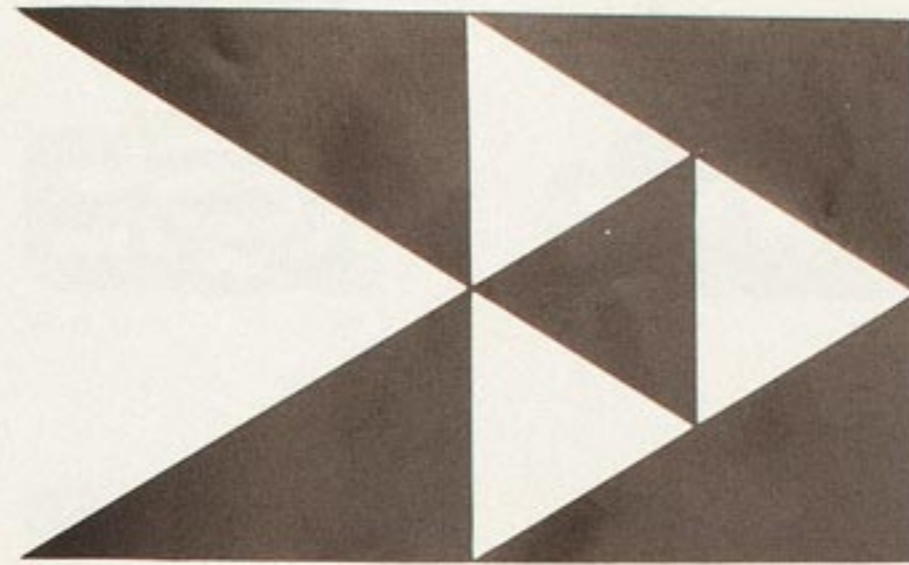


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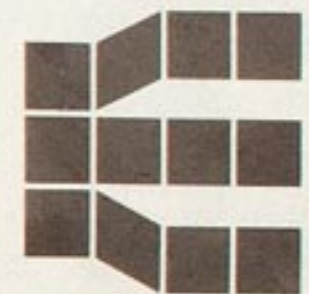
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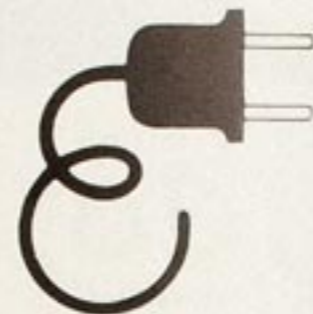
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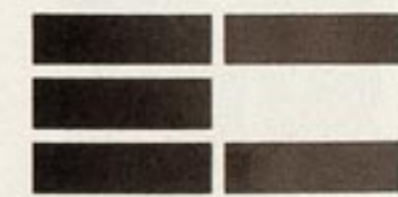
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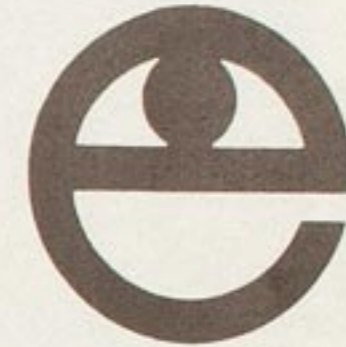
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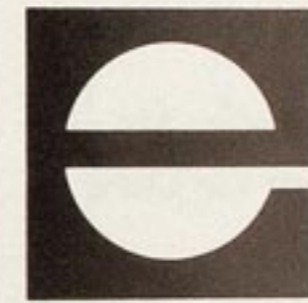
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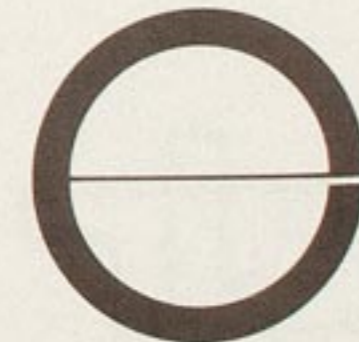
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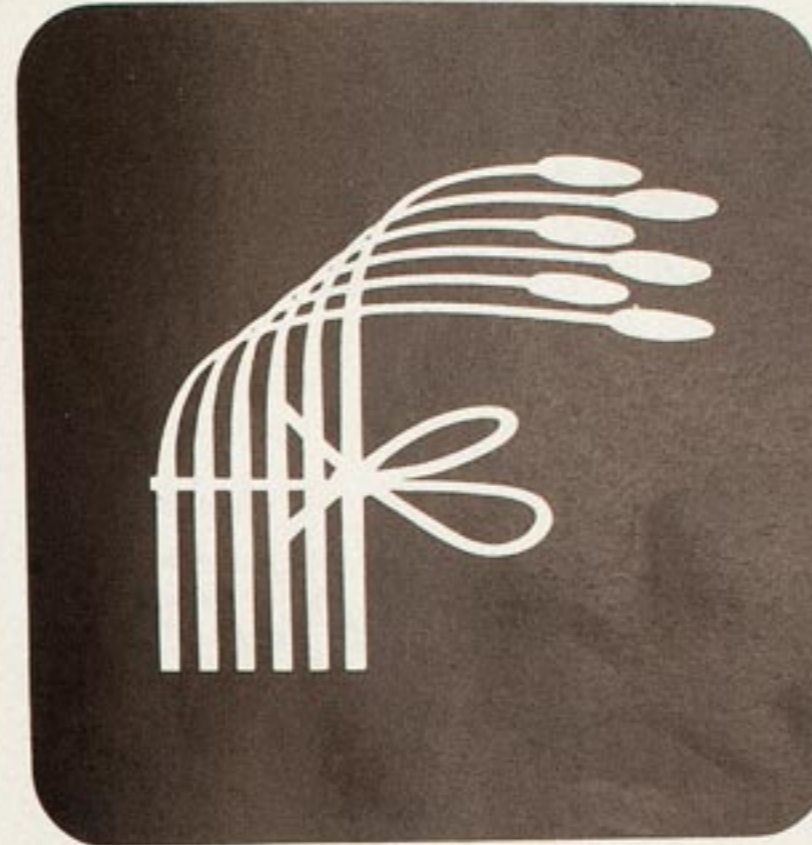
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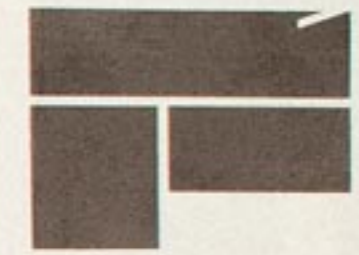
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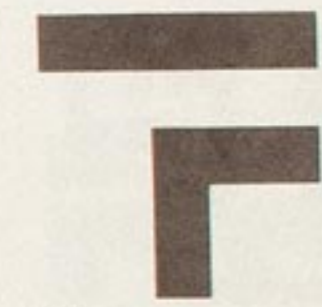
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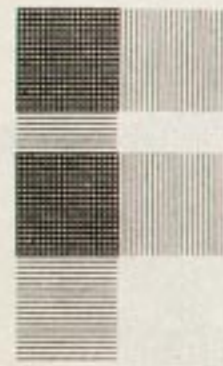
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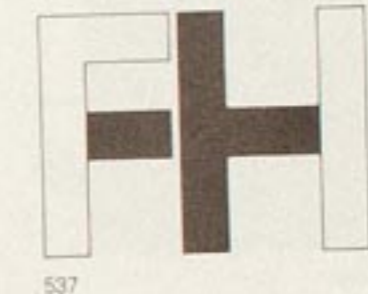
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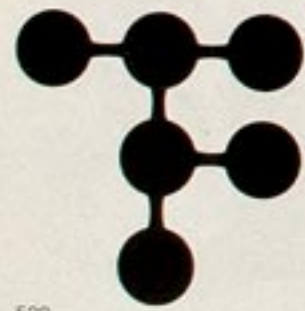
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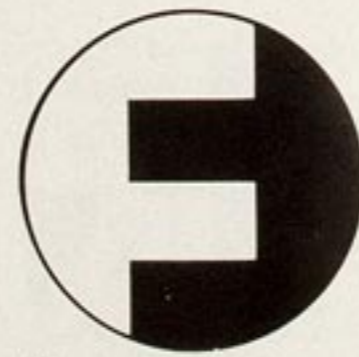
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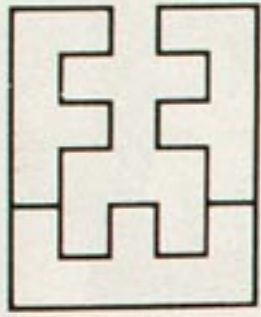


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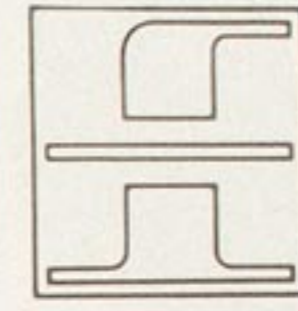
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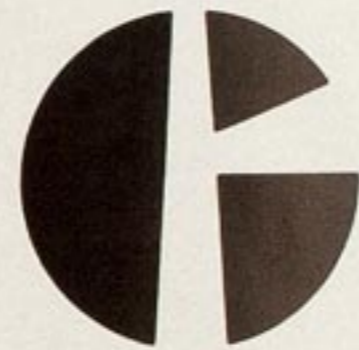
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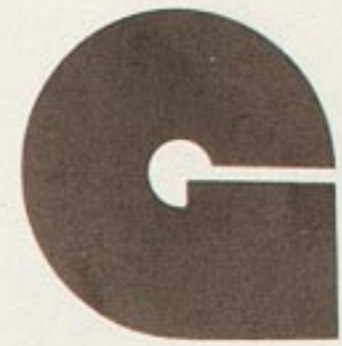
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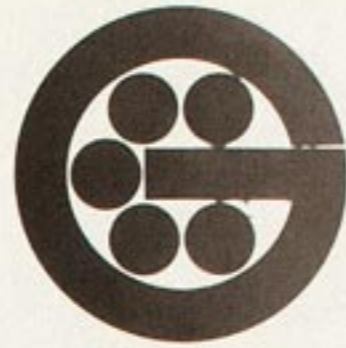
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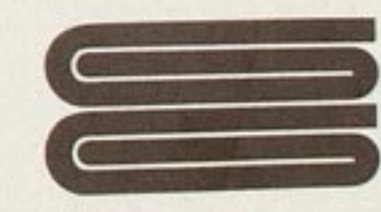
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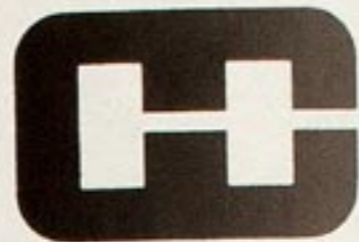
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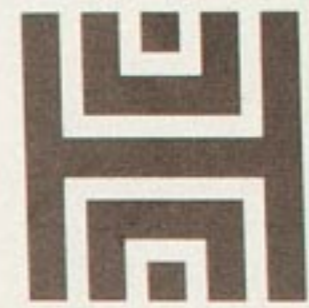
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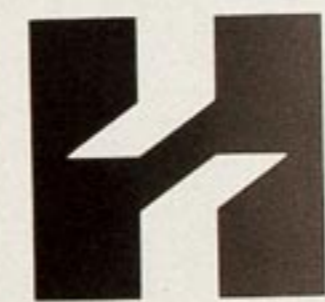
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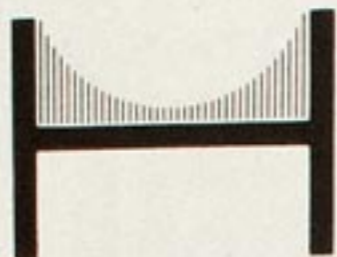
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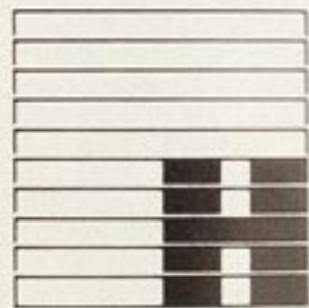
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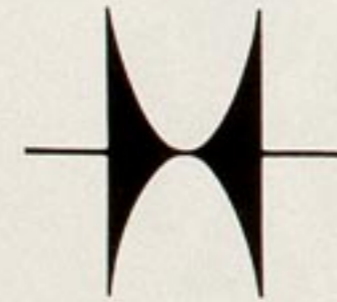
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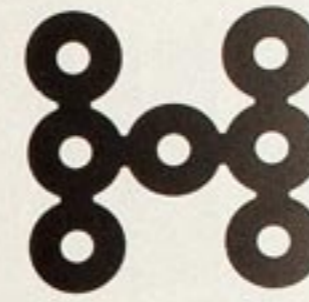
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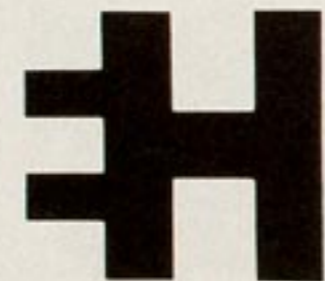
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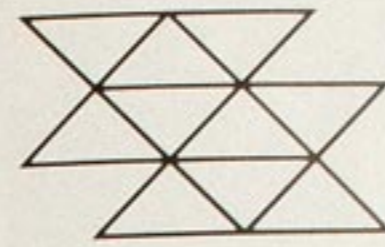
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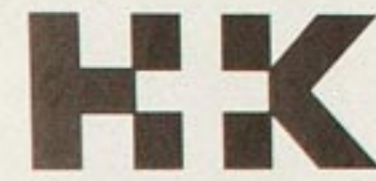
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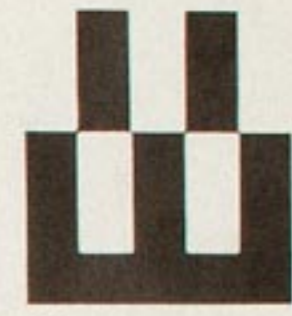
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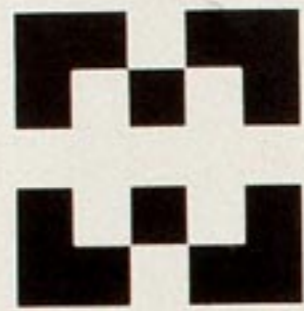
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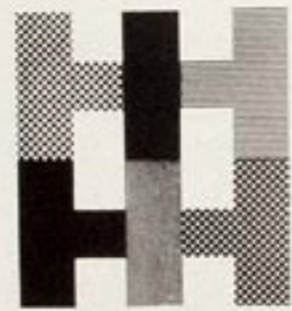
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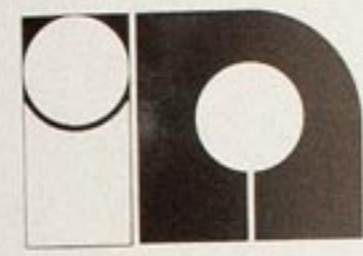
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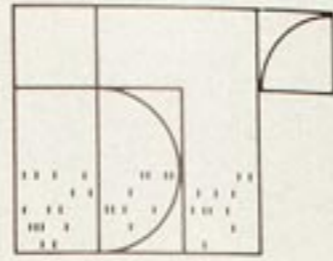
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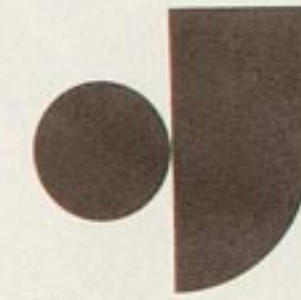
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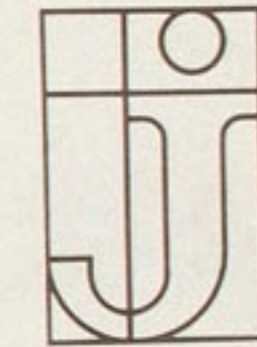
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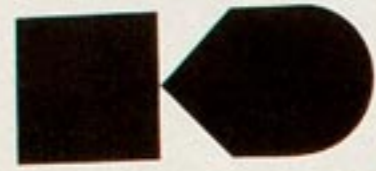
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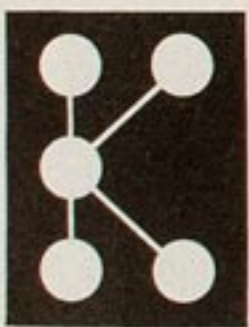
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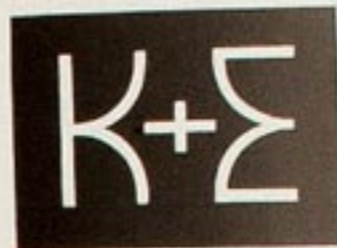
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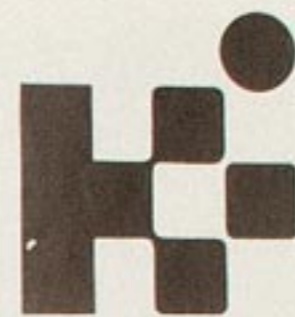
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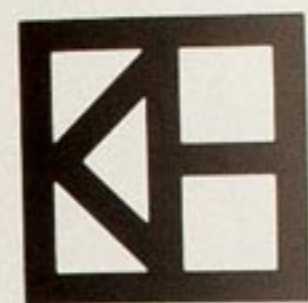
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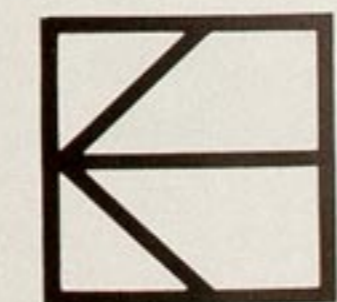
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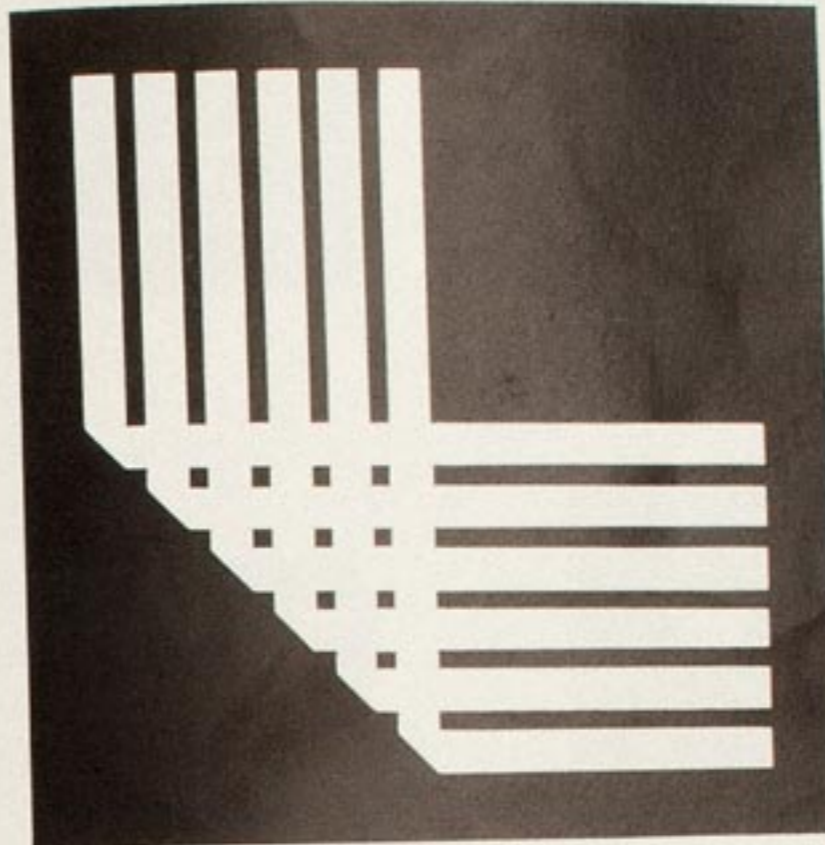
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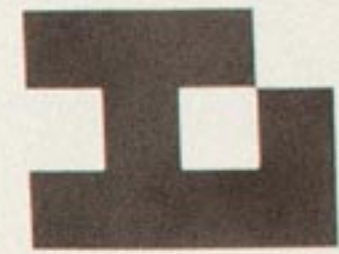
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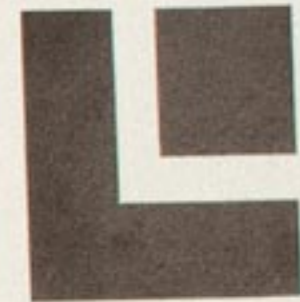
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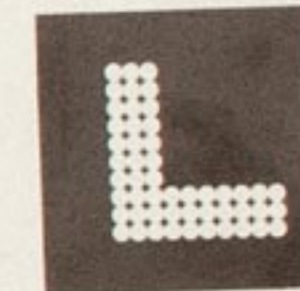
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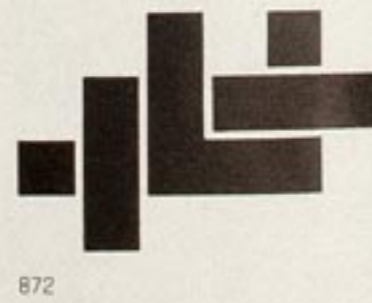
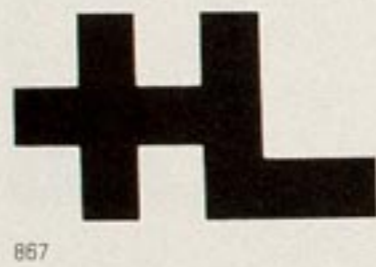
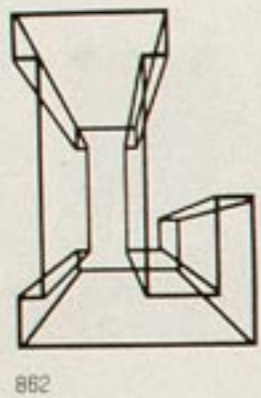
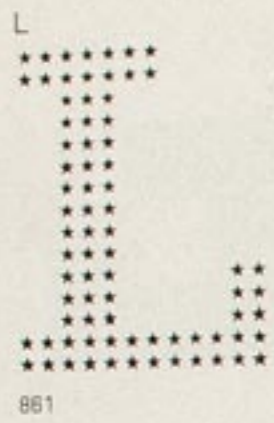


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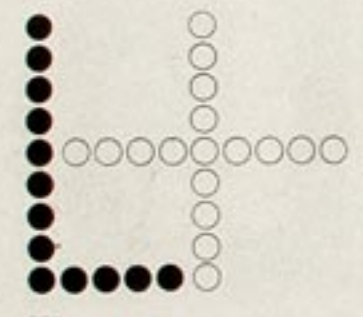
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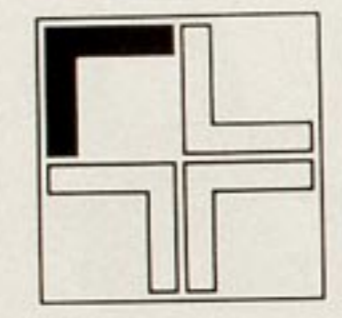
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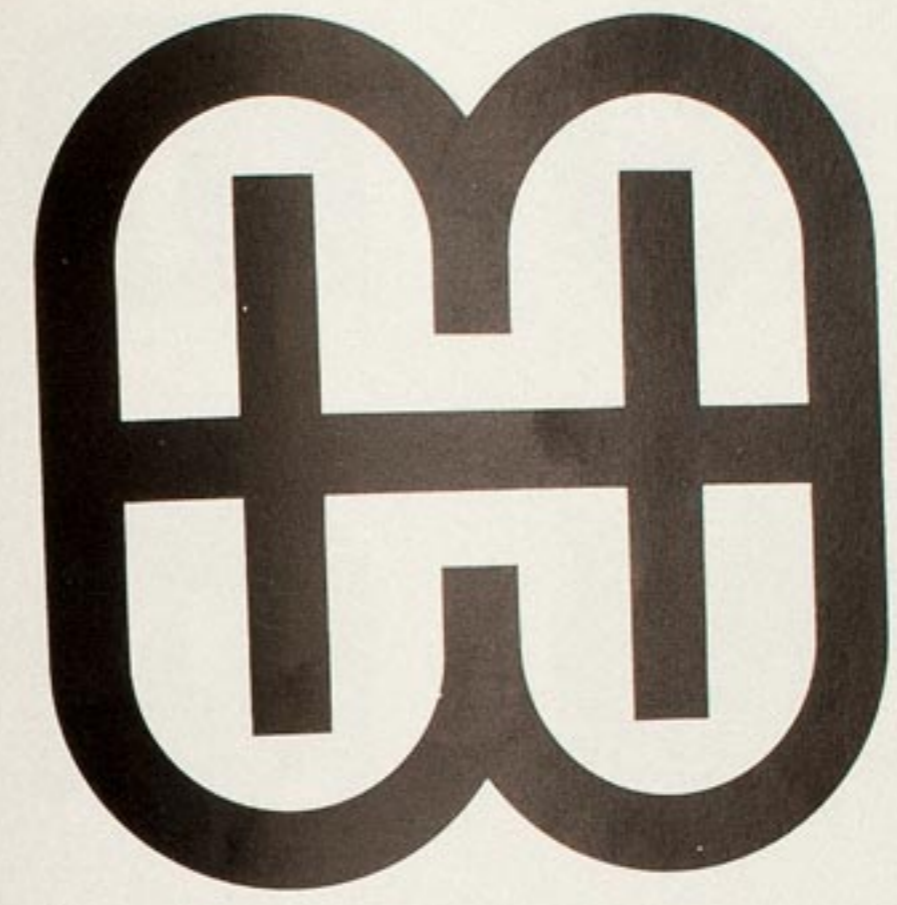


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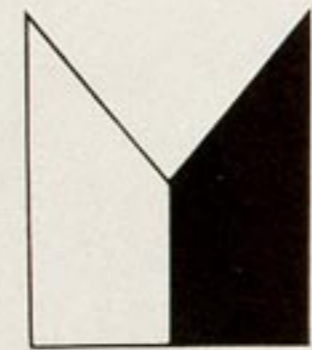
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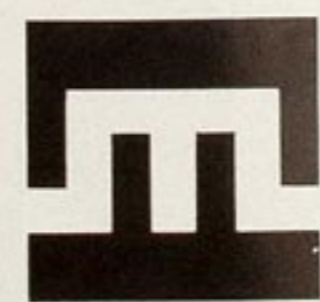
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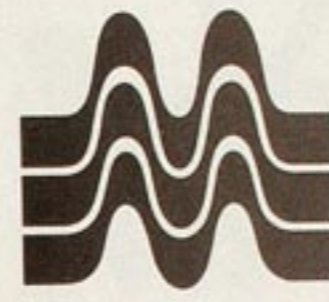
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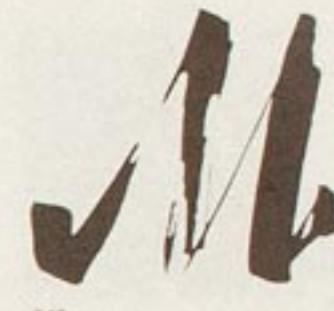
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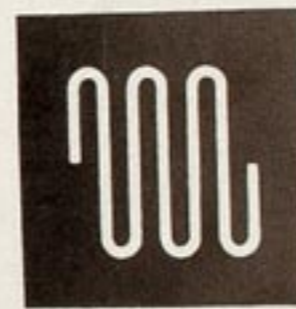
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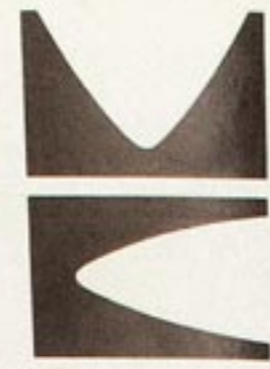
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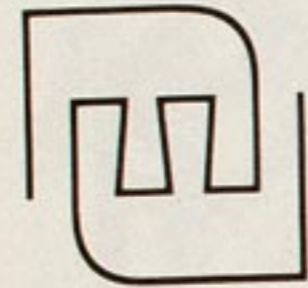


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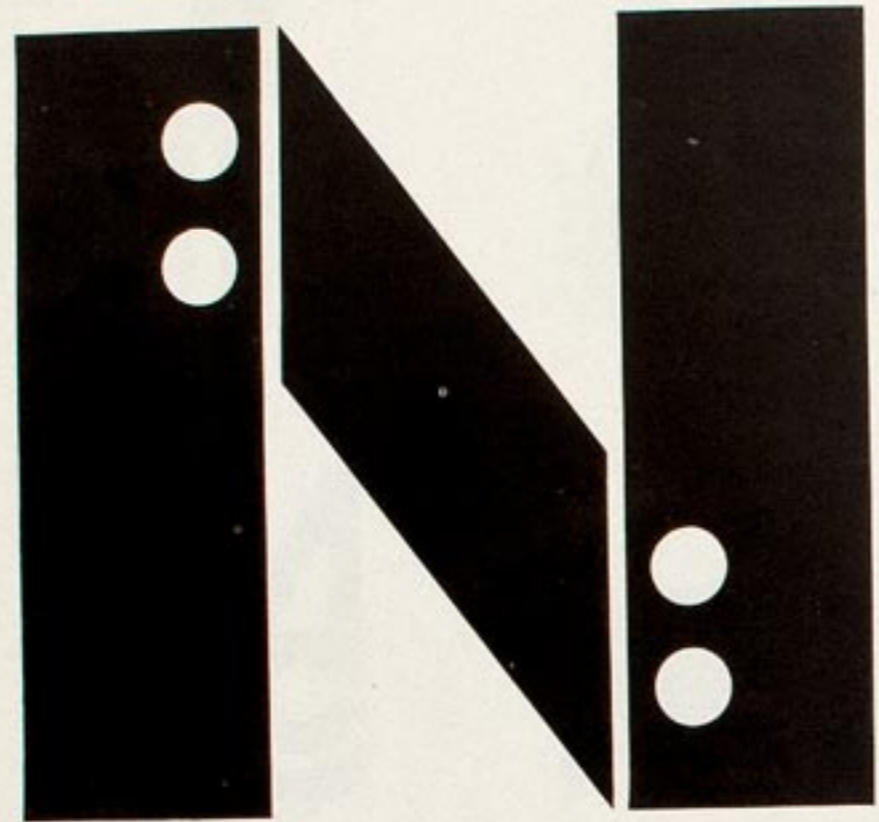
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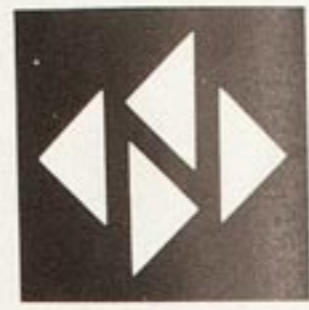
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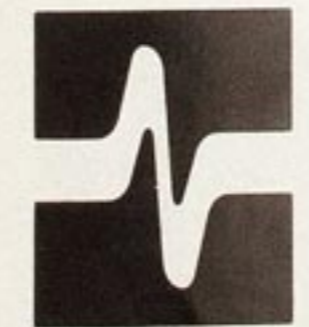
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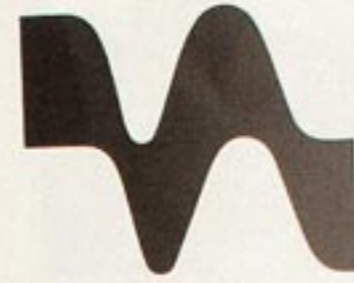
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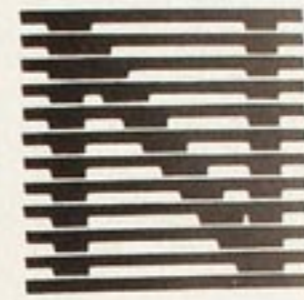
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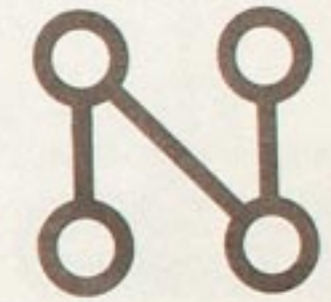
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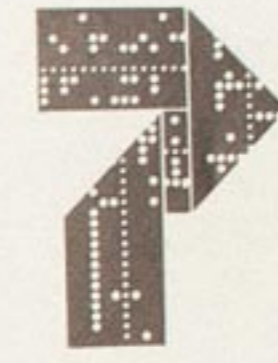
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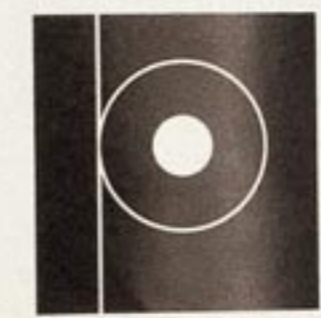
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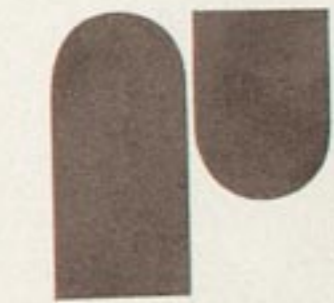
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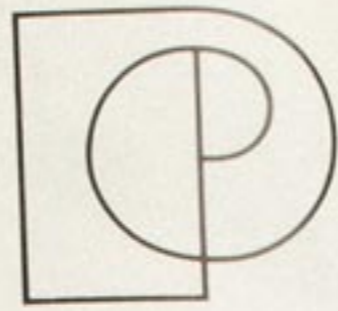
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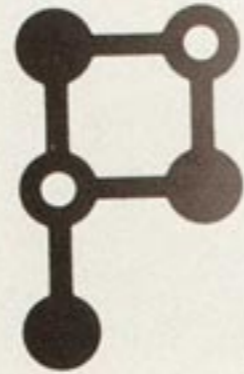
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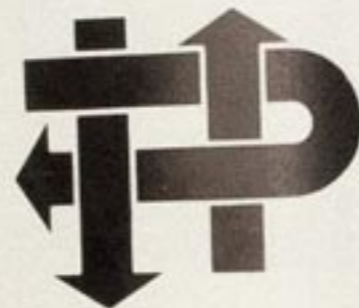
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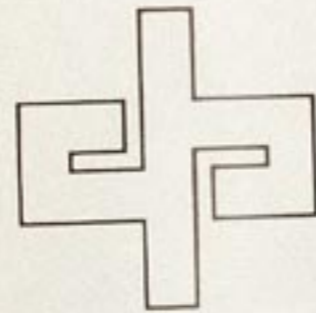
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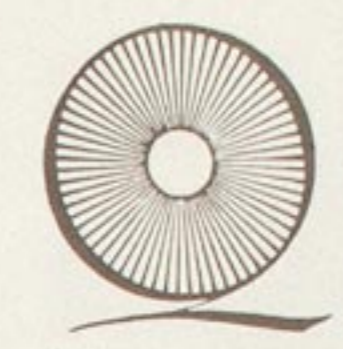
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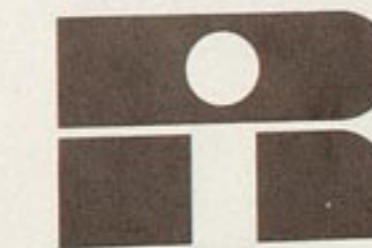
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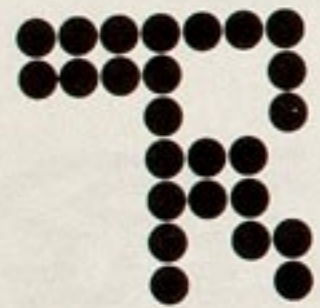
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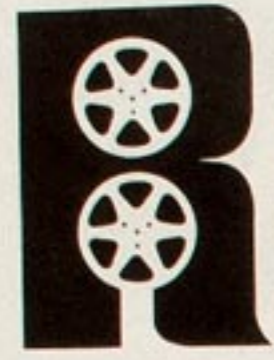


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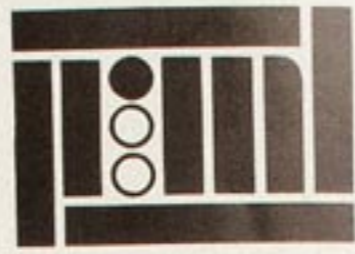
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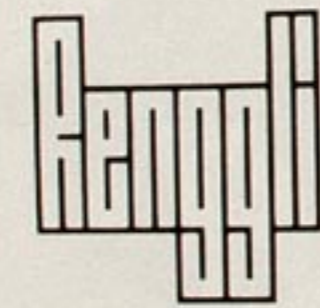
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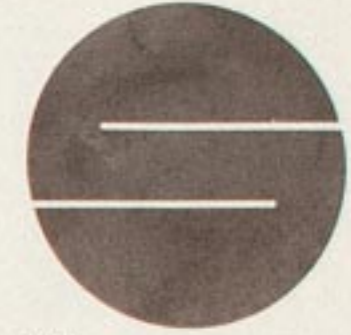


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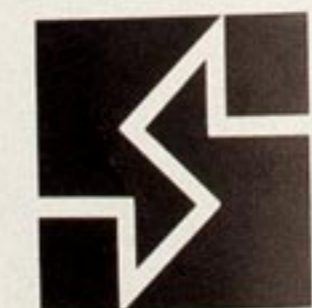
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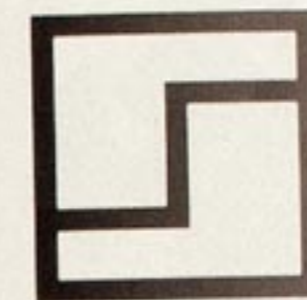
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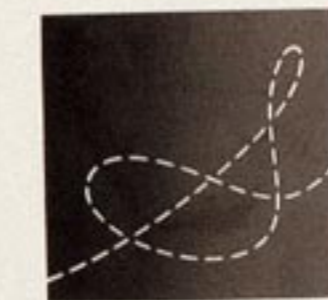
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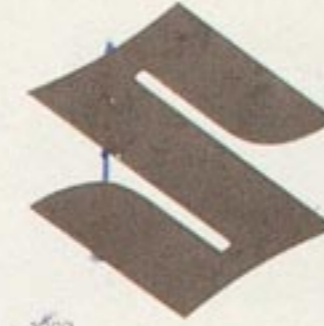
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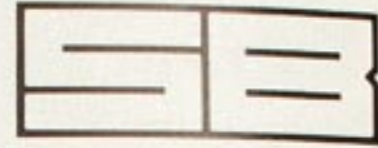
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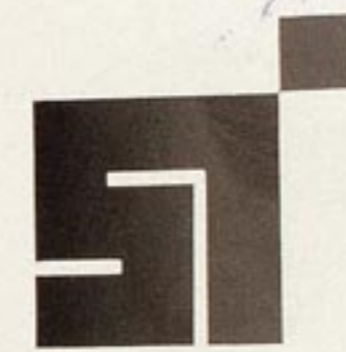
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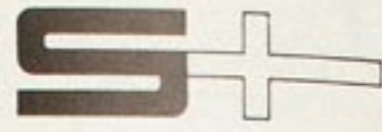
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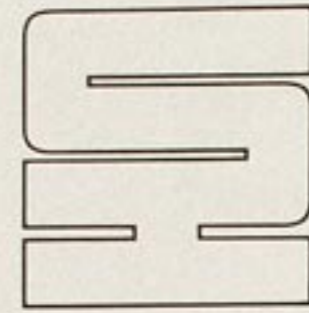
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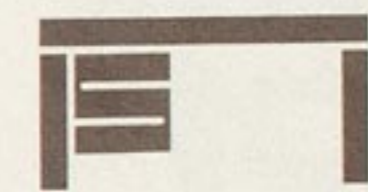
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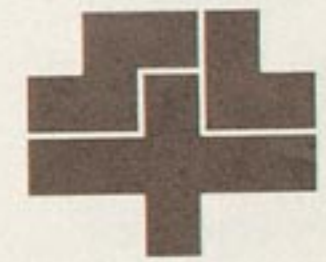
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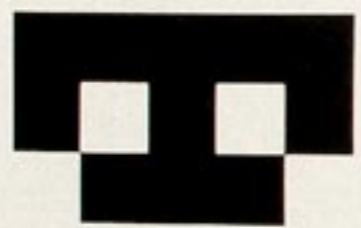
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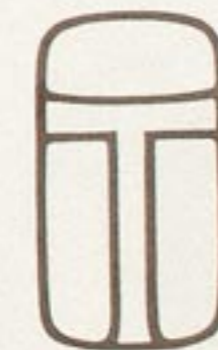
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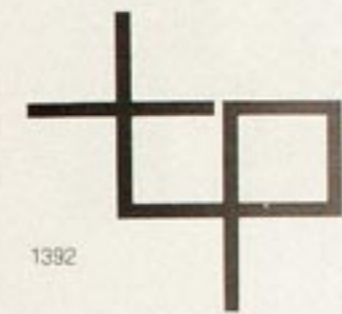
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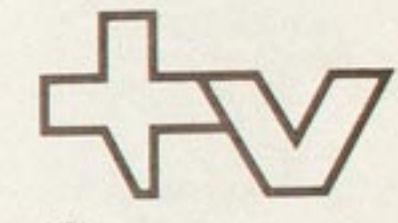
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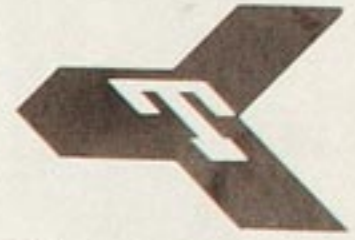
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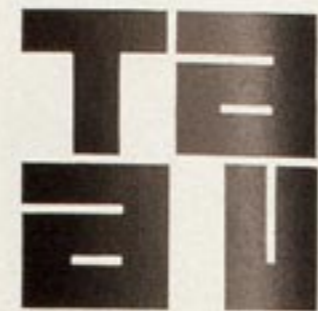
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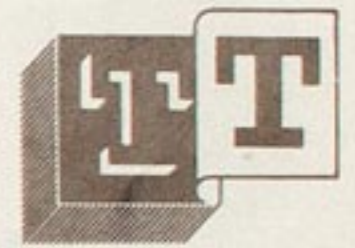
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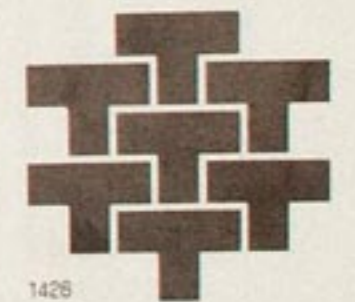
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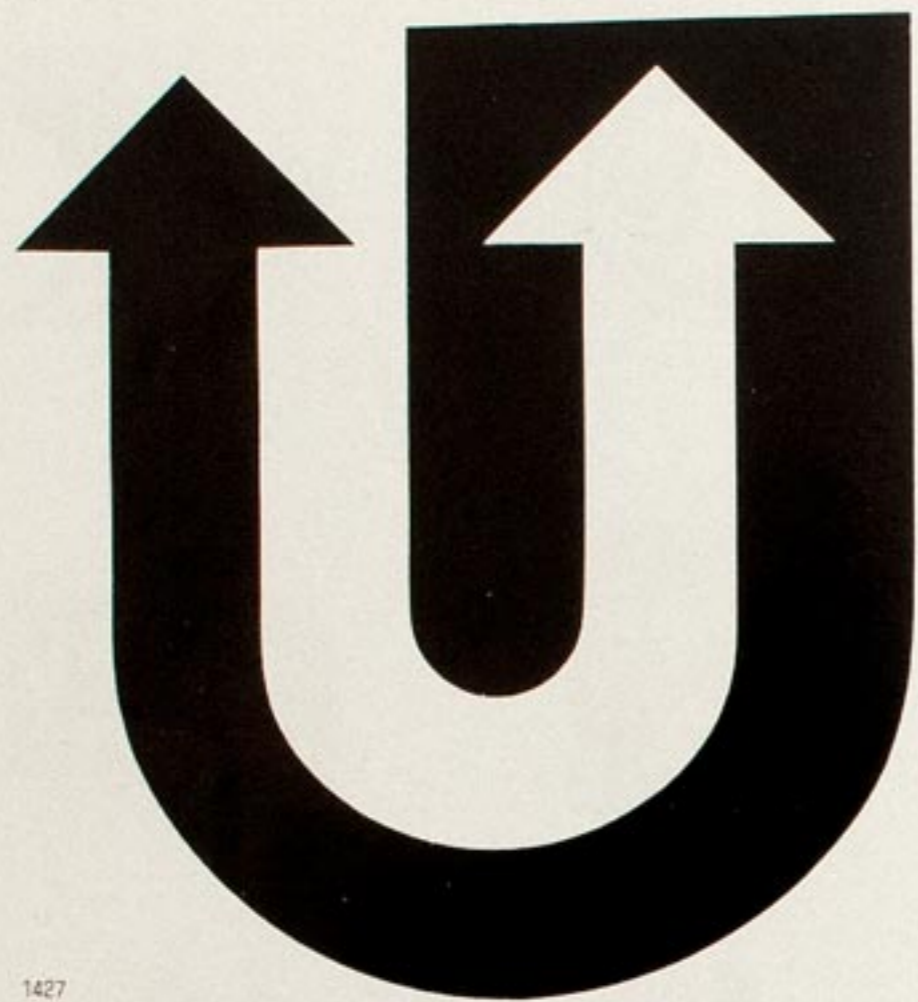


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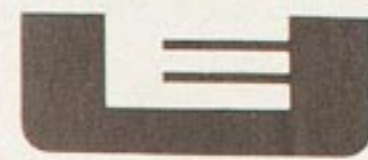
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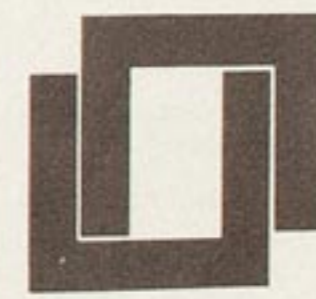
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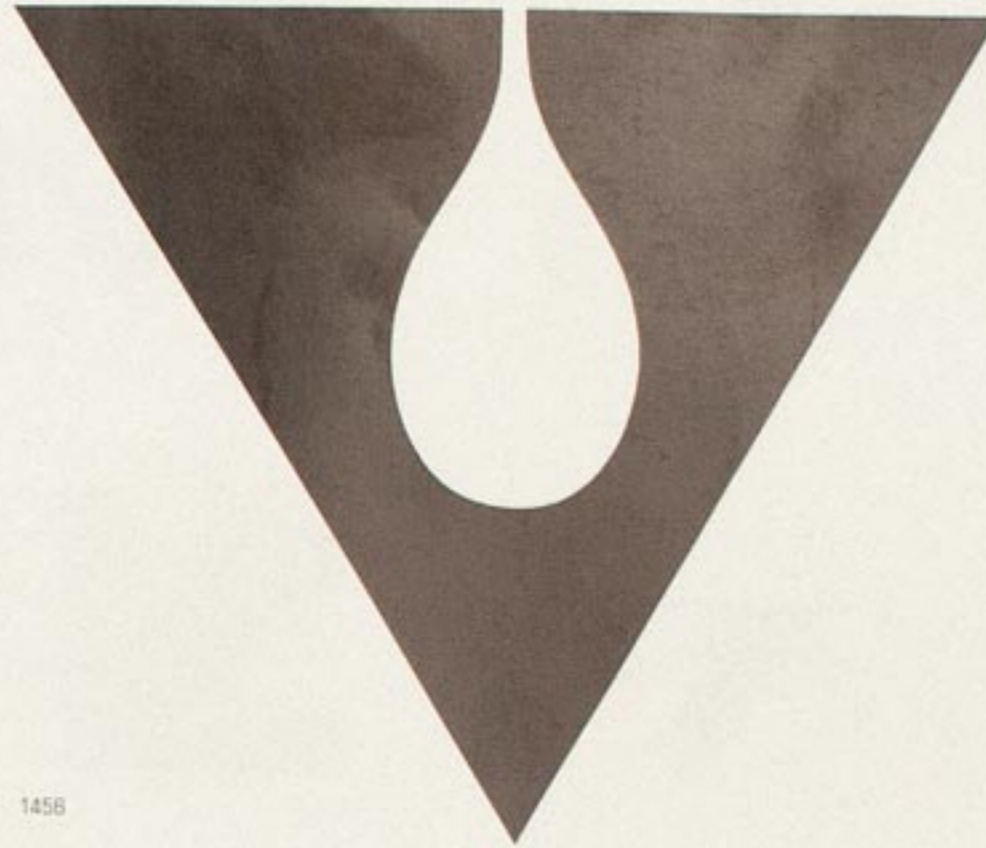


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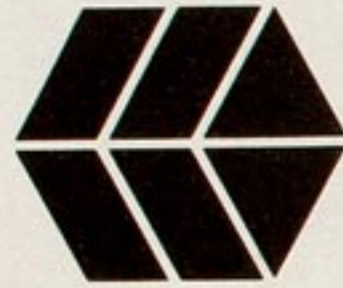


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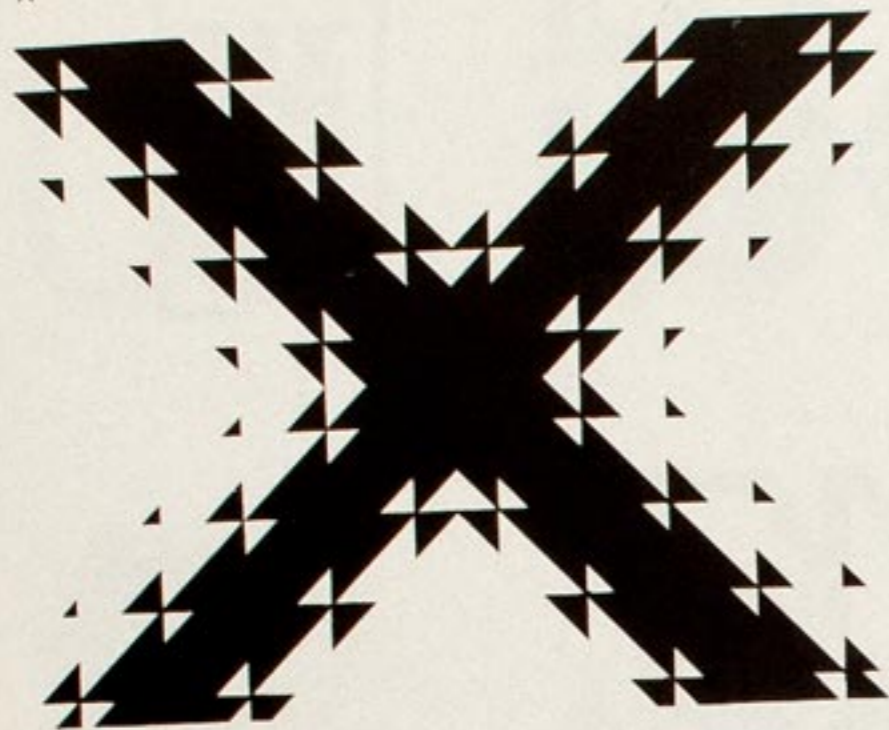


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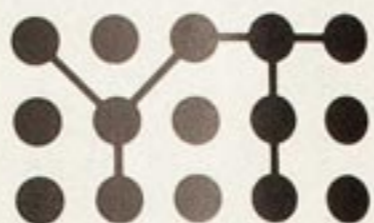
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156

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157



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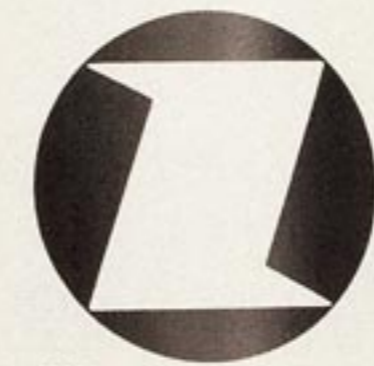
1574



1555



1559



1563



1567



1571



1556



1560



1564



1568



1572



Index

- 1) Category
2) Designer
3) Client
- 1 1) Motion Picture Theater 2) Gille Fiszman (Belgium) 3) Cinema Arenberg
2 1) Electronics Company 2) The Whiz Kids (USA) 3) Avnet Electronics
3 2) Bobbie Hazeltine+Rod Lambeth (USA) 3) Allen Center
4 2) Clarence Lee (USA)
5 1) Textile Studio 2) Ikko Tanaka (Japan) 1968 3) Awatsuji Textile
6 1) Biscuit Company 2) Keiju Masuzawa (Japan)
7 1) Cotton Trademark 2) Kazumasa Nagai (Japan) 1970 3) Daiwa Spinning Co.
8 1) Can Maker 2) Sandgren & Murtha, Inc. (USA) 3) American Can
9 1) Sail Maker 2) Negus Sharland (Great Britain) 3) The Gowan Sail Co.
10 1) Construction Company 2) Mimmo Castellano (Italy) 3) Celfa
11 1) Sanitary Goods for Women 2) Etsuhiro Takitani (Japan) 3) Anne
12 1) Power Company 2) Sandgreen & Murtha, Inc. (USA) 3) Allegheny Power System
13 1) Power Company 2) Ad Tolhuis+Sandgreen & Murtha, Inc. (USA) 3) Allegheny Power System
14 1) Auto Parts Maker 2) Paul Rand (USA) 3) Atlas Crankshaft Corp.
15 1) Paint Manufacturer 2) Carlo Vivarelli (Switzerland) 3) A. Diethelm
16 1) Roofer 2) Hansruedi Scheller (Switzerland) 3) Hansjörg Kreis
17 1) Packaging Company, Translation office 2) Gottschalk+Ash Ltd. (Canada) 3) Champlain Container Co., Adapta
18 1) Aluminum Manufacturer 2) Saul Bass (USA) 3) Aluminum Company of America
19 1) Automobile Manufacturer 2) Ilio Negri (Italy) 3) Auto Bianchi
20 1) Graphic Design Studio 2) Daniel Maurel (France) 1968
21 1) Automobile Manufacturer 2) Lippincott & Margulies, INC. (USA) 3) American Motors Co.
22 1) Airline 2) Walter Landor Assoc. (USA) 3) Alitalia
23 1) Design Studio 2) Ryszard Dudsicki (Poland) 3) Art
24 1) Public Relations Agency 2) George Mayhew Assoc. (Great Britain) 3) Mountain and Molehill Ltd.
25 1) Merchants' Association 2) John Sposato (USA) 3) Avenue of Americas Association
26 2) Annegret Beier (USA) 3) Georg Jensen
27 1) Anniversary 2) Romulo Maccio (Argentina)
28 1) Broadcasting 2) Giancarlo Iliprandi (Italy) 3) R.A.I.
29 1) Publisher 2) Wojciech Zameznik (Poland) 3) Arkady-Verlag
30 1) Design Studio 2) Yoshikatsu Tami (Japan) 3) Ai Design Studio
31 1) Excavation Company 2) Ernst Roch (Canada) 3) Carl A. Donald Excavation Corp.

- 32 1) Hotel 2) Haeko Nozaki (Japan) 1970 3) Akita New Grand Hotel
33 1) Aerospace 2) Saul Bass (USA) 3) North American Rockwell
34 1) Bank 2) Raymond Loewy/William Snaith, Inc. 3) Wilmington Savings Fund Bank
35 1) Advertising Agency 2) Yusaku Kamekura (Japan) 3) Tokyu Agency
36 1) Design School 2) Shigeru Sato (Japan) 1966
37 2) Hiroji Takeda (Japan) 1968 3) Midoriya Co., Ltd.
38 1) Cotton Products 2) Max Huber (Italy) 3) Albitex
39 1) Road Construction Company 2) Martti A. Mykkanen (Finland) 3) Asfaltor Oy.
40 1) Builder 2) Hans Neuburg (Switzerland) 1953 3) Anliker & Co.
41 2) Takashi Kono (Japan) 3) Project
42 1) Artists Materials Shop 3) Athenae
43 1) Adhesives 2) Peter Gauld (Great Britain) 3) Associated Adhesives Ltd.
44 1) Art College 2) Michel Dattel (USA) 3) Academy of Art College
45 1) Art Directors' Association 2) Donald C. Smith (USA) 3) Art Directors & Designers' Association of New Orleans
46 1) Publisher 2) Fletcher/Forbes/Gill (Great Britain) 3) Anthony Blond
47 3) Alexander & Baldwin Inc.
48 1) Insurance 2) Cecco Re (Italy) 3) A & B Insurance Brokers
49 2) Aldo Calabresi (Italy) 3) Ahrend Amsterdam
50 1) Art Directors' Association 2) Silvio Coppola (Italy) 3) Art Directors Club Milano
51 1) Travel Bureau 2) Franco Grignani (Italy)
52 1) Conference Facilities 2) S. Neil Fujita (USA) 3) Automation House
53 1) Hardware Maker 2) Norm Gollin (USA) 3) Ajax Hardware Manufacturing Corporation
54 1) Metal Company 2) Lester Beall (USA) 3) Art Metal
55 2) Jitsuo Hoashi (USA) 3) Project (AM & Co.)
56 1) Electrical Manufacturer 2) Noboru Yamamoto (Japan) 3) Asahi Musen Co., Ltd.
57 1) Publisher 3) Arnoldo Mondadori Editore
58 1) Publisher 2) Gottfried Honegger (Switzerland) 3) Artemis
59 1) Newspaper Publisher 2) Minale, Tattersfield Ltd. (Great Britain)
60 1) Salon & Shop 2) Sachiko Kishida+Eiko Ishioka (Japan) 1970 3) Art Point
61 2) Ruedi Rüegg (Switzerland) 3) Anna Rüegg
62 1) Audio-Visual Center 2) Rob Buytaert (Belgium) 1970 3) International Audio-Visual Center
63 1) Life Insurance 2) Eugen+Max Lenz (Switzerland) 1963 3) Vereinigung Schweiz. Lebensversicherungs gesellschaften
64 1) Power Company 2) Shichiro Imatake (Japan) 1951 3) Kansai Electric Power Co.
65 1) Interior Decorator 2) Giancarlo Iliprandi (Italy) 1970 3) Fratelli Villa Arredamenti

- 66 1) Photography 2) Herb Lubalin (USA) 3) Ike Vern & Associates Inc.
67 2)3) Giancarlo Iliprandi (Italy)
68 1) Cigarettes 2) Minoru Deushi (Japan) 1960
69 1) Advertising Agency 2) Katsuichi Ito (Japan) 3) Ars Co., Ltd.
70 2) Jitso Hoashi (USA) 3) AM & C Co.
71 1) Architect 3) André Piccoli
72 1) Equipment Fabrication Company 2) Emil O. Biemann (USA) 3) American Laubscher
73 1) Hat Designer 2) Shuji Torigoe (Japan) 1967 3) Haute Mode Epoch
74 1) Ski Area 2) J. Malcolm Grear (USA) 1969 3) Mount Attitash Ski Area
75 1) Association of Advertising Agencies 2) Carlos Roland (Spain)
76 2) Saul Bass (USA) 3) Aluminum Producers
77 1) Pharmaceuticals 2) Dr. Hahn (Germany)
78 1) Printing Company 2) Tadasu Omi (Japan) 3) Aoki Printing
79 1) Trading Company 2) Tsung-Yi Lu (China) 3) Asia Development Co.
80 1) Builders & Developers 2) Steve Madden (USA) 3) Amberwood
81 1) Publisher 2) Romek Marber (Great Britain) 3) Aldus Books
82 1) Architecture Association (Czechoslovakia)
83 1) Seed Company 2) Fred Stolle (Switzerland) 3) Altdorfer
84 1) Publisher 2) George Giusti (USA) 3) Penguin architecture and books
85 1) Electrical Appliance Industry 2) Morton Goldsholl Design Assoc. (USA) 3) Project
86 1) Furniture Manufacturer 2) Stefan Kantschev (Bulgaria) 1965 3) August Popoff
87 1) Investment Broker 2) Clair Stewart+E.J. Morrison (Canada) 1963 3) Annett & Co.
88 1) Construction Company 2) Raymond Kyne (Ireland) 3) P. A. Fitzgerald & Co.
89 1) Furniture Manufacturer 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Collozione Artel-Rome (Italy)
90 1) Cardboard Manufacturer 2) Ruedi Peter (Switzerland) 3) Aeberhard & Co.
91 1) Furniture Company 2) Michel Olyff (Belgium) 3) Asko Furniture
92 1) Business Furniture Manufacturer 2) Ernst Roch (Canada) 3) Art Wood Co.
93 1) Building Site Company 2) Pham Dhu Oanh (Germany) 3) Atrium
94 1) Architectural Panel Maker 2) Kramer+Miller+Lomden+Glassmann (USA) 3) Allied Casting Co.
95 1) Motel 2) Masayoshi Nakajo (Japan) 3) Asama Motor Lodge
96 1) Art Center 2) Zdenek Ziegler (Czechoslovakia) 3) Kunstzentrum Prag
97 1) Art Gallery 2) A. Van der Beken (France) 1970
98 1) Printing Company 2) Jacques Richez (Belgium) 3) Alex Deloge
99 1) Consumer Products 2) Dickens Design Group (USA) 3) Armour-Dial, Inc. (Chicago)
100 1) Inks and Poster Colors 2) Seymour Chwast and Milton Glaser (USA) 3) Artone
101 1) Condiments and Foods 2) Takashi Kono (Japan) 3) Ajinomoto
102 1) Hotel 2) Rudolf Bircher+Gisela Buomberger (Switzerland) 3) Hotel Atlantis
103 1) Tourism Promotion 2) Gan Hosoya (Japan) 3) Japan Tourist Bureau
104 2) Shigeo Katsuoka (Japan) 1970
105 1) Chemicals 2) Royal Dadman Assoc. (USA) 3) Diamond Alkali Co.
106 1) Road Construction 2) Kenneth Holick (Great Britain) 3) Amasco Asphalt Company
107 1) Chemicals 2) Raymond Loewy Assoc. (USA) 3) The Ansul Company
108 1) Cosmetics 3) Yanagiya (Japan)
109 2) Rudolph de Harak (USA) 1964
110 1) Linen Service 2) Woudhuysen Design Group (Great Britain) 3) Advance Linen Services Ltd.
111 2) Peter Bradford (USA) 3) Urban America Inc.
112 2) Neish Tutt Grundwald Pty, Ltd. (Australia) 3) Aralux
113 1) Dressmaker 2) Adam Moltke (Denmark) 3) Angli A/s
114 1) Printing Company 2) Carl B. Graf (Switzerland) 3) Robert Tissot SA
115 1) Ventilation 2) Jacques Nathan-Garamond (France) 3) Ventilation Amo SA
116 1) Exhibition Construction 2) Jacques Nathan-Garamond (France) 3) Maillet SA
117 2) Masayoshi Matsushima (Japan) 3) Aiko Sangyo Co.
118 1) Warehousing Companies Association 2) Vincent Ceci (USA)
119 1) Patent Attorney 2) Gustavo Balcells (Argentina) 3) Allende & Brea
120 1) Airport Corporation 2) Yasaburo Kuwayama (Japan) 1972 3) Project
121 1) Xerographic Copy Service 2) Tsuzuyoshi Asada (Japan) 1965
122 1) Art Gallery 2) Harry Zelenko (USA) 1971 3) André Emmerich Gallery, Inc.
123 1) Magazine 2) Chermayeff & Geismar Assoc. (USA) 3) American Exporter
124 1) Textile Fiber Manufacturer 2) Stefankantschev (Bulgaria)
125 1) Design Studio 2) 3) Ad. Engineers of Tokyo (Japan)
126 2) Toshio Hukuyama (Japan) 1964 3) Art Frontier Co.
127 1) Cheese Dairy 2) Vittorio Antinori (Italy) 1963 3) Ai Formaggi
128 1) Photography 2) Herb Lubalin (USA) 3) Anthony Hyde Jr.
129 2) J. Malcolm Grear (USA) 1969 3) Arkwright-Interlaken
130 2) Gerald Ifert (Switzerland) 3) Action grafique
131 1) Chemicals 2) Stanley Eienmann+David Enoch (USA)

- 3) American Gas & Chemicals
 132 1) Golf Course 2) Yusaku Kamekura (Japan) 1965
 3) Amagi Kogen Golf Course
 133 1) Iron Workshop 2) Ingo Mojen (Italy) 3) A. Orggia
 134 1) Art Directors' Club 3) Art Directors Club Nederland
 135 1) Cancer Society 2) Don Shanosky+Roger Cook (USA)
 3) American Cancer Society
 136 1) Broadcasting 2) Paul Rand (USA) 3) American
 Broadcasting Co.
 137 1) Private Symbol 2) Kyuyo Kajino (Japan) 1968
 3) Asazawa
 138 1) Real Estate 2) Bill Hyde (USA) 1962 3) Alta Real
 Estate
 139 1) Cutlery Shop 2) Giancarlo D. Guerrini (Italy)
 3) Alessio Bassi
 140 1) Button Manufacturer 2) Studio Coppola (Italy)
 141 2) José Baqués Tomas (Spain) 2) Laboratories
 Ausonia
 142 2) Josef Týfa (Czechoslovakia) 1969 3) Avicenum
 143 1) Chemical Industry 2) Raymond Loewy/William
 Snaith, Inc. 3) Atlas Chemical Industries, Inc.
 144 1) Architects' Association 2) Yusaku Kamekura
 (Japan) 3) Japan Association of Architects
 145 1) Industrial Art Glass Studio 2) Masakichi
 Awashima (Japan)
 146 2) Atelier E.u.M.Lenz (Switzerland) 3) Benziger
 147 1) Industrial Appliances 2) Christa Tschopp (Italy)
 1970 3) Boselli Industrial Appliances
 148 1) Mechanical Press Maker 2) Woudhuysen Design
 Group (Great Britain)
 149 1) Trading Company 2) Jolanta Baracz (Poland)
 3) Budimex
 150 1) Paper Manufacturer 2) Nicolas Sidjakov (USA)
 3) Brentwood Office Papers
 151 1) Machinery Importer 2) Gottschalk+Ash Ltd.
 (Canada) 3) Reginald Bennett
 152 1) Bank 2) Hans Hartmann (Switzerland) 3) Bernische
 Lokal Bank
 153 3) Bareiss, Wieland & Co. AG
 154 2) E. Fioravanti+L. Lorenzi (Italy) 1970 3) Bacci
 155 1) Handicapped Workers Association 2) Jaroslaw
 Jasinski (Poland)
 156 1) Small Aircraft Manufacturers 2) Read Viemeister
 (USA) 3) Bede Aviation Corp.
 157 1) Travel Bureau 2) Robert R. Overby (USA)
 3) Bullocks Travel Bureau
 158 1) Shopping Bags 2) Art Associates Ltd. (Canada)
 3) Domtar Packaging Ltd. (Toronto)
 159 1) Food Industry 3) Nakajimakaoru Shoten
 160 1) Calculating Machine Manufacturer 3) Burroughs
 161 2) Jiri Gadlac (Czechoslovakia) 3) Biennale of
 Graphic Design (Brno)
 162 2) Kurt Weidemann (Germany)
 163 1) Corn Exporter 2) Marz+Bühlmann (Switzerland)
 164 1) Medical Laboratories 2) Whait+Emery (Australia)
 165 1) Pharmaceuticals 2) Albe Steiner (Italy) 3) A.
 Bertelli S.p.A.
 166 1) Textile Industry 2) Charles Rosner (USA)

- 3) Beaunit
 167 2) M. Rudin (Switzerland) 3) Das Band
 168 1) Color Reproduction 2) Porter+Goodman (USA)
 3) Barclay Color Repro.
 169 1) Glass Maker 2) Francis R. Esteban (USA)
 3) Project (Brockway Glass Company)
 170 1) Art School 2) Franz Hermann Wills (Germany)
 3) Staatliche Akademie für Grafik, Druck und Werbung
 171 1) Bank 2) Hermann Viri (Germany) 3) Deutsche Bank
 172 1) Abrasives Manufacturer 2) J. Malcom Grear (USA)
 1969 3) Bay State Abrasive Products
 173 1) Printing Company 2) Heinrich Wehmeier (Germany)
 174 1) Printing Company 2) Stefan Kantschev (Bulgaria)
 3) Balkan
 175 1) Auto Parts Maker 2) Tom Huttgren (Sweden)
 3) Autobatterier AB
 176 1) Bank 2) Hansruedi Scheller (Switzerland)
 3) Schweiz Bodenkredit Anstalt
 177 1) Bank 2) Walter Landor (USA) 3) Bank of America
 178 1) Exhibition 2) Jan Rajlich (Czechoslovakia)
 3) Brno Balance
 179 3) Bernini
 180 2) Kurt Weidemann (Germany)
 181 1) Art Gallery 2) Marcel Wyss (Switzerland) 3) B.
 Galerie 33
 182 1) Women's Club 2) Joe Selame Assoc. Inc. (USA)
 3) Brandeis Univ.
 183 2) Willi Bahner (Austria)
 184 2) Théodore Stamatakis (Greece)
 185 1) Business Equipment 2) Herb Lubalin (USA)
 3) Business Equipment Inc.
 186 1) Power Company 3) Basle Electrical Power Company
 187 1) Publisher 2) Crosby/Fletcher/Forbes/Gill (Great
 Britain) 3) Blond Educational Ltd.
 188 1) Record Series 2) Jiri Rathousky (Czechoslovakia)
 189 1) Dressmaker 2) Ove Engström (Sweden)
 3) Bröderna Larsson
 190 1) Electrical Appliances and Equipment 2) Adrian
 Frutiger (France) 3) Bull-General Electric
 191 1) Printing Company 2) Albert Rugg (Switzerland)
 192 1) Publisher 2) Yutaka Sugita (Japan) 3) Bijutsu
 Shuppan Sha
 193 1) Printing Company 2) Hans Hartmann (Switzerland)
 3) Buchdruckerei Burkhardt
 194 1) Building Material 2) Stefan Kantschev (Bulgaria)
 195 2) Fredi Afflerbach (Switzerland)
 196 1) Iron and Steel Industry 2) John and Mary Condon
 (USA) 3) Project
 197 1) Design Studio 2) Ben Rosen (USA) 3) Ben Rosen
 Associates
 198 1) Jewelry Shop 3) Blue River
 199 1) Publisher 2) Yusaku Kamekura (Japan) 3) Bunken-
 Shuppan
 200 2) Donald Brun (Switzerland) 3) F. Bluemer & Co.
 201 1) Construction Company 2) Anton Stankowsky
 (Germany)
 202 2) Franciszek Winiarski (Poland)
 203 2) Walter Leonhard (Germany)

- 204 1) International Trade Fair 2) Luc Van Malderen
 (Belgium) 3) Brussele International Trade Fair
 205 2) Walter Leonhard (Germany)
 206 1) Bakery 2) Alfons Grimm (Switzerland)
 207 1) Printing Company 2) Jerry Braude (USA) 3) Banner
 Printing Co.
 208 1) Refrigerated Trucking 2) Bruce W. Smith (USA)
 3) Bonner Motor Express, Inc.
 209 2) Advertising Designers, Inc. (USA) 3) Bellwood
 Company
 210 1) Shoe Manufacturer 2) W. Bitner (Germany)
 211 1) Government Trade Office 2) Jacques Richez
 (Belgium) 3) Belgian Foreign Trade Office
 212 1) Waterproof Cloth Products 2) Hans Schleger
 (Great Britain)
 213 1) Trailer Manufacturer 2) Jerry Braude (USA)
 3) Boles-Aero Travel Trailer
 214 2) Stefan Kantschev (Bulgaria) 3) Balkancar
 215 1) Tourist Office 2) Armin Hofman (Switzerland)
 3) Basle Tourist Office
 216 1) Restaurant 2) Herbert Leupin (Switzerland)
 3) Bell AG
 217 1) Kitchen Apparatus 2) Giulio Confalonieri (Italy)
 3) Ditta Boffi
 218 2) Paul Ibov (Belgium) 3) Biennial for Sculpture
 (Middelheim, Antwerp)
 219 1) Electrical Wiring Contractor 2) Don Weller (USA)
 3) Bergelectric Corporation (Los Angeles)
 220 1) Concrete Manufacturer 2) Hans Thöni (Switzer-
 land) 3) Frischbetonwerk St. Stephan
 221 1) Exhibition 2) Lars Bramberg (Sweden) 3) Nordiska
 Mässor <bild>
 222 1) Measuring Equipment 2) Anton Stankowsky (Germany)
 3) Beck
 223 1) Oil Company 2) Primo Angeli (USA) 3) Barkow
 Petroleum
 224 1) Printing Company 2) Werner Mühlemann (Switzer-
 land) Pochon-Jent AG
 225 1) Aluminum Company 2) Ablam Games (Great Britain)
 1961 3) The British Aluminum
 226 1) Building Materials 2) Klaus Grözinger (Germany)
 3) Beton und Baubedarf GmbH, Wolfenbuttel
 227 1) Wholesale Paper 2) Roger-Virgile Geiser (Switzerland)
 3) Papetier en gros
 228 1) Bank 2) Nedo Mien Ferrario (Venezuela) 3) Banco
 Hipotecario de Credito Unido
 229 1) Printing Company 2) Dr. Hahn (Germany)
 230 1) Publisher 2) Walter Bosshardt (Switzerland)
 3) Basilius
 231 1) Chemicals 2) John Maas (USA)
 232 1) Chemicals 2) Albe Steiner (Italy)
 233 1) Poultry Farm 2) Karl Prinz (Germany) 3) Bollmeyer
 Poultry Farm
 234 1) Theatrical Agency 2) Dorothy Akuburo (USA)
 3) Bess Pruitt Theatrical Agency
 235 2) James Cross (USA) 3) Century Information
 Sciences, Inc.
 236 1) Machinery Manufacturers 2) Luigi Montaini+Till

- Neuburg (Italy) 3) Complett
 237 2) Peo Mangeskog (Sweden) 3) Kooperativa
 Förbundet
 238 1) Metals 2) Stephan Kantscheff (Bulgaria)
 3) Stomana Metal Works
 239 1) Art Councils Association 2) Martin Stephen Moskof
 (USA) 3) Associated Councils of Art
 240 1) Corn confection 2) G. Dean Smith (USA) 3) Cornnuts
 Inc.
 241 1) Credit Card 3) Nihon Shinpan
 242 1) Bank 2) Gérard Miedinger (Switzerland) 3) Credit
 Bank
 243 1) Asbestos Manufacturer 2) Woudhuysen Design
 Group (Great Britain) 3) Project
 244 1) Computer Hardware 2) Raymond Loewy/William
 Snaith, Inc. 3) Computer Terminal Corp.
 245 1) Research Institute 2) G. Dean Smith (USA)
 3) Coherent Radiation Laboratories
 246 1) Beauty Products, Perfumes 2) Michel Olyff
 (Belgium) 3) Georges Cordier & Fils
 247 1) Cotton Manufacturer 2) Max Huber (Italy)
 3) Caprotti
 248 1) Agricultural Implements 2) Sandgren & Murtha,
 Inc. (USA) 3) Cargill
 249 1) Shopping Center 2) Gollin+Bright & Zolotow (USA)
 3) Coronado Shopping Center
 250 1) Airline 2) Lippincott & Margulies, Inc.
 3) Canadian Pacific Air Lines
 251 1) Bank 2) Atelier E.u.M.Lenz (Switzerland) 1970
 3) Bank Cantrade (Zurich)
 252 1) Copper 2) Manfred Gotthaus (Canada) 1971
 253 2) Jan Rajlich
 254 1) Designers Association 2) Bor-Min Ting (China)
 3) China Industrial Designers Assoc.
 255 1) Private Symbol 2) Felix Beltrán (Cuba) 3) Luc
 Chessex
 256 1) Insurance Company 2) Phil Franznick (USA)
 3) Consolidated Mutual Insurance Co.
 257 1) Chemical Industry 2) Stephan Kantscheff
 (Bulgaria) 3) Staatlicher Chemiehandel
 258 1) Competition 2) Giulia Confalonieri (Italy)
 1968 3) Concorso i giovani e la Scienza
 259 1) Power Company 2) Benson Cranel (USA) 1971
 260 2) Bill Sontag/Josepe Bottoni (USA) 1970
 3) Communication Institute
 261 1) Printing Company 3) Centrosud
 262 1) Medical Diagnosis 2) Walter Landor Associates
 3) Computer Diagnostics Corporation
 263 1) Contractor 2) Michel Dattel (USA) 3) Contract
 Reproduction
 264 1) School 2) Jerry Berman (USA) 3) Columbia School
 of Broadcasting
 265 1) Private Symbol 3) Pierre Cardin
 266 1) Textile Fiber Manufacturer 2) Saul Bass (USA)
 3) Celanese
 267 1) Printing Company 2) Boudewijn Delaere (Belgium)
 268 1) Paint Manufacturer 2) Jean Philippe Lenclous
 (France) 3) Gauthier Paint

- 269 1) Toni Goldmark (USA) 3) Chatham Creations Tietacs
 270 1) City Emblem 2) Eberthard Hippler (Germany) 3) Stadt Gelsenkirchen
 271 1) Carbon Paper Manufacturer 2) Heinz Waibl (Italy) 3) Ceteco
 272 1) Steel Products 2) Dickens Design Group (USA) 3) Ceco Steel Products Company (Illinois)
 273 2) J. Budd Steinhilber+Vie Design Studios (USA) 3) Applied Power Industries
 274 1) Mail Service 2) Bruce W. Smith (USA) 3) Courier Mailing Corp.
 275 1) Precision Instruments and Measuring Devices 2) Walter Landor Assoc. (USA) 3) The Lietz Company
 276 1) Medical Supplies 2) Chermayeff & Geismar Assoc. (USA) 3) Clay-Adams
 277 1) Magazine 2) Freeman Craw (USA) 3) Communication Arts Magazine
 278 1) Credit Card 2) Daniel Maurel (France) 3) French bank group
 279 1) Insurance Brokers 2) Sandgren & Murtha, Inc. (USA) 3) Corroon & Black
 280 2) Anthony Mann (Canada) 3) Cooper & Beatty
 281 1) Pharmaceuticals 2) Leslie Smith+Robin Walton (Great Britain) 3) London Co-operative Chemists Ltd.
 282 1) Publishing 2) Allen Hurlburt (USA) 3) Cowles Communication Inc.
 283 1) Watchmakers 2) Carl B. Graf+Kurt Wirth (Switzerland) 3) Kurth Certina Frères S.A.
 284 2) Robert Sanbonet (Italy) 3) 12th Triennale
 285 1) Craft Center 2) Q-Designers (Japan) 3) Maruzen
 286 2) Stephan Sledzinski (Poland) 3) Commerce Co-operation
 287 1) Design Office 2) Jeng Yih Lin (China) 3) Cooperation Design Center
 288 1) Printing Company 2) André Piroux (Belgium) 3) Imprimerie Cloetens-Dury
 289 1) Credit Card 2) Chermayeff & Geismar Associates (USA) 3) Diners Club
 290 1) Design Conference 2) Takashi Kono (Japan) 3) World Design Conference (Tokyo)
 291 1) Design Studio 2) 3) Commerce Design Center
 292 1) Publisher 2) Luigi Montaini+Till Neuburg (Italy) 3) Canevari Editore
 293 1) Theological Education Council 2) Don Shanosky+ Roger Cook (USA) 3) United Presbyterian Church
 294 2) Carl Seltzer (USA) 3) Growth Fund of America
 295 1) Design Studio 2) Robert Geiser (Switzerland) 3) Graphic Center
 296 1) Printing Company 2) Jacques Nathan-Garamond (France) 3) Les Création Graphiques
 297 1) Advertising Agency 2) Jacques Nathan-Garamond (France) 3) Club Graphique
 298 1) Astrological Magazine 2) Roberto Sambonet (Italy) 3) Comunita Milan
 299 1) Electrical Company 2) Bor Min Ting (China) 3) Chung Hsing Electric Co.
 300 1) Cosmetics 3) Charles Jourdan

- 301 1) Financial Company 2) Gilles Fiszman (Belgium) 3) Crédit-Krediet
 302 1) Printing Company 2) Clifford Copeland (Canada) 3) The Canada Lithographing Co.
 303 1) Railroad 2) Allan Fleming+James Valkus (Canada) 3) Canadian National Railways
 304 1) Nuclear Research Lab 2) Larry Klein (USA) 3) Chicago Nuclear
 305 1) Record Company 2) Marcel Wyss (Switzerland) 3) Project
 306 2) Franco Grignani (Italy) 3) Gremona Nuova
 307 1) Truck Manufacturer 2) Heinz Waibl (Italy) 3) Officine Calabrese
 308 1) Transport Company 2) Peter Ulmer (Canada) 3) Arthur & Spencer Ltd.
 309 1) Color Consultant 2) Tejiro Nakade (Japan) 3) Color Planning Center
 310 1) Wire Spring Manufacturer 2) Peter Wildbur (Great Britain) 3) Chiswell Wire Co.
 311 1) Clothing Shop 2) Iris & Bruno Pippa (Italy) 3) Confezioni Co.
 312 1) Pearl Shop 2) Yasaburo Kuwayama (Japan) 1966 3) Project (Celo Pearl)
 313 1) Life Insurance 2) S. Neil Fujita (USA) 3) Colonial Penn Life Insurance Co.
 314 1) Paper Manufacturer 2) Noel Martin (USA) 3) Champion Paper Inc.
 315 1) Makers of Duplicating Papers 2) Keith Bright (USA) 3) Contact Products, Inc.
 316 1) Pharmaceuticals 2) John Massey (USA) 3) Chicago Pharmacal
 317 1) Petroleum Industry 2) Tadeusz Pietrzyk (Poland)
 318 1) Tobacco 2) John Harris+Allied Industrial Designers (G.B.) 3) Churchmans
 319 1) Design Studio 2) P.R. Seefeld (USA) 1970 3) Creative Publicity Service
 320 1) Design Studio 2) Don Shanosky+Roger Cook (USA) 3) Don Shanosky & Roger Cook Design Firm
 321 1) Industrial Art 2) Toshio Fukuyama (Japan) 3) Sosakusha Co.
 322 1) Construction Company 2) Clearance Taylor/Phil Jordan (USA) 1971 3) The Construction Specifier
 323 1) Bank 2) Chuck Rhoades (USA) 3) Continental Savings & Loan
 324 2) Hajime Miyamoto 3) Osaka City Development
 325 1) Coal Company 2) Igildo G. Biesele (Switzerland) 3) Kohlenvergungungs-AG
 326 2) Mimmo Castellano (Italy) 1970 3) Vini Chiddo
 327 1) Paper Manufacturer 2) Robert Miles Runyan (USA) 3) Crown Zellerbach
 328 1) Packaging Institute 2) Tai-Shing Jiang (China) 3) China Packaging Institute
 329 1) Insurance Company 2) G. Dean Smith (USA) 3) California Casualty Insurance Companies
 330 1) Cigar Company 2) Paul Rand (USA) 3) Consolidated Cigarette Co.
 331 1) Sales Promotion Mark 2) Alan Peckolick (USA) 3) Car Tours in Europe

- 332 1) Building Products Maker 2) Crosby/Fletcher/Forbes (Great Britain) 3) Cape Universal
 333 1) Furniture Manufacturer 2) F.H.K. Henrion (Great Britain) 3) Cox of Watford Ltd.
 334 1) Telegraph Company 2) Adrian Frutiger 3) Compagnie Générale de Télégraphie Sans Fil
 335 1) Film Production 2) Herb Lubalin (USA) 3) Cinerama Release Corp.
 336 1) Interior Design 2) Dominik Sarica (USA) 3) Commercial Interiors Corp.
 337 1) Paper Products 2) Ralph Eckerstrom (USA) 3) Container Corporation of America
 338 1) Architecture Association 3) Verband der Architekten in Bulgarien
 339 1) Soft Drink Company 2) Yusaku Kamekura (Japan) 3) Shyowa Tansan Co., Ltd.
 340 1) Railroad 2) John Denison-Hunt (Great Britain) 3) Companhia do Caminho de Ferro de Benguele
 341 2) Benson Crane (USA) 3) Commission on College Physics
 342 1) Bank 2) Gérard Miedinger (Switzerland)
 343 2) Malcolm Grear (USA) 3) Color Concentrate Corp.
 344 2) G. Soland (Switzerland) 3) Camerata Zürich
 345 2) Louis Swart (Netherlands) 1969 3) Corporate Concept
 346 1) Airline 2) James D. Gilbert (USA) 3) Cal-State Airlines
 347 1) Printing Company 2) Wim Crouwel (Netherlands) 3) Omniscreen
 348 1) Drama Center 2) Roger-Virgile Geiser (Switzerland) 3) Centre Dramatique Romand
 349 1) Curling Club 2) Jürg Spahr (Switzerland) 3) Curling Club Basel
 350 2) G. Confalonier (Italy) 1970 3) CAF
 351 2) Ken Garland (Great Britain) 3) Camden Committee for Community Relations
 352 1) Trade Center 2) Tai-Shing Jiang (China) 3) China Productivity and Trade Center
 353 1) Building Consultants 2) Igildo G. Biesele (Switzerland) 3) Loma System (Basel)
 354 1) Private Symbol 2) 3) Kenneth R. Cooke (USA) 1969
 355 1) Aircraft Manufacturer 2) Lester Beall, Inc. (USA) 3) Chance Vought Aircraft Inc.
 356 1) Chemicals 2) Gianni Venturino (Italy) 3) Rumianca S.P.A.
 357 1) Chemicals 2) Marco Del Corno (Italy) 3) Cave Carbonate Calcio
 358 1) Insurance Company 2) Lilly Fritz (Canada)
 359 1) Publisher 2) John Nash (Australia) 3) Cygnet
 360 1) Scenario Writing Group 2) Arnold Schwartzmann (Great Britain) 3) Creative Partners Ltd.
 361 1) Design Studio 2) Ernst Roch (Canada) 3) Creative Photographers, Inc.
 362 1) Photographic Studio 3) Cochrane Photographic Studio
 363 2) Jay Hanson (USA) 1970 3) Comprenetics Inc.
 364 1) Research Laboratories 2) Dickens Design Group

- (USA) 3) Comlab, Inc.
 365 1) Life Insurance 2) Frank Gianninoto & Associates 3) Commonwealth Life Insurance Co. (Kentucky)
 366 1) Wood Preservative Manufacturer 2) Roy Kemp Associates (Great Britain) 3) Celcure Ltd.
 367 1) Wine Maker 2) Walter Ballmer (Italy) 3) Carema
 368 1) Bank 2) Fritz Arnold (Canada) 3) Canadian Bank
 369 1) Hotel 2) Hans Portmann (Switzerland) 3) Hotel Continental
 370 1) Bank 2) Lilly Fritz (Canada) 3) Canadian Bank
 371 1) Aerospace Corporation 2) Steve Madden (USA) 3) Convair
 372 1) Lighting Fixture Maker 2) Adrian Frutiger 3) Disderot
 373 1) Foundry 2) Gilles Fiszman 3) Fonderies Desbeck
 374 1) Concrete Block Maker 2) Carey Corea (USA) 1971
 375 1) Tooling & Manufacturing 2) Mort Walsh (Canada) 3) Delta Tooling & Mfg.
 376 1) Architect's Initial 2) Roger-Virgile Geiser (Switzerland) 3) Desar Zens
 377 1) Furniture Manufacturer 2) Chemayeff & Geismar Associates 3) Directional Industries Inc.
 378 1) Plastic Products 2) Jacques Nathan-Garamond (France) 3) Plastugil-Distugil (Paris)
 379 1) Advertising Agency 2) Luigi Montaini+Till Neuburg (Italy) 3) Studio Damola
 380 3) Dyna Structures
 381 2) Michel Olyff (Belgium) 3) Bois De Coene
 382 1) Candy 3) Dalang
 383 1) Tourist Industry 3) Daikyo Kanko
 384 2) Saul Bass & Associates 3) Ducommun
 385 1) Development Company 2) Robert Pease (USA) 3) Di Giorgio Development Corporation
 386 2) Heinrich Wehmeier (Germany)
 387 1) Business Supplies Manufacturer 2) Ruut van den Hoed (USA) 3) Dimati France
 388 1) Driving Club 2) Jun Tabohashi (Japan) 3) Dentsu Driving Club
 389 1) Food Company 2) Olle Eksell (Sweden) 3) Landbruggs Avsaetningsudvalg
 390 1) Curio Shop 2) Gerd Leufert (Venezuela) 3) Pierre Denis
 391 1) Advertising Agency 2) Erik Nitsche (USA) 3) Dorland, Inc.
 392 1) Wire Manufacturer 2) Eranz Fassler (Switzerland) 3) Drawag Glattbrugg
 393 1) Steel Manufacturer 2) Pierre Gauchat (Switzerland)
 394 1) Food Industry 2) Karl Prinz (Germany) 3) Droste & Sohn Canned Beef Co.
 395 1) Publisher 2) F.H.K. Henrion (U.K.) 3) Dufex
 396 2) Rolf Harder (Canada) 3) Project (LD Birdseed)
 397 1) Finance Company 2) Chris Yanoff+Chris Yanoff Ltd. (Canada) 3) Delta Acceptance Corporation Ltd.
 398 1) Glass and Earthenware Manufacturer 2) Zdenek Ziegler (Czechoslovakia)
 399 1) Dictionary 2) Giovanni Brunazzi (Italy) 3) Drucker
 400 1) Design Studio 2) Ryohei Kojima (Japan) 1970

- 3) Doi Design Office
- 401 1) Printing Company 2) Florence Bezruczyk (USA)
3) Davis Delaney-Arrow Inc.
- 402 1) Printing Company 2) A. Ross and B. Thompson (USA)
3) Davis Delaney
- 403 3) Freunde Von Danilo Dolci
- 404 1) Design Development Program 2) Elsa Kula (USA)
3) Thai Government
- 405 1) Architect's Office 2) Michel Olyft (Belgium)
3) Luc Dugardyn (Bruges)
- 406 2) Dick Hess (USA)
- 407 1) Design Studio 2) Jacques Richez (Belgium)
3) Atelier 3D
- 408 1) Design Studio 2) Kazuo Ohno (Japan) 3) Otani
Design Laboratory
- 409 1) Design Studio 2) Negus Sharland (Great Britain)
3) Design Workshops
- 410 1) Paint Maker 2) Christian Lang (Switzerland)
3) H. Dold & Co.
- 411 1) Glass Products 2) Collis Clements+Design
Research Unit (Great Britain) 3) George Davidson & Co.
- 412 1) Designers & Art Directors Association 2) Crosby/
Fletcher/Forbes (Great Britain) 3) Design & Art
Direction
- 413 1) Publisher 2) Michel Olyff (Belgium) 3) Editions
Desclee de Brouwer (Paris/Bruges)
- 414 1) Ceramics Industry 2) Serge Defradat (France)
1968 3) DIC
- 415 1) Inks and Chemicals 2) Yusaku Kamekura (Japan)
3) Dainippon Printing Ink & Chemical Co.
- 416 1) Designers Association 2) Yusaku Kamekura (Japan)
1953 3) Japan Industrial Designers Association
- 417 1) Printing Company 2) Toshio Ito (Japan)
3) Daimaru Printing Co.
- 418 1) Chemicals 2) Stephan Kantscheff (Bulgaria)
3) Project
- 419 1) Transportation 2) Rolf Harder (Canada)
- 420 3) Japan Package Design Association
- 421 2) B.K.Wiese (Germany) 3) Delta Vertriebs gesellschaft
- 422 1) Chinese Restaurant 2) Clarence Lee+Milici
Advertising (USA)
- 423 2) Kenji Ito (Japan) 3) Canada Golf Syokai
- 424 1) Airline 2) Jørgen Johansen (Denmark) 3) Nordair
- 425 2) Peter Bradford (USA)
- 426 2) Hansruedi Scheller (Switzerland) 3) Drogerie
Büchi
- 427 1) Design Students' Association 2) Yasaburo
Kuwayama (Japan) 3) Japan Design Student Assoc.
- 428 1) Spinning Company 3) Daiwa Spinning Co., Ltd.
- 429 1) Designers Council 2) Hiroshi Ohchi (Japan)
3) Japan Designers Council
- 430 1) Design Studio 3) Dorey Design
- 431 1) Design Studio 3) Dedalo libri
- 432 1) Diamonds 2) Roger Cook+Don Shanosky (USA)
3) De Beers Consolidated Mines Ltd.
- 433 1) Linoleum 2) Ernst Roch (Canada) 3) Project
(Dominion)
- 434 1) Design Studio 3) Okumura Design Studio

- 435 1) Photoprinting 2) Mimmo Castellano (Italy)
3) A. De Pedrini (Milano)
- 436 1) Shoelace Manufacturer 2) Eurographic Ltd.
(Great Britain) 3) William Paton Ltd.
- 437 2) Frank R. Cheatham (USA) 3) Diversified Products
Corp.
- 438 2) Maria Turkowska (Poland) 3) Dziewiarska
Spoldzielna Pracy
- 439 1) Printing Company 2) Hansruedi Scheller (Switzer-
land) 3) W. Plüss
- 440 2) Studio Boggeri (Italy)
- 441 1) Textile Company 2) K. Vibholm (Denmark)
3) Dansk Textilkreds
- 442 1) Toys 2) Tom Kamifuji (USA) 3) American Zeotrope
- 443 1) Food Industry 2) Ablam Games (Great Britain)
3) Danish Bacon
- 444 1) Publisher 2) John Alcorn (USA) 3) Dutton Co.
- 445 1) "Drug Store" 2) Farncois Dallegret (USA)
3) Le Drug
- 446 1) Trading Company 2) Gerard Wernars (Netherlands)
3) de Swaan-Bonnist
- 447 1) Piano Factory 2) Ove Engström 3) Baumgardts
Pianofabrik
- 448 1) Printing Company 3) Denz Clichés
- 449 1) Furniture Maker 2) Chemayeff & Geismar Associates
(USA) 3) Edgewood Furniture Co.
- 450 1) Publisher 2) Michel Olyff (Belgium) 3) La
Librairie Européenne (Brussels)
- 451 2) G. Dean Smith (USA) 3) Electrovision Production
Inc.
- 452 1) Computers 2) Stephan Kantscheff (Bulgaria)
3) Plant Electronica-Sofia
- 453 2) Marcel Wyss (Switzerland) 3) Element
- 454 1) Machinery Builder 2) Stephan Kantscheff (Bulgaria)
3) Frederick Engels
- 455 1) Electrical Appliance Company 2) Carlo Vivarelli
(Switzerland) 3) Electrolux International
- 456 2) Peterson & Blyth Associates Inc. (USA) 3) Educating
Systems Inc.
- 457 2) Lester Beall (USA) 3) Emhart Manufacturing Co.
- 458 1) Import-Export Company 2) Armando Milani (Italy)
3) Euromal Import-Export Co.
- 459 1) Airlines 2) Hausman+Langford & Partners Ltd.
(Great Britain) 3) British Eagle International
Airlines Ltd.
- 460 1) Pencil Manufacturer 2) Raymond Loewy/William
Snaith, Inc. (USA) 3) Eagle Pencil Co.
- 461 1) Explosives Research Lab 2) Saul Bass & Assoc.
(USA) 3) Ducommun
- 462 1) Chemical Fiber Manufacturer 3) Japan Rayon
- 463 1) Electric Machinery 2) Dr. Hahn (Germany) 3) Electric
Instruments Manufacturer
- 464 1) Printing Company 2) Anton Stankowsky (Germany)
- 465 1) Electrical Appliances Manufacturer 2) Stephan
Kantscheff (Bulgaria) 3) Elektra
- 466 1) Wool Manufacturer 2) Tetsuo Noda+Makiko Noda
(Japan) 3) Komanomoto Wool Mfg.
- 467 1) Bank 2) Chermayeff & Geismar Assoc. 3) European-

- American Bank
- 468 1) Exhibition (Exposicuba) 2) Felix Beltrán
(Cuban) 3) Cuban Exhibition Department
- 469 1) Actors' Organization 2) Don Kano+Jerry Braude
(USA) 3) Creative Equity Corp.
- 470 1) Manufacturer of Tools and Dies 2) J. Budd
Steinhilber (USA) 3) East Dayton Tool & Die Co.
- 471 1) Publisher 2) William Wondriska (USA) 3) Elliot's
- 472 2) Chermayeff & Geismar Associates (USA) 3) Eidopor
Inc.
- 473 1) Manufacturer of Refrigerators 2) Minale,
Tattersfield Ltd. (Great Britain) 3) Everoy
Refrigerators (Sweden)
- 474 1) Union 2) Shigemi Hijikata (Japan) 3) Japan
Cinema Workers Union
- 475 1) Photographic Apparatus 2) Magalhaes+Moronha+
Pontual (Brazil) 3) Everon
- 476 1) Printing Company 3) Yoshio Printing Co.
- 477 1) Printing Company 2) Rudolf Bircher (Switzerland)
3) Emil Grätzer
- 478 1) Publisher 2) Luigi Montaini+Till Neuburg (Italy)
3) Editoriale Landò
- 479 1) Electrical Appliances 2) Josef Tyfa (Czecho-
slovakia) 3) Electro-Praga, Hlinsko
- 480 1) Insurance Company 2) Raymond Loewy+William Shaith,
Inc. (USA) 3) Equitable of Iowa
- 481 1) Electron Memory Units 2) Ken Parkhurst & Assoc.
(USA) 3) Electronic Memories, Inc.
- 482 1) Publisher 2) Romulo Maccio (Italy) 3) Ediciones
Mundonuevo
- 483 2) Alex Walker
- 484 1) Publisher 3) Ediciones Poligrafa SA
- 485 1) Furniture Manufacturer 2) Felix Beltran (Cuba)
3) Espacio SA
- 486 1) Photographic Film 2) Kenichi Hirose+Yoshio Hayakawa
(Japan) 3) Konishiroku Photo
- 487 1) Electronic Optics 2) Rainer Stempel (Germany)
3) Datenverarbeitung
- 488 1) Power Company 2) Heinz Waibl (Italy) 3) ENEL
- 489 2) Vance Jonson (USA) 3) E.M. Miller
- 490 1) Education 3) European Home Study Council
(Norway)
- 491 1) Airlines 2) Daniel Maurel 3) Project (Euralair)
- 492 2) Hans Hurter (Switzerland) 3) Givaudan
- 493 1) Environmental Improvement 2) Eileen Lavelle+
Harry Murphy (USA) 3) Environmental Products
- 494 1) Machine Shop 2) Joseph Binder (Germany)
- 495 1) Advertising 2) Easons Advertising Service
- 496 2) Ateiler Walter Diethelm (Switzerland) 3) Project
- 497 1) Electrical Appliance Company 2) Kurt Wirth
(Switzerland) 3) Project (Electrolux AG.)
- 498 1) Nurses School 2) Kunstge Werbeschule Zürich
(Switzerland)
- 499 1) Bank 2) Adolf Flückiger (Switzerland) 3) Im-
mobiliensfonds Bemischer Banken
- 500 2) Primo Angeli (USA) 3) Eastman Assoc.
- 501 1) Social Club 2) Jacques Richez (Belgium)
3) Estro Armonico

- 502 2) A. Norman Law (USA) 3) East Cleveland Co.
- 503 2) Havas Conseil (France) 3) Edmond Nalis, éditeur
- 504 1) Iron and Steel 2) Martz+Bühlmann (Switzerland)
3) Oehler & Cie
- 505 1) Private Symbol 2) Eskil Ohlsson (USA) 1971
- 506 1) Electrical Contractors' Association 2) Robert
Peace (USA) 3) Electrical Contractors' Association of
San Mateo County
- 507 1) Symbol for Books 2) Hiromu Hara (Japan) 3) Kenkyu-
sha Ltd.
- 508 1) Art Gallery 2) Sung-Ken Shiao (China) 3) East
& West Gallery
- 509 1) Research Institute 2) Walter Bangerter (Switzerland)
- 510 1) Handicrafts 2) Martin Diethelm (Italy) 3) Ente
sviluppo artigianato
- 511 2) Hans Hartmann (Switzerland) 3) ESA Marking Assoc.
of the Swiss Motor Trade
- 512 1) Imported Goods Merchant 2) Masayoshi Nakajo
(Japan)
- 513 1) Airline 2) Otto H. Treumann (USA) 3) El Al Israel
Airlines
- 514 1) Macaroni Maker 2) Morton Goldsholl Design Assoc.
(USA) 3) Foulds Co.
- 515 1) Cosmetics 2) Schwarts/Wassung Inc. (USA) 3) Faberge
- 516 1) Industrial Designer 2) Ron Ford (Great Britain)
3) Trevor Fioré (Paris)
- 517 1) Ski Center 2) Adolf Flückiger (Switzerland)
3) First Ski Center (Grindelwald)
- 518 2) Herb Lubalin (USA) 3) Finchi-Pruyn Company
- 519 1) Golf Links 2) Tsuzuyoshi Asada (Japan) 3) Fuji
Golf
- 520 1) Film Company
- 521 1) Printing Company 2) Anton Stankowski (Germany)
3) J. Fink Printing Co.
- 522 1) Broadcasting 2) Kurt Stadelmann+Hanspeter Bisig
(Switzerland) 3) Telefusior AG
- 523 1) Industry Products 2) Tomas Velve (Spain)
- 524 1) Plastics Processing Manufacturer 2) Felix Beltrán
(Cuba) 3) Fábrica de Plásticos
- 525 1) Design Studio 3) Fiedler
- 526 1) Design School 3) Fujikawa Design School
- 527 1) Social Club 2) A. Paez Torres (Argentina)
3) Fundacion Empresaia
- 528 1) Restaurant and Retail Food Chain 3) Fujiya
- 529 1) Industrial Arts Association 3) Ortsgruppe Bern
- 530 1) Printing Company 2) Richard Hess (USA) 3) Franklin
Typographers.
- 531 1) Ceramic Tile Manufacturer 2) Minale, Tattersfield,
Provinciali Ltd. (Great Britain) 3) Fratelli Faver (Italy)
- 532 1) Architecture 2) Peter Andermatt (Switzerland)
- 533 1) Furniture Manufacturer 2) Crosby/Fletcher/Forbes
(Great Britain) 3) Formation Furniture
- 534 1) Precision Tools 2) Paul Daniel Buscher (Germany)
3) Karl Franken, Hilden/Rheinland
- 535 1) Broadcasting 2) K. Stadelmann & H. Bisig
(Switzerland) 3) Franz Fässler
- 536 1) Book Store 2) Robert Geisser (Switzerland)
3) Buchhandlung Felix Hungerbühler

537 1) Clockmakers Association 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Fédération Horlogère (Biennel)

538 1) Bank 2) Benson Crane (USA) 3) Frank James Bank

539 1) Trade Fair 3) Internationale Frankfurter Messe

540 2) Mimmo Castellano (Italy) 3) Ferrante Petrolì

541 1) Machine Manufacturer 2) Albert Ruegg (Switzerland)

542 1) Bank 2) Frank Gianninoto & Assoc. (USA) 3) Citizens Fidelity Bank & Trust Company (Kentucky)

543 1) Insurance 2) Helmuth Kurtz (Switzerland)

544 1) Film Production 2) Ludvik Feller (Czechoslovakia) 3) Barandov Film Studio

545 1) Film Production 2) Ernst Barerscher (Canada) 3) Crawley Films Ltd.

546 1) Photographer 2) Jaska Hänninen (Finland) 3) Boris Fehrmann

547 1) Film Production 2) Joe Coroff+Promotion Design Associates (USA) 3) Film Projects Inc.

548 2) G. Billmann Petersen (Denmark) 3) Fællestoreninger for Denmark Brugstoreningen

549 1) Conference Symbol 2) Crosby/Fletcher/Forbes (Great Britain) 3) Galvanizing Association

550 1) Design Studio 2) Pier Vico Cortesi (Italy) 3) Arti Grafiche Fantoni

551 1) Fiber Manufacturer 2) Kasimierz Maliszewski (Poland) 3) Fresco

552 1) Film Library 2) Hermann Eidenbenz

553 2) Walter Landmann (Germany) 3) Project

554 1) Film Production 2) Everett S. Aison (USA) 3) Film Pathways Inc.

555 2) Yasaburo Kuwayama (Japan) 3) Fresh Mart Sato

556 1) Private Symbol 2) Kyuyo Kazino (Japan) 1965 3) Junji Furukawa

557 1) Photolithography Company 3) Fotolito Riproduzioni Artistiche Milanese Milano

558 1) Restaurant 2) Jürg Hamburger (Switzerland) 3) Flughafen-Restaurants Zürich

559 2) Ludwig Winter

560 1) Furniture Manufacturer 2) Wim Crouvel (Netherlands) 3) Fristho

561 1) Confectioner 2) Kenzi Ito (Japan) 1966 3) Furuya Seika Co., Ltd.

562 2) Fritz Klien (Germany)

563 1) Film Production 2) Sontag Bottoni Design (USA) 3) Robert Fries Film Productions

564 1) Wholesale Paper Merchant 3) Feldmann Dutil+Co Zürich

565 1) Packaging Manufacturer 2) Dickens Design Group (USA) 3) Finn Industries (Chicago)

566 1) Design Studio 2) George Tscherny (USA) 3) Photo Graphics

567 1) Bank 2) Jacques Richez (Belgium) 3) Société Générale de Banque

568 1) "Good Design" Mark 2) Yusaku Kamekura (Japan) 1959 3) Ministry of International Trade & Industry (Japan)

569 1) Automobile Repair School 3) Gunma Automobile Repair Equipment School

570 1) Home Construction Company 2) Do Weller (USA)

3) Grant Corp.

571 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) J.R. Geigy

572 1) Construction Company 2) Donald H. Sparkman, Jr. (USA) 1970 3) Glen Construction Co.

573 1) Pharmaceuticals 2) Makoto Ito (Japan) 1966 3) Grelan Pharmaceutical Co.

574 1) Roadbuilding Company 2) Josefine Fellmer (Germany) 3) Giesecke

575 1) Fireproofing 2) Chermayeff & Geismar Associates (USA) 3) The General Fireproofing Co.

576 2) Giovanni Brunazzi (Italy) 3) Carosserieban Ghia

577 1) Printing Company 2) Hans Knöpfli (Switzerland) 3) Gubler AG

578 1) Bank 2) Emil O. Biemann (USA) 3) Girard Bank

579 1) Furniture Manufacturer 2) Carl B. Graf (Switzerland) 3) Gisberger AG

580 1) Advertising Consultant 3) Gerber

581 1) Supermarket 2) Claude-Henri Saunier (France) 1971 3) Gaster Supermarket

582 1) Printing Company 3) Gravor Sa

583 1) Printing Company 2) Felix Beltran (Cuba) 1965 3) Grafico Impresor

584 1) Chemicals 3) Gurit AG

585-8 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) J.R. Geigy (Switzerland)

589 1) Clothing Manufacturer 2) Julian Swift+Dolphin Design Assoc. (Great Britain) 3) Grantham Rainwear Ltd.

590 1) Gas Company 2) Kenichi Yoshioka (Japan) 3) Project

591 1) Water Supply and Gas Equipment 2) Klaus Winterhäger (Germany) 3) Baumgarten Co.

592 1) Chemical Water Conditioning 2) Heinz Grundwald (Australia) 3) Gibson Kelite Chemical Ltd.

593 1) Designers Association 2) Robert Carbonnelle (Belgium) 3) Chambre Belge des Graphistes

594 1) Oil Company 2) Jitsuo Hoashi (USA) 3) Project (Gilbarco)

595 2) Toshio Ito (Japan) 3) Gifu Furniture Co-operative Association

596 1) Telephone Company 2) Emile O. Biemann (USA) 3) General Telephone+Electronics NYC

597 1) Electrical Appliances Manufacturers 3) General Electric Co.

598 1) Printing Machinery 2) Walter Bonani (Switzerland) 3) Graphicart

599 1) Cognac Maker 2) Christine & Ingo Friel (Germany) 3) Edeca

600 1) Ammunition 2) Bernard Nagler (USA) 3) Garrett Ammunition Co.

601 1) Winter Sports Festival 2) Hans Hartmann (Switzerland) 3) Jahre Wintersports Grindelwald

602 1) Pharmaceuticals 2) Jörg Hamburger (Switzerland) 3) J.R. Geigy

603 1) Plywood 2) Sandgren & Murtha, Inc. (USA) 3) U.S. Plywood

604 1) Oil Company 2) Jitsuo Hoashi (USA) 3) Gilbarco

605 1) Sports Equipment 2) Otto Krämer (Switzerland)

3) Gruber-Sport (Pontresina)

606 2) Adrian Cornford (Switzerland) 3) Kunstgewerbeschule Basel

607 2) Frank Vigliotti (Switzerland) 3) Kunstgewerbeschule Basel

608 2) Peter Miller (Switzerland) 3) Kunstgewerbeschule Basel

609 2) F.H.K. Henrion (Great Britain) 3) National Giro

610 1) Poultry Industry 2) Randall R. Roth (USA) 3) Poultry Guild Inc.

611 1) Art Gallery 2) Masayoshi Nakajo (Japan)

612 1) Display Design Company 2) Masayoshi Nakajo (Japan)

613 1) Printing Company 2) Wan-Chung Kuo (China) 3) Giant Press Enterprises Co.

614 1) Laboratory 2) Yusaku Kamekura (Japan) 3) Gendai Geijutsu Kenkyu-sho

615 1) Glass Container Manufacturer 2) R.A. Hetze (Germany) 3) Gunsch

616 1) Photographic Studio 3) Giraudon (Paris)

617 1) Spinning Company 2) Kiyoshi Kawahara (Japan) 1967 3) Ski Keito Ginreikai

618 1) Film Production 2) Fred Miwa (USA) 3) Gary Goldsmith Films

619 1) Spinning & Weaving Company 2) Eckstein-Stone, Inc. (USA) 3) H. & K. Gross

620 2) Josef Autherid (Austria)

621 1) Canned Foods Company 2) Leen M. Averink (France) 3) Graciet

622 1) Guitar Association 2) Yasaburo Kuwayama (Japan) 3) Project (Japan Guitar Association)

623 1) Automobile Sales 2) Jun Tabohashi (Japan) 3) Prince Motor Sales Co., Ltd.

624 1) Gardening 2) Eranz Fässler (Switzerland) 3) Georges Boesch

625 1) Golf Equipment Company 2) David B. Gray+Pierre Kley Kamp Design Association (USA)

626 1) Brewing Company 2) Jacques Richez (Belgium) 3) Brewery G. B.

627 2) Hansruedi Widmer+Devico+Gesellschaft für Industrial Design (Switzerland) 3) Gugelmann & Cie AG

628 1) Nightclub 2) Gilles Fiszman (Belgium) 3) Golden Gate

629 1) Pharmaceuticals 2) Jörg Hamburger (Switzerland) 3) J.R. Geigy

630 1) Copper Manufacturer 2) F. Stapel (Denmark)

631 2) Herb Lubalin (USA) 3) Gerry Gersten

632 1) Church Group 2) Adrian Frutiger (France) 3) Evangelische Gesellschaft Bern

633 1) Publisher 2) Arnold Saks+James S. Ward (USA)

634 1) Publisher 2) Jacques Nathan-Garamond (France) 3) Garamond

635 1) Paper and Lumber 3) Georgia-Pacific

636 1) Electrical Appliances Manufacturer 2) Rose-Marie Joray (Switzerland) 3) Gottfried Pfenninger

637 1) "Food Package" Certification Mark

638 1) Shirt Maker 2) Lee Mason (Australia) 3) Glo-Weave Shirts

639 1) Pharmaceuticals 2) Armin Hofmann (Switzerland)

3) J.R. Geigy

640 1) Fish Processing 2) Jacques Richez (Belgium) 3) Conserveries Globus

641 1) 2) 3) (Data not available)

642 1) Hotel 2) Taijiro Nakayama+Hiroharu Oda (Japan) 1970 3) Green Hotel

643 1) Music Festival 2) Arnold Schwartzman (Great Britain) 3) Pop Music Festival

644 1) Shopping Center 2) Hans Hartmann (Switzerland) 3) Gabelbach

645 1) Signpainter 2) Roger-Virgile Geiser (Switzerland) 3) Georges Streiff

646 1) Architect's Signet 2) Ernst Roch (Canada) 3) George F. Eber

647 1) Publisher 2) Jacques Nathan-Garamond (France) 3) Les Créations Graphiques

648 2) Ablam Garmes (Great Britain) 3) Guest Kenn & Mettlefolds Ltd.

649 2) Erik Ellegard Frederiksen (Denmark) 3) SIG

650 1) Neon-sign Tube Maker 2) Pierre Gauchat (Switzerland)

651 2) Théodore Stamatakis (Greece)

652 1) Golf Course 3) Green Valley

653 1) Furniture Manufacturer 2) James D. Gilbert (USA) 3) Glenn of California

654 1) Tea Growers 2) Osamu Akiyoshi (Japan) 1970 3) Green Mates

655 1) University 2) Ralph Coburn (USA) 3) Massachusetts Institute of Technology

656 1) Airline 3) Hawaiian Airlines

657 1) Hotel 2) Henry Steiner (Hong Kong) 3) Hyatt Hotel

658 1) Clock Maker 2) Irving Haper+George Nelson & Co., Inc. (USA) 3) Howard Miller Clock Co.

659 1) Sugar Refiner 2) John R. Rieben (USA) 1971 3) Hulett's Ltd.

660 2) Goetz Neucke (Germany)

661 1) Cement Manufacturer 2) Tom Lee (USA) 3) Hawaiian Cement Corp.

662 1) Real Estate Development 2) Walter Landor Associates (USA) 3) The Hodge Companies, Inc.

663 2) Sontag Bottoni Design (USA) 3) James O. Held & Co.

664 1) Hairdressers Supply Company 2) Richard Geiger, Signa Limited (Irish Republic) 3) Hairdressing Supplies Ltd.

665 2) David L. Burke (USA) 3) Hershey Corporation

666 2) John R. Rieben (USA) 1971 3) Hortors Ltd.

667 2) K. Sieth (Germany)

668 1) Art-Museum 2) Hiromu Hara (Japan) 3) Sankei Newspaper Co.

669 1) Construction Company 2) Martii A. Mykkänen (Finland) 3) Jalo Haapala & Co.

670 1) Road Sign 2) Hans Weckerle (Germany)

671 1) Construction Company 2) Marcel Wyss (Switzerland) 3) Hess

672 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) Geigy (Switzerland)

673 1) Shopping Center 2) Ernst Roch (Canada) 3) Halifax

Shopping Center
 674 1) Bus Company 2) Ian Valentine (Canada) 3) Halifax Transit
 675 1) Road Marking Lines Contractor 2) Yoshihiro Yoshida (Japan) 1970 3) Higashi Nippon Liner Co., Ltd.
 676 1) Publisher 2) Adrian Frutiger (France) 3) Editions Herman
 677 1) Travel Bureau 2) Jerry Berman (USA) 3) Holiday Tours
 678 1) Restaurant 3) Hilton Hawaiian Village
 679 2) Hy Farber (USA) 3) Herman Ohme Associates
 680 1) Clock Manufacturer 3) Hamilton Ricoh
 681 1) Furniture Manufacturer 2) Irving Harper+George Nelson & Co., Inc. (USA) 3) Herman Miller Inc.
 682 1) Furniture Manufacturer 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Christian Holzapfal, Ebhausen (Germany)
 683 1) Lumber Treatment Company 2) Walter Bosshardt (Switzerland)
 684 1) Mail-order Company 2) Hans Hurter (Switzerland) 3) Huvag
 685 1) Paper Sales 2) Crosby/Fletcher/Forbes (Great Britain) 3) Holmen Paper Sales Ltd.
 686 1) Hotel 2) Takeshi Otaka (Japan) 3) Hiroshima Central Plaza Hotel
 687 1) Amusement Machines 2) Jerry Braude (USA) 3) Huntley Gaming Company
 688 1) Department Store 2) Theo Dimson (Canada) 3) Harridge's
 689 1) Private Symbol 2)3) Gan Hosoya (Japan) 1970
 690 1) Rope Maker 2) Ernst Roch (Canada) 3) Haas
 691 1) Clock Manufacturer 2) Paul Rand (USA) 3) Helbros Watch Co.
 692 1) Road Construction 2) Otto Krämer (Switzerland) 3) Hüppi AG
 693 1) Chair Manufacturer 2) Lilly Fritz (Canada)
 694 1) Synthetic Fibers 3) Teijin Ltd.
 695 1) Electronic Equipment 2) Dickens Design Group (USA) 3) The Hallicrafter Co. (Chicago)
 696 1) Home Appliances 3) Hitachi Ltd. (Japan)
 697 1) Warehousing & Forwarding 2) Robert Pease (USA) 3) Haslett Warehouse & Transportation Co.
 698 1) Paper Manufacturer 2) Crosby/Fletcher/Forbes (Great Britain) 3) Percy Haynes & Co.
 699 1) Watches 2) Adrian Frutiger (France) 3) Henowatch
 700 1) Aircraft Manufacturer 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Hawker Siddeley Ltd.
 701 1) Publisher 2) Paul Rand (USA) 3) Harcourt Brace & World, Inc.
 702 1) Food Industry 2) Armin Müller (Switzerland) 3) Haco
 703 1) Building Material Company 2) Jacques Nathan-Garamond (France) 3) Elie Harver
 704 1) Steel Construction 2) Anton Stankowski (Germany) 3) Friedrich Heyking Steel Building Co.
 705 1) City Emblem 2) Anton Stankowski (Germany) 3) City of Hamburg
 706 1) Timber Industry 2) Hansruedi Scheller (Switzerland)

707 1) City Emblem 2) Uli Schierle (Germany) 3) City of Hamburg
 708 1) Hotel 2) Henry Steiner (Hong Kong) 3) Hilton Hotel
 709 1) Hotel 2) Henry Steiner (Hong Kong) 3) Hong Kong Hotel
 710 1) Furniture Manufacturer 2) Marcel Wyss (Switzerland) 3) Häberli
 711 1) Organization for Interracial Harmony 2) Herb Jackson (USA) 3) House of Harambee
 712 1) Hotel 3) Tel Aviv Hilton (Hawaii)
 713 1) Public Relations Agency 2) Howard York (USA) 3) Project (Hill+Knowlton Public Relations)
 714 1) Bank 2) Chermayeff & Geismar Assoc. (USA) 3) Manufacturers Hanover Trust
 715 1) Rolling Stock Maker 2) Anton Stankowski 3) Heinrich Blickle
 716 2) Marcel Wyss (Switzerland) 3) Siedlung Halen
 717 1) Company Making 3-D Initials for Display Signs 2) Richard Hess (USA) 3) Firm-Initials H-W
 718 1) Food Industry 2) Saul Bass & Assoc. (USA) 3) Hunt-Wesson Foods
 719 1) Design Studio 2) Roger-Virgile Geiser (Switzerland) 3) Arts Graphiques Heliogra SA
 720 1) Manufacturer 2) Emil O. Biemann (USA) 3) Hart Mfg.
 721 2) Heinrich Steding (Germany)
 722 1) Silk-reeling Manufacturer 2) Donald Brun (Switzerland)
 723 1) Bakery 2) Morton Goldsholl Design Assoc. (USA) 3) Holiday Delight Co.
 724 1) Sound System Equipment 2) Jacques Nathan Garamond (France) 3) Hi-Fac (Paris)
 725 1) Light Bulb Maker 2) Joseph Binder (Germany)
 726 1) College 2) Carl Regehr (USA) 3) William Rainey Harper College
 727 1) Publisher 2) Chermayeff & Geismar Assoc. (USA) 3) Harcourt Brace Jovanovich
 728 1) Stone and Cement Company 2) Jorgen Johansen (Denmark) 3) Henriksen & Henriksen
 729 1) Trading Company 2) Walter Diethelm (Switzerland) 3) H. Haeusler & Co.
 730 2) P. Montagnini (Italy) 1970 3) HIH (Switzerland)
 731 1) Color Film Laboratory 2) Saul Bass (USA)
 732 2) Hansruedi Widmer+Devico+Gesellschaft für Industrial Design (Switzerland) 3) Heberlein Holging AG
 733 1) Trading Company 2) Aldo Novarese (Italy) 3) Ditta Commerciale
 734 2) Timo Sarpanewa (Finland) 3) Karkula Ittala
 735 1) Industrial Trading Company 2) Ikko Tanaka (Japan) 3) Iwatani Sangyo Co.
 736 1) Illustrators' Association 2) Makoto Wasa (Japan) 3) Tokyo Illustrations Club
 737 1) Paper Company 2) James Cross (USA) 3) Ingram Paper Co.
 738 1) Iron Metallurgy Laboratories 2) Anton Metchiknev (Bulgaria) 3) Iron Metallurgy Institute
 739 1) Machinery Maker 2) Milo Schraner (Switzerland) 3) Ed. Ifanger

740 2) Adrian Frutiger (France) 1970
 741 1) Airline 2) Benoy Sarkal (India) 3) Air India
 742 1) Symbol for Books 2) Willim Hendrik Crouwel (Netherlands) 3) Hatie Verlag (Stuttgart)
 743 2) Don Shanosky+Roger Cook (USA) 3) Intracolor Corp.
 744 1) Consulting Firm 3) Inco International Consultants
 745 1) Industrial Design Association 3) National Design Institute
 746 1) Brewing Company 2) Joseph Binder (Germany)
 747 1) Commercial Vehicles and Farm Equipment Maker 2) Raymond Loewy/William Snaith, Inc. (USA) 3) International Harvester
 748 1) Show Signs 3) IMPRINTA'70 (Düsseldorf)
 749 2) CBS Milano (Italy)
 750 1) Fashion Shop 2) Ryohei Kojima (Japan) 3) Fashion IN
 751 1) Art Gallery 2) Daniele Baroni (Italy) 1970 3) Galleria L'Incontro
 752 1) Trading Company 2) Koodin Lapow Association 3) I. Rokeach & Sons
 753 2) Alex Walker
 754 1) Building Maintenance Service 2) James D. Gilbert (USA) 3) Investors Group Ltd.
 755 2) Richard Wickstrom (USA) 1971
 756 1) Computer Company 2) Paul Rand (USA) 3) IBM
 757 2) Ken Parkhurst (USA) 3) Institute of Defense Analysis
 758 1) Distillery 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) International Distillers and Vintners, Ltd.
 759 1) Film Production 2) H.R. Albitz (Germany)
 760 1) Publisher 3) IMPRESA Generale Pubblicità S.P.A
 761 1) School 2) Gerd Leufert (Venezuela) 3) Institute of Industrial Design (Caracas)
 762 1) Interior Design 2) Primo Angeri (USA) 3) Illumination Industries, Inc.
 763 2) Kohei Miura (Japan) 3) IGI Industry Co., Ltd.
 764 1) Engineering 2) Larry Klein (USA) 3) Illinois Engineering Company
 765 1) Chemicals 2) Morton Goldsholl Design Assoc. (USA) 3) International Minerals & Chemicals Corp.
 766 1) Investment Firm 2) Larry Klein (USA) 3) International Overseas Service
 767 1) Scientific Laboratories 2) Crosby/Fletcher/Forbes (Great Britain) 3) International Scientific Systems Ltd.
 768 1) Travel Bureau 2) Cecco Re (Italy) 3) Impresi Turistiche Barziesi
 769 1) Communications Company 3) ITT Corporation
 770 1) Computer Service 2) Walter Landmanh (Germany) 3) Integrierte Datenverarbeitung Rueping KG
 771 1) Shirt Maker 2) Hiroyuki Miyazaki (Japan) 1970 3) Ideal Shirts Co.
 772 1) Graphic Center 3) IGAP
 773 1) Institute for Economic Development and Technical Progress 2) Mimmo Castellano (Italy) 3) ISVET
 774 1) Exhibitions 2) Kenneth Hollick (Great Britain) 3) John Edginton
 775 2) Yoichi Maeno (Japan) 1970 3) Joko Co., Ltd.
 776 1) Men's Fashions 2) Otto Krämer (Switzerland) 3) J'Herrenmode

777 1) Printing Company 2) Otto H. Treumann (USA) 3) De Jong Printing Co.
 778 1) Boat Manufacturer 2) Hans Knöpfli (Switzerland) 3) Jack Beck
 779 1) Apartment Houses 3) Julliard & Bolliger
 780 1) Color Association 2) Hiroshi Ohchi (Japan) 3) Japan Color Association
 781 1) Construction Company 2) F. Bas (Spain) 1965 3) J Cos-Construcciones
 782 1) Cement Manufacturer 2) Paul Bühlmann (Switzerland) 3) Juracime
 783 3) Josef Grabner
 784 2) Roger-Virgile Geiser (Switzerland)
 785 1) Textile Dyeing 2) Adrian Frutiger (France) 3) Jacqueline Iribe
 786 1) Music Association 2) Roger-Virgile Geiser (Switzerland) 3) Jeunesses Musicales de Lausanne
 787 3) Jos Neve NV.
 788 2) Douglas Carr+Tilds & Cautz Advertising (USA) 3) Jorge R.
 789 1) Printing Company 2) Motonari Oda (Japan) 1968 3) Jiji Shouken
 790 1) Paper Manufacturer 2) Katsunori Oda (Japan) 1970 3) Jujo Paper Manufacturing Co.
 791 1) Symbol for Record Series 2) Cecco Re (Italy) 3) Collana Discografica IBC.
 792 1) Photographers Association 2) Yusaku Kamekura (Japan) 3) Japan Photographers Society
 793 1) Machinery Manufacturer 2) Carlo Vivarelli (Switzerland) 3) JWS
 794 1) Airline Association 2) Takashi Kono (Japan) 3) Japan Air Association
 795 1) Kierulff Electronics 2) Saul Bass & Assoc. (USA) 3) Ducommun
 796 1) Construction Company 3) Kuhn and Drake
 797 1) Chemical Fiber Manufacturer 2) Yoshitaka Ishida (Japan) 1959
 798 1) Shoe Manufacturer 2) Chermayeff & Geismar Assoc. (USA) 3) Knapp Shoe Co.
 799 1) Cardboard Manufacturer 2) Dr. Hahn (Germany)
 800 1) Garage Equipment Manufacturer 2) Crosby/Fletcher/Forbes (Great Britain) 3) Kismet
 801 1) Furniture and Textiles 3) Knoll International
 802 1) Publisher 3) Verlag Droemer-Knaur
 803 1) Consumer Product 2) Sandgren & Mortha, Inc. (USA) 3) Kraftco Corporation
 804 1) Art Society 2) Erich Buchegger (Austria)
 805 1) Plastics Manufacturer 2) Hans Hurter (Switzerland) 3) Kunststoff AG. (Reiden-Lucerne)
 806 1) Eyeglasses Store 3) Kinpodo (Tokyo)
 807 2) Sumio Hasegawa (Japan) 1970 3) Griffon K
 808 1) Electrical Equipment 2) Akihisa Yoshida+Humio Hirai (Japan) 3) Kimitsu Denki Co., Ltd.
 809 1) Institute for Rhythmic Training 2) Peter Riefenstahl (Germany) 3) Institute Konrad (Bauschweig)
 810 1) Hotel 2) Kazumasa Hagai (Japan) 1970 3) Kirishima Kokusai Kanko Hotel
 811 1) Confectioner 2) Tetsuo Katayama (Japan) 1969 3) Kotobuki Hongo
 812 1) Cosmetics 2) Haruyo Tahira (Japan) 1955
 813 1) Advertising Consultant 2) Michael Freiseger

(Switzerland) 3) Rolf Koller (Zürich)
 814 1) Publisher 2) Yasaburo Kuwayama (Japan) 1972
 3) Project (Kashiwa Shobo)
 815 3) Kurosawa Tsushinkogyo
 816 1) Silk Manufacturer 2) Stephan Kantscheff (Bulgaria)
 3) Koprina
 817 2) Ed Lukas (USA) 3) Kinney Service Co.
 818 1) Cable Television 2) Glen Arnold (USA) 1971
 3) Keeble Cable Television Ltd.
 819 2) Jost Hochueli (Switzerland) 3) Knestl
 820 1) Textile Display Center 2) Robert Sessler (Germany)
 3) Kemmerling Textilhaus
 821 1) Type Foundry 2) Yoshimori Nakao (Japan)
 3) Kawamoto Seibunsha
 822 1) Personal Accessories 2) Rene Schmid+Brund Kúmin
 (Switzerland) 3) Georg Keck & Cie
 823 1) Plastics Exhibition 2) Jupp Ernst (Germany)
 824 1) Waterproof Shoes 2) Sotir Sotirov (Bulgaria)
 3) KD
 825 1) Construction Company 2) Hansruedi Scheller
 (Switzerland) 3) Kopp
 826 2) Roy Brenner (USA) 3) Kinkead Industries
 827 1) Design Studio 2) Eisuke Kawahara+Mirodiko Kawahara
 (Japan) 1965 3) Kawahara Advertisement Institute
 828 1) Publisher 2) Yasaburo Kuwayama (Japan) 1972
 3) Project (Kashiwa Shobo)
 829 1) Department Store 2) Taijiro Nakayama (Japan) 1965
 3) Isetan Department Store
 830 1) Paper Products 2) Dickens Design Group (USA)
 3) Kimberly-Clark Corp.
 831 1) Road Construction 2) Kazumasa Nagai (Japan)
 3) Kokusai Road Construction Corp.
 832 1) Surveying Instruments 2) Lucian Bernhard (Germany)
 833 1) Fiber Manufacturer 2) Anton Stankowski (Germany)
 Kornhaus
 834 1) Acoustical Consultant 2) Ron Ford (Great Britain)
 3) Kenneth Harris
 835 1) Advertising Agency 3) Kurt Huber
 836 1) Printing Company 2) Robert R. Overby (USA)
 3) Kellaway-Ide Co.
 837 3) Drukkerij a Knijnenberg NV.
 838 1) Craft Designs 2) Louis le Broquy+D. Litt (Ireland)
 3) Kilkenny Design Workshops
 839 1) Contemporary Furniture 2) Porter, Goodman &
 Cheatham (USA) 3) Kasparians
 840 1) Design Studio 2) Susumu Kitahara (Japan) 1971
 3) K.I.D. Associates
 841 1) Business Machines Maker 3) Okamura Mfg.
 842 1) Workers' Music Association 2) Kazumasa Nagai
 (Japan) 1964 3) Kobe Kinrosha Ongaku Kyogikai
 843 1) Industrial Furnace Materials 2) Yasaburo Kuwayama
 (Japan) 3) Kanto Rozai
 844 1) Publisher 2) Yasaburo Kuwayama (Japan) 1972
 3) Kashiwa Shobo
 845 1) Hat Manufacturer 2) Hajime Miyamoto (Japan) 1970
 3) Kurihara Hat Making Co., Ltd.
 846 1) Envelope Manufacturer 2) Morton Goldsholl (USA)
 3) Karolton Envelope Division

847 3) Klausfelder
 848 1) Whisky Brewing 2) Heiner Zinkgraf (Germany)
 849 2) Katsuo Yamauchi+Eiko Yamauchi (Japan) 1970
 3) Unix
 850 1) Camera Club 2) Yusaku Kamekura (Japan)
 851 1) Tourist Agency 2) Yoshinobu Okitsu (Japan) 1970
 3) Kinki Nippon Tourist
 852 2) Karlheinz Schilinger (Germany) 3) Kunstanstalt
 Krugmann Fürth
 853 1) Airline 2) F.H.K. Henrion (Great Britain) 3) KLM
 854 1) Symbol for Kiel Week 2) Joseph Binder (Germany)
 855 1) Zoo 2) Steve Holler (USA) 1969 3) Project (Kansas
 City Zoo)
 856 1) Manufacturer of Photographic Reflecting Mirrors
 2) James Cross (USA) 3) Larsen Enterprises
 857 1) Furniture Factory 2) Luigi Montaini+Till Neuburg
 (Italy) 3) Linea
 858 1) Management Consultant 2) Robert Schlesinger+
 Appelbaum & Curtis (USA) 3) Lloyd
 859 1) Steel Manufacturer 2) Morton Goldsholl Design
 Assoc. (USA) 3) Lasalle Steel Co.
 860 1) Building Company 2) Helmut Schmidt-Rhen (Germany)
 3) Project (Lenz architekten+Ingenieure)
 861 1) Cosmetics 2) Ashley Havindern (Great Britain) 3) Liberty
 862 2) Anton Stankowski (Germany) 3) Stuttgart Land
 Industry Office
 863 1) Food Company 2) Saul Bass & Assoc. (USA)
 3) Lawry's Foods Inc.
 864 1) Typeface Designer 2) Alan Pecolick (USA)
 3) Letter Forms Co.
 865 1) Seasoning Maker 2) Erich Unger (Germany)
 3) Ludwig & Co.
 866 1) Maker of Ventilators 2) Anton Stankowsky (Germany)
 3) Lufttechnische Gesellschaft
 867 1) Exhibition Symbol 2) Kurt Wirt (Switzerland)
 3) Swiss National Exhibition 1964
 868 1) Public Relations Agency 2) Veronique Vareilles
 (France) 3) Liason Agency
 869 1) Publishing Company 2) Push Pin Studios, Inc. (USA)
 3) Little, Brown & Co.
 870 1) Shirt Laundry 2) Danilo Nubioli (Italy)
 3) Manifattura Camicie Lavatelli
 871 1) Urban Planning Consultants 2) Peter Bradford
 (USA) 3) Lucas and Edwards
 872 1) Private Symbol 2) Felix Beltran (Cuba) 3) Lassy
 and Felix Beltran
 873 1) Printing Company 2) Walter Bosshardt (Switzerland)
 874 1) Design Studio 3) Onda Studios
 875 1) Hotel 2) Rudolf Bircher (Switzerland) 3) Hotel
 Limmathaus
 876 1) Lumber Company 2) E. J. Morrison+Rudy Eswarin
 (Canada) 3) Laidlaw Lumber Co.
 877 2) Will Burtin (USA) 3) Lincocin de Upjohn Company
 878 1) Building Materials 2) Appelbaum & Curtis (USA)
 3) Lime Waterproofing Inc.
 879 1) Rug Manufacturer 2) Enrico Trabacchi (Italy)
 3) Lanificio di Milano
 880 1) Printing Company 3) Leonardi Offset Reproduktionen

881 1) Design Studio 2) Makoto Wada (Japan) 3) Light
 Publicity
 882 1) Computers 2) Lester Beall, Inc. (USA)
 3) Bunker-Ramo Corp.
 883 1) Steel Mill 2) Luigi Montaini+Till Neuburg
 (Italy) 3) Sial Lerici
 884 1) Construction Company 2) Robert Geisser (Switzer-
 land) 3) Schreger Berger
 885 1) Textile Manufacturer 2) Jürg Hamburger (Switzer-
 land) 3) Legler Textil
 886 1) Publisher 2) Hans-Werner Klein (Germany) 3) Leske
 887 1) Electrical Equipment Maker 2) Peter Schaufelberger
 (Switzerland) 3) Lüscher
 888 1) Insurance 2) Gustavo Balcells (Argentina) 3) La
 Mercantil Rosarina
 889 1) Maker of Ventilators 2) Anton Stankowsky (Germany)
 3) Lufttechnische Gesellschaft
 890 1) Design Studio 2) Herb Lubalin (USA) 3) Lubalin,
 Smith, Carnase, Inc.
 891 1) Communications 2) Ian Bradbery (Great Britain)
 3) System Three Ltd
 892 1) Architect and Urban Planner 2) Daniel Maurel
 (France) 3) Roger Lefebvre
 893 1) Pharmaceuticals 2) Adrian Frutiger (France)
 3) Laboratoires Peloille
 894 1) Tea Room 2) Frank (Switzerland) 3) Tea Room Life
 895 1) Civic Center 2) The Whiz Kids (USA) 3) Lower
 Grassy Civic Center
 896 1) Metals 2) Otto Brunner (Germany)
 3) Armaturenfabrik und Metallgiesserei
 897 1) Central Heating 2) Marcel Wyss (Switzerland)
 3) J. Hunziker
 898 1) Advertising Agency 2) Romulo Maccio (Argentina)
 3) Medium Publicidad
 899 1) Electronics Industry 2) Lester Beall, Inc. (USA)
 3) Martin Marietta Corp
 900 1) Electrical Appliances Company 2) Morton Goldsholl
 (USA) 3) Motorola
 901 1) Insurance Companies 2) Sandgreen & Murtha, Inc.
 (USA) 3) The Macarthur Group
 902 1) Air Conditioning 2) Charles MacMurray, Latham
 Tyler Jansen Inc. (USA) 3) Modine Manufacturing
 Company
 903 1) Drugstore Chain 2) Rolf Harder (Canada)
 3) Pharmacie Moderne
 904 1) Manufacturers of Line Composing Matrices 2) Chur-
 chill/Holmes/Kitley (Great Britain) 3) Matrotype
 Limited
 905 1) Bank 2) Hans Kleefeld (Canada) 3) Bank of Montreal
 906 1) Spinning and Weaving 2) Paul Bühlmann (Switzerland)
 3) R.Müller
 907 1) Confectioner 2) Hans Knöpfli (Switzerland) 3) Meyer
 908 1) Clothing 2) Anton Stankowski (Germany) 3) Kessler
 & Matches Clothing Co.
 909 1) Technical School 2) Hermann Viri (Germany)
 3) Meisterschule für Deutschlands Buchdrucker
 Deutschland
 910 1) Music School 2) Appelbaum & Curtis Inc. (USA)

1970 3) Manhattan Music School
 911 1) Automobile Maker 2) Hiroshi Otomo (Japan) 1958
 3) Toyo Kogyo
 912 1) Chemicals 2) Hiroshi Otomo (Japan) 1963
 3) Mikuni Chemistry Co.
 913 2) Lester Beall (USA) 3) The Mite Corp.
 914 1) Electrical Appliances 2) Toru Otsuka (Japan)
 3) Mitsumi Electric Co.
 915 1) Electronics 2) Larry Klein (USA) 3) Mattes
 Electronics, Inc.
 916 1) Design Research Office 2) Gan Hosoya (Japan)
 3) Kenchiku Mode Kenkyusho
 917 1) Subway 2) Lance Wyman (Mexico) 3) Mexico City
 Subway
 918 1) Metal Products 2) Martin Diethelm (Italy)
 3) Morassutti
 919 1) Textile Industry 2) Silvio Coppola (Italy)
 3) Tessitura di Mompiano
 920 1) Barber 2) Ikko Tanaka (Japan) 1967 3) Matumoto
 Barber Shop
 921 1) Underwater Research 2) Porter, Goodman &
 Cheatham (USA) 3) Marine Sciences Corp.
 922 1) Mark for Products 3) Mitsubishi Rayon
 923 1) Cassette Tape 2) Toru Otsuka (Japan) 3) TBS Music
 924 1) Interior Painter 2) Daniel Maurel (France) 1969
 3) Moran
 925 1) Machine Manufacturer 2) Syoji Murao (Japan) 1966
 3) Japan Machinery
 926 1) Artists Association 2) Tetu Sawamura (Japan)
 3) Modern Art Association
 927 2) Hudson-Wolter & Associates (USA) 3) Merrill Mfg.
 928 1) Chemicals 2) Enzo Rösli (Switzerland) 3) E.
 Merck
 929 1) Chemicals 2) Kurt Wirth (Switzerland) 3) E.
 Merck
 930 1) Painting Company 2) Armin Hofmann (Switzerland)
 3) Mensch & Company
 931 2) Armando Milani (Italy) 1970 3) MAN
 932 1) Sound Studio 2) Chermayeff & Geismar Associates
 (USA) 3) Malacandra Productions
 933 1) Fiber Manufacturer 2) Siegfried Odermatt (Switzer-
 land) + Rosmarie Tissi (Italy) 1970 3) Mettler & Co.
 934 1) Textile Showroom 2) Motoi Shigenari (Japan)
 3) Toyobo Textile Co.
 935 1) Graphics Studio 3) Mari Makinami Graphics As-
 sociates
 936 1) Mineral Springs 2) Christian Lang (Switzerland)
 3) Vereinigte Mineralquellen der Schweiz
 937 1) Pearl Shop 2) Masayoshi Matsushima (Japan) 3) M.
 Saito Pearl Shop
 938 1) Silk-Reeling 2) Andrzej Stypolkowski (Poland)
 3) Merinoteks
 939 1) Shipping and Mining 2) Robert Pease+Robert
 Shouten (USA) 3) Marcona Corporation
 940 1) Electrical Appliances Company 2) J.O.Reinecke
 (USA) 3) Motorola
 941 1) Paper Manufacturer 2) Morton Goldsholl Design
 Assoc. (USA) 3) Munising Paper Co.

- 942 1) Meeting Hall 2) Masaki Kaneda (Japan) 3) Sin Marunouchi Kaikan
 943 1) Cosmetics for Men 2) Anton Stankowski (Germany) 3) Marcel
 944 1) Publisher 2) Barbara Osterwalder (Italy) 3) IL Parnaso
 945 1) Musical Instruments 2) Clarence Lee (USA)
 946 1) Travel Bureau 2) Robert R. Overby (USA) 3) Mitchell Travel Service (USA)
 947 2) Randall R. Roth (USA) 1963 3) Marine Industries
 948 2) Bertil Andersson (Sweden) 3) Malmö Hamnförvaltning
 949 1) Medical Research Company 2) Carl Regehr (USA) 3) ProMedica Research and Development Corp.
 950 1) Mental Health Association 2) Robin Fior (Great Britain) 3) National Association for Mental Health
 951 1) Insurance 2) Hans Hartmann (Switzerland) 3) Schweizerische Mobiliar
 952 1) Chemicals 2) C. Dradi (Italy) 3) Montecatini
 953 1) Brokerage Firm 2) Lester Beall, Inc. (USA) 3) Merrill Lynch, Pierce, Fenner & Smith, Inc.
 954 1) Construction Company 2) Ian Valentine (Canada) 3) Meridian Building Group Ltd.
 955 1) Architect 2) Atelier Walter Diethelm (Switzerland) 3) Maser Diethelm (Zurich)
 956 1) Mineral Water Bottler 2) Stephan Kant Scheff (Bulgaria) 3) Mineralni Vodi-Sofia
 957 1) Magazine 2) Roger-Virgile Geiser (Switzerland)
 958 1) Chemicals 2) Tandy, Halford & Mills Ltd. (Great Britain) 3) The Morgan Crucible Company Ltd.
 959 1) Building Site Developer 2) Allan R. Fleming+Jim Donahue (Canada) 3) Erin Mills Developments, Ltd.
 960 2) Jack M. Stricker (USA) 3) Mueller Enterprise
 961 2) Judith Fralick (Canada) MacDonald-Downie Ltd.
 962 2) James Cross (USA) 3) Monogram Industries, Inc.
 963 2) Fletcher/Forbes/Gill 3) Marketing Improvements Ltd.
 964 1) Market Research Firm 2) Cecco Re (Italy) 3) Marketing Italia S.P.A.
 965 1) Advertising Agency 3) Milani+Kobi
 966 1) Publishing 2) S. Neil Fujita (USA) 3) Modern Library Books
 967 1) Printing Machine Workshop 3) Hans Müller AG
 968 1) Subway 2) Bob Noorda (Italy) 3) Metropolitana Milanese
 969 1) Museum 2) Arnold Saks (USA) 3) The Jewish Museum
 970 1) Private Symbol 2) Luigi Montaini+Till Neuburg (Italy)
 971 1) Metal Structure Builder 2) Roberg Geiser (Switzerland) 3) Mächler
 972 1) Publisher 2) Hans Schaumberger (Austria) 3) Fritz Molden
 973 1) Cooling-Heating Company 2) Heinz Waibl (Italy) 3) Termica
 974 1) Stationery 2) Robert R. Overby (USA) 3) Mel Whitson Stationers, Inc.
 975 1) Furniture 2) André Gürtler (Switzerland) 3) Mund-Möbel (Basle)
 976 2) Stan Brod (USA) 3) Matheson Scientific Co.

- 977 1) Bank 2) Cathy Polizos (USA) 3) Metropolitan National Bank
 978 1) Hotel 2) Theo Dimson (Canada) 3) Marlborough Hotel
 979 2) Crosby/Fletcher/Forbes (Great Britain) 3) Liverpool Metallising Co.
 980 1) Metal Container Maker 2) Ladislav Sutnar (USA) 3) M-M Enclosures, Inc.
 981 1) Automobile Sales 3) Mauna Kea Motors
 982 1) Symbol for Music Information Center 2) Tadasu Fukano+Shigeo Katsuoka (Japan) 3) Kobe Yamaha Co.
 983 1) Museum 2) Shigeru Nakai (Japan) 3) Tokai University Oceanographic Museum
 984 2) Burcher-Cremières (France) 3) Laboratories Roland-Marie
 985 1) Museum 2) Barbara Stauffacher Solomon (USA) 3) San Francisco Museum
 986 1) Broadcasting 3) Metromedia Inc.
 987 1) Lady's Clothing 2) Tadasu Fukano+Jo Murakoshi (Japan) 1968 3) Marimura Co.
 988 1) Medical School 2) Herb Lubalin (USA) 3) Mount Sinai School
 989 1) Country Club 2) Takeshiro Nagasawa (Japan) 1967 3) Morioka Country Club
 990 2) Tomas Velve (Spain) 1971 3) Moro Asociad Cataluna
 991 1) Knitwear Maker 2) Ernst Roch (Canada) 3) Marquessa
 992 1) Printing Company 3) Master Eagle
 993 1) Textile Company 2) Willy Failing (Germany)
 994 1) Seed Company 2) Etienne Bucher (France)
 995 1) Printing Company 3) IMPRIMÉS
 996 1) Publisher 2) Muriel Cooper (USA) 3) M.I.T. Press
 997 1) Life Insurance 2) Sandgren & Murtha, Inc. (USA) 3) Metropolitan Life
 998 1) Construction Company 2) Itsu McFarland+Gerry Rosentswieg (USA) 3) Neiman
 999 1) Garden 2) Tsung-Yi Lu (China) 3) Nang-Cou Garden
 1000 1) Mail-order Sales 2) Dieter Einickt (Germany) 3) Project
 1001 1) Mail-order Sales 2) Rene Weiss (Germany) 3) Project
 1002 1) Government Information Agency 2) Arnold Saks & James S. Ward (USA) 3) U.S. Information Agency
 1003 1) Paper Manufacturer 2) Ray Engle (USA) 3) Noland Paper Company, Inc.
 1004 2) Rolf Harder (Canada) 3) Project
 1005 2) Tetsuo Katayama (Japan) 3) Nadagokyo Sake Brewing Association
 1006 1) Construction Company 2) Kurt Wirth (Switzerland) 3) Nyffeler
 1007 1) Electrical Points Manufacturer 2) Marcel Wyss (Switzerland) 3) Neuweiler
 1008 1) Carpet Maker 2) Olle Eksell (Sweden) 3) Nils Nessin
 1009 1) Writing Paper Maker 2) Giovanni Brunazzi (Italy) 3) Fantini Elettronica
 1010 1) Oil Company 2) Gan Hosoya+Kohei Miura (Japan) 3) Nihonkai Oil Co.
 1011 1) Broadcasting 2) Yusaku Kamekura (Japan) 3) Nippon Houso

- 1012 2) Takashi Kono (Japan) 3) Japan Press Photography Association
 1013 1) Advertising Agency 2) Nobuyoshi Shigemoto (Japan) 3) Nikkan Kogyo Kokoku-sha
 1014 1) Edible Oil Company 2) Shigeru Akizuki (Japan) 1965 3) Nissin Oil Manufacture Co.
 1015 2) Robert Pease+Bryce Browing (USA) 3) The Newman Organization
 1016 1) Chemicals 2) Raymond Loewy Assoc. (USA) 3) Nobel Bozel
 1017 1) Camera Shop 2) Hiroshi Ohchi (Japan) 3) Namiki Camera
 1018 1) Permanent Trade Exhibition 2) Lars Bramberg (Sweden) 3) Norrland Center
 1019 1) Art and Craft Design 2) Hermann Bongard (Norway) 3) Norway Designs
 1020 1) Commodity Name 2) Tetsuo Katayama (Japan) 3) Nittobo Sangyo Co., Ltd.
 1021 1) Printing Company 2) Nino Bonacina+Pic Cortesi (Italy) 3) Tipografia <Novesento Grafico>
 1022 1) Railroad 2) Herbert Matter (USA) 3) New Haven and Hartford Railroad Co.
 1023 1) A Large Company's Purchasing Department 2) Felix Beltrán (Cuba)
 1024 1) Hotel 2) Kim Pai (Thailand) 3) Narai Hotel
 1025 2) Atelier E+M.Lenz (Switzerland) 3) Niederer-Künzle
 1026 2) Larry Klein (USA) 3) Neisler Laboratories
 1027 1) Bank 2) Shekhar Kamat (Great Britain) 3) National Provincial Bank
 1028 1) Tile Company 3) National Tile Co.
 1029 1) Design Studio 2) Yuichi Nishiwaki (Japan) 3) Nishiwaki Visual Design Laboratory
 1030 1) Interior Design 2) Shuji Kawasaki (Japan) 1970 3) Nagano Interior Kogyo
 1031 1) Semiconductor Maker 3) National Semiconductor Corp.
 1032 1) Mail-order Sales 2) Robert Berndt (Germany) 3) Project
 1033 1) Type Foundry 3) Nebiolo
 1034 1) Printing Company 2) Max Huber (Italy) 3) A. Nava
 1035 1) TV Program 2) Benson Crane (USA) 1971
 1036 1) Exporter 2) Gérard Miedinger (Switzerland) 3) Neckermann
 1037 1) Design Center 2) Odd Karlberg (Norway) 3) Norsk Design-Centrum
 1038 2) Wim Crouwel (Netherlands) 3) Nederlandse Kunsttichting
 1039 1) Design Studio 2) Christine Kohler (Switzerland) 1965 3) Nakamoto International Agency
 1040 1) Sales Promotion 3) Nippon International Agency
 1041 2) L. de Miranda (Denmark) 3) Building Society
 1042 1) Publisher 3) Nuova Editrice Internazionale
 1043 1) Chain Store 2) Shigeji Kobayashi (Japan) 1068 3) Nippon New Bag Chain
 1044 1) Chess Organization 2) G. & M. Sharmir (Israel) 1965 3) The Israel Chess Organization
 1045 1) Interior Accessories 2) Susumu Shirota (Japan) 1970 3) Nagano Interior

- 1046 1) Oil Company 2) Heinz Schwabe (Germany)
 1047 1) Mail-order Sales 2) Wolfgang Freitag (Germany) 3) Project
 1048 1) Food Industry 2) Syozi Muraio (Japan) 1964 3) Nissin Kako
 1049 1) Lace Manufacturer 2) Peter Bloch (Switzerland) 3) A. Naef & Co.
 1050 1) Textile Company 2) Walther Bergmann (Germany)
 1051 1) Oil Company 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) The Ocean Oil Company (London)
 1052 1) Chemicals 2) Lippincott+Margulies (USA) 3) Olin Mathieson
 1053 1) Investment Broker Using Computer Based Stock Analysis. 2) James Cross (USA) 3) William O'Neil & Co.
 1054 1) Typewriter Manufacturer 2) Marcello Nizzoli (Italy) 3) Olivetti
 1055 1) Printing Company 3) Offset+Buchdruck AG
 1056 1) Diesel Engine Manufacturer 2) Hans Neuburg (Switzerland) 3) Oertli
 1057 1) Gas Company 2) Sachiko Nagasawa (Japan) 1958 3) Osaka Gas
 1058 1) Printing Company 2) Walter Bangert (Switzerland) 3) Offset-Haus AG
 1059 1) Oil Company 2) Jock Kinneir (Great Britain) 3) Oil India
 1060 1) Broadcasting 3) ORF
 1061 2) Ikko Tanaka (Japan) 3) Okura Hakushin Co., Ltd.
 1062 1) Tube Maker 2) Paul Bühlmann (Switzerland) 3) H. Obrist Company
 1063 1) Design Studio 3) Grafisches Atelier Siegfried Odermatt & Rosmarie Tissi
 1064 1) Bakery 2) Richard Runyon (USA) 3) Orowheat
 1065 1) Advertisement for Typewriters 2) Giovanni Pintori (Italy) 1962 3) Olivetti
 1066 1) Gardening Service 2) Etienne Bucher (France)
 1067 1) Country Club 2) Hiroshi Kaneko+Shiro Tazumi (Japan) 1969 3) Ogiyama Country Club
 1068 1) Fashion House 2) Armin Hofman (Switzerland) 1962 3) Pfauen (Basle)
 1069 1) Automobile Maker 2) Paul Froitzbein (Germany) 3) Porsche Cars
 1070 1) Hotel 2) Yoshio Hayakawa+Takeo Yamada (Japan) 1969 3) Hotel Plaza
 1071 1) Brake Inspection Company 2) Roger-Virgile Geiser (Switzerland) 3) Fahrni & Palmero
 1072 1) Aviation Industry 2) Kenichi Hirose+Osamu Kataoka (Japan) 1970 3) The Pilot & Co.
 1073 1) Pharmaceuticals 2) Helmut Schmid (Austria) 3) Project (Otsuka Pharmaceutical Group)
 1074 1) Furniture Manufacturer 2) Masayoshi Matsushima (Japan)
 1075 1) Baseball Club 2) Richard Downes+Ed de Martin (USA) 3) Philadelphia Baseball Club, National League
 1076 1) Hotel 3) Hotel Pacific
 1077 1) Film Production 2) Theo Dimson (Canada) 3) Peterson Productions Ltd.
 1078 1) Fountain Pen Company 2) Yukioki Hasegawa+Mitsuo Ishida (Japan) 1970 3) Platina Fountain Pen Co.

- 1079 1) Glass and Plastic Manufacturer 2) Adolf Fluckiger (Switzerland) 3) Ropraz Polyform SA
- 1080 2) Jacques Nathan-Garamond+Bureau detudes Garamond (France)
- 1081 1) Paper Packaging 2) Dickens Design Group (USA) 3) Packaging Corporation of America (Illinois)
- 1082 1) Art Gallery 2) Roger-Virgile Geiser (Switzerland) 3) Salon Internationale <Pilotes>
- 1083 1) Printing Company 2) Hans Hurter (Switzerland) 3) Photoset
- 1084 1) Packers of Poultry Products 2) Randall R. Roth (USA) 3) Pierce Pre-Cooked Foods Inc.
- 1085 1) Construction Company 2) Ji-Shong Guo (China) 3) Project (Printers House Corp., Philippines)
- 1086 2) Silvio Coppola (Italy) 1970 3) Parmaovo
- 1087 1) Petrochemicals 2) Wladyslaw Brykczynski (Poland)
- 1088 1) Leisure Activities 2) Porter, Goodman & Cheatham (USA) 3) Pacific American Industries
- 1089 1) Trading Company 2) Martti A. Mikkänen (Finland) 3) Polator
- 1090 1) Data Processing Company 2) Roy Walker (Great Britain) 3) Randax
- 1091 1) Pencil Company 2) Tadashi Masuda (Japan) 3) Colleen
- 1092 1) Cooperative Society 2) Jan Rajlich (Czechoslovakia)
- 1093 1) Supermarket 2) Sandgreen & Murtha, Inc. (USA) 3) Pueblo International
- 1094 1) Water Purification 2) James D. Gilbert (USA) 3) Chromalloy American Corp.
- 1095 2) Giovanni Brunazzi (Italy) 1970 3) Pagliano Arredamenti
- 1096 1) Printing Company 2) Hans Neuburg (Switzerland) 3) Pluess
- 1097 1) Automobile Maker 2) Ikko Tanaka (Japan) 3) Toyota Motor Co., Ltd. (Publica)
- 1098 1) Publicity Consultant 2) Gerald Bern (Canada)
- 1099 1) Film Production 2) Jean-Pierre Huster 1970 3) Aries Production
- 1100 2) Robert Pease+Peter Kramer (USA) 3) Associated Plumbing-Heating-Cooling Contractors of San Francisco
- 1101 1) Public Park 2) Rudolph de Harak (USA) 1969 3) New York State Parks Commission
- 1102 1) Management Planning 2) Kenji Yoshizumi (USA) 3) Equity Planning Corporation
- 1103 1) Plastic Fiber Manufacturer 2) Do Weller+Dennis Juett (USA) 3) Poly Fibers, Inc.
- 1104 1) Chain Selling Products for Infants 2) Roudolf Meyer (France) 1967 3) Prenatal
- 1105 1) Bookbinder 2) Adrian Frutiger (France) 3) Prache de Franclieu
- 1106 2) Makoto Wada (Japan) 3) Toyo Rayon
- 1107 2) R.W.Mutch & Co. (USA) 3) Pockman Manufacturing Co.
- 1108 1) Paper Manufacturer 2) Jacques Nathan-Garamond (France) 3) Papeterie de Point St.
- 1109 1) Design Studio 2) Leslie Smart+Sid Bersudsky (Canada) 3) Design Projects Center
- 1110 1) Land Development Project 2) Toni Goldmark (USA)

- 3) Waikoloa Land Development Project
- 1111 2) George E. Hands+Center for Industrial Design (USA) 3) Powow in the Pines
- 1112 1) City Planning Office 2) Adrian Frutiger (France) 3) Urbanisation du District de Paris
- 1113 1) Foundry 2) Daniel Maurel (France) 1967 3) Précino
- 1114 1) Plastic Products 2) Jacques Nathan-Garamond (France) 3) Plastugyl
- 1115 1) Oil Company 2) Crosby/Fletcher/Forbes (Great Britain) 3) Kuwait National Petroleum
- 1116 1) Paper Manufacturer 2) Lester Beall (USA) 3) International Paper Co.
- 1117 1) Private Symbol 2) Nedo Mien Ferrario (Venezuela) 3) Arthur Proffit
- 1118 1) Psychiatric Group 2) Hans Thöni (Switzerland) 3) Zentralstelle für Psychiatrie
- 1119 1) Promotion Service 3) Publi. as
- 1120 1) Publisher 2) Karl Erik Lindgren (Sweden) 3) Gumerssons Bokförlag
- 1121 1) Mining 2) Crosby/Fletcher/Forbes (Great Britain) 3) Lead Development Association
- 1122 1) Broadcasting 2) Roger Ferriter+Herb Lubain (USA) 1971 3) Project (Public Broadcasting Service)
- 1123 2) Rudolf Bircher (Switzerland)
- 1124 1) Bindery 2) Aero Press (USA) 3) Perfect Bindery
- 1125 1) Printing Ink Manufacturer 3) Printcolor AG (Zürich)
- 1126 1) Group Symbol 2) Jean Fortin (France) 1971 3) Rhone-Poulenc Group
- 1127 2) Financial Management Firm 2) Kurt Stadelmann+ Hanspeter Bisig (Switzerland)
- 1128 1) Printing Company 2) Christian Lang (Switzerland) 3) Printing Studio AG.
- 1129 2) Armand Milani (Italy) 1970 3) Park And Roche
- 1130 1) Printing and Packaging Company 2) Printing & Packaging Equipment A.G.
- 1131 1) Printing Company 3) Pfisterer A.G.
- 1132 1) Association 2) Crosby/Fletcher/Forbes (Great Britain) 3) Designers and Art Directors Association
- 1133 1) Hotel 2) Erich Hänzi (Switzerland) 3) Parkhotel
- 1134 1) Research and Design 2) J. Malcom Grear (USA) 1969
- 1135 1) Match Manufacturer 2) Alvin Joe (USA) 1971 Pageant Match Inc.
- 1136 2) Dixon & Parcels Assoc. (USA) 3) International Salt Co.
- 1137 1) Record Company 2) Jan Holleder (Poland) 3) Pronit
- 1138 2) Stephan Kantscheff (Bulgaria) 3) Petrol-Sofia
- 1139 1) Department Store
- 1140 1) Mutual Funds 2) Steve Richter (USA) 3) Pinestock Mutual Funds
- 1141 1) Hospital 2) Bruce Beck (USA) 1963 3) Passvant Memorial Hospital
- 1142 1) Periodical 2) Herb Lubalin (USA) 3) Pediatric News
- 1143 1) Electric Machinery and Rubber Products 2) Albe Steiuer (Italy) 3) Pirelli
- 1144 1) Electric Machinery and Rubber Products 2) Aldo Calabresi+Studio Boggeri (Italy) 3) Pirelli
- 1145 1) Hydro-Electric Power Company 2) Gagnon/Valkus

- Inc. (Canada) 3) Quebec Hydro-Electric
- 1146 1) Electric Machines 2) Fletcher/Forbes/Gill 3) Morphy Richards Ltd.
- 1147 1) Design Group 2) 3) Q-Designers
- 1148 2) Walter Bergman (Germany)
- 1149 1) Research 2) Toni Goldmark (USA) 3) Question and Answer
- 1150 1) Textile Inspection Organization 2) Gérard Ifert (France) 1961 3) Contólo gualtiss
- 1151 1) Shipbuilding 2) Nick Butterworth (Great Britain) 3) Cunard Queen Elizabeth
- 1152 1) Pharmaceuticals 2) Dickens Design Group (USA) 3) Industrias Quimicas, S.A.
- 1153 1) Metal Company 2) Aktuelle Nachrichten (Germany) 1971 3) Quadrimetal Co.
- 1154 1) Photographer 3) Dr. Erwin Quedenfeld
- 1155 1) Mark for Encyclopedia 2) Christian Delorme (France)
- 1156 1) Printers 2) Jim Donahue (Canada) 1971 3) Typographic Quebec Ltd.
- 1157 1) Museum 2) Tom Woodward (USA) 3) Los Angeles Country Museum of Art
- 1158 2) John Plattner (Switzerland) 1957
- 1159 1) Broadcasting 2) Kenji Ito (Japan) 3) Bunka Houso
- 1160 1) Printing Company 2) The Whiz Kids (USA) 3) Ram Press
- 1161 1) Film Production 2) Hans Knöpfli (Switzerland) 3) Probst-Film
- 1162 1) Photocopy Products 2) Heinz Waibl (Italy) 3) Franco Ranchetti S.P.A.
- 1163 1) Textile Industry 2) Sandgreen & Murtha, Inc. (USA) 3) Dan River
- 1164 1) Medicines 2) Rolf Harder (Canada)
- 1165 1) Club 2) Yo Shibata (Japan) 1969 3) Club Royal
- 1166 2) Bob Noorda (Italy) 1970 3) Rhodiatoce
- 1167 2) Carlo Bruni (Italy)
- 1168 1) Gallery 2) Mei-Chung Tung (China) 3) Roman Gallery
- 1169 1) Realtors Association 2) Alejandro Moy (Argentina) 3) The Argentine Chamber of Realtors
- 1170 1) Clock Manufacturer 2) Taro Murakumo (Japan) 1962 3) Ricoh
- 1171 1) Crafts Shop 2) Mei-Chung Tung (China) 3) Rome Crafts Shop
- 1172 1) Insurance 2) Paul Bühlmann (Switzerland)
- 1173 1) Cinema and Television Company 3) Recta Film
- 1174 2) P. Tovaglia (Italy) 1970 3) Rivista Ottagono
- 1175 1) High-performance Automobile 2) Tadasu Fukano+Hideo Mukai (Japan) 3) Nissan Prince Car Dealers
- 1176 1) Printing Company 3) Howard Division
- 1177 1) Newspaper Publisher 2) Rudolph de Harak (USA) 3) Racine Press
- 1178 1) Importer 2) Theo Dimson (Canada) 3) William R. Rundle Ltd.
- 1179 1) Printing Company 2) Giovanni Brunazzi (Italy) 3) Poligrafico Roggero & Tortia
- 1180 1) Trade Fair 2) Peter Wehr (Germany) 3) International Roll-Laden-Fachmesse

- 1181 1) Graphic Studio 2) Francesc Guitart (Spain) 3) Riessit S.A.
- 1182 1) Clothing Shop 2) Rinaldo Cutini (Italy) 3) Remo Argenti
- 1183 1) Advertising Agency 2) Adrian Frutiger (France) 3) Arma
- 1184 1) Soft Drink Company 2) Sandgreen & Murtha, Inc. (USA) 3) Royal Crown Cola
- 1185 2) North Pacific Bank Note (USA)
- 1186 1) Concrete Company 2) Primo Angeli (USA) 3) Rhodes and Jamieton
- 1187 2) Marcel Wyss (Switzerland) 3) Rolf Jenni
- 1188 1) Industrial Equipment 2) Arthur Irizawa (Canada) 3) Robin-Nodwell Mfg. Co.
- 1189 1) Department Store 2) Max Huber (Italy) 3) Rinascente
- 1190 1) Design Studio 3) Willy Röttges
- 1191 2) Giulio Confalonieri (Italy) 3) Ditta Piriv.
- 1192 1) Advertising Agency 3) Said Maden
- 1193 1) Refinery 2) Roger-Virgile Geiser (Switzerland) 3) Raffinerie du Rhône
- 1194 1) Women's Wear 2) Tom Carnase+Herb Lubalin (USA) 3) Formfit Rogers
- 1195 2) M. Dradi (Italy) 1970 3) Collezione Nai
- 1196 1) Advertising Agency 2) Tom Woodward (USA) 3) Radio Advertising Agency
- 1197 2) Marcel Wyss (Switzerland) 3) Otto Rohrbach
- 1198 2) Walter Landor (USA) 3) Royal Industries
- 1199 1) Record Shop 2) S. Neil Fujita (USA) 3) Record Source Inc.
- 1200 1) Building Company 2) Chris Yanoff Ltd. (USA) 3) Romfield Building Corp.
- 1201 1) Motion Picture Projector Products 2) Appelbaum & Curtis (USA) 3) Richmond Research Corp.
- 1202 1) Seed Company 2) Raymond Loewy/William Snaith, Inc. (USA) 3) Roger Brothers Seed Co.
- 1203 2) Zipper Manufacturer 2) Pierre Gauchat (Switzerland) 3) Officine Riri S.A.
- 1204 1) Biochemical Industry 3) R.J.Reynolds Industries, Inc.
- 1205 1) Certification Mark for Carpentry Products 2) Bror B. Zetterborg (Finland) 3) Rakennuspuusepanteollisuus R.Y.
- 1206 1) Broadcasting 2) Erberto Carboni (Italy) 3) Radio Televisione Italiana
- 1207 1) Publishing 3) Rowohlt Verlages
- 1208 1) Interior Design 2) Carlo Vivarelli (Italy) 3) Renggli
- 1209 1) Metals Company 2) F.H.K.Henrion (Great Britain) 3) Rapp Metals, Ltd.
- 1210 2) Larry Klein (USA) 3) Rowell Laboratories
- 1211 1) Automobiles 2) Bill Hyde (USA) 3) Renault of France
- 1212 1) Restaurant 2) Mei-chung Tung (China) 3) World Restaurant
- 1213 1) Television & Film Production 2) Chermayeff & Geismar Assoc. (USA) 3) Screen Gems Inc.
- 1214 2) Peter Andermatt (Switzerland)
- 1215 2) Luigi Montaini+Till Neuburg (Italy) 3) Spincers

- Limited
- 1216 1) Stenographic Services 2) Koichi Oka (Japan) 1968
3) Kokusaishiki Sokki Kenkyujo
- 1217 1) Book Store 2) Yasaburo Kuwayama (Japan) 1972
3) Shinkodo
- 1218-9 1) Bank 2) Adolf Flückiger+Rosshäuser BE
(Switzerland) 3) Project (Swiss Credit Bank)
- 1220 1) Photocopy Company 2) Heini Schmid (Switzerland)
3) Spühler Fard-Photo-Reproduktionen
- 1221 1) Electronics 2) Carl Seltzer (USA) 3) United
Semiconductor Assoc.
- 1222 1) Broadcasting 2) Kimihito Obashira (Japan) 1968
3) Shinetsu Broadcasting System Inc.
- 1223 2) Josef Autherid (Austria)
- 1224 1) Printing Company 3) Kojima Seibi Do
- 1225 1) Power Company 2) Michel Waxmann (Belgium)
3) SONELGAZ (National Electric and Gas Company of
Algeria)
- 1226 1) Precision Instrument Maker 2) Makoto Yoshida
(Japan) 1962 3) Sankyo Seiki
- 1227 1) Bandage Manufacturer 2) Uli Schierle (Germany)
3) Schoeneck
- 1228 2) Walter Ballmer (Italy) 1946 3) Arson-SiSi
- 1229 3) Clarence Lee (USA)
- 1230 1) Printing Company 2) Noboru Yamamoto (Japan)
3) Shinko Printing Co., Ltd.
- 1231 1) Earthenware Manufacturer 2) Kurt Wirth (Switzer-
land) 3) Hans Schneider
- 1232 1) Custom T. ilors 2) Dickens Design Group (USA)
3) I. Spencer & Co. (Chicago)
- 1233 1) Exhibition Equipment Rental Company 2) Ernst Roch
(Canada) 3) Standard Show Services Ltd. (Montreal)
- 1234 1) Instruments for Detecting Radioactivity 2) Ernst
Roch (Canada) 3) Simtec Ltd. (Montreal)
- 1235 1) Women's Wear Company 2) Gérard Ifert (Switzer-
land) 1961 3) Sifem
- 1236 1) Manufacturer of Modular Systems 2) Kenji Yoshizumi
(USA) 3) Systems Components
- 1237 1) Tire and Rubber Manufacturers 2) Scherr & McDermott
(USA) 3) Seiberling
- 1238 1) Construction Company 2) Baer Cornet (Nether-
lands) 3) Syn-Bouw NV
- 1239 1) Engineering Society 2) Roger-Virgile Geiser
(Switzerland) 3) Swiss Engineering Society
- 1240 1) Spinning and Weaving Company 2) Otl Aicher
(Germany) 3) Stuttgarter Gardinenfabrik
- 1241 1) Art Gallery 2) Davic Pelham (Great Britain) 1963
3) Soho Gallery Ltd.
- 1242 1) Computer Services 2) Herbert Spencer (Great
Britain) 3) Cambridge Computer Services
- 1243 1) Insurance 2) Diggelmann+Mennel (Switzerland)
3) SECURA Insurance
- 1244 1) Metal Processing 2) Peter Schaufelberger (Switzer-
land) 3) Stierli & Kobelt
- 1245 1) Pharmaceuticals 2) World Design Center (Japan)
3) Sato Pharmaceutical Co.
- 1246 1) Electronic Measuring Instruments Maker
3) Shivasoku

- 1247 1) Transport Company 2) Chermayeff & Geismar As-
sociates (USA) 3) Seatrain Lines Inc.
- 1248 1) Testing Laboratories 2) Ted Trinkaus (USA)
3) State Testing Laboratories
- 1249 1) Blueprint Shop 2) Robert Sessler (Germany)
- 1250 1) Bank 2) Saul Bass (USA) 3) Security First
National Bank
- 1251 1) Building Materials Manufacturer 2) Randall R.
Roth (USA) 3) Speedrack
- 1252 1) Chemicals 2) Luigi Montaini+Till Neuburg (Italy)
3) Saponfoil
- 1253 1) Printing Company 2) Luigi Montaini+Till Neuburg
(Italy) 3) Scotti
- 1254 1) Valve Manufacturer 2) Benson Crane (USA)
3) Syosset Valve Co.
- 1255 1) Shoe Manufacturer 2) Aldo Calabresi+Studio Boggi
(Italy) 3) Superga Industria Scarpe
- 1256 1) Furniture 2) Howard York (USA) 1969 3) Scope
Furniture
- 1257 1) Cable Manufacturer 2) Armin Hofmann (Switzerland)
3) Däniken
- 1258 1) Dance Studio 2) Felix Beltrán (Cuban) 3) Sandor
- 1259 1) Machine Manufacturer 2) Albe Steiner (Italy)
3) Stagni
- 1260 1) Magazine 2) Shigeo Fukuda (Japan) 3) Sankei Ad
Monthly
- 1261 1) Saccharin Maker 2) Dr. Hahn (Germany)
- 1262 1) Trading Company 3) Schenk Co.
- 1263 1) Underwater Diving Equipment 2) Porter, Goodman &
Cheatham (USA) 3) Scubapro
- 1264 2) Toshio Shiragami+Tetsuo Noda (Japan) 1970 3) Kob
1265 3) Atelier Hansruedi Scheller
- 1266 2) June Fraser+Design Research Unit (Great Britain)
3) Slinger
- 1267 1) Theater 2) Charles Fuhrman (USA) 3) Saratoga
Performing Arts Center
- 1268 1) Stereo Tape Equipment 2) Michael Pacey (Great
Britain) 1971 3) Stereo Tape Equipment Ltd.
- 1269 2) Saul Bass & Associates 3) Ducommun
- 1270 2) Robert Sessler (Switzerland) 3) Shaffhaus Cotton-
Wool Co.
- 1271 1) Illustrators' Association 2) Bradbury Tompson
(USA) 3) Society of Illustrators
- 1272 1) Manufacturer of Duplicating Equipment 2) Minale,
Tatterfield Ltd. (Great Briain) 3) Rank Xerox
- 1273 1) Printing Company 2) Francis R. Esteban (USA)
3) Edwin H. Stuart, Typographer
- 1274 1) Luggage Manufacturer 2) Saul Bass (USA)
3) Samsonite
- 1275 2) A. Sganzerla (Italy) 1970 3) Nino Soldano
- 1276 1) Furniture Manufacturer 2) Hans Kleeefeld (Canada)
3) Stancor Ltd.
- 1277 1) Advertising Agency 3) Sowa Advertising
- 1278 1) Industrial Piping Company 2) Richard Osborne (USA)
3) Soehnen Industrial Piping Co.
- 1279 1) Private Symbol 2) Karol Syta (Poland) 3) Karol
Syta
- 1280 1) Tape-Recorder Manufacturer 2) Bob Noorda (Italy)

- 3) Sonika
- 1281 2) Malcolm Grear (USA) 3) Standard International
Corp.
- 1282 1) Automotive Industry 2) Masamichi Tezeni (Japan)
1958
- 1283 1) Subway
- 1284 1) Printing Company 2) Piero Sonsoni (Italy)
3) Sagdos
- 1285 1) Paper Products 2) Hiram Ash+George Nelson & Co.,
Inc. (USA) 3) Scott Paper Co.
- 1286 1) Department Store 2) Push Pin Studios (USA)
3) Franklin Simon
- 1287 2) Romano Chicherio (Switzerland) 3) Stisa, Lugano
- 1288 1) Knit Products 2) Zbigniew Marjanowski (Poland)
3) Sira
- 1289 1) Hotel 2) Yorikazu Hirata (Japan) 3) Station Hotel
Kyoto
- 1290 1) Paper Manufacturer 3) Papeteries de Serrieres S.a.
- 1291 1) Paper Manufacturer 2) Hans Weber (Switzerland)
3) Seelal
- 1292 1) Printing Company 2) Leone Sbrana (Italy) 1968
3) G. Spinelli
- 1293 1) Photographic Studio 3) Gate way Studio
- 1294 1) Printing Company 2) Paul Gabor (France) 3) Simoneau
Imprimeur
- 1295 1) Design Studio 3) Stone Assoc. (USA) 1970
- 1296 1) Film Productions 2) John R. Rieben (USA) 1971
3) Summit Film
- 1297 1) Type Foundry 2) Geoffrey Lee (Great Britain)
3) Project
- 1298 1) Building Material Company 2) Jorgen Johansen
(Denmark) 3) Scanbyg
- 1299 2) Robert Rakela (USA) 1971 3) Spivak-Bolinger
- 1300 1) Chemicals 2) Sadao Sugaya (Japan) 3) Sugaya
Chemical Co.
- 1301 1) Investment Firm 2) Gips & Danne (USA) 3) Shearson
Hammill & Co.
- 1302 1) Hotel 2) Hiroshi Ohchi (Japan) 3) Project
- 1303 2) Hiroshi Ohchi (Japan) 1963 3) S.H. Associates
- 1304 1) Printing Company 2) Atelier Walter Diethelm
(Switzerland) 3) H. Siegener
- 1305 2) Sumio Hasegawa (Japan) 1968 3) Sumiimoto
Bowling Office Inc.
- 1306 1) Railroad 2) Gerard Douwe (Netherlands) 3) Nether-
lands Railways Ltd.
- 1307 1) Paper Supplies 2) Jack Larkin (Great Britain)
3) Spicers Limited
- 1308 1) Chemicals 2) Jacques Richez (Belgium) 3) Project
- 1309 1) Film Productions 2) Mitsuo Katsui (Japan)
3) Sunayama Production
- 1310 1) Employment Agency 2) Gilles Fiszman (Belgium)
3) Staff Selection and Service
- 1311 1) Textile Manufacturers 2) A. G. Fronzoni (Italy)
1964 3) Sobrero (Genoa)
- 1312 2) Hiroshi Konno (Japan) 1967 3) Salon Santorian
- 1313 1) Spice Company 2) Koji Kato (Japan) 3) Sun Spice
Inc.
- 1314 2) P. Zuerrer (Switzerland) 3) Sprecher & Schuh Ltd.

- 1315 2) Richard Osborne (USA) 3) Solid State Instrument
Laboratories
- 1316 1) Printing Company 2) Elias Stieger (Germany)
3) Stieger Siebdruck Kaiserstuhl
- 1317 1) Floor Coverings 2) Otto Krämer (Switzerland)
3) Schaffroth and Spati
- 1318 1) Private Symbol 2) 3) Michel Olyff (Belgium)
- 1319 1) Oil Company 2) Michel Waxmann (Belgium) 3)
SONATRACH (National Petroleum Company of Algeria)
- 1320 1) Air Service Company 2) Michel Waxmann (Belgium)
3) S.T.A.
- 1321 1) Electrical Engineers 2) Roger Turpin+Anthony
Smith+Roger Turpin Ltd. (Great Britain) 3) Stoneman
and Turpin Ltd.
- 1322 1) Distributors of Scandinavian Cutlery and Pottery
2) George Daulby (Great Britain) 3) Svensk Tableware
Ltd.
- 1323 1) Design Studio 2) 3) Schwartz/Wasyng Incorporated
(USA)
- 1324 1) Hose Manufacturer 2) Alfred Weiss (Switzerland)
3) Shochwernecke AG.
- 1325 1) Textile Manufacturer 2) Gérard Ifert (France)
1961 3) Sincotex
- 1326 1) Electronics Company 2) Jacques Nathan-Garamond
(France)
- 1327 1) Building and Civil Engineering Contractors
2) F.H.K. Henrion (Great Britain) 3) Arthur Sanders
Ltd.
- 1328 1) Photo Studio 2) Marcel Wyss (Switzerland)
3) Boland Von Siebenthal
- 1329 1) Tape Machines 2) David Caplan (Great Britain)
3) Soundguide Ltd.
- 1330 1) Electrical Appliances 2) Ernest Witzig (Switzer-
land) 3) Project (Electrolux International)
- 1331 1) Road Construction Company 2) Robert Sessler
(Switzerland)
- 1332 1) Desk Manufacturer 2) Ernst Roch (USA) 3) Standard
Desk Ltd.
- 1333 1) Gramophone Manufacturer 2) Walter Herdeg (Switzer-
land)
- 1334 1) Textile Manufacturer 2) F. Jenny (Switzerland)
1969 3) Swiss Textile Manufacturers
- 1335 3) J. Stemmler+Co. (Zürich)
- 1336 1) Bank 2) Marcel Wyss (Switzerland) 3) Spar and
Leihkasse (Bern)
- 1337 1) Insurance 2) Walter Reichen+Max Lenz (Switzer-
land)
- 1338 1) Building Materials Company 2) Fred Witig/George
Nelson & Co., Inc. (USA) 3) Structural Products Inc.
- 1339 2) M. Mantilaro+R. Del Sordo (Italy) 1970 3) SIAG
- 1340 1) Animal Feeds and Fertilizers 2) George Collett
(Great Britain) 3) Scottish Agricultural Industries
- 1341 1) Glassmaker 3) Project (B.S.N. Bousois Souchon
Neuvesel)
- 1342 1) Linoleum Maker 2) Carlo Vivarelli (Switzerland)
- 1343 1) Design Studio 2) Herb Lubalin (USA) 3) Sudler,
Hennessey & Lubalin
- 1344 1) Council 2) Don Kano+Will Martin Design Associates

(USA) 1971 3) Los Angeles Council of Priests
 1345 1) School 2) David L. Burke (USA) 3) School of Social Service Administration
 1346 1) Machine Manufacturing and Service Company 2) Erhard Meier/Ernst Bächotold (Switzerland)
 1347 1) Anti-Burglar Service 2) John Hughes (Great Britain) 1963 3) Security Consultants Ltd.
 1348 1) Theater 2) Heiri Steiner (Switzerland) 3) Schauspielhaus Zürich
 1349 2) Franco Grignani (Italy)
 1350 1) Rope Products 2) Wladyslaw Stanczykowski (Poland) 1970 3) Technolin Technical Rope
 1351 1) Telephone Company 3) Hawaiian Telephone Company
 1352 1) Transit System 2) Chermayeff & Geismar Associates (USA) 3) Massachusetts Bay Transportation Authority
 1353 1) Advertising Agency 2) Kazumasa Nagai (Japan) 1966 3) Tokyo Advertising
 1354 1) Bank 2) Ikko Tanaka (Japan) 1967 3) Bank of Tokyo
 1355 1) Laundry 2) Ernst Roch (Canada) 3) Toilet Laundries Ltd.
 1356 1) Coffee Industry 2) Luigi Montaini+Till Neuburg (Italy) 3) A.L. Teichner
 1357 2) David L. Burke (USA) 3) Teleflex
 1358 1) Art Gallery 2) Kohei Sugiura (Japan) 3) Tokyo Gallery
 1359 1) Television Broadcasting 2) June Fraser+Design Research Unit (Great Britain) 3) ABC TV
 1360 1) Manufacturing and Trucking Corporation 2) Sandgren & Murtha, Inc. (USA) 3) Tyler Industries
 1361 1) Trading Company 2) Masayoshi Nakajo (Japan) 3) Takahashi Shoji
 1362 1) Meters 2) Yasaburo Kuwayama (Japan) 1963 3) Tatsuno
 1363 2) Ben Bos (Netherlands) 1969 3) Randstand Uitzendbureau
 1364 1) Clothing Manufacturer 2) Lester Beall (USA) 3) Titeflex Inc.
 1365 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) Project (Geigy)
 1366 2) Wladyslaw, Stanczykowski (Poland) 3) Modehaus Telimena
 1367 1) Design Center 2) Michel Olyff (Belgium) 3) L'Institut d'Esthétique Industrielle pour la Belgique et le Grand-Duché de Luxembourg
 1368 1) Multi-Service Organization 2) Sandgren & Murtha, Inc. (USA) 3) Transamerica
 1369 1) Advertising Agency 2) Francesc Guitart (Spain) 3) Tecnicas de comunicacion
 1370 1) Paper-Board Products 2) Derek Birdsall (Great Britain) 3) Project
 1371 1) Transport Company 2) Shigeya Sakai (Japan) 3) Tokyo Helicopter Lines
 1372 1) Transformer Factory 2) Herbert Prugot (Germany)
 1373 1) Road Building Company 2) Pham Phu Oanh (Germany) 3) Unioniefbau GmbH
 1374 1) Publisher 2) Anna Simons (Germany) 3) Trajanus
 1375 1) Petrochemicals 2) Yusaku Kamekura (Japan) 1960 3) Toa Nenryo Petrochemical Industry

1376 1) Chemical 3) Toyo Linoleum
 1377 1) Geographic Office 2) Magalhaes+Moronha+Pontual (Brazil) 3) Brazilian Institute of Geography and Statistics
 1378 1) Book Store 2) Shigeo Katsuoka (Japan) 3) The Todoko Shoten
 1379 1) Dramatic Society 2) Joe Bottoni (USA) 1970 3) National Thespian Society
 1380 1) Automotive Industry 2) Yasaburo Kuwayama (Japan) 1971 3) Toyota Astra
 1381 1) Hotel 2) Ernst Keller (Switzerland) 3) Turmhotel Bad Zurzach
 1382 1) Insulation of Cables 2) Josef P. Graber (Switzerland) 3) Textima
 1383 1) Children's Clothing Manufacturer 2) Gérard Ifert (Switzerland) 1969 3) TeC
 1384 2) Margaret Malast+Alan Peckolick (USA) 1971 3) Time Equities
 1385 1) Cutlery 2) Toshio Ito (Japan) 3) Takeuchi Hamono
 1386 2) Silvio Coppola (Italy) 1970 3) Tigamma
 1387 2) Kyuyo Kajino (Japan) 1968 3) Teisen Interior
 1388 1) Hotel 3) Toring Mot-Hotel
 1389 1) Art Gallery 2) Erberto Carboni (Italy) 3) Toninelli
 1390 1) Photo Studio 2) R. Manson+V. Zuffellato (Italy) 3) Tito Piccoli Fotografo
 1391 1) Printing Company 2) John Sposato (USA) 3) Taylor Printing
 1392 2) Yasaburo Kuwayama (Japan) 3) Project (Group Typo)
 1393 3) Tripub
 1394 1) Administrative service organization 2) Robert Pease (USA) 3) Tax Shield, Inc.
 1395 1) Technology Transfer 2) Jerry Berman (USA) 1970
 1396 1) Stereo Tapes Manufacturer 2) Nicolas Sidjal 3) United Stereo Tapes
 1397 1) Book Symbol 2) Yasaburo Kuwayama (Japan) 1969 3) Asagaya Art School
 1398 1) Paper Manufacturer 2) Yusaku Kamekura (Japan) 3) Toho Shigyo Co., Ltd.
 1399 1) Public Relations 2) Adrian Frutiger (France) 3) Totem
 1400 1) Machine Manufacturer 2) Lee Mason (Australia) 3) Turnover Cradle
 1401 1) Broadcasting 2) Carlo Vivarelli (Switzerland) 3) Schweizer Fernsehen
 1402 1) Church 2) Michel Olyff (Belgium) 3) Abbaye de Saint-André (Brussels)
 1403 1) Theater 2) Albe Steiner (Italy) 3) Teatro Popolare Italiano
 1404 1) Textile Industry 2) Luigi Montaini+Till Neuburg (Italy) 3) Tintoria Paolo Barzaghi Spa
 1405 1) Brokerage House 2) Sandgreen & Murtha, Inc. (USA) 3) TPO, Inc.
 1406 1) Printing Company 2) Freeman Crow (USA) 3) Tri-Art Press, Inc.
 1407 1) Resort 2) Carlo Bruni (Italy) 1970 3) Terme di Salsomaggiore
 1408 1) Barber 2) Studio Coppola (Italy)
 1409 1) Broadcasting 2) Kei Ichikawa (Japan) 1960 3) TBS

1410 1) Consultant 2) Humbert+Vogt (Switzerland) 3) Toby Rodes
 1411 1) Textile Industry 2) Adrian Frutiger (France) 3) Tissages Normands Réunis
 1412 1) Studio 2) Max Huber (Italy) 3) Studio TAAU
 1413 3) Benson Needham Univas
 1414 1) Television Recording 2) Seldon Dix (USA) 3) Tele Tape Productions
 1415 2) Yusaku Kamekura (Japan) 1971 3) Takatsuki Resort Lane
 1416 1) Airline 2) Raymond Loewy/William Snaith, Inc. 3) Trans World Airlines
 1417 2) Hermann Viri (Germany)
 1418 1) Chemicals Manufacturer 2) Wojciech Zamecznik (Poland)
 1419 1) Chemicals 2) Kenji Ito (Japan) 3) Taiping Chemical Industry Ltd.
 1420 1) Tobacco Specialist 2) Adolf Flückiger (Switzerland) 3) Swiss Tobacco Specialist
 1421 1) Catholic Church 2) Werner Andermatt (Switzerland)
 1422 1) Travel Bureau 2) Wataru Sawahashi+Machiko Okano (Japan) 1968 3) Toko Travel Service Co., Ltd.
 1423 1) Travel Bureau 2) Yusaku Kamekura (Japan) 3) Tokyu Travel Service
 1424 1) Printing Company 2) F.H.K. Henrion (Great Britain) 3) Project
 1425 1) Textile Museum 2) J. Malcolm Grear (USA) 1969 3) Merrimack Valley Textile Museum
 1426 1) Construction and Road Building 2) Ronald Armstrong Design Research Unit (Great Britain) 3) Tarmac Limited
 1427 1) Subway 2) Hans Weckerle (Germany)
 1428 1) Serigraphy 2) Kurt Wirth (Switzerland) 3) Albin Uldry
 1429 1) Typewriter Manufacturer 2) Giovanni Pintori (Italy) 3) Underwood
 1430 1) Clothing 2) Yusaku Kamekura (Japan)
 1431 1) Insurance 2) Walter Landor Associates (USA) 3) Unigard Insurance Group
 1432 1) Business Supplies 3) Uchida-Yoko
 1433 1) Clock Manufacturer 3) Bulova Uhren
 1434 1) Social Service Organization 2) Sandgreen & Murtha, Inc. (USA) 3) Urban Coalition
 1435 1) Trademark 2) Chris Yanoff+Manfred Gotthans (Canada) 3) United Dominions Corp.
 1436 1) Electrochemical Industry 2) Paul Gabor (France) 3) Société d'Electro-Chimie d'Ugien
 1437 1) Glass Maker 2) David Caplan (Great Britain) 1963 3) United Glass Ltd.
 1438 2) Heiner Zinckgraf (Germany)
 1439 1) Translation Service Subsidiary 2) Gottschalk+Ash Ltd. (Canada) 3) Champlain Container Corp.
 1440 2) Enrico Trabacchi (Italy) 1971 3) C & B ITALIA
 1441 1) Bank 3) United Virginia Bank
 1442 1) Fiber Manufacturer 2) Arthur Boden (USA) 3) United Yarn Co.
 1443 2) John Sposato (USA)
 1444 1) 20th Anniversary Commemorative Publication 2) Jitsuo Hayashi (USA) 3) The United Nations Association

1445 1) University 2) Bob Noorda (Italy) 1970 3) Università Internazionale Dell'Arte
 1446 1) Broadcasting 2) Seldon Dix, Jr (USA) 3) Time News Tour of the USA
 1447 1) Government Information Agency 2) Christopher Pullman (USA) 1970 3) United States Information Agency
 1448 1) Film Festival 2) Jack Summerford (USA) 1971 3) U.S.A. Film Festival
 1449 1) University Arts Faculty 2) Walter Jungkind (Canada) 3) The University of Alberta
 1450 1) Steel Manufacturer 2) Emil O. Biemann+Lippincott & Margulies (USA) 3) United States Steel Corporation
 1451 1) Museum 2) Wim Crouwel (Netherlands) 3) Municipal Museum van Abbe. (Eindhoven)
 1452 1) Toy Makers 2) Hiroshi Ohchi (Japan)
 1453 1) City Emblem 2) National Art Institute Urbino (Italy) 3) Project (Urbino)
 1454 1) Publisher 2) Studio Genovesi (Italy) 1970 3) Utet Sansoni Edizioni Scientifiche
 1455 1) Parcel Delivery Service 2) Paul Rand (USA) 3) United Parcel Service
 1456 1) Sinks and Faucets Manufacturer 2) Randall R. Roth (USA) 3) Vance Industries, Inc.
 1457 1) Bank 2) Helmuth Kurtz (Switzerland) 3) Schweizerische Volksbank
 1458 1) Publisher 2) Heiri Steiner (Switzerland) 3) Editions Alpha
 1459 1) Furniture 2) StePhan Kantscheff (Bulgaria) 3) LipaSilistra Möbel
 1460 1) Precision Machines Manufacturer 2) Rémy Peignot (France) 3) Virax
 1461 1) Designers' Association 2) Boudewijn Delarer (Belgium) 3) Association of Designers
 1462 1) Chemical Industry 2) Marcello Minale (Finland) 1963 3) Vuori Kemia
 1463 1) Publisher 2) Wilhelm Holzinger (Germany) 1961 3) Verlagszeichen
 1464 1) Chemicals 2) Ryszard Sidorowski (Poland)
 1465 1) Electric Surveying Machine Manufacturer 2) Matthew Leibowitz (USA) 3) Vector Manufacturing Co.
 1466 1) Cosmetics 2) Rudolf Meyer (France) 1967 3) Vanda (USA)
 1467 2) Hans Thöni (Switzerland) 3) Baumeisterverband
 1468 1) Volunteer & Information Center 2) Ken White (USA) 3) Volunteer & Information Center of Boulder County
 1469 1) Publisher 2) Wilhelm Holzinger (Germany) 1961 3) Verlagszeichen
 1470 1) Electrical Appliances Manufacturer 2) Hans Knöpfli (Switzerland) 3) Urs Walther
 1471 1) Automobile Company 3) Volkswagen (Germany)
 1472 1) Recording Company 2) Peter Windett+John Astrop (Great Britain) 3) Vox Sound Ltd.
 1473 1) Glass Factory 2) Till Neuburg (Italy) 3) Vetreria di Vemante
 1474 1) Tourist Bureau 2) Herbert P. Gersin (USA) 3) Alfredo Vidal Inc.
 1475 1) Building Company 2) Milner Gray+Design Research Unit (Great Britain) 3) Building Center

1476 1) Camera Manufacture and Sales 2) Alan Peckolick+ Herb Lubalin (USA) 3) Visual Graphics Corporation (California)

1477 1) Shipyard 2) Michael Russell (Great Britain) 3) Verolme United Shipyard

1478 2) Kurt Weidemann (Germany)

1479 1) Men's Clothing Manufacturer 2) S.U.G. Poenitsch (Germany) 3) Vogel

1480 2) Eric Steinmueller (Argentina)

1481 1) Chemicals 2) Dr. Hahn (Germany)

1482 1) Food Retailer Association 2) Hans Hartmann (Switzerland) 3) Velede

1483 2) Walter Brecker (Germany)

1484 1) Dry Fruits 2) Max Huber+Studio Boggeri (Italy) 3) Vitam

1485 1) Printing Company 2) Bruno Pfäffli+Atelier Frutiger (France) 3) Druckerei Winterthur AG.

1486 1) Engineering 2) Ken Garland (Great Britain) 3) The Weir Group of Companies

1487 1) Shopping Plaza 2) Chermayeff & Geismar Associates (USA) 3) Worcester Center

1488 1) Advertising Agency 2) Minale, Tatterfield Ltd. (Great Britain) 3) C.P. Wakefield Ltd.

1489 2) Stuido Boggeri (Italy)

1490 1) Kitchen Utensils Maker 2) Max Huber+Studio Boggeri (Italy) 3) Scel

1491 1) Paint and Cement Products 2) Lester Beall Inc. (USA) 3) Western Gypsum Products Ltd.

1492 1) Drill Maker 2) Walter Sauer (Germany)

1493 1) Electrical Appliances 2) Paul Rand (USA) 3) Westinghouse

1494 1) Printing Company 3) Wetter Cliches

1495 1) Advertising Agency 2) Dr. Hahn (Germany)

1496 2) Walther Bergmann (Germany)

1497 1) Bank 2) Ken Parkhurst (USA) 3) Washington Mutual Savings Bank

1498 1) Import Firm 2) Giulio Confalonieri (Italy) 3) Project (The Whisky House)

1499 1) Landscape Designer 2) Clemente Lagundimao, Jr. (USA) 3) George Walters

1500 1) Fire Extinguisher Manufacturer 2) Mario Trüb (Switzerland) 3) Walde

1501 1) Textile Manufacturer 2) Erkki Ruuhinen (Finland) 3) Wetterhof

1502 1) Carpets 2) Brian Denyer (Great Britain) 3) Walter Jay Contract Carpets

1503 1) Freight Lines 2) James Cross (USA) 3) Westransco Freight Lines

1504 1) Dispensary 2) Herbert Auchli (Switzerland)

1505 2) Anthony Smith/Roger Turpin (Great Britain) 3) Project

1506 1) Bank 2) Manfred Gotthavs+Chris Yaneff (Canada) 1965 3) Waterloo Trust & Savings Co.

1507 1) Travel Bureau 2) Conrad E. Angone (USA) 3) Westcoast

1508 1) Whisky Importing Firm 2) Giulio Confalonieri (Italy) 3) Project

1509 1) Precious Metals Shop 2) Yusaku Kamekura (Japan)

3) Wako

1510 2) Hans Ruth Albitz (Germany)

1511 2) Leo Pernitsche (Austria)

1512 1) Theater Group 3) Theatergruppe der Wuppertaler Bühnen (Germany)

1513 1) Publisher and Printing Company 2) Otto H. Treumann (Netherlands) 3) Wolter-Noordhoff

1514 1) Electric Company 2) K. Stadelmann & H. Bisig (Switzerland) 3) Burkhalter & Hufschmid

1515 2) Jeffrey Wilkinson (Great Britain) 3) Welliss Group Services Ltd.

1516 1) Publisher 2) Jaroslav Bradac (Great Britain) 3) Library Press (New York)

1517 1) Fiber Processing Manufacturer 2) Rudolf Bircher (Switzerland) 3) Werner Müller

1518 1) Furniture Design Company 3) Georg Jansen Inc.

1519 2) Jan Jaring (Netherlands) 3) Van Wijk & Visser

1520 2) Jeffrey Wilkinson (Great Britain) 3) DPW Associates Ltd.

1521 2) Heiner Zinkgraf (Germany)

1522 1) Artists Materials Manufacturers 2) H.A. Rothholz & Associates (Great Britain) 3) Winsor & Newton Ltd.

1523 2) George Lenox (USA) 3) East-West Center Press

1524 2) Max Koerner (Switzerland) 3) Wolf & Son

1525 1) Broadcasting 2) Neil Fujita (USA) 3) Worldwide Broadcasting Company

1526 1) Art Gallery 2) Paul Orvath 3) Art Galley X

1527 1) Art Gallery 2) Giulio Confalonieri (Italy) 3) Galleria Milano

1528 1) Building Stone 2) Theo Sudbrack (Germany) 3) Gebr. Risse, Steinwerke Warstain

1529 1) Design Studio 2) Anders Pehrson (Sweden) 3) Atelje Lyktan

1530 1) Chemical Fiber Manufacturer 3) Exlan

1531 1) Canned Food Products 2) Nedo Mien Ferrario (Venezuela) 3) Cordon Bleu de Venezuela SA.

1532 1) Art Exhibition 2) Bruno Munari (Italy) 3) Symbol for Tenth Triennale of Milan

1533 1) Furniture Manufacturer 2) Hans Schacht (Germany)

1534 2) Leo Lionni (USA) 3) Modern Arts Museum

1535 1) Furniture Store 2) Sigeji Kobayashi (Japan) 1967 3) Yamatoya Kaguten

1536 1) Camera Products 3) Yashica

1537 1) Sake Brewing 2) Tetsuo Katayama (Japan) 1968 3) Yaegaki Jyozo Kikai Co.

1538 1) Publisher 2) Kyosti Varis+Sek Advertising Ltd. (Finland)

1539 1) Design Studio 3) Yasui Design

1540 1) Design Studio 2) Howard York (USA) 1969 3) Howard York Design

1541 1) Sports Association 2) Jukka Veistola/Arti Laiho (Finland) 3) Finnischer Akademischer Sportverein

1542 1) Store Mannequin Maker 2) Takashi Kono (Japan) 3) Daiwa Manekin Company

1543 1) Colored Paper Projects 2) Shin Nakamura (Japan)

1544 1) Boutique 2) Motoko Naruse+Eiko Ishioka (Japan) 3) Yoji Yamamoto

1545 1) Private Symbol 2) Makoto Wada (Japan) 1966

3) Yoshihiro Tachiki

1546 1) Watch Band Maker 2) Akira Inada+Yuichi Nishiwaki (Japan) 3) Yuasa

1547 1) Pop Group 2) Crosby/Fletcher/Forbes (Great Britain)

1548 1) Men's Ready-made Suits 2) Daniel Maurel (France) 1967 3) Bernard Zins

1549 1) Paper Manufacturer 2) Paul Bühlmann (Switzerland) 3) Albert Ziegler

1550 1) Publisher 2) Romek Marber (Great Britain) 3) Zenith Books

1551 1) Process Engravers 2) Luigi Montaini (Italy) 1963 3) Zincotecnica

1552 1) Hotel 2) Atelier E.u.M. Lenz (Switzerland) 3) Hotel Zürich AG

1553 1) Advertising Agency 3) Volker Zahn

1554-5 1) Brick Manufacturer 2) Jörg Hamburger (Switzerland)

1556 1) Advertising Agency 3) Mark Zeugin

1557 1) Violin Maker 2) Kurt Wirth (Switzerland) 3) U.W. Zimmermann

1558 1) Cement Factory 2) Stephan Kantscheff (Bulgaria) 3) Zementwerke Vulkan

1559 1) Men's Ready-made Suits 2) Daniel Maurel (France) 1967 3) Project (Bernard Zins)

1560 1) Radio Company 2) Cioma Schönhaus (Switzerland) 3) Zinlmann & Co.

1561 1) Cafe 2) Donald Brun (Switzerland) 3) Zimmermann

1562 1) Lighter Maker 2) Yasaburo Kuwayama (Japan) 1961 3) Zaima Manufacture Co.

1563 1) Transportation Business 3) Zenkoku Tuun

1564 1) Automotive Industry 3) Opel

1565 1) Brick Manufacturer 2) Jörg Hamburger (Switzerland)

1566 2) Crosby/Fletcher/Forbes (Great Britain) 3) Zinc die casting year 69

1567 2) Armin Hofmann (Switzerland) 1948 3) Zubler Annoncen (Basle)

1568 1) Hotel 2) Walter R. Hunziker (Switzerland) 3) Zürich-Airport-Hilton

1569 1) Match Factory 2) Enzo Rösli (Switzerland) 3) Zip

1570 3) Mario Zanzi

1571 1) Airline 2) Minale, Tattersfield, Provinciali Limited (Great Britain) 3) Zambian Airways

1572 1) Fishing Supplies Maker 2) James D. Gilbert (USA) 3) Zoli Manufacturing

1573 2) W. Bruderer (Switzerland)

1574 1) Engineering 2) P. Zurrer (Switzerland)

(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.)

Index of type of industry, business, products, or service

Associations

25, 41, 45, 50, 75, 76, 82, 118, 134, 135, 144, 155, 202, 215, 239, 254, 258, 260, 286, 290, 293, 328, 338, 351, 360, 388, 403, 412, 416, 420, 427, 429, 438, 469, 474, 490, 511, 529, 537, 549, 593, 595, 622, 632, 637, 711, 736, 745, 780, 785, 792, 794, 804, 842, 850, 926, 950, 1005, 1012, 1036, 1041, 1044, 1075, 1082, 1100, 1118, 1132, 1221, 1239, 1271, 1334, 1344, 1349, 1379, 1434, 1461, 1467, 1482, 1512

Government

211, 270, 404, 568, 705, 707, 831, 862, 895, 1112, 1150, 1377, 1447, 1453, 1468

Schools; institutions; museums

36, 44, 62, 96, 164, 170, 182, 245, 264, 285, 304, 309, 324, 341, 348, 352, 461, 498, 509, 526, 569, 614, 655, 668, 726, 757, 761, 773, 809, 909, 910, 916, 921, 969, 983, 985, 988, 1026, 1118, 1141, 1157, 1210, 1216, 1249, 1315, 1345, 1367, 1402, 1421, 1425, 1445, 1449, 1451, 1534, 1541

Industry

8, 14, 15, 18, 72, 94, 133, 140, 148, 156, 169, 172, 175, 217, 236, 268, 275, 327, 410, 447, 454, 470, 494, 523, 534, 541, 739, 763, 826, 843, 825, 962, 976, 1007, 1188, 1198, 1226, 1236, 1237, 1257, 1259, 1382

Chemicals; plastics

43, 105, 107, 143, 231, 232, 243, 275, 343, 356, 357, 366, 378, 415, 418, 524, 584, 592, 765, 805, 912, 928, 929, 952, 958, 1016, 1052, 1079, 1094, 1114, 1204, 1252, 1300, 1308, 1376, 1418, 1419, 1462, 1464, 1481

Automotive industry

19, 21, 307, 623, 747, 911, 981, 1056, 1069, 1071, 1087, 1175, 1211, 1282, 1360, 1380, 1471, 1564

Electronics

2, 235, 244, 262, 452, 472, 481, 487, 489, 695, 756, 767, 770, 795, 882, 887, 899, 915, 1031, 1053, 1234, 1242, 1326

Manufactured products

9, 99, 100, 147, 158, 160, 185, 248, 276, 283, 310, 337, 375, 387, 392, 398, 411, 414, 436, 437, 457, 460, 475, 496, 565, 600, 615, 658, 680, 690, 691, 696, 699, 715, 720, 778, 793, 798, 800, 824, 832, 841, 845, 847, 856, 902, 927, 1025, 1054, 1062, 1065, 1076, 1091, 1135, 1170, 1197, 1201, 1203, 1227, 1231, 1254, 1255, 1263, 1274, 1324, 1341, 1346, 1350, 1357, 1362, 1429, 1433, 1437, 1452, 1456, 1473, 1476, 1490, 1492, 1500, 1505, 1522, 1533, 1536, 1542, 1546, 1560, 1562, 1569, 1572

Construction; architecture

10, 16, 31, 39, 40, 80, 88, 93, 106, 116, 201, 322, 353, 376, 380, 385, 405, 493, 523, 570, 572, 574, 591, 624, 646, 668, 671, 675, 692, 704, 764, 781, 796, 825, 860, 871, 884, 892, 897, 930, 954, 955, 973, 998, 1006, 1085, 1151, 1200, 1238, 1264, 1278, 1321, 1327, 1331, 1342, 1373, 1426, 1475, 1486, 1528, 1574

Building materials

194, 220, 222, 226, 332, 374, 433, 531, 575, 603, 661, 683, 703, 706, 728, 782, 876, 878, 1004, 1028, 1209, 1251, 1298, 1338, 1342, 1491, 1554, 1555, 1558

Investment; real estate

52, 87, 138, 362, 766, 779, 959, 1110, 1169, 1299, 1301, 1405

Steel; metals

53, 54, 196, 225, 238, 252, 272, 273, 393, 504, 630, 738, 859, 883, 896, 918, 971, 979, 980, 1113, 1121, 1209, 1153, 1244, 1450

Power

12, 64, 131, 186, 259, 273, 325, 488, 590, 1057, 1145, 1225

Jewelry

198, 312, 432, 937, 1509

Electric products

56, 85, 190, 219, 299, 372, 455, 463, 465, 473, 479, 496, 497, 508, 597, 636, 650, 724, 725, 808, 815, 866, 889, 900, 914, 923, 940, 1080, 1143, 1144, 1146, 1246, 1268, 1280, 1329, 1330, 1372, 1386, 1436, 1485, 1470, 1493, 1514

Food

6, 101, 127, 159, 206, 240, 339, 382, 389, 394, 443, 514, 528, 561, 621, 640, 659, 702, 718, 723, 811, 863, 865, 907, 956, 1014, 1048, 1064, 1136, 1184, 1313, 1356, 1484, 1531

Restaurants

185, 216, 422, 558, 678, 894, 1212, 1561

Brewing; distilling

367, 599, 626, 746, 758, 848, 1508, 1537

Textiles (clothing)

7, 38, 113, 124, 166, 189, 212, 247, 266, 428, 441, 462, 466, 551, 589, 617, 619, 638, 694, 722, 771, 776, 785, 797, 816, 820, 833, 845, 879, 885, 906, 908, 919, 922, 933, 934, 938, 987, 991, 993, 1008, 1020, 1049, 1050, 1103, 1106, 1163, 1194, 1232, 1235, 1240, 1288, 1311, 1325, 1364, 1383, 1404, 1411, 1430, 1442, 1479, 1501, 1502, 1517, 1530, 1548, 1559

Papermaking

90, 150, 271, 314, 315, 327, 688, 737, 790, 799, 830, 941, 1003, 1081, 1108, 1116, 1285, 1290, 1291, 1307, 1370, 1398, 1543, 1549

Fuel Oil

223, 317, 594, 604, 1010, 1046, 1051, 1059, 1067, 1115, 1193, 1319, 1357

Interiors (furniture, decorations, crafts)

37, 65, 86, 89, 91, 92, 321, 333, 336, 377, 449, 485, 510, 533, 560, 579, 612, 645, 653, 681, 682, 693, 710, 717, 762, 774, 801, 839, 857, 924, 975, 1030, 1045, 1074, 1095, 1147, 1171, 1205, 1208, 1256, 1276, 1317, 1332, 1367, 1459, 1518, 1535

Pharmaceuticals

11, 77, 165, 281, 316, 571, 573, 585, 586, 587, 588, 602, 629, 639, 672, 893, 1073, 1152, 1164, 1245, 1261, 1365

Cosmetics

108, 248, 300, 492, 515, 664, 812, 861, 920, 943, 1408, 1468

Trading companies; sales

79, 117, 149, 151, 163, 227, 253, 257, 306, 421, 423, 446, 458, 500, 684, 685, 729, 733, 735, 752, 1000, 1001, 1023, 1032, 1036, 1040, 1047, 1069, 1178, 1262, 1266, 1303, 1314, 1322, 1361, 1368, 1435, 1496, 1515

Retailing (department stores)

60, 139, 200, 210, 249, 311, 390, 445, 512, 536, 555, 581, 605, 644, 673, 688, 750, 806, 822, 829, 903, 1017, 1019, 1043, 1068, 1083, 1104, 1139, 1182, 1189, 1217, 1286, 1378, 1385, 1480, 1487, 1504, 1544

Broadcasting; communications

28, 59, 136, 334, 456, 522, 535, 596, 666, 769, 818, 986, 1011, 1035, 1060, 1122, 1142, 1159, 1177, 1206, 1222, 1260, 1351, 1359, 1401, 1409, 1446, 1523, 1525

Publishing

29, 46, 57, 58, 81, 84, 123, 146, 187, 192, 199, 230, 277, 282, 292, 298, 359, 395, 399, 413, 444, 450, 471, 478, 482, 484, 507, 633, 634, 647, 676, 701, 727, 742, 760, 777, 802, 814, 828, 844, 869, 885, 944, 957, 966, 972, 986, 1042, 1105, 1120, 1155, 1195, 1207, 1374, 1392, 1397, 1444, 1454, 1458, 1463, 1489, 1513, 1516, 1538, 1550

Printing

78, 98, 114, 173, 174, 191, 193, 207, 224, 229, 261, 267, 288, 296, 302, 347, 401, 402, 417, 435, 439, 448, 484, 476, 477, 521, 530, 557, 577, 582, 583, 598, 613, 789, 821, 836, 873, 880, 904, 967, 982, 995, 1021, 1033, 1034, 1055, 1058, 1083, 1086, 1124, 1125, 1128, 1130, 1131, 1156, 1160, 1176, 1179, 1224, 1230, 1253, 1273, 1284, 1292, 1294, 1297, 1304, 1316, 1391, 1406, 1424, 1428, 1465, 1494, 1551, 1551

Film (still and motion pictures)

168, 305, 451, 520, 544, 545, 546, 547, 552, 554, 563, 616, 616, 731, 759, 1077, 1089, 1154, 1161, 1173, 1213, 1220, 1249, 1293, 1296, 1309, 1328, 1390, 1414

Music (records; instruments)

186, 305, 791, 932, 945, 982, 1137, 1187, 1199, 1333, 1557

Art galleries

42, 97, 122, 181, 508, 611, 751, 1082, 1168, 1241, 1358, 1369, 1393, 1526, 1527

Agriculture (livestock)

83, 233, 610, 654, 994, 999, 1066, 1084, 1202, 1340

Tobacco products

88, 318, 330, 1420

Banks; financial institutions

34, 152, 171, 176, 177, 228, 241, 242, 251, 278, 289, 294, 301, 323, 342, 368, 370, 397, 467, 499, 538, 542, 567, 578, 714, 905, 953, 977, 1015, 1027, 1127, 1140, 1218, 1219, 1250, 1336, 1354, 1441, 1457, 1497, 1506

Insurance

48, 63, 256, 279, 313, 329, 358, 365, 480, 543, 888, 901, 951, 997, 1172, 1243, 1337, 1431

Business services (patent attorneys; research; others)

17, 24, 119, 121, 234, 263, 364, 384, 564, 713, 744, 754, 807, 834, 858, 949, 964, 974, 1090, 1102, 1119, 1149, 1162, 1233, 1272, 1305, 1310, 1394, 1395, 1410, 1432

Transportation (forwarding; postal service)

208, 213, 274, 303, 308, 340, 419, 670, 674, 697, 917, 939, 947, 968, 1022, 1247, 1263, 1306, 1352, 1371, 1427, 1439, 1455, 1503, 1563

Airlines

22, 33, 120, 250, 346, 355, 371, 424, 459, 491, 513, 656, 700, 741, 853, 1072, 1320, 1416, 1571

Travel agencies

51, 103, 157, 383, 677, 768, 851, 946, 1422, 1423, 1474, 1507

Hotels

32, 95, 102, 368, 642, 657, 686, 708, 709, 712, 810, 875, 942, 978, 1024, 1070, 1076, 1133, 1289, 1302, 1361, 1388, 1552, 1568

Amusements

7, 74, 132, 349, 442, 501, 517, 519, 527, 625, 629, 662, 687, 856, 936, 989, 1067, 1088, 1101, 1165, 1258, 1267, 1312, 1348, 1403, 1407, 1415

Laundries

110, 870, 1355

Display marks; exhibitions

27, 161, 178, 204, 218, 221, 284, 331, 468, 539, 601, 643, 748, 823, 854, 867, 1018, 1180, 1448, 1532, 1566

Advertising agencies

35, 69, 297, 379, 391, 495, 580, 813, 835, 868, 898, 965, 1013, 1096, 1183, 1192, 1277, 1357, 1369, 1399, 1488, 1495, 1553, 1568

Design studios

5, 20, 23, 30, 73, 104, 125, 145, 197, 287, 291, 295, 319, 320, 361, 362, 400, 407, 408, 409, 430, 431, 434, 516, 525, 550, 566, 719, 772, 783, 827, 838, 840, 852, 864, 874, 881, 890, 935, 964, 1029, 1037, 1039, 1063, 1109, 1126, 1134, 1181, 1190, 1285, 1295, 1323, 1343, 1412, 1529, 1539, 1540

Symbols used by individual persons

16, 66, 71, 128, 137, 255, 285, 354, 505, 556, 663, 688, 872, 970, 1117, 1156, 1279, 1318, 1499, 1545, 1547

Index: Designers

A

Ad. Engineers of TOKYO (Japan) 125
 Advertising Designers Inc., (USA) 209
 Afflerbach Fredi (Switzerland) 195
 Aicher Otl (Germany) 1240
 Aison Everett S. (USA)
 Akiyoshi Osamu (Japan) 654
 Akizuki Shigeru (Japan) 1014
 Akubuiro Dorothy (USA) 234
 Albitz H.R. (Germany) 759, 1510
 Alcorn John (USA) 444
 Andermatt Peter (Switzerland) 532,1214
 Andermatt Werner (Switzerland) 1421
 Andersson Bertil (Sweden) 948
 Angeli Primo (USA) 223,500,762,1186
 Angone Conrad E. (USA) 1507
 Antinori Vittorio (Italy) 127
 Appelbaum & Curtis (USA) 858,878,910,1201
 Arnold Fritz (Canada) 368
 Arnold Glen (USA) 818
 Armstrong Ronald (Great Britain) 158, 1426
 Art Associates Ltd. (Canada) 158
 Asada Tuzuyoshi (Japan) 121,519
 Ash Hiram (USA) 1285
 Astrop John (Great Britain) 1472
 Auchli Herbert (Switzerland) 1504
 Autherid Josef (Austria) 620,1223
 Averink Leen M. (France) 621
 Awashima Masakichi (Japan) 145

B

Bächotold Ernst (Switzerland) 1346
 Bahner Willi (Austria) 183
 Balcells Gustavo (Argentina) 119,888
 Ballmer Walter (Italy) 367,1228
 Bangarter Walter (Switzerland) 509,1058
 Baracz Jolanta (Poland) 149
 Barends Ernst (Canada) 545
 Baroni Daniele (Italy) 752
 Bas F. (Spain) 781
 Bass Saul (USA) 18,33,76,226,384,461,718,731,795,
 863,1250,1269,1274
 Beall Lester (USA) 54,355,457,882,899,913,953,1116,
 1364,1491
 Beck Bruce (USA) 1141
 Beier Annegret (USA) 26
 Beltrán Felix (Cuba) 255,468,485,524,583,872,1023,
 1258
 Bergmann Walther (Germany) 1050,1148,1496
 Berman Jerry (USA) 264,677,1395
 Bern Gerald (Canada) 1098
 Berndt Robert (Germany) 1032
 Bernhard Lucian (Germany) 832
 Bersudsky Sid (Canada) 1109
 Bezruczyk Florence (USA) 401
 Biemann Emil O. (USA) 72,578,596,720,1450
 Biesele Igildo G. (Switzerland) 325,353
 Binder Joseph (Germany) 494,725,746,854

Bircher Rudolf (Switzerland) 102,477,875,1123,1517
 Birdsall Derek (Great Britain) 1370
 Bisig Hanspeter (Switzerland) 522,535,1127,1514
 Bitner W. (Germany) 210
 Bloch Peter (Switzerland) 1049
 Boden Arthur (USA) 1442
 Boggeri Studio (Italy) 440,1144,1255,1484,1489,1490
 Bonacina Nino (Italy) 1021
 Bonani Walter (Switzerland) 598
 Bongard Hermann (Norway) 1019
 Bos Ben (Netherlands) 1363
 Bosshardf Walter (Switzerland) 230,683,873
 Bottoni Joe (USA) 1379
 Bottoni Josepe (USA) 260
 Bottoni Sontag (USA) 563,663
 Bradac Jaroslav (Great Britain) 1516
 Bradbery Ian (Great Britain) 891
 Bradford Peter (USA) 111,425,871
 Bramberg Lars (Sweden) 221,1018
 Braude Jerry (USA) 207,213,469,687
 Brecker Walter (Germany) 1483
 Brenner Roy (USA) 826
 Bright Keith (USA) 315
 Brocquy Louis le (Ireland) 838
 Brod Stan (USA) 976
 Browning Bryce (USA) 1015
 Bruderer W. (Switzerland) 1573
 Brun Donald (Switzerland) 200,722,1561
 Brunazzi Giovanni (Italy) 399,576,1009,1095,1179
 Bruni Carlo (Italy) 1167,1407
 Brunner Otto (Germany) 896
 Brykczynski Wladyslaw (Poland) 1087
 Buchegger Erich (Austria) 804
 Bucher Etienne (France) 994,1066
 Bülmann Paul (Switzerland) 782,906,1062,1172,1549
 Buomberger Gisela (Switzerland) 102
 Burke David L. (USA) 665,1345,1357
 Buscher Paul Daniel (Germany) 534
 Butterworth Nick (Great Britain) 1151
 Burtin Will (USA) 877
 Buytaert Rob (Belgium) 62

C

Calabresi Aldo (Italy) 49,1144,1255
 Caplan David (Great Britain) 1329,1437
 Carboni Erberto (Italy) 1206,1389
 Carbonnelle Robert (Belgium) 593
 Carnase Tom (USA) 1194
 Carr Douglas (USA) 788
 Castellano Mimmo (Italy) 10,326,435,540,773
 CBC Millano (Italy) 749
 Ceci Vincent (USA) 118
 Cheatham Frank R. (USA) 437,1263
 Chermayff & Geismar Associates (USA) 123,276,289,
 377,449,467,472,575,714,727,932,1213,1247,1352,1487
 Chicherio Romano (Switzerland) 1287
 Churchill/Holmes/Kitley (Great Britain) 904
 Chwast Seymour (USA) 100

Clements Collis (Great Britain) 411

Coburn Ralph (USA) 655
 Collett George (Great Britain) 1340
 Commerce Design Center 291
 Confalonieri Giulio (Italy) 217,350,1191,1498,1508,1527
 Conseil Havas (France) 503
 Cook Roger (USA) 135,293,320,432,743
 Cooke Kenneth R. (USA) 354
 Cooper Muriel (USA) 996
 Copeland Clifford (Canada) 302
 Coppola Silvio (Italy) 50,919,1086,1386
 Coppola Studio (Italy) 140,1408
 Corea Carey (USA) 374
 Cornet Baer (Netherlands) 1238
 Cornford Adrian (Switzerland) 606
 Corno Marco Del (Italy) 357
 Coroff Joe (USA) 547
 Cortesi Pier Vico (Italy) 550
 Cortesi Pic (Italy) 1021
 Crane Benson (USA) 259,341,538,1035,1254
 Craw Freeman (USA) 277,1406
 Crémieres Bucher (France) 984
 Crosby/Fletcher/Forbes (Great Britain) 187,332,412,533,549,685,
 698,767,798,800,979,1115,1121,1132,1547,1566
 Cross James (USA) 235,737,856,962,1053,1503
 Crouwel Willm Hendrik (Netherlands) 742
 Crouwel Wim (Netherlands) 347,560,1038,1451
 Cutini Rinaldo (Italy) 1182

D

Dadman Royal Associates (USA) 105
 Dallegret Francois (USA) 445
 Dattel Michel (USA) 44,263
 Daulby George (Great Britain) 1322
 Defradat Serge (France) 414
 Delaere Boudewijn (Belgium) 267,1461
 Delorme Christian (France) 1155
 Denison-Hunt John (Great Britain) 340
 Denyer Brian (Great Britain) 1502
 Der Beken A. Van (France) 97
 Design Research Unit (Great Britain) 1266,1359,1426,1475
 Deushi Minoru (Japan) 68
 Dickens Design Group (USA) 99,272,364,565,695,830,1081,
 1152,1232
 Diethelm Martin (Italy) 510,918
 Deithelm Walter Atelier (Switzerland) 496,729,955,1304
 Diggelmeann + Mennel (Switzerland) 1243
 Dimson Theo (Canada) 688,978,1077,1178
 Dix Seldon (USA) 1414,1446
 Dixon & Parcels Associates Inc. (USA) 1136
 Donahue Jim (Canada) 959,1156
 Douwe Gerard (Netherlands) 1306
 Downes Richard (USA) 1075
 Dradi C. (Italy) 952
 Dradi M. (Italy) 1195
 Dudsicki Ryszard (Poland) 23

E

Easons Advertising Service 495
 Eckerstorm Ralph (USA) 337
 Eckstein-Stone, Inc. (USA) 619
 Eidenbenz Hermann 552
 Eienmann Stanley (USA) 131
 Einickt Dieter (Germany) 1000
 Eksell Oille (Sweden) 389,1008
 Engle Ray (USA) 1003
 Engström Ove (Sweden) 189,447
 Ernst Jupp (Germany) 823
 Esteban Francis R. (USA) 169,1273
 Eswarin Rudy (Canada) 876
 Eugen + Max Lenz (Switzerland) 63
 Eurographic Ltd. (Great Britain) 436

F

Failin Willy (Germany) 993
 Farber Hy (USA) 679
 Fässler Eranz (Switzerland) 392,624
 Feller Ludvik (Czechoslovakia) 544
 Fellmer Josefina (Germany) 574
 Ferrario Nedo Mien (Venezuela) 228,1117,1531
 Ferriter Roger (USA) 1122
 Fior Robin (Great Britain) 950
 Fioravanti E. (Italy) 154
 Fiszman Gilles (Belgium) 1,301,373,628,1310
 Fleming Allan (Canada) 303
 Fletcher/Forbes/Gill (Great Britain) 46,963,1146
 Flückiger Adolf (Switzerland) 499,517,1079,1218,1219,1420
 Ford Ron (Great Britain) 516,834
 Fortin Jean (France) 1126
 Fralick Judith (Canada) 961
 Franznick Phill (USA) 256
 Fraser June (Great Britain) 1266,1359
 Frederiksen Erik Ellegard (Denmark) 649
 Freming Allan R. (Canada) 959
 Freisager Michael (Switzerland) 813
 Freitag Wolfgang (Germany) 1047
 Friel Ingo (Germany) 599
 Fritz Lilly (Canada) 358,370,693
 Froitzbein Paul (Germany) 1069
 Fronzoni A. G. (Italy) 1311
 Frutiger Adrian (France) 190,334,372,632,676,699,740,785,
 893,1105,1112,1183,1399,1411,1485
 Fuhrman Charles (USA) 1267
 Fujita S. Neil (USA) 52,313,966,1199,1525
 Fukano Tadasu (Japan) 982,987,1175
 Fukuda Shigeo (Japan) 1260
 Fukuyama Toshio (Japan) 126,321

G

Gabor Paul (France) 1294,1436
 Gagnon/Valkus Inc. (Canada) 1145
 Games Ablam (Great Britain) 225,443,648
 Garland Ken (Great Britain) 351,1486
 Gauchat Pierre (Switzerland) 393,650,1203
 Gauld Peter (Great Britain) 43

Geiger Richard, Signa Ltd. (Ireland) 664
Geiser Robert (Switzerland) 295,536,884,971
Geiser Roger-virgile (Switzerland) 227,348,376,645,719,784
786,957,1071,1082,1193,1239
Genovesi Studio (Italy) 1454
Gersin Herbert P. (USA) 1474
Gerstner, Gredinger + Kutter (Switzerland) 537,682
Gianninoto Frank & Associates (USA) 365,542
Gilbert James D. (USA) 346,653,75,754,1094,1572
Gips & Danne (USA) 1301
Giusti George (USA) 84
Glaser Milton (USA) 100
Goldmark Toni (USA) 269,1110,1149
Goldsholl Morton Design Associates (USA) 85,514,723,765,846,859
900,941
Gollin Norm (USA) 53,249
Gotthaus Manfred (Canada) 252,1435,1506
Gottschalk+ Ash Ltd. (Canada) 17,151,1439
Graber Josef P. (Switzerland) 1382
Graf Carl B. (Switzerland) 114,283,579
Gray David B. (USA) 625
Gray Milner (Great Britain) 1475
Grear J. Malcolm (USA) 74,129,172,343,1134,1281,1425
Grignani Franco (Italy) 51,306,1349
Grimm Alfons (Switzerland) 206
Grözinger Klaus (Germany) 226
Grundwald Heinz (Australia) 592
Guerrini Giancarlo (Italy) 139
Guitart Francesc (Spain) 1181,1369
Guo Ji-Shong (China) 1085
Gürtler André (Switzerland) 975

H

Hadlač Jiri (Czechoslovakia) 161
Hahn Dr. (Germany) 77,229,463,799,1261,1481,1495
Hamburger Jürg (Switzerland) 558,602,629,885,1554,1555,1565
Hands George E. (USA) 1111
Hänninen Jaska (Finland) 546
Hanson Jay (USA) 363
Fänzi Erich (Switzerland) 1133
Haper Irving (USA) 658,681
Hara Hiromu (Japan) 507,668
Harak Rudolph de (USA) 109,1101,1177
Harder Rolf (Canada) 396,419,903,1004,1164
Harris John (Great Britain) 318
Hartmann Hans (Switzerland) 152,193,511,601,644,951,1482
Hasegawa Sumio (Japan) 807,1305
Hasegawa Yukioki (Japan) 1078
Hausman + Langford & Partners Ltd. (Great Britain) 459
Havindern Ashley (Great Britain) 861
Hayakawa Yoshio (Japan) 486,1070
Hazeltine Bobbie (USA) 3
Henrion F.H.K. (Great Britain) 333,395,609,853
1209,1327,1424
Herdeg Walter (Switzerland) 1333
Hess Dick (USA) 406
Hess Richard (USA) 530,717
Hetzze R.A. (Germany) 615

Hijikata Shigemi (Japan) 474
Hippler Eberhard (Germany) 270
Hirai Humio (Japan) 808
Hirata Yorikazu (Japan) 1289
Hirose Kenichi (Japan) 486,1072
Hoashi Jitsuo (USA) 55,70,594,604,1444
Hochueli Jost (Switzerland) 819
Hoed Ruut Van Der (USA) 387
Hofman Armin (Switzerland) 215,639,930,1068,1257,1567
Hollender Jan (Poland) 1137
Holler Steve (USA) 855
Hollick Kenneth (Great Britain) 106,774
Holzinger Wilhelm (Germany) 1463,1469
Honegger Gottfried (Switzerland) 58
Hosoya Gan (Japan) 103,689,916,1010
Huber Max (Italy) 38,247,1034,1189,1412,1484,1490
Hudson-Wolter & Associates (USA) 927
Hughes John (Great Britain) 1347
Humbert + Vogt (Switzerland) 1410
Hunziker Walter R. (Switzerland) 1568
Hurlburt Allen (USA) 282
Hurter Hans (Switzerland) 492,684,805,10,1083
Huster Jean Pierre 1099
Huttgren Tom (Sweden) 175
Hyde Bill (USA) 138,1211

I

Ibou Paul (Belgium) 218
Ichikawa Kei (Japan) 1409
Ifert Gérard (Switzerland) 130,1150,1235,1383
Ipirandi Giancarlo (Italy) 28,65,67
Imatake Shichiro (Japan) 64
Inada Akira (Japan) 1546
Iris & Bruno Pippa (Italy) 311
Irizawa Arthur (Canada) 1188
Ishida Mitsuo (Japan) 1078
Ishida Yoshitaka (Japan) 797
Ishioka Eiko (Japan) 60,1544
Ito Katsuichi (Japan) 69
Ito Kenji (Japan) 427,561,1159,1419
Ito Makoto (Japan) 573
Ito Toshio (Japan) 417,595,1385

J

Jackson Herb (USA) 711
Jansen Laytham Tyler Inc. (USA) 902
Jasinski Jaroslaw (Poland) 155
Jaring Jan (Netherlands) 1519
Jenny F. (Switzerland) 1334
Jiang Tai-Shing (China) 328,352
Joe Alvin (USA) 1135
Juett Dennis (USA) 1103
John and Mary Condon (USA) 196
Jonson Vance (USA) 489
Joray Rose-Marie (Switzerland) 636
Jordan Phill (USA) 322
Jrgen Johansen (Denmark) 424,728,1298
Jungkind Walter (Canada) 1449

K

Kajino Kyuyo (Japan) 137,556,1387
Kamato Shekher (Great Britain) 1027
Kamekura Yusaku (Japan) 35,132,144,199,339,415,416,
568,614,712,850,1011,1375,1398,1415,1423,1430,
1509,
Kamifuji Tom (USA) 442
Kaneda Masaki (Japan) 942
Kaneko Hiroshi (Japan) 1067
Kano Don (USA) 469,1344
Kantscheff Stephan (Bulgaria) 238,465,956,1138,1459,
1558
Kantshev Stefan (Bulgaria) 86,124,174,194,214,257,418
452,454,816
Karberg Odd (Norway) 1037
Kataoka Osamu (Japan) 1072
Katayama Tetsuo (Japan) 811,1005,1020,1537
Katayama Toshihiro (Japan) 571,585,586,587,588,672,
1365
Kato Koji (Japan) 1313
Katsui Mitsuo (Japan) 1309
Katsuoka Shigeo (Japan) 104,982,1378
Kawahara Eisuke (Japan) 827
Kawahara Kiyoshi (Japan) 617
Kawahara Midoriko (Japan) 827
Kawasaki Shuji (Japan) 1030
Keller Ernst (Switzerland) 1381
Kemp Roy Associates (Great Britain) 366
Kinneir Jock (Great Britain) 1059
Kishida Sachiko (Japan) 60
Kitahara Susumu (Japan) 840
Kleefeld Hans (Canada) 905,1276
Klein Hans-Werner (Germany) 886
Klein Larry (USA) 304,764,766,915,1026,1210
Kleykamp Pierre Design Association (USA) 625
Klien Fritz (Germany) 562
Knöpfli Hans (Switzerland) 577,778,907,1161,1470
Kobayashi Shigeji (Japan) 1043,1535
Koerer Max (Switzerland) 1524
Kohler Christine (Switzerland) 1039
Kojima Ryohei (Japan) 400,750
Konno Hiroshi (Japan) 1312
Kono Takashi (Japan) 41,101,290,792,1012,1542
Kramer+Miller+Lomden+Glassmann (USA) 94
Krämer Otto (Switzerland) 605,692,776,1317
Kramer Peter (USA) 1100
Kula Elsa (USA) 404
Kümin Bruno (Switzerland) 822
Kuo Wan-Chung (China) 613
Kurtz Helmuth (Switzerland) 543,1457
Kuwayama Yasaburo (Japan) 120,312,427,555,622,814,
827,843,844,1217,1362,1380,1392,1397,1562
Kyne Raymond (Ireland) 88

L

Lagundimao Clemente Jr. (USA) 1499
Laiho Anti (Finland) 1541
Landmann Walter (Germany) 553,770

Landor Walter Associates (USA) 22,177,262,275,662,
1198,1431
Lang Christian (Switzerland) 410,936,1128
Lambeth Rod (USA) 3
Lapow Koodin Association 752
Larkin Jack (Great Britain) 1307
Lavelle Eileen (USA) 493
Law A Norman (USA) 502
Lee Clarence (USA) 4,422,945,1229
Lee Geoffrey (Great Britain) 1297
Lee Tom (USA) 661
Leibowitz Matthew (USA) 1465
Lenclos Jean Philippe (France) 268
Lenox Geoge (USA) 1523
Lenz E.U.M. Atelier (Switzerland) 146,251,1025,1552
Lens Max (Switzerland) 1337
Leonhard Walter (Germany) 203,205
Leufert Gerd (Venezuela) 390,761
Leupin Herbert (Switzerland) 216
Lin Jeng-Yin (China) 287
Lindgren Karl Erik (Sweden) 1120
Lionni Leo (USA) 1534
Lippincott & Margulies, Inc. 21,250,1052,1450
Litt D. (Ireland) 838
Loewy Raymond (USA) 34,143,460,480,747,1016,1202
Loewy Raymond Associates (USA) 107,244,1416
Lorenzi L. (Italy) 154
Lu Tsung-Yi (China) 999
Lubalin Herb (USA) 66,128,185,335,518,631,890,988,
1122,1142,1194,1343,1476
Lukas Ed. (USA) 817

M

Maas John (USA) 231
MacMurray Charles (USA) 902
Maccio Romulo (Argentina) 27,482,898
Madden Steve (USA) 80,371
Maeno Yoichi (Japan) 775
Magalhaes+Moronha+Pontual (Brazil) 475,1377
Malast Margaret (USA) 1384
Malderen Luc Van (Belgium) 204
Maliszewsky Kasimierz (Poland) 551
Mangeskog Peo (Sweden) 237
Mann Anthony (Canada) 280
Manson R. (Italy) 1390
Mantilaro M. (Italy) 1339
Marber Romek (Great Britain) 81,1550
Marjanowski Zbigniew (Poland) 1288
Martin Ed de (USA) 1075
Martin Noel (USA) 314
Martin Will Design Associates (USA) 1344
Marz+Bühmann (Switzerland) 163,504
Mason Lee (Australia) 638,1400
Massey John (USA) 316
Masuda Tadashi (Japan) 1091
Masuzawa Keiju (Japan) 6
Matter Herbert (USA) 1022
Matusima Masayoshi (Japan) 117,937,1074

Maurel Daniel (France) 20,278,491,892,924,1113,
1548,1559
Mayhew George Associates (Great Britain) 24
Mcfarland Itsu (USA) 998
Meier Erhard (Switzerland) 1346
Metchknev Anton (Bulgaria) 738
Meyer Rudolf (France) 1104,1466
Miedinger Gérard (Switzerland) 242,342,1036
Milani Armando (Italy) 458,931,1129
Milici Advertising (USA) 422
Miller Peter (Switzerland) 608
Minale Marcello (Finland) 1462
Minale, Tattersfield Ltd. (Great Britain) 59,89,473,531,
700,1051,1272,1488,1571
Miranda L. de (Denmark) 1041
Miura Kohei (Japan) 763,1010
Miwa Fred (USA) 618
Miyamoto Hajime (Japan) 324,845
Miyazaki Hiroyuki (Japan) 771
Mojen Ingo (Italy) 133
Moltke Adam (Denmark) 113
Montagnini P. (Italy) 730
Montaini Luigi (Italy) 236,292,379,478,857,883,970,
1215,1252,1253,1356,1404,1551
Morrison E.J. (Canada) 87,876
Moskof Martin Stephen (USA) 239
Moy Alejandro (Argentina) 1169
Mühlemann Werner (Switzerland) 224
Mukai Hideo (Japan) 1175
Müller Armin (Switzerland) 702
Munari Bruno (Italy) 1532
Murakoshi Jo (Japan) 987
Murakumo Taro (Japan) 1170
Murao Syozi (Japan) 925,1048
Murphy Harry (USA) 493
Mutch R.W. & Co. (USA) 1107
Mykkänen Martti A. (Finland) 39,669,1089

N

Nachrichten Aktuelle (Germany) 1153
Nagai Kazumasa (Japan) 7,810,831,842,1353
Nagasawa Sachiko (Japan) 1057
Nagasawa Takeshiro (Japan) 989
Nagler Bernard (USA) 600
Nakade Teijiro (Japan) 309
Nakai Shigeru (Japan) 983
Nakajo Masayoshi (Japan) 95,512,611,612,1361
Nakamura Shin (Japan) 1543
Nakao Yoshimori (Japan) 821
Nakayama Taijiro (Japan) 642,829
Naruse Motoko (Japan) 1544
Nash John (Australia) 359
Nathan-Garamond Jacques (France) 115,116,296,297,
378,634,647,703,724,1080,1108,1114,1326
Negri Ilio (Italy) 19
Neish Tuff Grunwald Pty. Ltd. (Australia) 112
Nelson George & Co. Inc. (USA) 658,681,1285,1338
Neuburg Hans (Switzerland) 40,883,1056,1096,1356

Neuburg Till (Italy) 236,292,379,478,857,970,1215,
1252,1253,1404,1473
Neucke Goetz (Germany) 660
Nishiwaki Yuichi (Japan) 1029,1546
Nitsche Erik (USA) 391
Nizzoli Marcello (Italy) 1054
Noda Tetsuo (Japan) 466,1264
Noda Makiko (Japan) 466,1264
Noorda Bob (Italy) 968,1166,1280,1445
North Pacific Bank Note (USA) 1185
Novarese Aldo (Italy) 733
Nozaki Haeko (Japan) 32
Nubioli Danilo (Italy) 870

O

Oanh Pham P. (Germany) 93,1373
Obashira Kimihito (Japan) 1222
Oborne Richard (USA) 1278,1315
Oda Hiroharu (Japan) 642
Oda Katsunori (Japan) 790
Odermatt Sigfried (Switzerland) 933
Ohchi Hiroshi (Japan) 429,780,911,912,1017,1302,1303,
1452
Ohlsson Eskil (USA) 505
Ohno Kazuo (Japan) 408
Oka Koichi (Japan) 1216
Okano Machiko (Japan) 1422
Okitsu Yoshinobu (Japan) 851
Okuzumi Motonari (Japan) 789
Olyff Michel (Belgium) 91,246,381,405,413, 450,1318,
1367,1402
Omi Tadasu (Japan) 78
Orvath Paul 1526
Osterwalder Barbara (Italy) 944
Otaka Takeshi (Japan) 686
Otsuka Toru (Japan) 914,923
Overby Robert R. (USA) 157,836,946,974

P

Pacey Michael (Great Britain) 1268
Pai Kim (Thailand) 1024
Parkhurst Ken & Association (USA) 481,757,1497
Pease Robert (USA) 385,506,697,939,1015,1100,1394
Peckolick Alan (USA) 331,864,1384,1476
Pehrson Anders (Sweden) 1529
Peignot Rémy (France) 1460
Palham David (Great Britain) 1241
Pernitsche Leo (Austria) 1511
Peter Ruedi (Switzerland) 90
Peterson & Blyth Associates Inc. (USA) 456
Peterson G. Biilmann (Denmark) 548
Pfäffli Bruno (France) 1485
Pietrzyk Tadeusz (Poland) 317
Pintori Giovanni (Italy) 1065,1429
Piroux André (Belgium) 288
Plattner John (Switzerland) 1158
Poenssch S.U.G. (Germany) 1479
Polizos Cathy (USA) 977

Porter+Goodman (USA) 168,839,921,1088,1263
Portmann Hans (Switzerland) 369
Press Aero (USA) 1124
Prinz Karl (Germany) 233,394
Prugot Herbert (Germany) 1372
Pullman Christopher (USA) 1447
Push Pin Studios, Inc. (USA) 869,1286

Q

Q-Designers (Japan) 285,1147

R

Rajlich Jan (Czechoslovakia) 178,253,1092
Rakela Robert (USA) 1299
Rand Paul (USA) 14,136,330,691,701,756,1455,1493
Rathousky Jiří (Czechoslovakia) 188
Re Cecco (Italy) 48,768,791,964
Regehr Carl (USA) 726,949
Reichen Walter (Switzerland) 1337
Reinecke J.O. (USA) 940
Rösli Enzo (Switzerland) 928,1569
Rhoades Chuck (USA) 323
Richez Jacques (Belgium) 98,211,407,501,567,626,
640,1308
Richter Steve (USA) 1140
Rieben John R. (USA) 659,666,1296
Riefenstahl Peter (Germany) 809
Roch Ernst (Canada) 31,92,361,433,646,673,690,
991,1233,1234,1332,1355
Roland Carlos (Spain) 75
Rosen Ben (USA) 197
Rosentswieg Gerry (USA) 998
Rosner Charles (USA) 166
Ross A. (USA) 402
Rosshäusern BE (Switzerland) 1218,1219
Roth Randall R. (USA) 610,947,1084,1251,1456
Rothholz H.A. & Associates (Great Britain) 1522
Rudin M. (Switzerland) 167
Ruegg Albert (Switzerland) 191,541
Rüegg Ruedi (Switzerland) 61
Runyan Robert Miles (USA) 327
Runyon Richard (USA) 1064
Russell Michael (Great Britain) 1477
Ruuhinen Erkki (Finland) 1501

S

Sacks Arnold (USA) 633,969,1002
Sakai Shigeya (Japan) 1371
Sambonet Robert (Italy) 284,298
Sandgreen & Murtha, Inc. (USA) 8,12,13,248,279,
603,803,901,997,1093,1163,1184,1360,1368,1405,
1434
Sarica Dominik (USA) 336
Sarkal Benoy (India) 741
Sarpanewa Timo (Finland) 734
Sato Shigeru (Japan) 36
Saver Walter (Germany) 1492
Saunier Claude-Henri (France) 581

Sawahashi Wataru (Japan) 1422
Sawamura Tetsu (Japan) 926
Sbrana Leone (Italy) 1292
Schacht Hans (Germany) 1533
Schaufelberger Peter (Switzerland) 887,1244
Schaumberger Hans (Austria) 972
Scheller Hansruedi (Switzerland) 16,176,426,439,706,
825
Scherr & McDermott (USA) 1237
Schierle Uli (Germany) 707,1227
Schilinger Karlheinz (Germany) 852
Schlegler Hans (Great Britain) 212
Schlesinger Robert (USA) 858
Schmid Heini (Switzerland) 1220
Schmid Helmut (Austria) 1073
Schmid René (Switzerland) 822
Schmidt-Rhen Helmut (Germany) 860
Schönhaus Cioma (Switzerland) 1560
Schranner Milo (Switzerland) 739
Schwabe Heinz (Germany) 1046
Schwartz/Wassyng Incorporated (USA) 515,1323
Schwartzmann Arnold (Great Britain) 360,643
Seefeld P.R. (USA) 319
Sek Advertising Ltd. (Finland) 1538
Selame Joe Assoc. Inc. (USA) 182
Seltzer Carl (USA) 294,1221
Sessler Robert (Germany) 820,1249,1270,1331
Sganzerla A. (Italy) 1275
Shamir G. & M. (Israel) 1044
Shanosky Don (USA) 135,293,320,432,743
Sharland Negus (Great Britain) 9,409
Shiau Sung-Ken (China) 508
Shibata Yo (Japan) 1165
Shigemoto Nobuyoshi (Japan) 1013
Shigenari Motoi (Japan) 934
Shiragami Toshio (Japan) 1264
Shirota Susumu (Japan) 1045
Sidjakov Nicolas (USA) 150,1396
Sidorowski Ryszard (Poland) 1464
Sieth K. (Germany) 667
Simons Anna (Germany) 1374
Siedzinski Stephan (Poland) 286
Smart Leslie (Canada) 1109
Smith Anthony (Great Britain) 1321, 1505
Smith Bruce W. (USA) 208,274
Smith Donald C. (USA) 45
Smith G. Dean (USA) 240,245,329,451
Smith Leslie (Great Britain) 281
Snaith William Inc. (USA) 34,143,244,460,480,747,
1202,1416
Soland G. (Switzerland) 344
Solomon Babara Stauffacher (USA) 985
Sonsoni Piero (Italy) 1284
Sontag Bill (USA) 260
Sordo R. Del (Italy) 1339
Sotirov Sotir (Bulgaria) 824
Spahr Jürg (Switzerland) 349
Sparkman, Jr. Donald H. (USA) 572

Spencer Herbert (Great Britain) 1242
Sposato John (USA) 25,1391,1443
Stadelmann Kurt (Switzerland) 522,535,1127,1514
Stamatakis Théodore (Greece) 184,651
Stanczykowski Wl adyslaw (Poland) 1350,1366
Stankowsky Anton (Germany) 201,222,464,521,704,705,
715,833,862,866,889,908,943
Stapel F. (Denmark) 630
Steding Heinrich (Germany) 721
Steiner Albe (Italy) 165,232,1143,1259,1403
Steiner Heiri (Switzerland) 1348,1458
Steiner Henry (Hong Kong) 657,708,709
Steinhilber J. Budd (USA) 273,470
Steinmueller Eric (Argentina) 1480
Stewart Clair (Canada) 87
Stiger Elias (Germany) 1316
Stolle Fred (Switzerland) 83
Stone Associates (USA) 1295
Stempel Rainer (Germany) 487
Stricker Jack M. (USA) 960
Stypolkowski Andrzej (Poland) 938
Sudbrack Theo (Germany) 1528
Sugaya Sadao (Japan) 1300
Sugita Yutaka (Japan) 192
Sugiura Kohei (Japan) 1358
Summerford Jack (USA) 1448
Sutnar Ladislav (USA) 980
Swart Louis (Netherlands) 345
Swift Julian (Great Britain) 589
Syta Karol (Poland) 1279

T

Tabohashi Jun (Japan) 388,623
Tahira Haruyo (Japan) 812
Takeda Hiroji (Japan) 37
Takitani Etuhiro (Japan) 11
Tami Yoshikatsu (Japan) 30
Tanaka Ikko (Japan) 5,735,920,1061,1097,1354
Tandy, Halford & Mills Limited (Great Britain) 958
Taylor Clarence (USA) 322
Tazumi Shiro (Japan) 1067
Tezeni Masamichi (Japan) 1282
The Whiz Kids (USA) 2,895,1160
Thompson B. (USA) 402
Thöni Hans (Switzerland) 220,1118,1467
Tilds & Cantz Advertising (USA) 788
Ting Bor-Min (China) 254,299
Tissi Rosmarie (Switzerland) 933
Tolhuijs Ad (USA) 13
Tomas José Baqués (Spain) 141
Tompson Bradbury (USA) 1271
Torigoe Shuji (Japan) 73
Torres A. Paez (Argentina) 527
Tovaglia P. (Italy) 1174
Trabacchi Enrico (Italy) 879,1440
Treumann Otto H. (USA) 513,777,1513
Trinkaus Ted (USA) 1248
Trüb Mario (Switzerland) 1500

Tscherny George (USA) 566
Tschopp Christa (Italy) 147
Tung Mei-Chung (China) 1168,1171,1212
Turkowska Maria (Poland) 438
Turpin Roger Ltd. (Great Britain) 1321,1505
Týfa Josef (Czechoslovakia) 142,479

U

Ulmer Peter (Canada) 308
Unger Erich (Germany) 865
Urbino National Art Institute (Italy) 1453

V

Valentine Ian (Canada) 674,954
Valkus James (Canada) 303
Vareilles Veronique (France) 868
Varis Kyösti (Finland) 1538
Veistola Jukka (Finland) 1541
Vellve Tomas (Spain) 523,990
Venturino Gianni (Italy) 356
Vibholm K. (Denmark) 441
Viemeister Read (USA) 156
Vigliotti Frank (Switzerland) 607
Viri Hermann (Germany) 171,909,1417
Vivarelli Carlo (Switzerland) 15,455,793,1208,1342,
1401

W

Wada Makoto (Japan) 736,881,1106,1545
Waibl Heinz (Italy) 271,307,488,973,1162
Walker Alex 483,753
Walker Roy (Great Britain) 1090
Walsh Mort (Canada) 375
Walton Robin (Great Britain) 281
Ward James S. (USA) 633,1002
Waxmann Michel (Belgium) 1225,1319,1320
Weber Hans (Switzerland) 1291
Weckerle Hans (Germany) 670,1427
Wehmeier Heinrich (Germany) 173,386
Wehr Petter (Germany) 1180
Weidemann Kurt (Germany) 162,180,1478
Weiss Alfred (Switzerland) 1324
Weiss Rene (Germany) 1001
Weller Don (USA) 219,570,1103
Werners Gerard (Netherlands) 446
Whaite+Emery (Australia) 164
White Ken (USA) 1468
Wickstorm Richard (USA) 755
Wiese B.K. (Germany) 421
Widmer Hansruedi (Switzerland) 627,732
Wildbur Peter (Great Britain) 310
Wilkinson Jeffrey (Great Britain) 1515,1520
Wills Frans Hermann (Germany) 170
Windett Peter (Great Britain) 1472
Winiarski Franciszek (Poland) 202
Winter Ludwig 559
Winterhäger Klaus (Germany) 591
Wirth Kurt (Switzerland) 497,867,929,1006,1231,1428,1557

Witig Fred (USA) 1338
Witzig Ernest (Switzerland) 1330
Wondriska William (USA) 471
Woodward Tom (USA) 1157,1196
World Design Center (Japan) 1245
Woudhuysen Design Group (Great Britain) 110,148,243
Wyman Lance (Mexico) 917
Wyss Marcel (Switzerland) 181,305,453,671,710,716,
897,1007,1187,1197,1328,1336

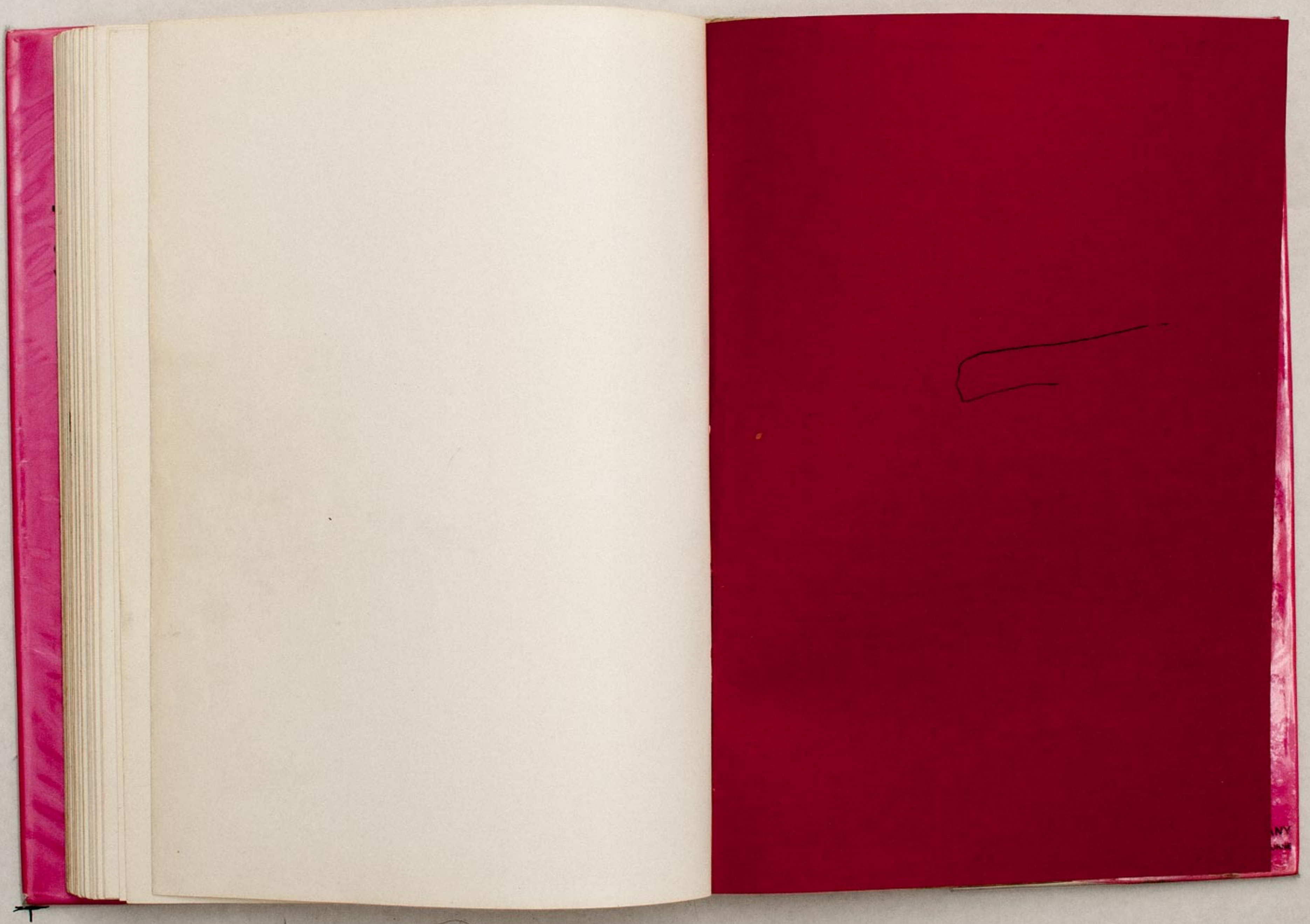
Y

Yamada Takao (Japan) 1070
Yamamoto Noboru (Japan) 56,1230
Yamauchi Eiko (Japan) 849
Yamauchi Katsuo (Japan) 849
Yaneff Chris (Canada) 397,1200,1435,1506
Yi Lu Tsung (China) 79
York Howard (USA) 713,1256,1540
Yoshida Akihisa (Japan) 808
Yoshida Kenichi (Japan) 590
Yoshida Makoto (Japan) 1226
Yoshida Yoshihiro (Japan) 675
Yoshizumi Kenji (USA) 1102,1236

Z

Zameeznik Wojciech (Poland) 29,1418
Zelenko Harry (USA) 122
Zetterborg Bror B. (Finland) 1205
Ziegler Zdenek (Czechoslovakia) 96,398
Zinkgraf Heiner (Germany) 848,1438,1521
Zuerrer P. (Switzerland) 1314,1574
Zuffellato V. (Italy) 1390
Zürich Kunstgewerbeschule (Switzerland) 498





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