

# **TRADE MARKS & SYMBOLS**

**VOLUME 1: Alphabetical Designs**

**YASABURO KUWAYAMA**



# 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.

A VAN NOSTRAND REINHOLD BOOK

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# TRADE & SYMBOLS

VOLUME 1: Alpha

A comprehensive guide to more than 10,000 trademarks from all over the world. The trademark designs are based on letter groups alphabetically.

To make the book easier to use, there are three indexes:

1. Index of names of companies represented.
2. Index of types of products or services.
3. Index of design features.

Among the categories covered are:

Advertising / Art  
Automotive Industry  
Brewing / Building  
Business Services  
Coal Mining / Construction  
Construction / Design  
Design / Electrical  
Engineering / Electronics / Fiber  
Fiber / Production  
Government / Manufacturing  
Manufacturing / Hotel  
Insurance / Investment  
Investment / Medicine  
Medicine / Manufacturing  
Manufacturing / Publishing  
Publishing / Tobacco  
Tobacco / Shops

A VAN NOSTRAND REINHOLD PUBLICATION



# TRADEMARKS & SYMBOLS

VOLUME 1: Alphabetical Designs

By Yasaburo Kuwayama



VAN NOSTRAND REINHOLD COMPANY  
NEW YORK CINCINNATI TORONTO LONDON MELBOURNE

**TRADEMARKS & SYMBOLS**  
**VOLUME 1**

A complete guide from a  
The trademarks are  
are based on the  
alphabet.

To make three:  
1. Industrial  
refineries  
2. Industrial  
products  
3. Industrial

Among

Advertisers  
Authors  
Brewers  
Business  
Coal  
Consolidated  
Design  
Engineers  
Institutions  
Products  
Government  
Manufacturing  
Insurance  
Investments  
Media  
Manufacturers  
Public Relations  
Shops

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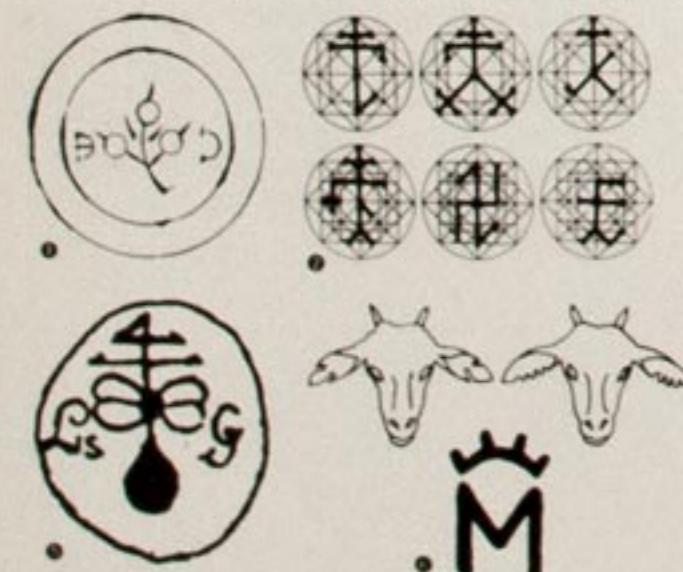
**TRADEMARKS & SYMBOLS**

**Volume 1**

By Yasaburo Kuwayama



Van Nostrand Reinhold Company



(1) Potter's mark inscribed in a terracotta lamp, Roman period. (2) Modular stonecutter's mark, ca. mid-fifteenth century. (3) Publisher's imprint, 1457. (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.

### 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.

#### 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.

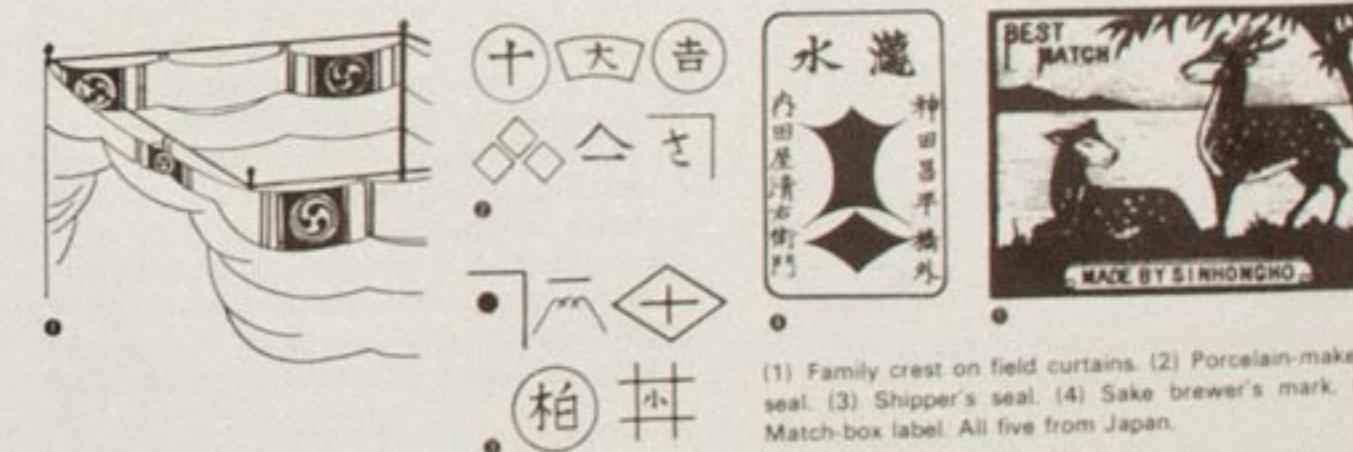
There is lack of agreement on the period when family crests began to be used. There are records which indicate that designs were used on flags at about the start of the seventh century, but we do not know what those designs looked like. It is known from picture scrolls that the warring Minamoto and Taira 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, consisting 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.

was imported from France to Japan, and within two years Japan started to export matches to Shanghai and other destinations. Because it was necessary to print trademarks on the matchbox labels, many creative designs appeared. Then production of whisky and beer began, and more designs were created for use on the labels of those products. The Japanese Government recognized the need to provide protection for those designs, and in 1884 issued a trademark ordinance. When Japanese exports came to dominate Asian markets during the First World War, many industries made remarkable progress, and many trademarks using lettering were placed in use. As exports grew, use of alphabet-based motifs increased.

### 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).

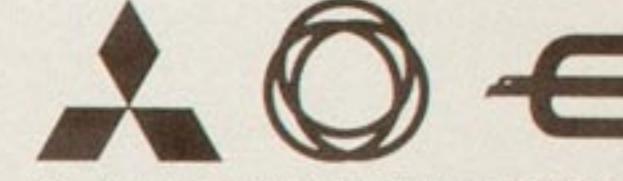
#### 2. Checkpoints in deciding upon a mark

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 printing, does the mark lend itself to use 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/Mituya Soap/British Eagle International Airline



(3) Japan Airlines/Nippon Victor Co./Shiseido cosmetics maker/Yamagawa Electric/Polish science and technology information center/Peruvian wire maker/American telephone company/German packaging competition/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

	(1) Content	(2) Suitability to media	(3) Distinctiveness	(4) Contemporaneity	(5) Memorability	(6) Reliability	(7) Utility	(8) Regionality	(9) Color individuality
Design 1	●	●	●	●	●	●	●	●	●
Design 2	●	●	●	●	●	●	●	●	●
Design 3	●	●	●	●	●	●	●	●	●
Design 4	●	●	●	●	●	●	●	●	●
Design 5	●	●	●	●	●	●	●	●	●
Design 6	●	●	●	●	●	●	●	●	●
Design 7	●	●	●	●	●	●	●	●	●
Design 8	●	●	●	●	●	●	●	●	●
Design 9	●	●	●	●	●	●	●	●	●
Design 10	●	●	●	●	●	●	●	●	●

### 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.



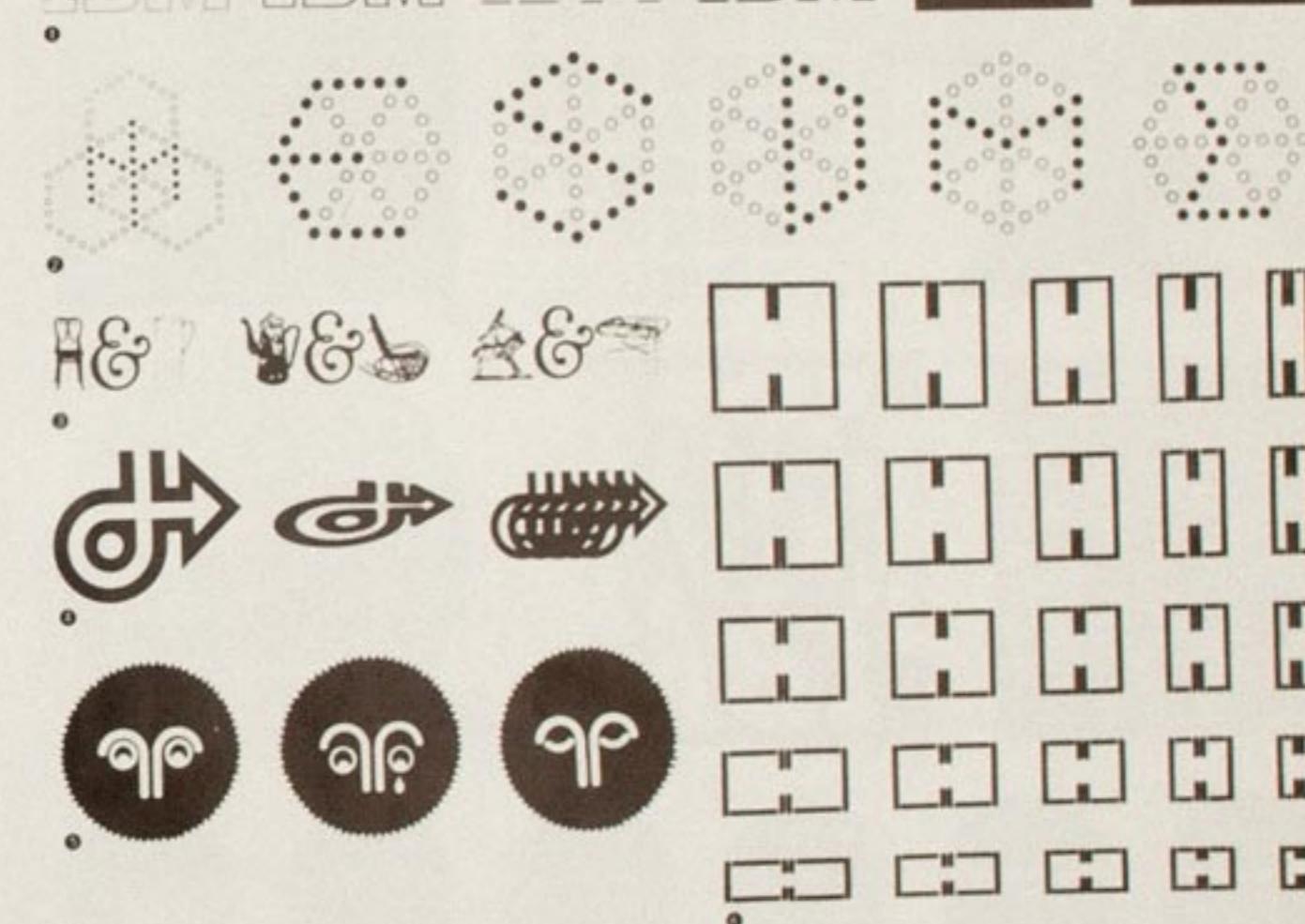
Formation of mark used by Bureau of Indian Affairs, United States.

### 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.

IBM IBM IBM IBM IBM IBM



(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 Holschepf furniture company (Gerstner Greidinger Coota, Switzerland).

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.

A complete guide from The Typographic Foundation.

To make three:

1. In re
2. In p
3. In

Among

Adve

Auto

Brew

ness

Coal

Cons

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Engi

nations

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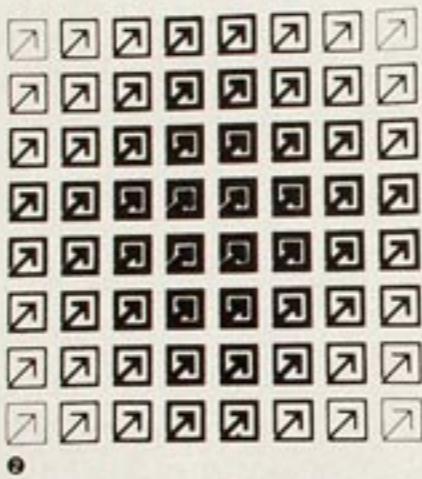
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## 2. Multiplication of marks

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.



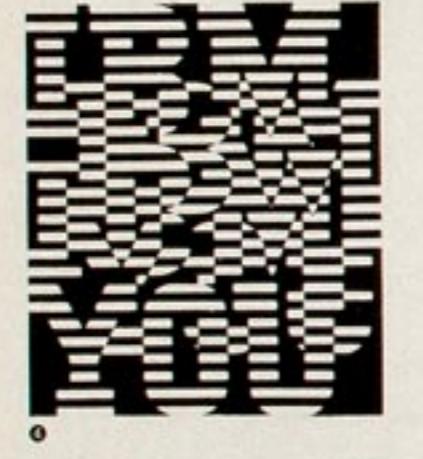
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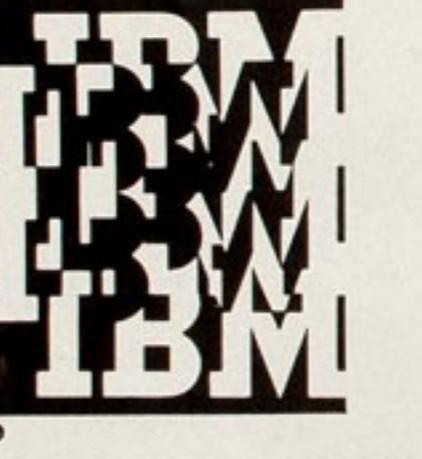
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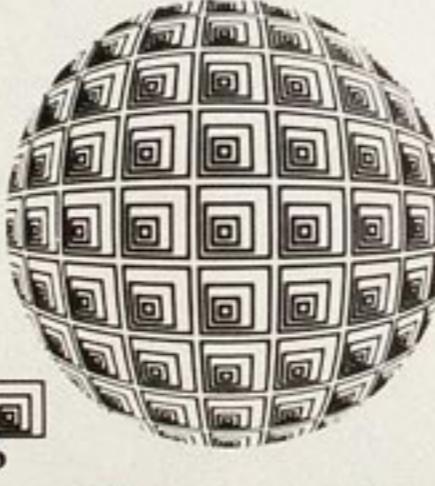
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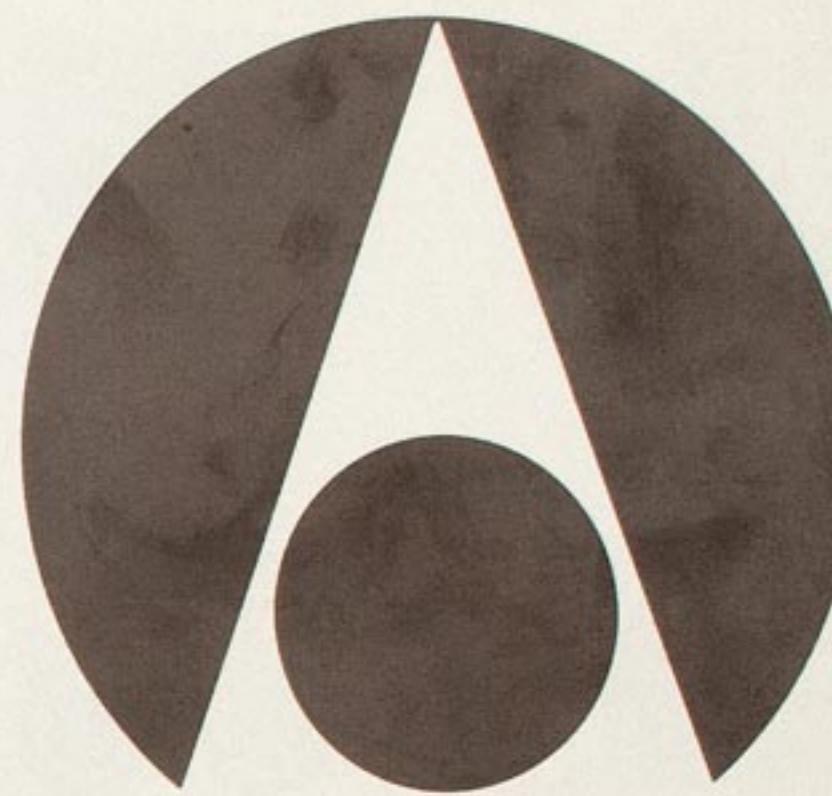


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(1), (2) LGA Center (Herbert W. Kapicchi, Germany).  
(3) Westinghouse (Elliot Noyes and Paul Rand, U.S.).  
(4), (5) IBM (Walter M. Lundeau, Thomas F. Koreman and Gary C. Springer, U.S.). (6) Lyon Trust Bank (Daniel Murray, France). (7) Robert Leihy brewery (Nellie Rudin, Switzerland).





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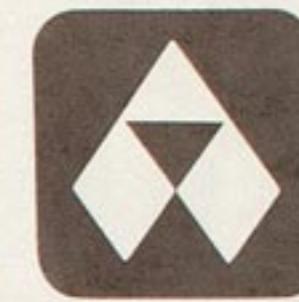
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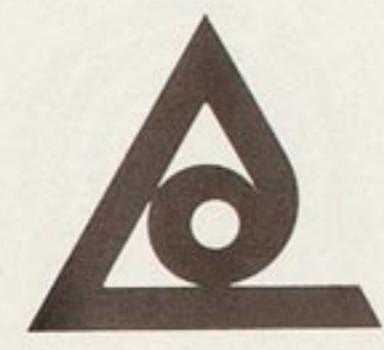
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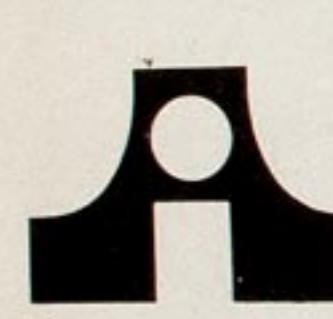
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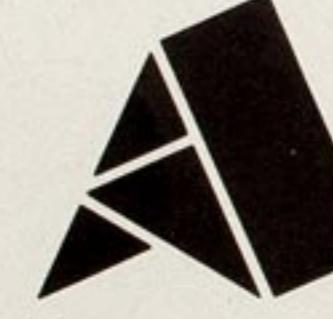
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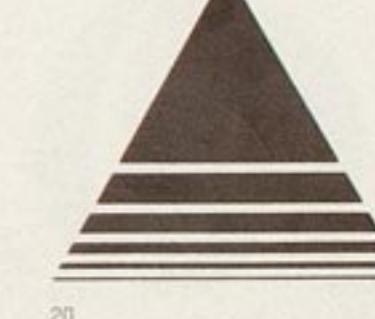
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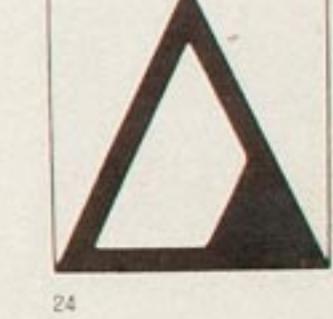
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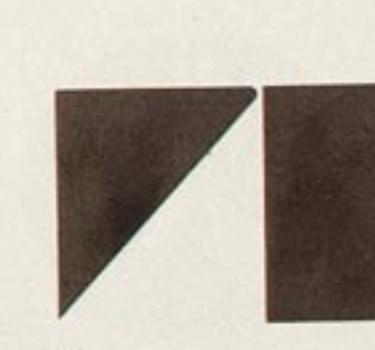
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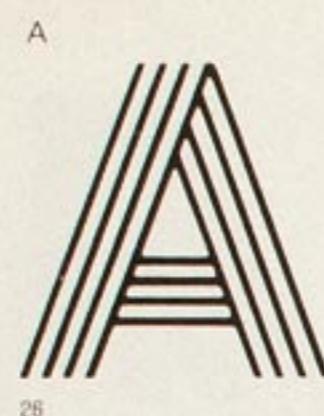
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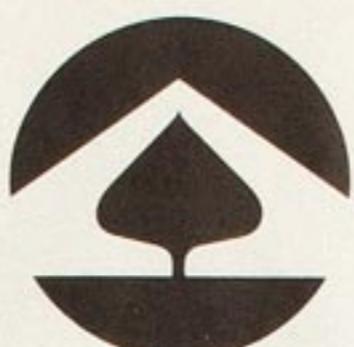
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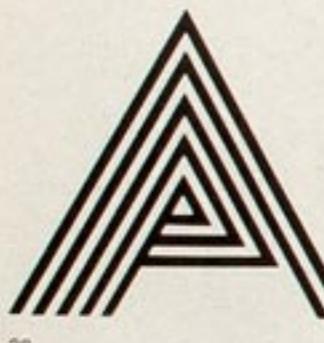
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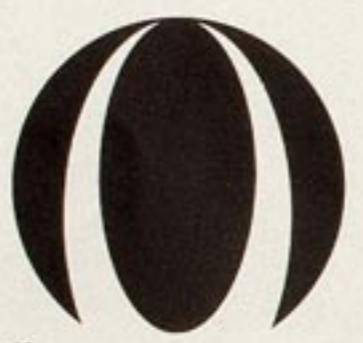
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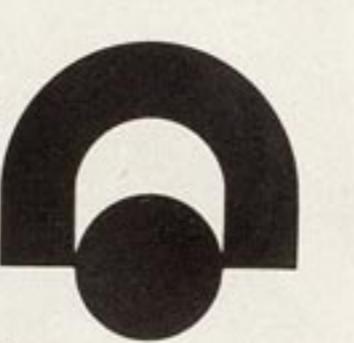
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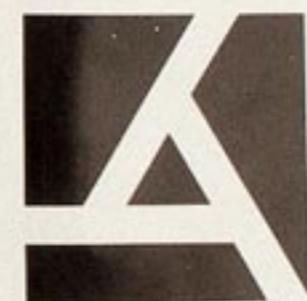
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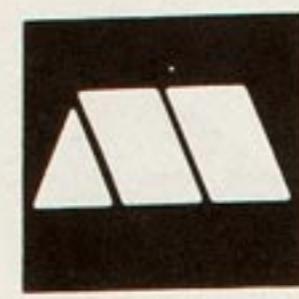


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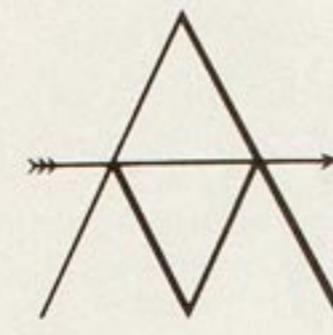
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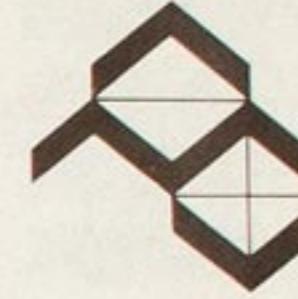
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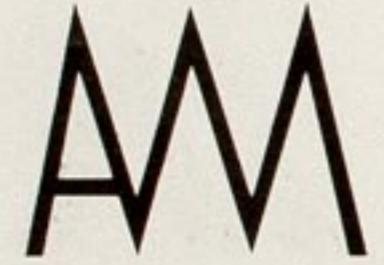
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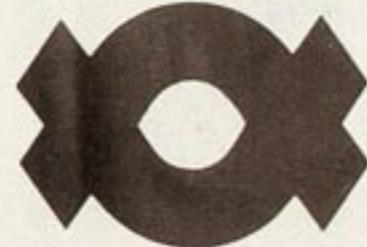
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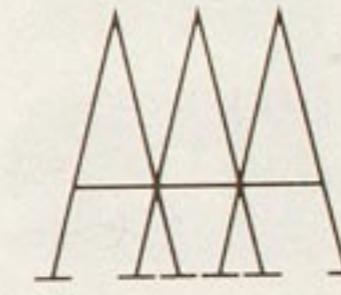
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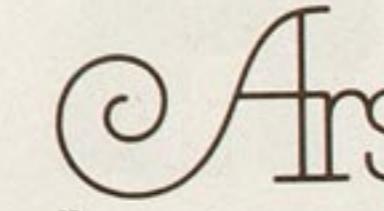
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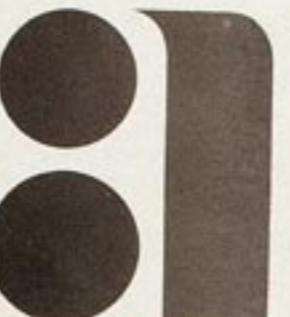
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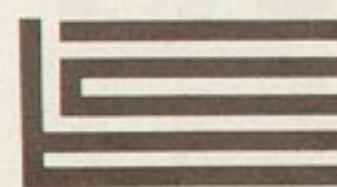
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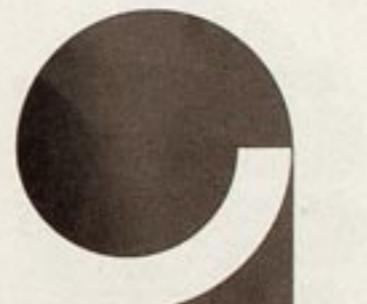
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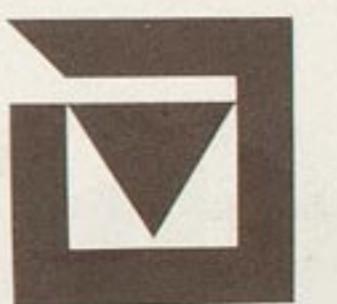
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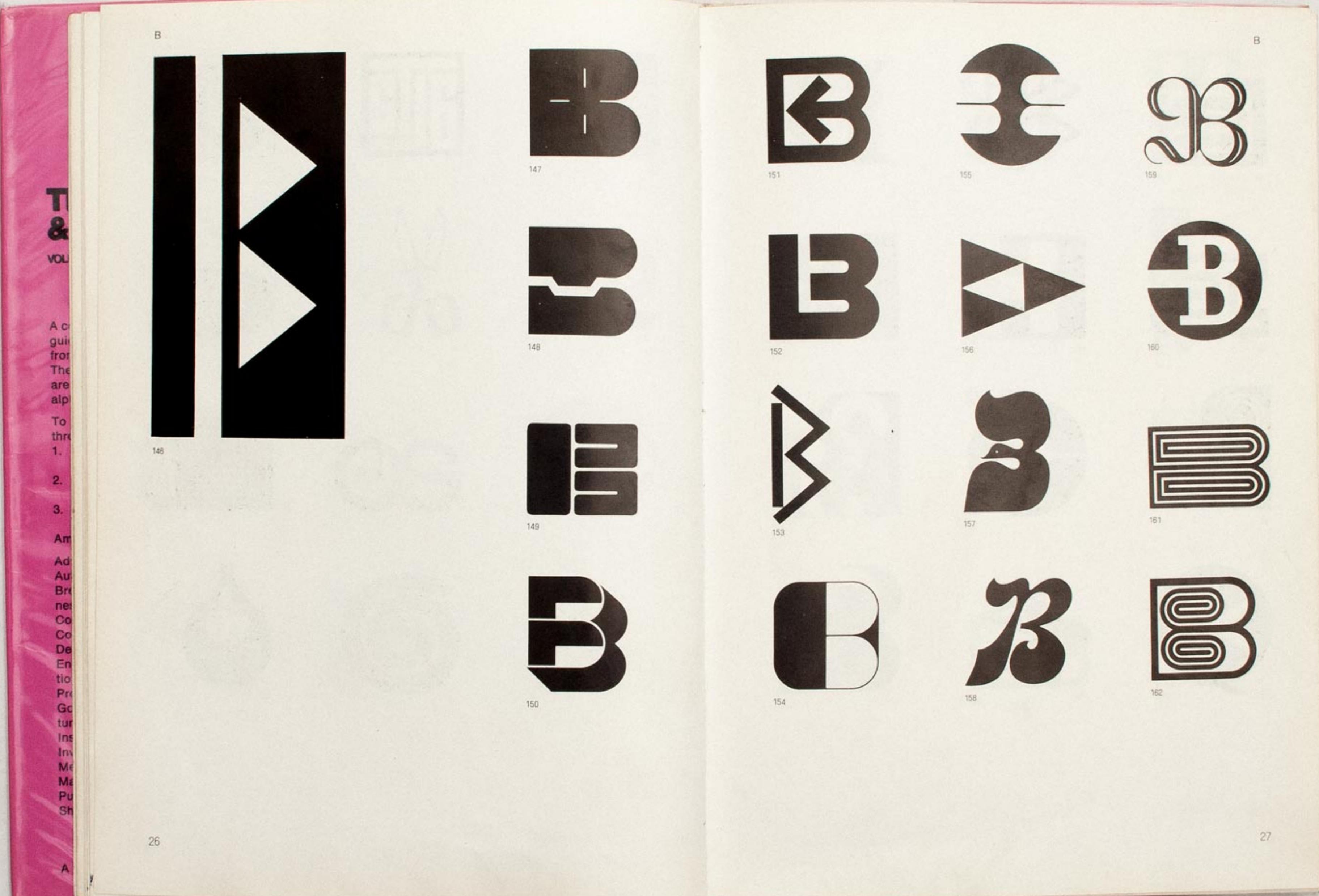


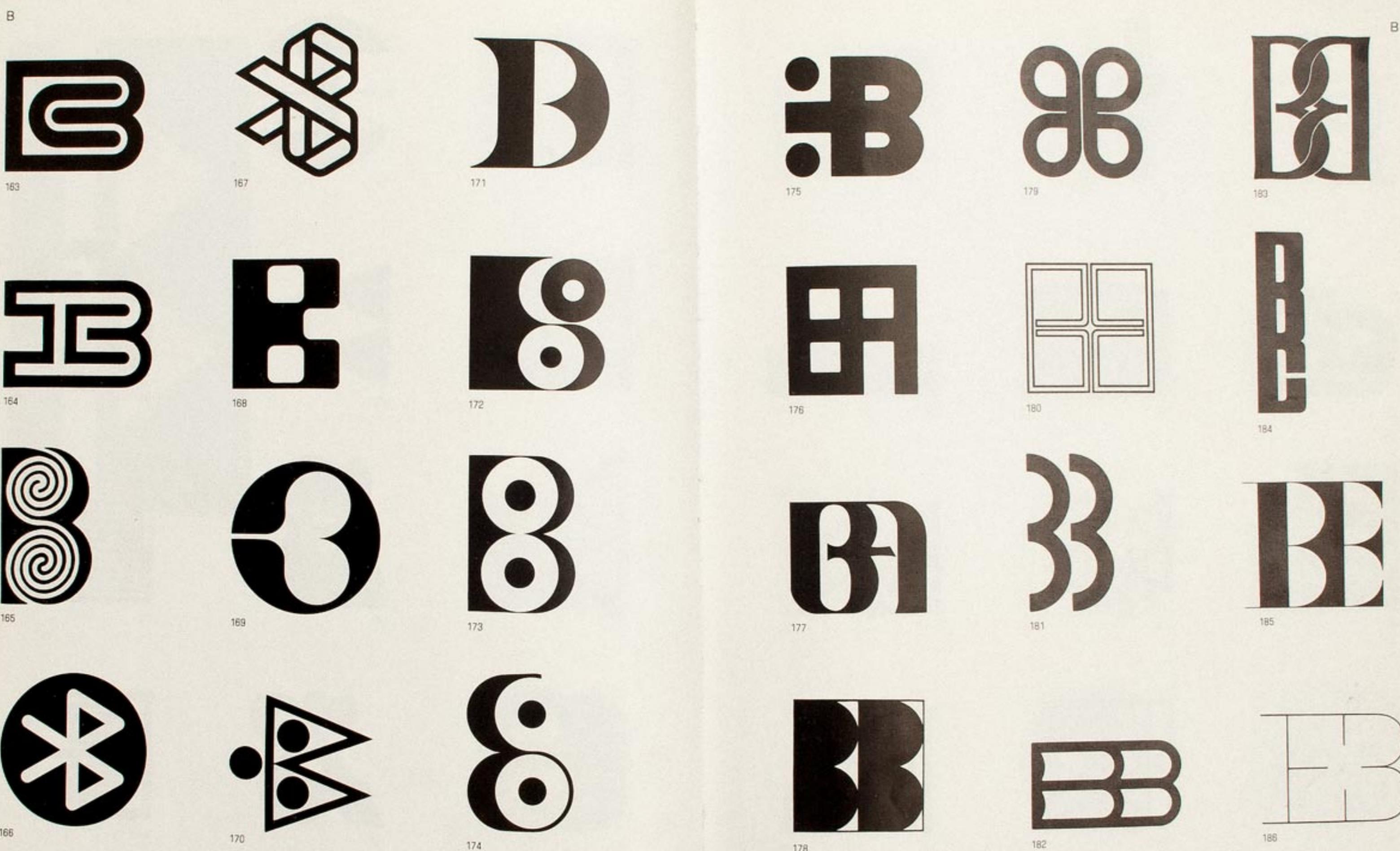
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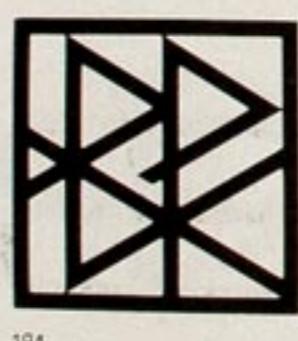
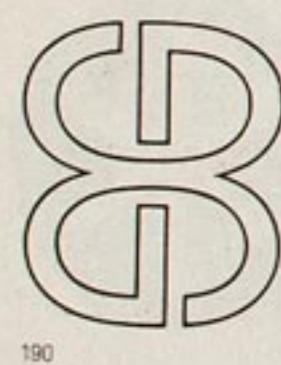
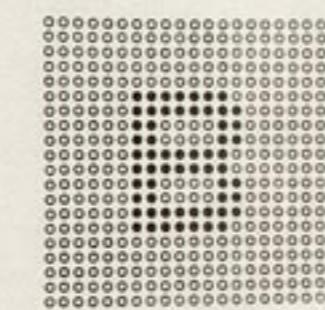
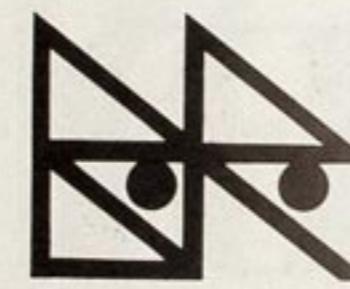
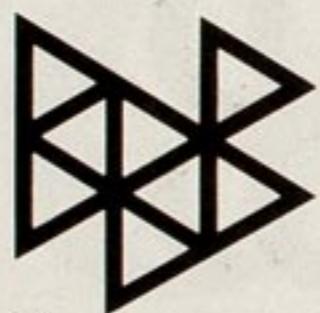
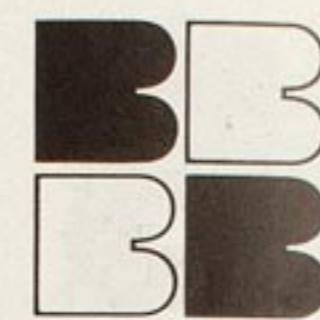


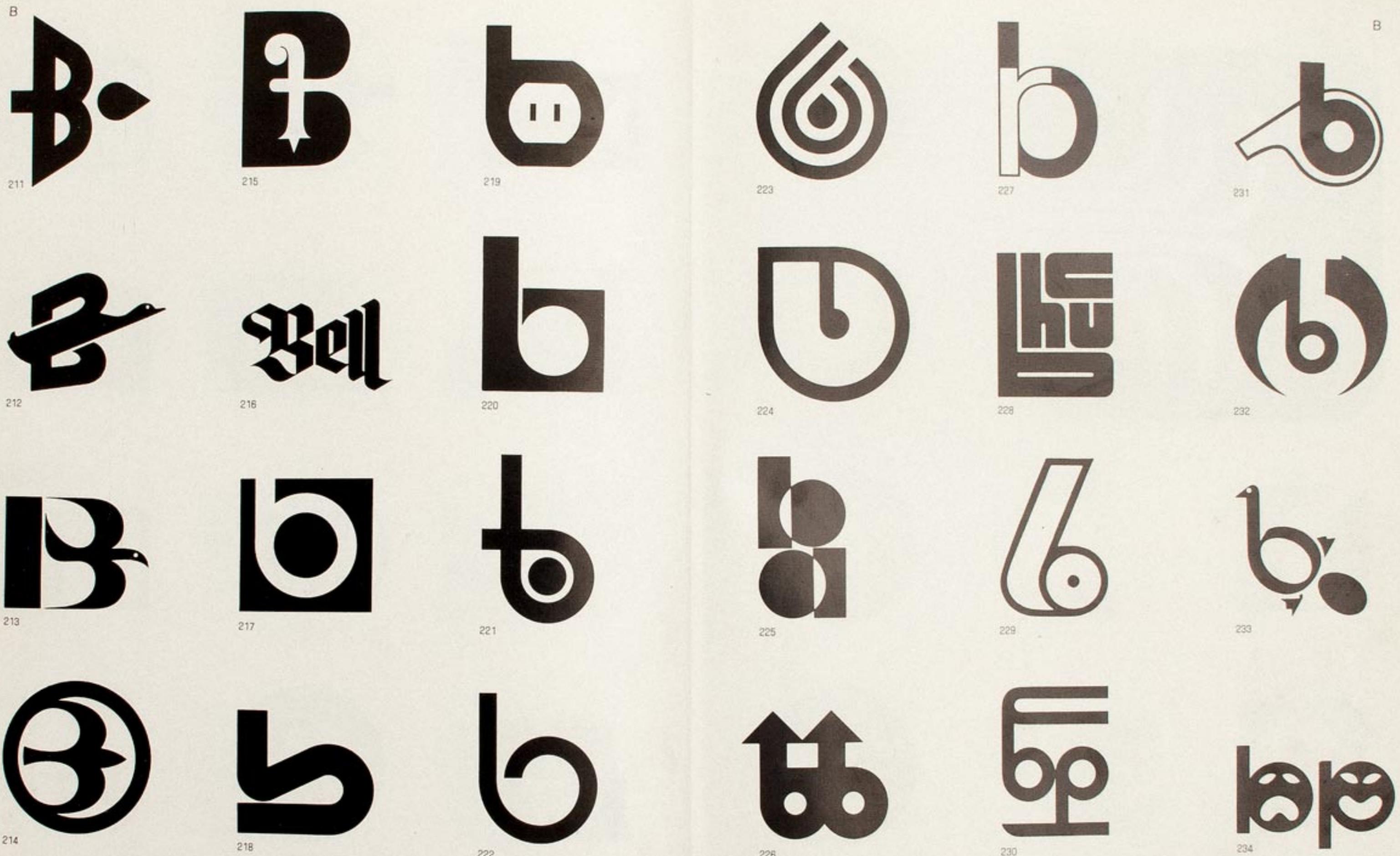
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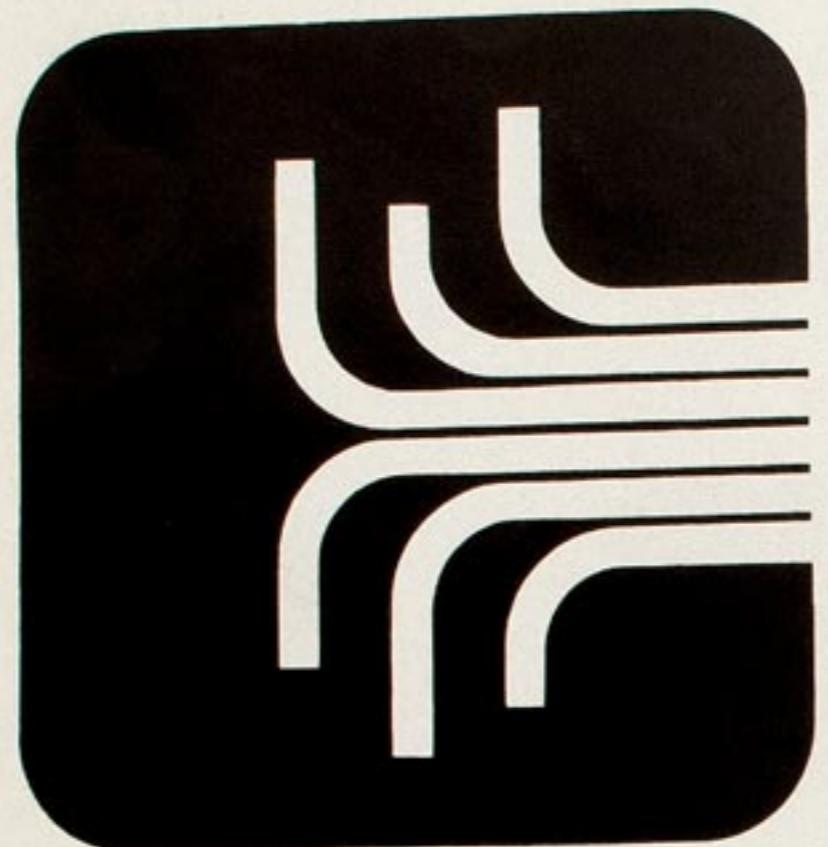




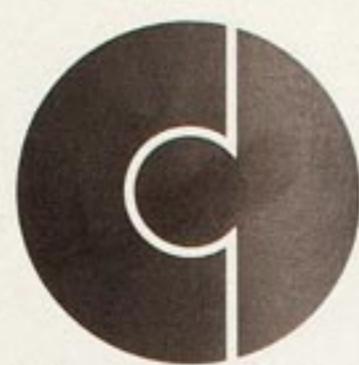




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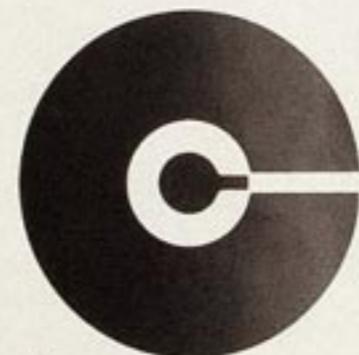
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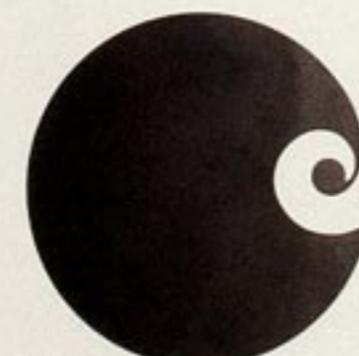
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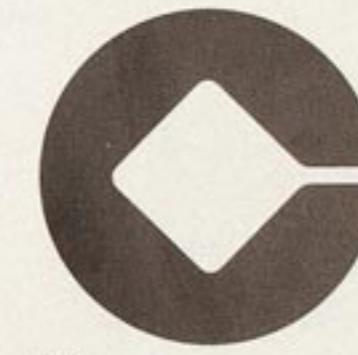
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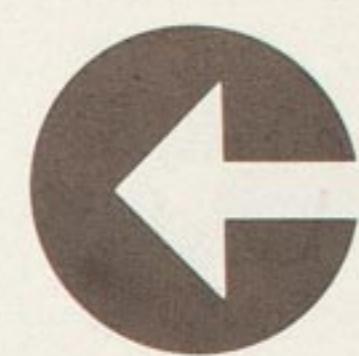
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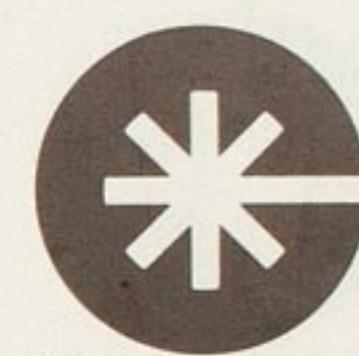
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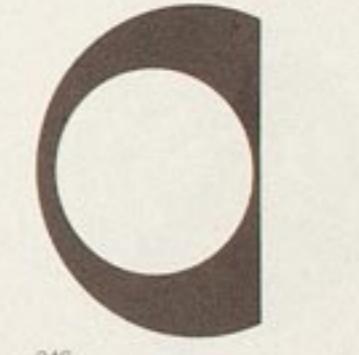
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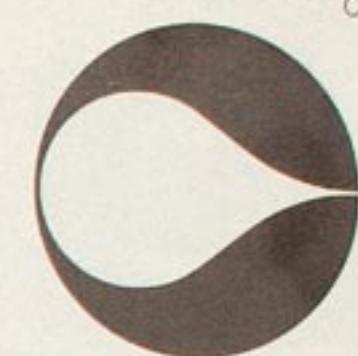
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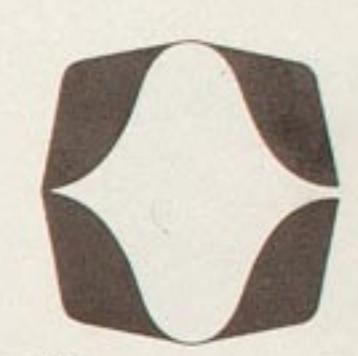
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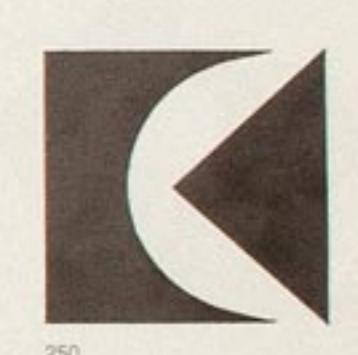
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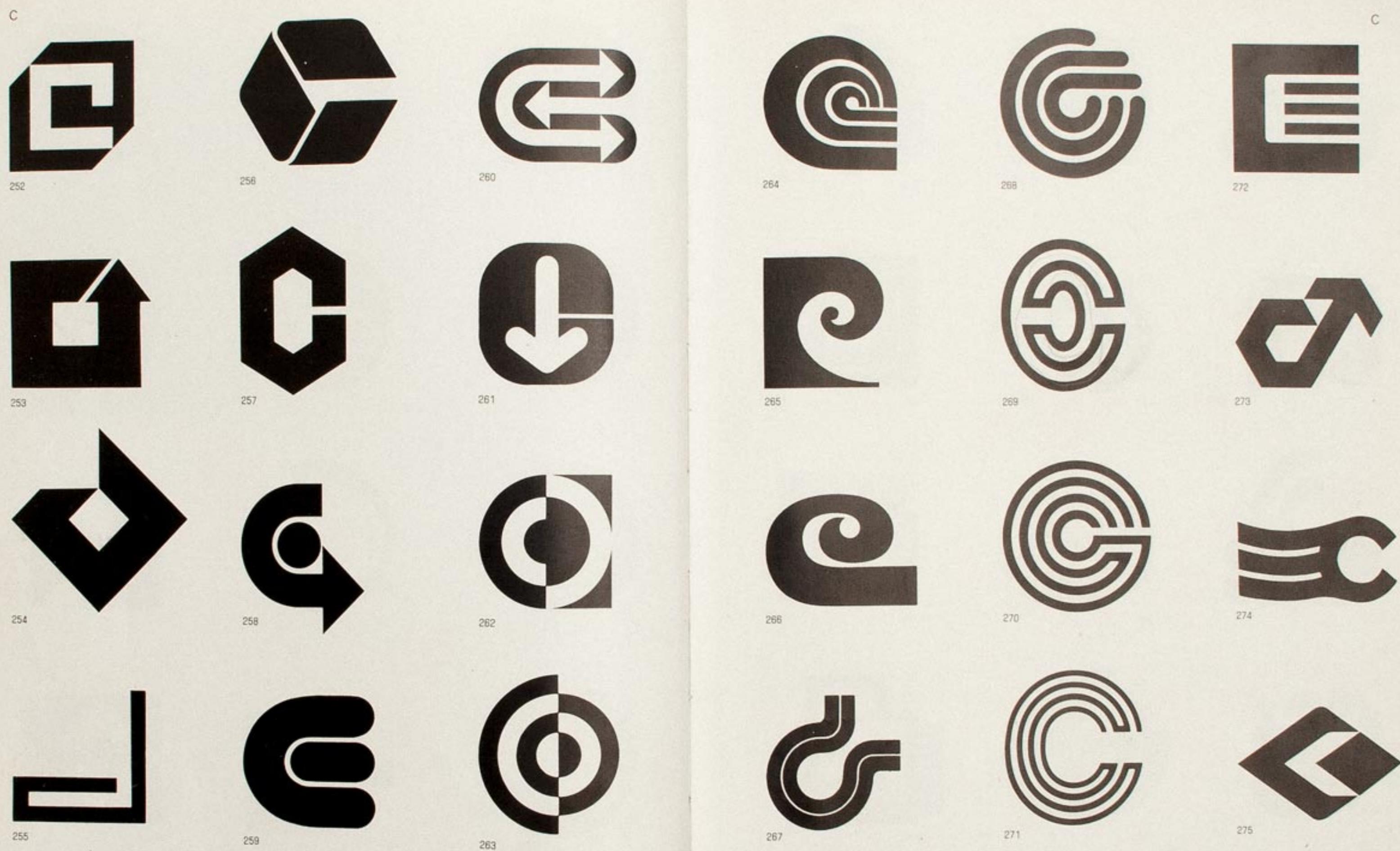
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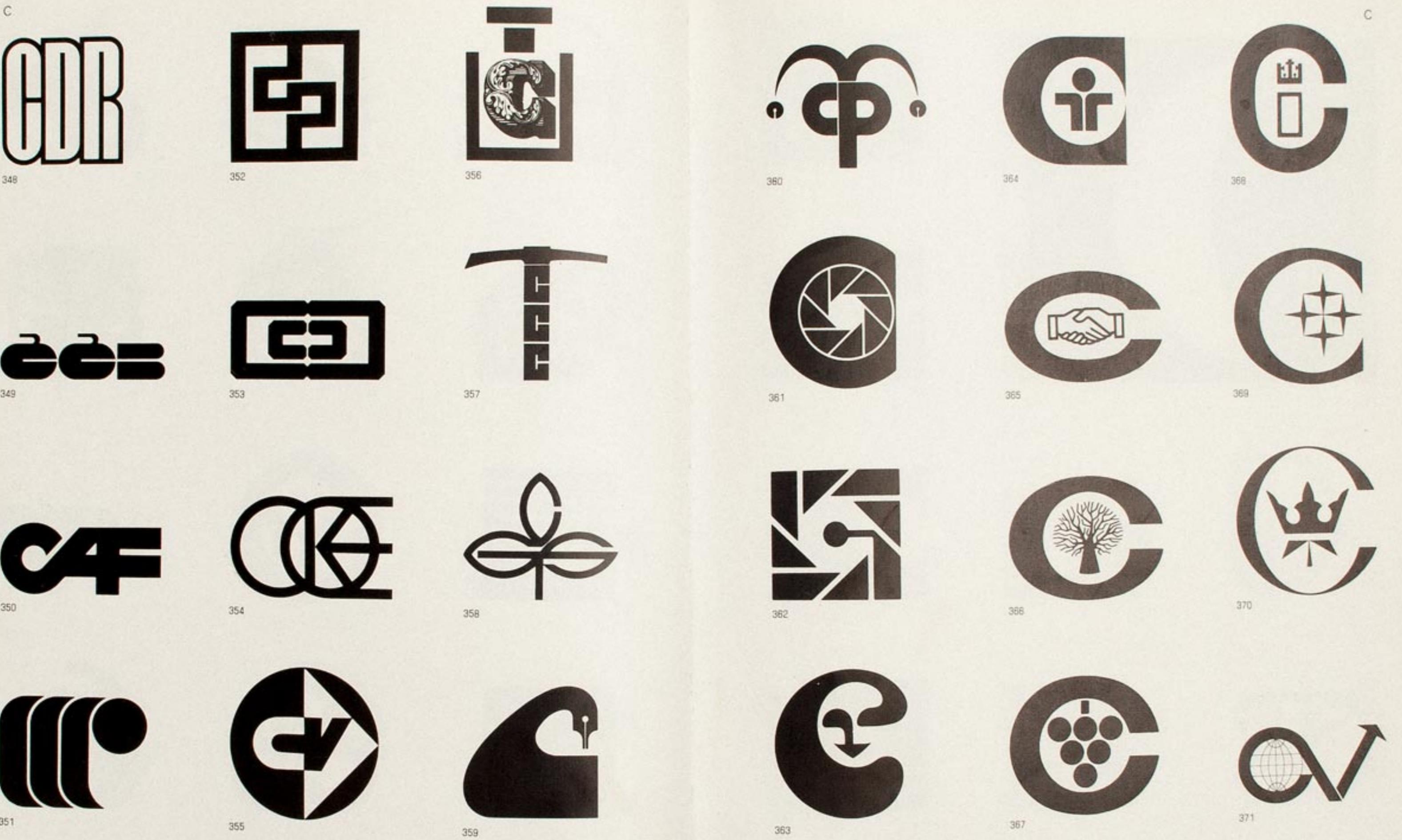
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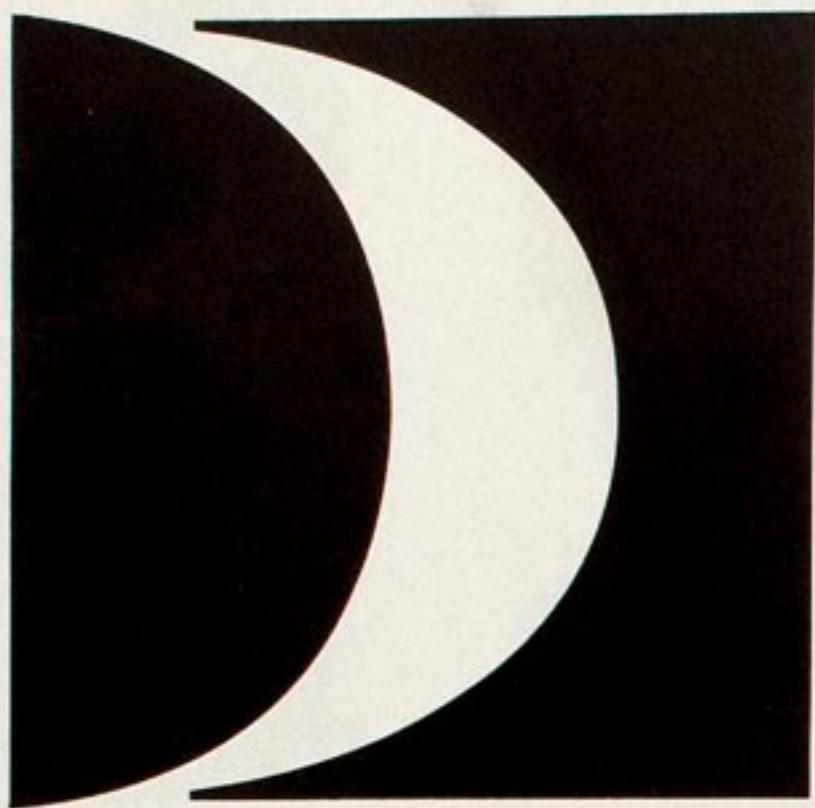




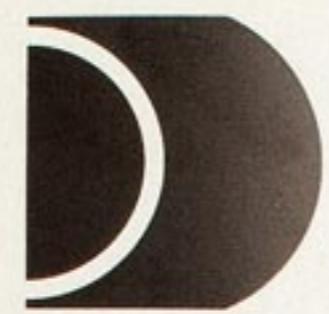




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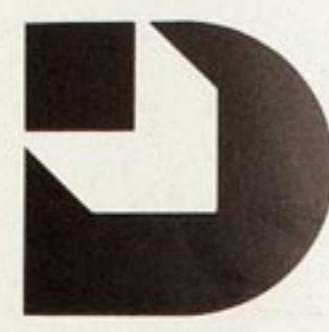
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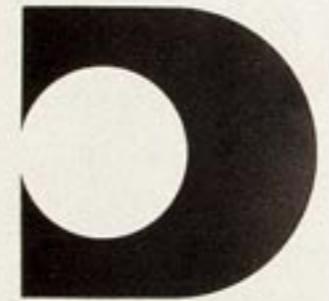
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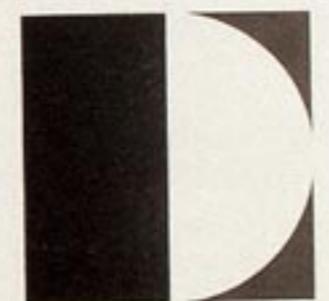
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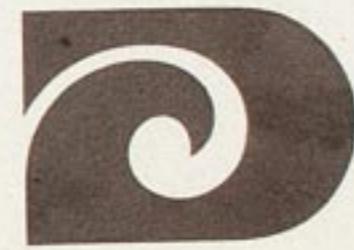
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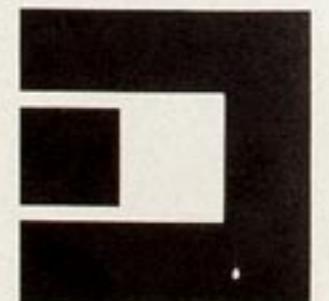
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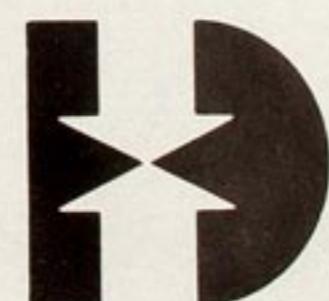
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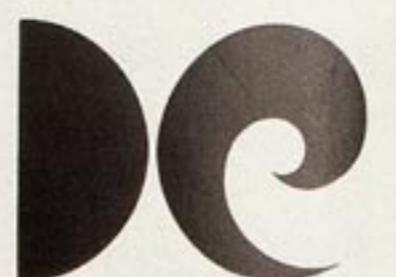
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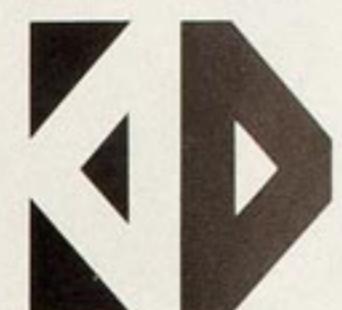
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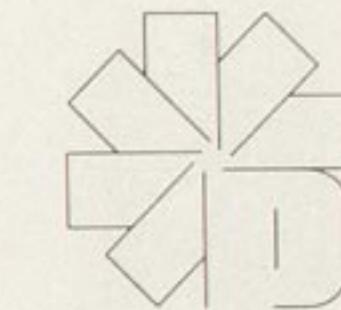
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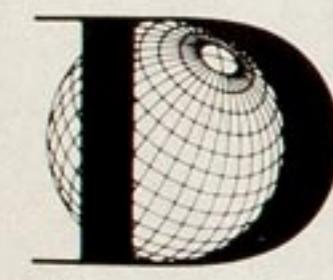
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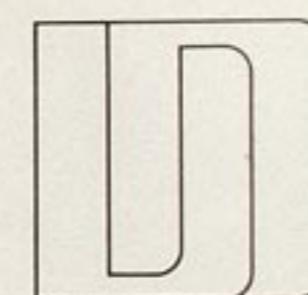
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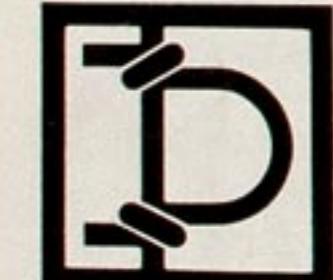
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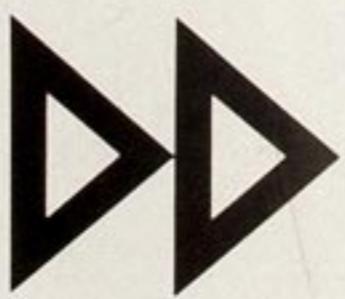
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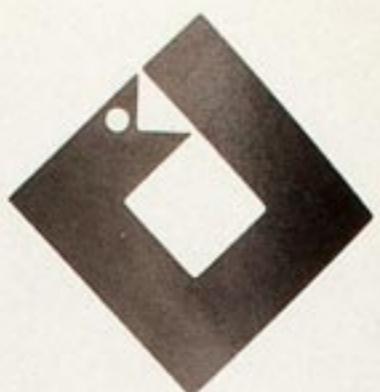
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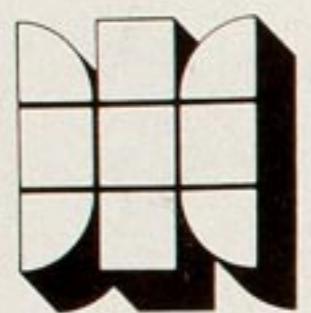
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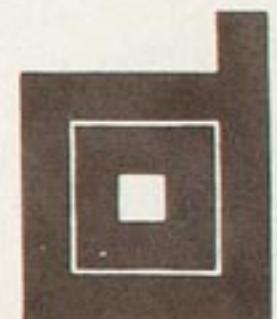
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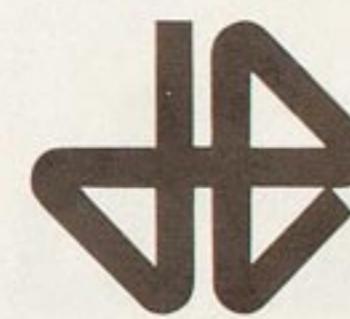
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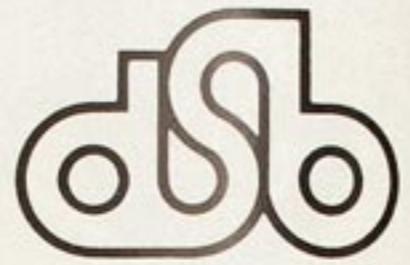
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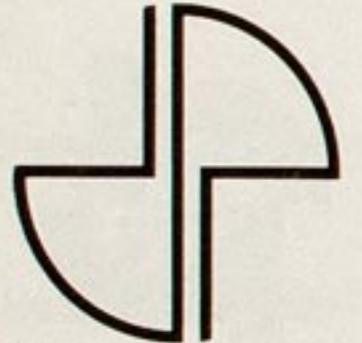
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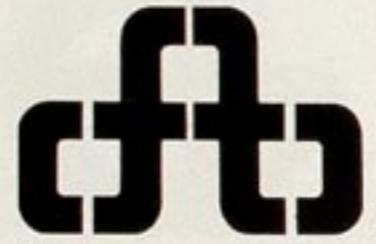
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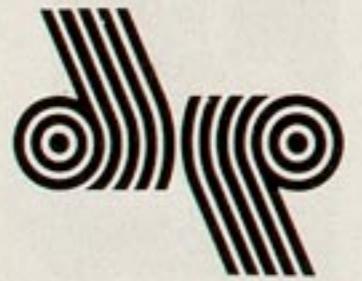
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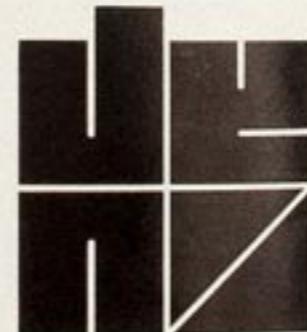
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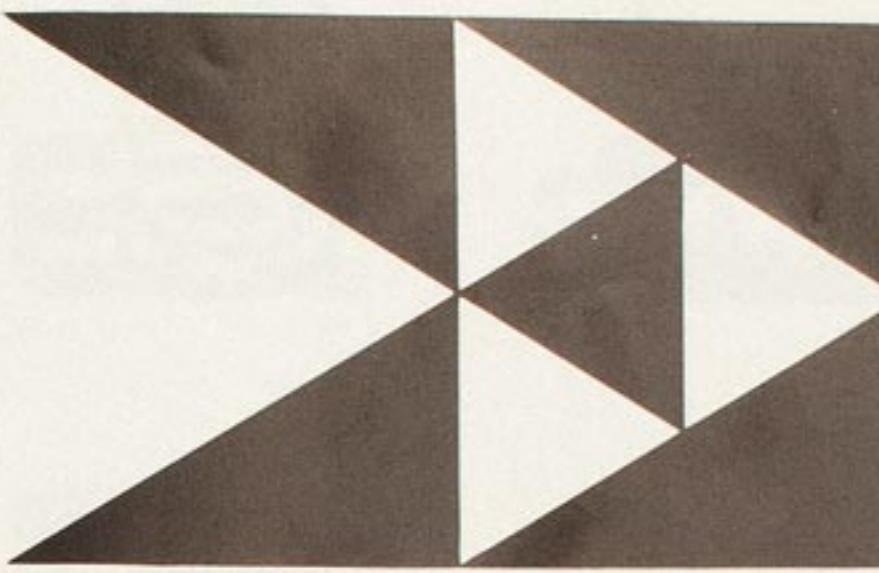
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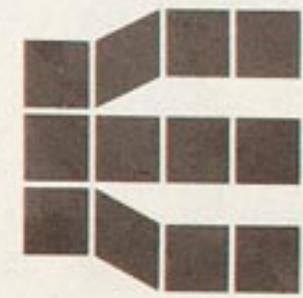
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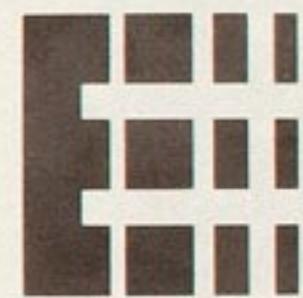
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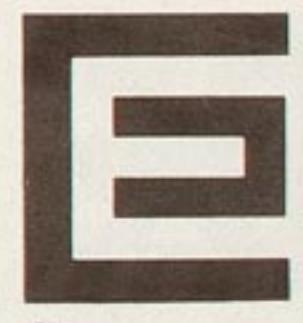
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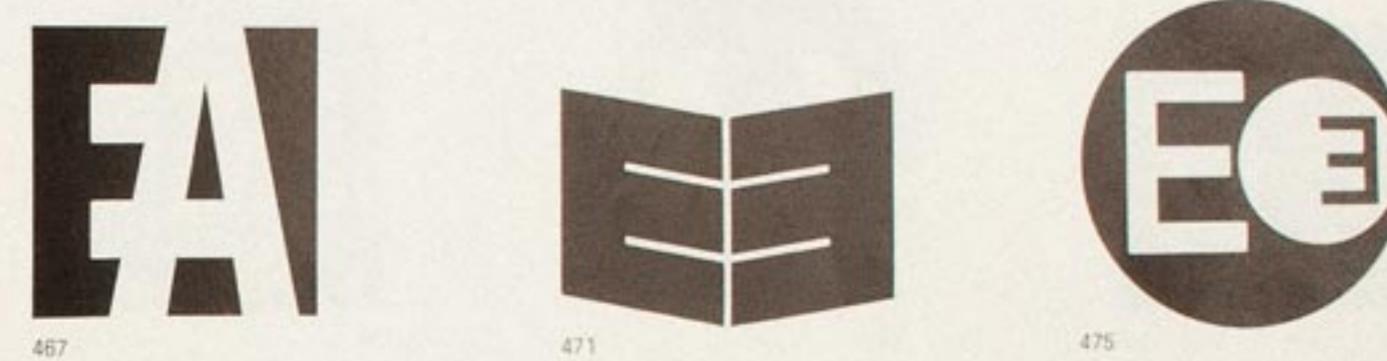
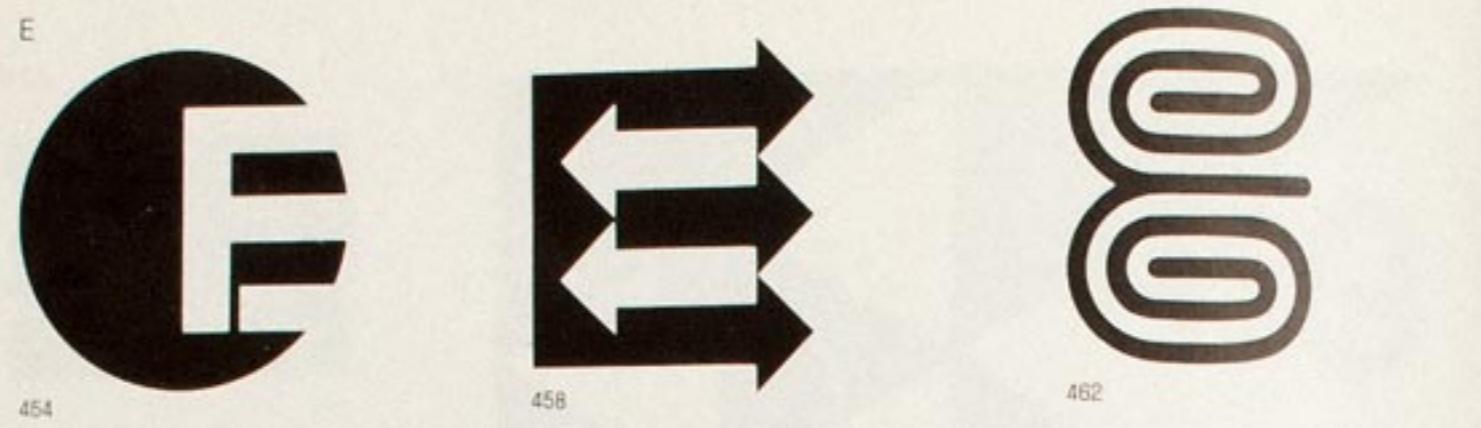
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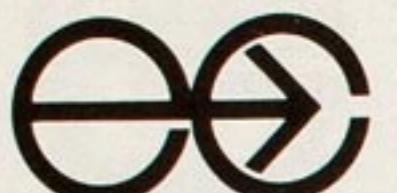
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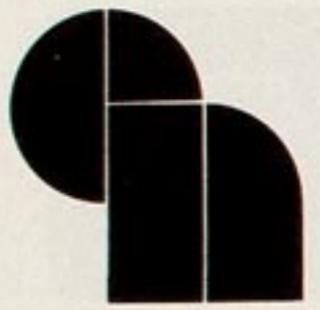
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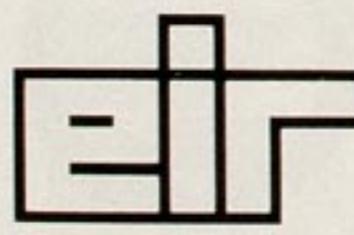
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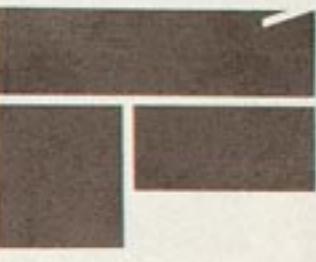
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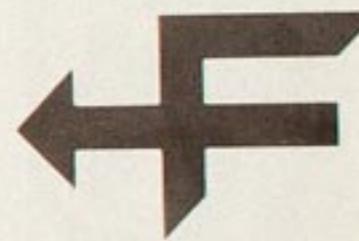
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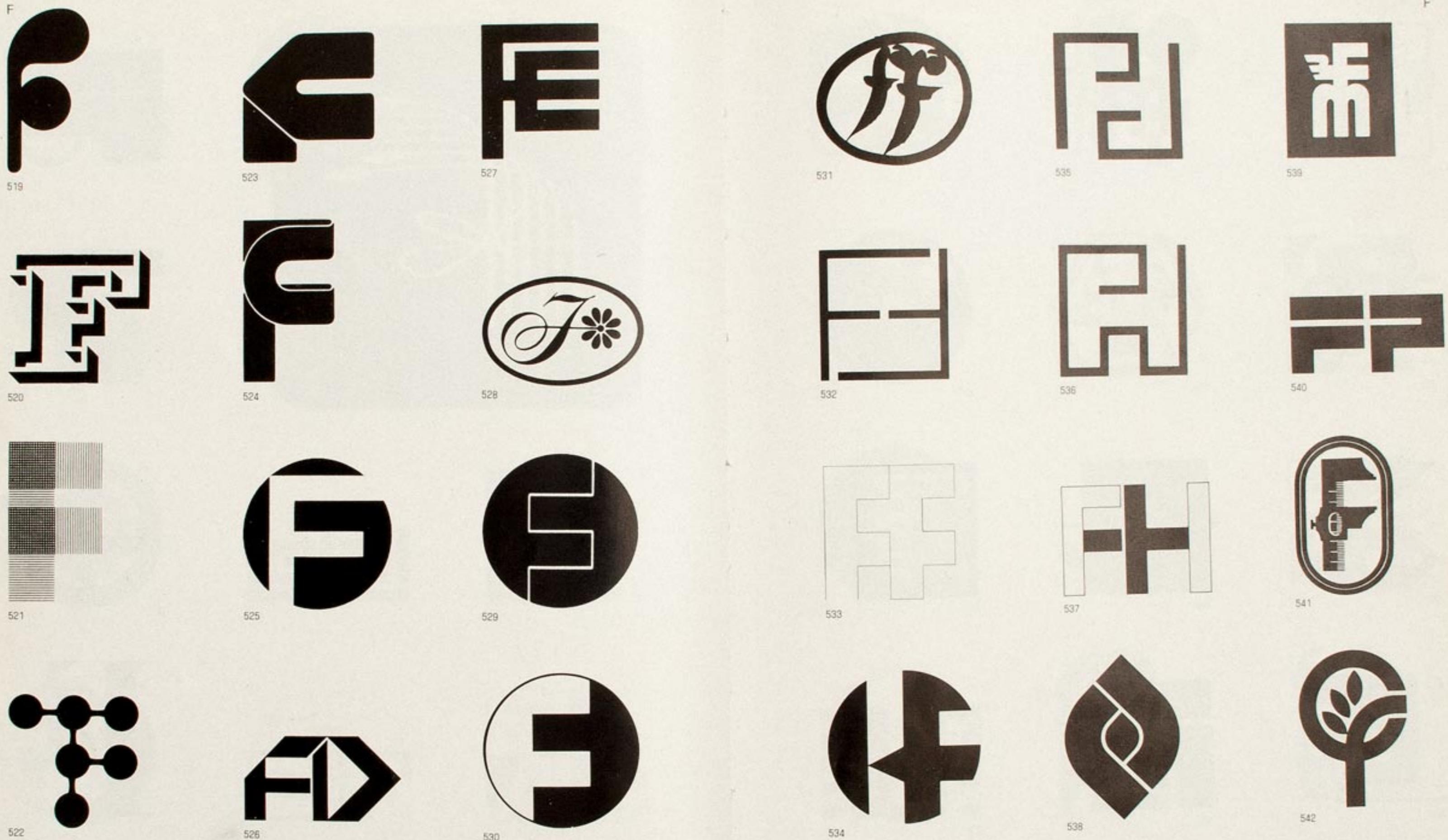
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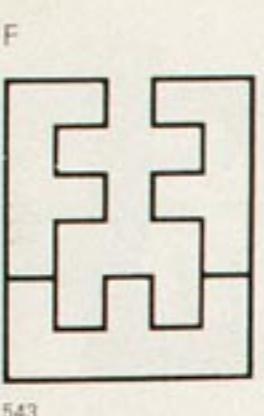


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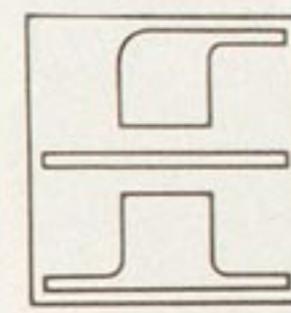
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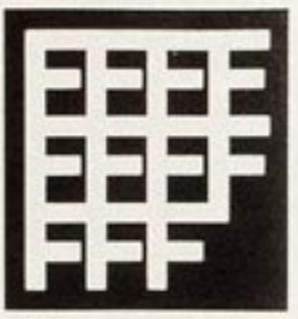
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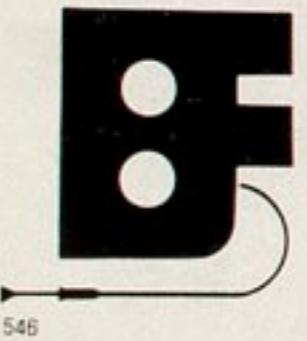
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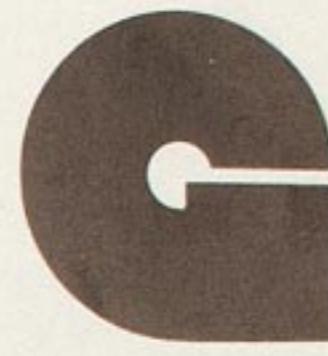
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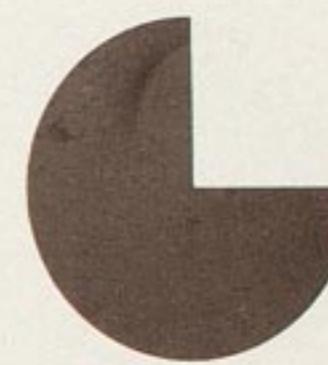
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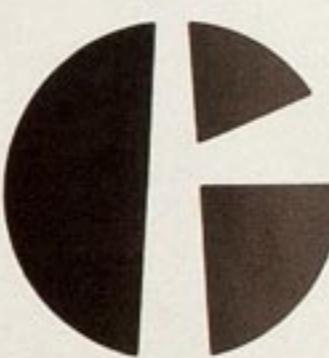
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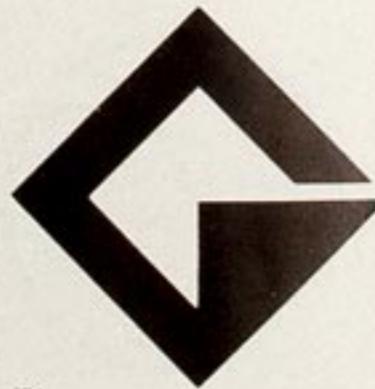
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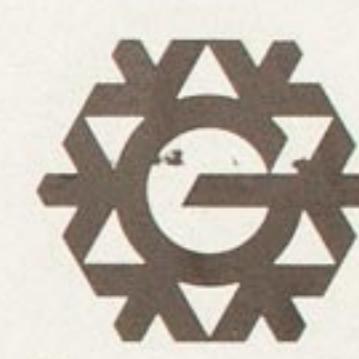
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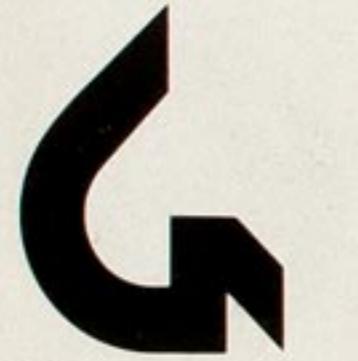
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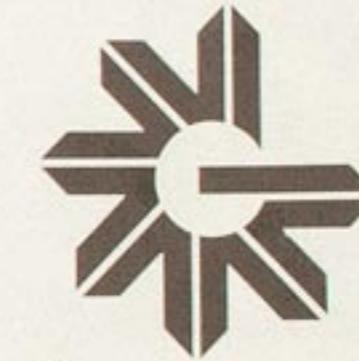
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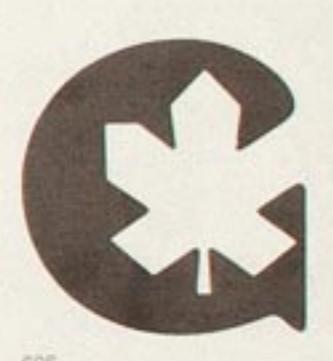
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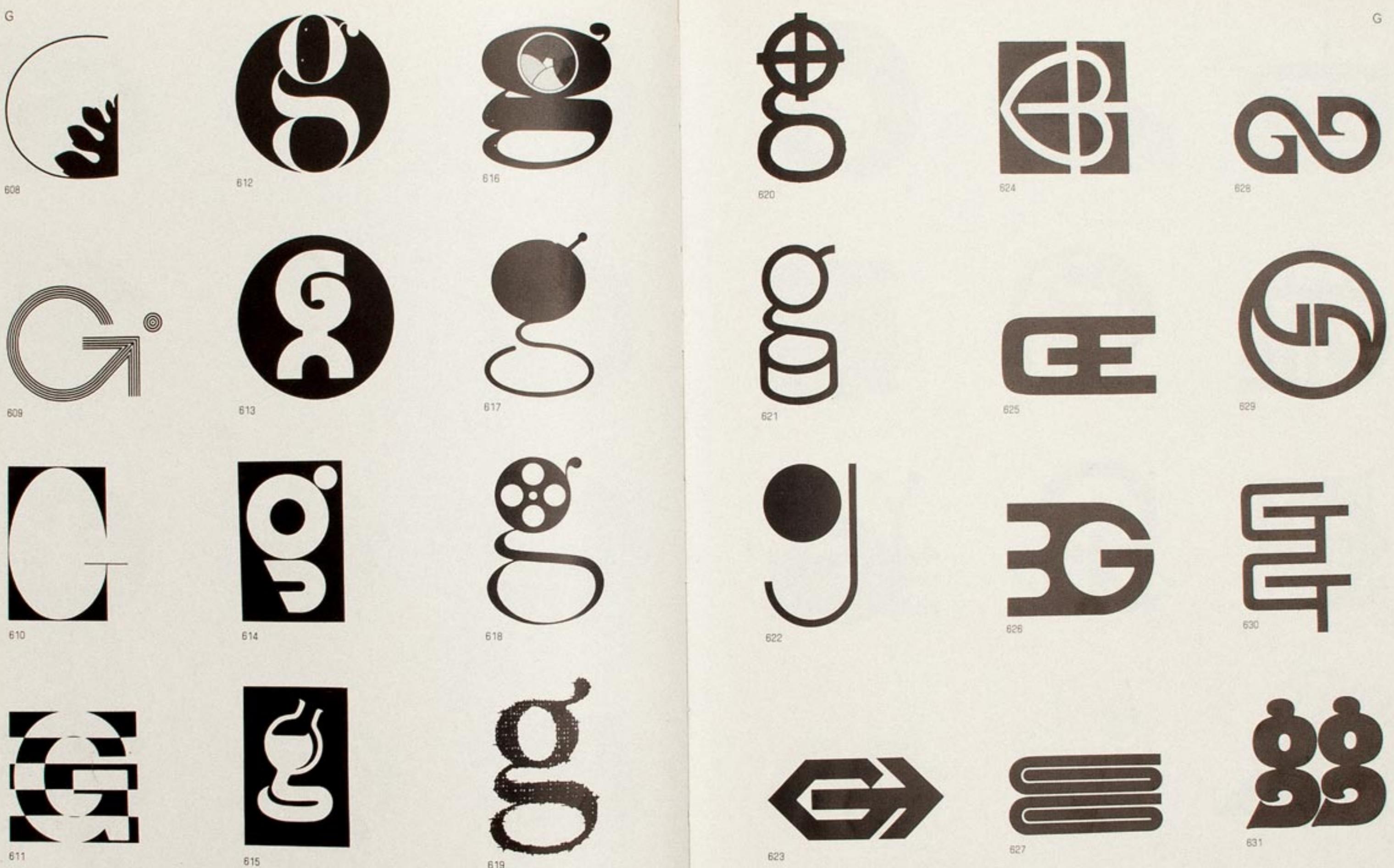
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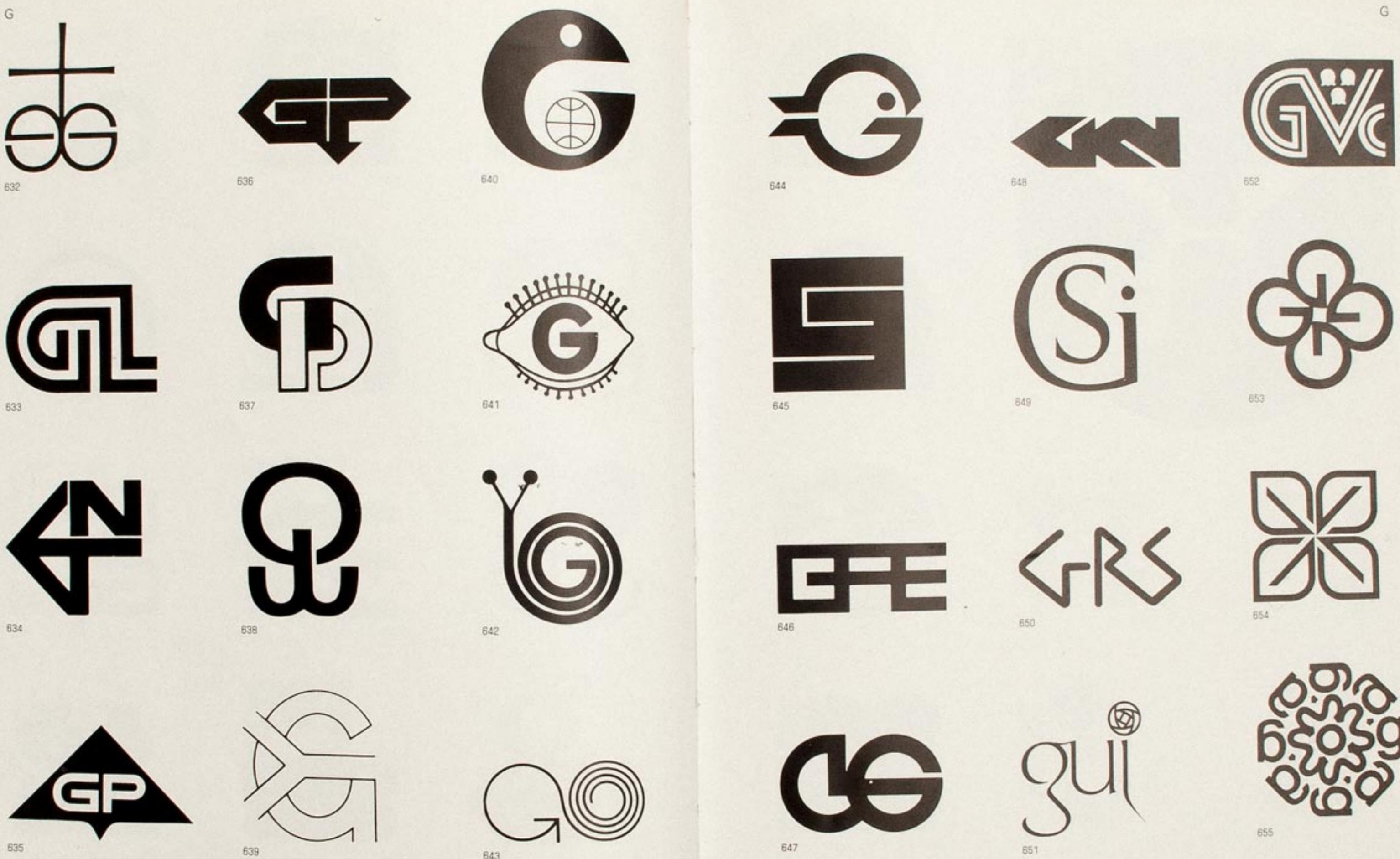


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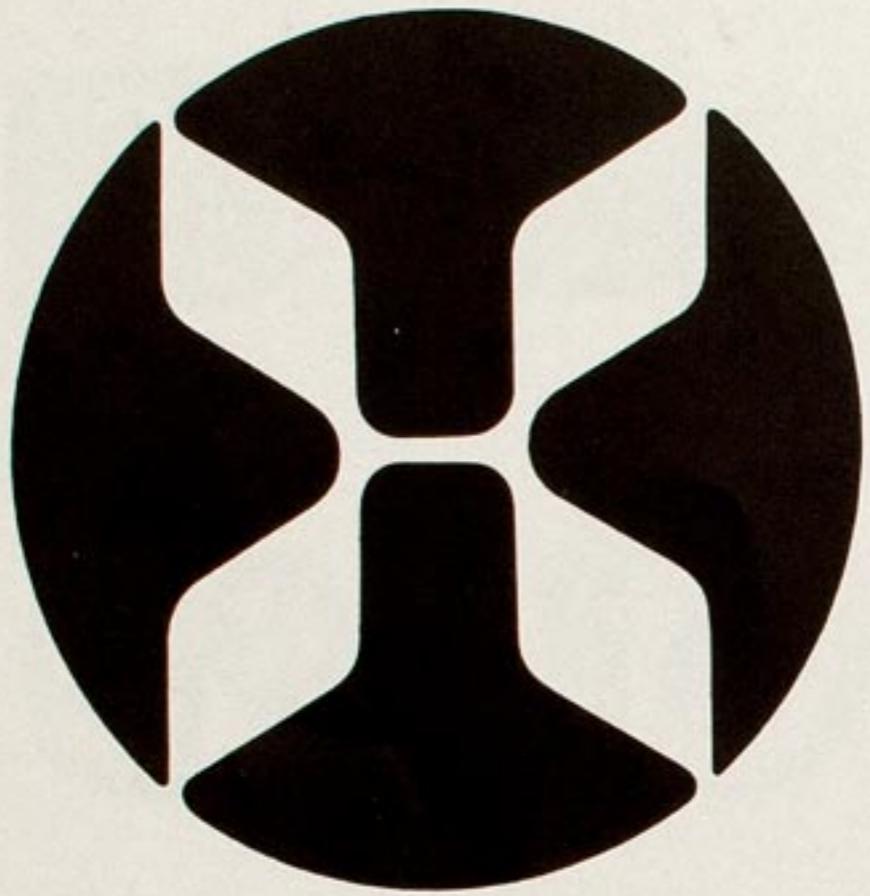
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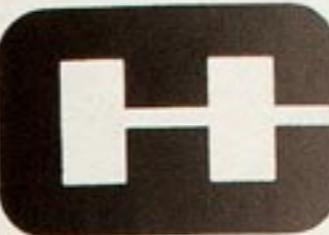
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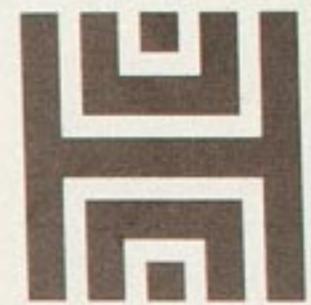
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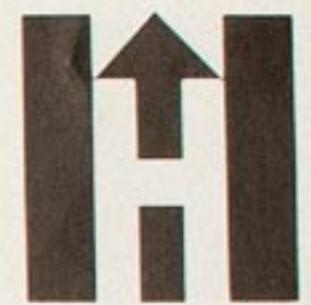
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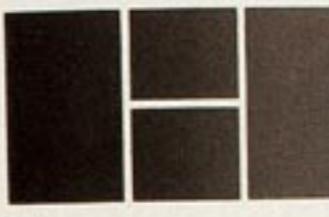
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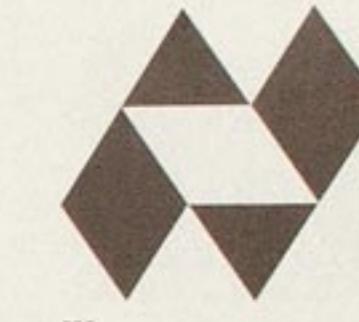
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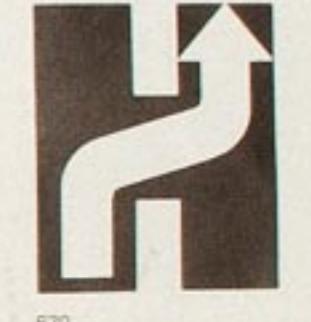
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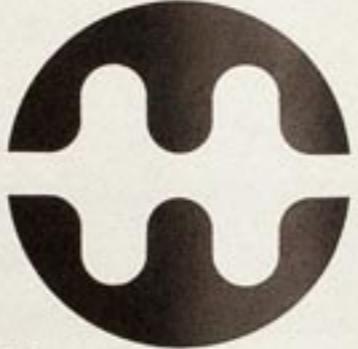
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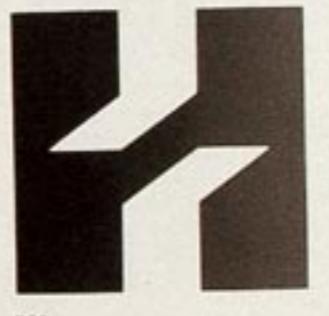
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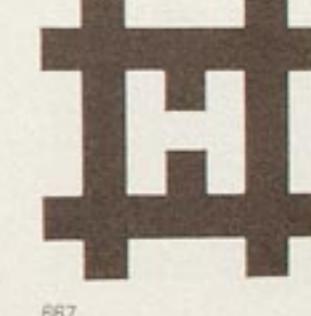
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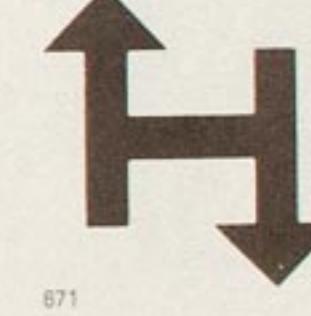
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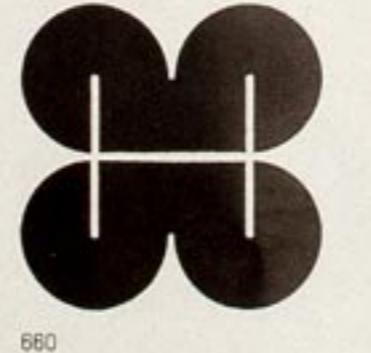
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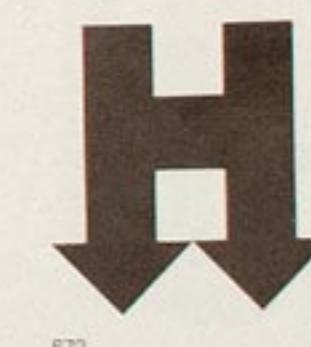
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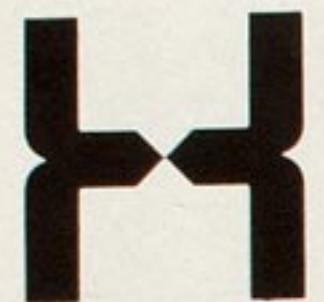


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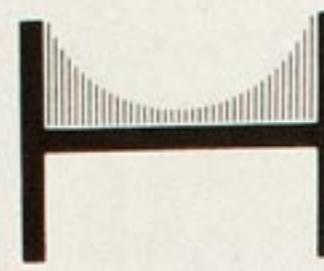
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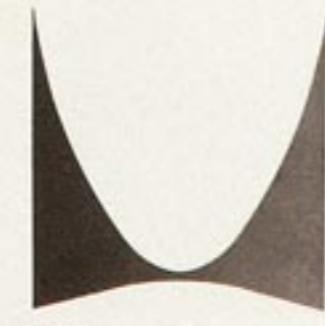
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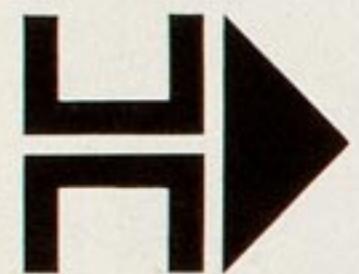
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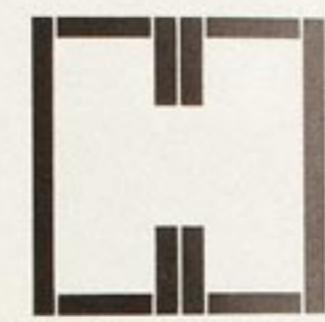
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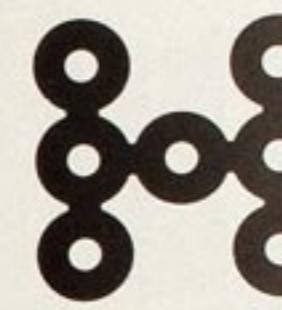
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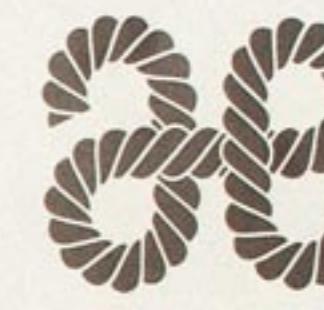
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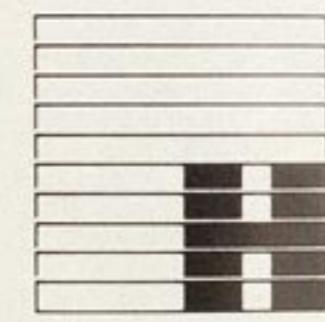
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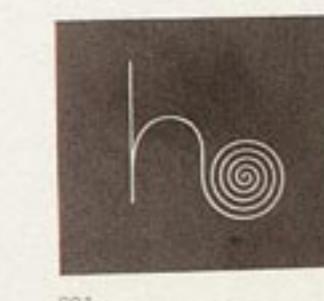
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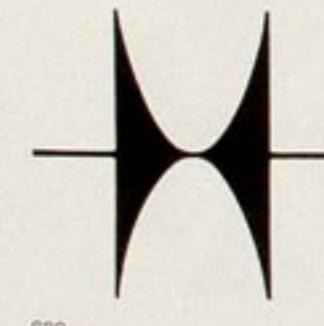
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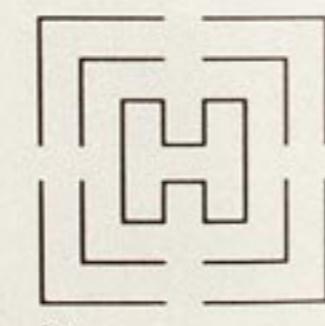
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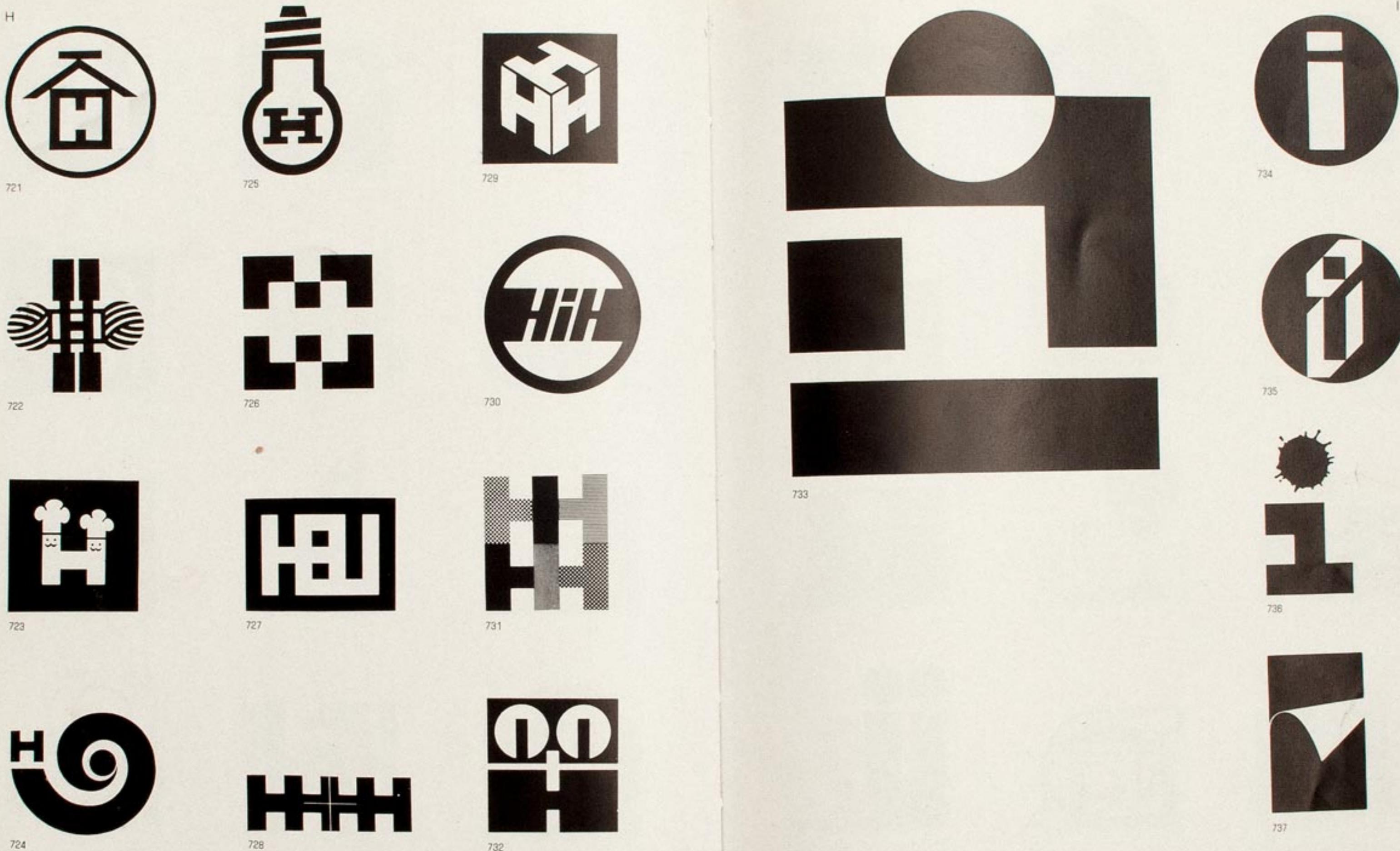


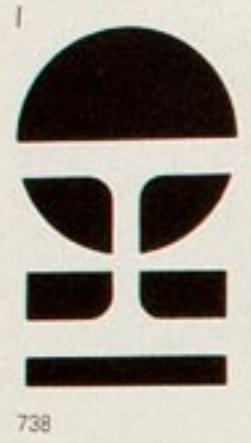
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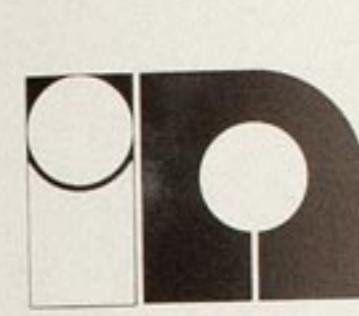
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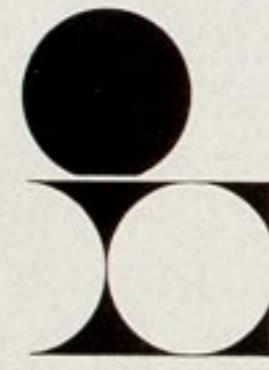
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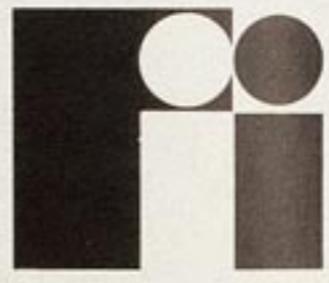
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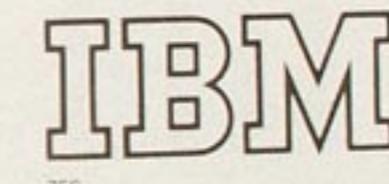
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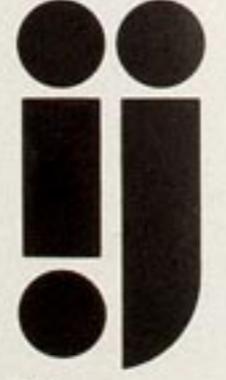
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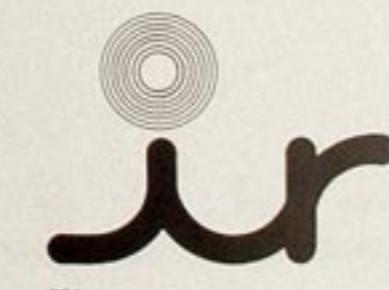
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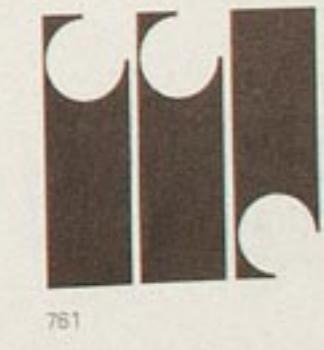
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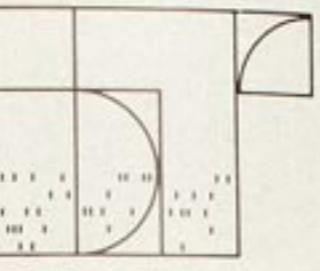
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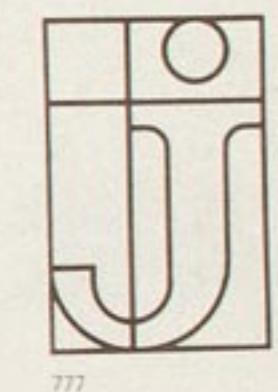
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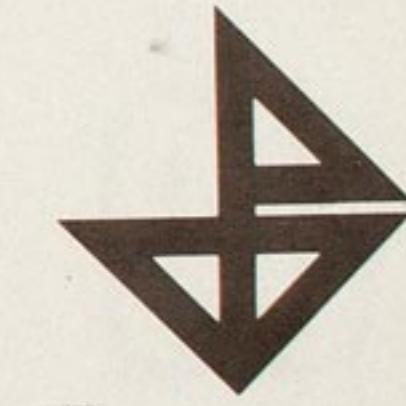
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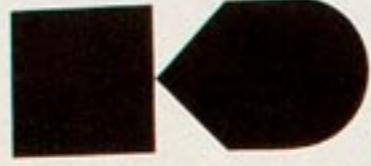


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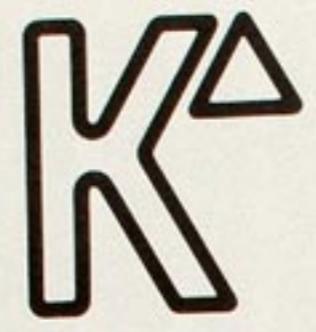


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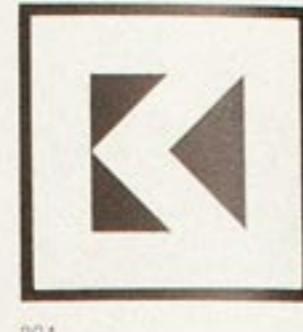
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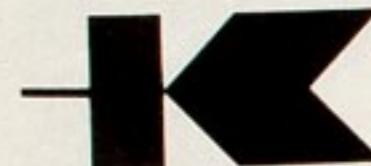
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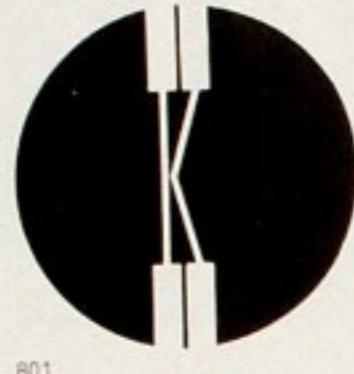
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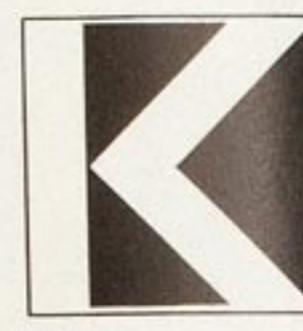
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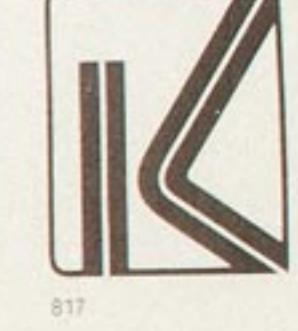
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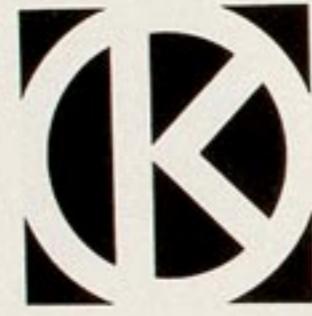
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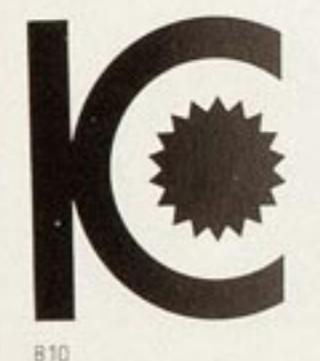
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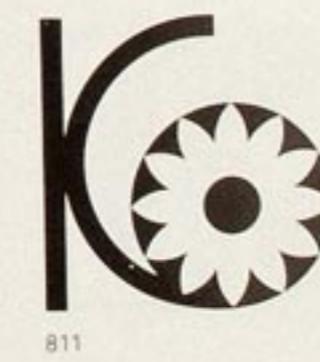
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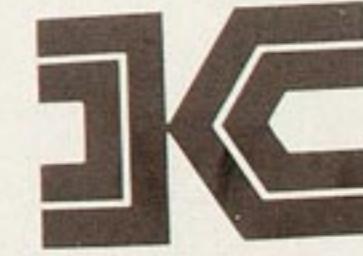
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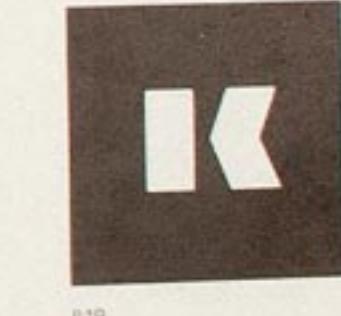
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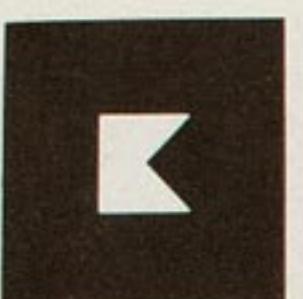


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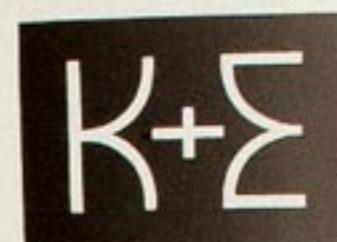
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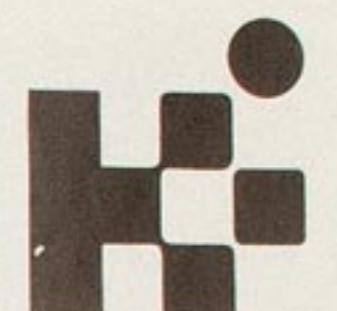
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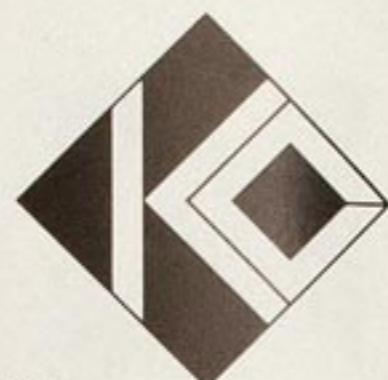
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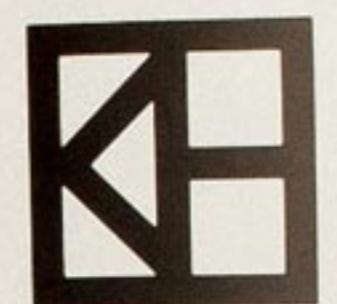
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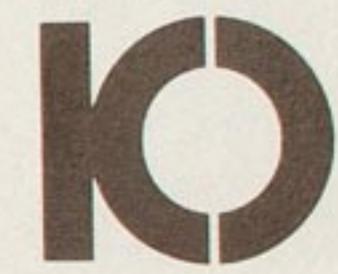
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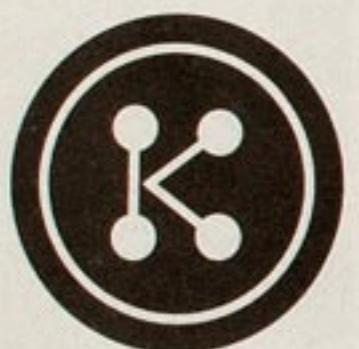
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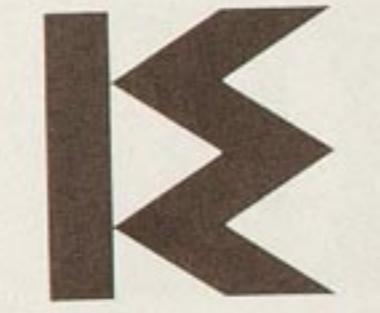
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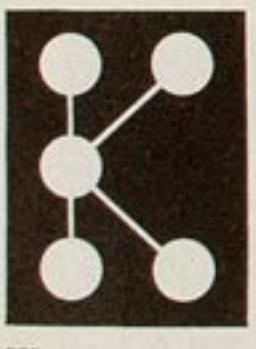
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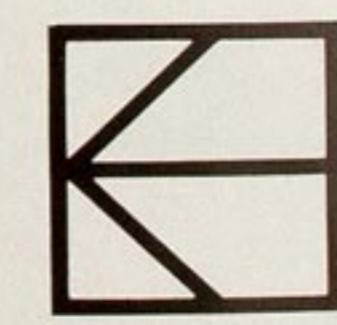
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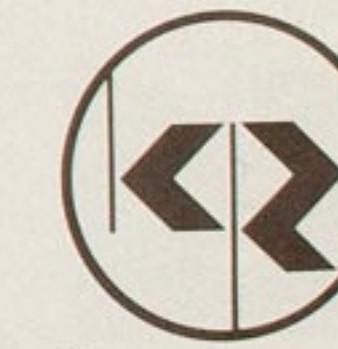
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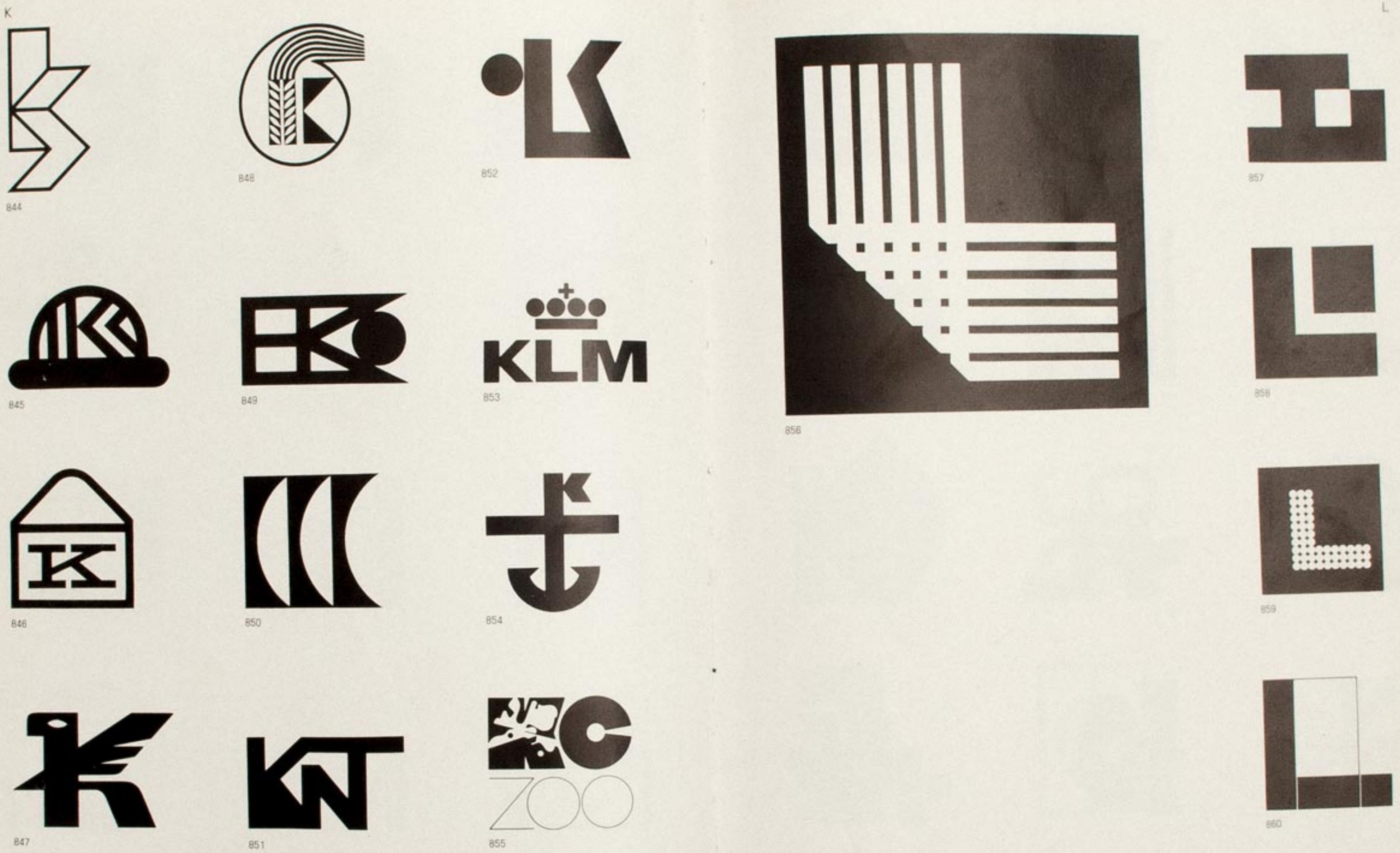


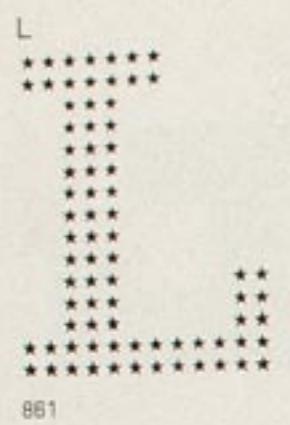
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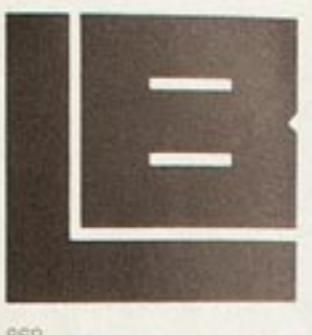




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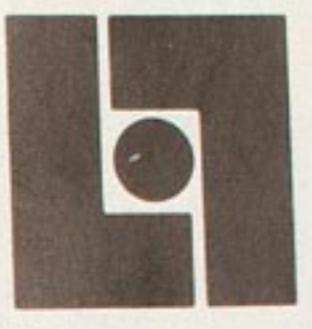
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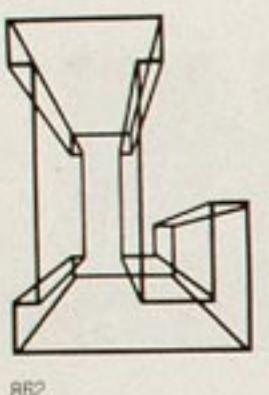
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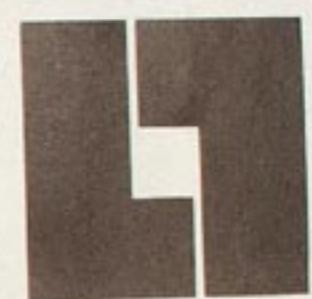
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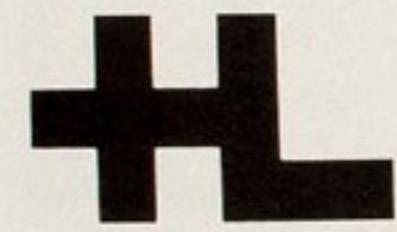
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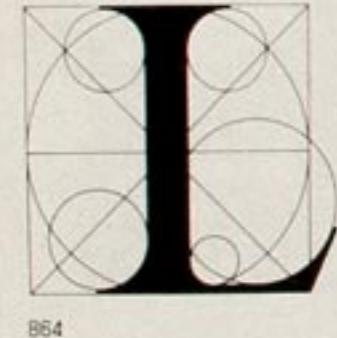
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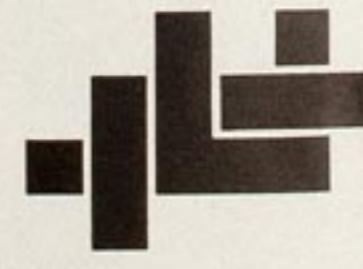
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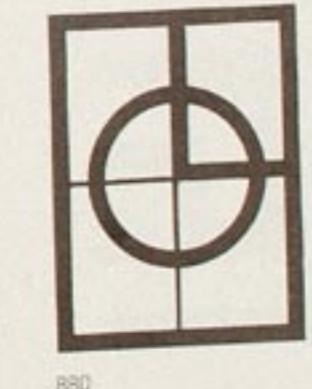
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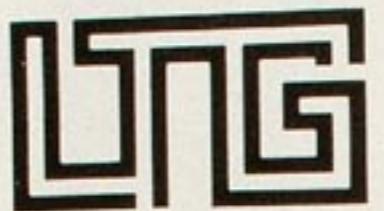


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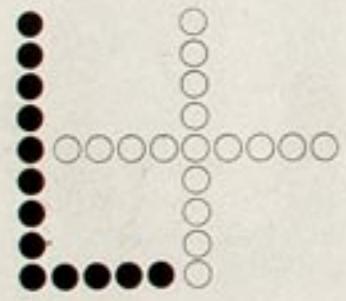
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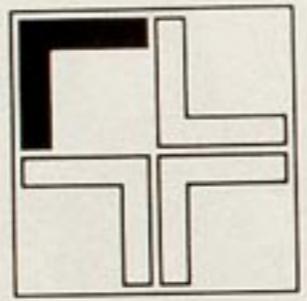
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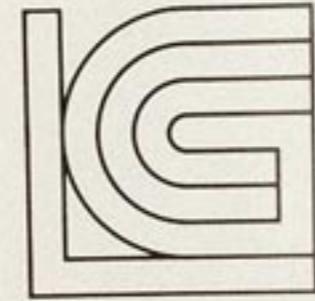
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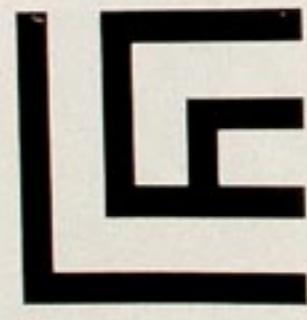
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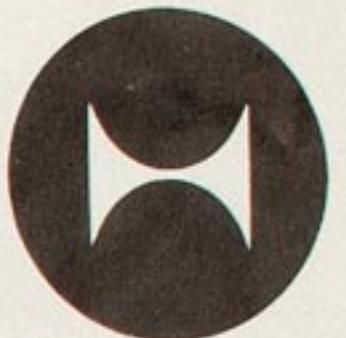


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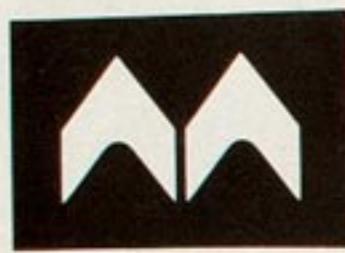
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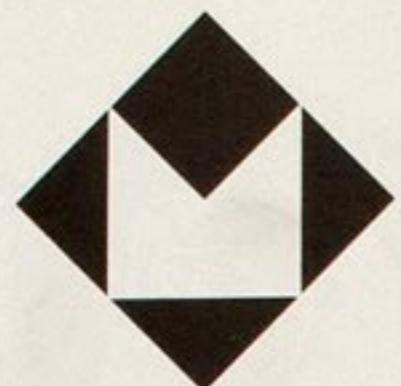
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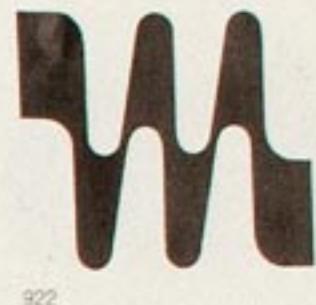
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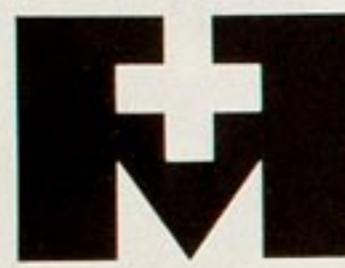
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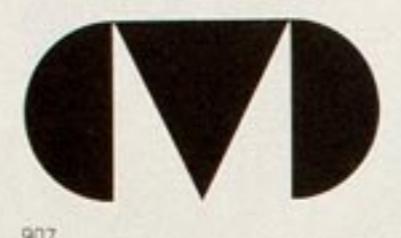
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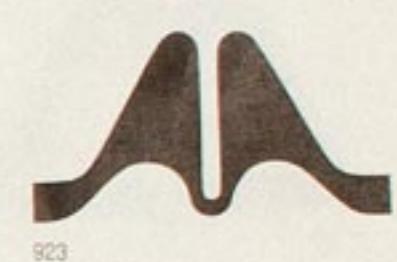
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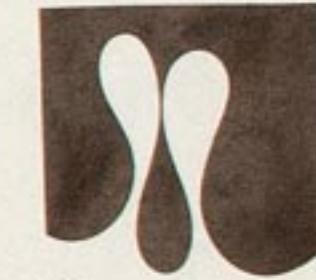
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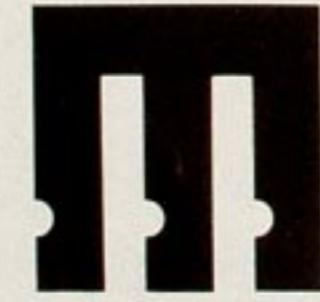
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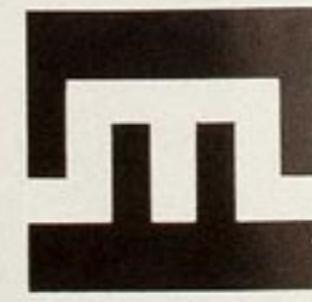
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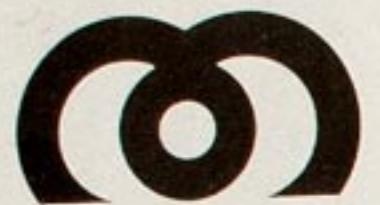


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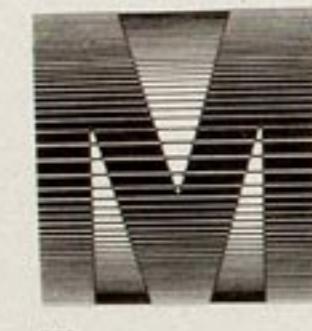
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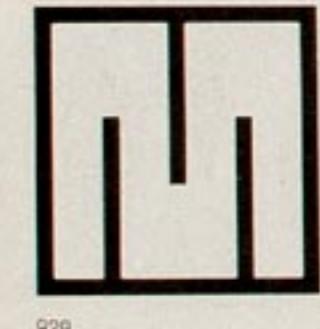
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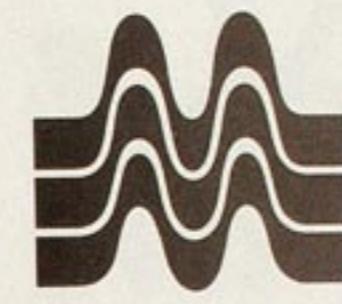
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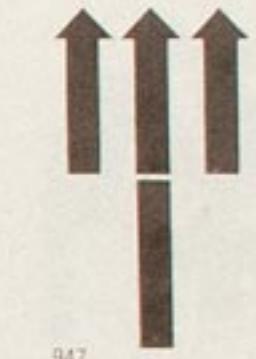
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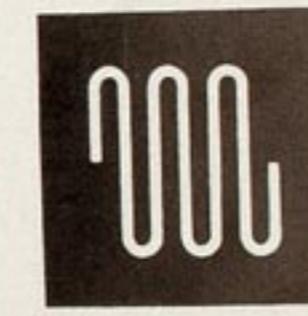
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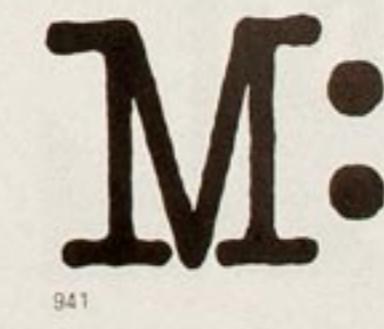
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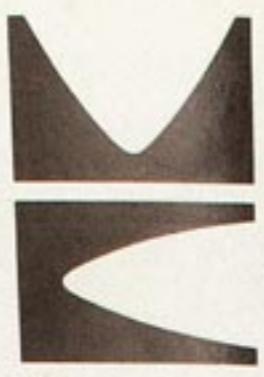
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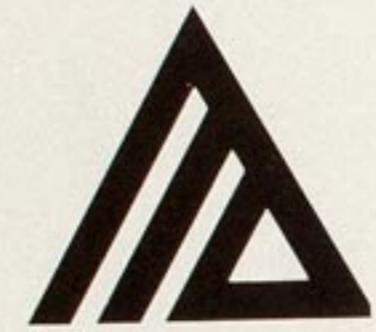
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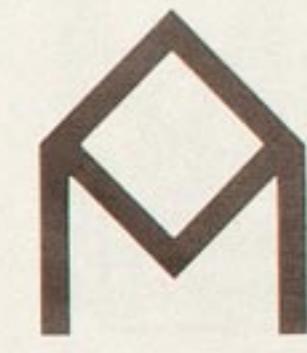
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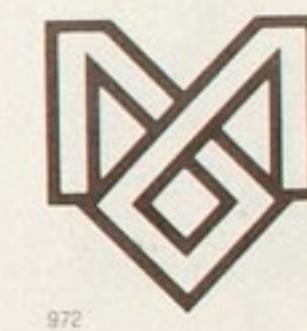
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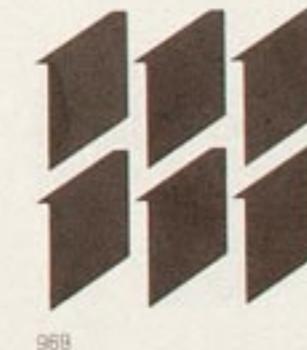
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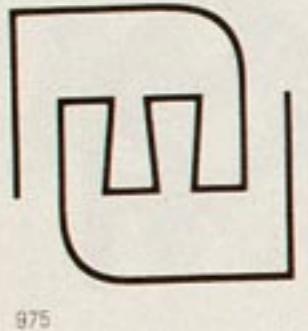
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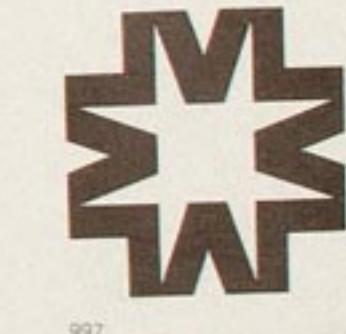
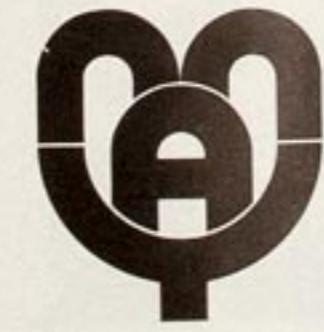
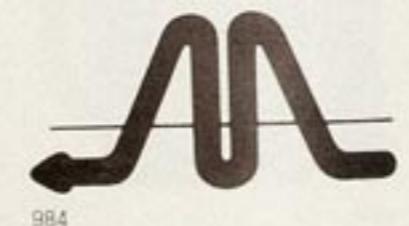
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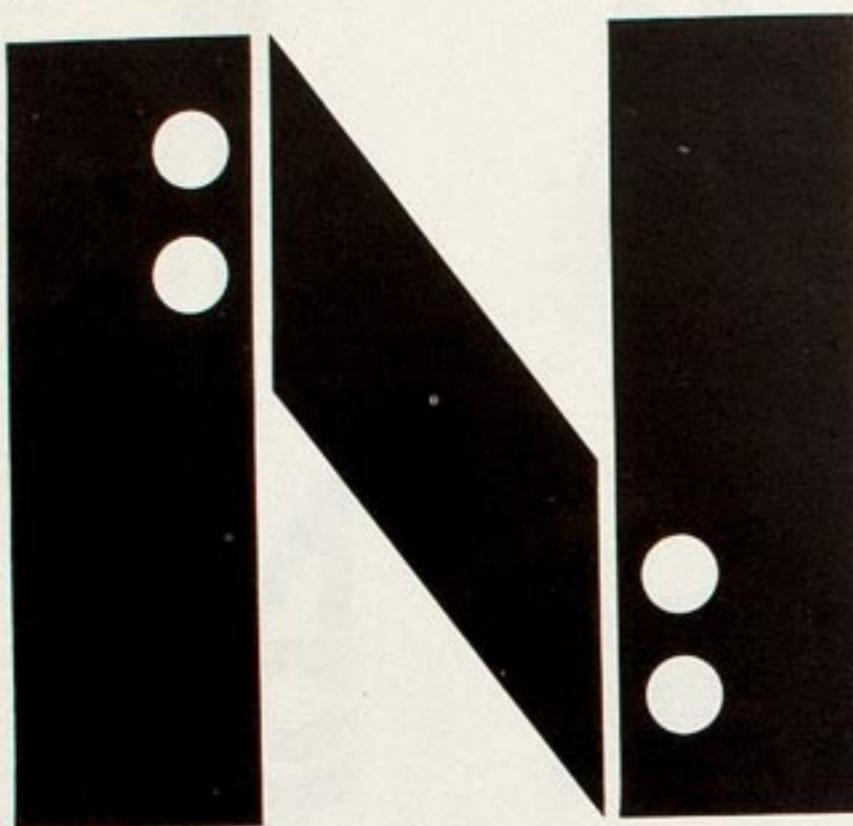
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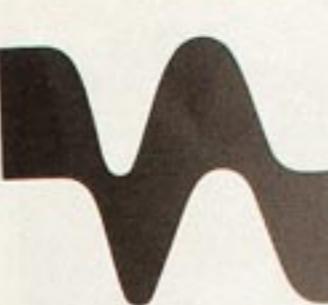
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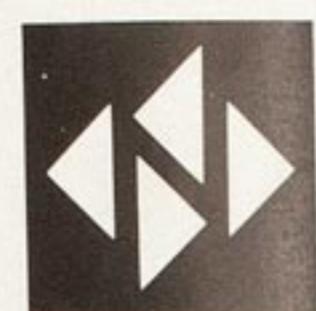
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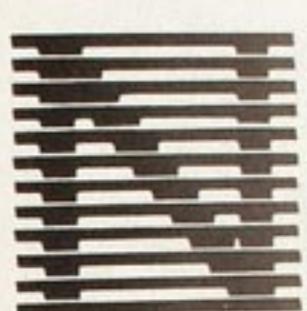
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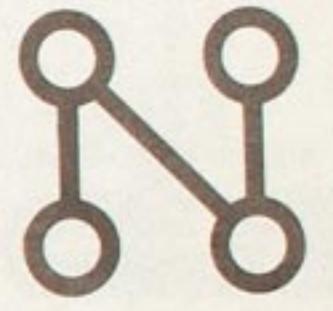
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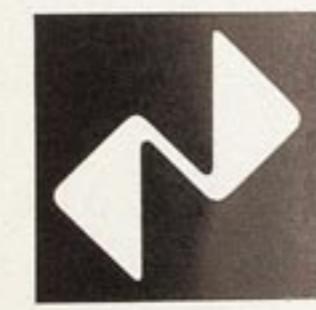
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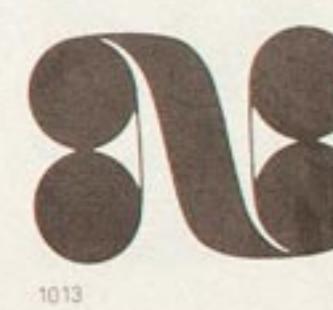
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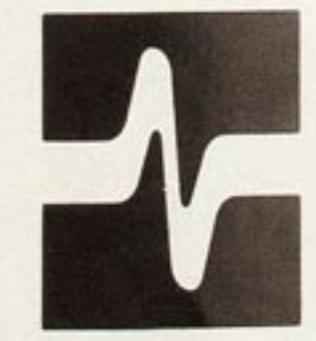
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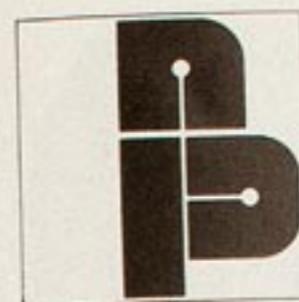
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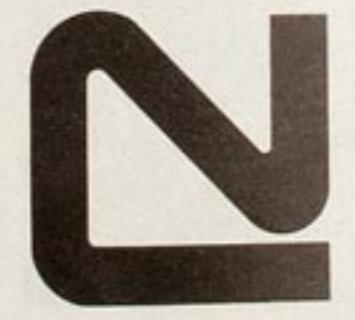
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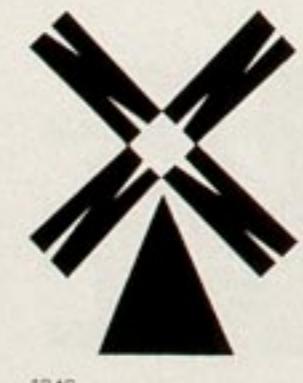
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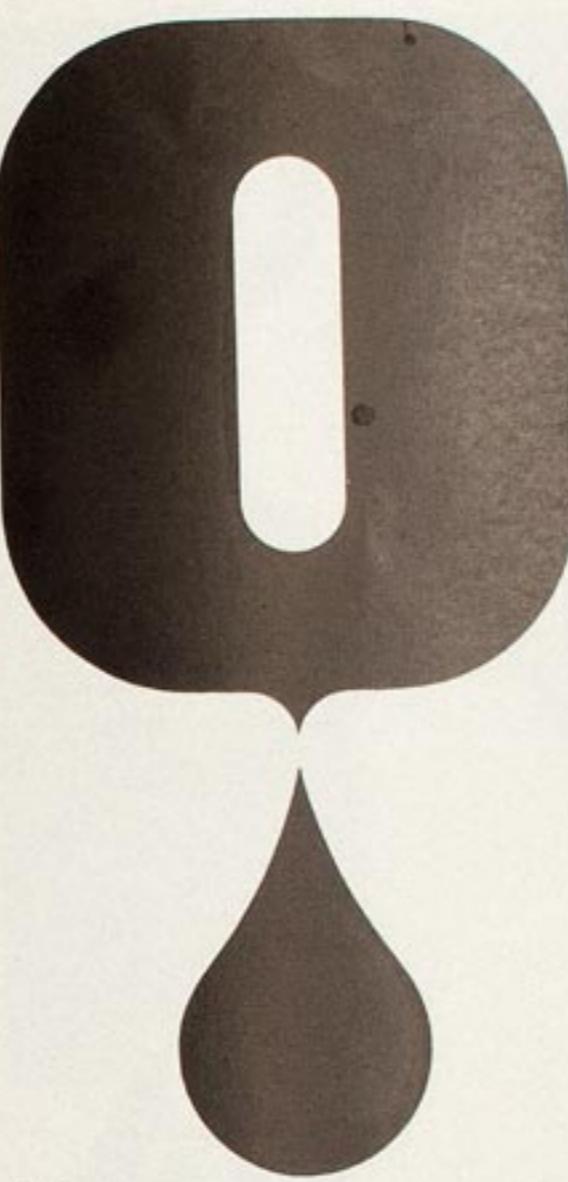
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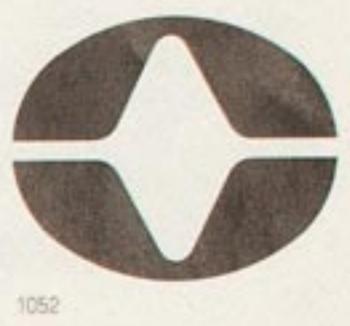
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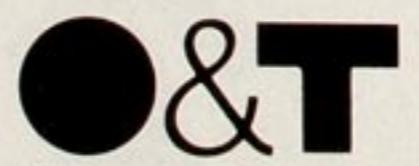
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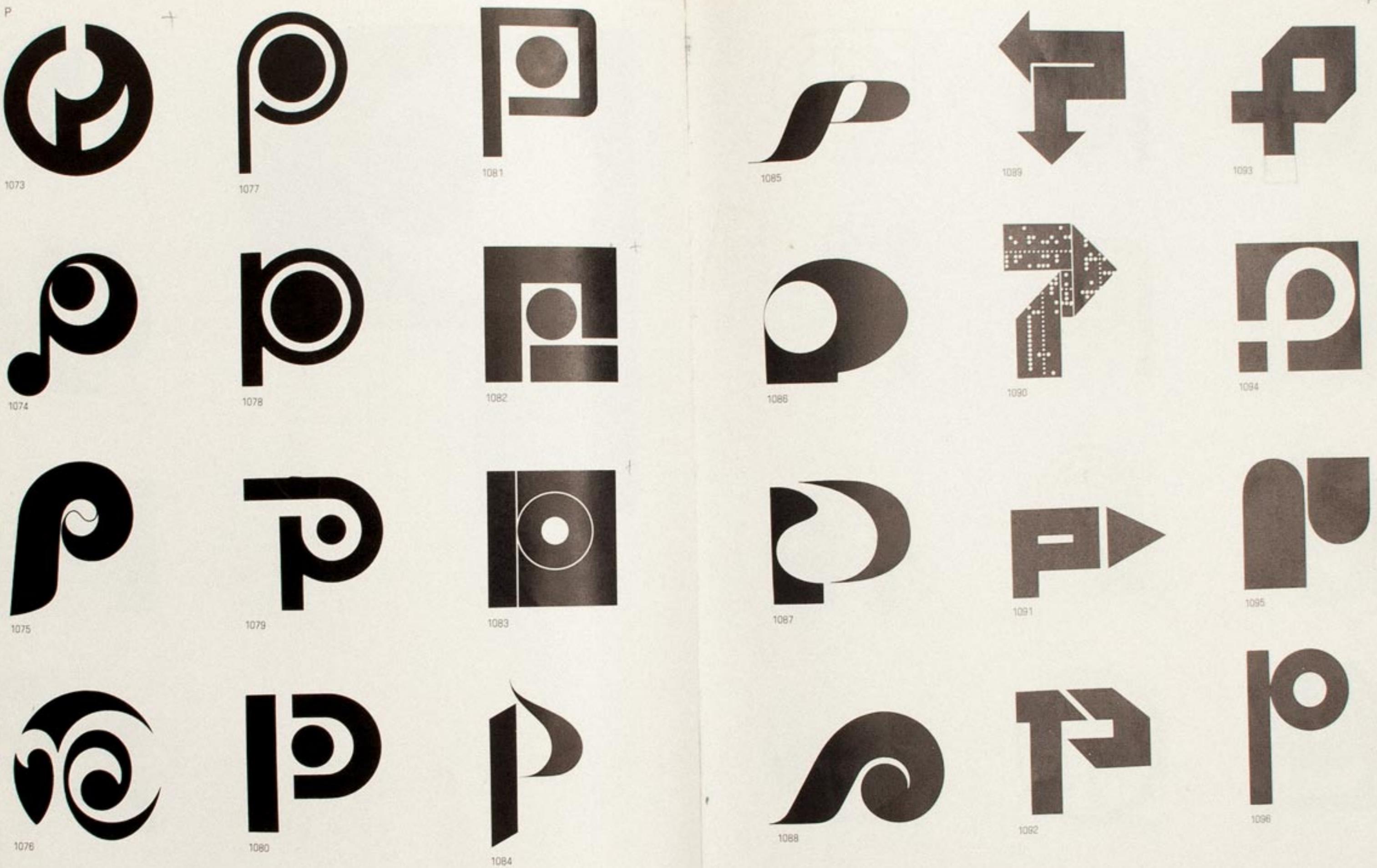
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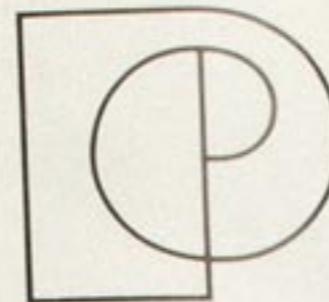




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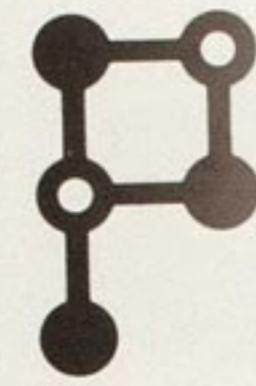
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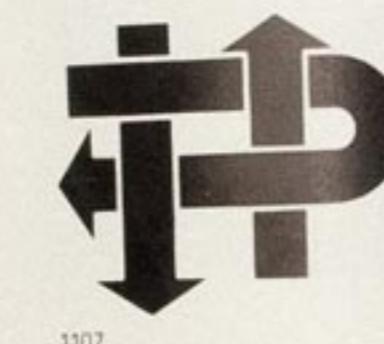
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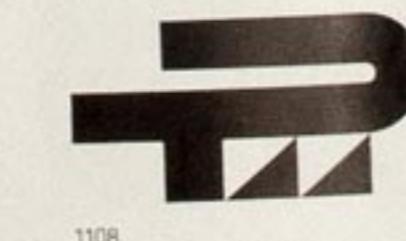
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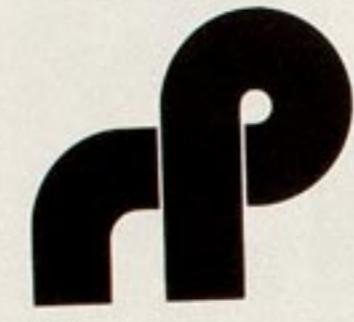
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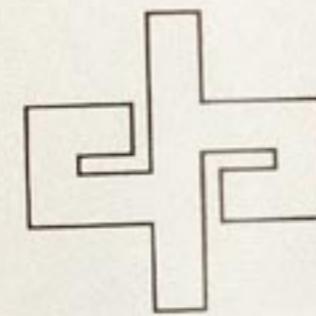
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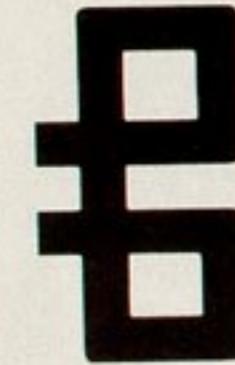
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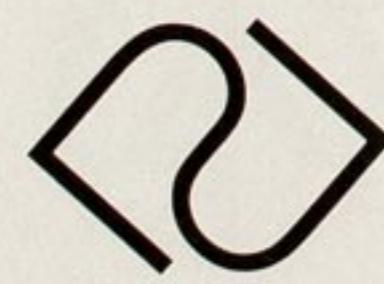
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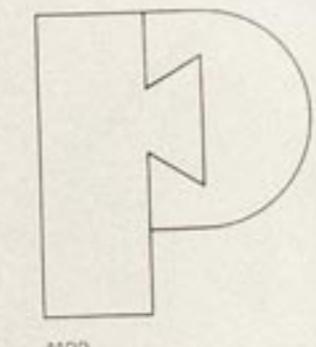
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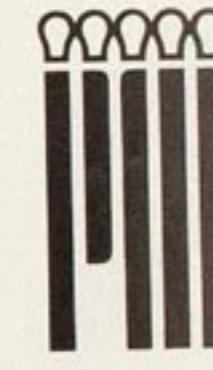
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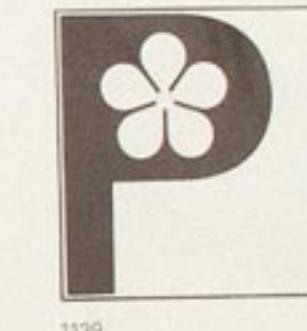
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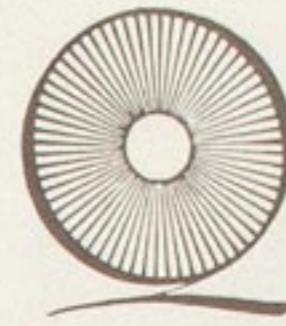
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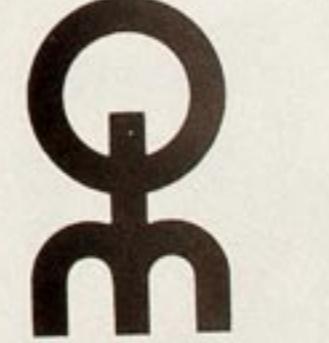
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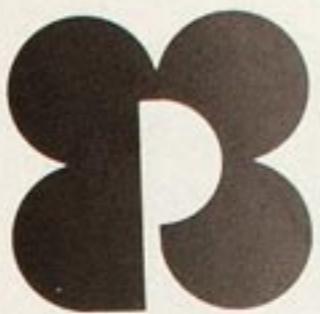
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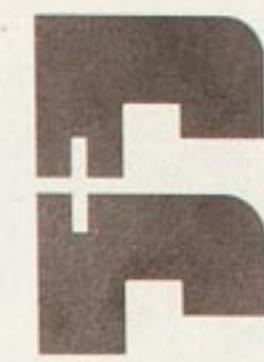
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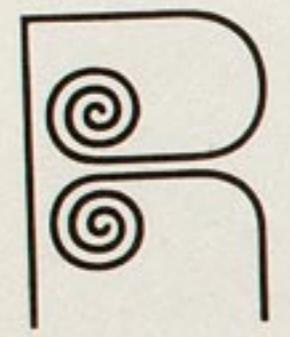
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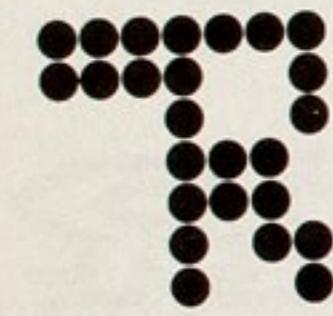
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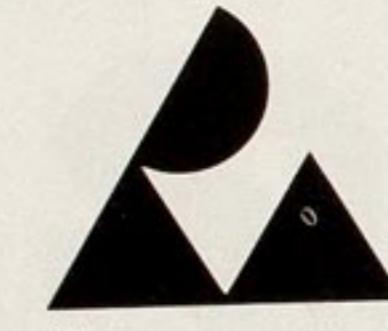
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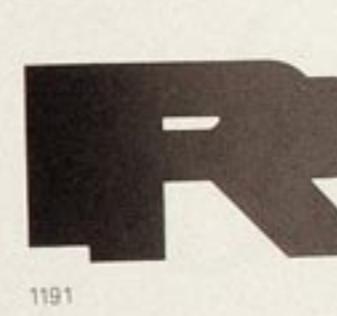
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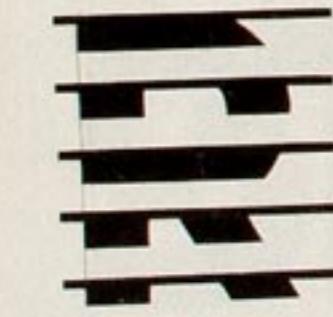
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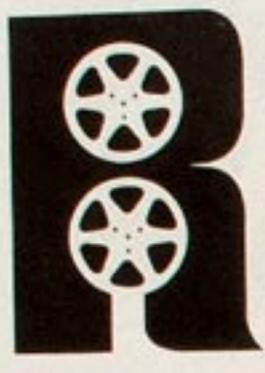


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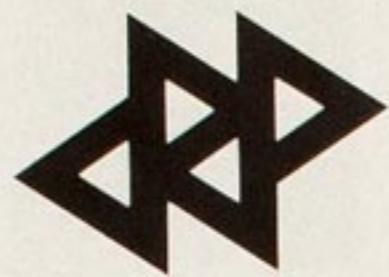


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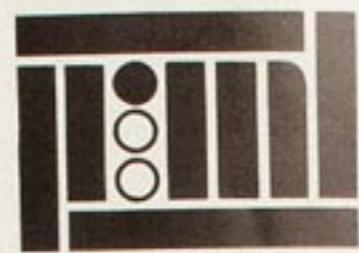
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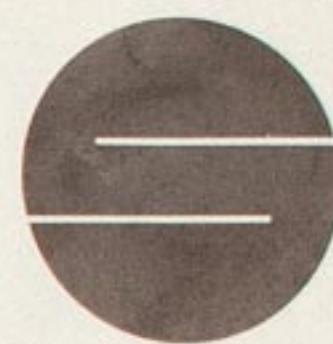


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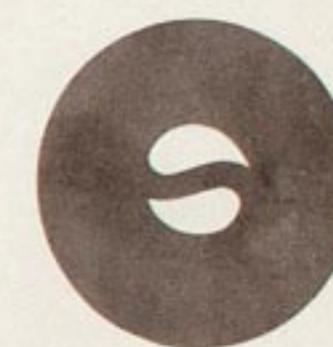


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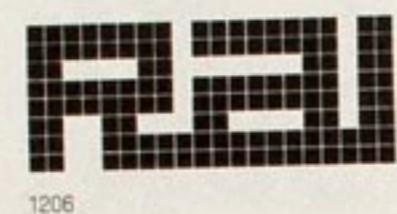
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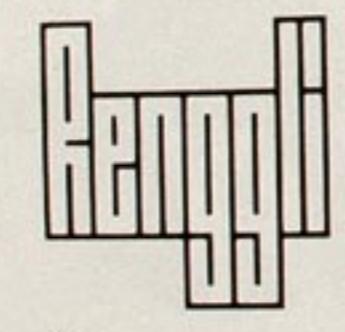
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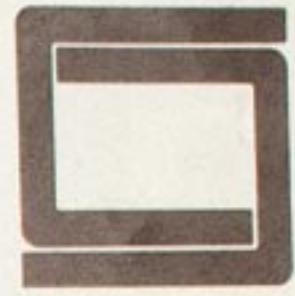
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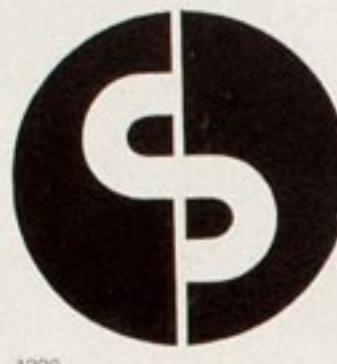
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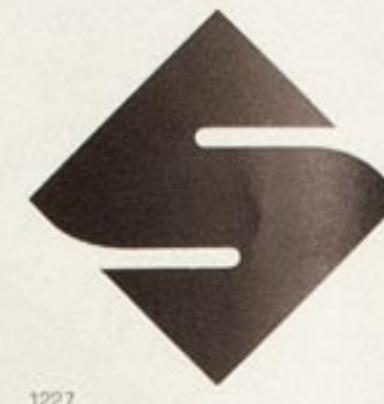
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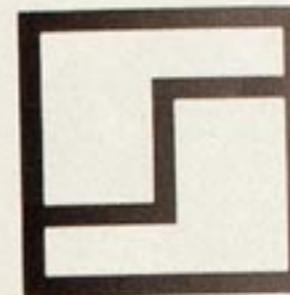
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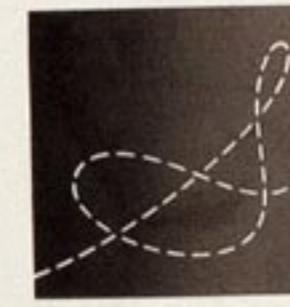
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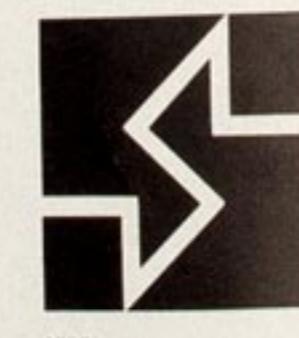
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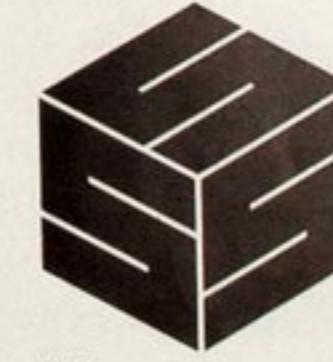
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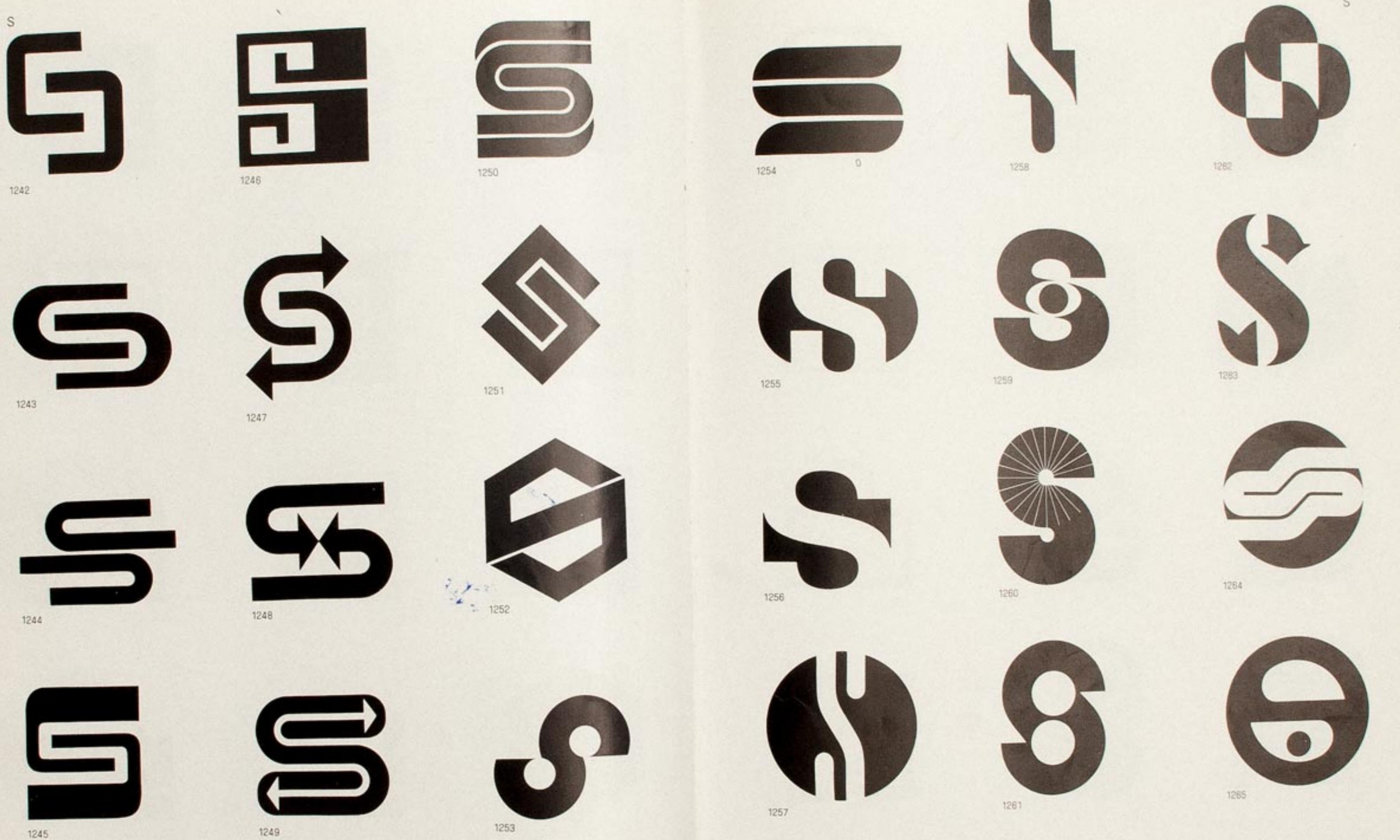
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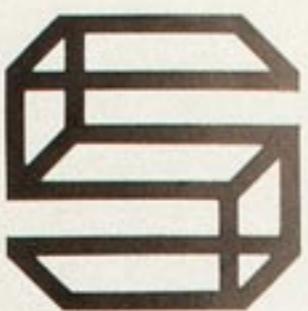
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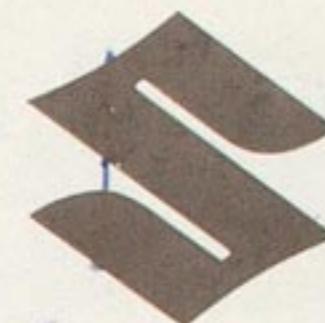
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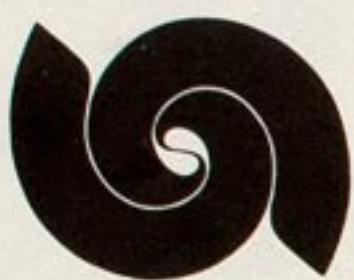
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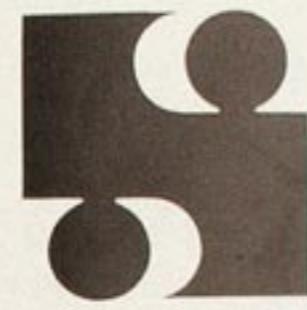
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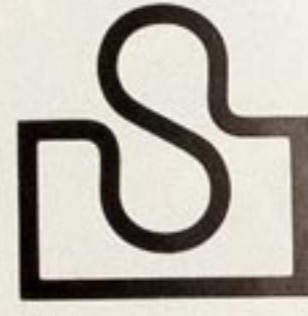
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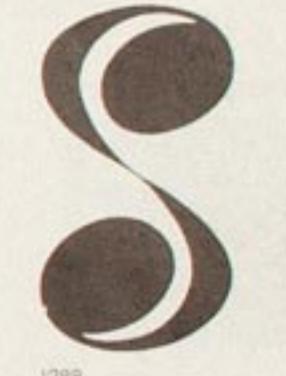
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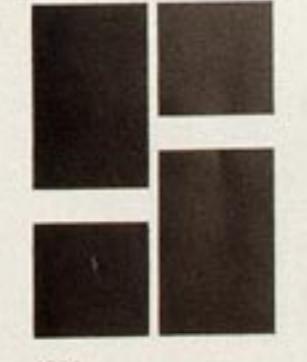
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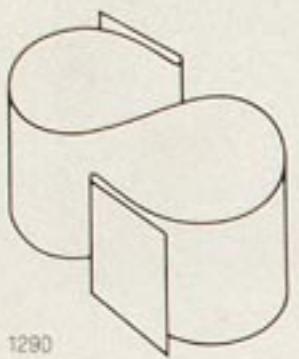


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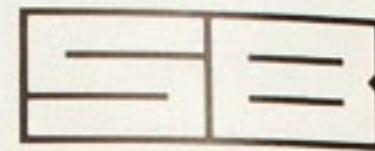
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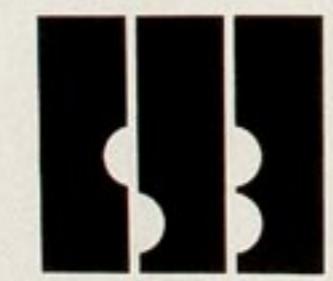
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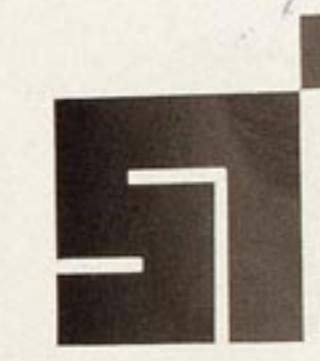
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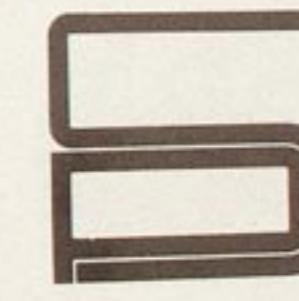
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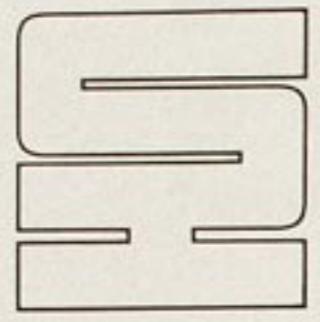
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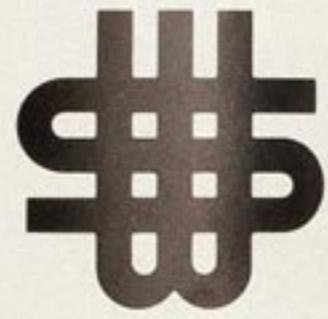
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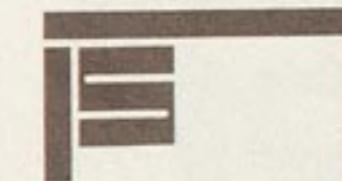
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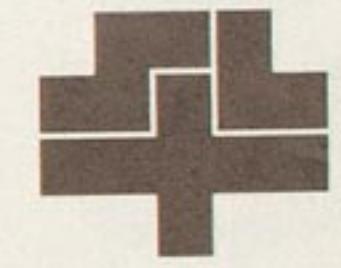
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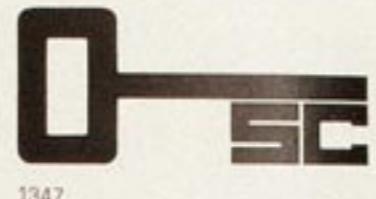
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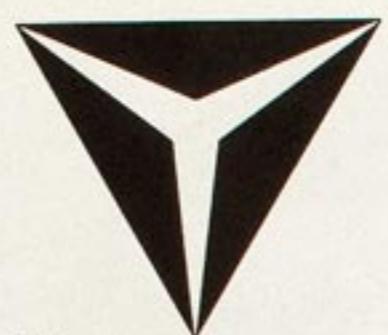


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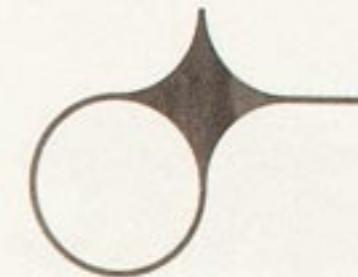
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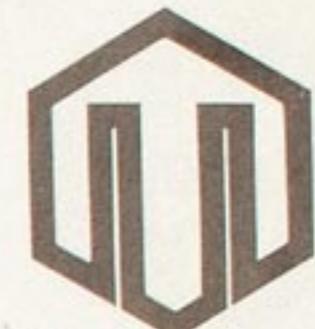
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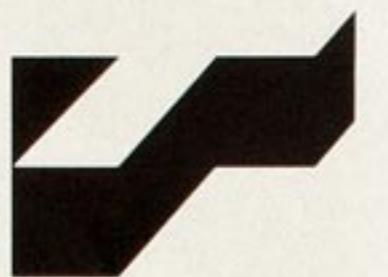
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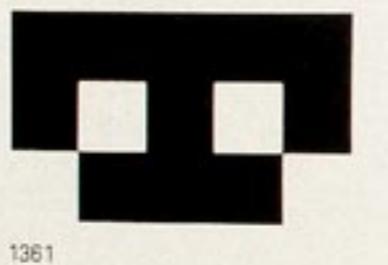
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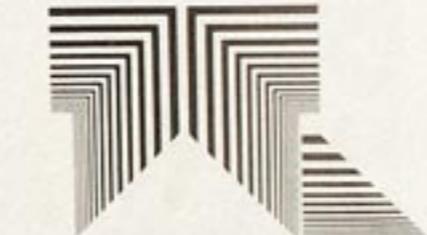
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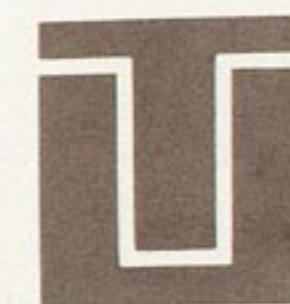
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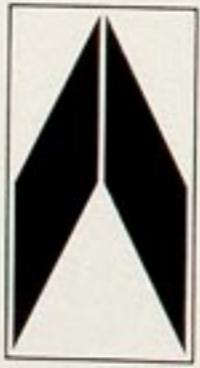
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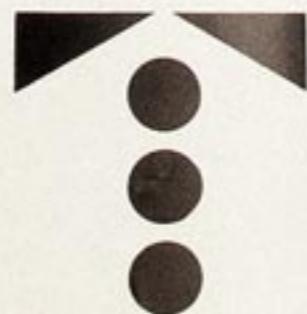
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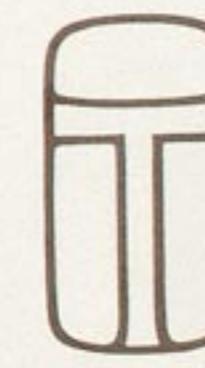
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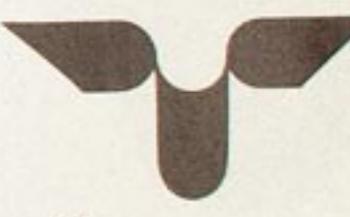
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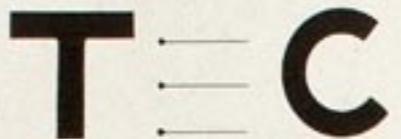
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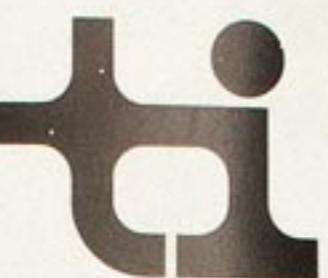
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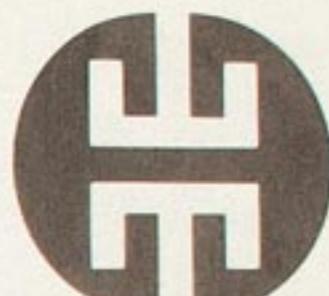
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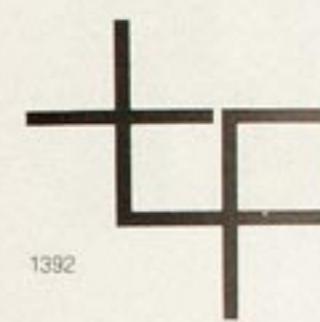
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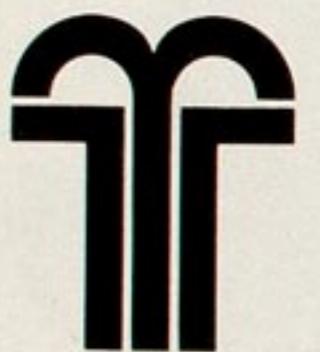
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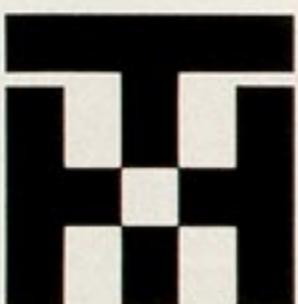
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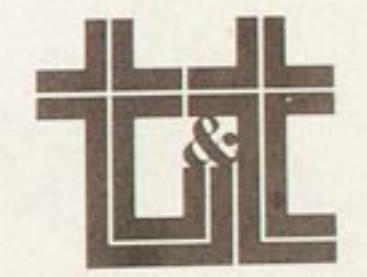
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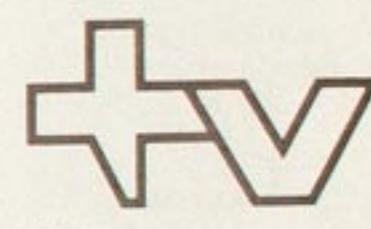
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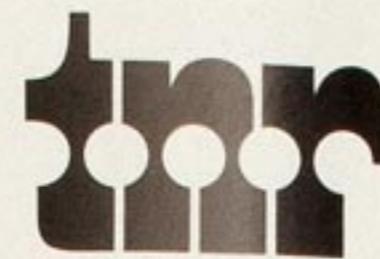
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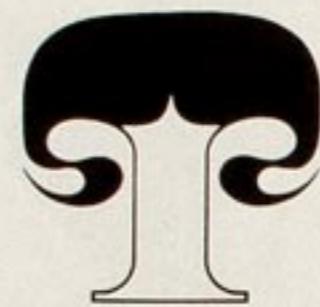
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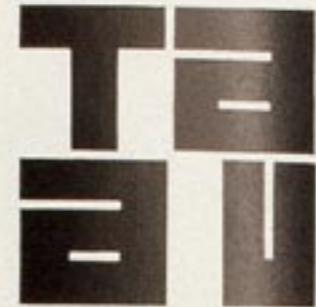
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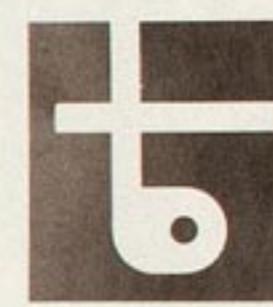
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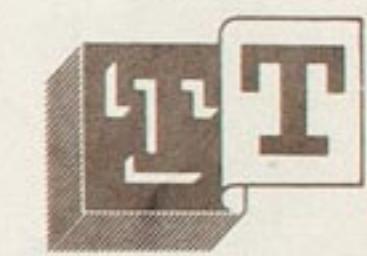
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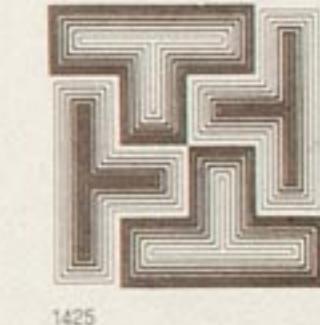
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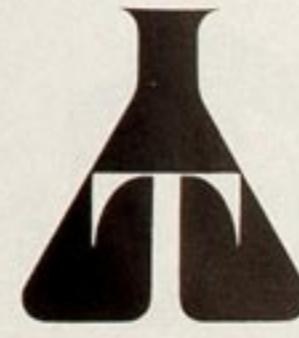
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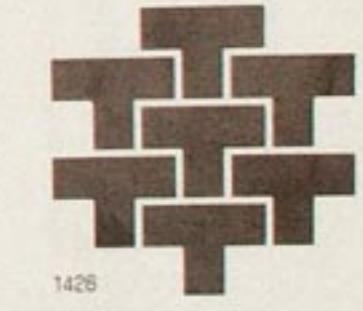
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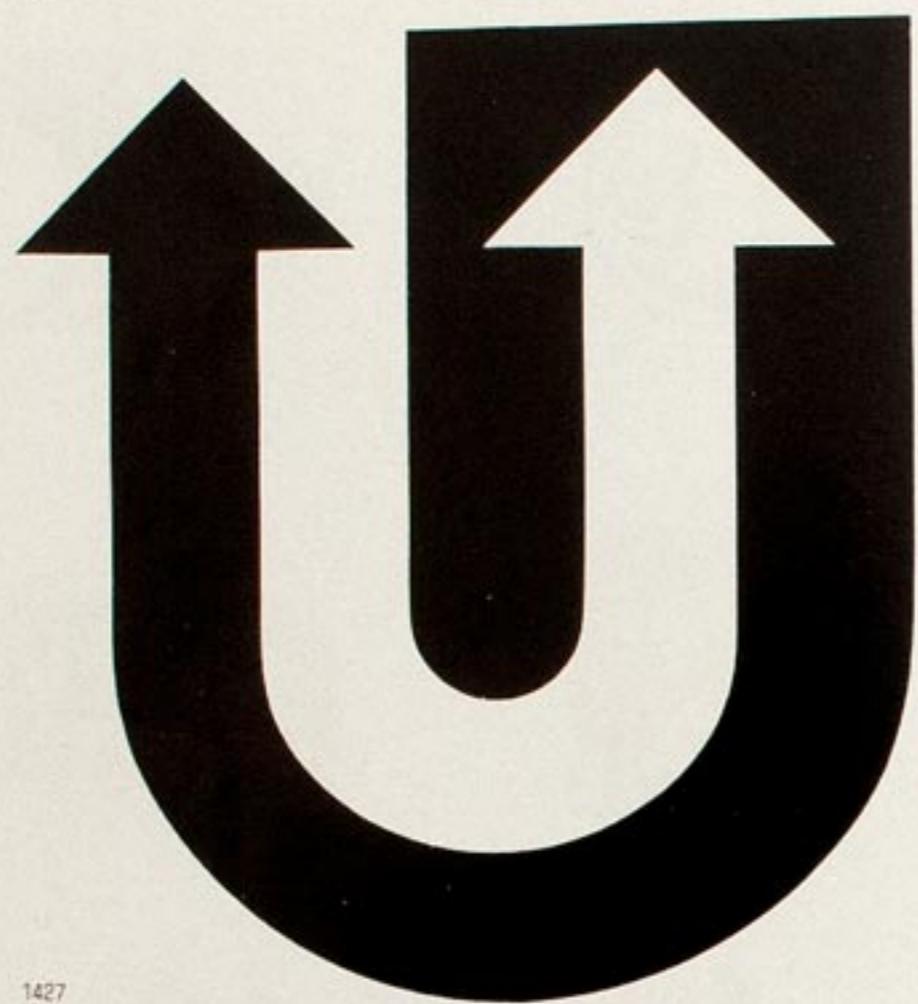


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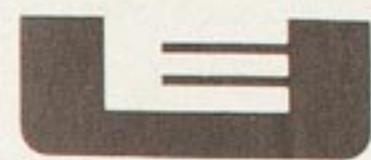
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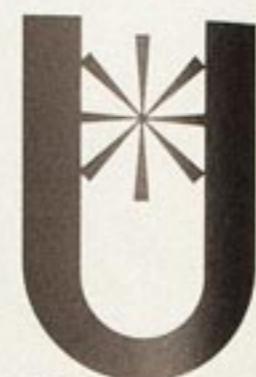
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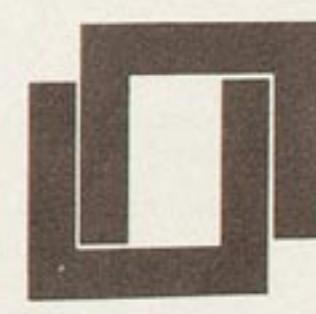
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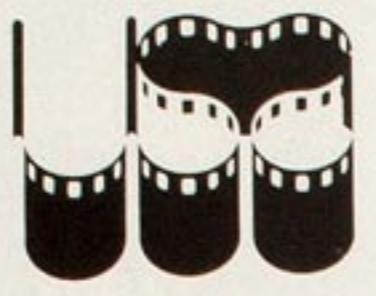
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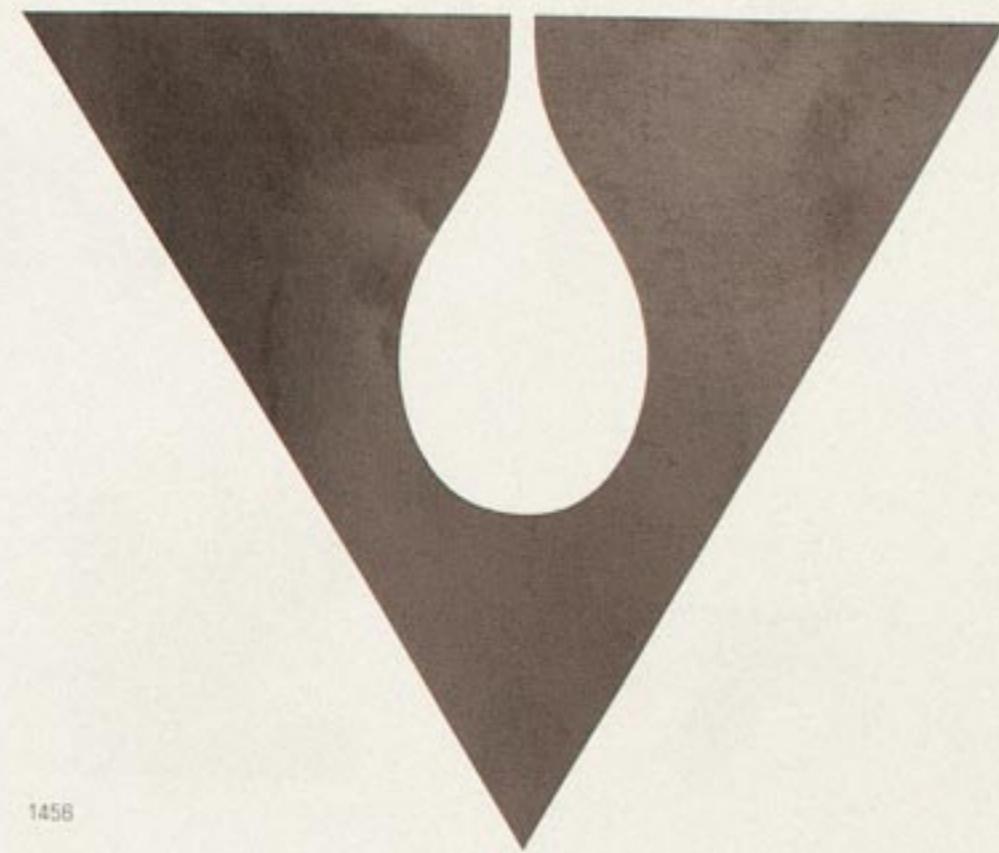
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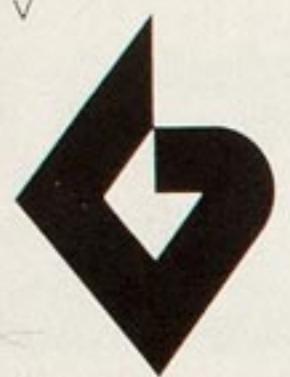
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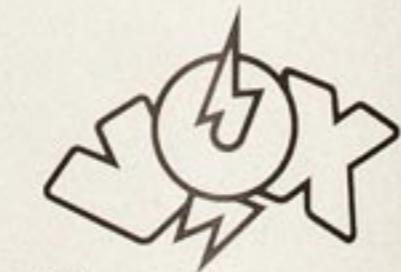
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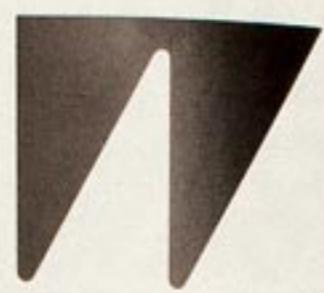


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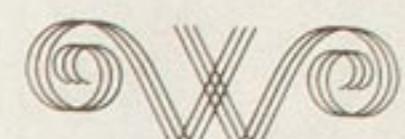
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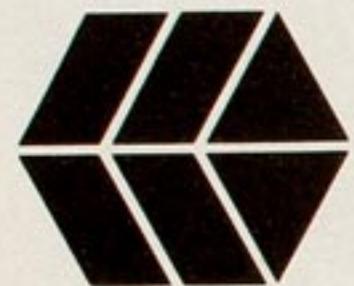
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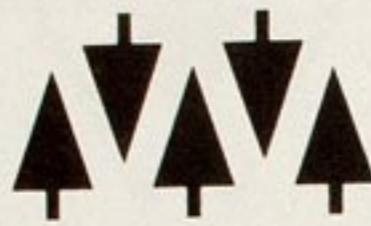
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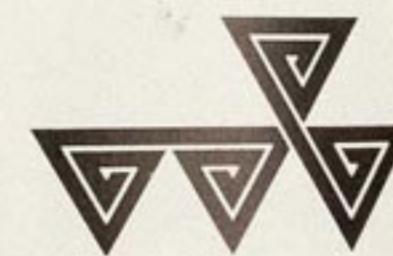
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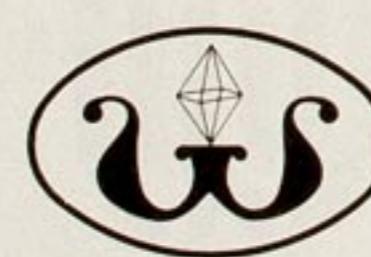
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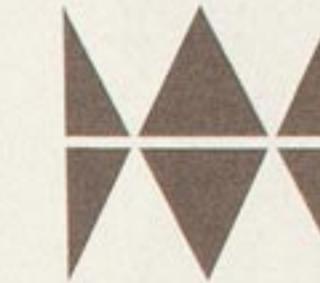
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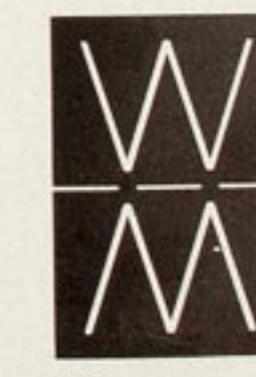
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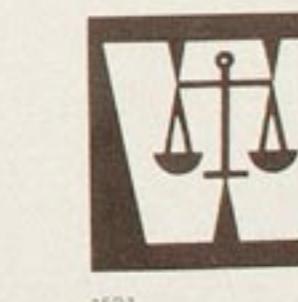
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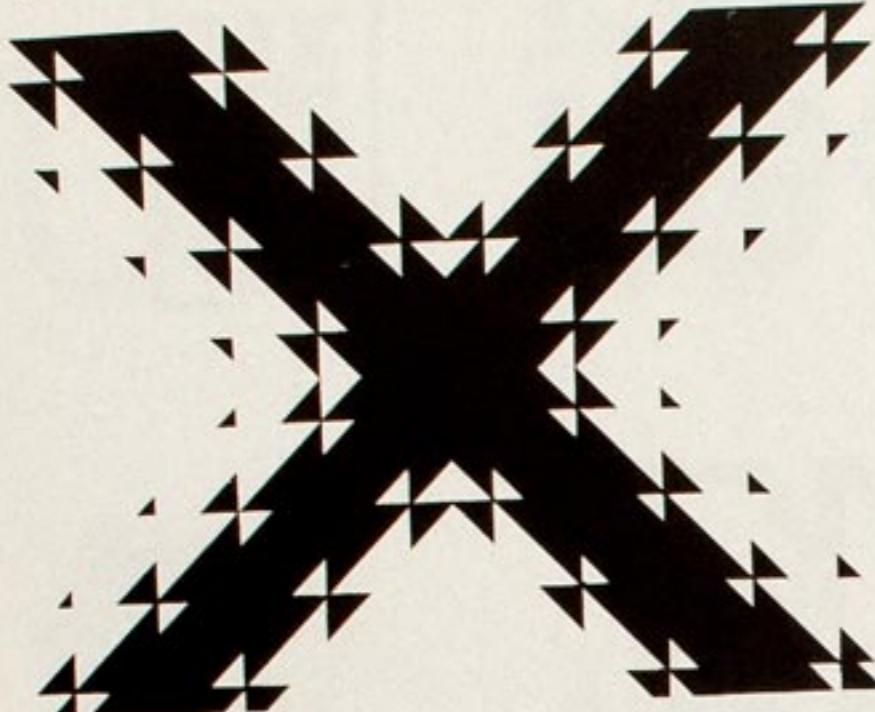


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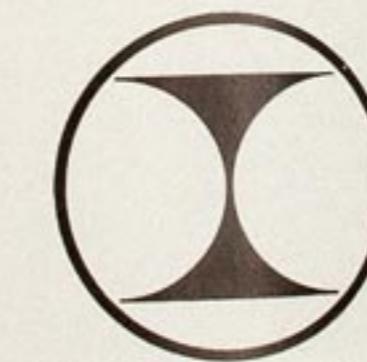
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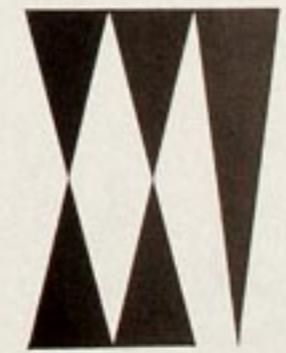
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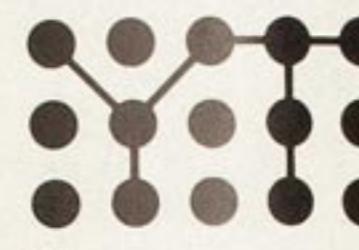
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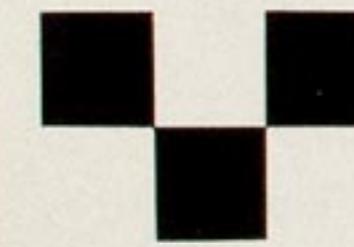
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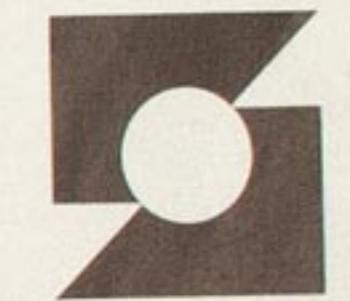
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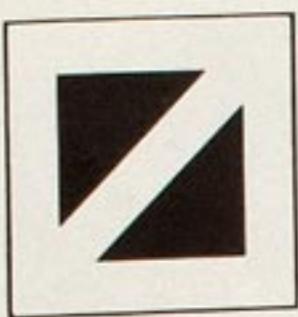


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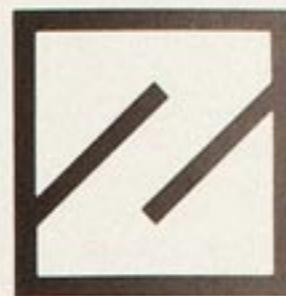
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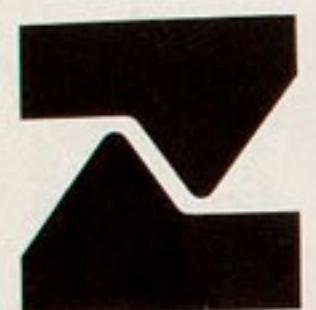
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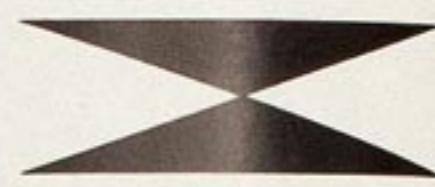
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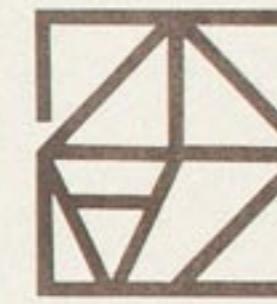
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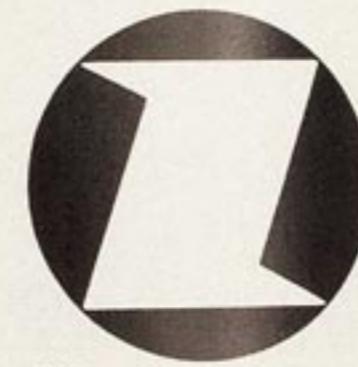
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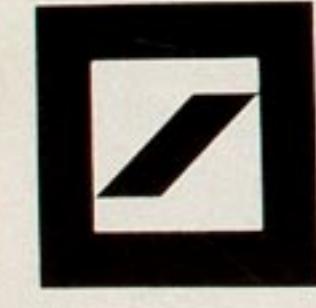
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- 131 1) Chemicals 2) Stanley Eienmann+David Enock (USA)

- 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) Jiří Gadič (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) Whaire+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 Virl (Germany) 3) Deutsche Bank  
 172 1) Abrasives Manufacturer 2) J. Malcom Gear (USA)  
 1969 3) Bay State Abrasive Products  
 173 1) Printing Company 2) Heinrich Wehmeier (Germany)  
 174 1) Printing Company 2) Stefan Kants chev (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) Jiří 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 Ruegg (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) Bunkens  
 Shuppan  
 200 2) Donald Brun (Switzerland) 3) F. Blumer & 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) Bruselle 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 Ibou (Belgium) 3) Biennal 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 Mühlmann (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) Papeter 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 Akubuiro (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) Complet  
 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) Eberhard Hippel (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 (Switzer-  
 land) 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) Teiji 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 Pietrzek (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. Bieseile (Switzerland)  
 3) Kohlenvergungs-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) Shiyowa Tansan Co., Ltd.  
 340 1) Railroad 2) John Denison-Hunt (Great Britain)  
 3) Companhia do Caminho de Ferro de Benguela  
 341 2) Benson Crane (USA) 3) Commission on College  
 Physics  
 342 1) Bank 2) Gérard Miedinger (Switzerland)  
 3) Malcolm Gear (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 (Switzer-  
 land) 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. Bieseile  
 (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 Gianninotto & 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) Chermayeff & 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  
 Nauburg (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) Landbru-  
 gets 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 Fässler (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 Yaneff+Chris Yaneff  
 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 Bezzutzyk (USA)  
 3) Davis Delaney-Arrow Inc.  
 402 1) Printing Company 2) A. Ross and B. Thompson (USA)  
 3) Davis Delaney  
 403 1) Freunde Von Danilo Dolci  
 404 1) Design Development Program 2) Elsa Kula (USA)  
 3) Thai Government  
 405 1) Architect's Office 2) Michel Olyff (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 Desclée 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 Shanovsky (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 (Switzerland) 3) W. Plüss  
 440 2) Studio Boggeri (Italy)  
 441 1) Textile Company 2) K. Vibholm (Denmark)  
 3) Dansk Textilkreds  
 442 1) Toys 2) Tom Kamifugi (USA) 3) American Zoetrope  
 443 1) Food Industry 2) Abram 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) Baumgards Pianofabrik  
 448 1) Printing Company 3) Denz Clichés  
 449 1) Furniture Maker 2) Chermayeff & 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) Electrical 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 Wondruska (USA) 3) Elliot's  
 472 2) Chermayeff & Geismar Associates (USA) 3) Eidpor 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) Yosho Printing Co.  
 477 1) Printing Company 2) Rudolf Bircher (Switzerland)  
 3) Emil Grätzer  
 478 1) Publisher 2) Luigi Montaini+Till Nevburg (Italy)  
 3) Editoriale Landò  
 479 1) Electrical Appliances 2) Josef Tyfa (Czechoslovakia) 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 Mundunuevo  
 483 2) Alex Walker  
 484 1) Publisher 3) Ediciones Poligrafia 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) Envromental Products  
 494 1) Machine Shop 2) Joseph Binder (Germany)  
 495 1) Advertising 2) Easons Advertising Service  
 496 2) Atelier Walter Diethelm (Switzerland) 3) Project  
 497 1) Electrical Appliance Company 2) Kurt Wirth (Switzerland) 3) Project (Electrolux AG.)  
 498 1) Nurses School 2) Kunstige Werbeschule Zürich (Switzerland)  
 499 1) Bank 2) Adolf Flückiger (Switzerland) 3) Immobilienfonds 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 Ohsson (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) Kenkyusha 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) Schwartz/Wassying 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) Finch-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) Telefusor AG  
 523 1) Industry Products 2) Tomas Velive (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 Empresaria  
 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, Provincial 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 Petroli  
 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 Barberscher (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. Biilmann Petersen (Denmark) 3) Faellestoreninger  
 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 Winterhäuser  
 (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 Aurtherid (Austria)  
 621 1) Canned Foods Company 2) Leen M. Averink (France)  
 3) Gracié  
 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) Abram Garmes (Great Britain) 3) Guest Kenn &  
 Mettlefolds Ltd.  
 649 2) Erik Ellgaard Frederiksen (Denmark) 3) SiG  
 650 1) Neon-sign Tube Maker 2) Pierre Gauchat (Switzerland)  
 3) 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) Hulets 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,  
 Sigma 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. Sieh (Germany)  
 668 1) Art-Museum 2) Hiromu Hara (Japan) 3) Sankei  
 Newspaper Co.  
 669 1) Construction Company 2) Martii A. Mykkonen  
 (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 Holzapfel, Ebhausen (Germany)  
 683 1) Lumber Treatment Company 2) Walter Bosshardt (Switzerland)  
 684 1) Mail-order Company 2) Hans Hurter (Switzerland) 3) Huvg  
 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) 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 Halicrafter 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 Bickle  
 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. Haesler & 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 Itala  
 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 Metchknev (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 (Netherland) 3) Haté 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 Landmann (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 Kramer (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) Juilliard & 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) Juráscime  
 783 3) Josef Grabner  
 784 2) Roger-Virgile Geiser (Switzerland)  
 785 1) Textile Dyeing 2) Adrian Frutiger (France) 3) Jacqueline Iribé  
 786 1) Music Association 2) Roger-Virgile Geiser (Switzerland) 3) Jeunesse 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 Droeher-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) Kunstoff 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 (Braunschweig)  
 810 1) Hotel 2) Kazumasa Hagai (Japan) 1970 3) Kirishima Kokusai Kanko Hotel  
 811 1) Confectioner 2) Tetsuo Katayama (Japan) 1969 3) Kotobuki Hompo  
 812 1) Cosmetics 2) Haruyo Tahira (Japan) 1955  
 813 1) Advertising Consultant 2) Michael Freisager

- (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 Kümin (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) Karlon Envelope Division
- 847 3) Klausfelder
- 848 1) Whisky Brewing 2) Heiner Zinkgraf (Germany)  
 2) Katsu 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 architeken+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 Beltrán
- 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) Siai Lerici
- 884 1) Construction Company 2) Robert Geisser (Switzerland) 3) Schreger Berger
- 885 1) Textile Manufacturer 2) Jürg Hamburger (Switzerland) 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) Laboratories 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) Churchill/Holmes/Kitley (Great Britain) 3) Matotype 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 Virl (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 Rösl (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 (Switzerland) + 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 Associates
- 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) Merinoteeks
- 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) Shin 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 Hamn-förvaltning  
 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 Görtler (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 Vellve (Spain) 1971 3) Moro Asociad Cataluna  
 991 1) Knitwear Maker 2) Ernst Roch (Canada) 3) Marquesa  
 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 Rosentwieg (USA) 3) Neiman  
 999 1) Garden 2) Tsung-Yi Lu (China) 3) Nang-Cou Garden  
 1000 1) Mail-order Sales 2) Dieter Einckt (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 Ekstell (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 Housou
- 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 Browning (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 Kunststichting  
 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 Murao (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 Bangerter (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+Takao 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. Mikkonen (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 Francieu  
 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) Precin  
 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 Prodifit  
 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 Lubalin (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 Gear (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 Steiner (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) Contôle qualité  
 1151 1) Shipbuilding 2) Nick Butterworth (Great Britain) 3) Cunard Queen Elizabeth  
 1152 1) Pharmaceuticals 2) Dickens Design Group (USA) 3) Industrias Químicas, 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 County 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 Rogero & Tortia  
 1180 1) Trade Fair 2) Peter Wehr (Germany) 3) International Roll-Laden-Fachmesse
- 1181 1) Graphic Studio 2) Francesc Guitart (Spain) 3) Rieusset 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 Jamietion  
 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) Raffineries 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) Alberto Carboni (Italy) 3) Radio Televisione Italiana  
 1207 1) Publishing 3) Rowohlt Verlagen  
 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) Spencers

Limited  
 1216 1) Stenographic Services 2) Koichi Oka (Japan) 1968  
 3) Kokusaihiki Sokki Kenkyojo  
 1217 1) Book Store 2) Yasaburo Kuwayama (Japan) 1972  
 3) Shinkodo  
 1218-9 1) Bank 2) Adolf Flückiger+Rosshäusem 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 Aurtherid (Austria)  
 1224 1) Printing Company 3) Kojima SeibiDo  
 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) Schönecke  
 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 Tailors 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) Stuttgart Gardenfabrik  
 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) Diggemann+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 Boge  
 (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 &  
 Cheathom (USA) 3) Scubapro  
 1264 2) Toshio Shiragami+Tetsuo Noda (Japan) 1970 3) Koki  
 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 Britain) 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 Kleefeld (Canada)  
 3) Stancor Ltd.  
 1277 1) Advertising Agency 3) Sowa Advertising  
 1278 1) Industrial Piping Company 2) Richard Oborne (USA)  
 3) Soehnlen Industrial Piping Co.  
 1279 1) Private Symbol 2) Karol Syta (Poland) 3) Karol  
 Syta  
 1280 1) Tape-Recorder Manufacturer 2) Bob Noorda (Italy)

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. Siegner  
 1305 2) Sumio Hasegawa (Japan) 1968 3) Sumimoto  
 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) Sobreiro (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 Oborne (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/Wassung 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. Stemmle+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. Boussois 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

- 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 Bächtold (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 Heli Lines  
 1372 1) Transformer Factory 2) Herbert Prugel (Germany)  
 1373 1) Road Building Company 2) Pham Phu Oanh (Germany) 3) Uniontiefbau Gmb Hy.  
 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) Magolhaes+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 (Brussele)  
 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 Craw (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 Virl (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 Gear (USA) 1969 3) Merrimak 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 Yaneff+Manfred Gotthans (Canada) 3) United Dominions Corp.  
 1436 1) Electrochemical Industry 2) Paul Gabor (France) 3) Société d'Electro-Chimie d'Ugine  
 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 Instituteat 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) LipaSilia 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) Veledes  
 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) Studio Boggeri (Italy)  
 1490 1) Kitchen Utensils Maker 2) Max Huber+Studio  
     Boggeri (Italy) 3) Scie  
 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 Logundimao, 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 Gotthaus+Chris Yanoff (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  
     (Netherland) 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 As-  
     sociates 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 (Switzer-  
     land) 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 Zahm  
 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) Gioma 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 (Switzer-  
     land)  
 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 Rösl (Switzerland)  
     3) Zip  
 1570 3) Mario Zanzi  
 1571 1) Airline 2) Minale, Tattersfield, Provincial  
     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. Zuerrer (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.)

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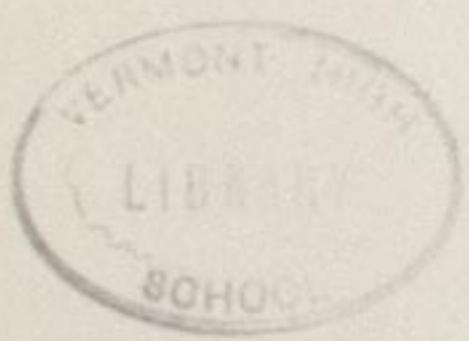
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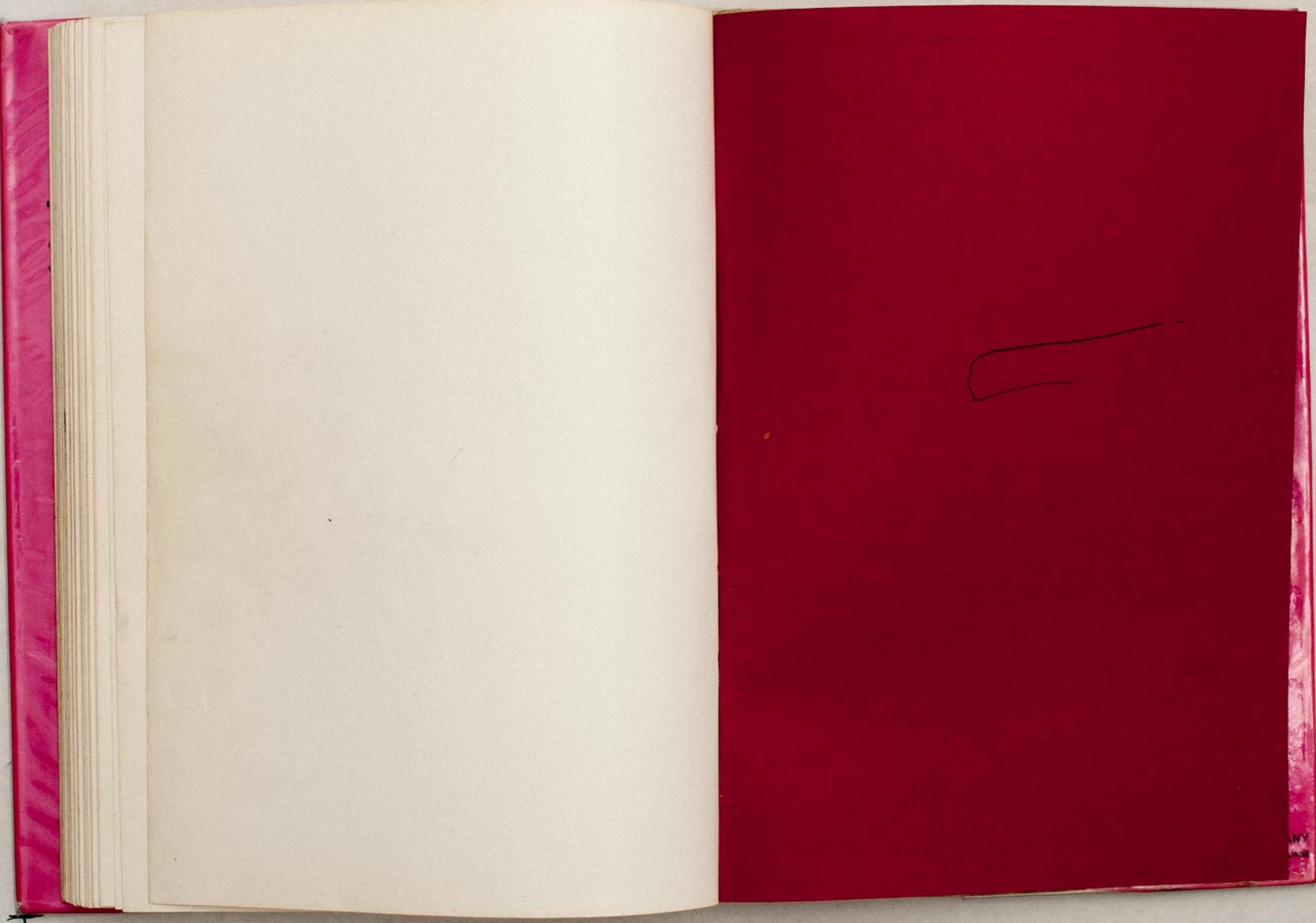
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