

TRADE MARKS & SYMBOLS

VOLUME 2: Symbolical Designs

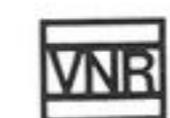
YASABURO KUWAYAMA



TRADEMARKS amp; SYMBOLS

VOLUME 2: Symbolical Designs

By Yasaburo Kuwayama



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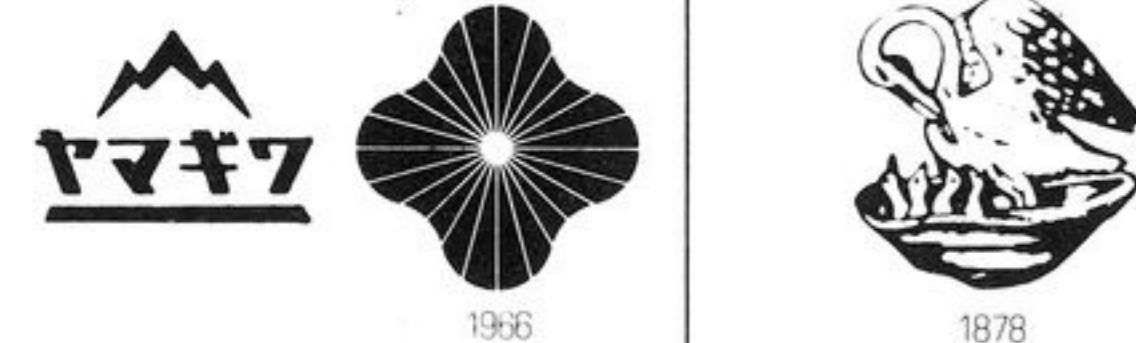
Trademarks change with the times

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

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

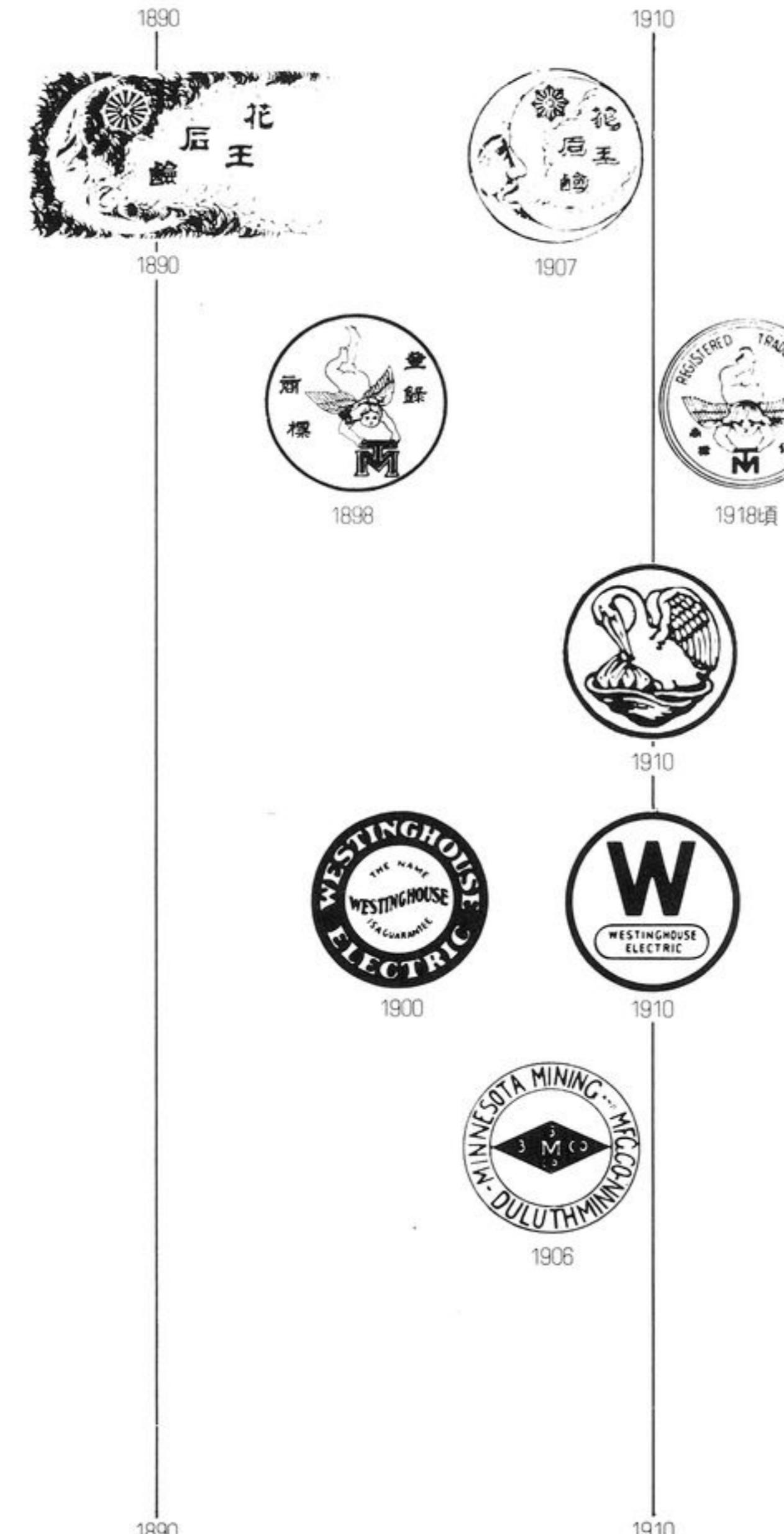
Examples of trademarks which have been drastically altered or replaced by entirely different trademarks.

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



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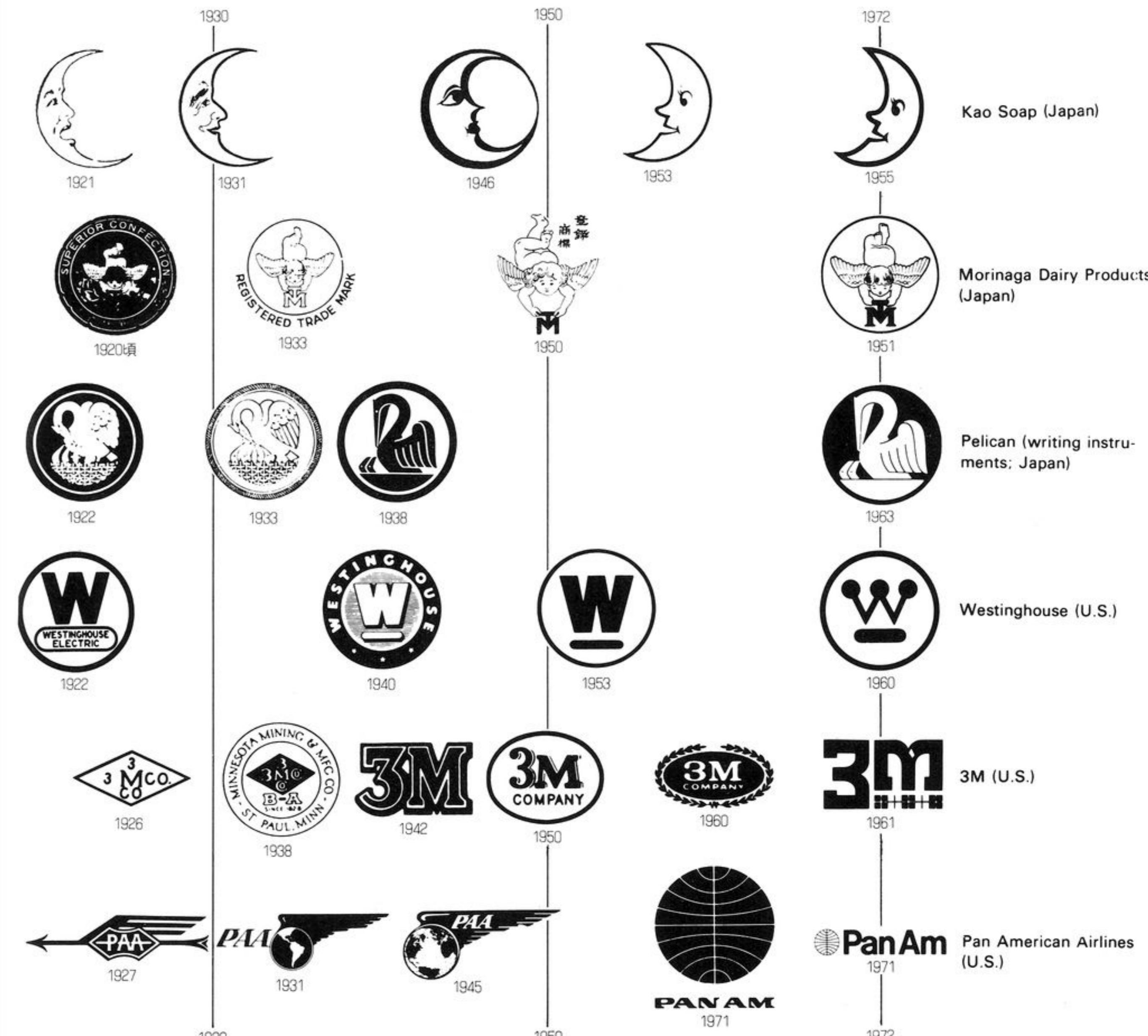
Examples of trademarks which have been drastically altered or replaced by entirely different trademarks.



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

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

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



Similarity among trademarks

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

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

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

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

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

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

Examples of Japanese trademarks which resemble foreign trademarks.



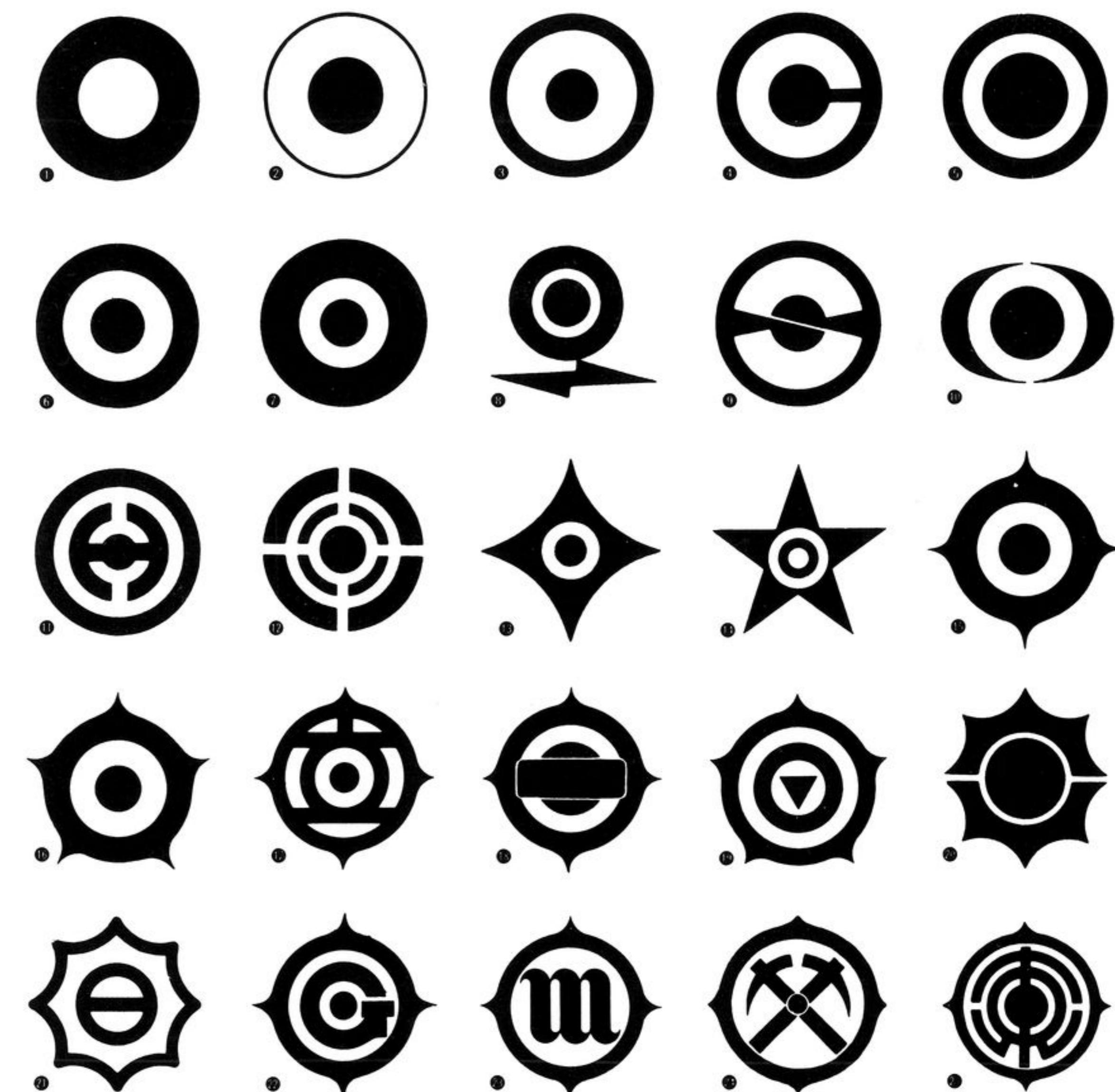
Hosuien/British Petroleum/An agricultural machinery maker (U.S.)



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



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



Twenty-five examples of Japanese trademarks based on the Sino-Japanese character for "sun." The character was originally a pictograph, showing a dot in the center of a circle; in its standard form today it is a rectangle on end bisected by a lateral line at the midpoint. The character is pronounced *hi* (as in Hitachi), *nichi* (as in Mainichi newspaper) or *ni* (as in Nihon or Nippon).
 (1) Nippon Mining. (2) Japan Carbon. (3) Nippon Sheet Glass. (4) Nippon Shimpan. (5) Nissei Gekijo. (6) Nippon Suisan. (7) Nissan Construction. (8) Fukuyama Freight Forwarding. (9) Nihon Sugar Refining. (10) Nippon Trust and Banking Co. (11) Japan Gasoline. (12) Nishinippon Mutual Bank. (13) Nichibo Spinning. (14) Dainihon Electric Wire. (15) Bank of Japan. (16) Dainihon Chemical Trading. (17) Hitachi, Ltd. (18) Nissan Auto. (19) Dainihon Paint. (20) Joyo Bank. (21) Nippon Steel. (22) Nippon Gas. (23) Shinmeiwa Industries. (24) Nittetsu Mining. (25) Nitto Spinning.

Design competitions

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

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

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

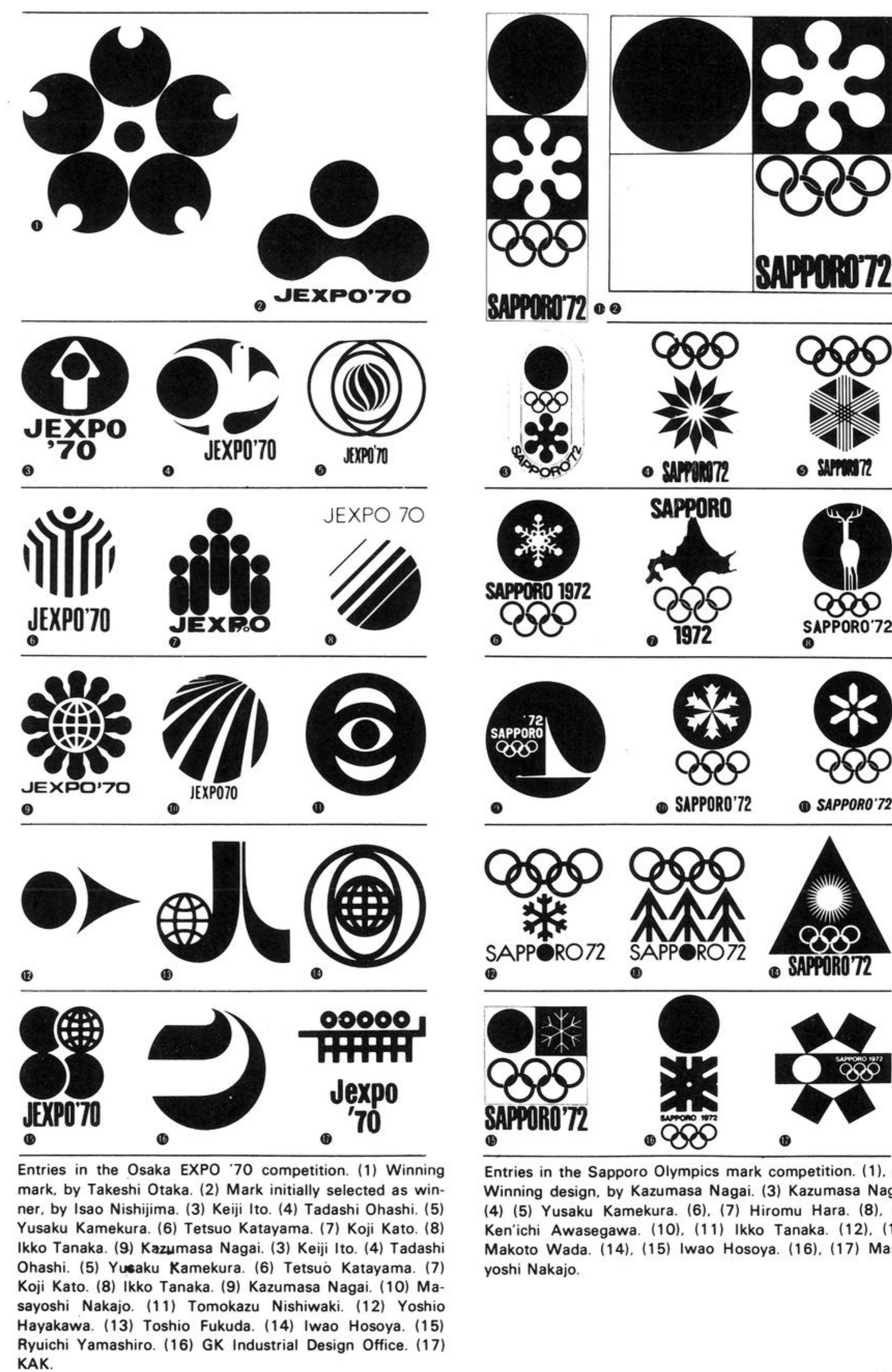


The Sensyu-kai mark, selected from among entries in a competition open to the general public (an Asahi newspaper ad, November 21, 1971).

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

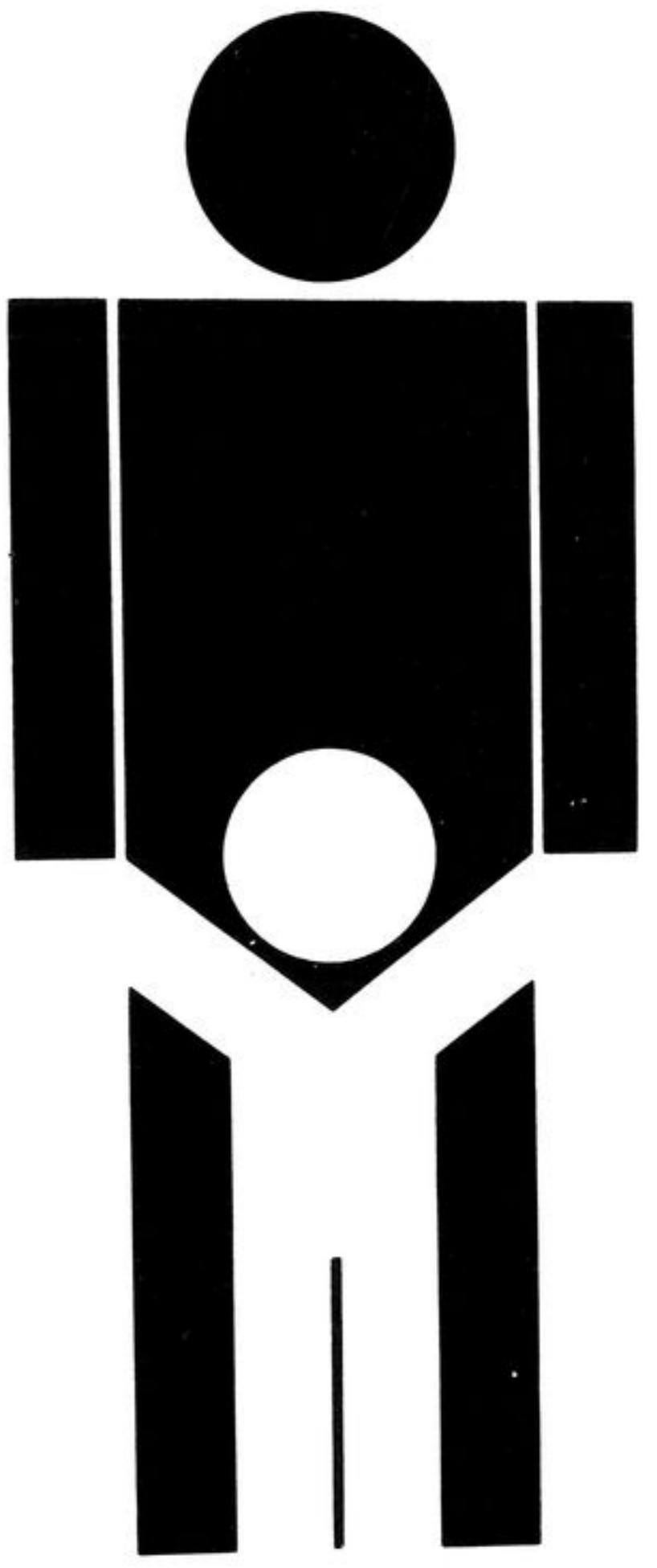
Late in 1965 a meeting was held to determine design policy for the World Exposition to be held in Osaka in 1970. It was then decided to invite submissions from a select number of designers rather than have an open competition. The range of invitees was kept as wide as possible: fifteen individual designers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

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



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

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



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human figures



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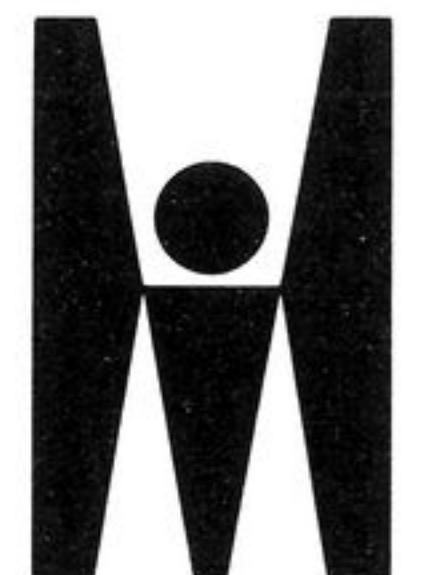
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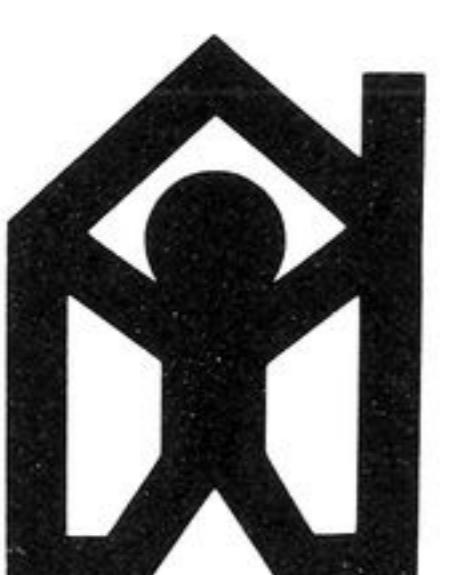
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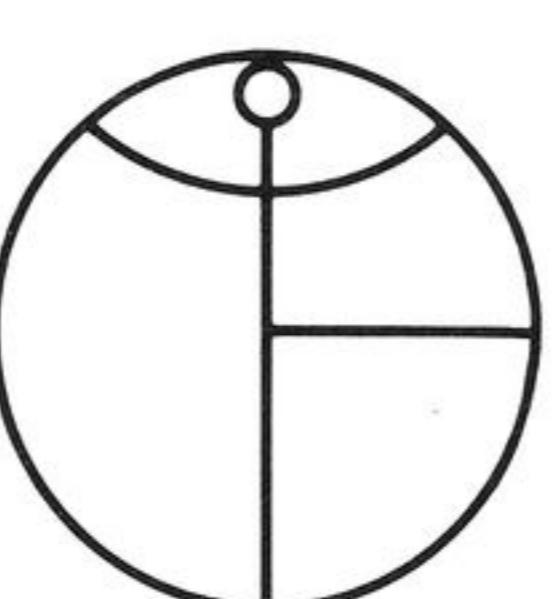
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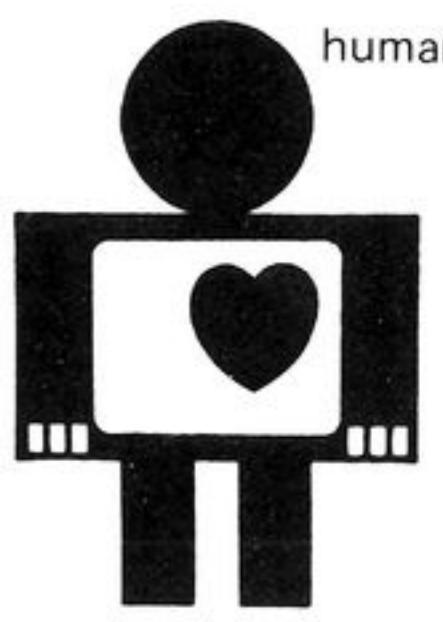
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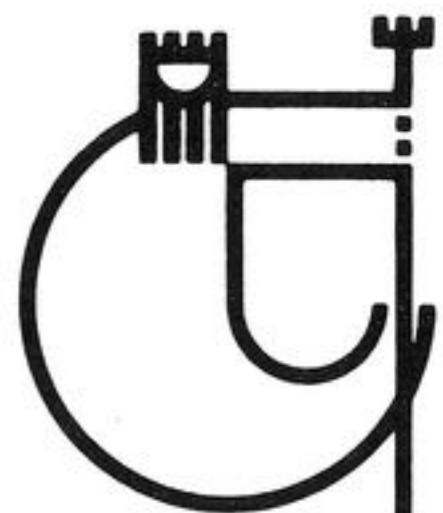
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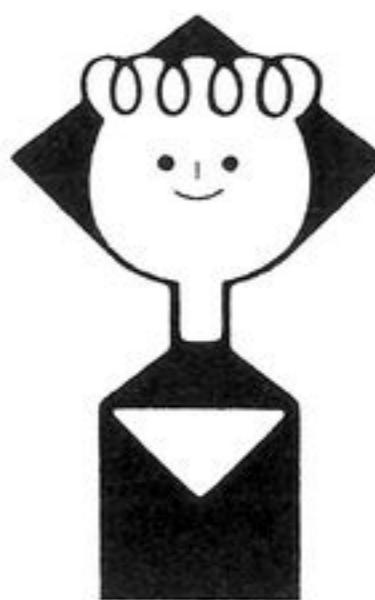


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human figures



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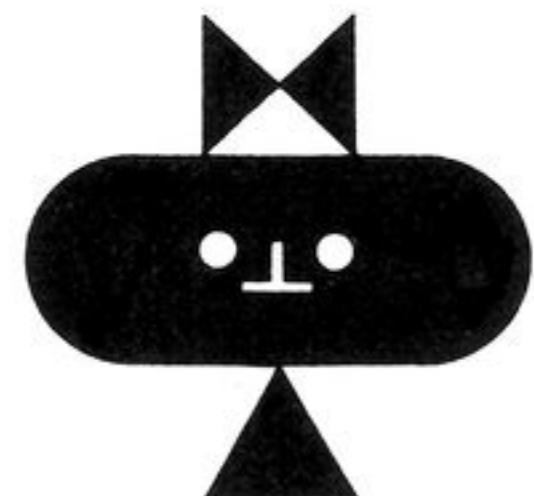
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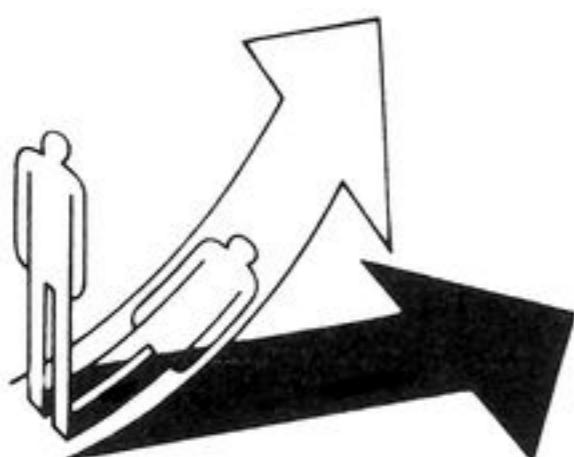
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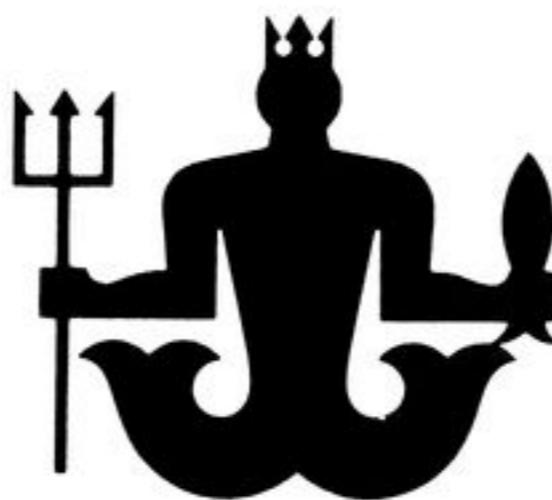
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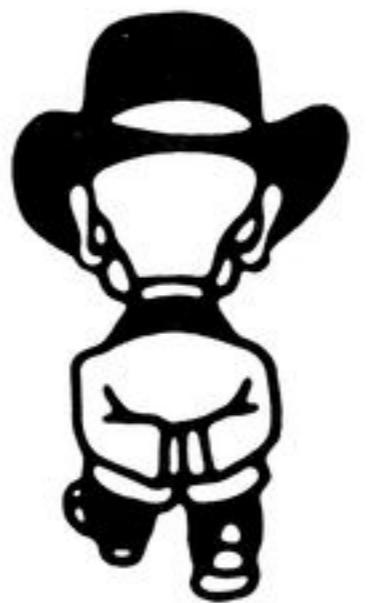
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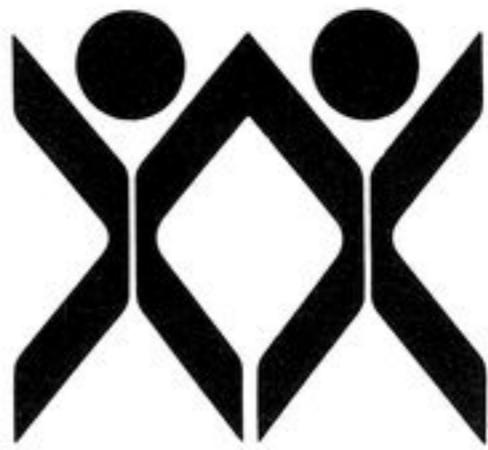
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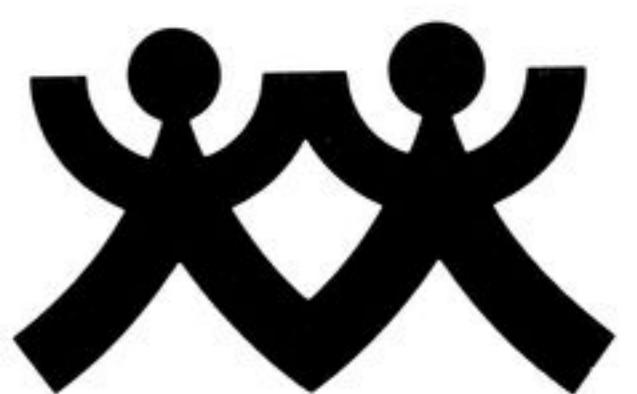
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human figures

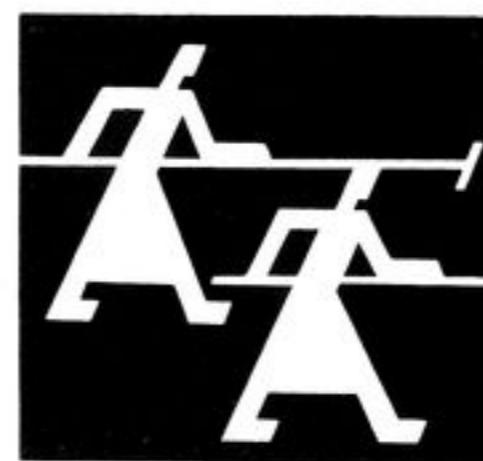
human figures



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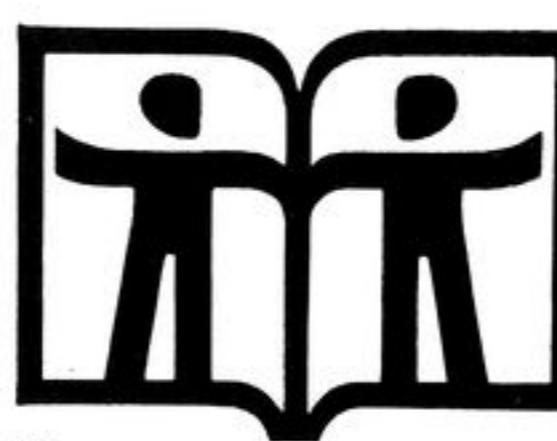
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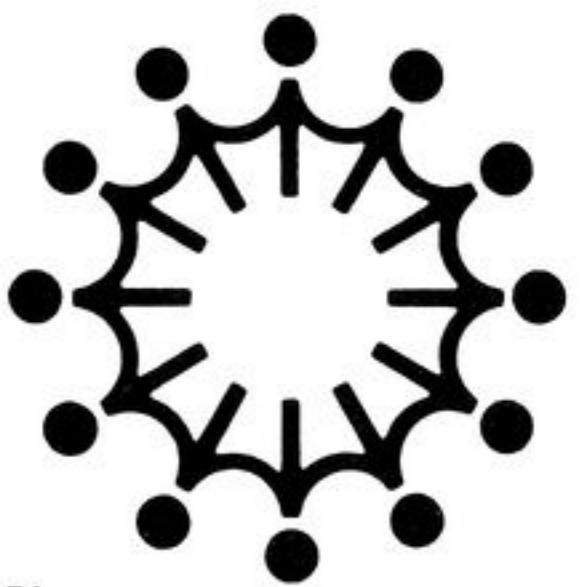
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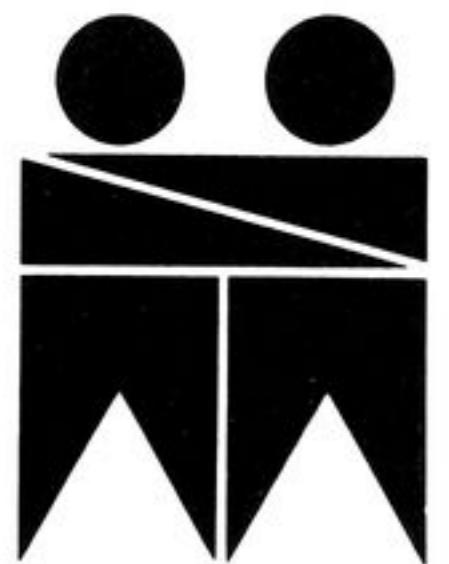
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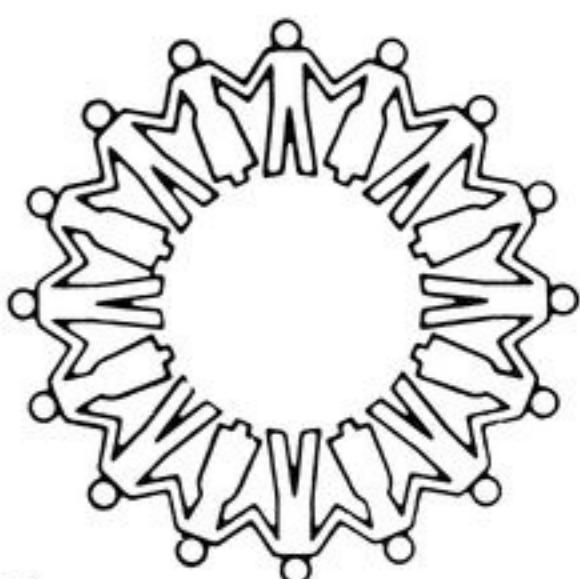
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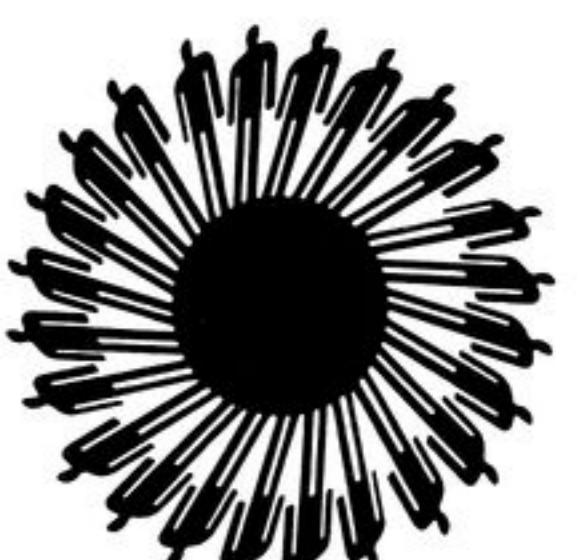
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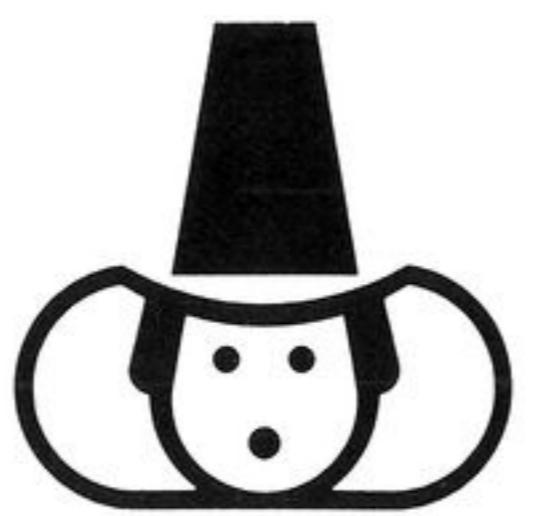
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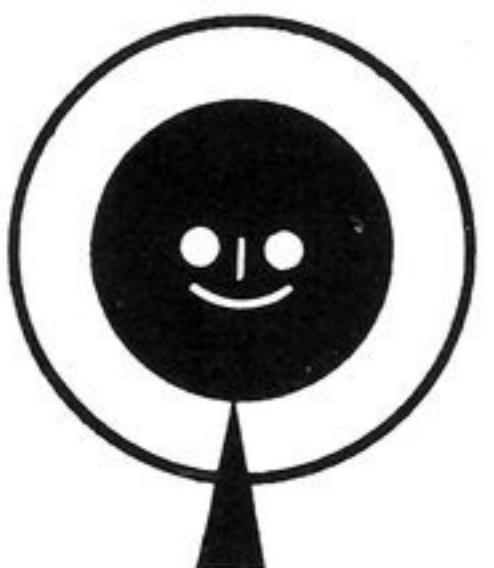
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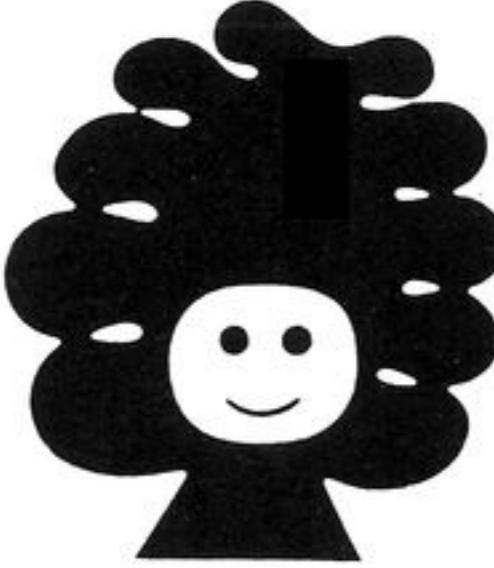
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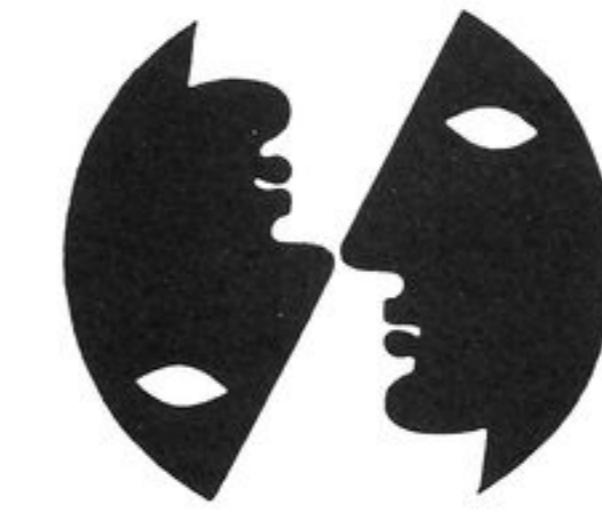
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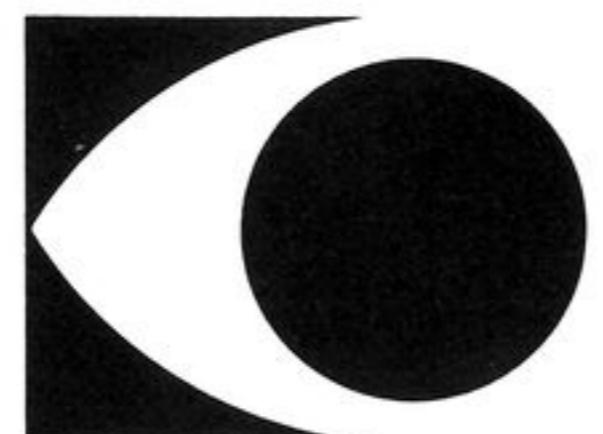
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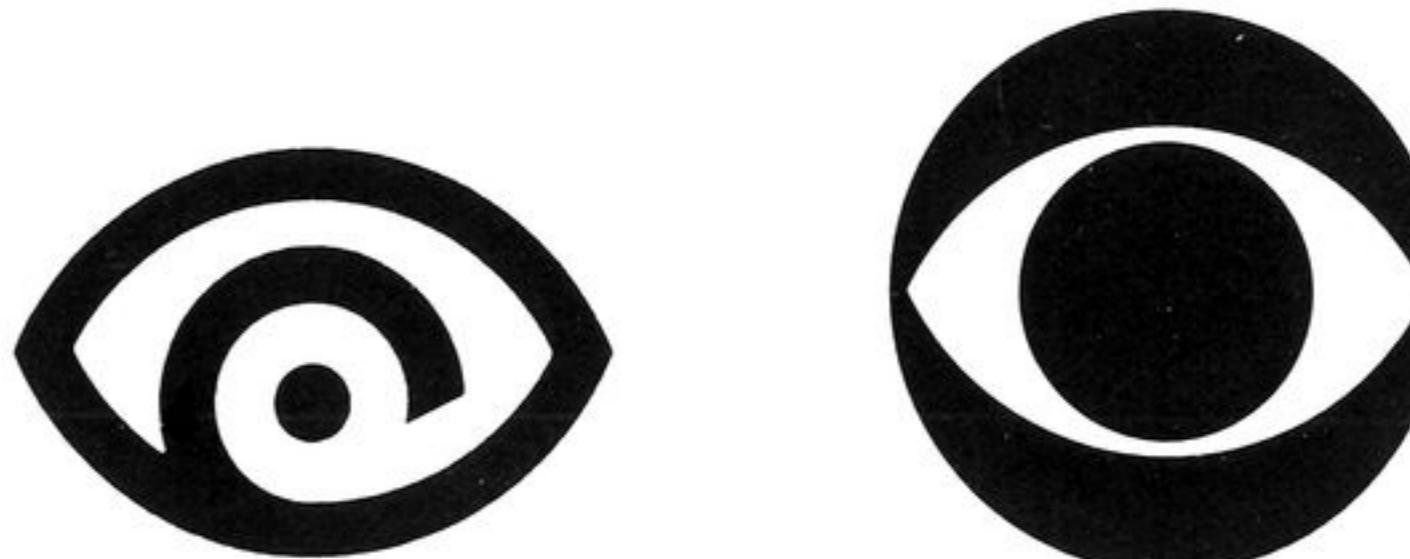
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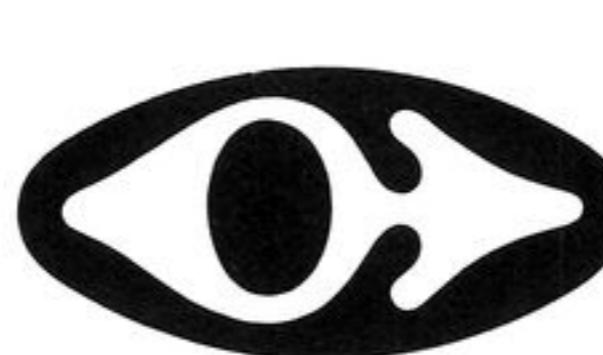
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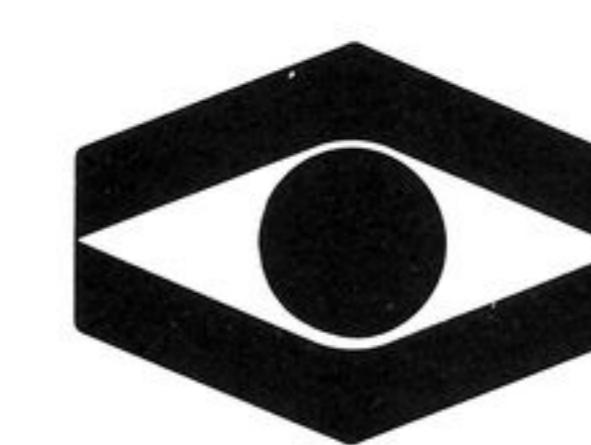
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hands



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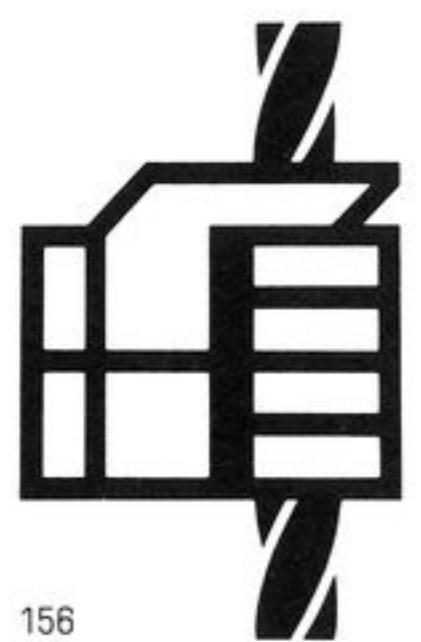
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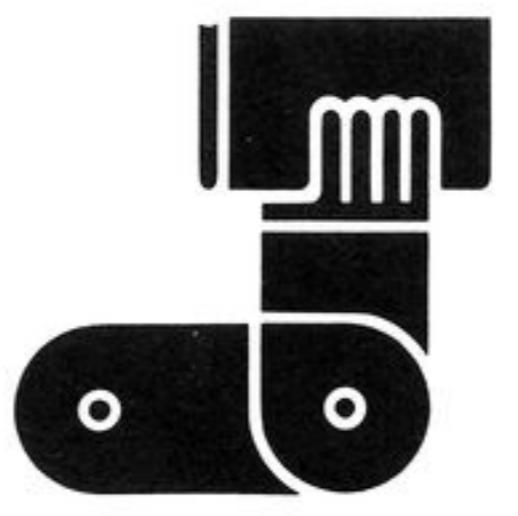
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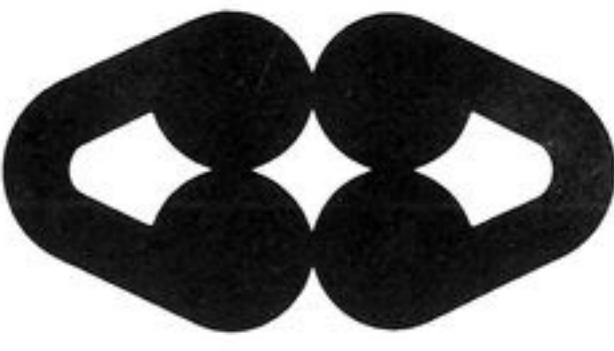
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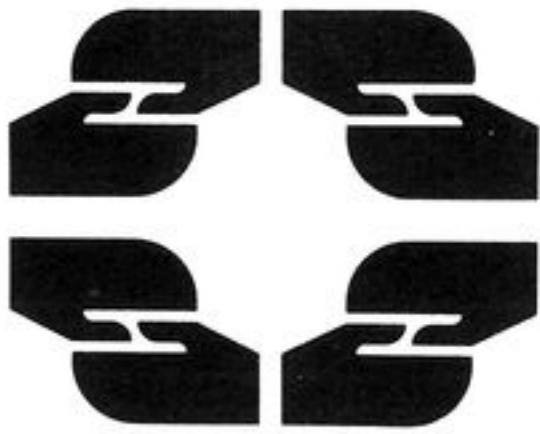
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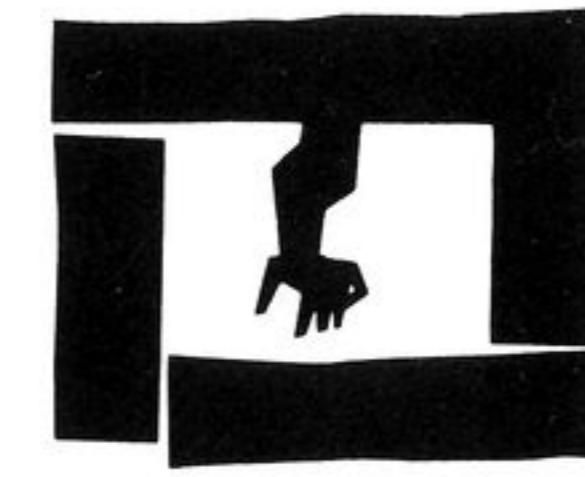
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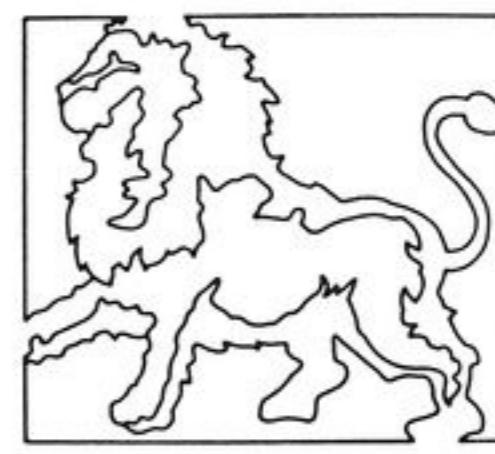
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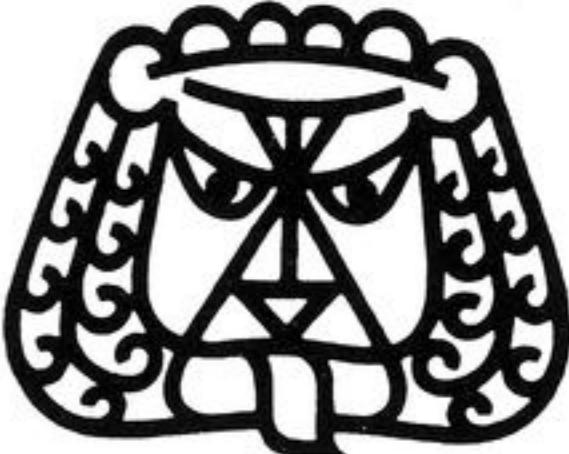
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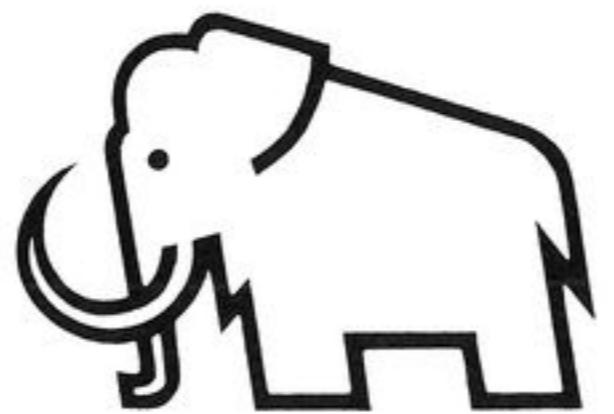
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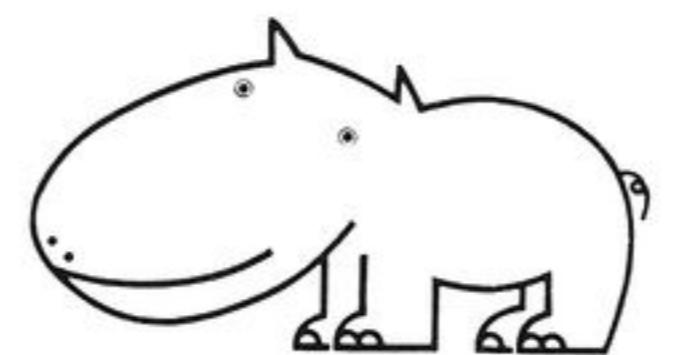
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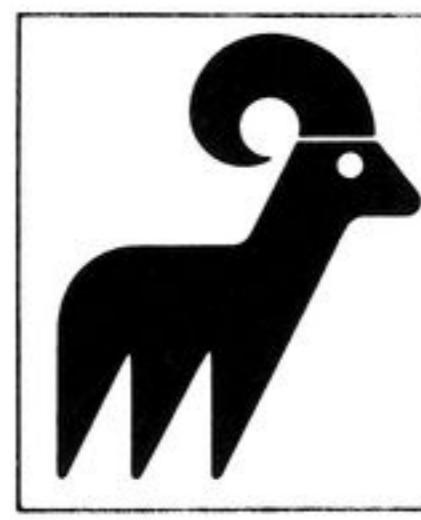
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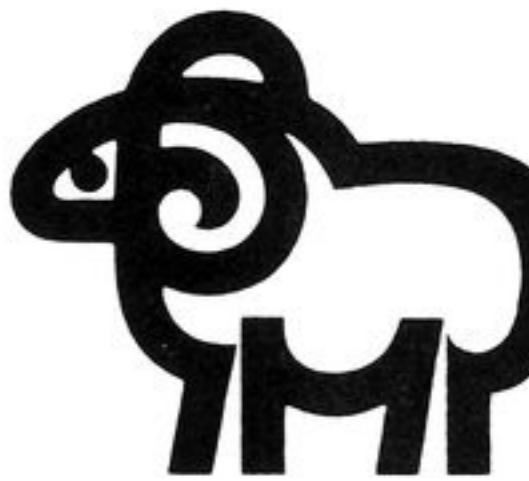
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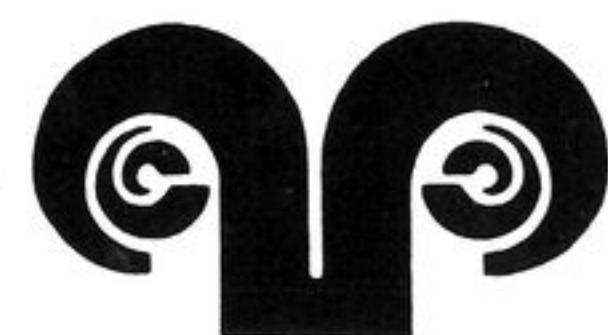
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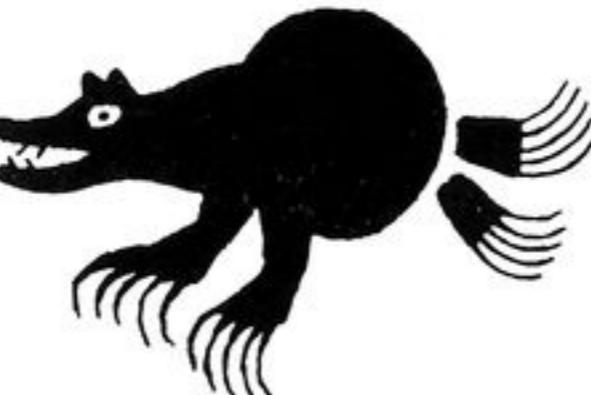
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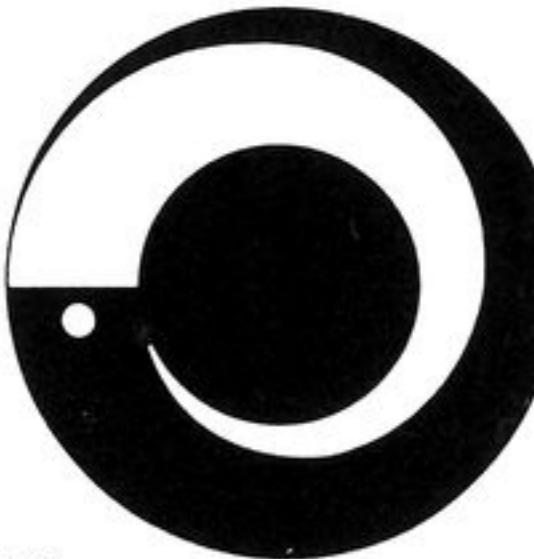
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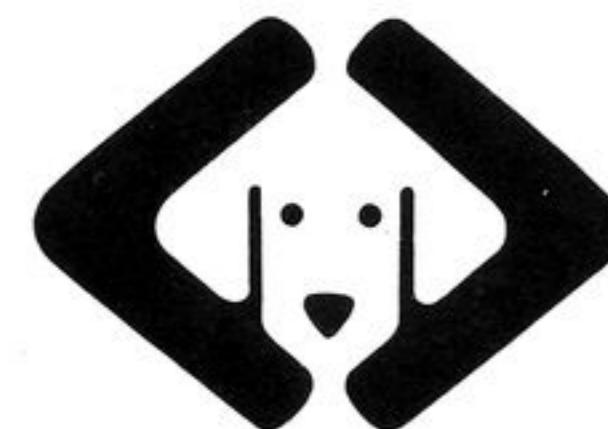
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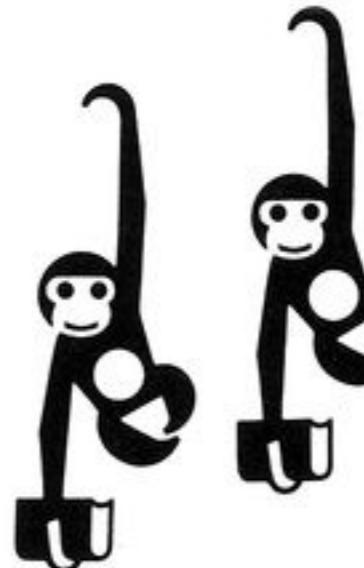
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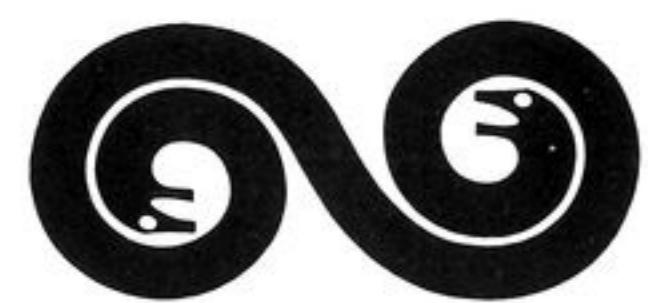
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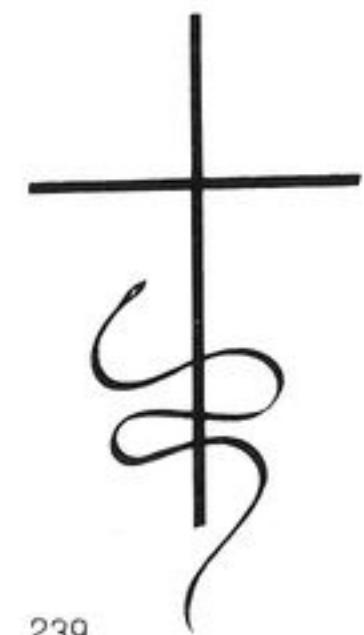
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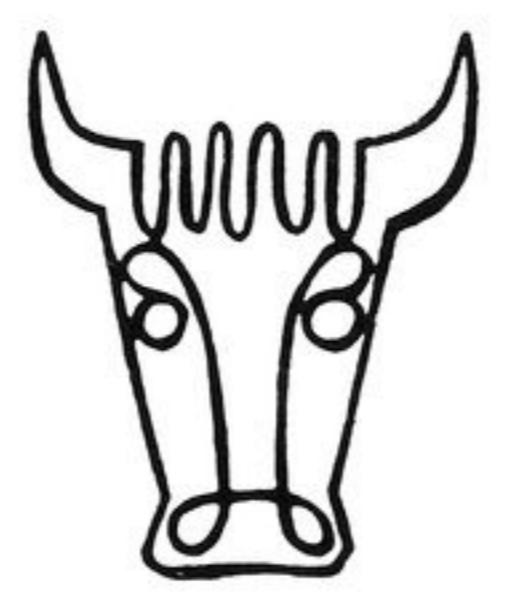
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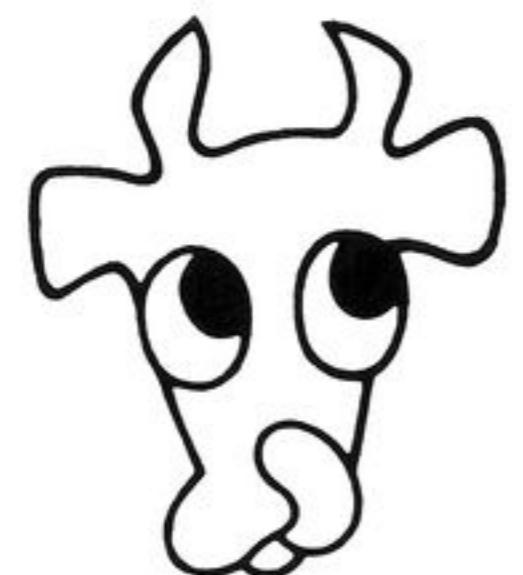
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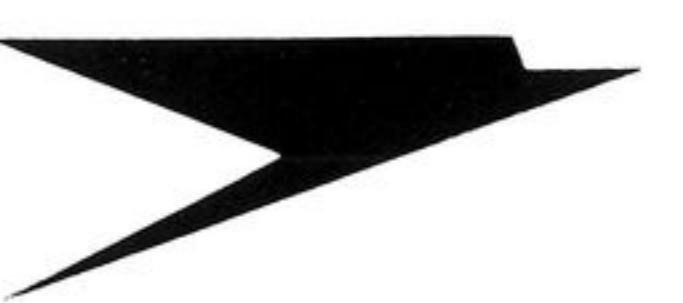
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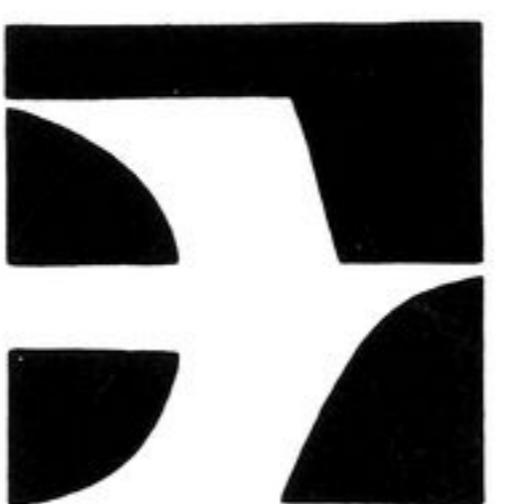
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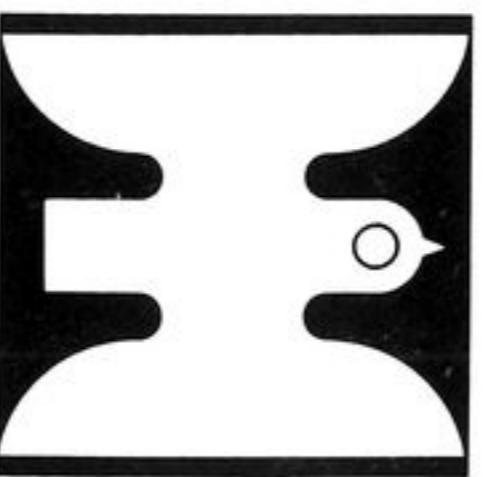
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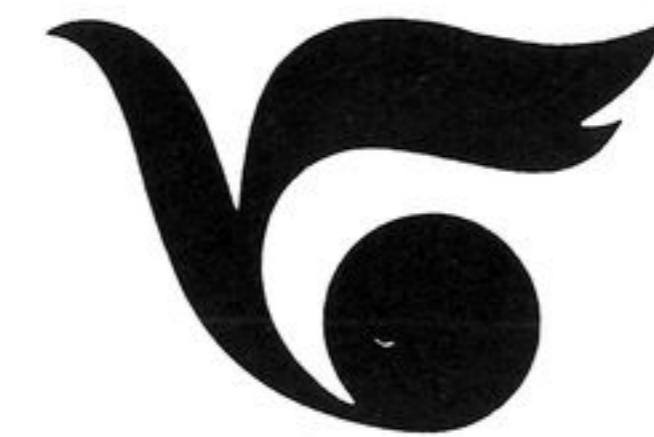
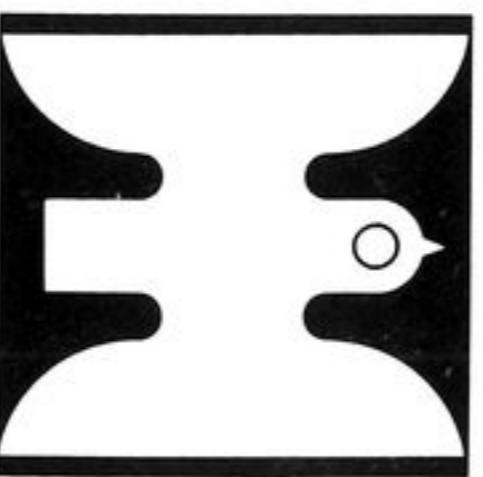
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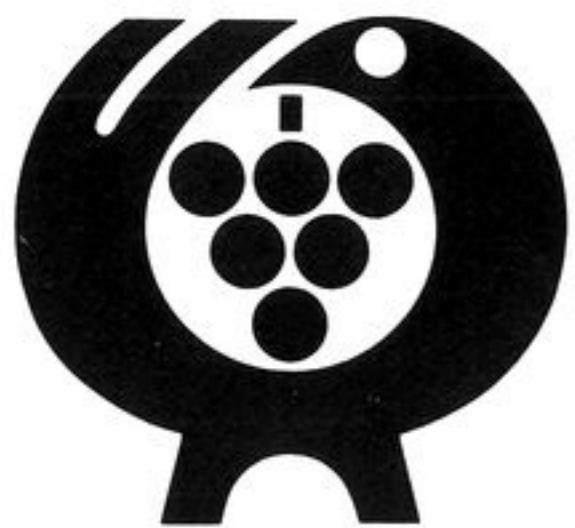
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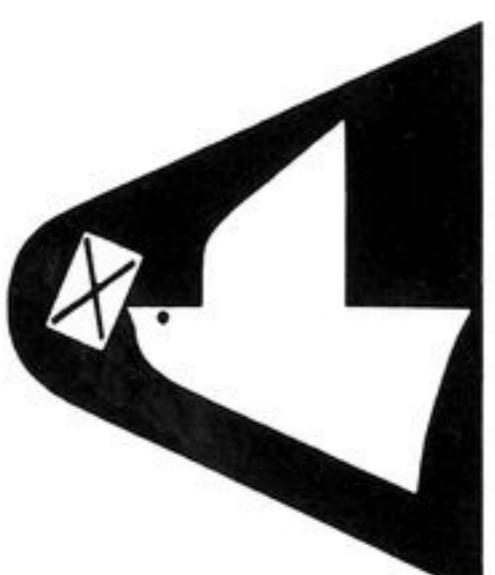
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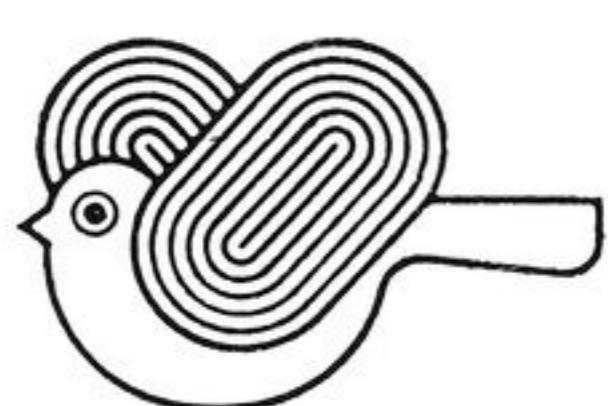
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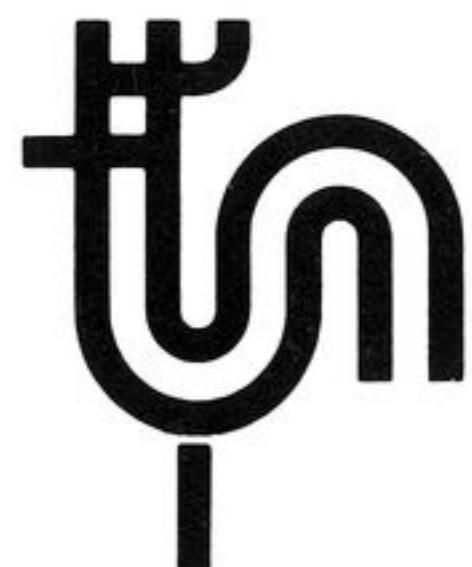
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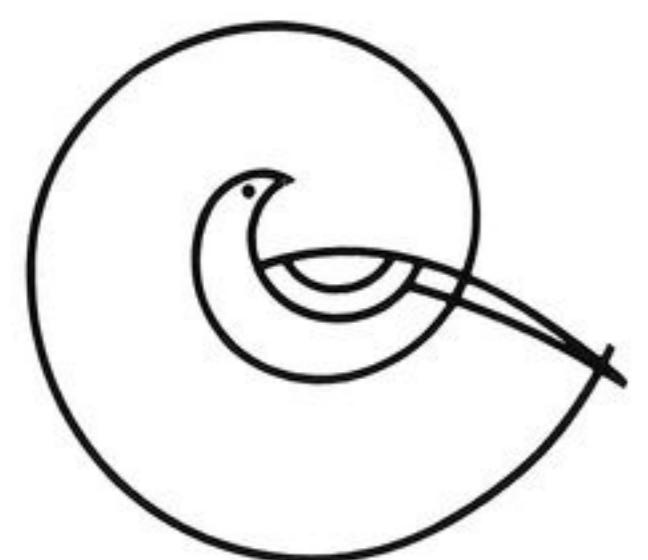


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birds



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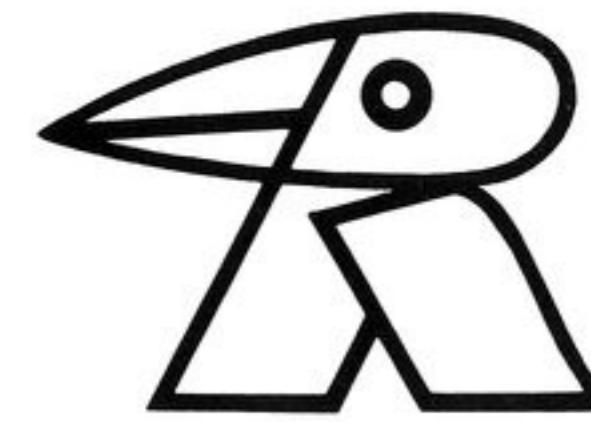
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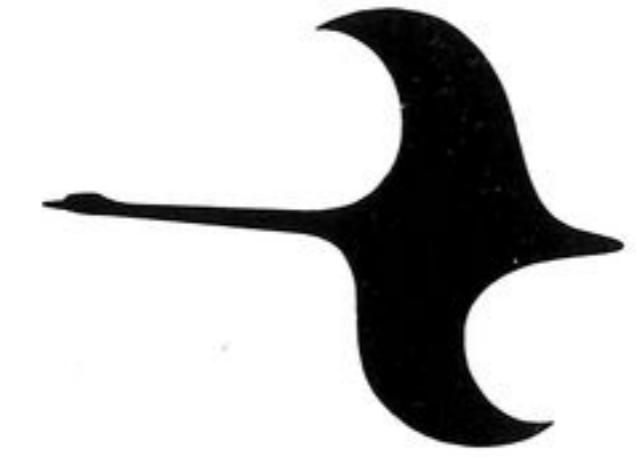
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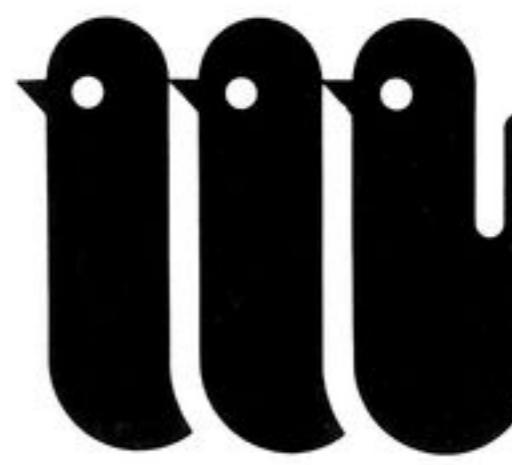
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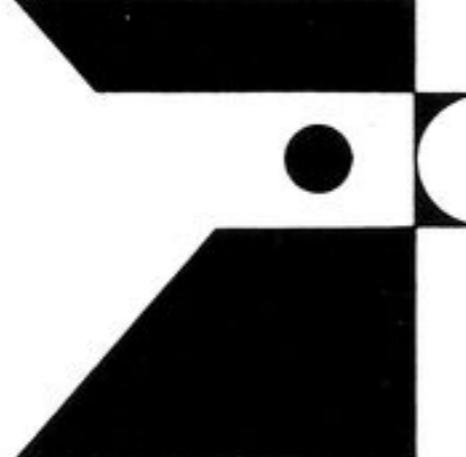
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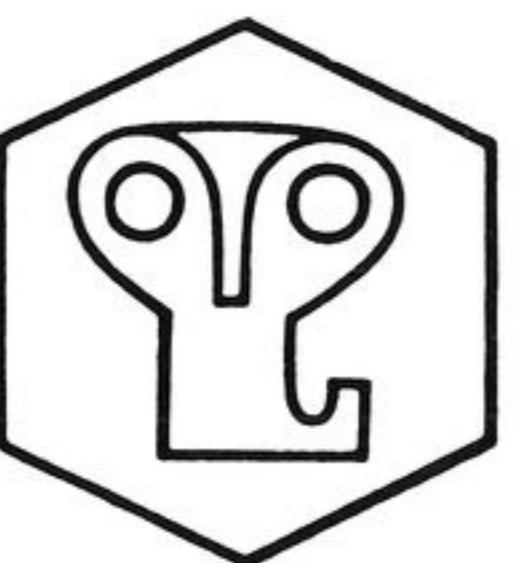
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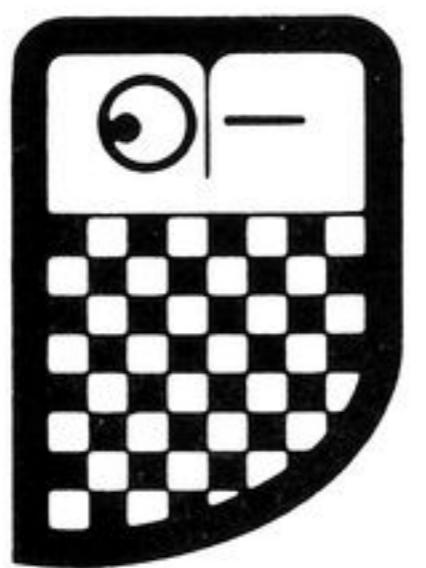
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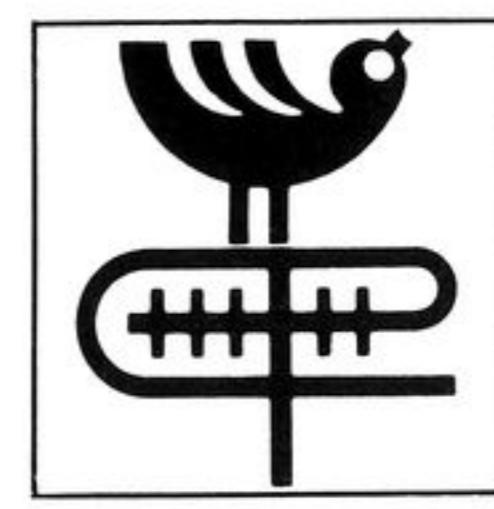
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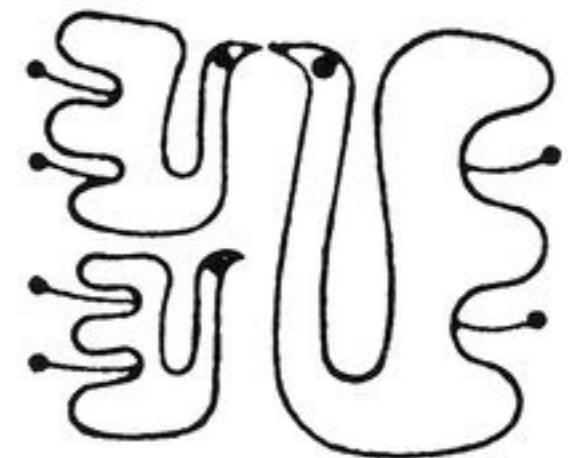
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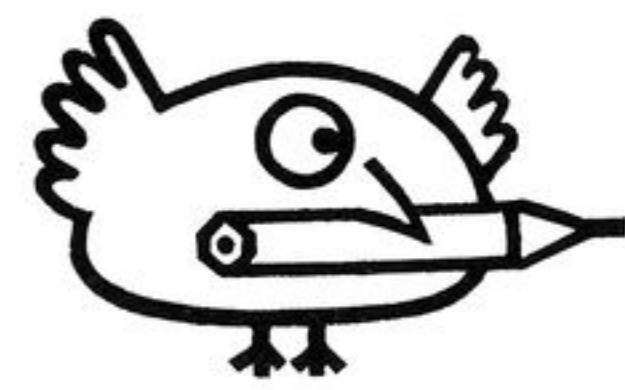
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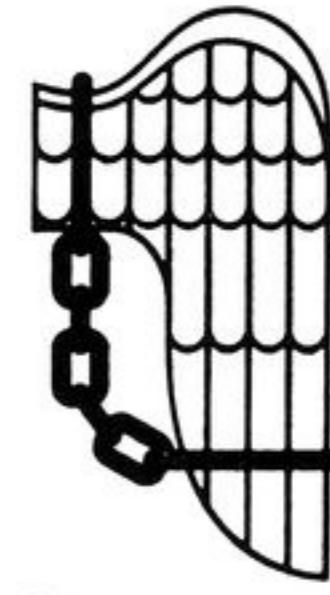
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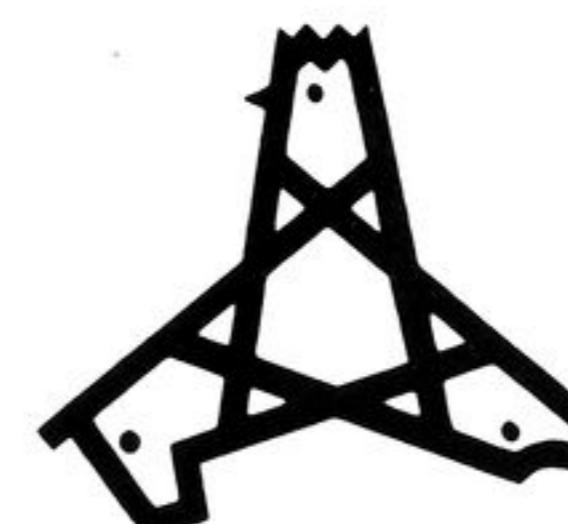
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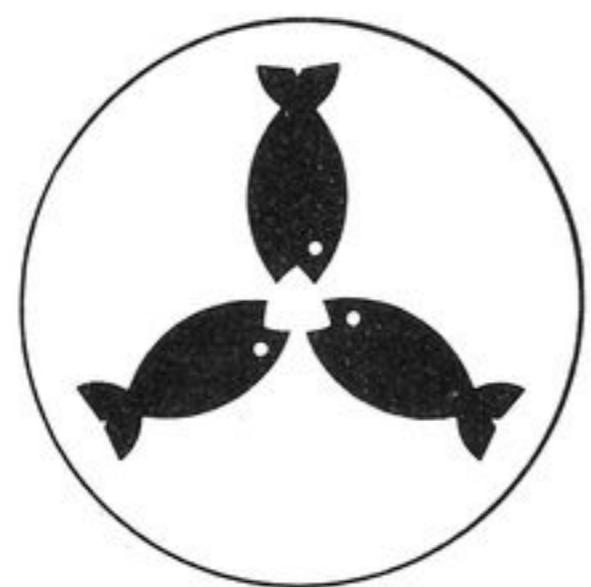
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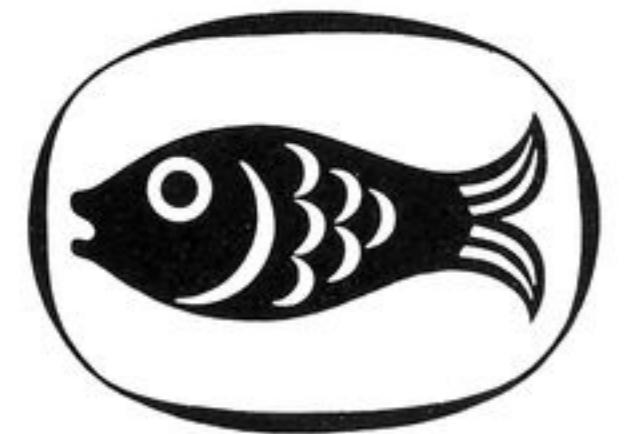
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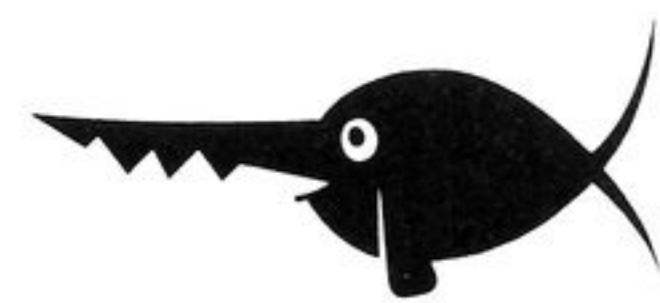
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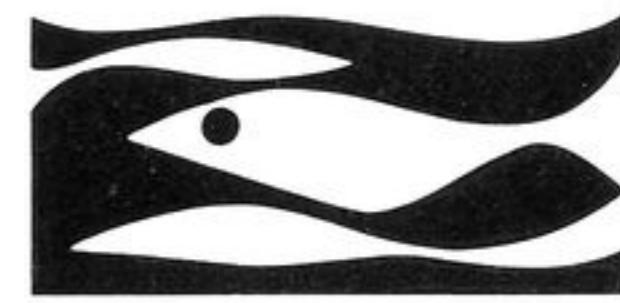
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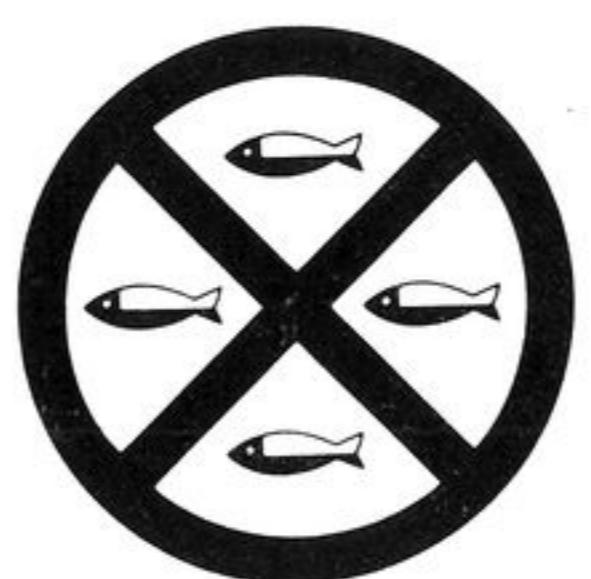
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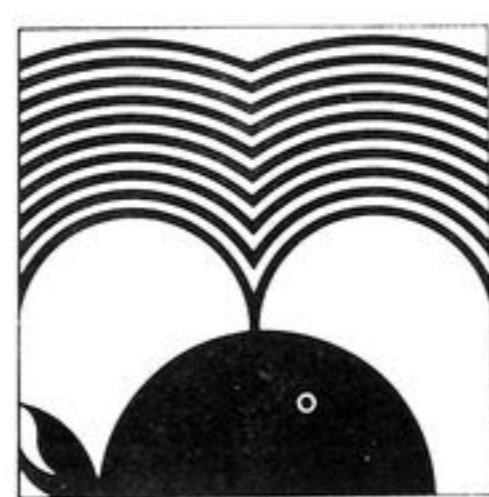
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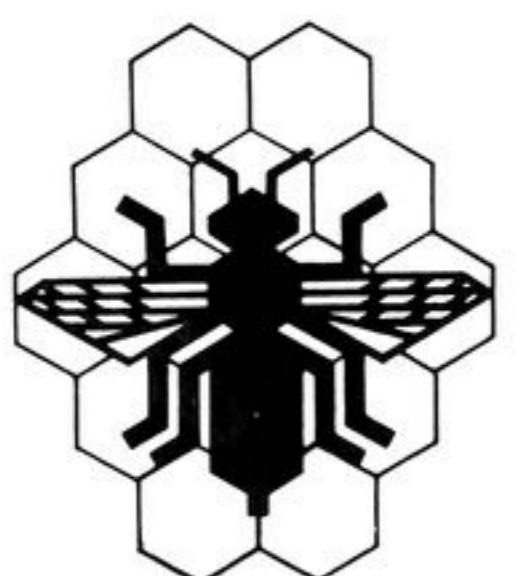
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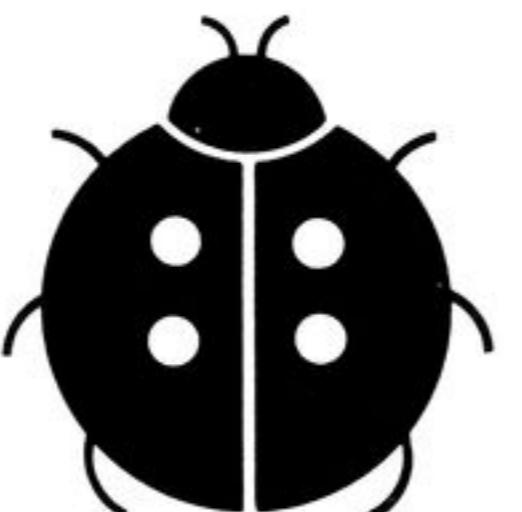
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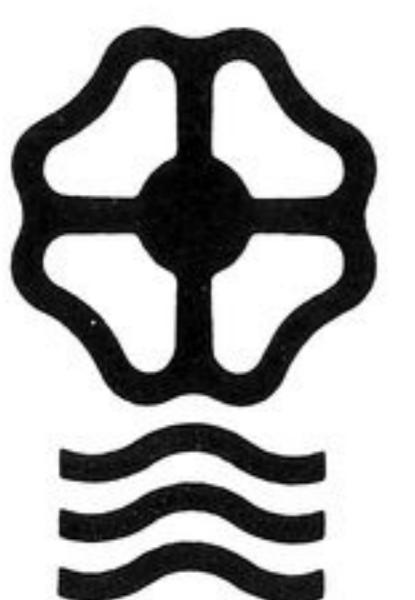


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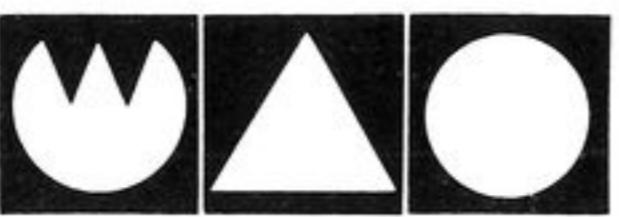
flowers



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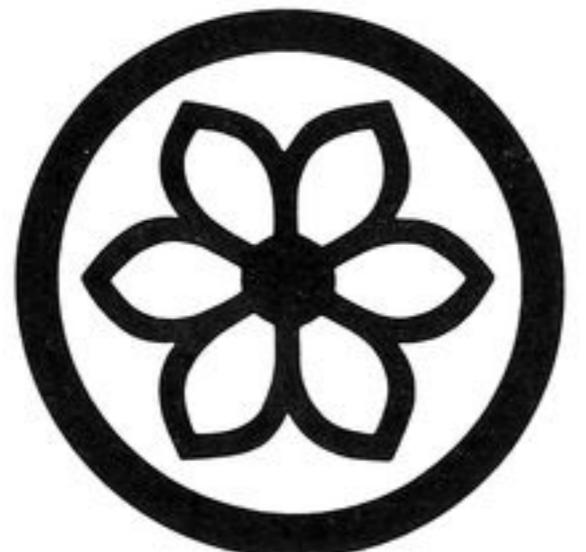
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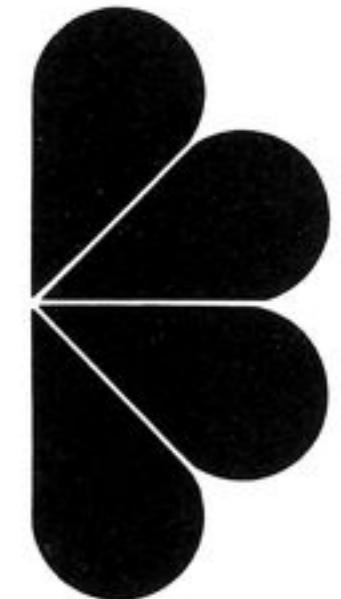
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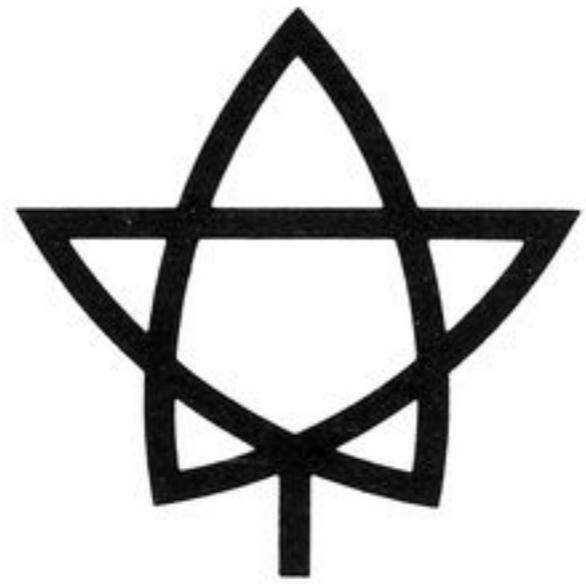
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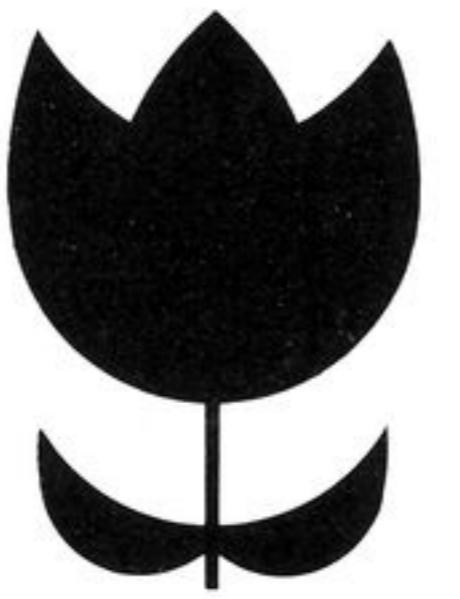
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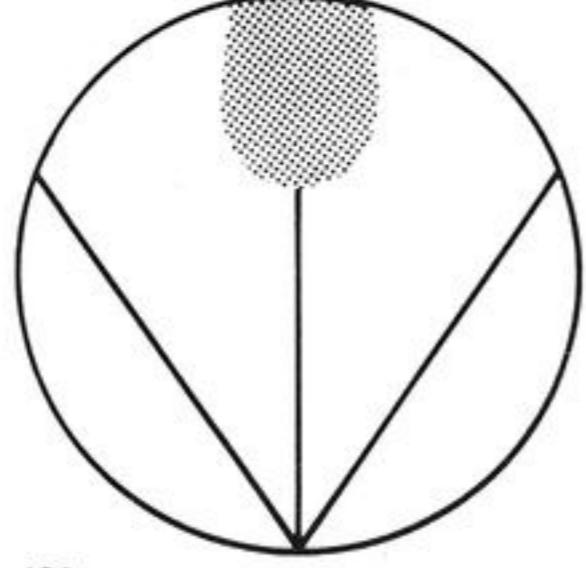
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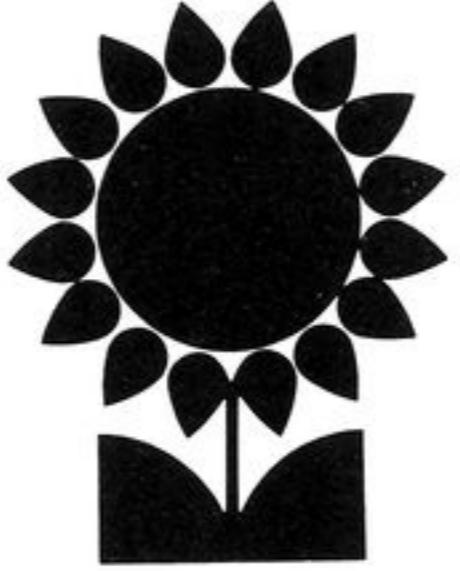
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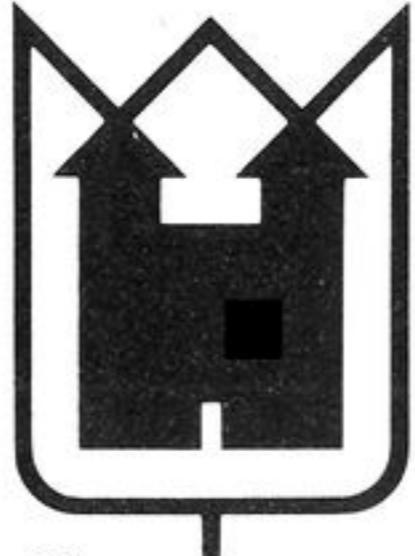
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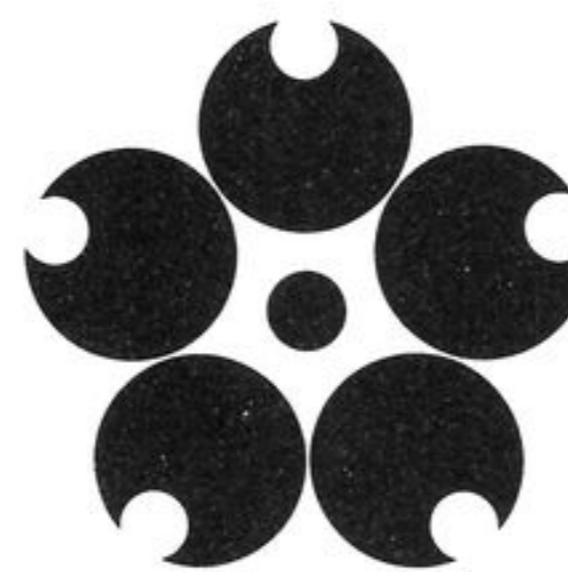
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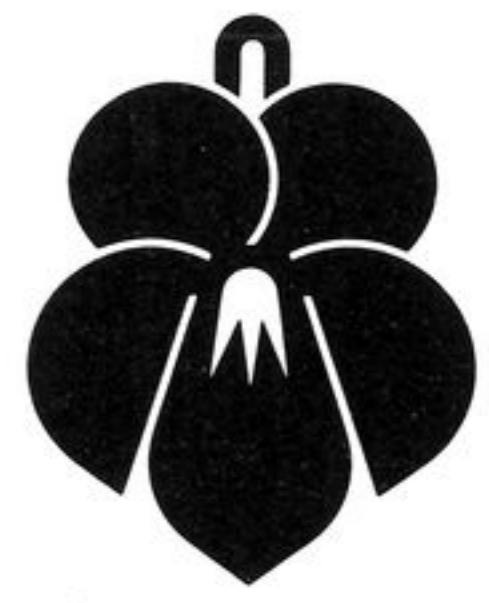
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flowers



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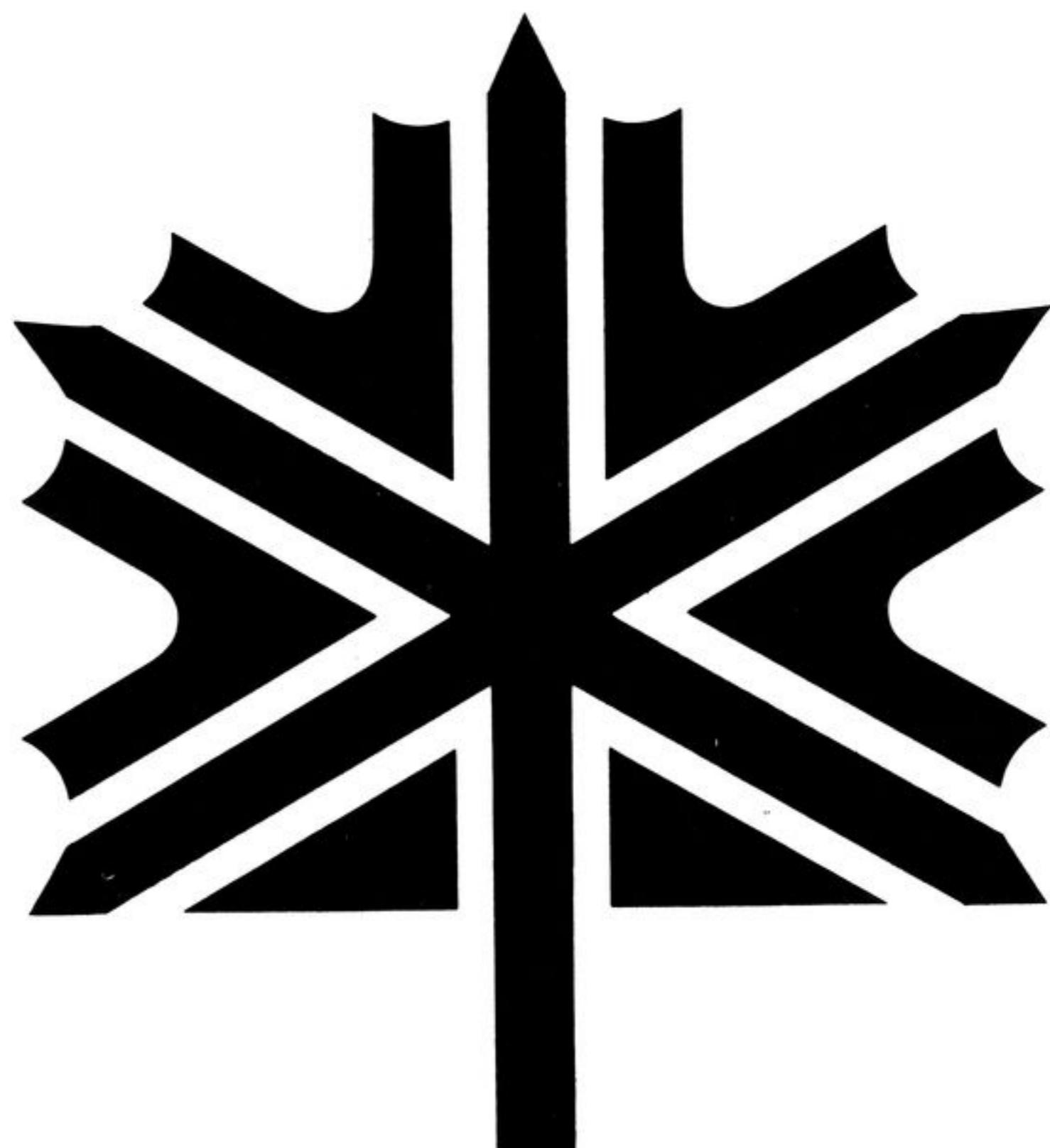
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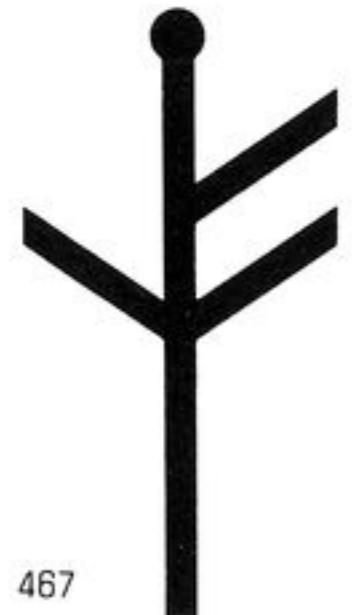
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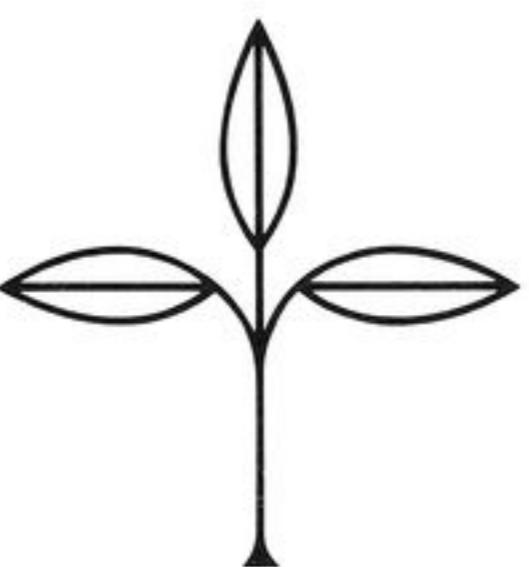
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trees

trees



467



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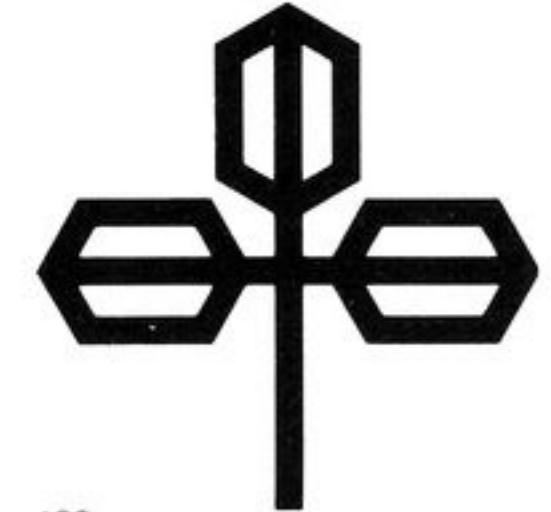
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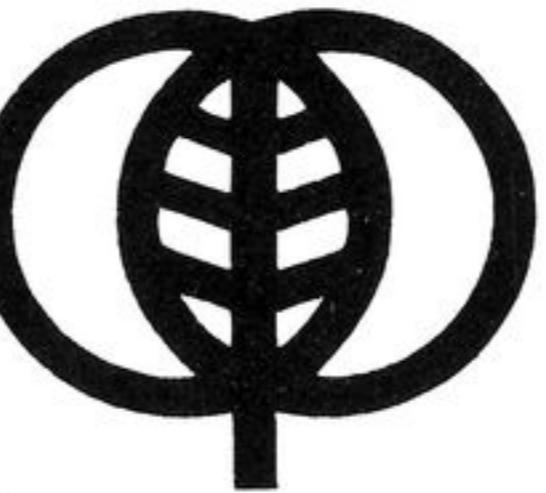
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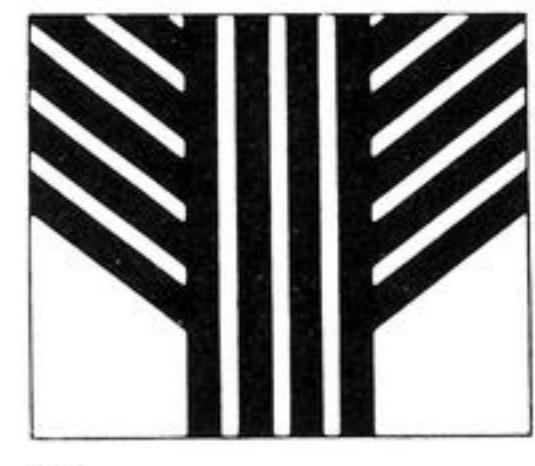
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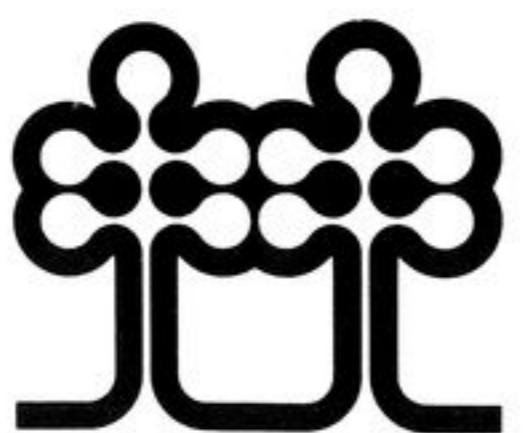
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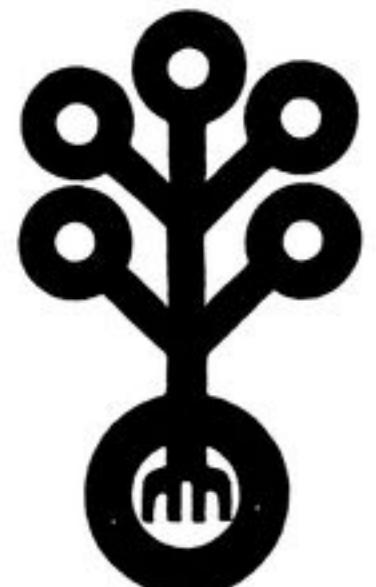
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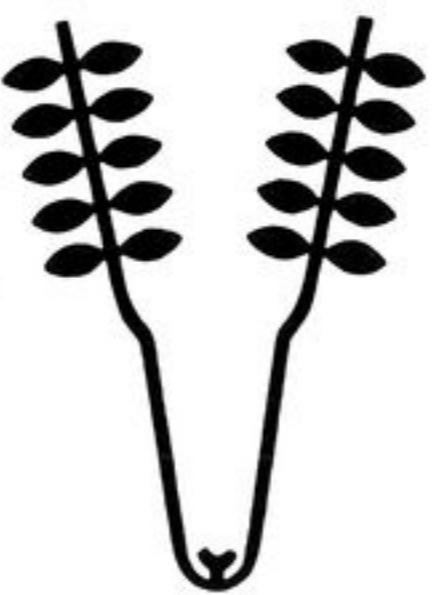
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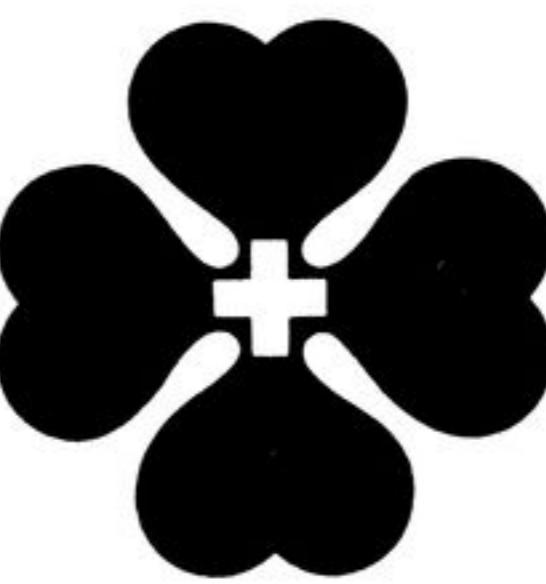
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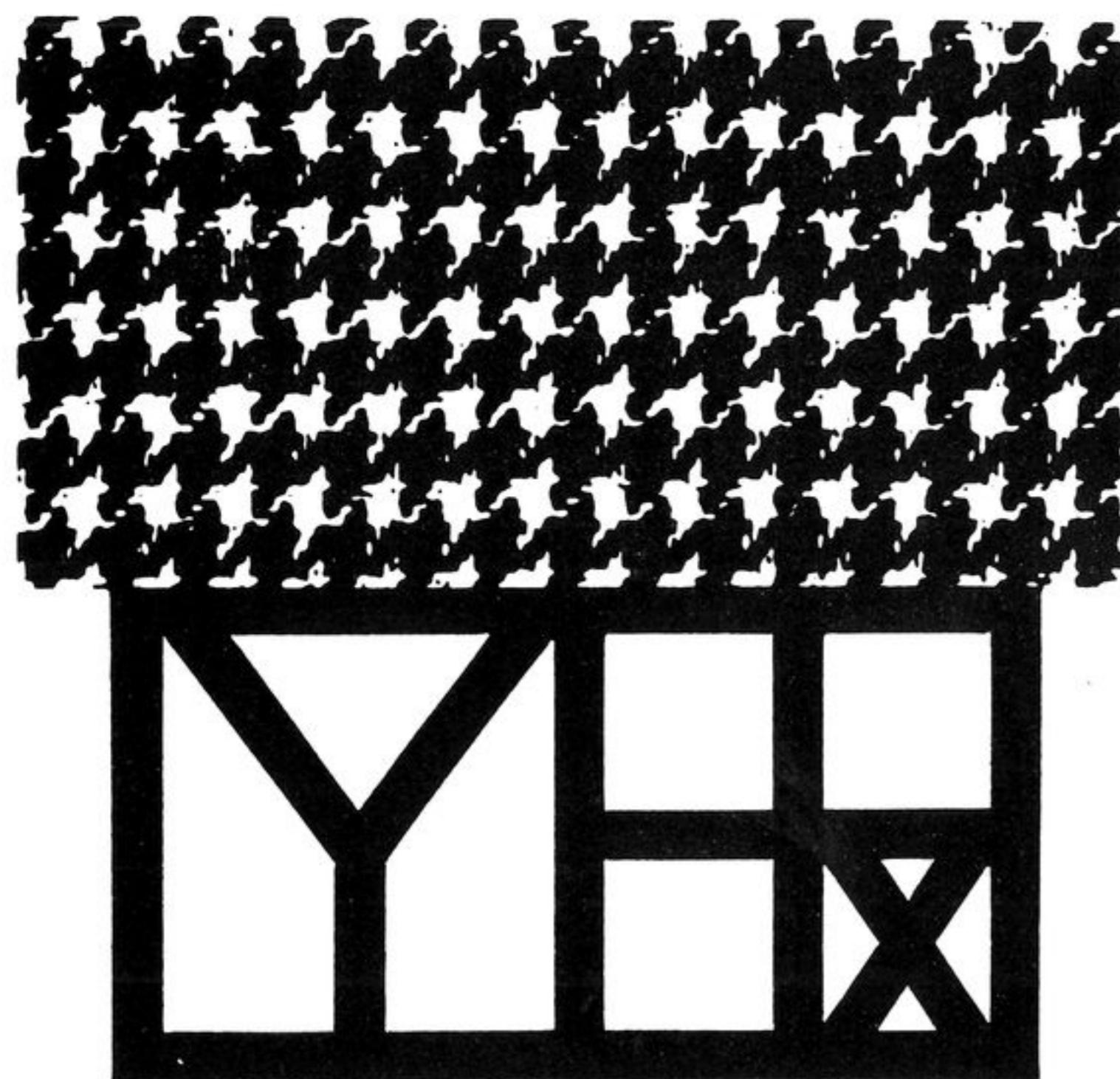
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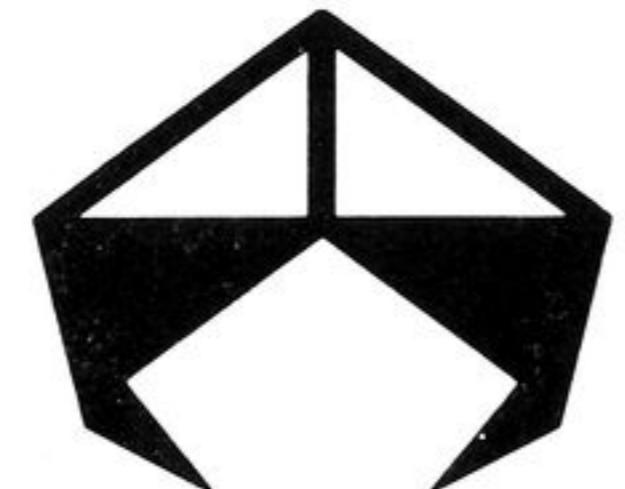
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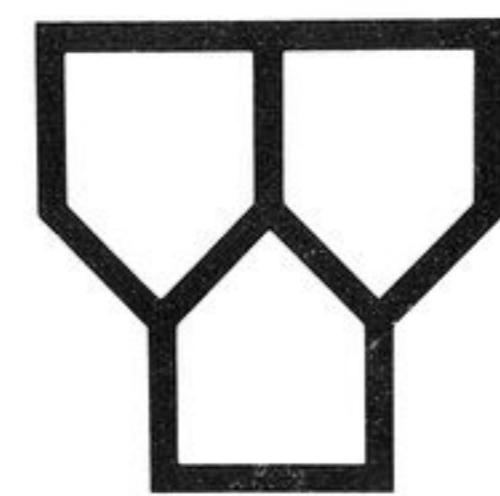
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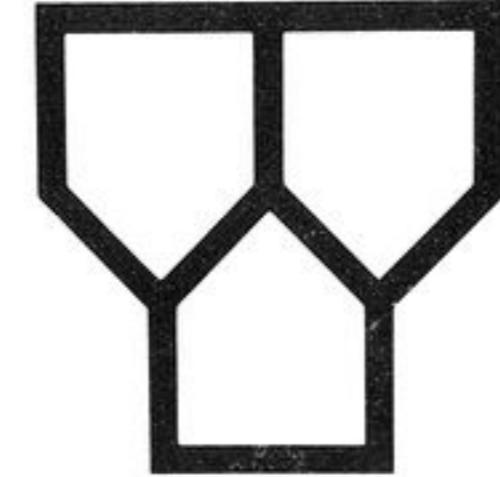
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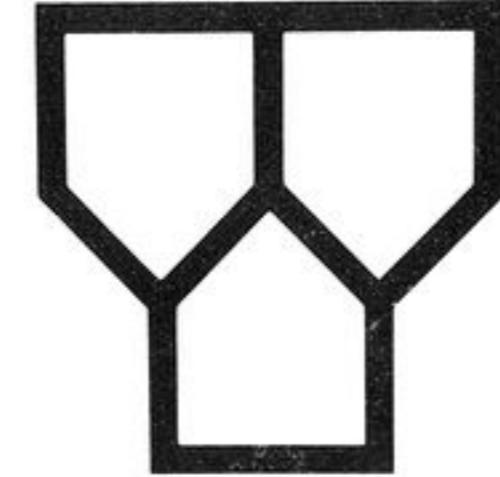
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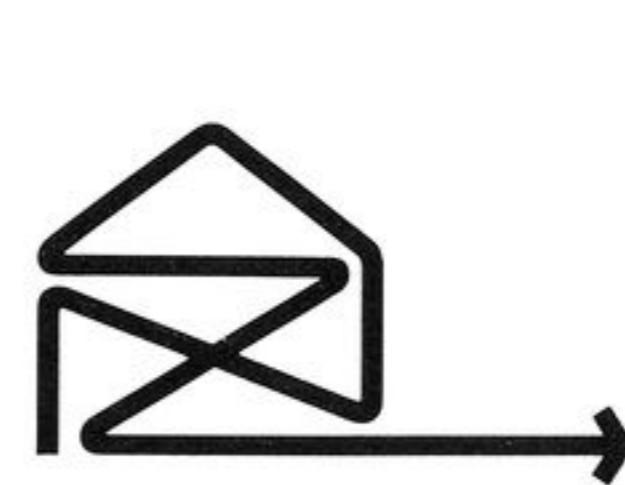
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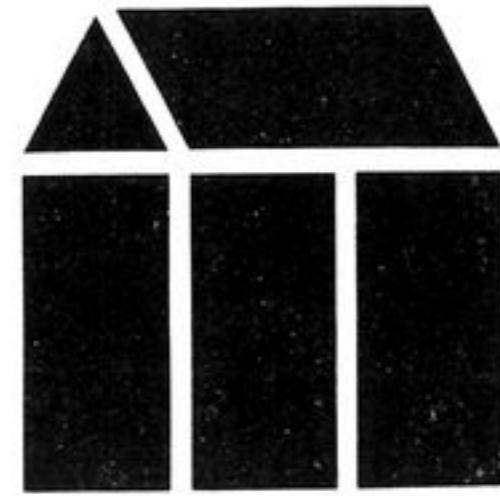
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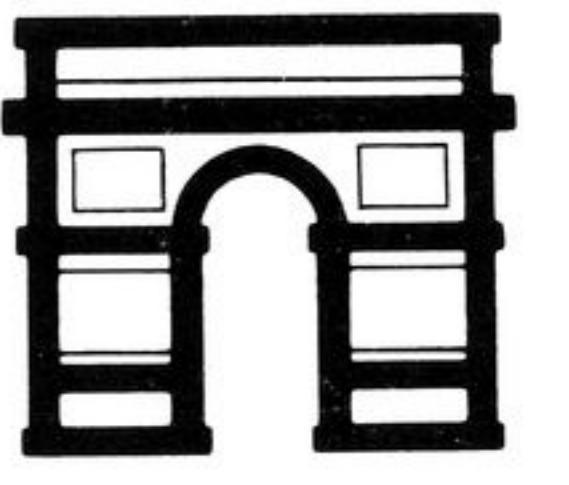
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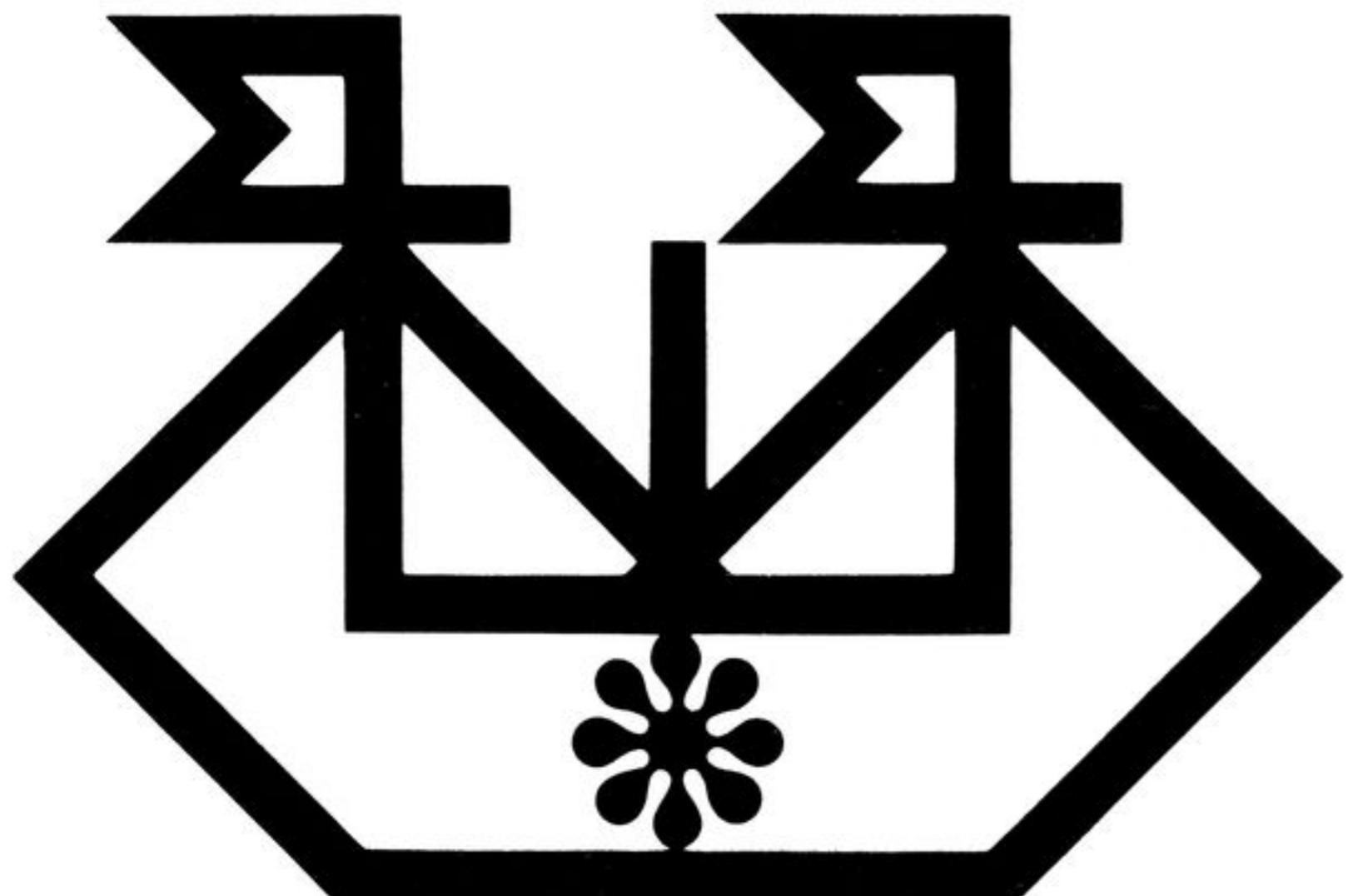
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houses



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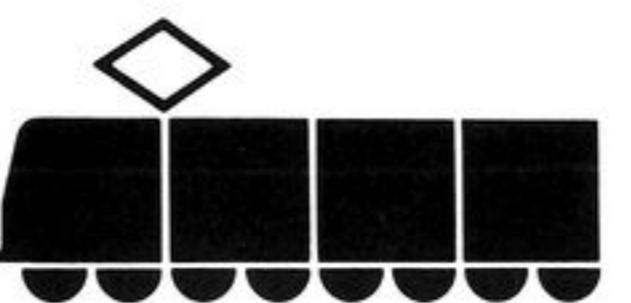
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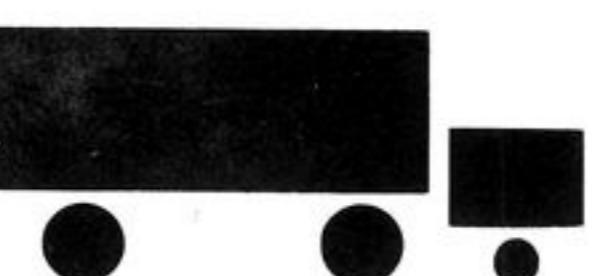
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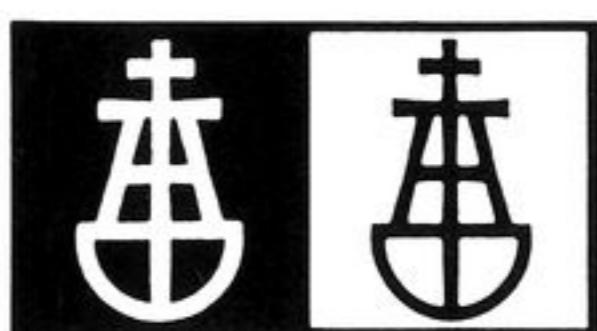
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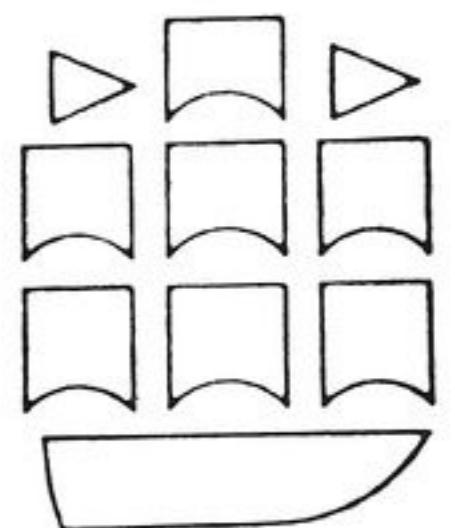
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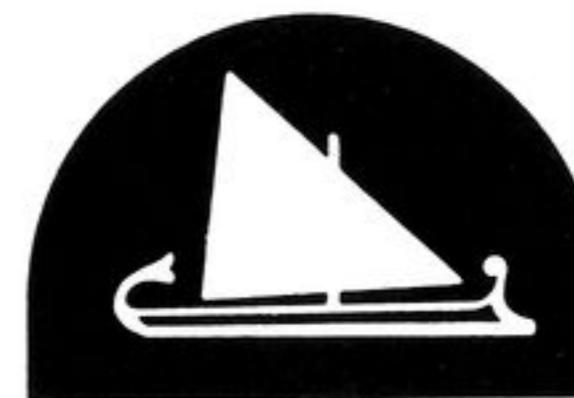
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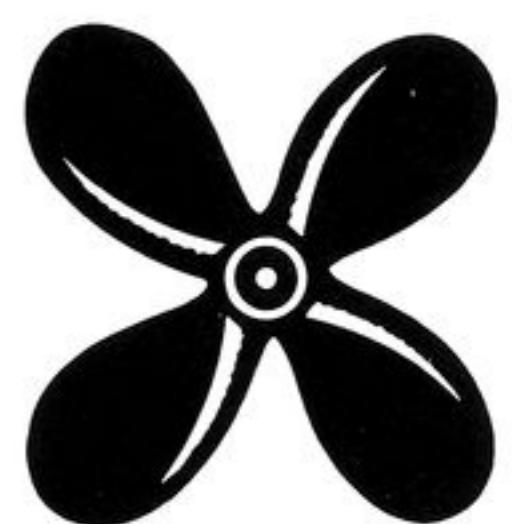
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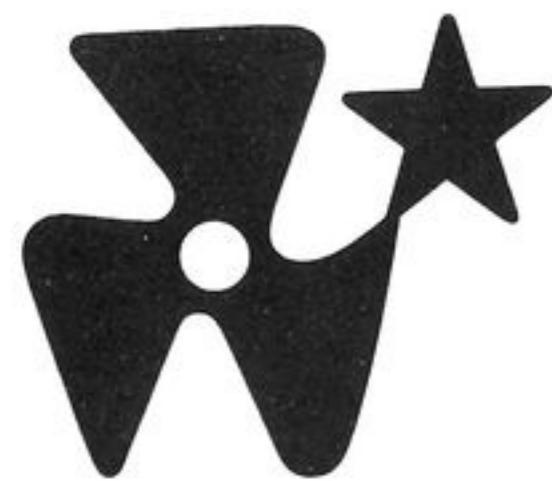


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conveyances



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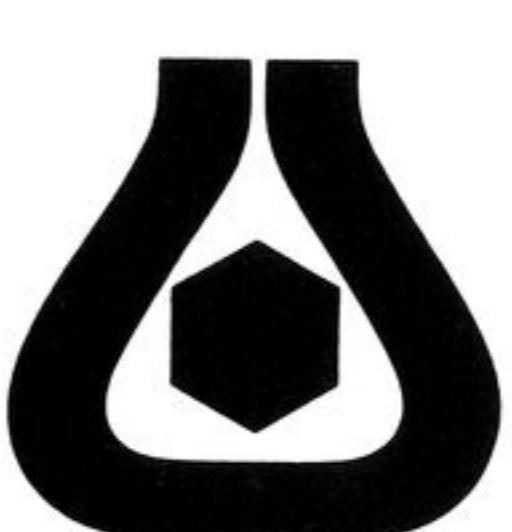
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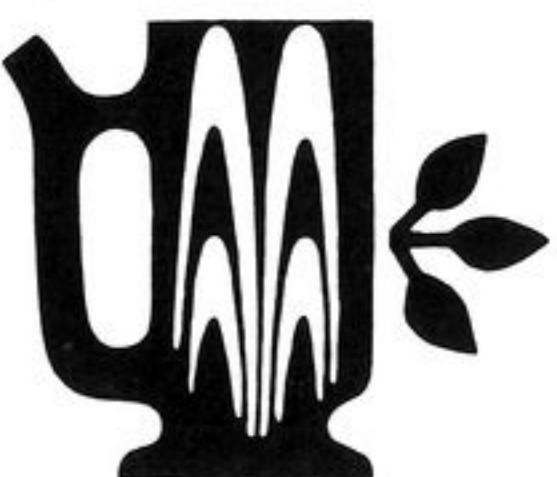
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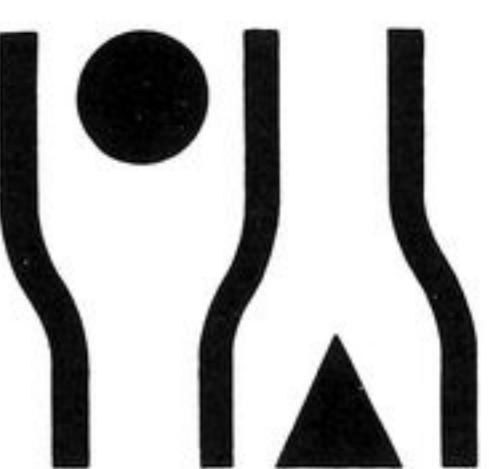
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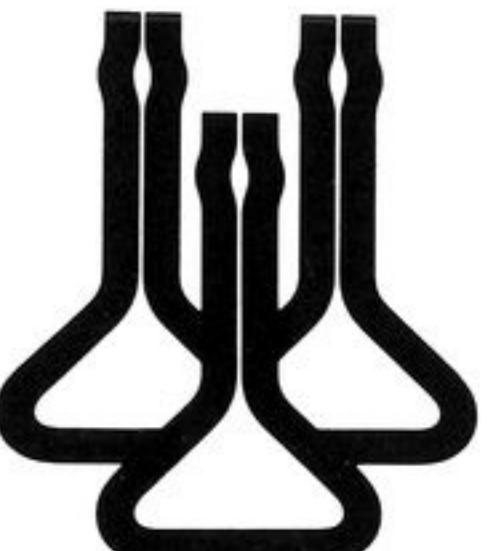
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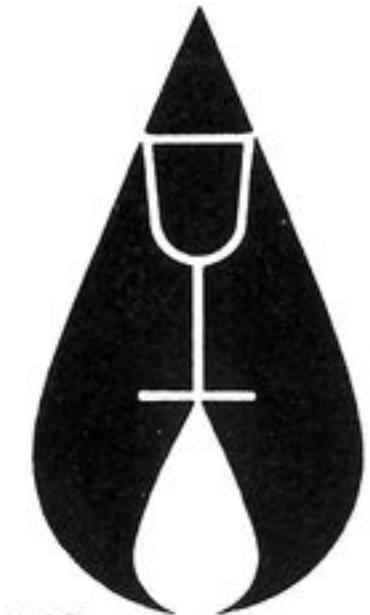
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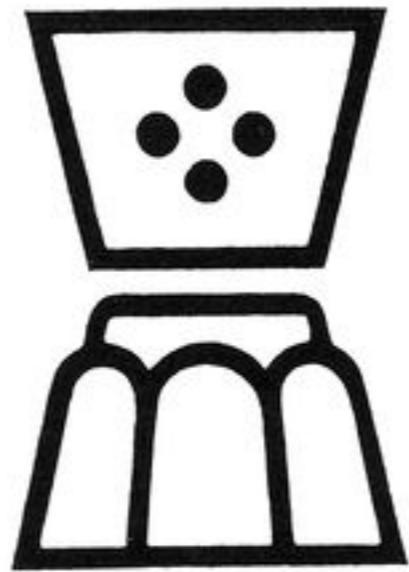
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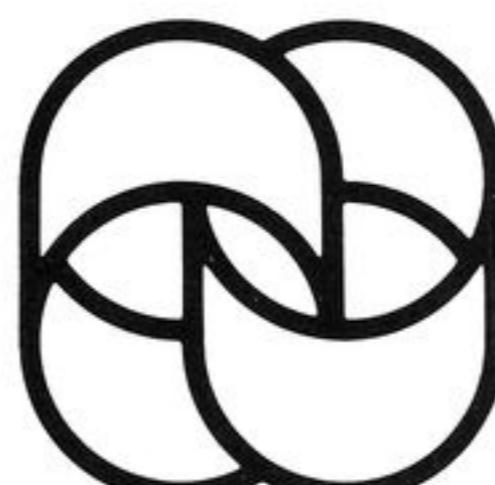
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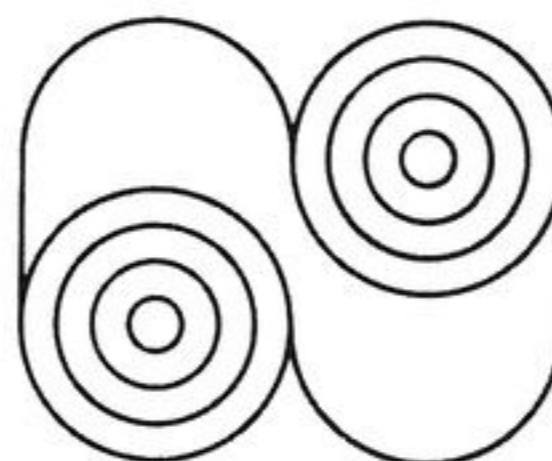
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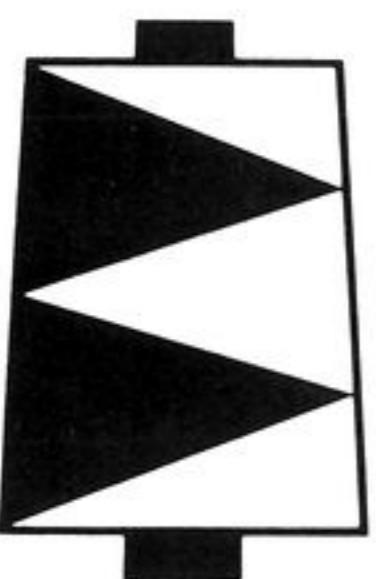
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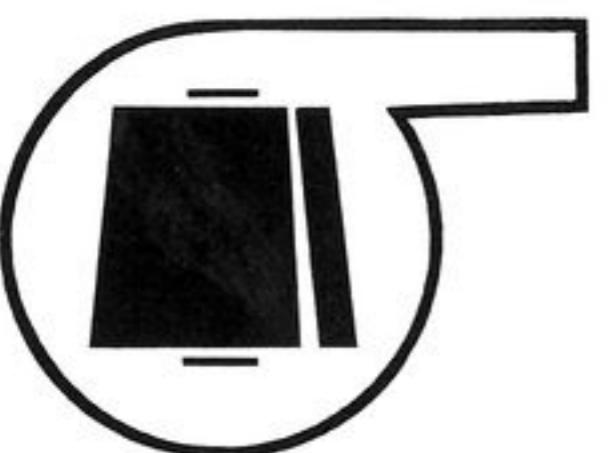
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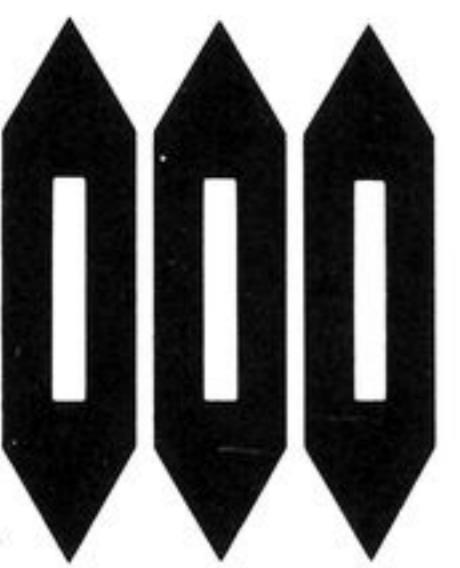
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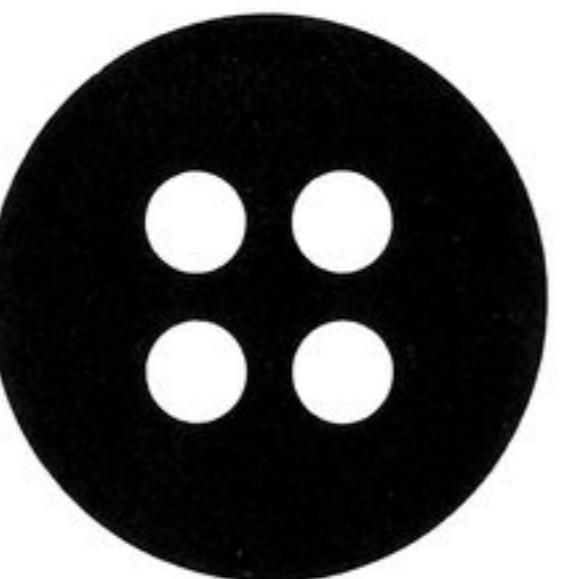
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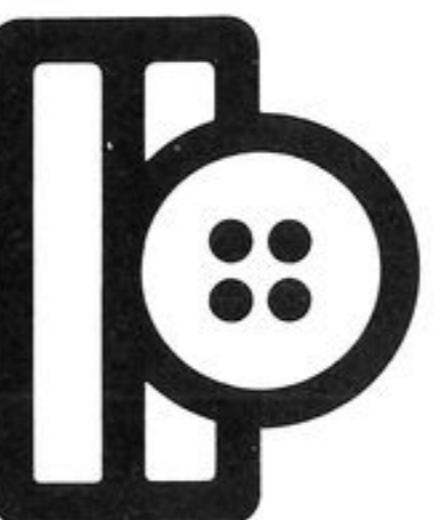
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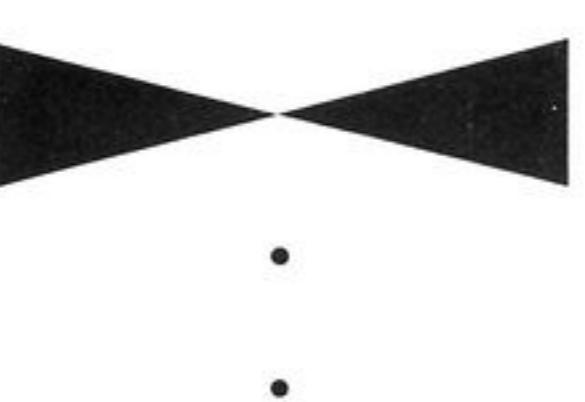
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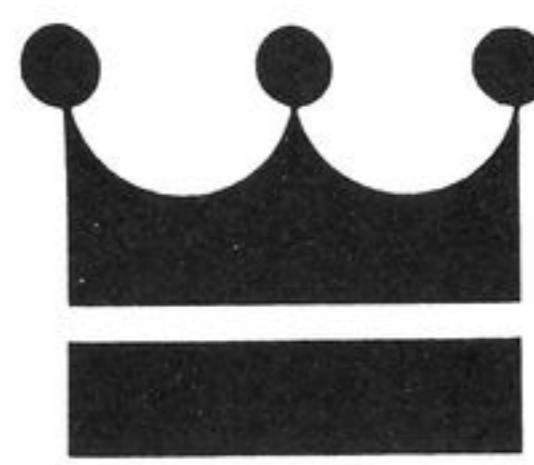
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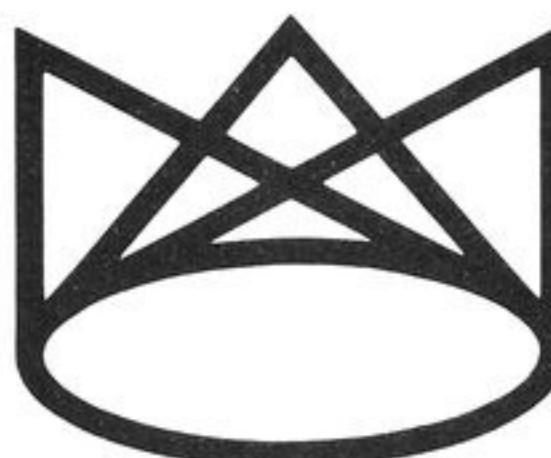
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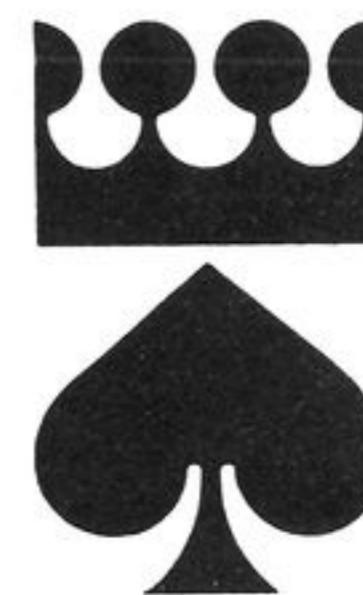
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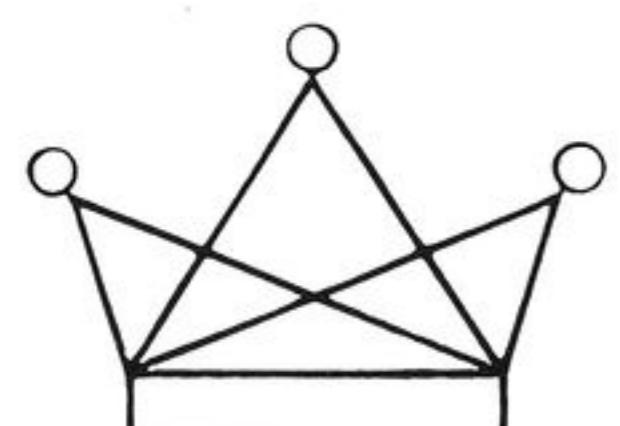
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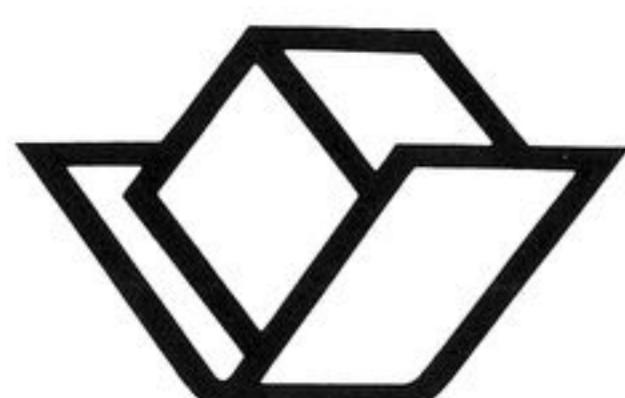
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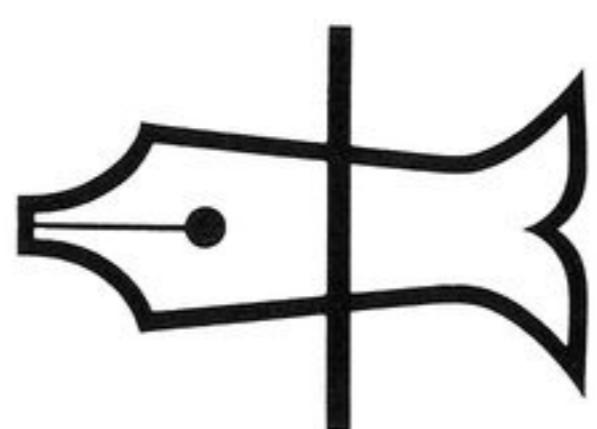
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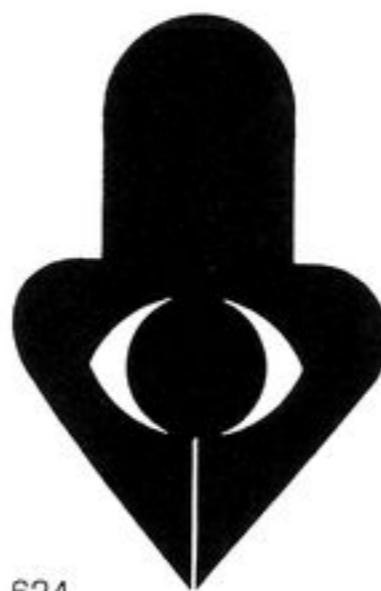
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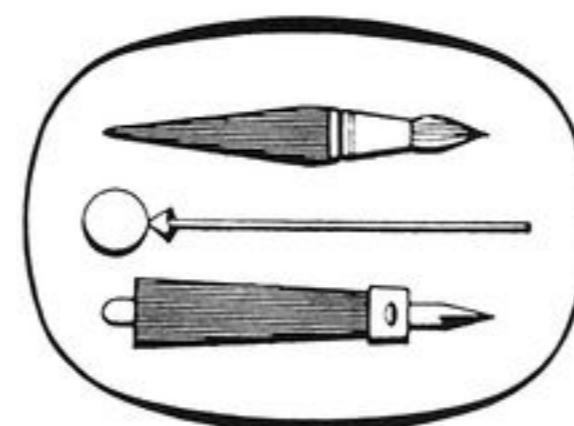
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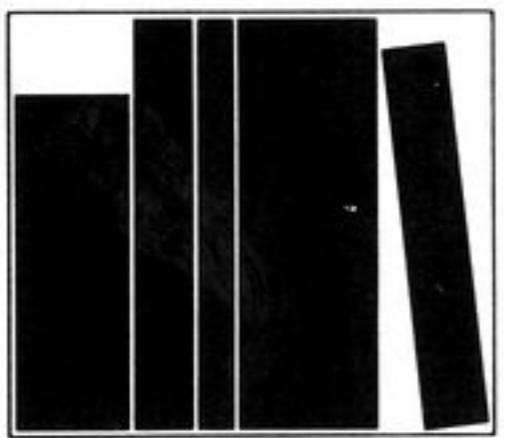
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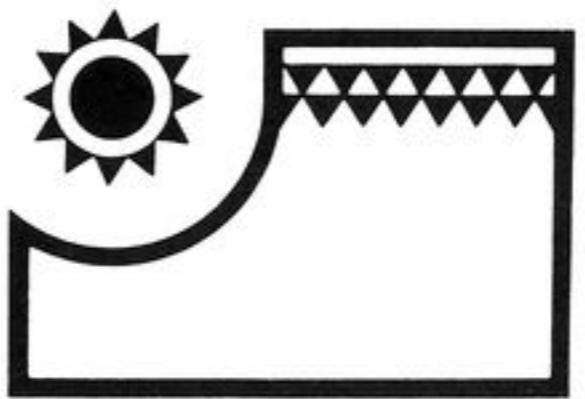
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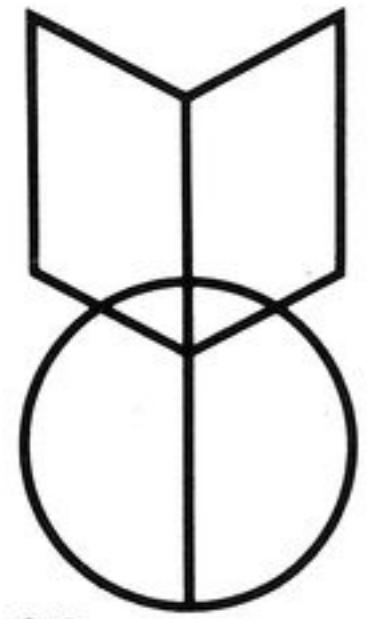
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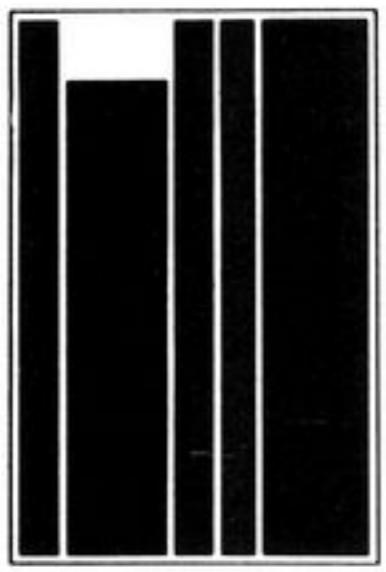
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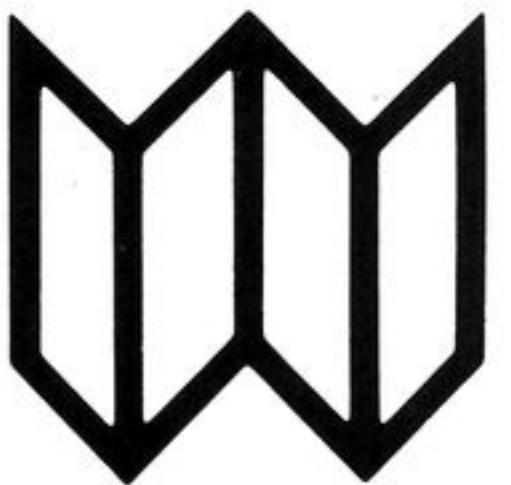
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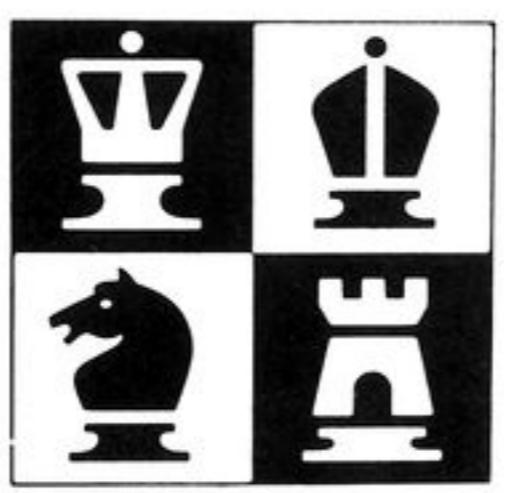
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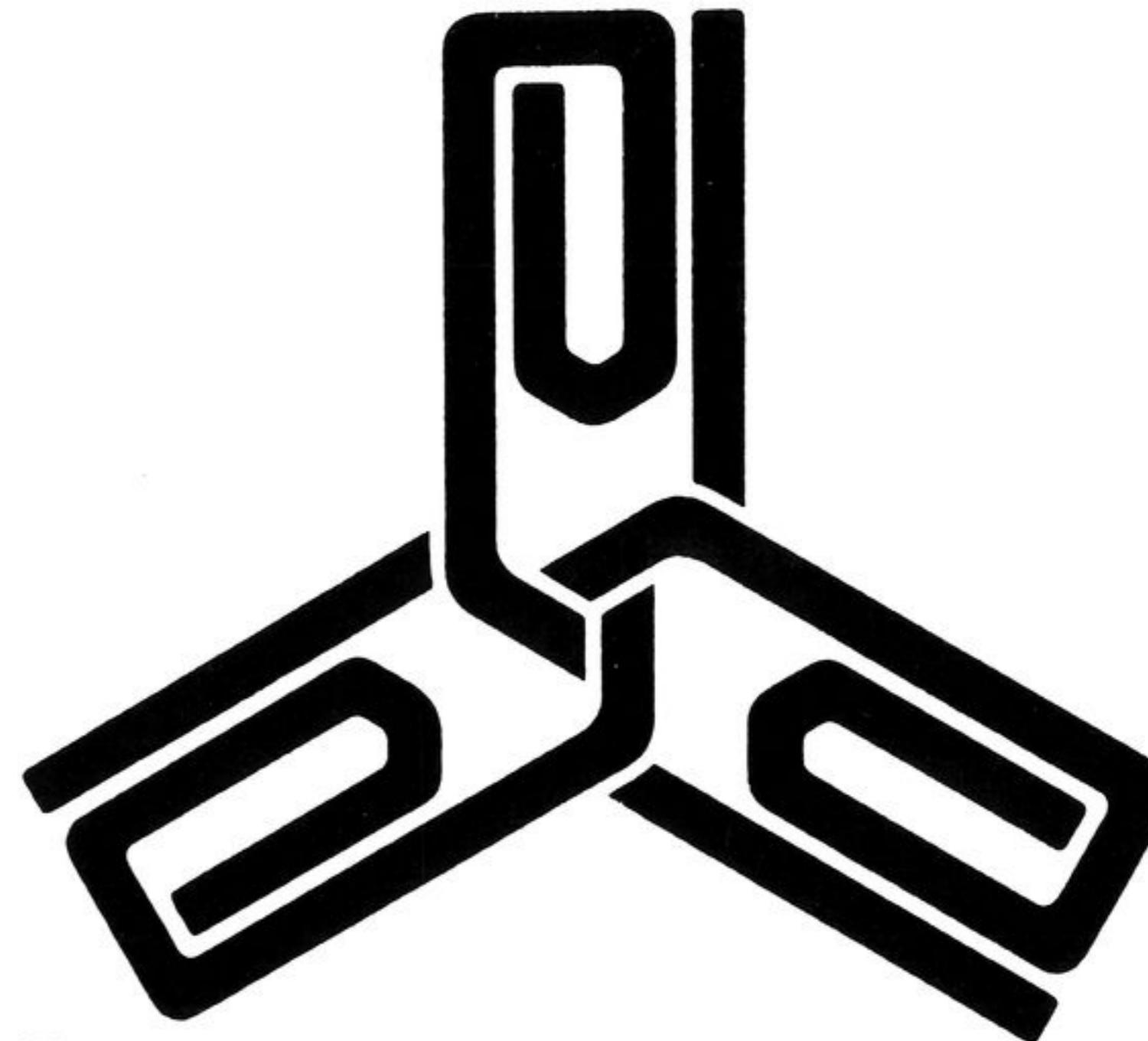
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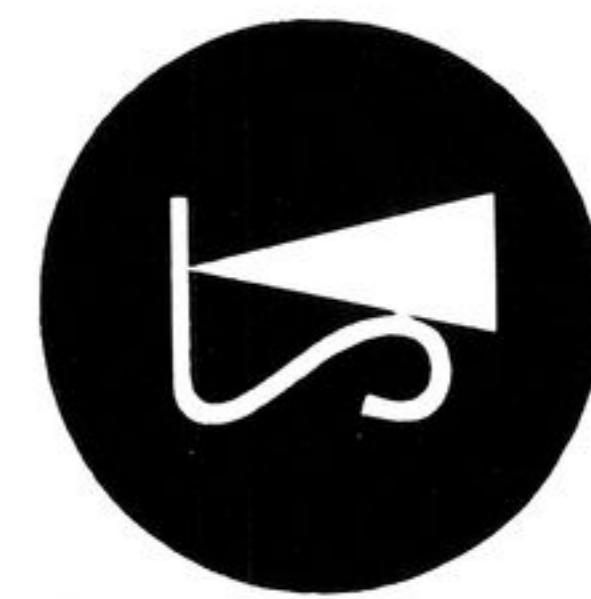
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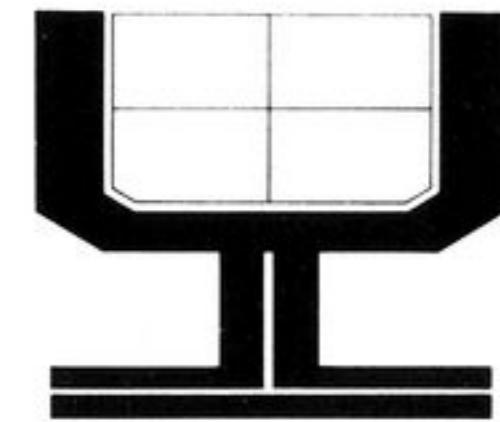
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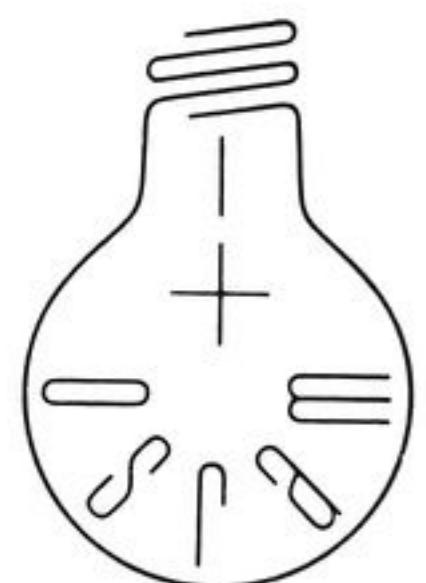
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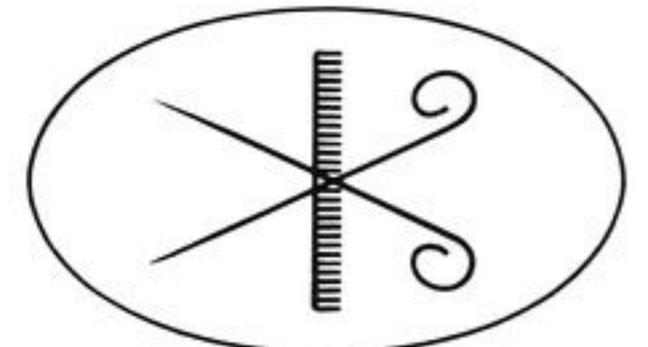
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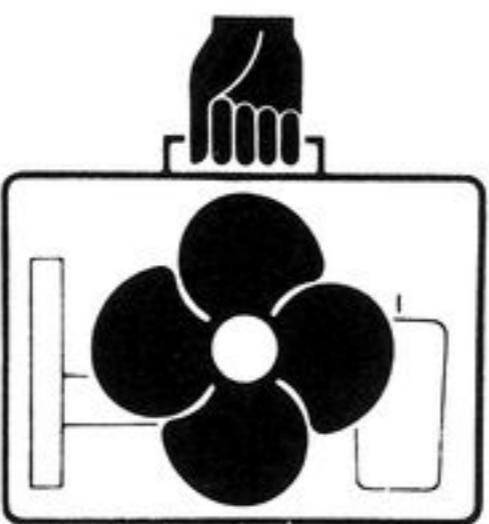
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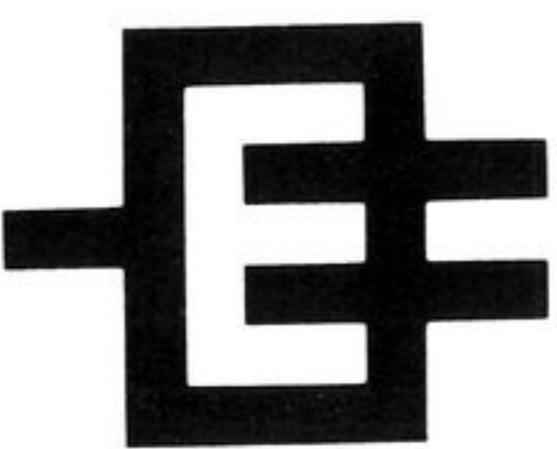
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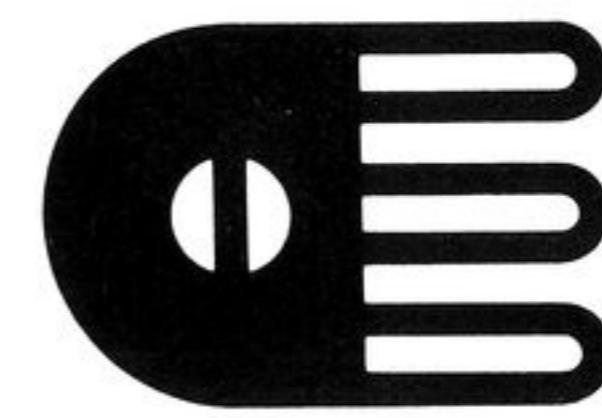
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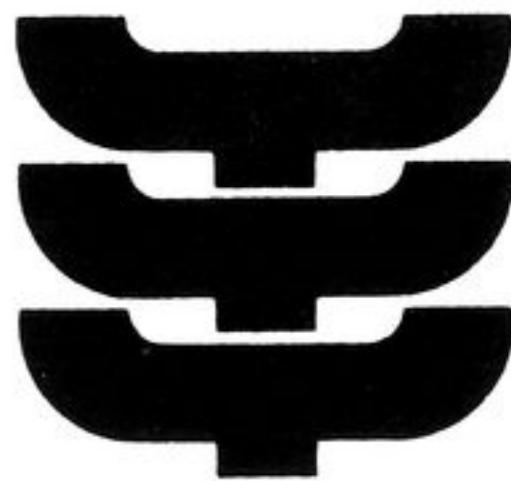
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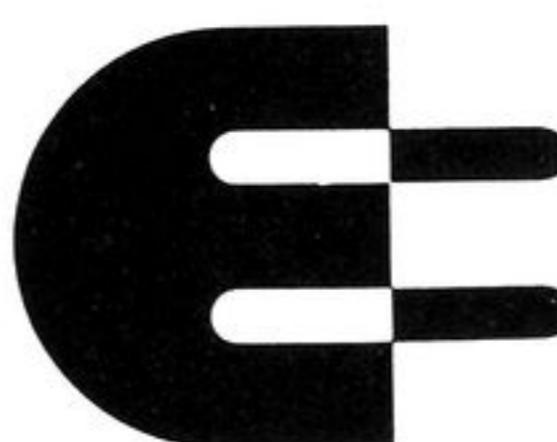
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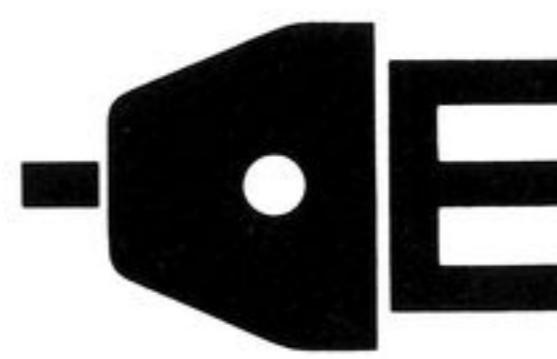
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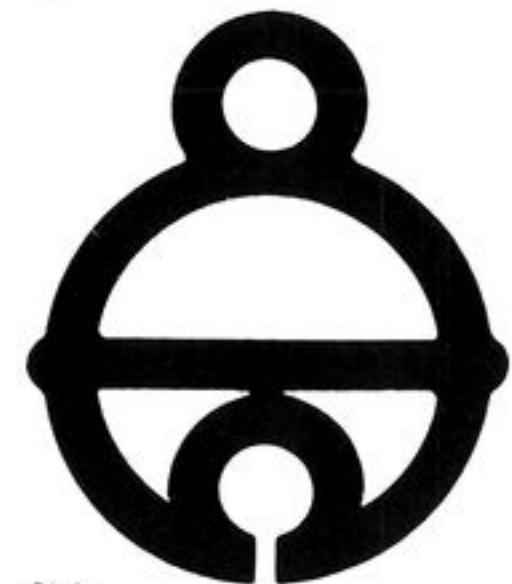
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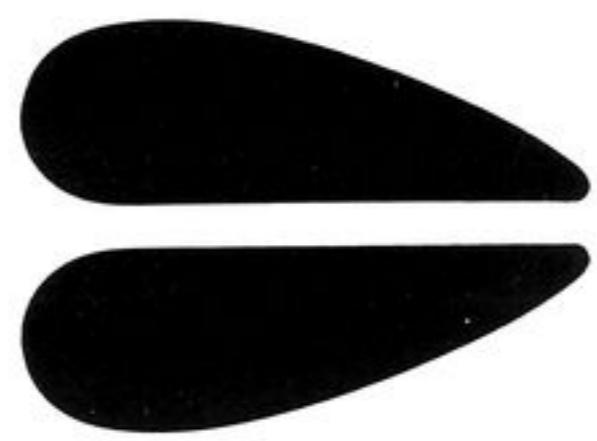
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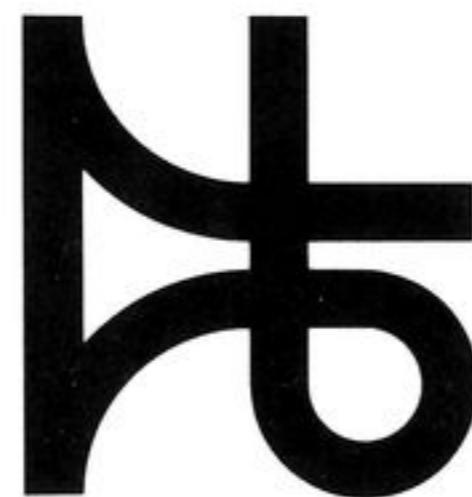
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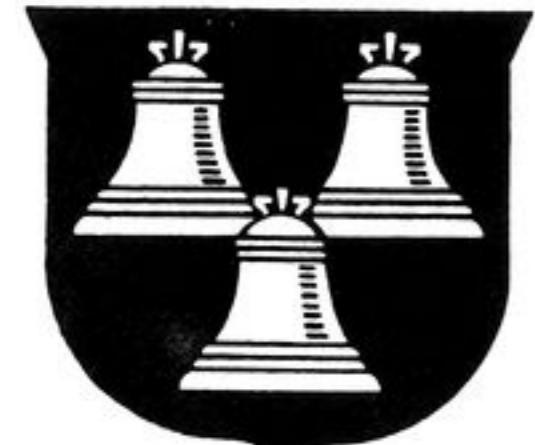
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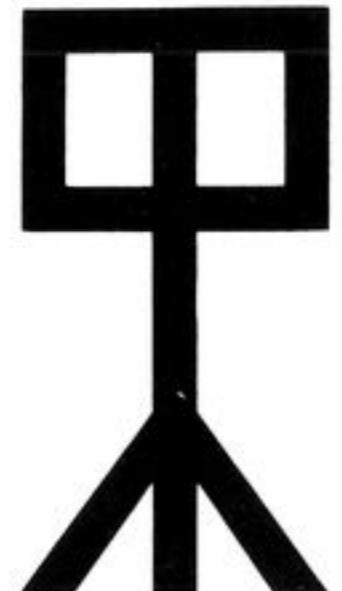
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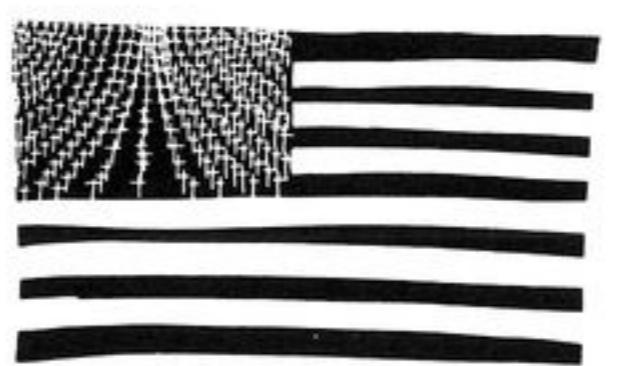
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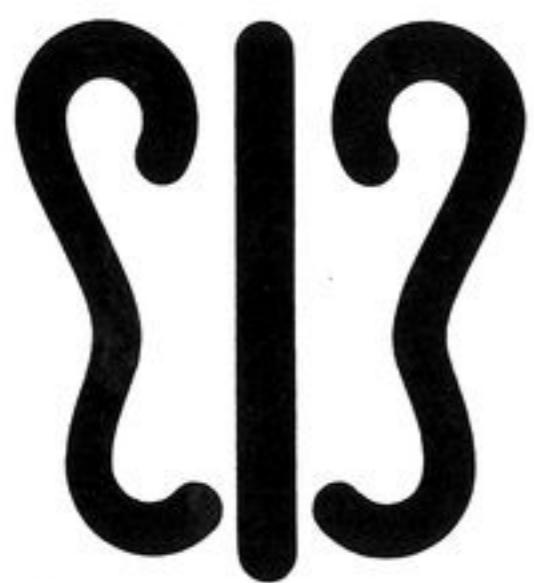
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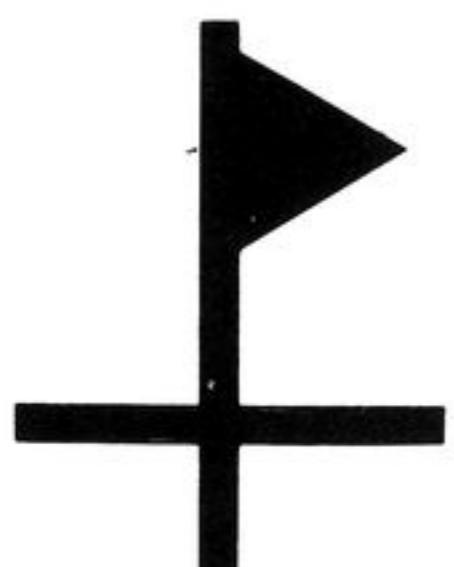
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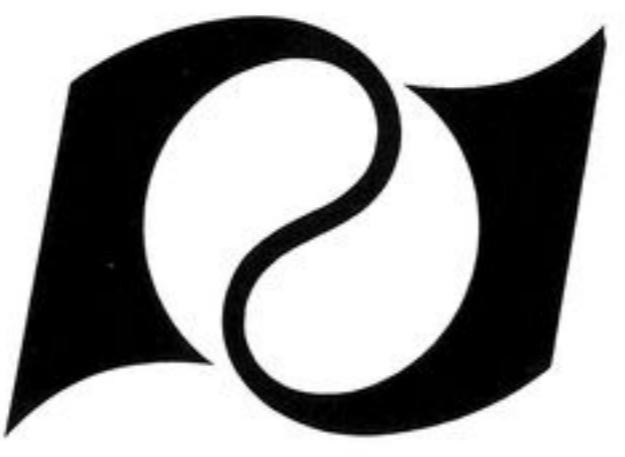
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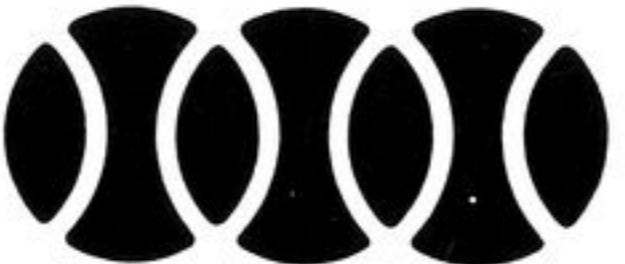
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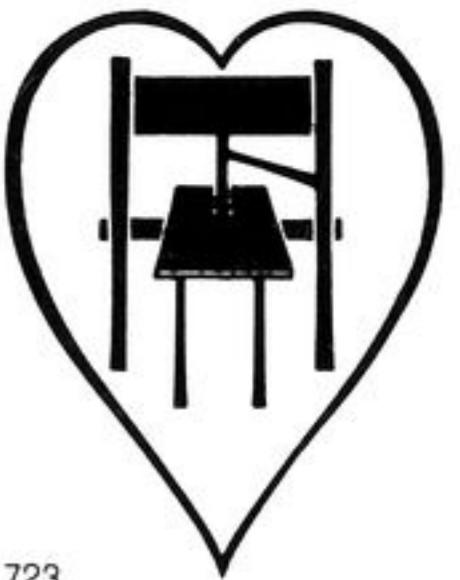
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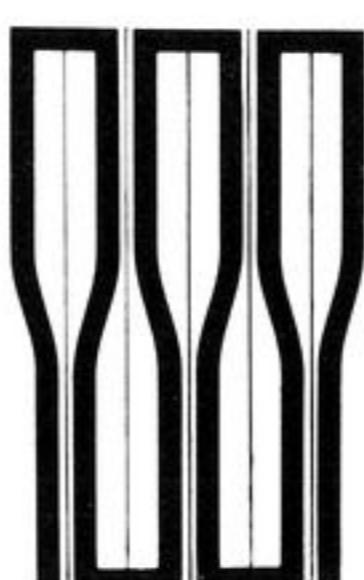
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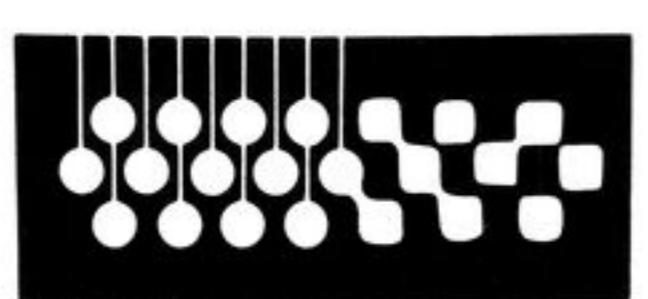
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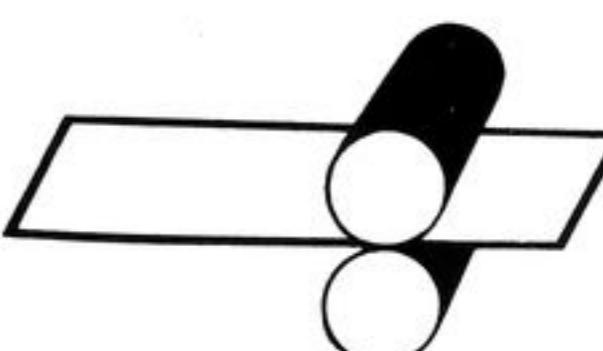
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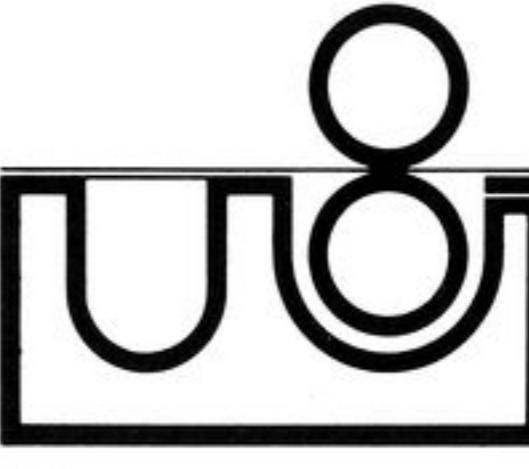
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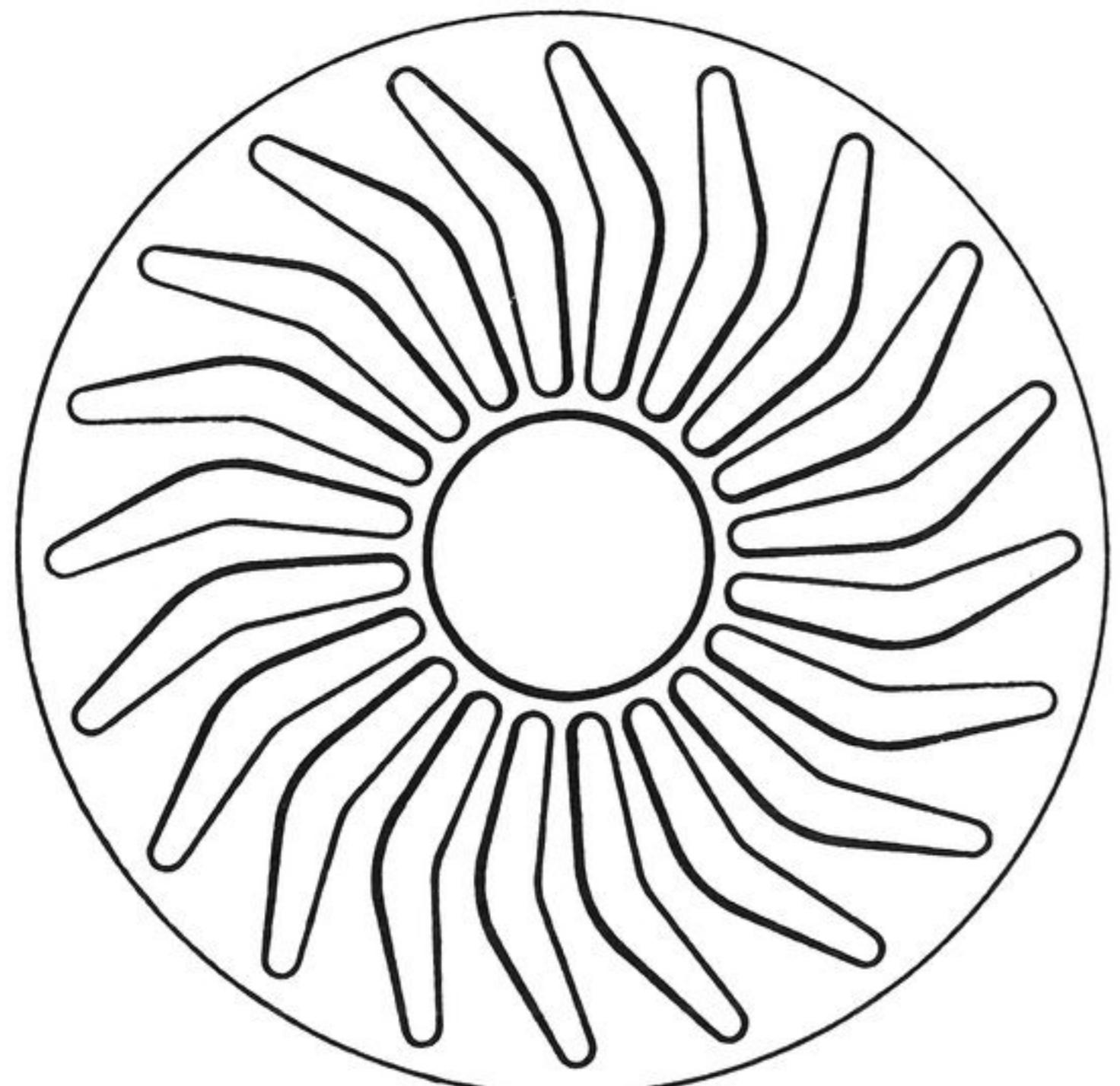


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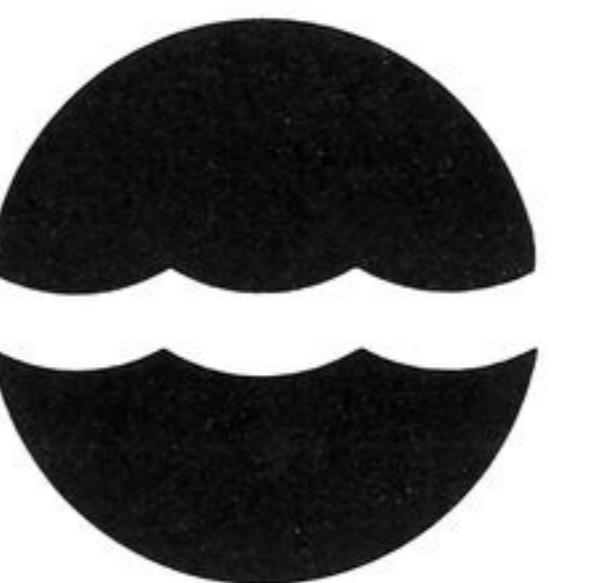


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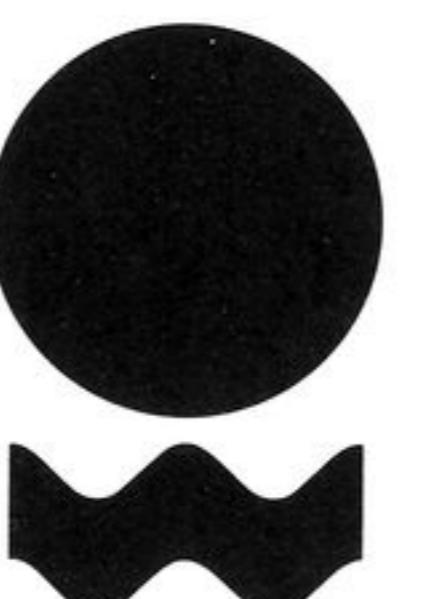
heavenly bodies



727



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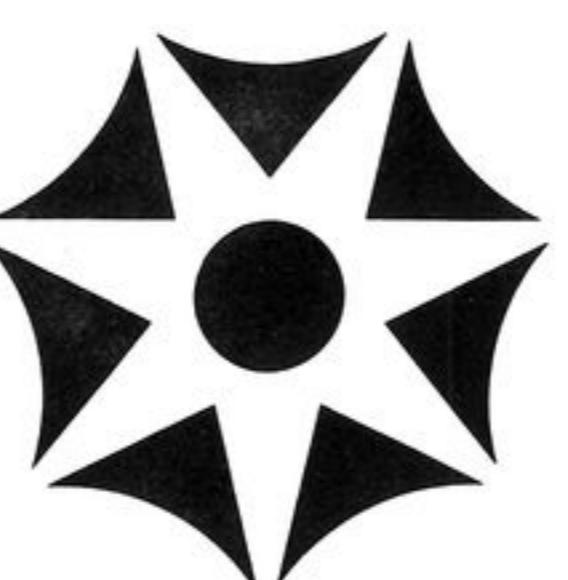
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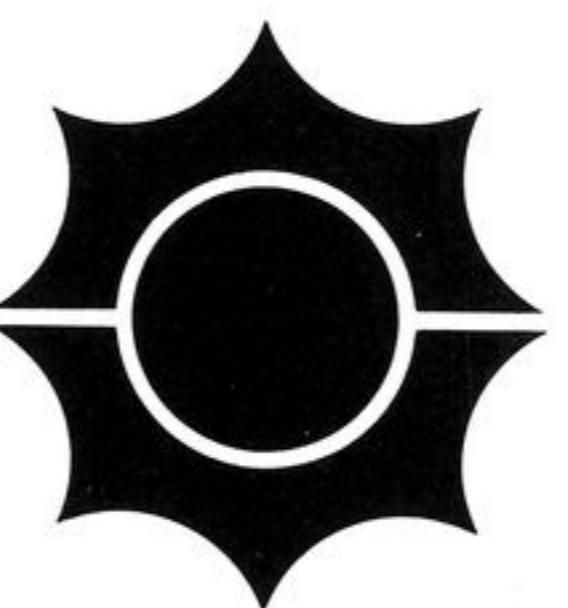
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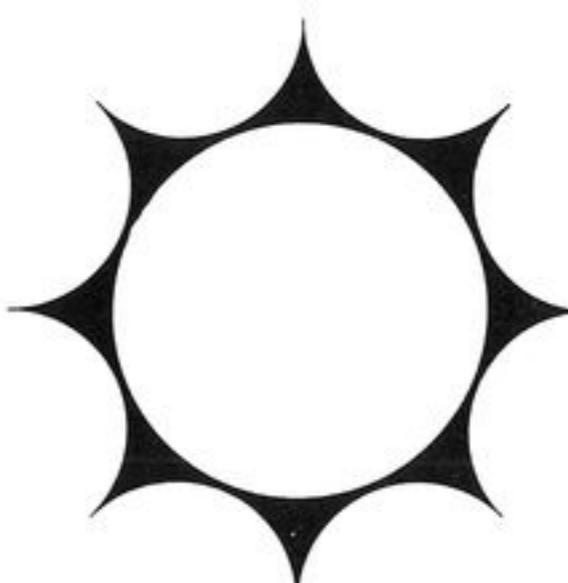
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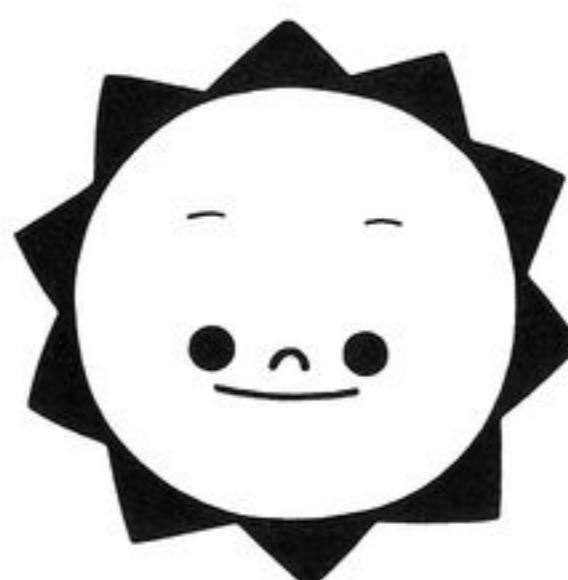
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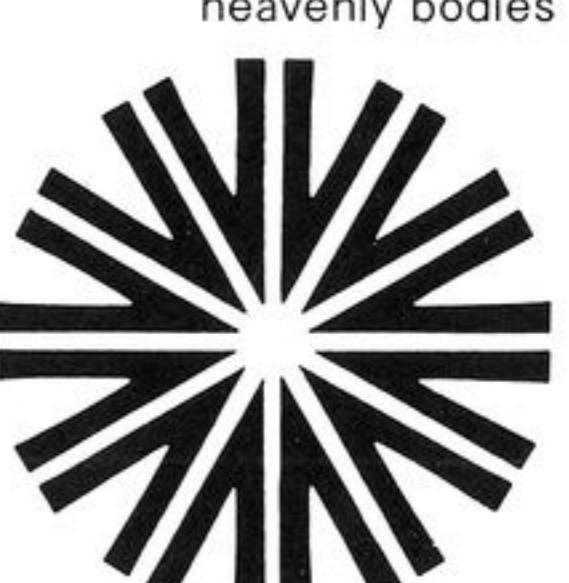
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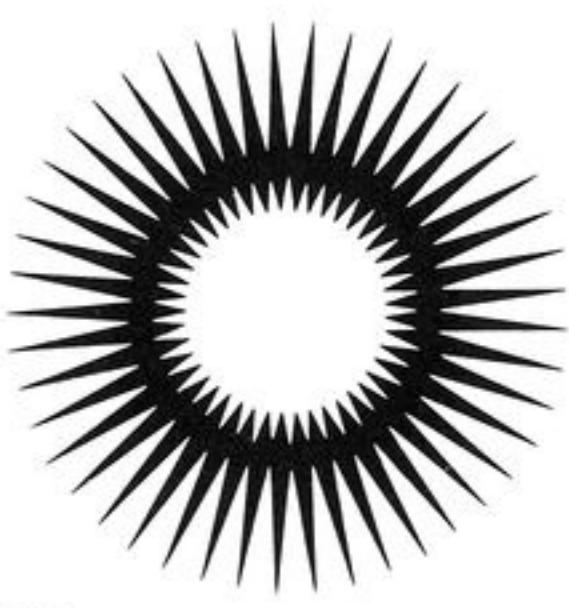
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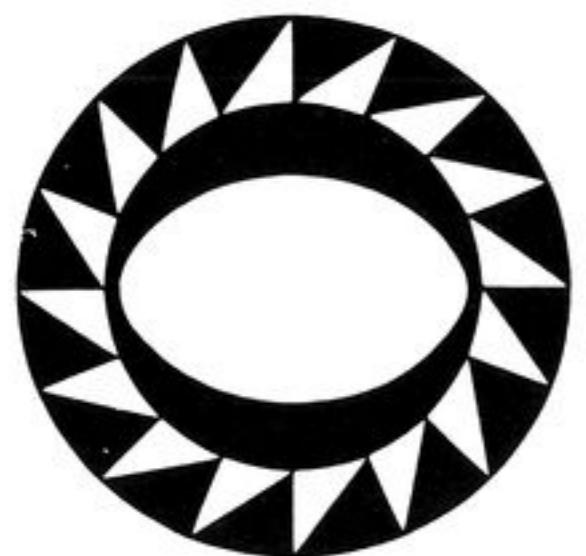


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heavenly bodies



744



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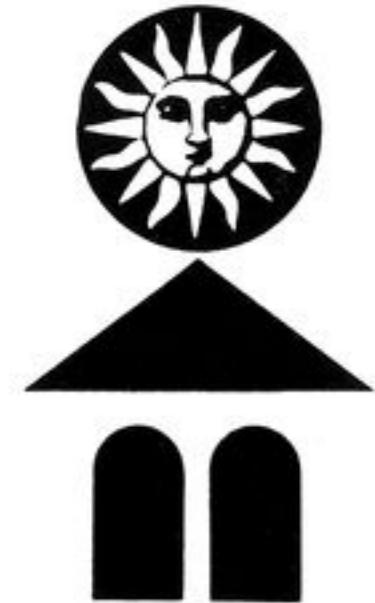
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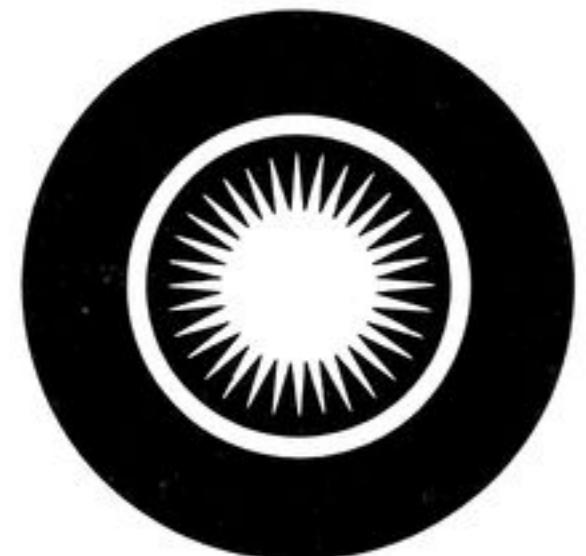
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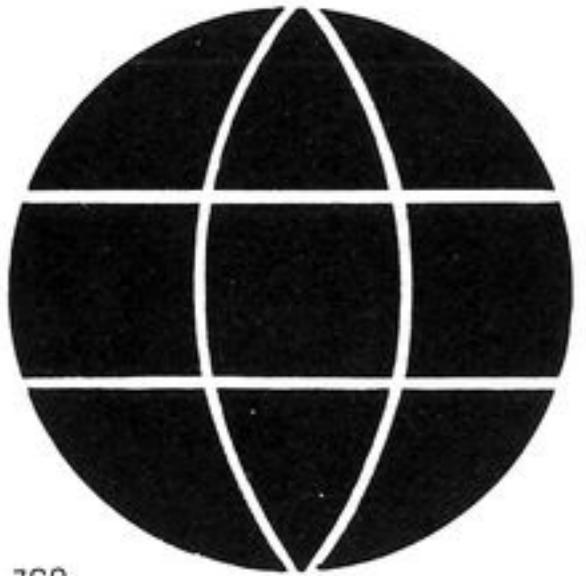


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767

heavenly bodies



768



772



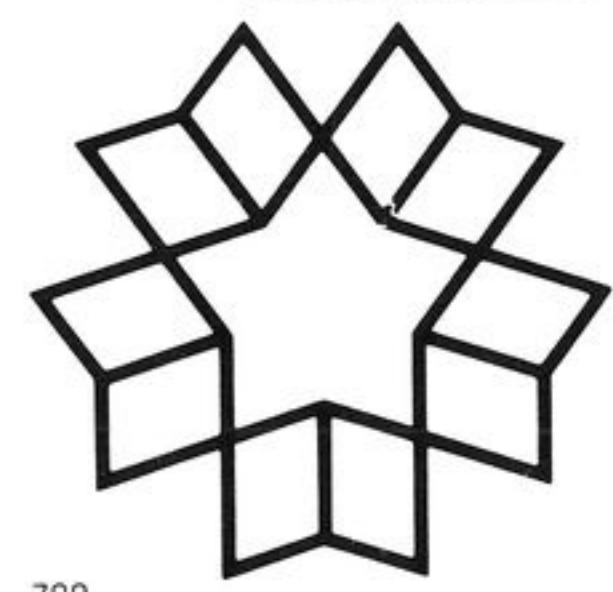
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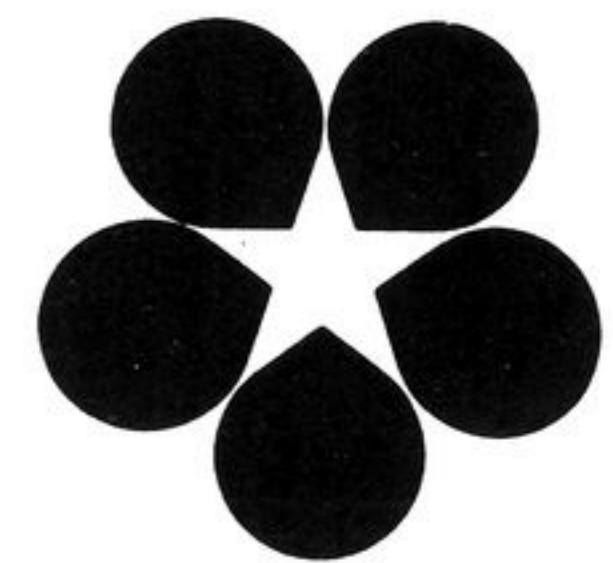
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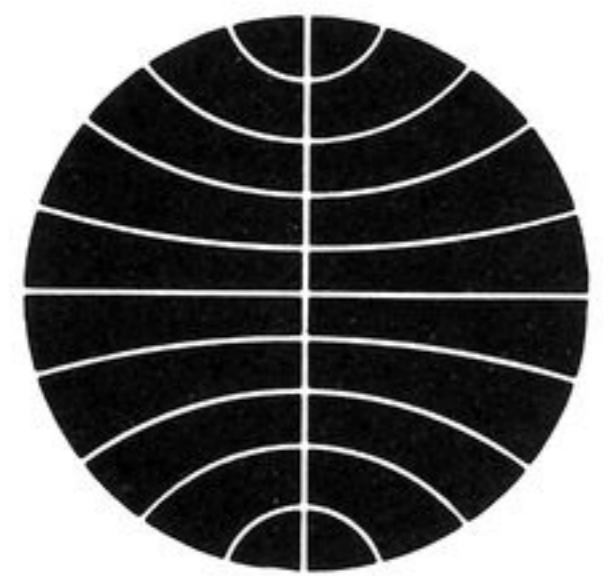
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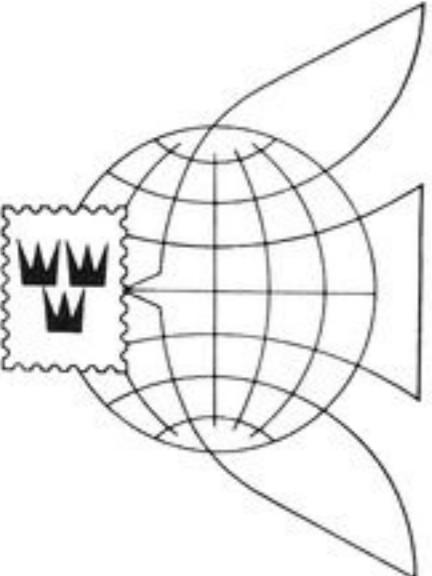
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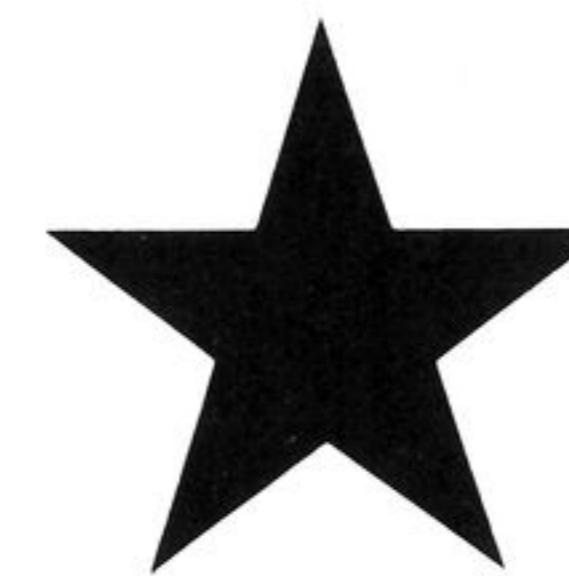
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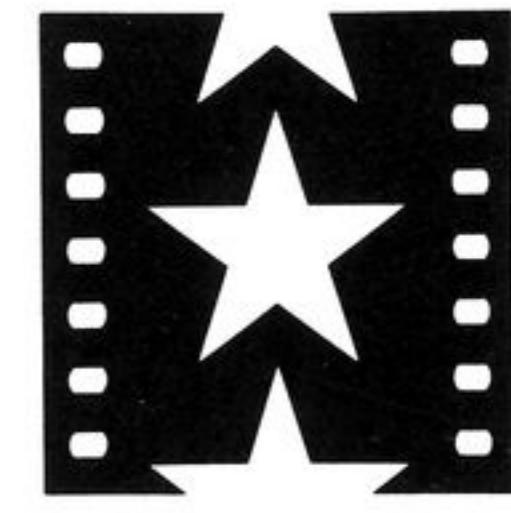
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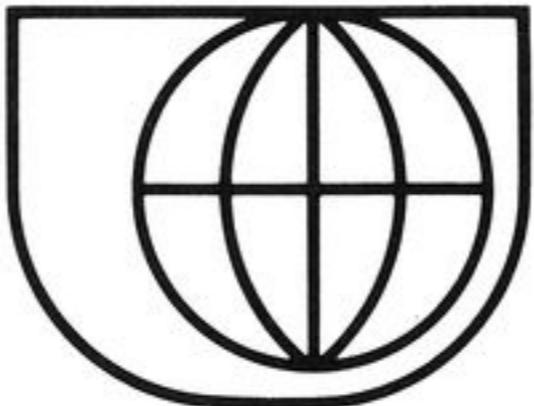
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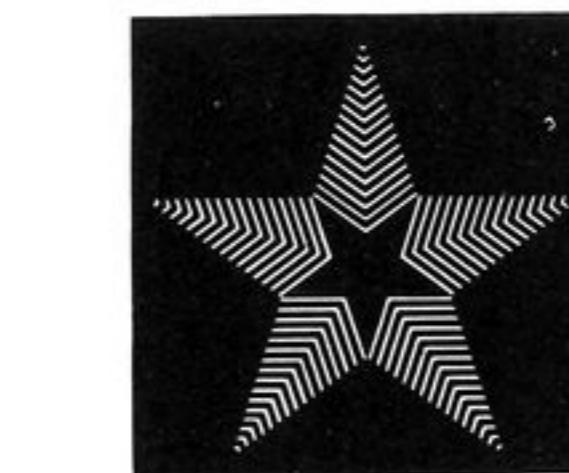
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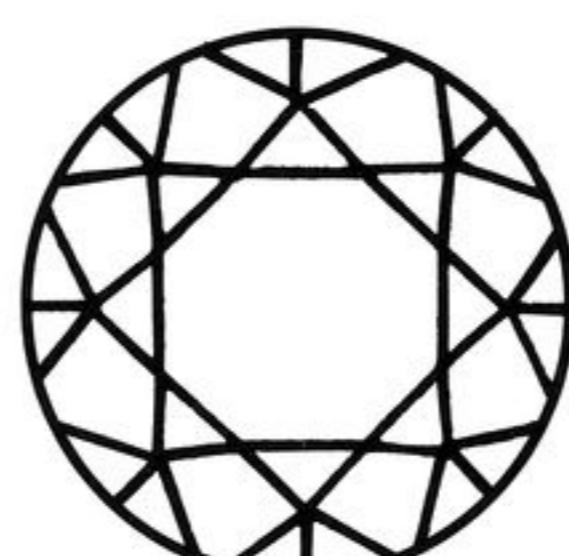
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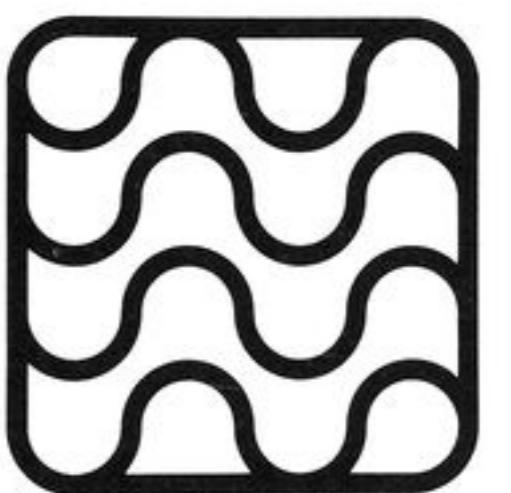
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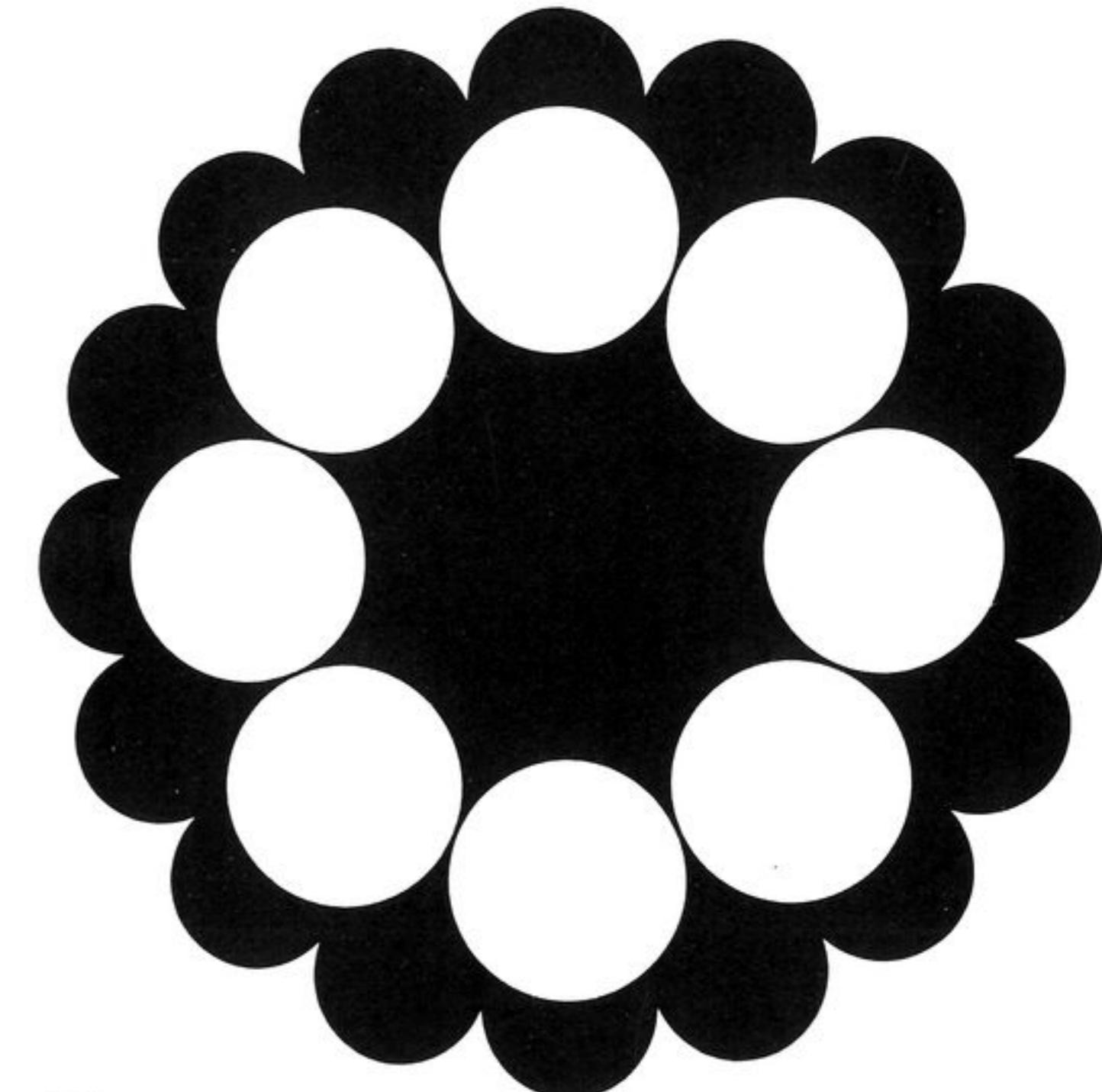
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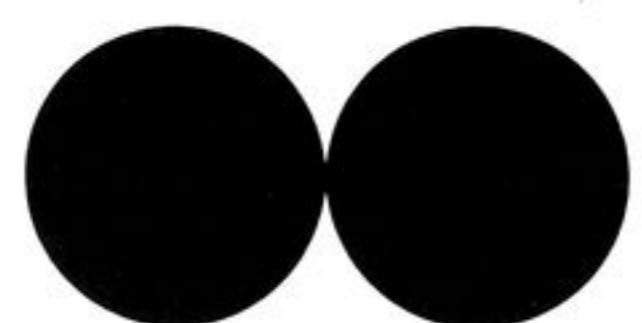
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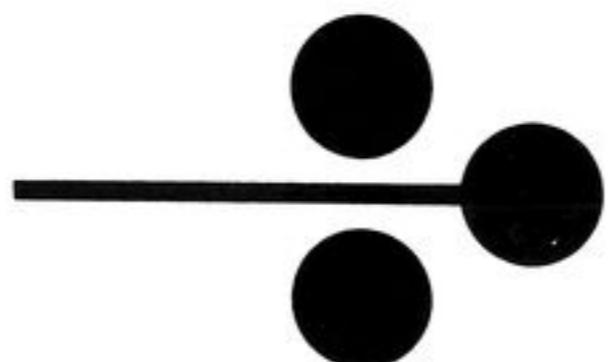
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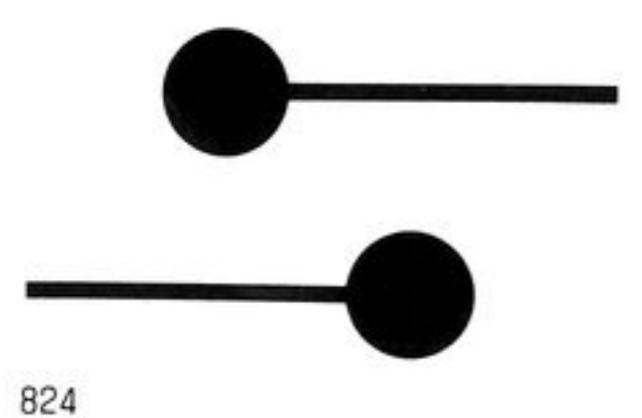
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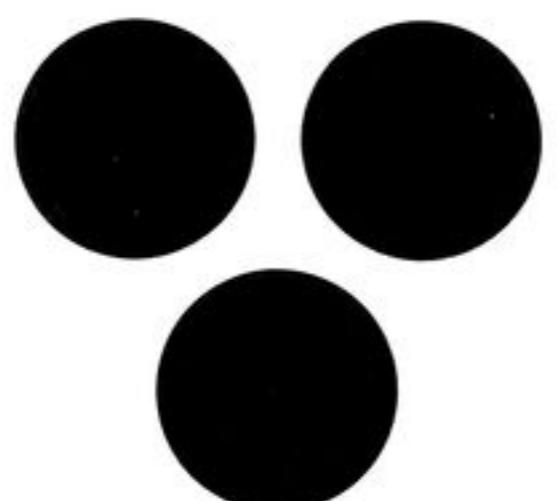
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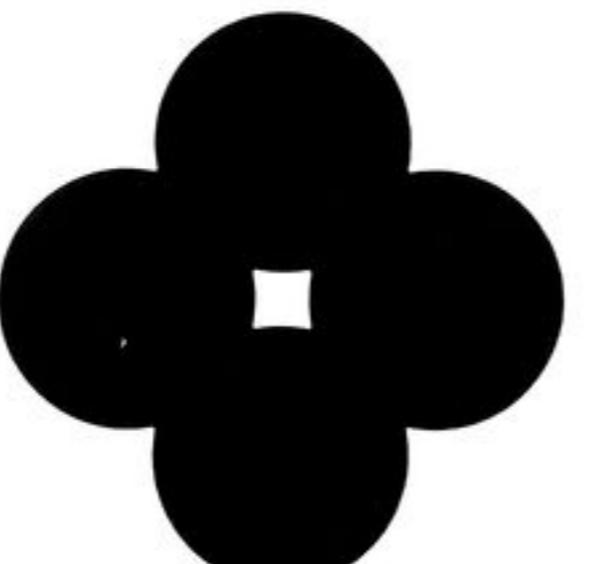
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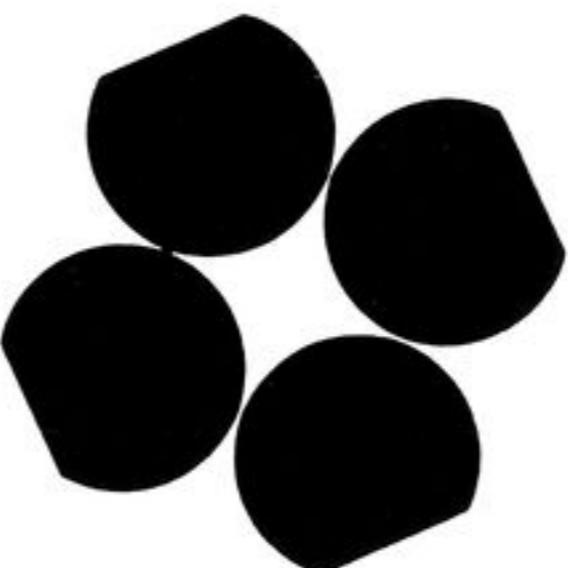
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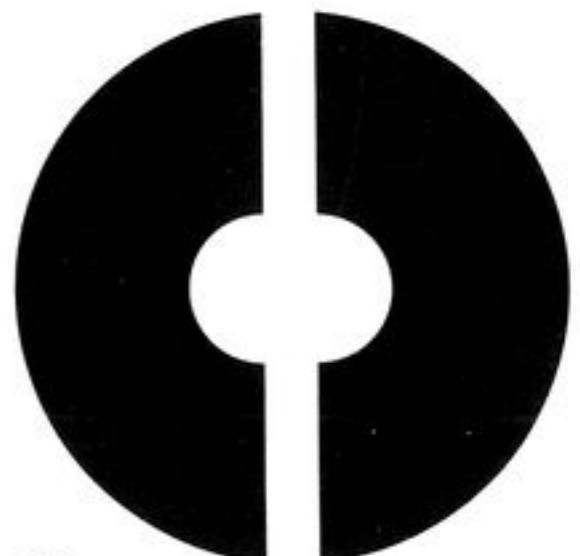
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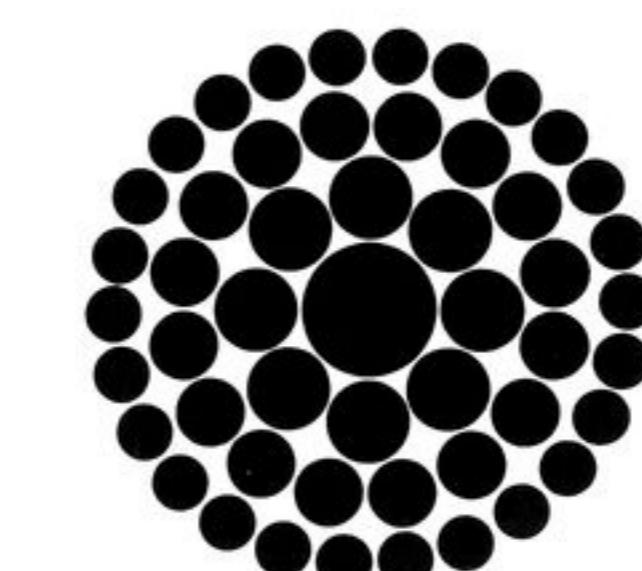
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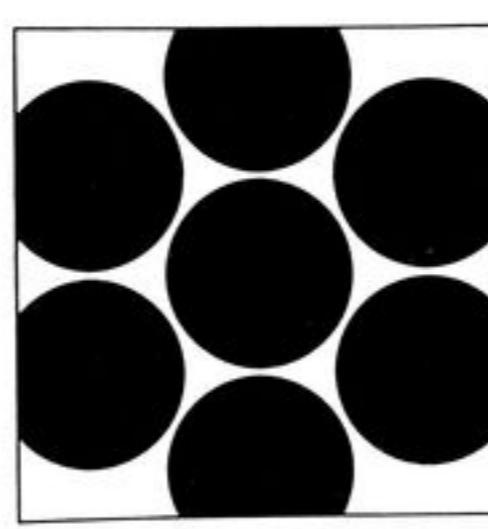
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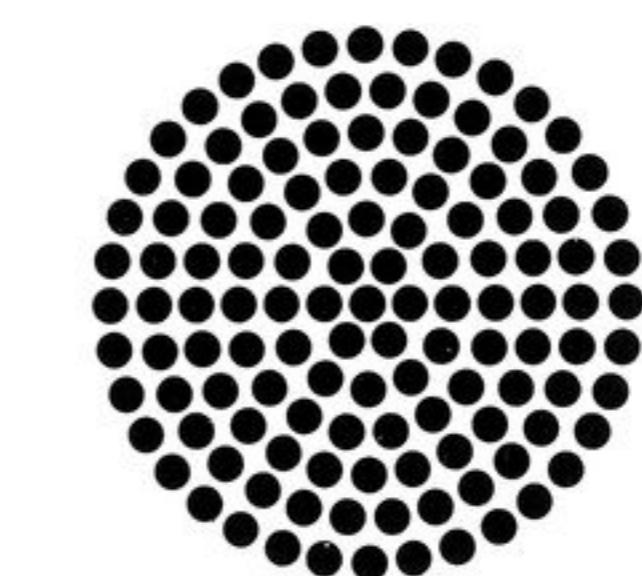
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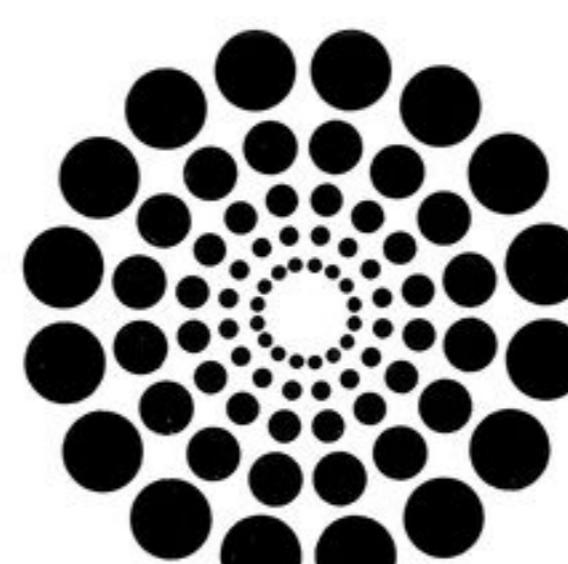
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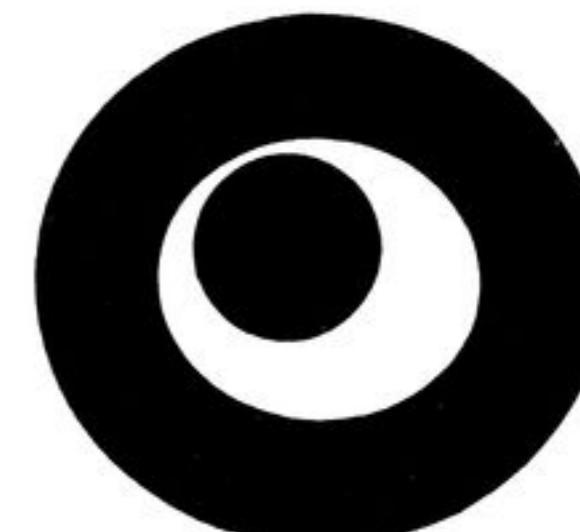
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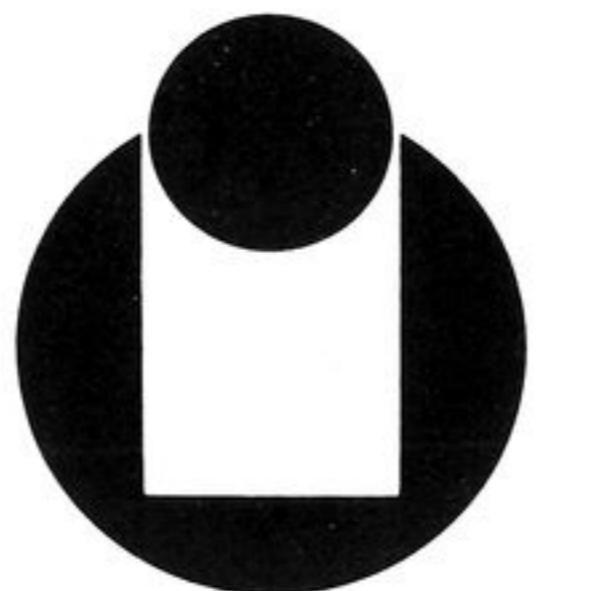
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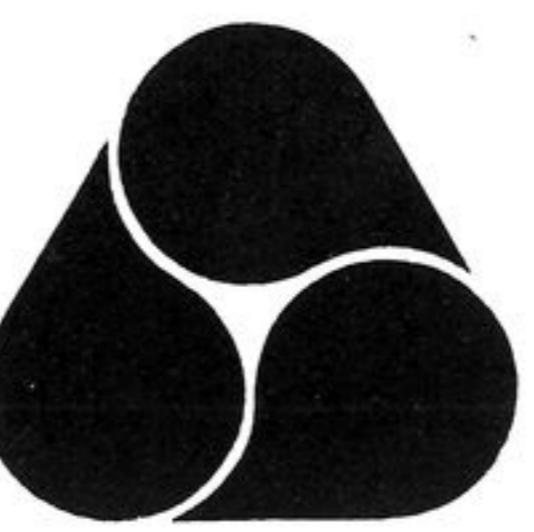
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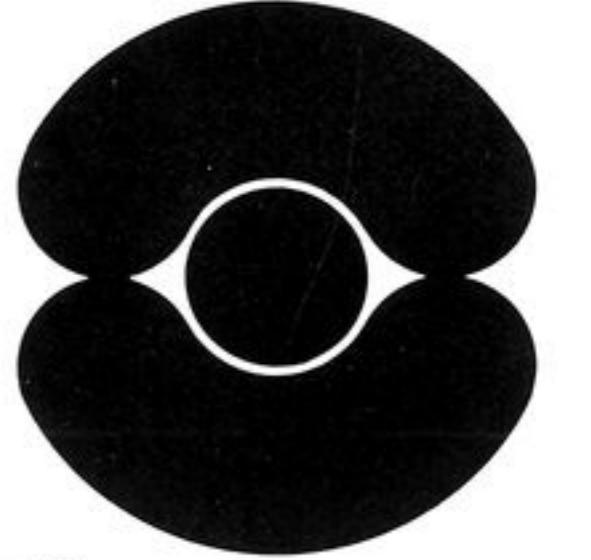
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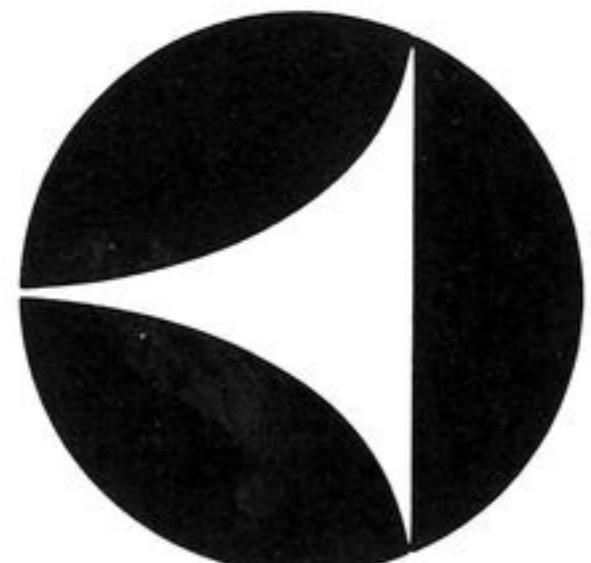
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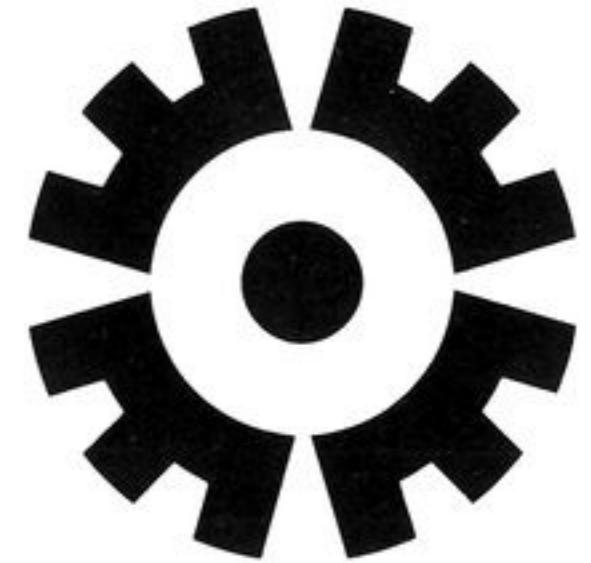
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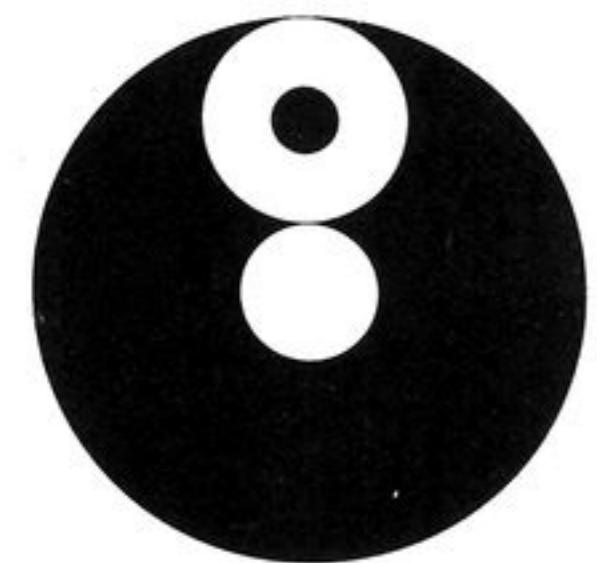
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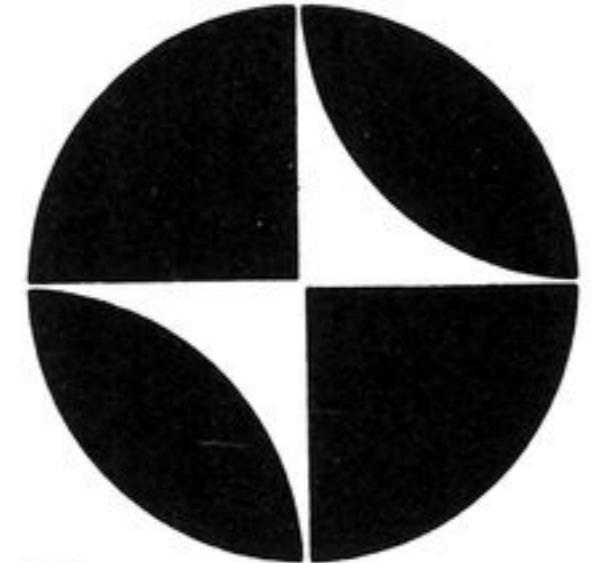
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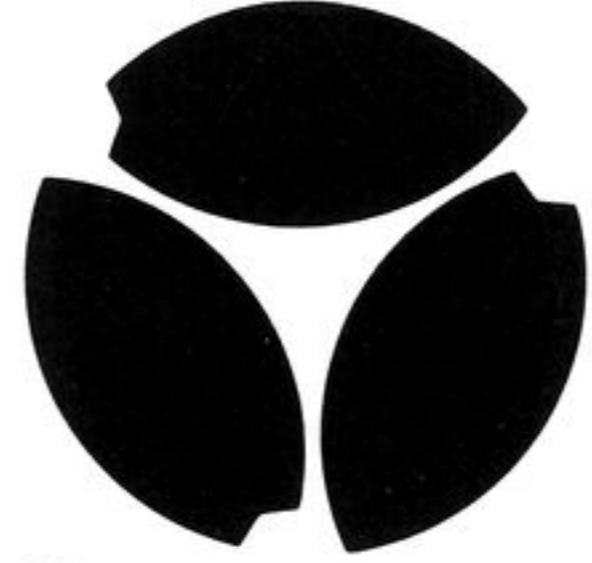
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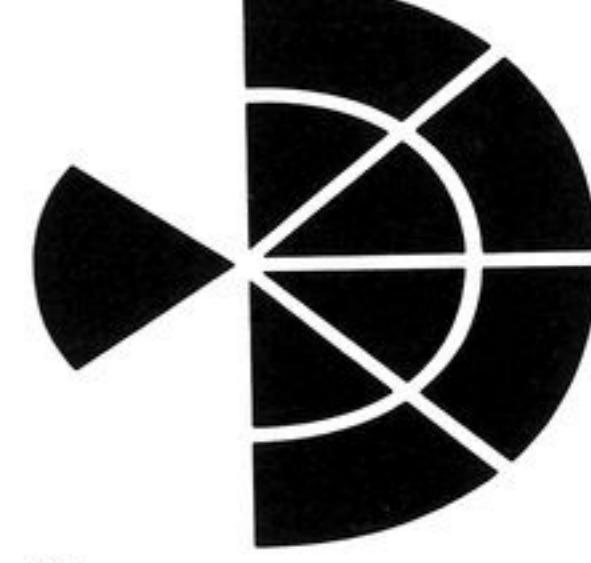
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861



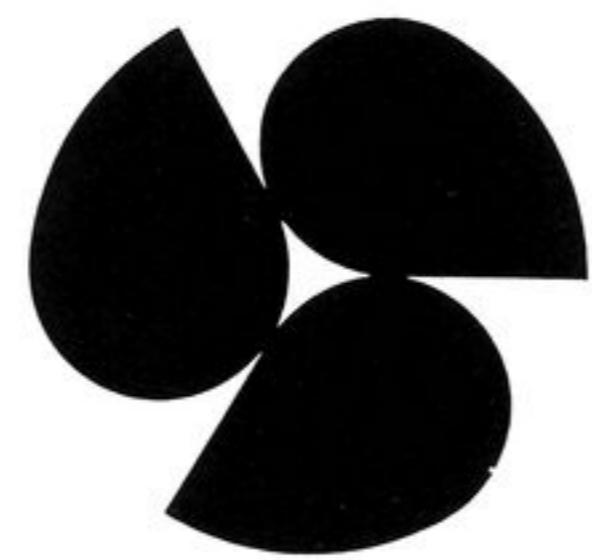
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846



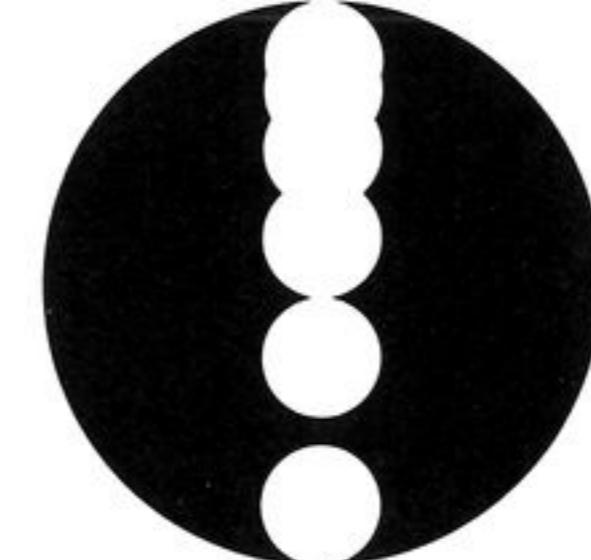
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854



858

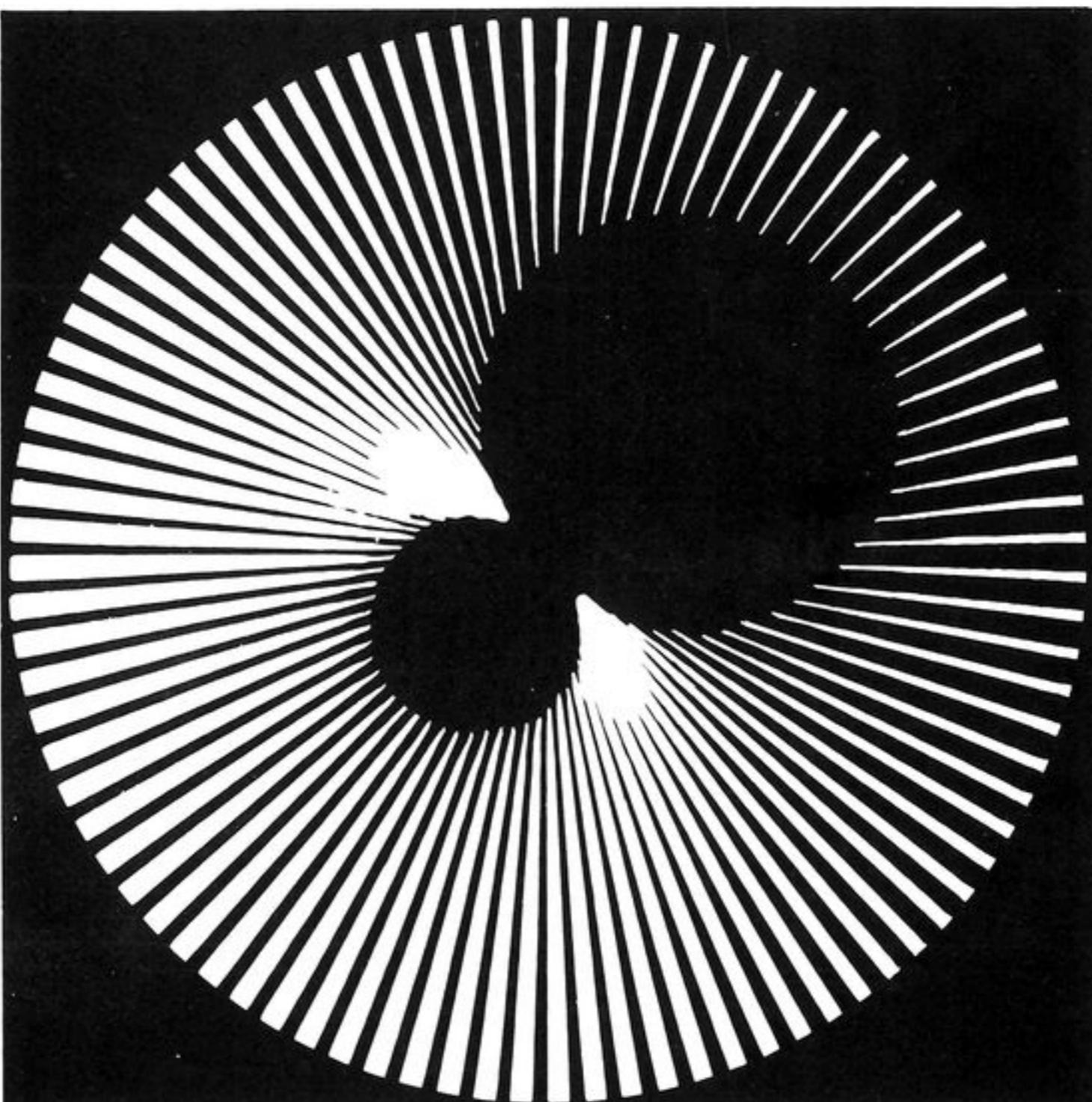


862



866

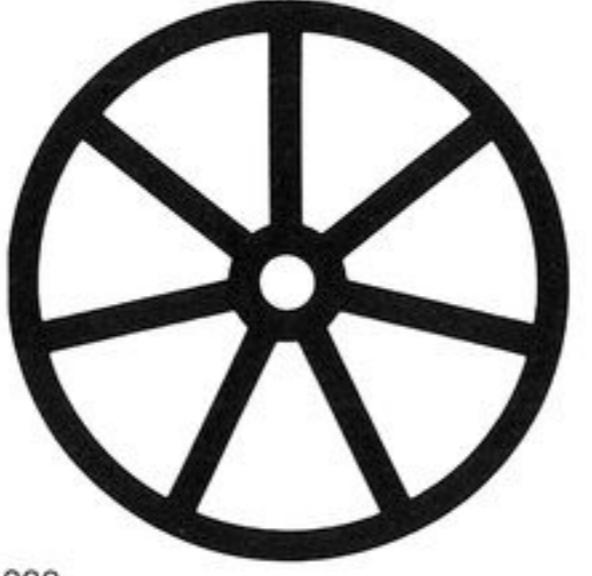
① circles



② circles



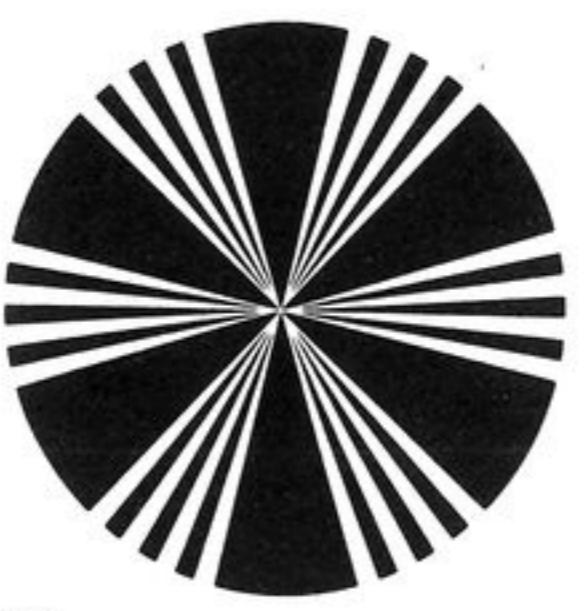
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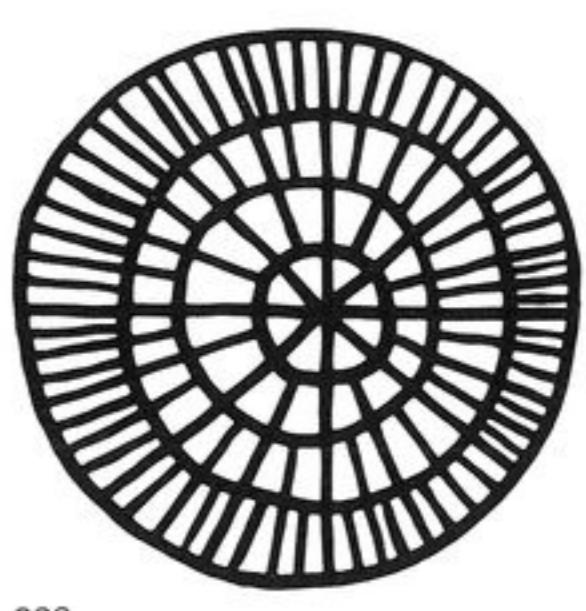
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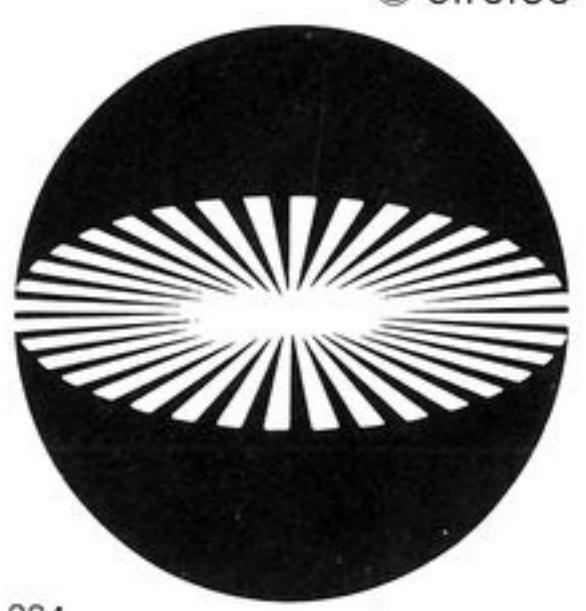
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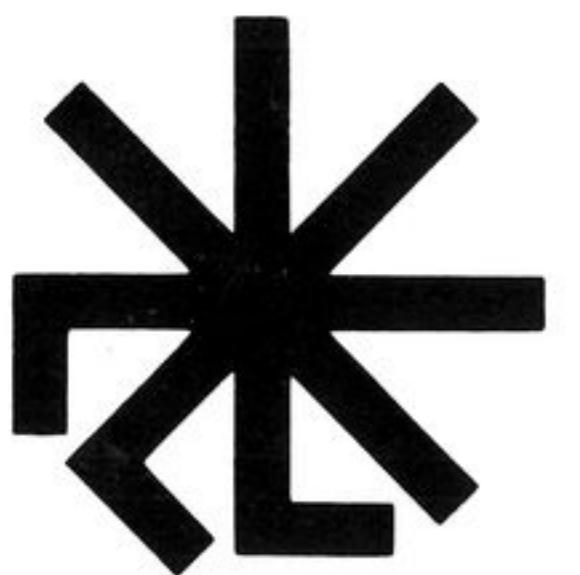
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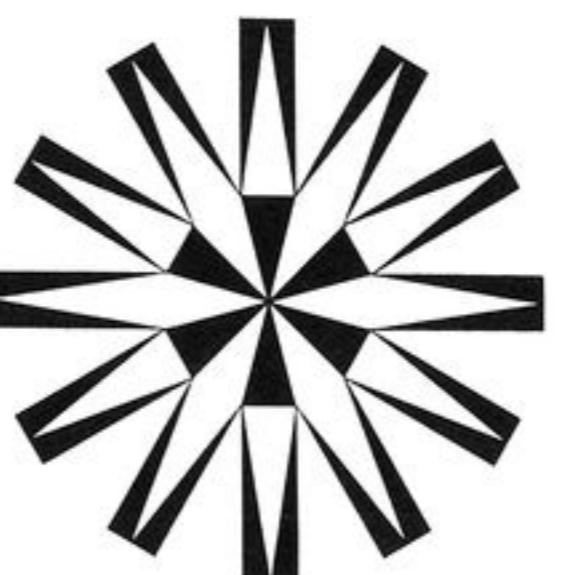
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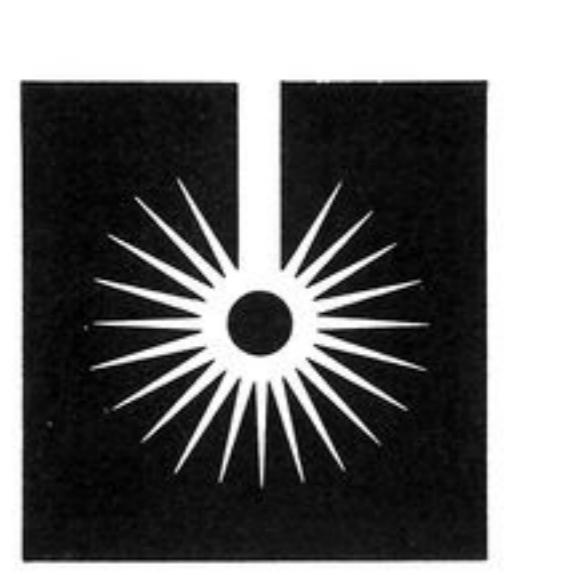
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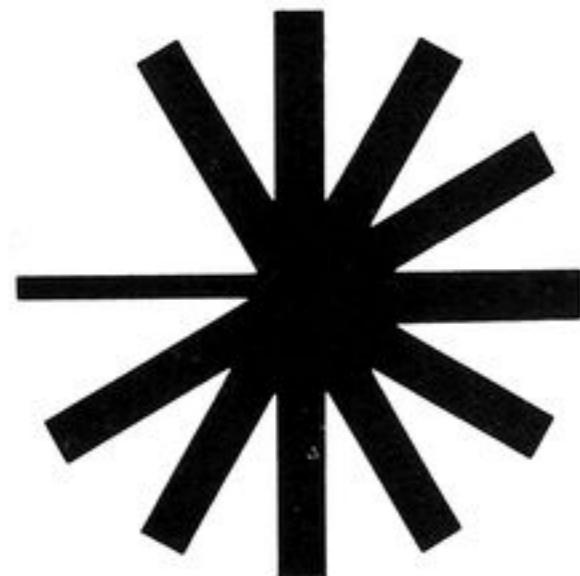
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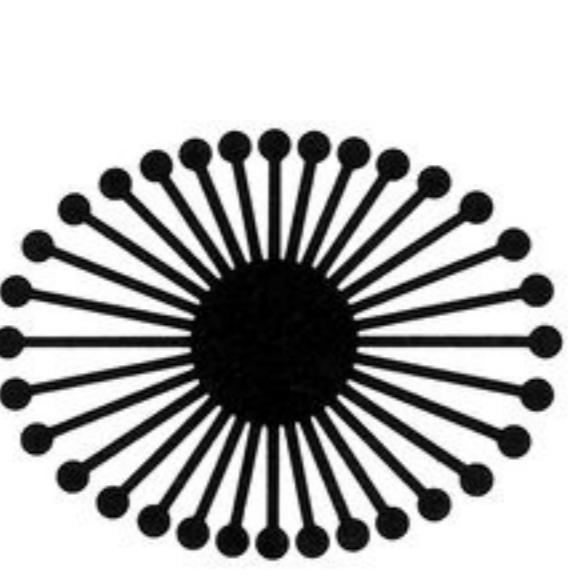
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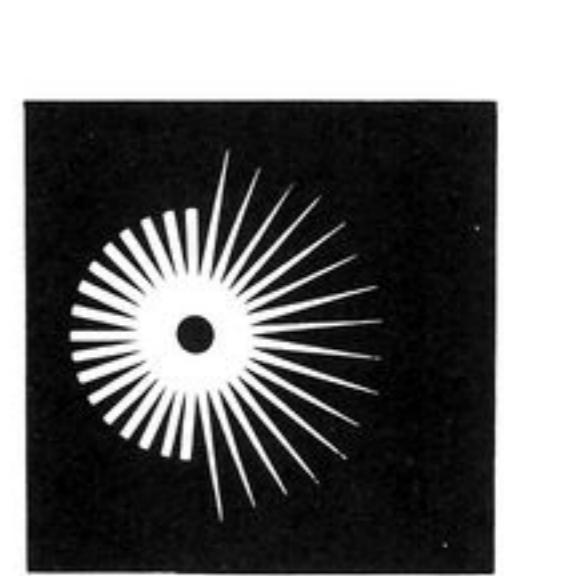
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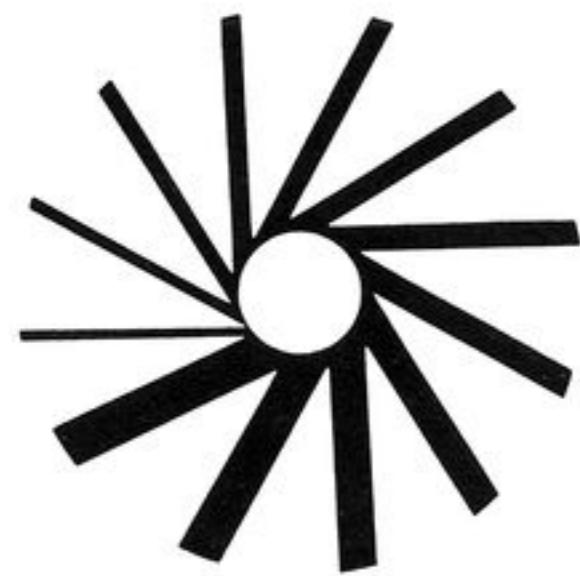
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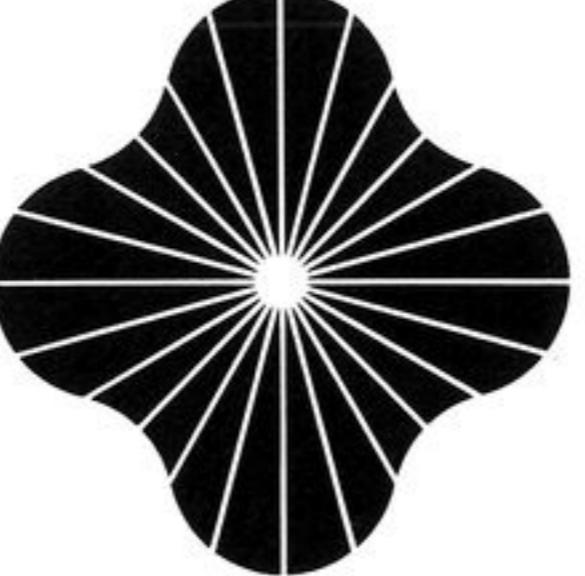
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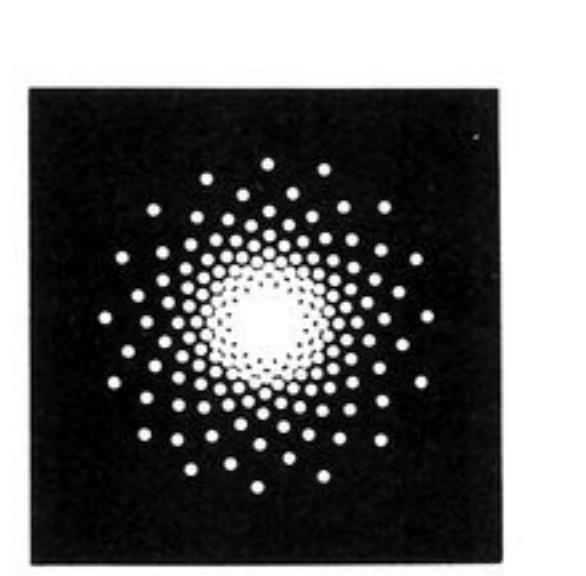
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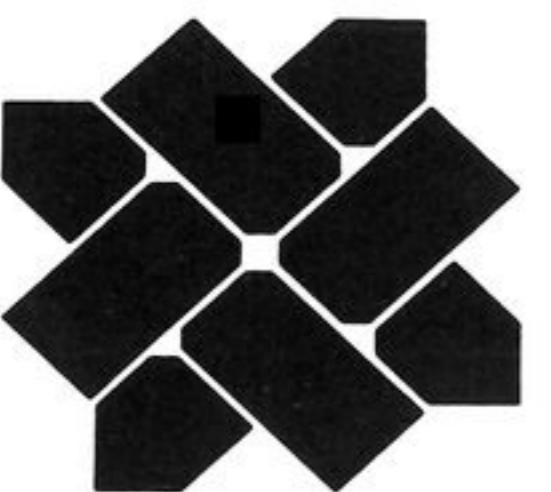
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907



908



912



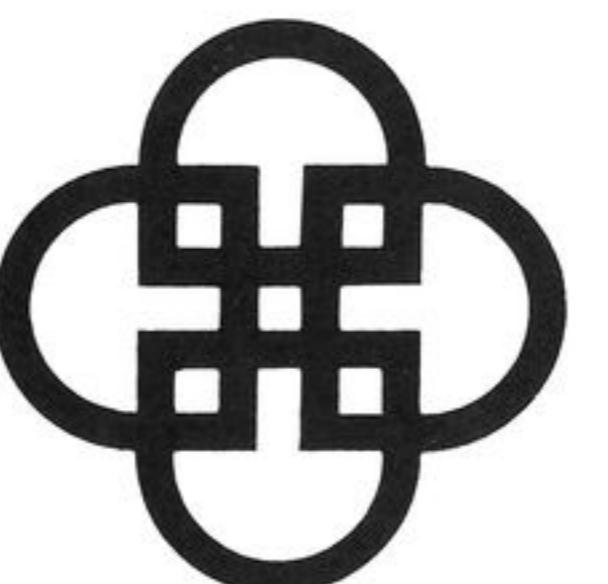
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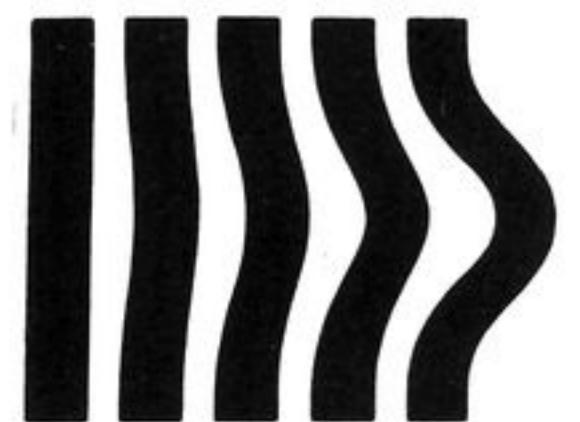
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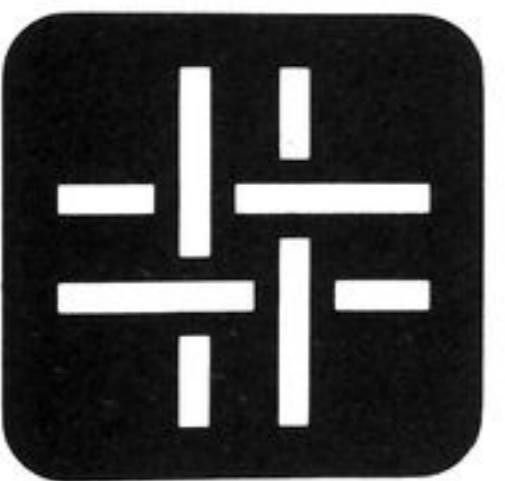
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917



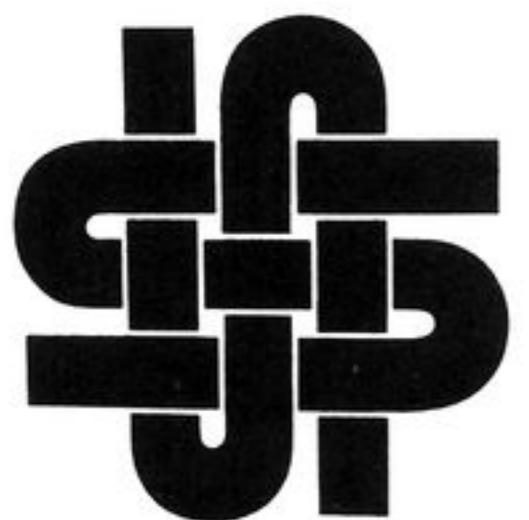
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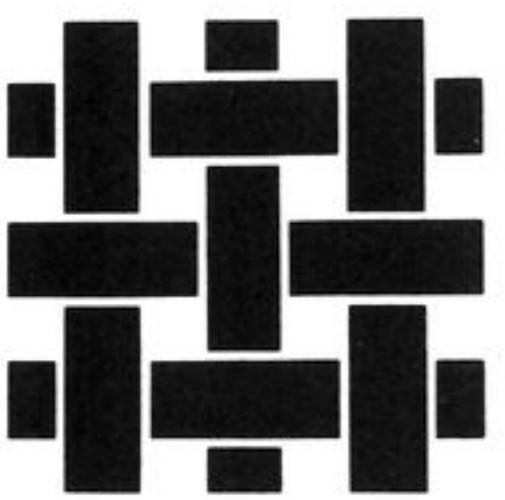
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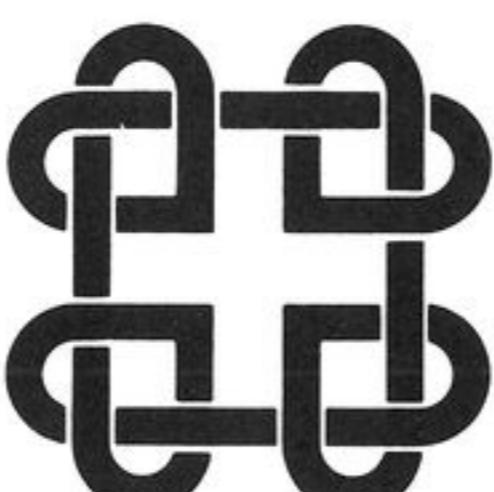
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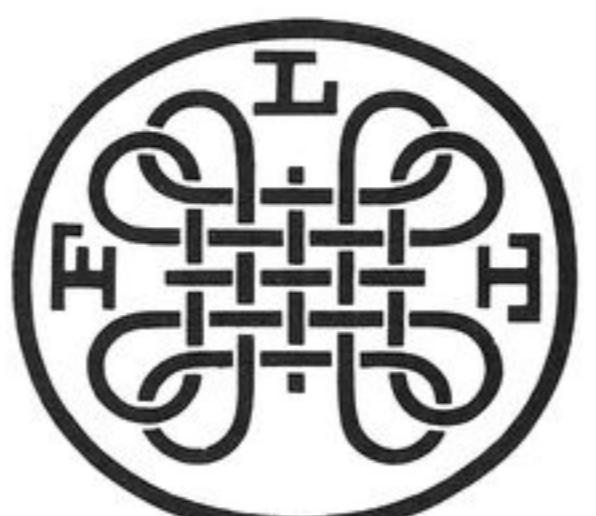
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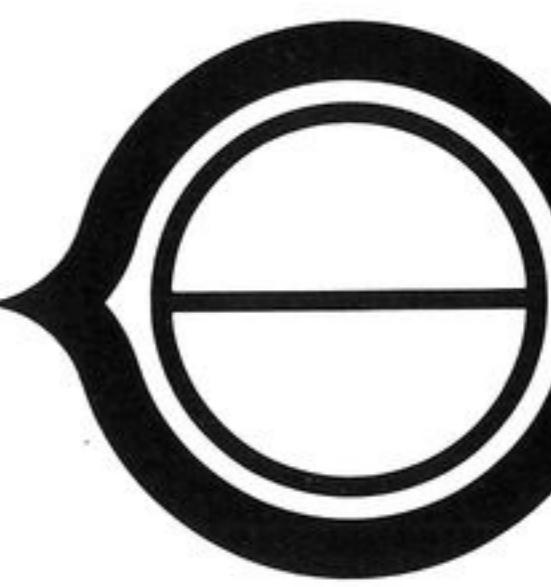
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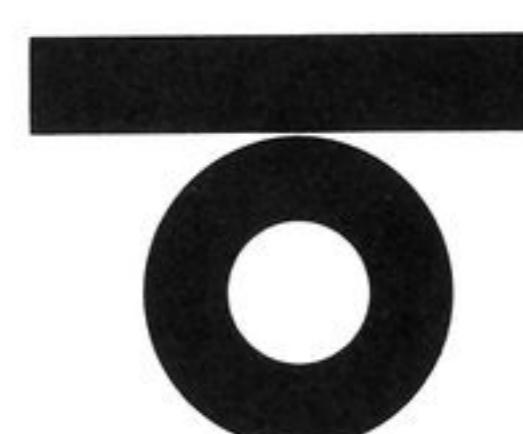
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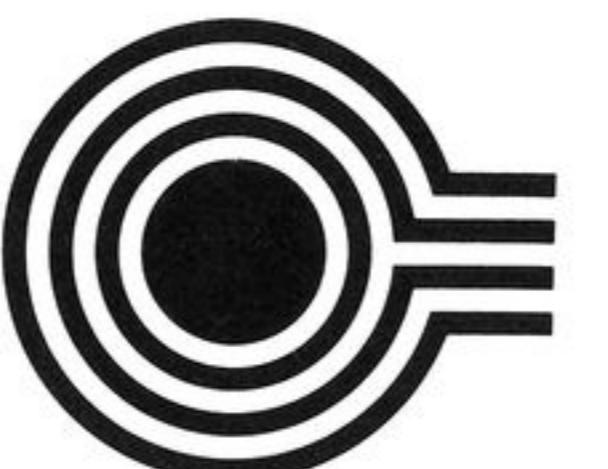
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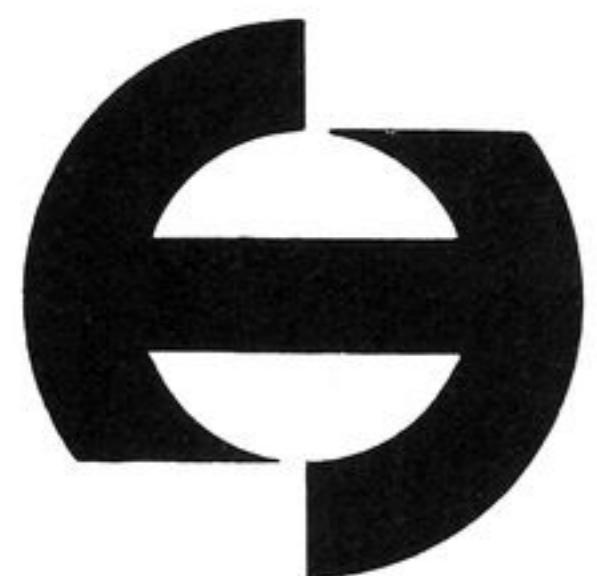
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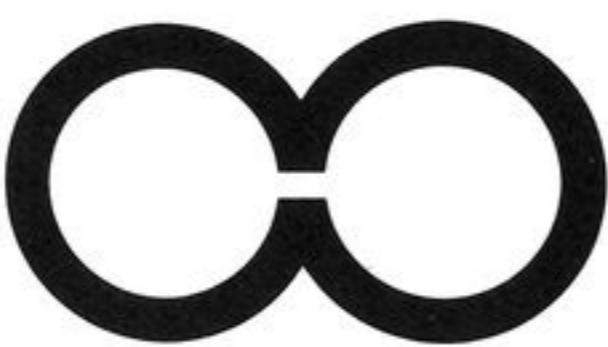
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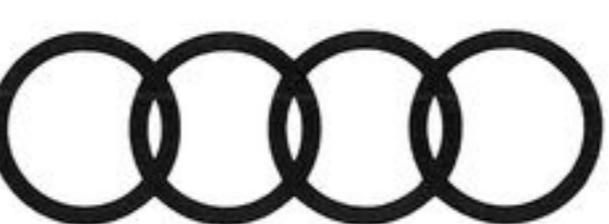
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948



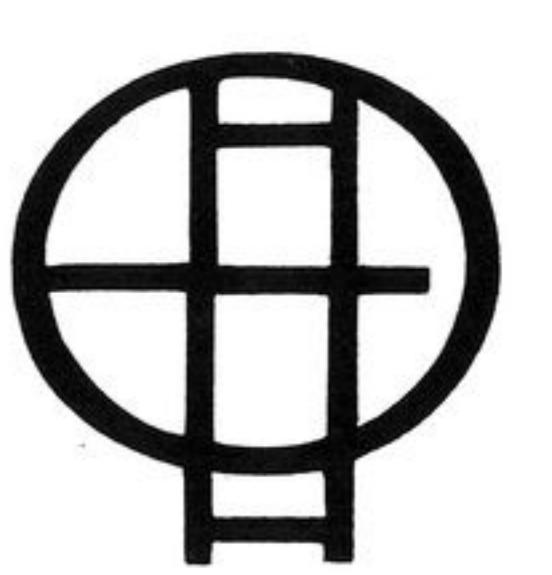
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947



951

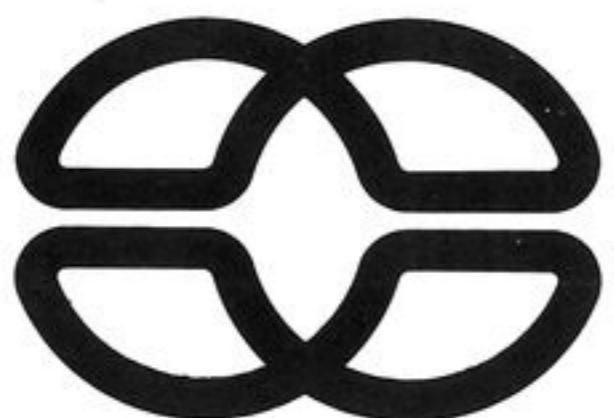


955

② circles



956



960



964



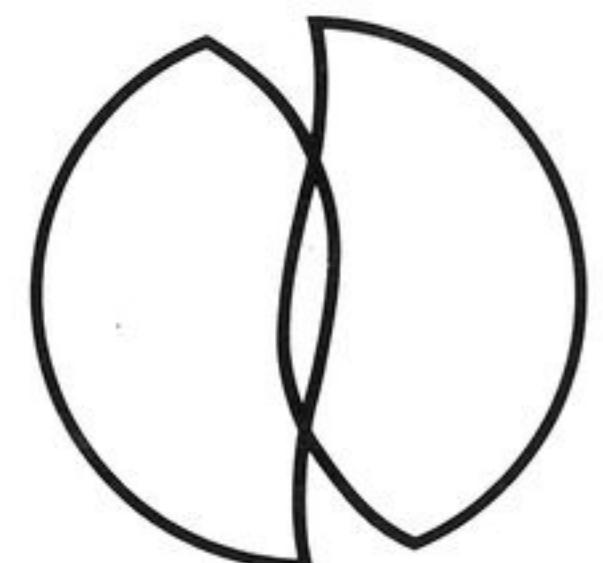
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972



976



957



961



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969



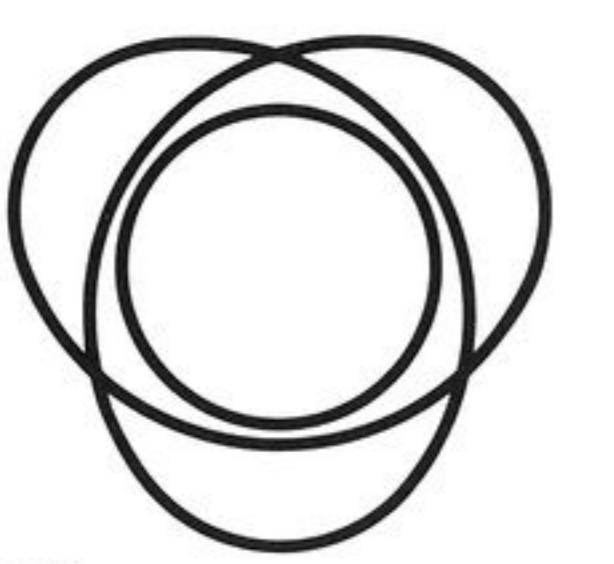
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977



958



962



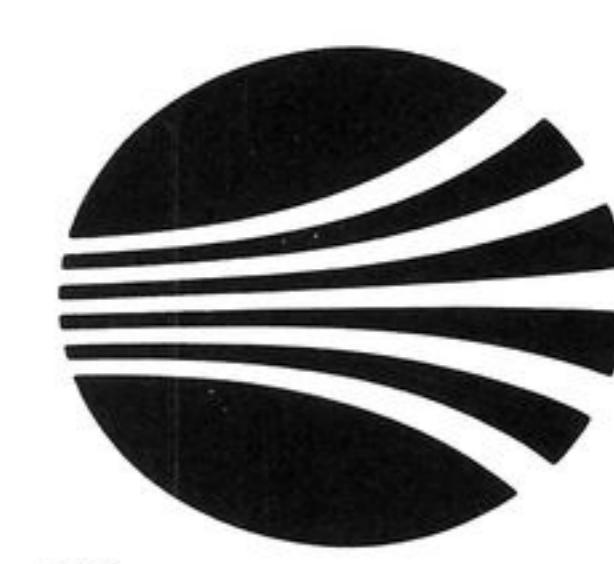
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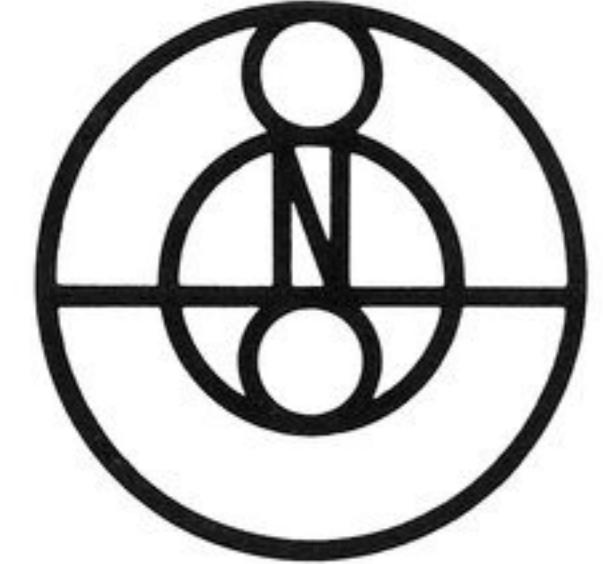
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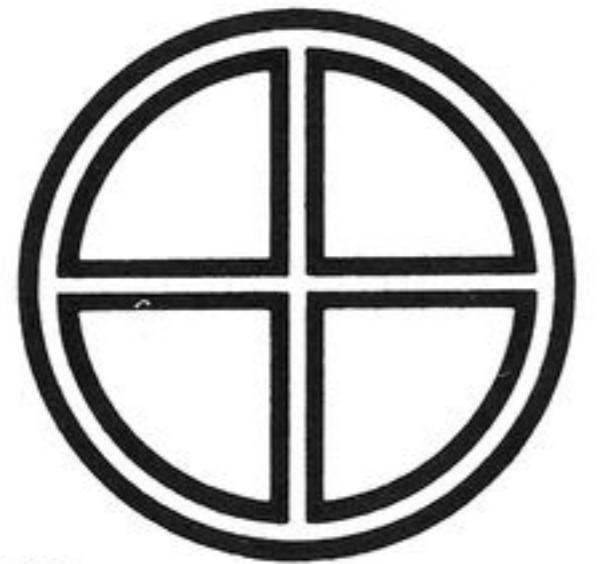
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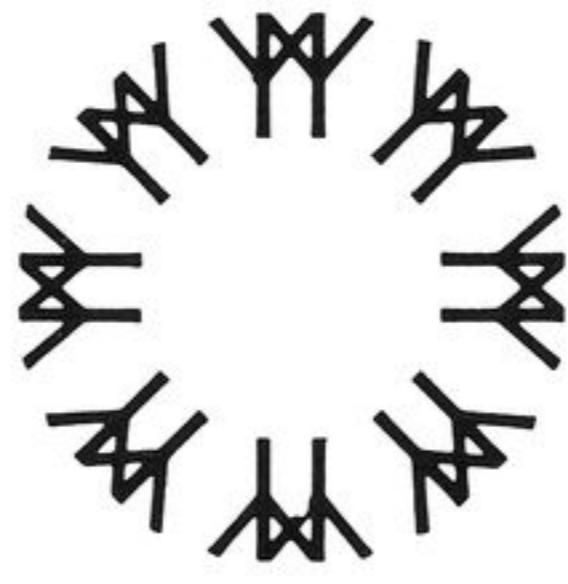
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963



967



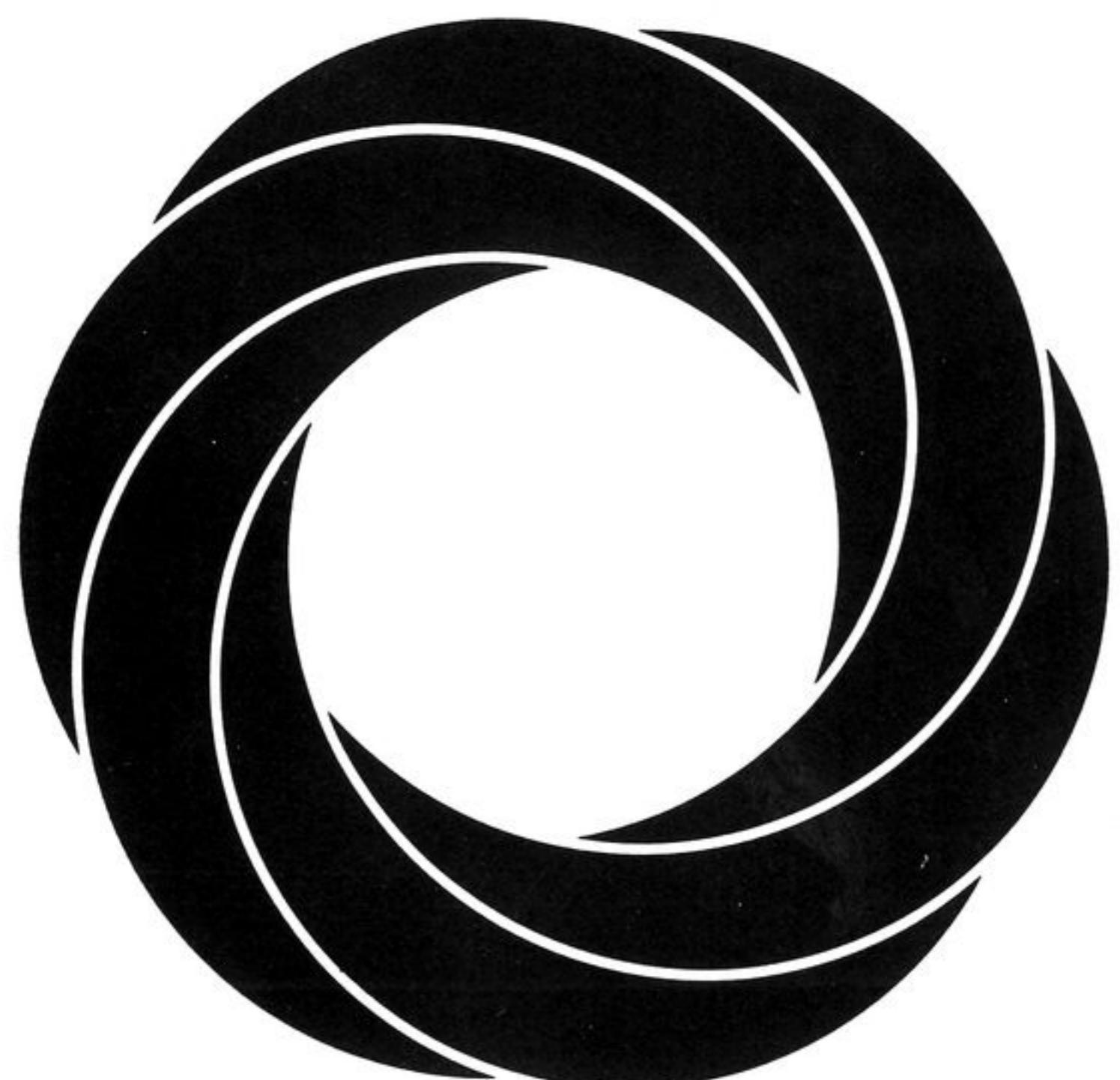
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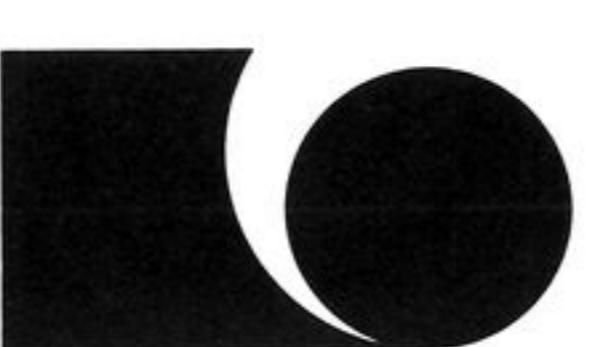
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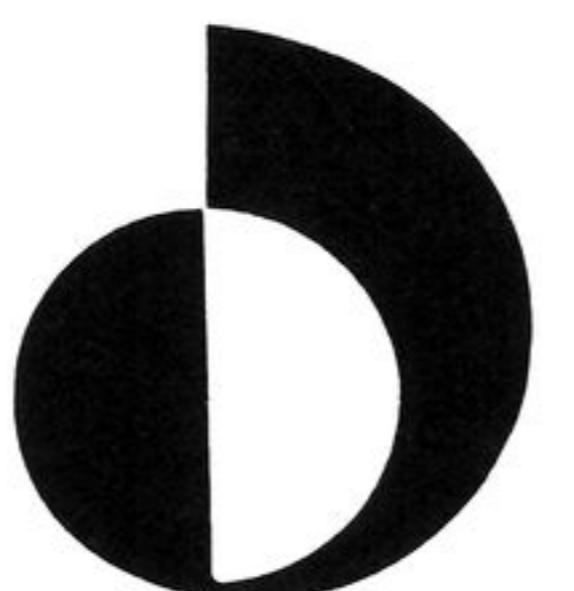
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981



982



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986



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993



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995



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992

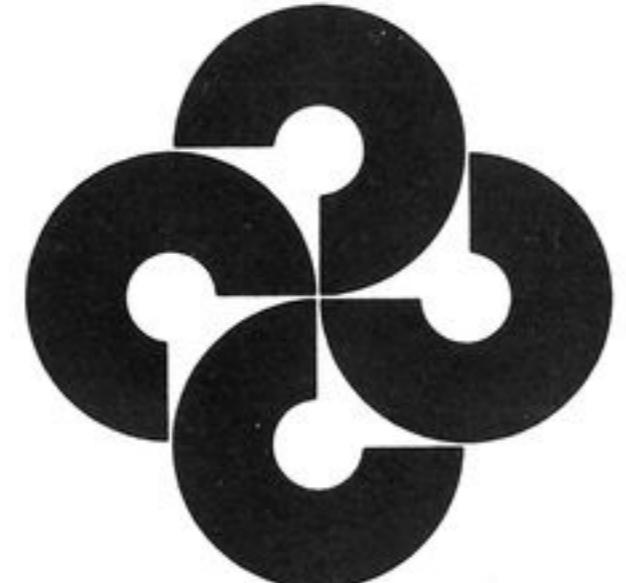


996

③ circles



997



1001



1005



1009



1013



1017



998



1002



1006



1010



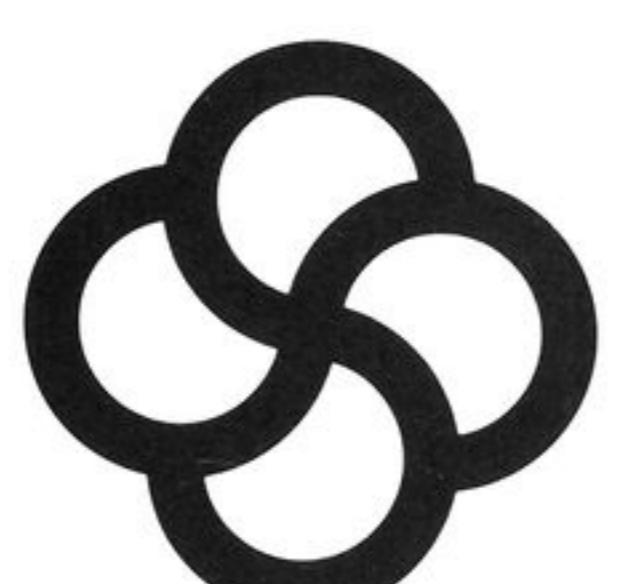
1014



1018



999



1003



1007



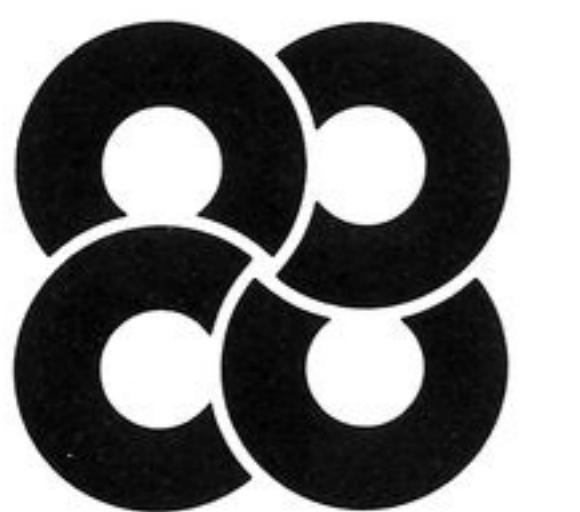
1011



1015



1019



1000



1004



1008



1012



1016



1020

③ circles



1021



1025



1029



1022



1026



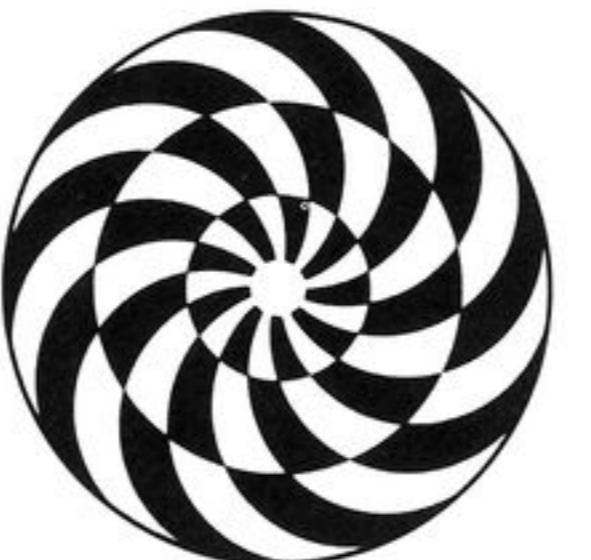
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1023



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1024



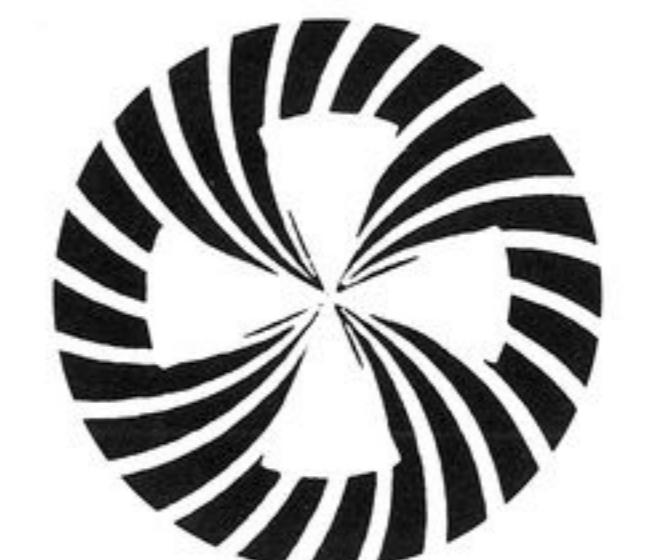
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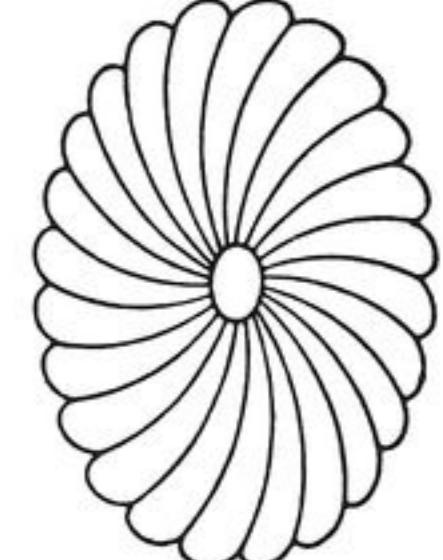
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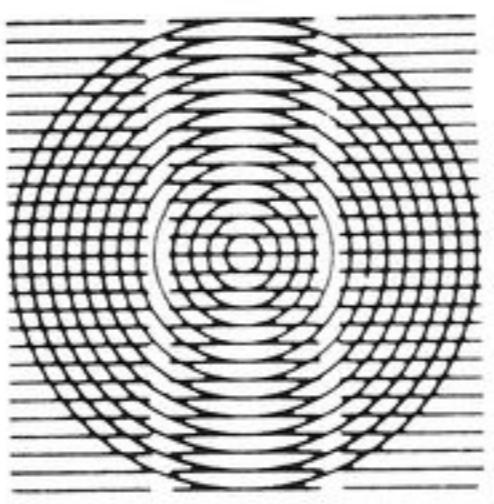
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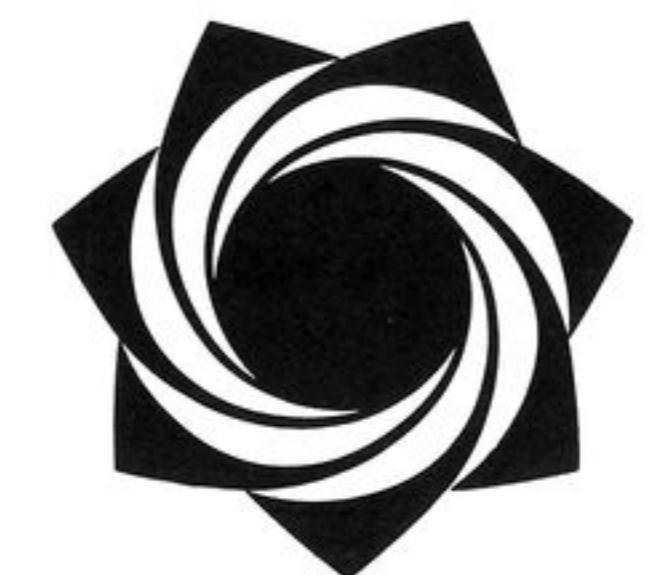
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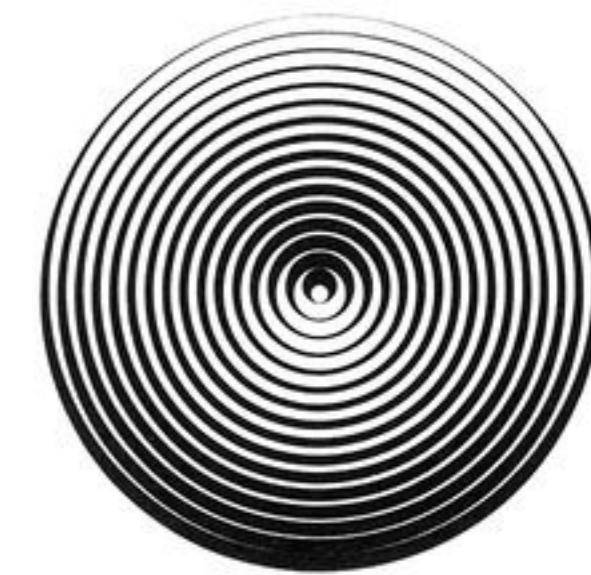
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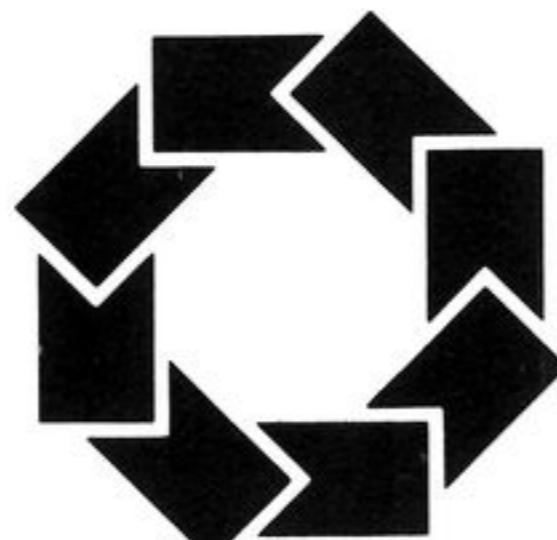
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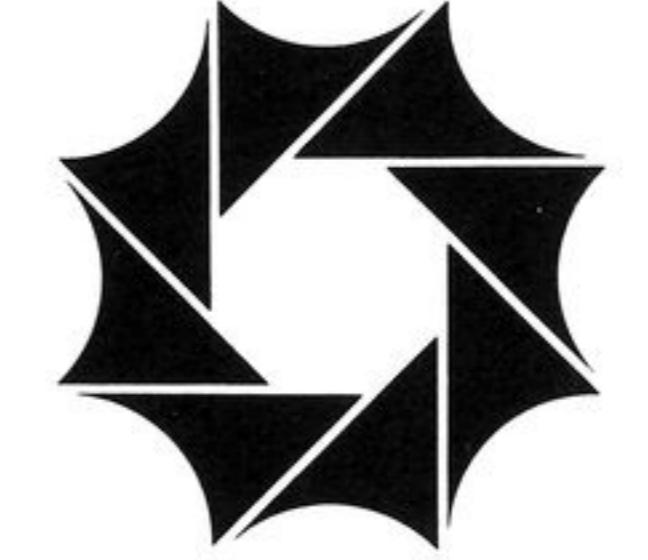
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1042



1035



1039



1043



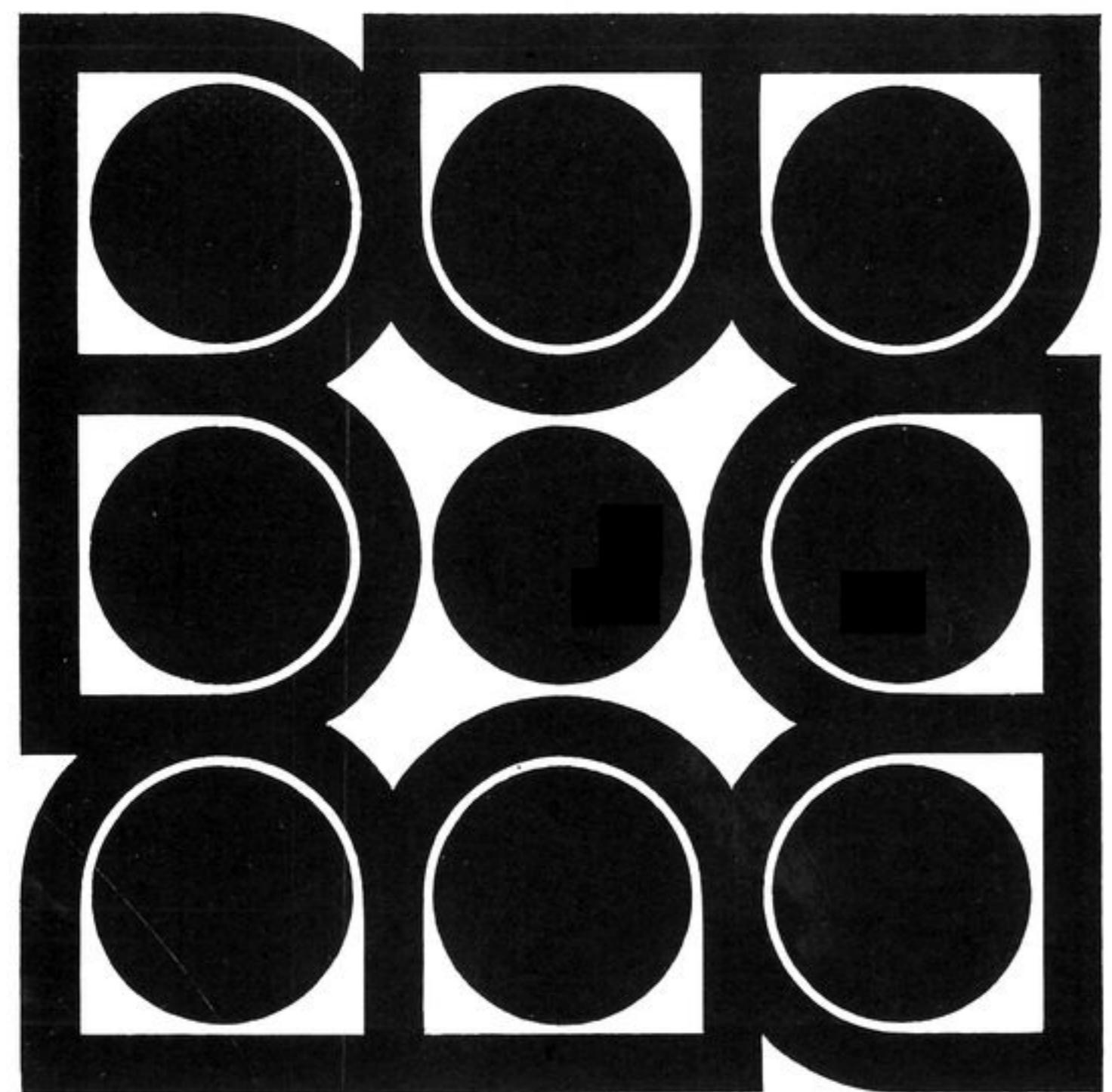
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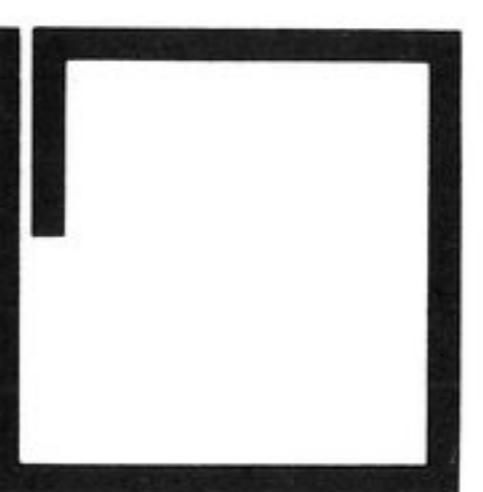
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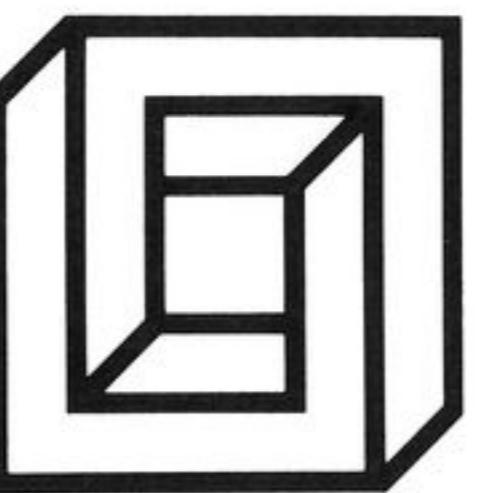
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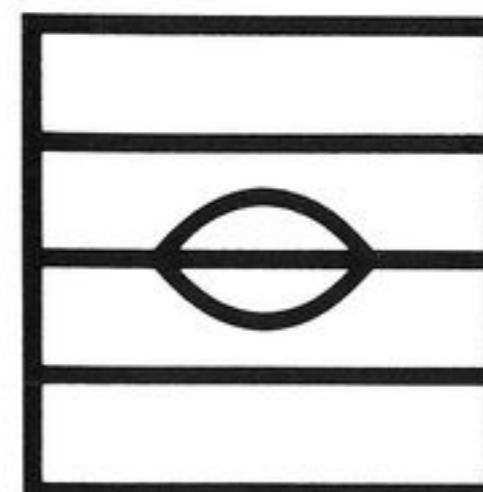
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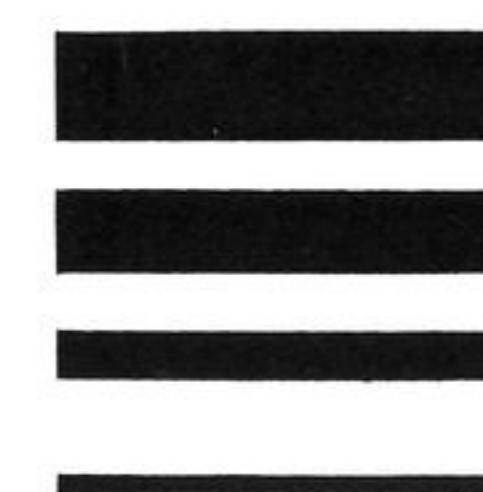
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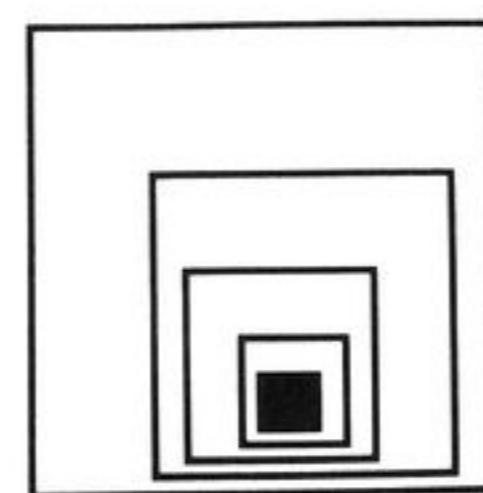
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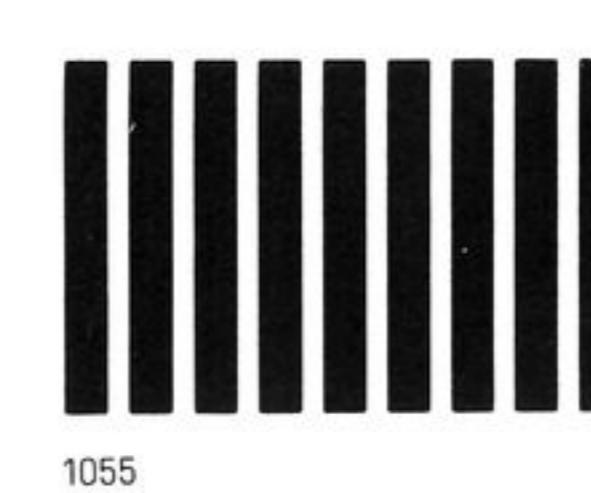
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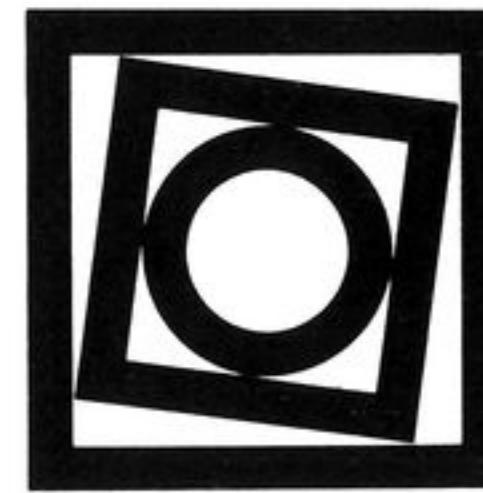
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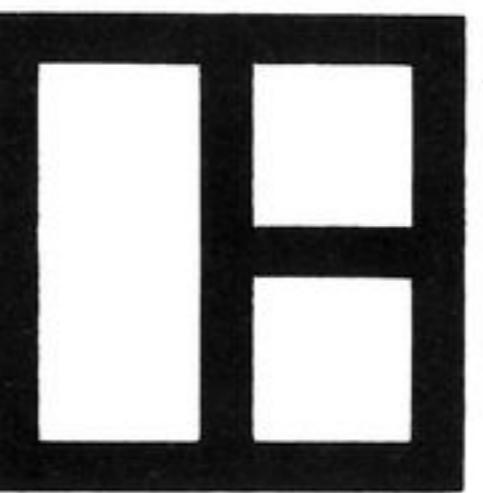
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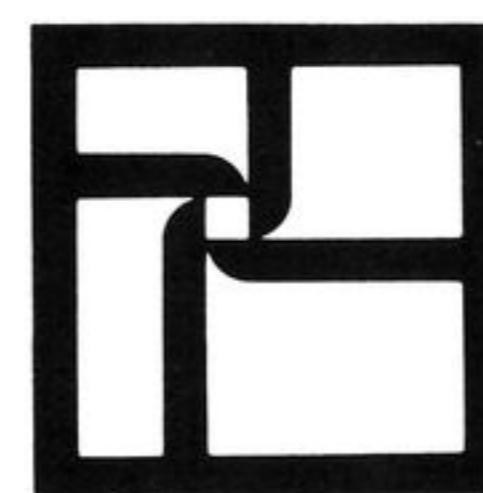
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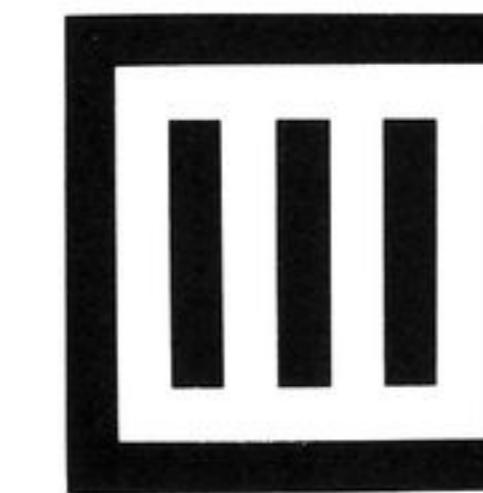
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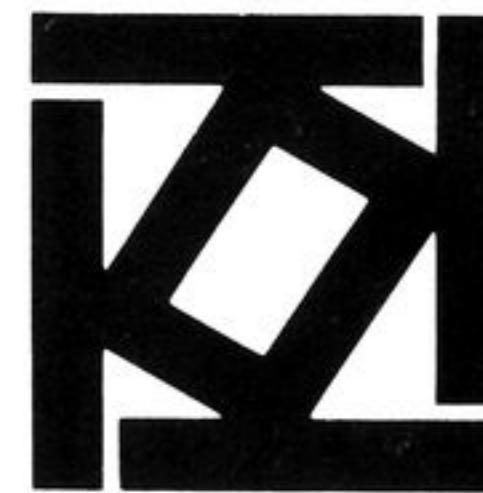
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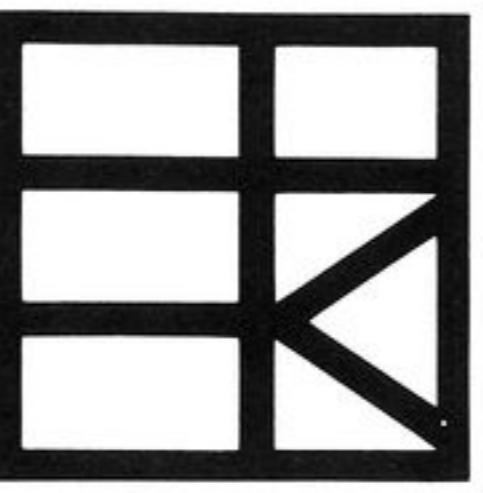
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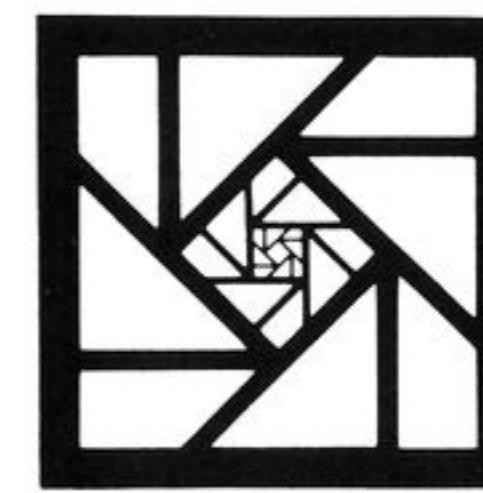
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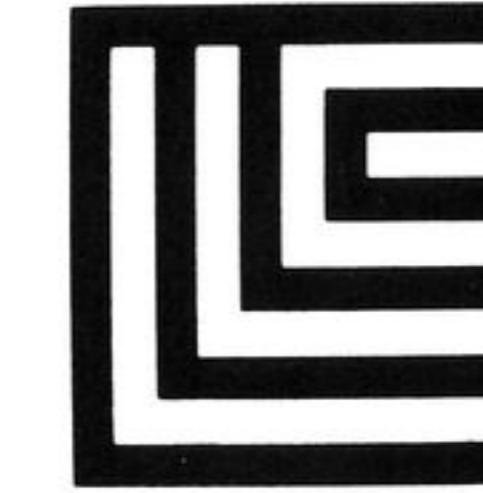
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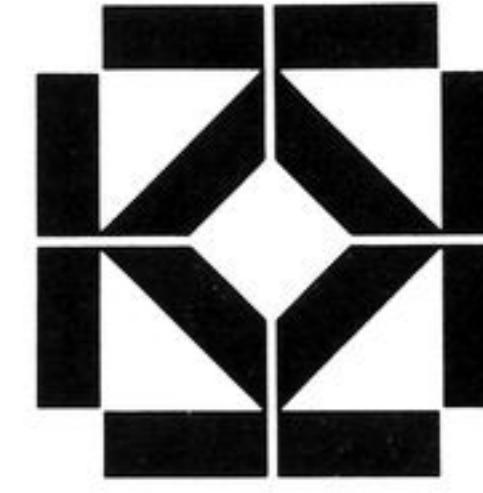
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1053



1057

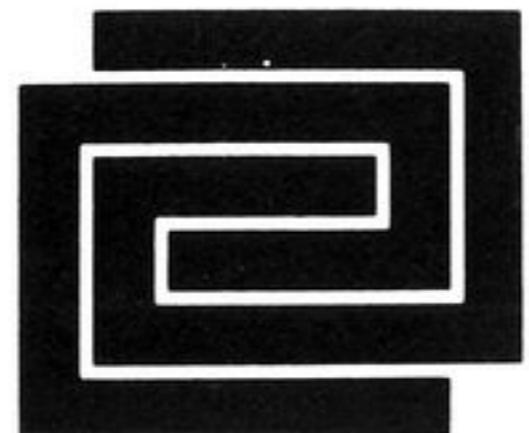


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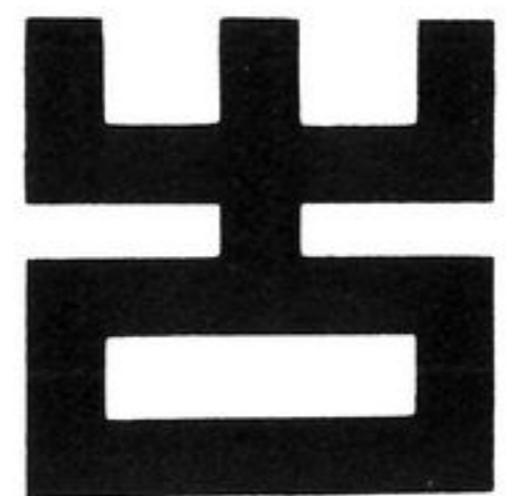
rectangles



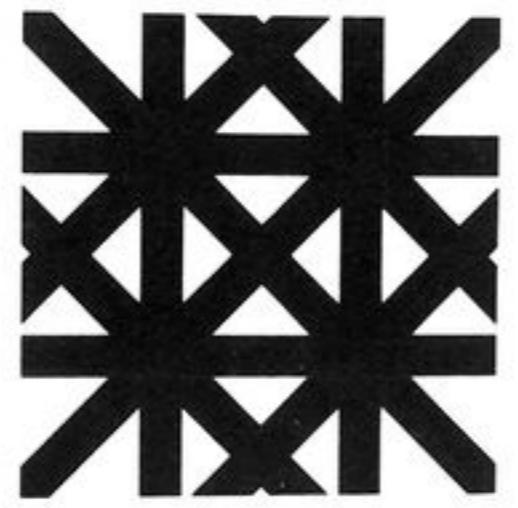
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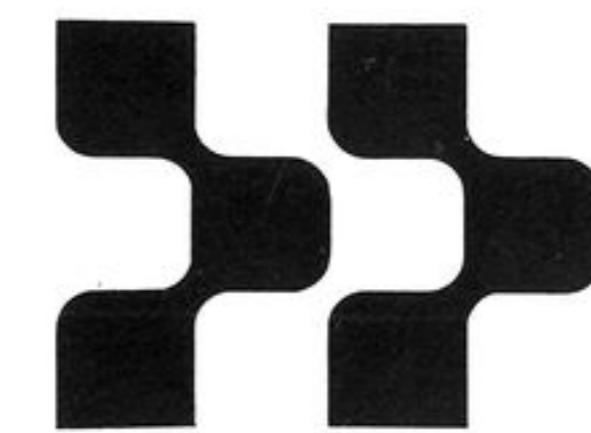
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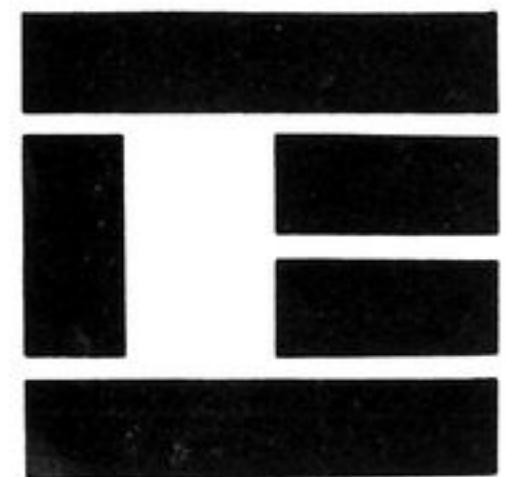
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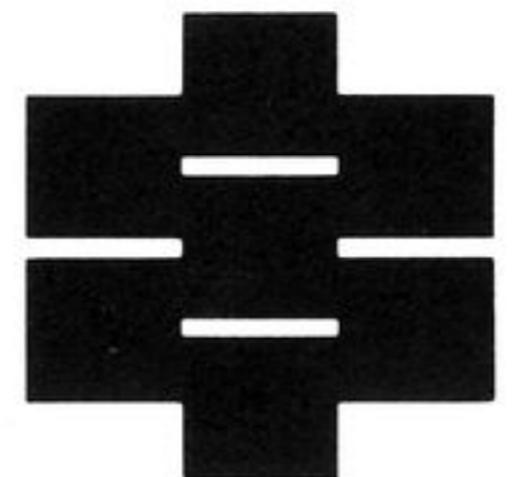
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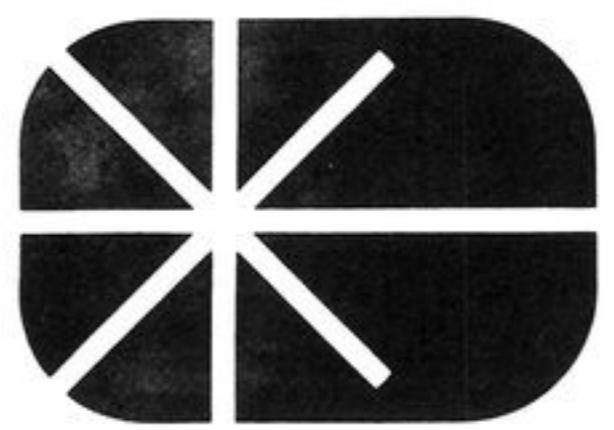
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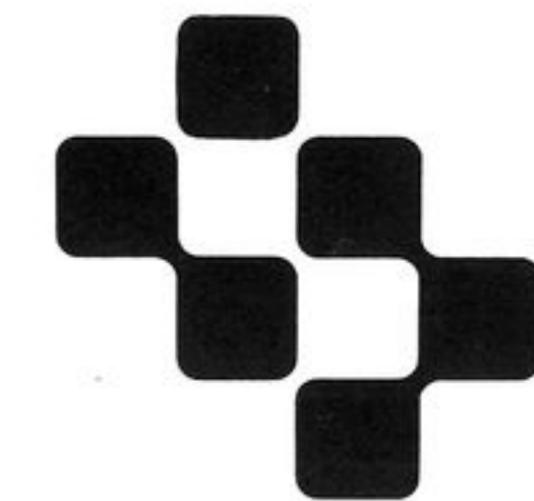
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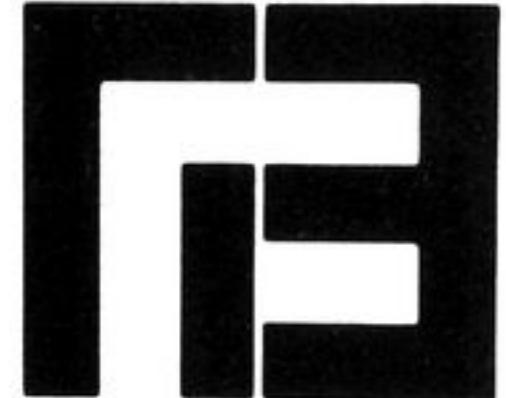
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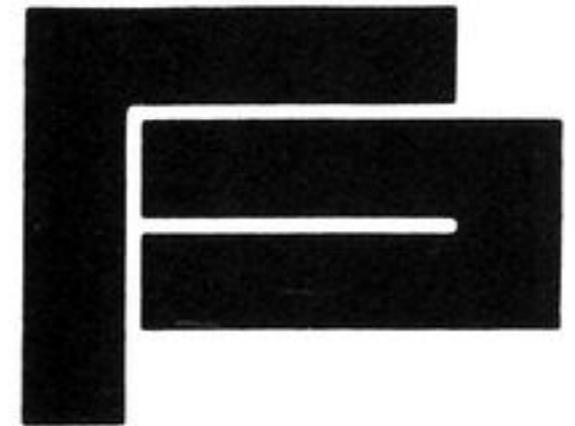
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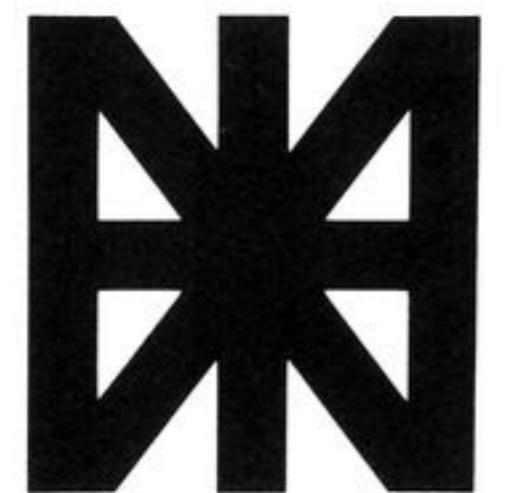
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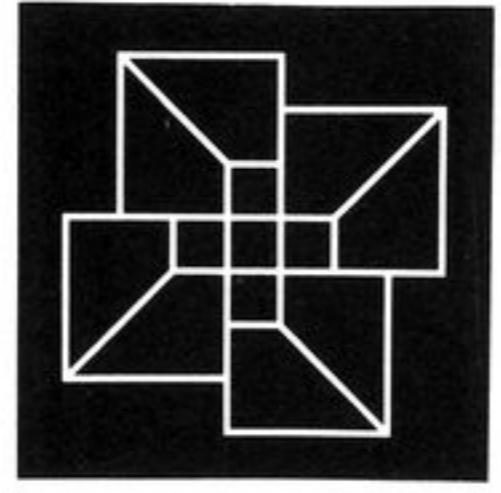
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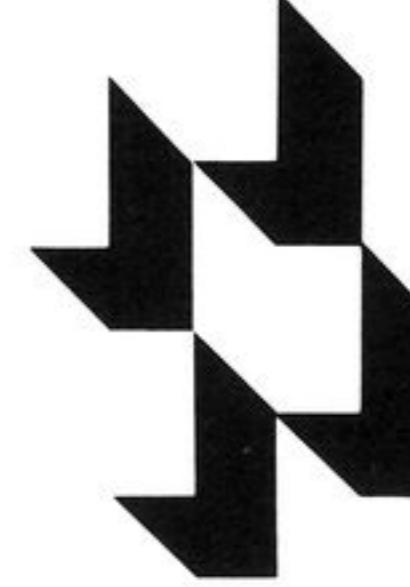
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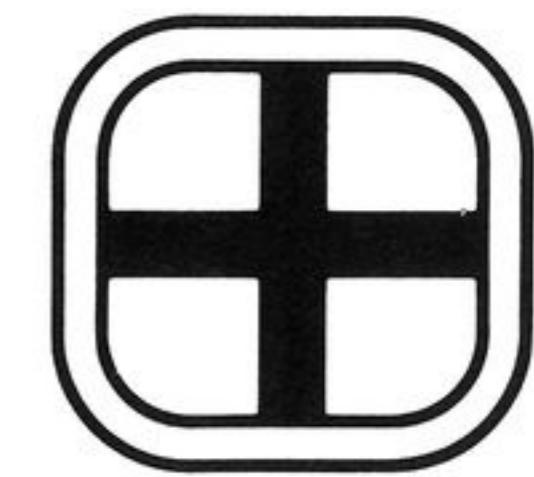
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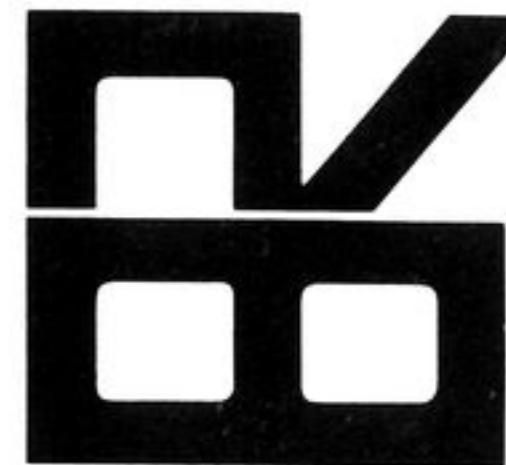
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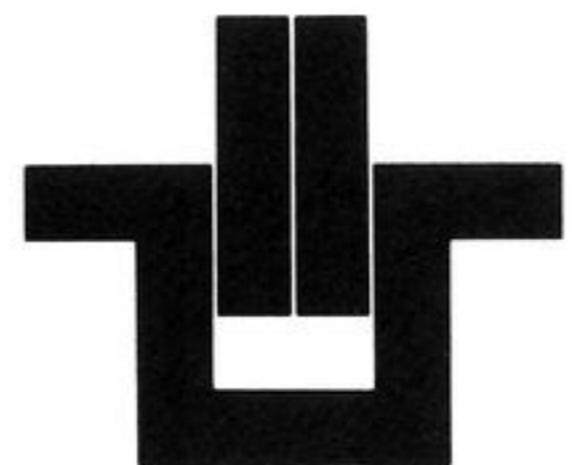
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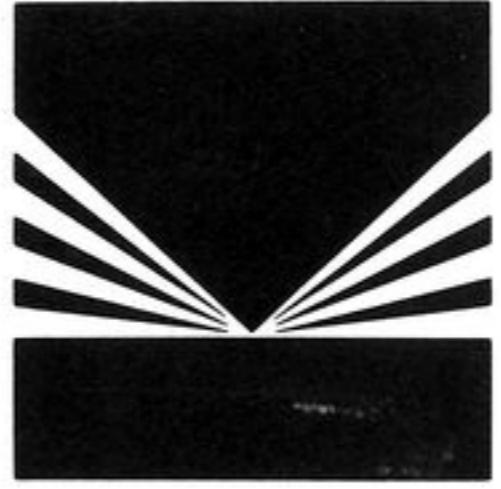
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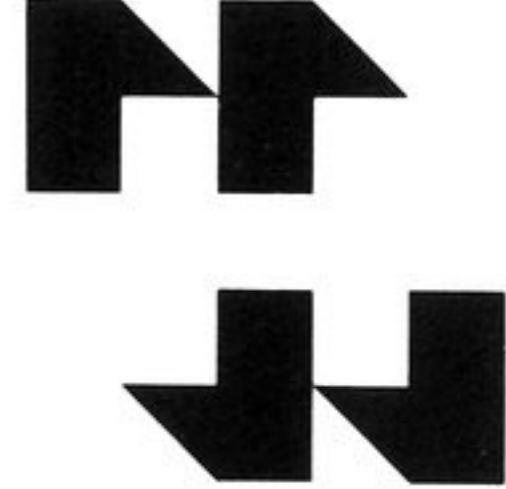
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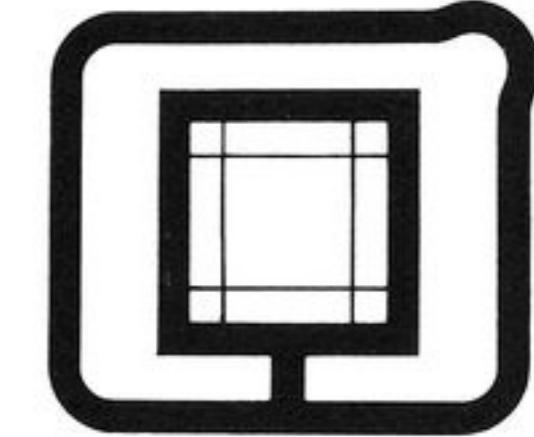
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1077



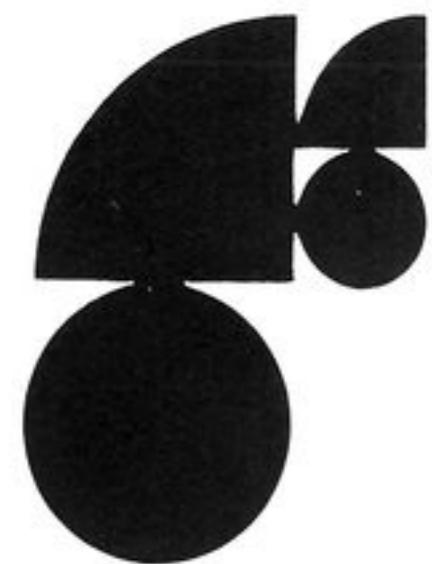
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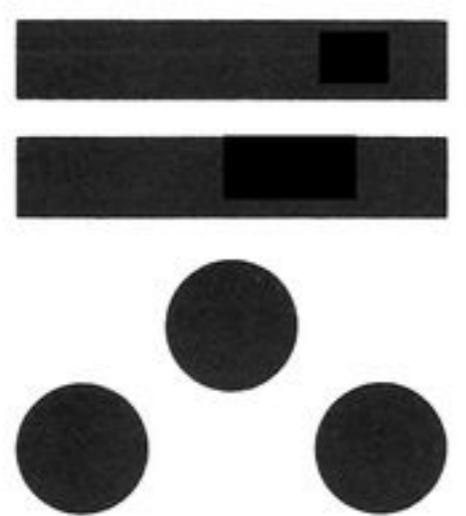
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rectangles

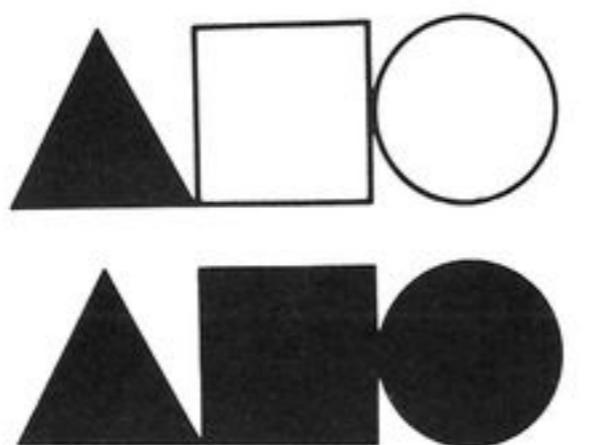
rectangles



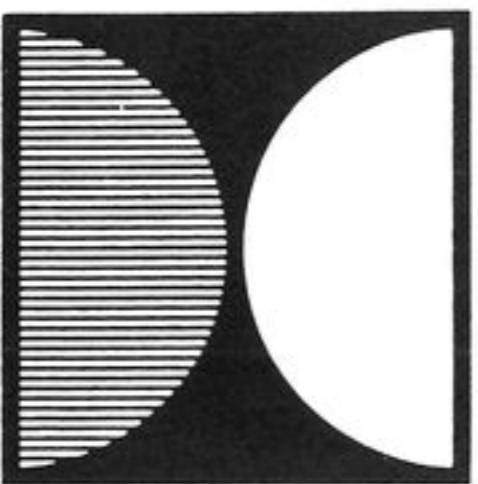
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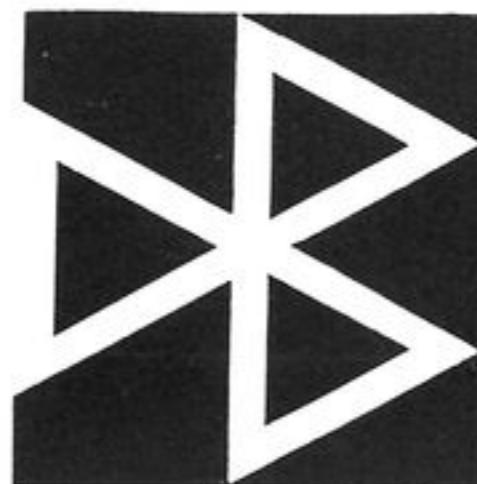
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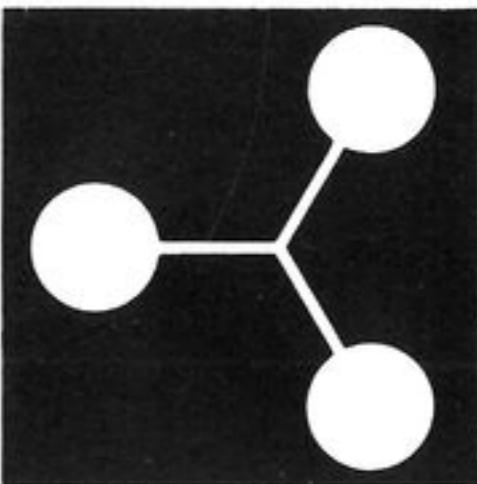
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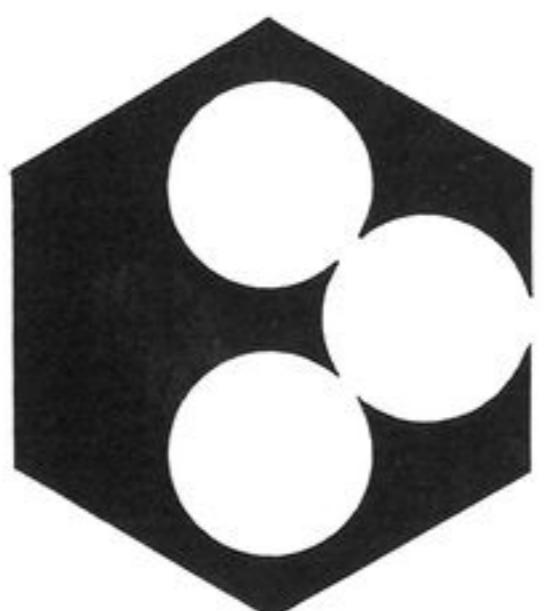
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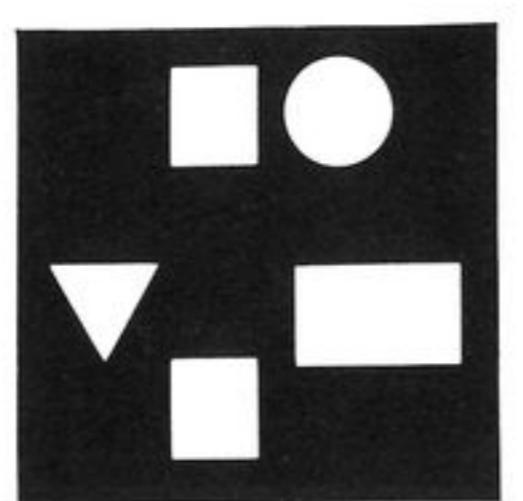
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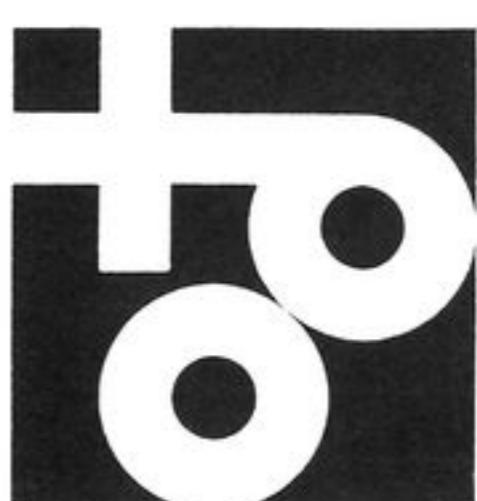
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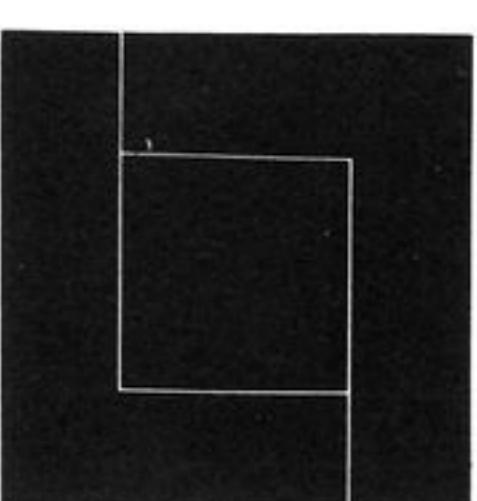
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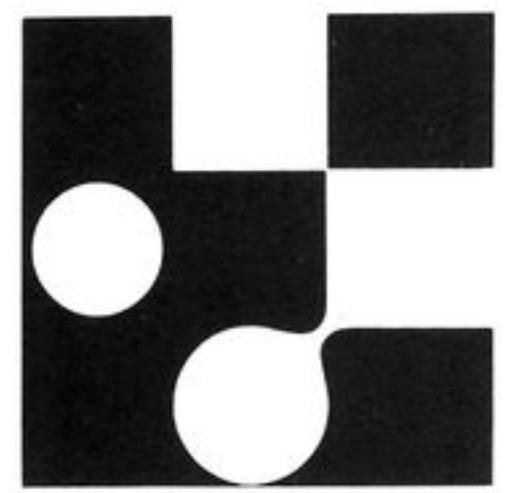
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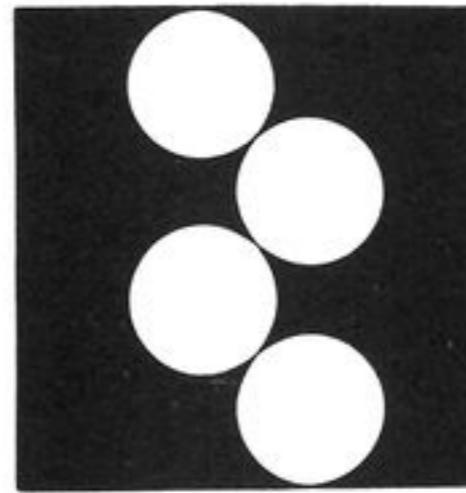
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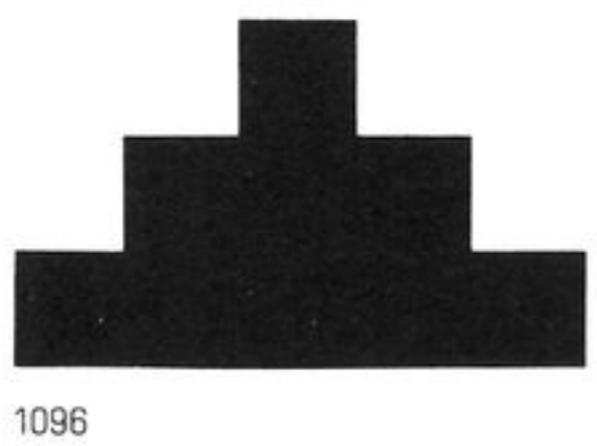
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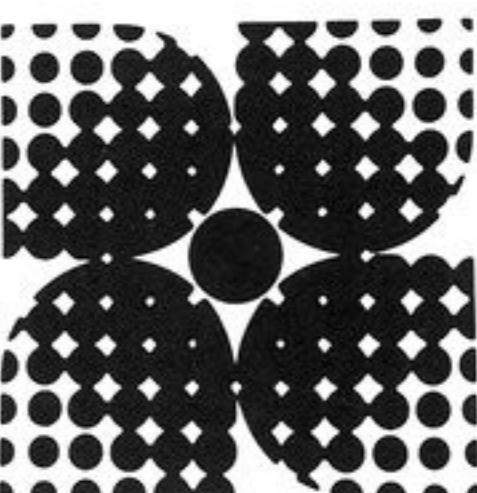
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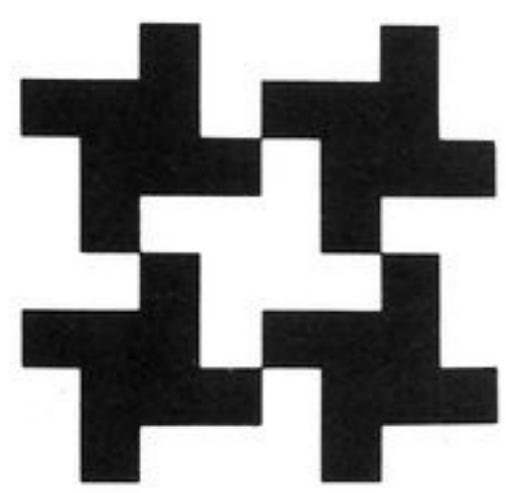
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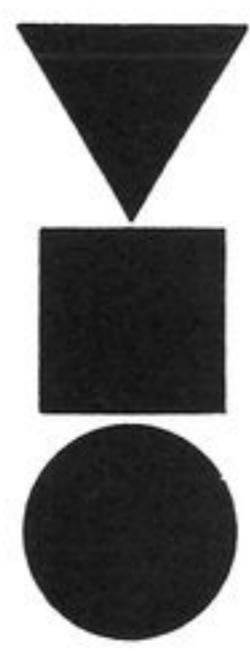
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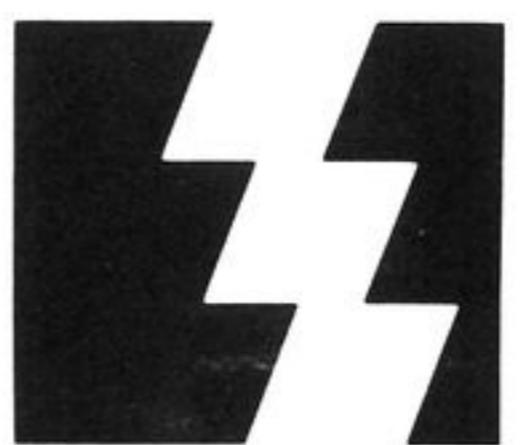
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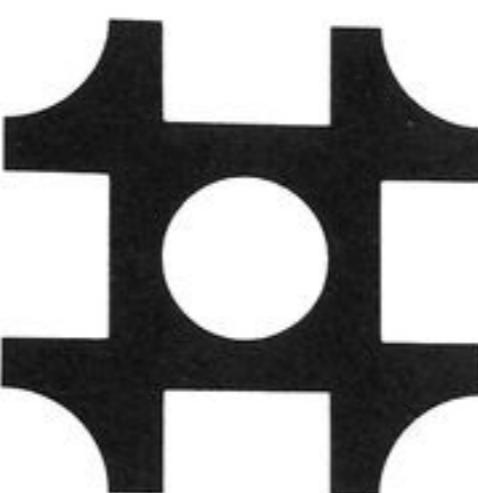
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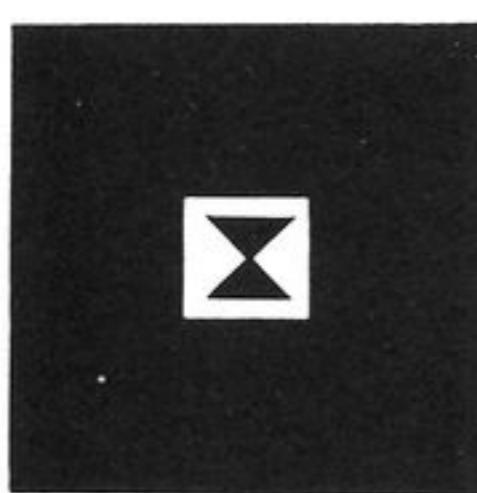
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1097



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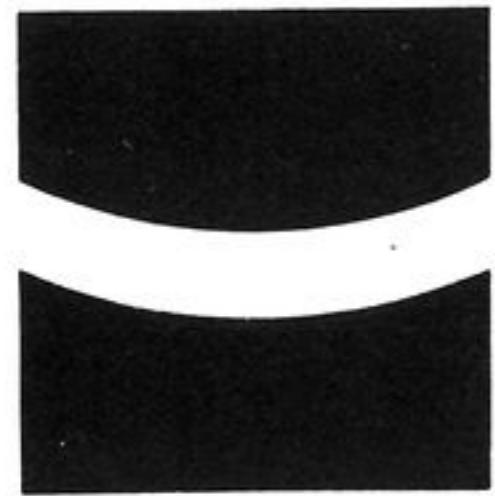


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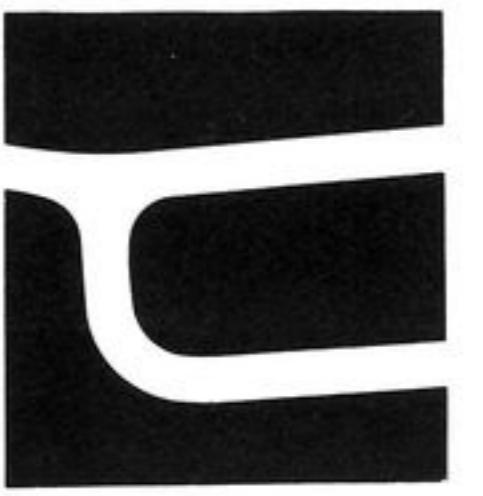


1109

rectangles



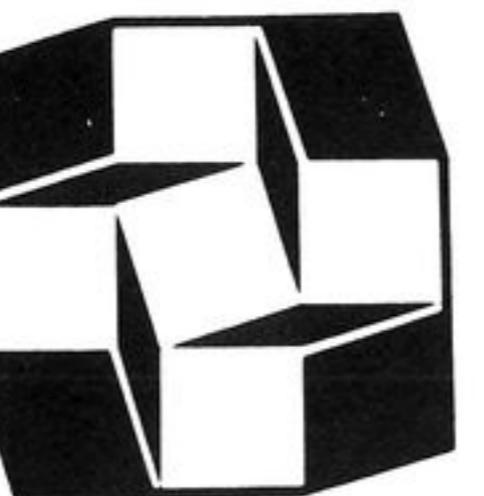
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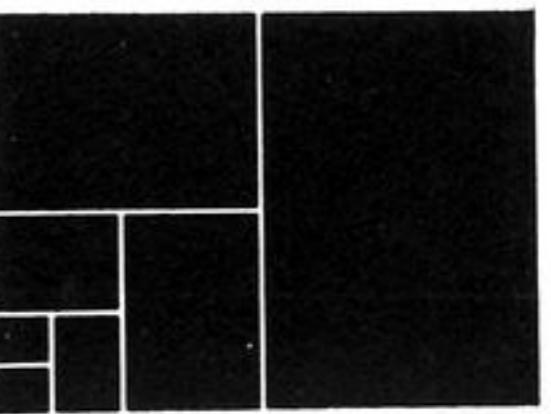
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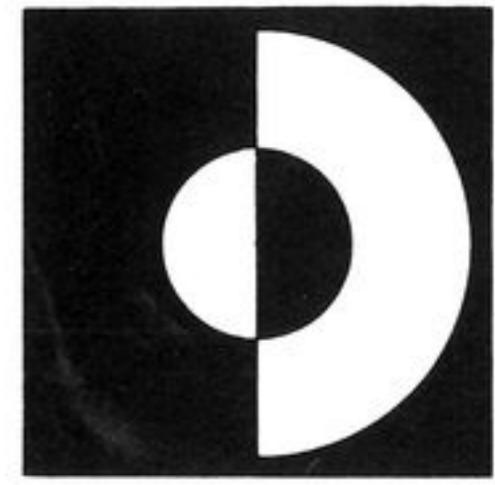
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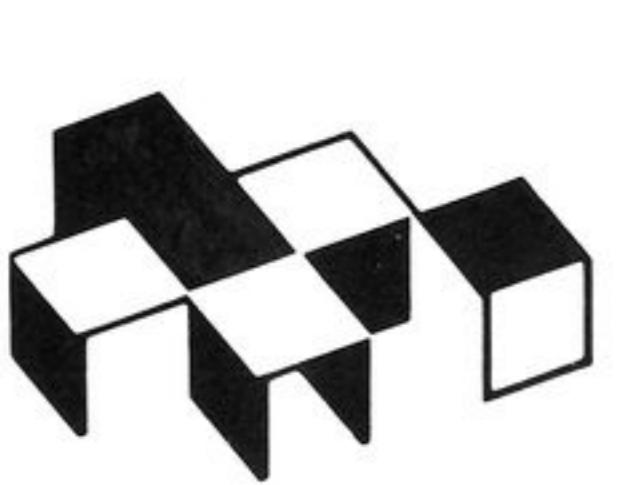
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1111



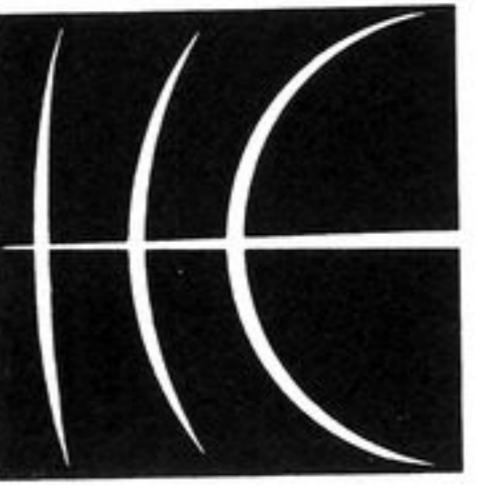
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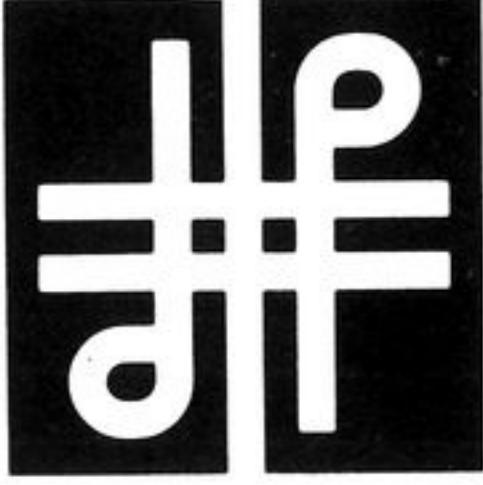
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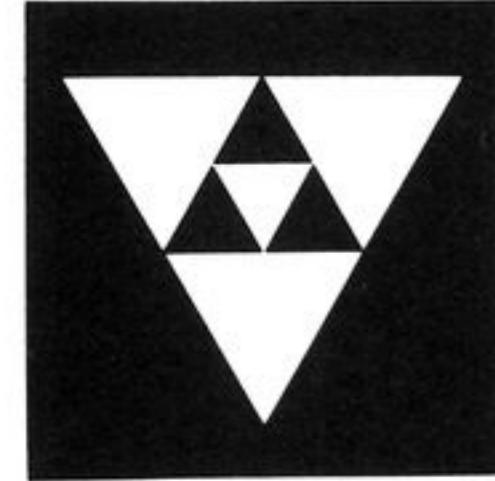
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1127



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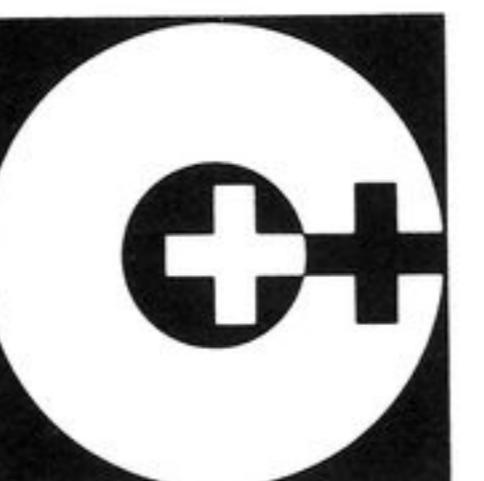
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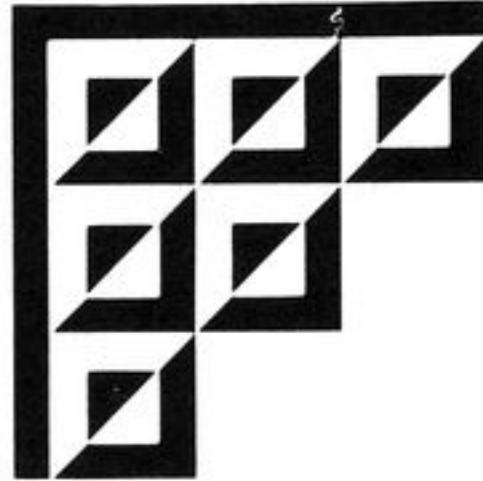
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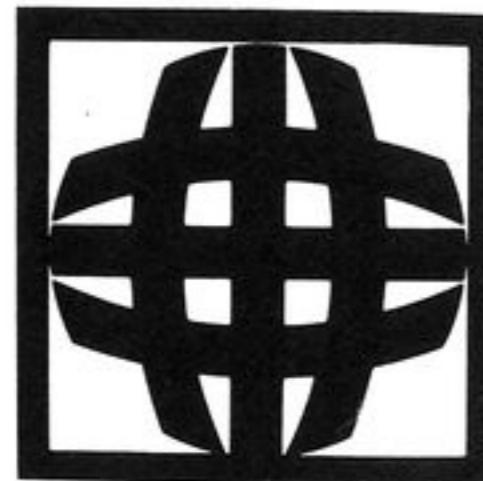
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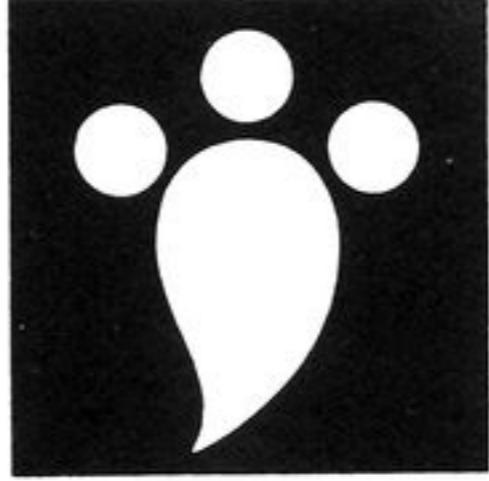
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1113



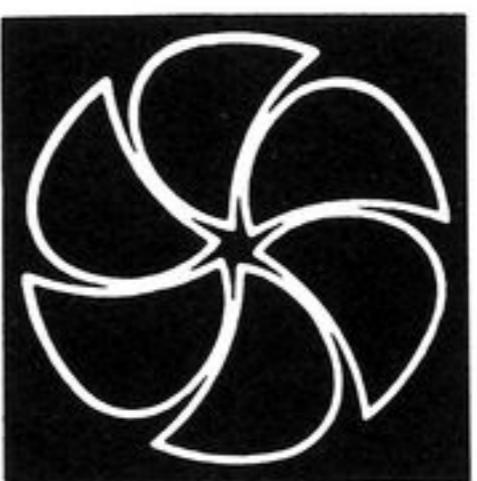
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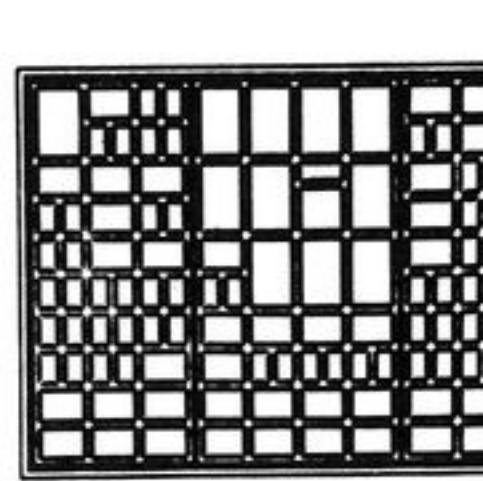
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1125

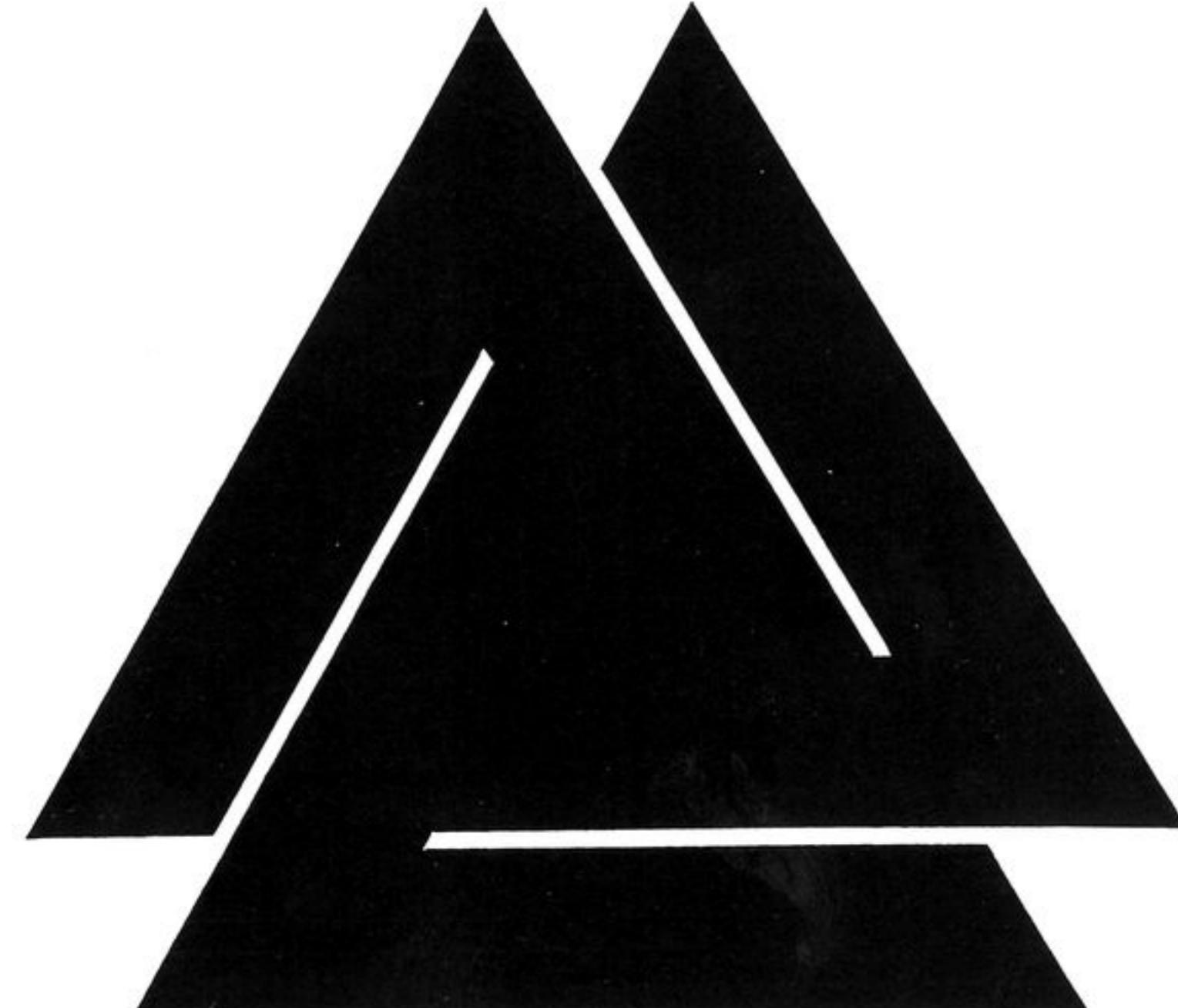


1129



1133

triangles



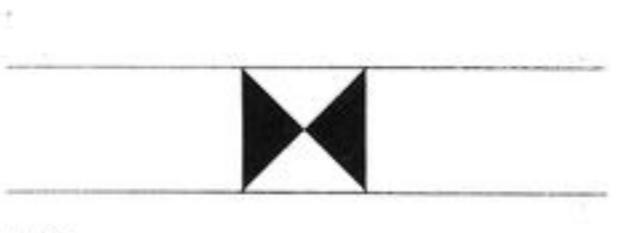
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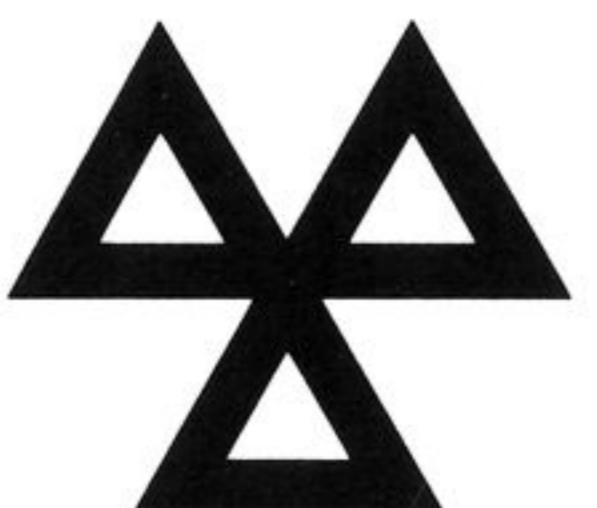
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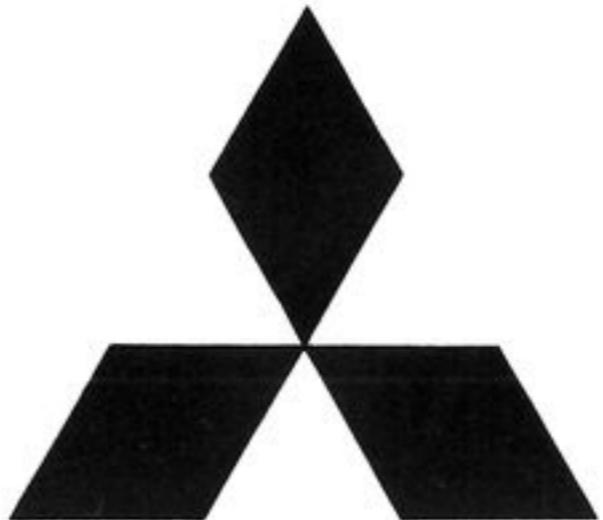
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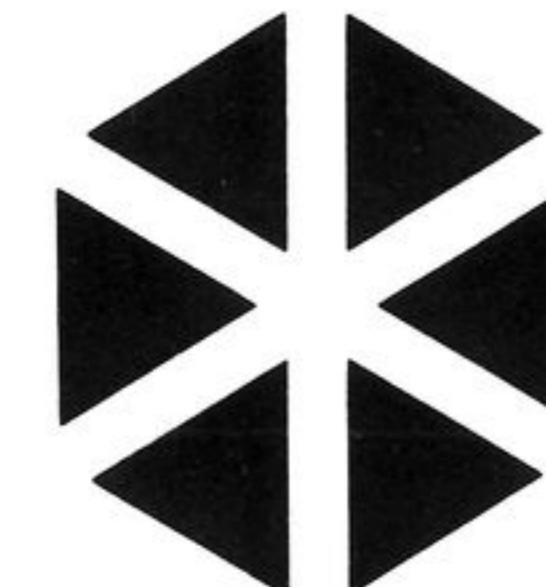
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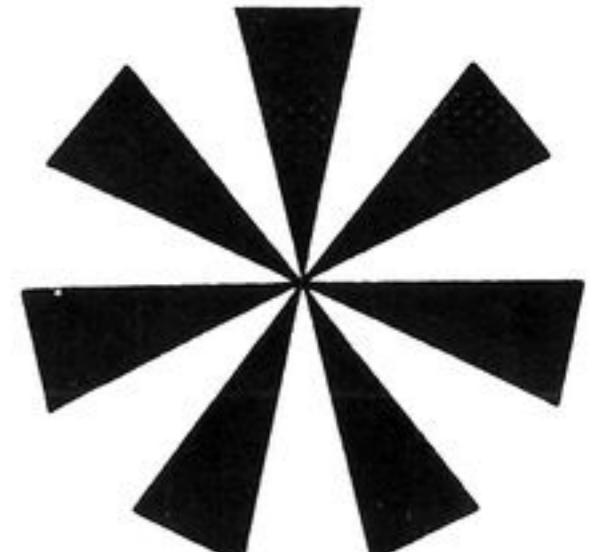
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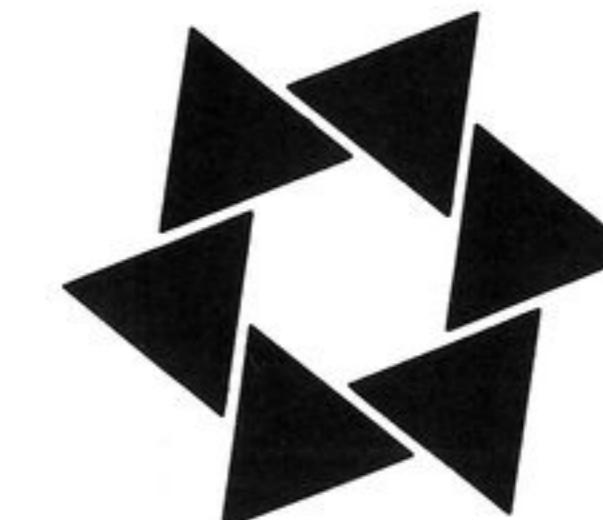
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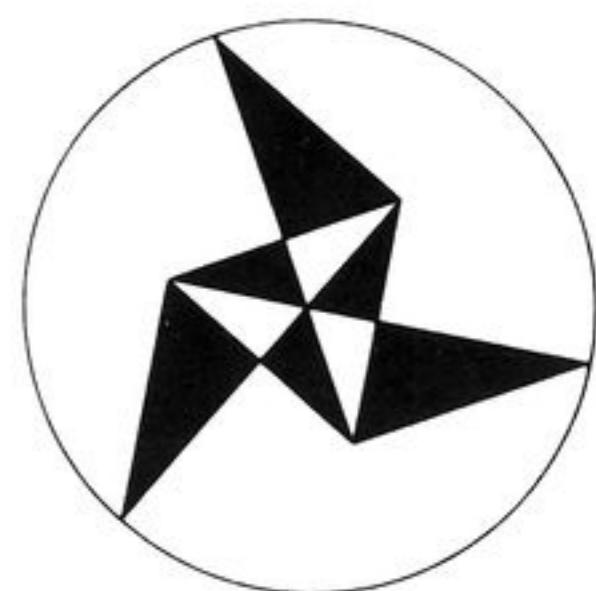
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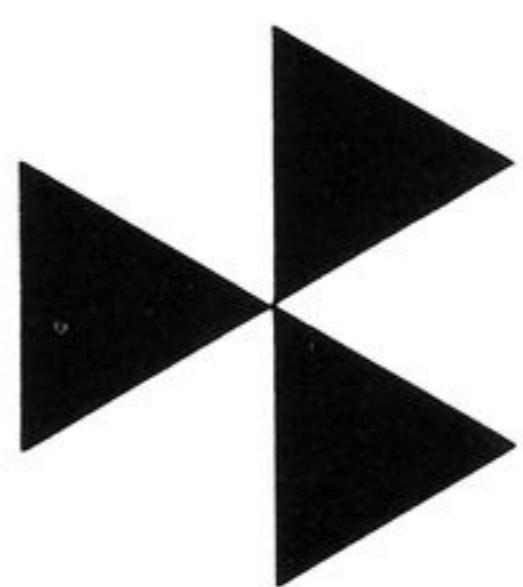
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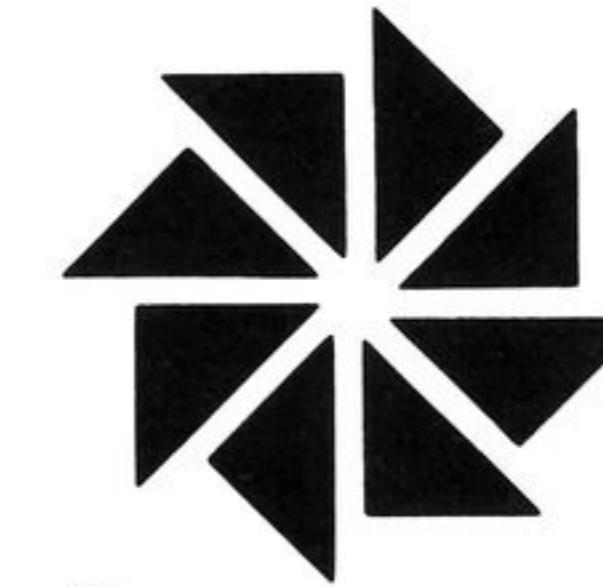
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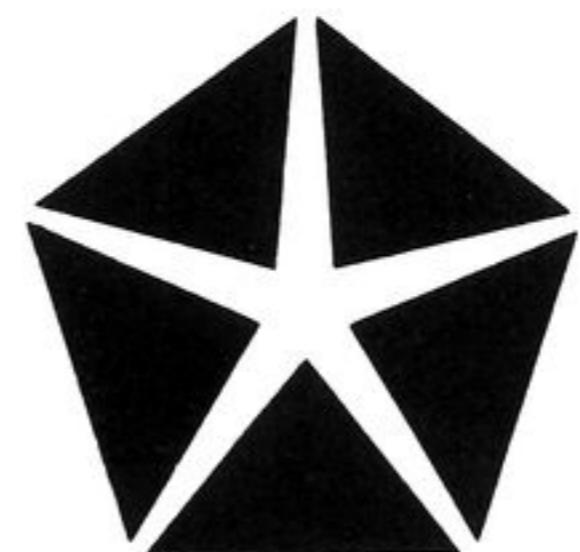
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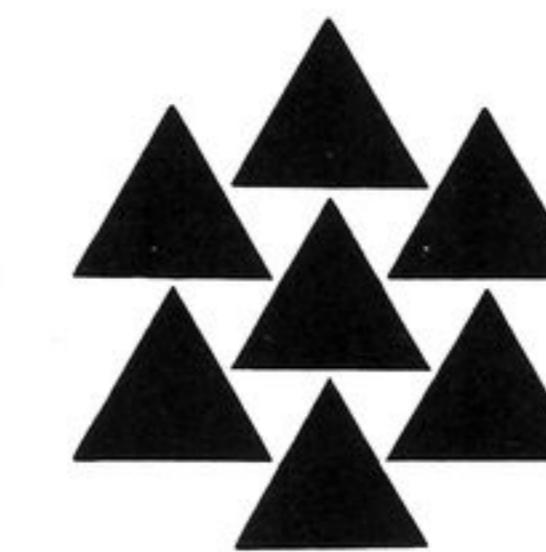
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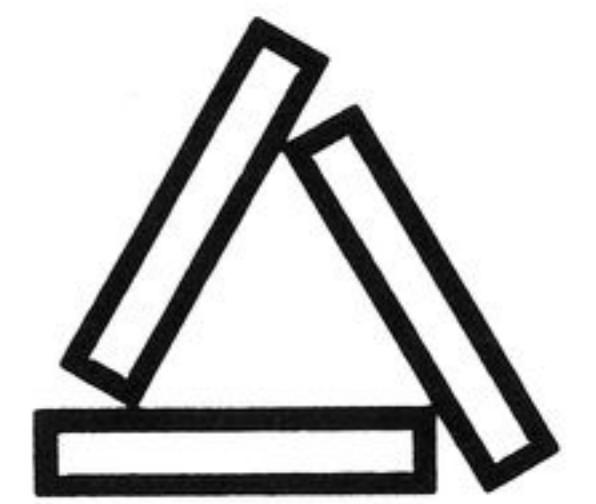
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1142



1146



1150

triangles



1151



1155



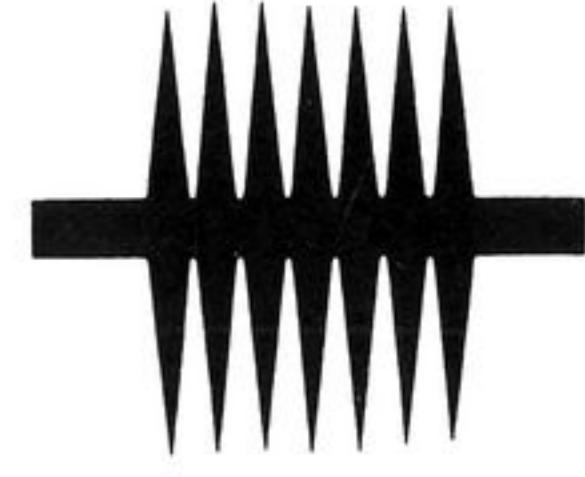
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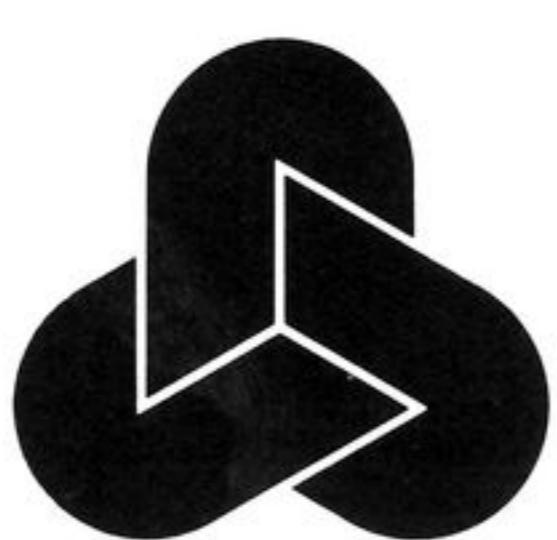
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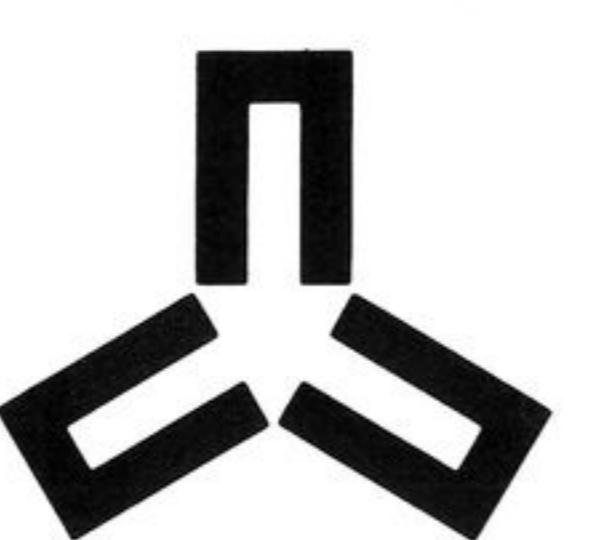
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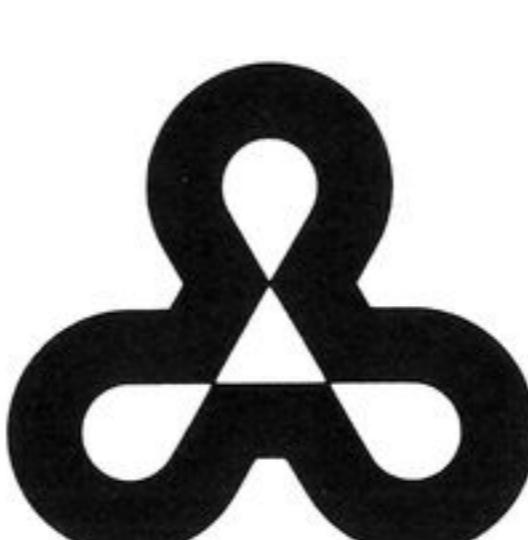
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1156



1160



1164



1168



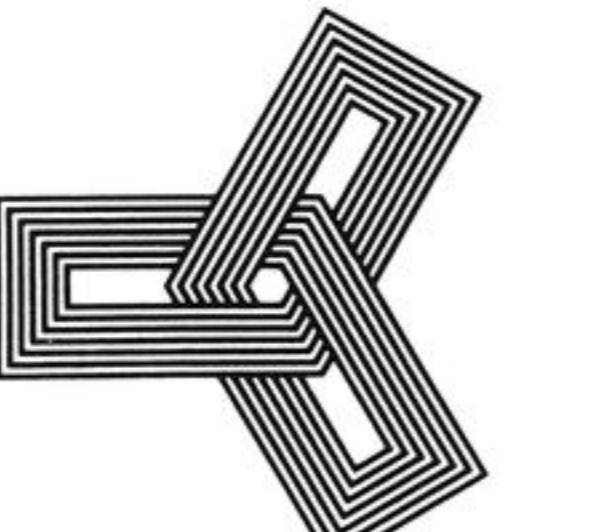
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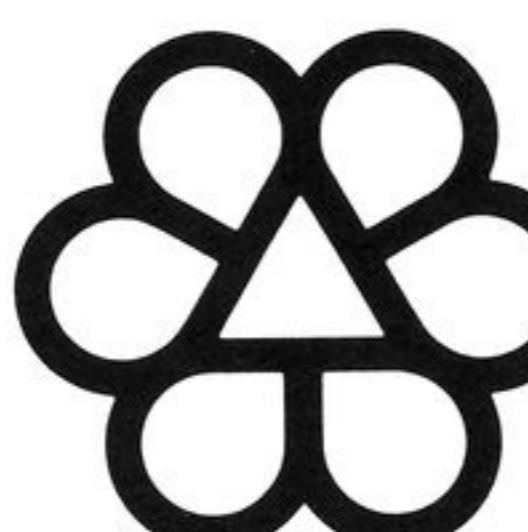
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1157



1161



1165



1169



1173



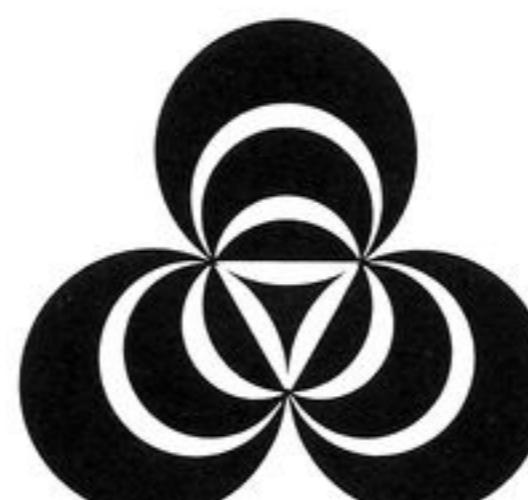
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1158



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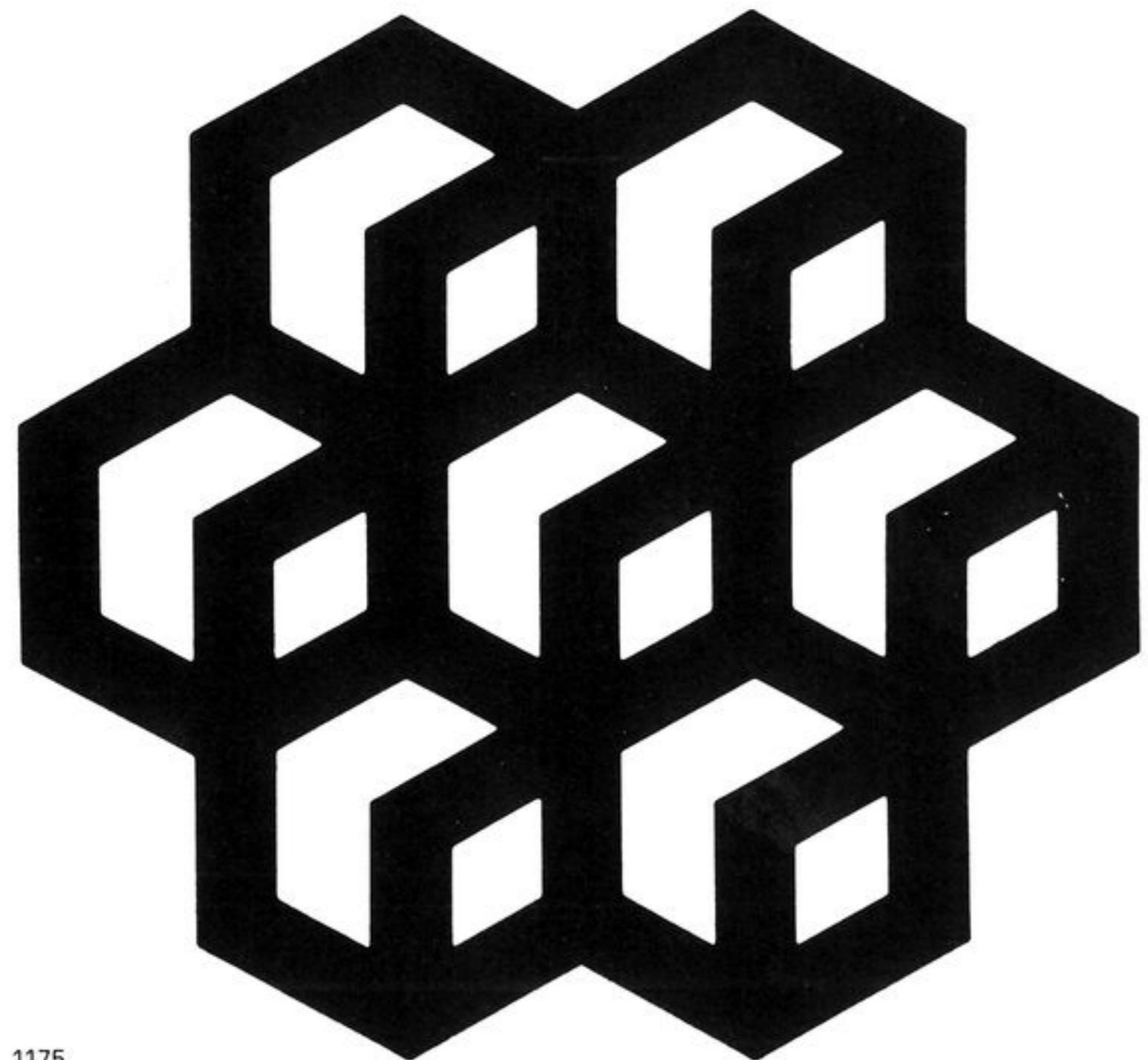
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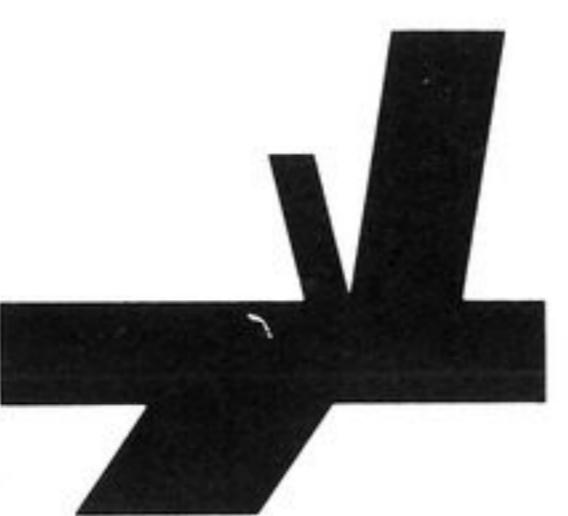
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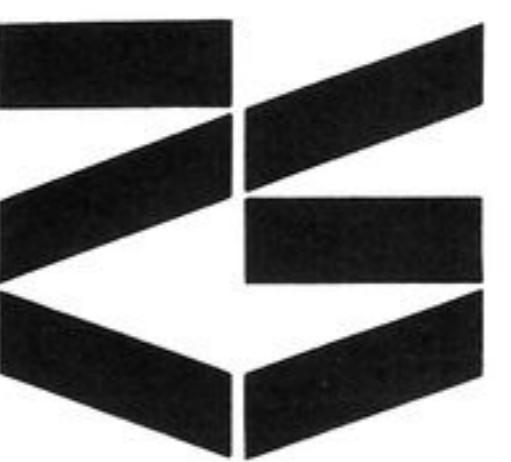
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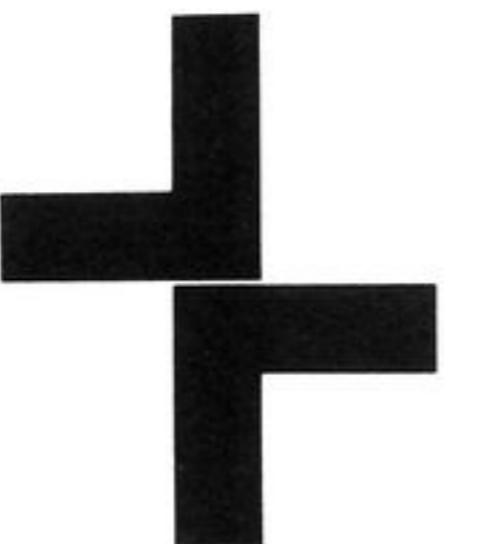
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1177



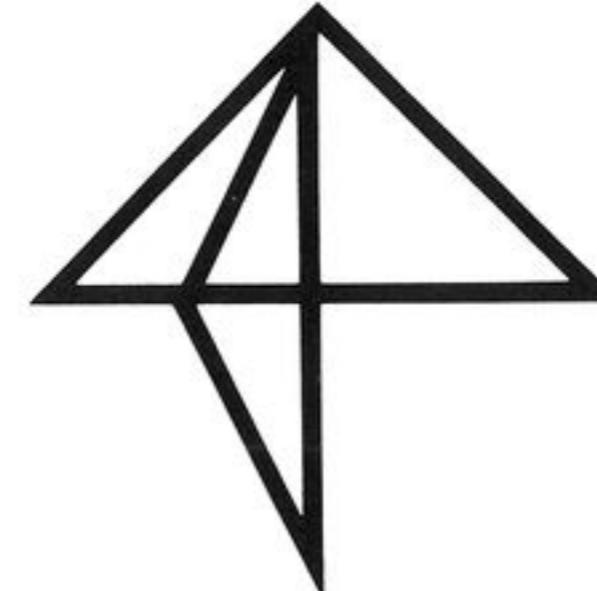
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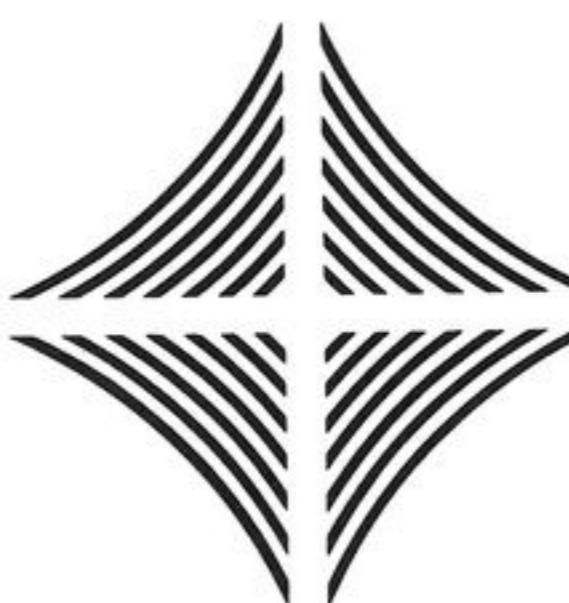
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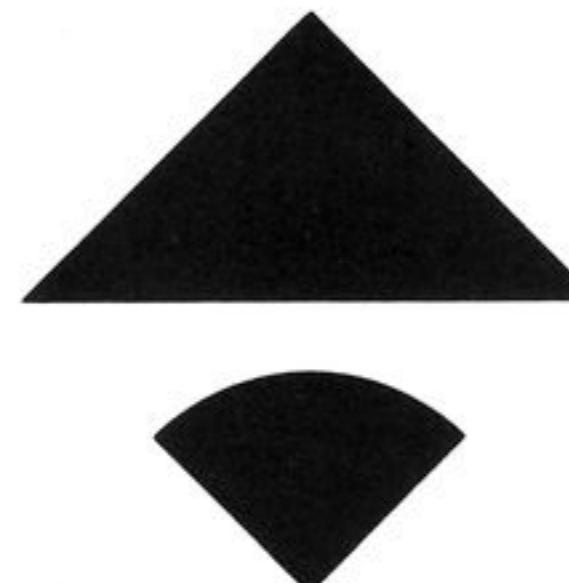
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1185



1188



1182



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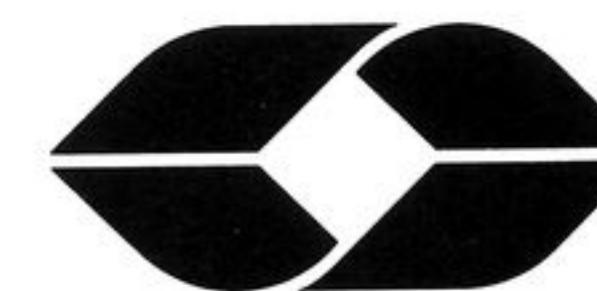
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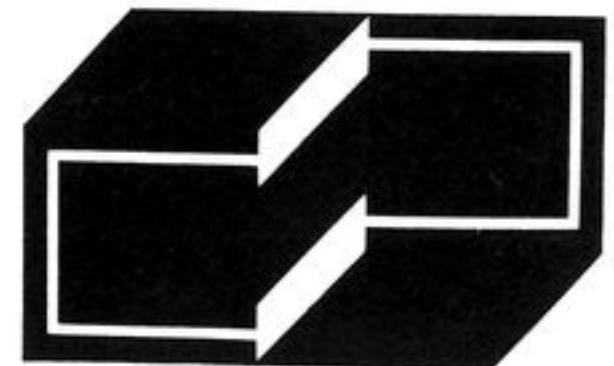


1187



1190

polygons



1192



1196



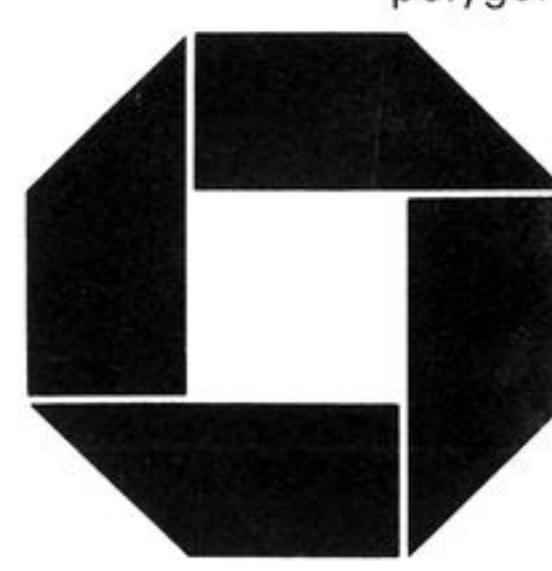
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1204



1208



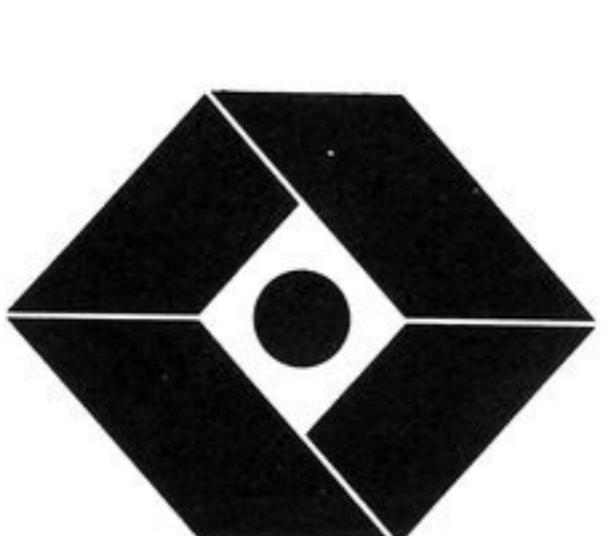
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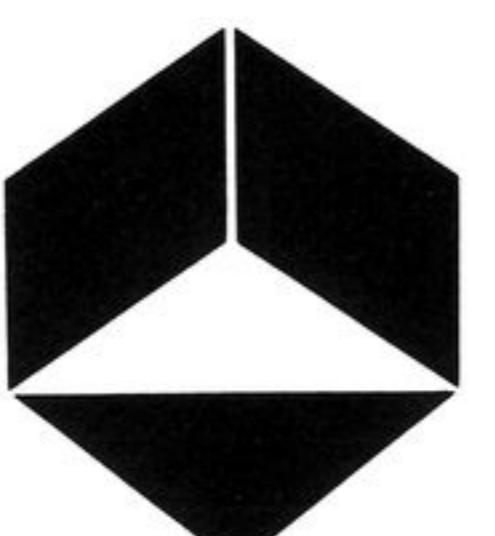
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1197



1201



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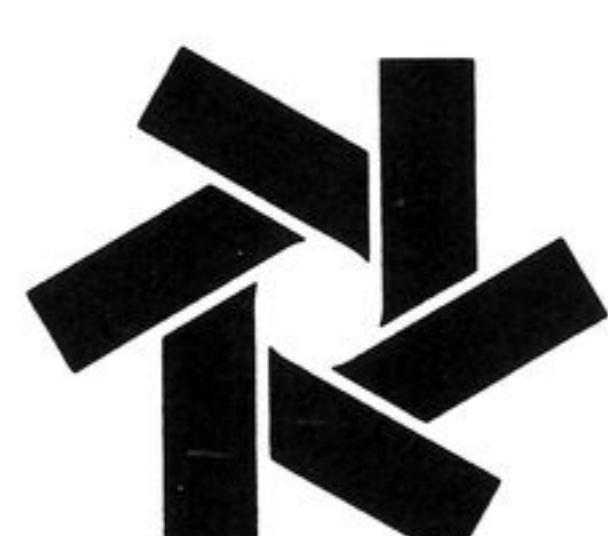
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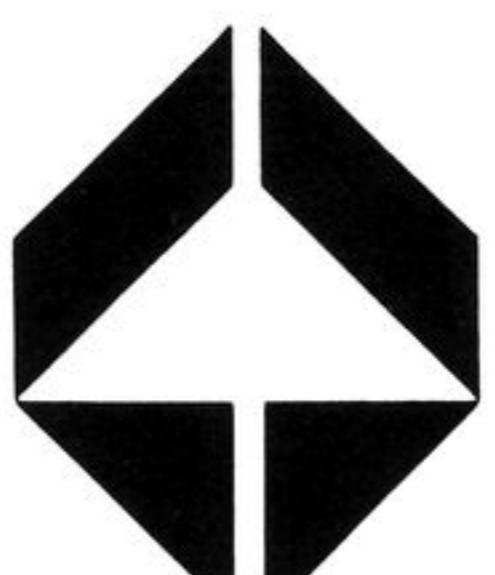
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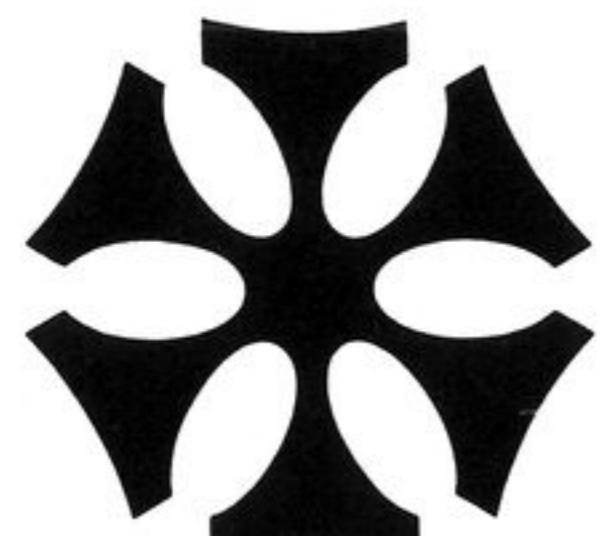
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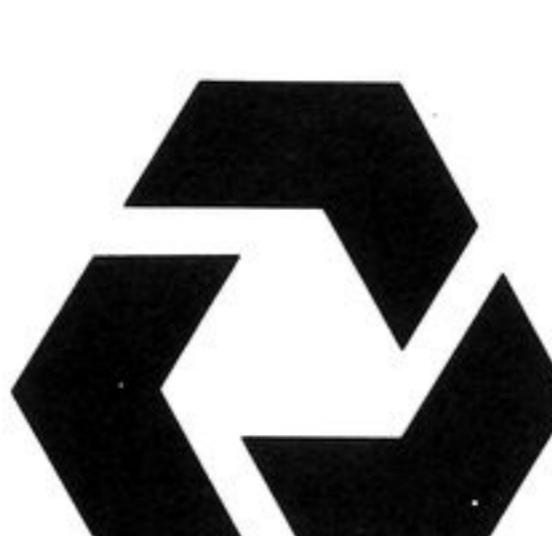
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1195



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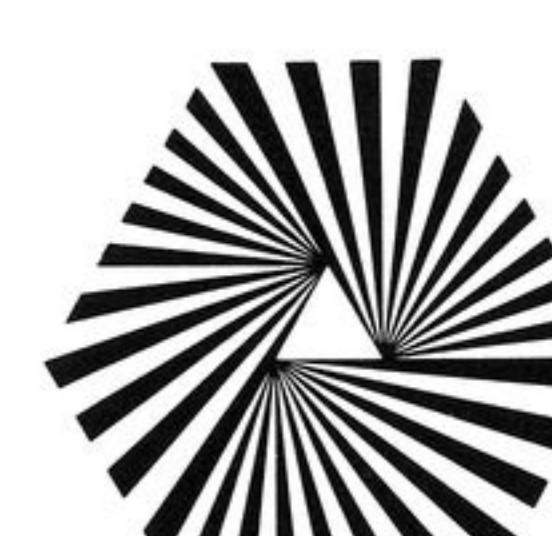
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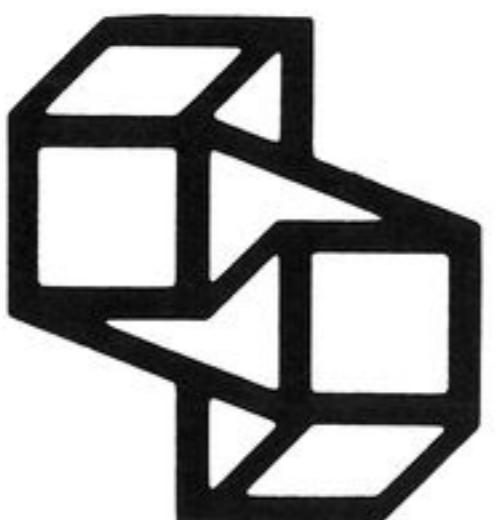
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polygons

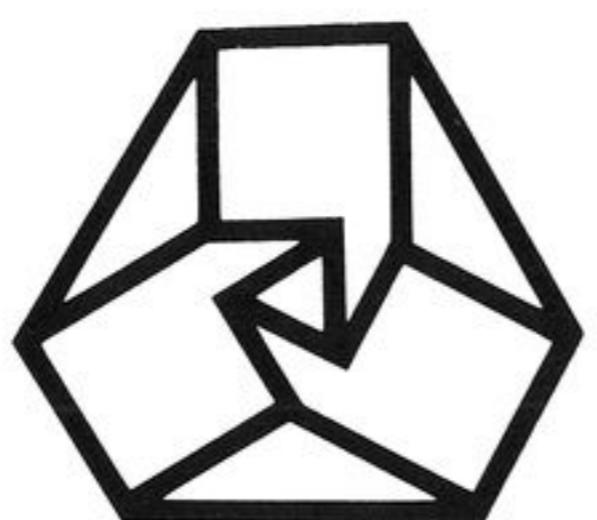
polygons



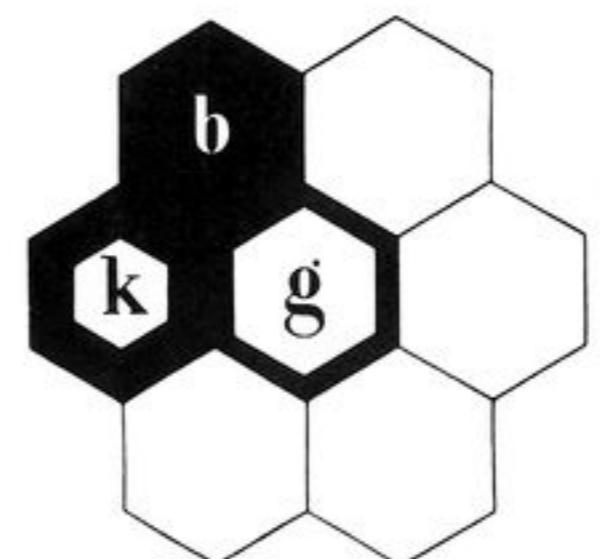
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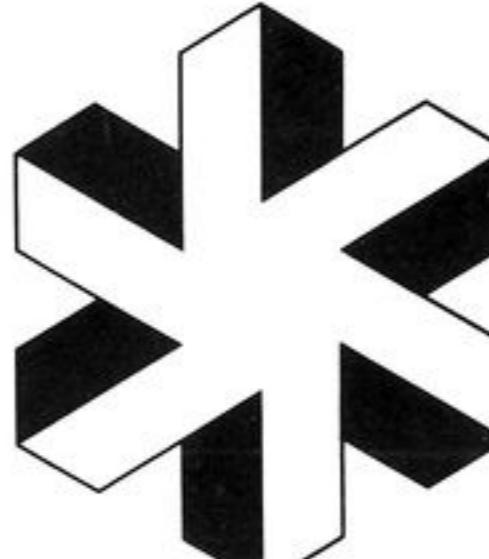
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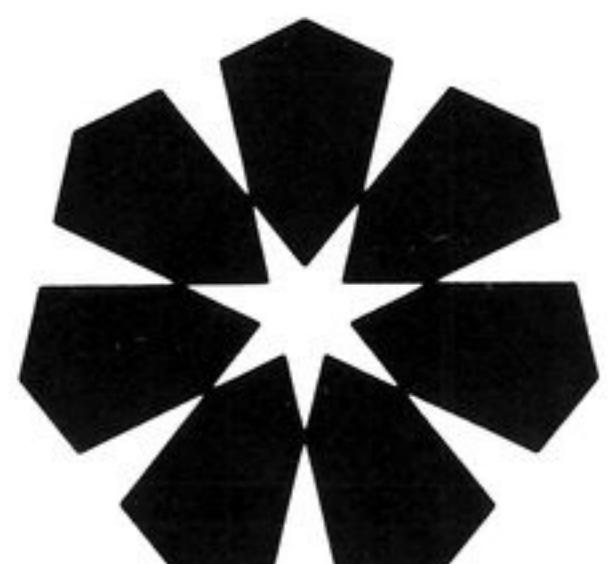
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1232



1236



1217



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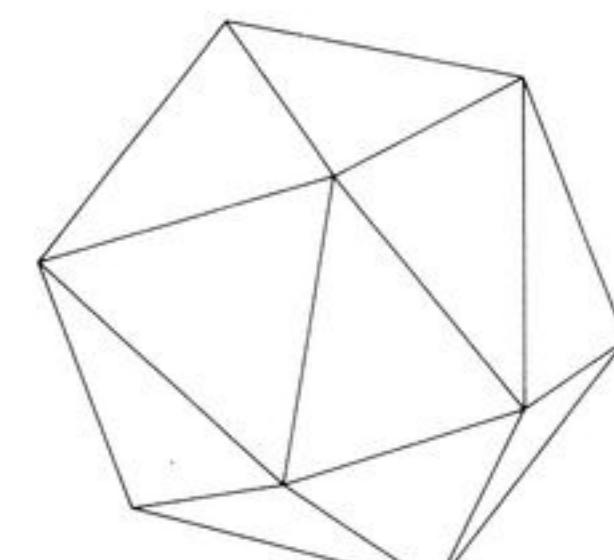
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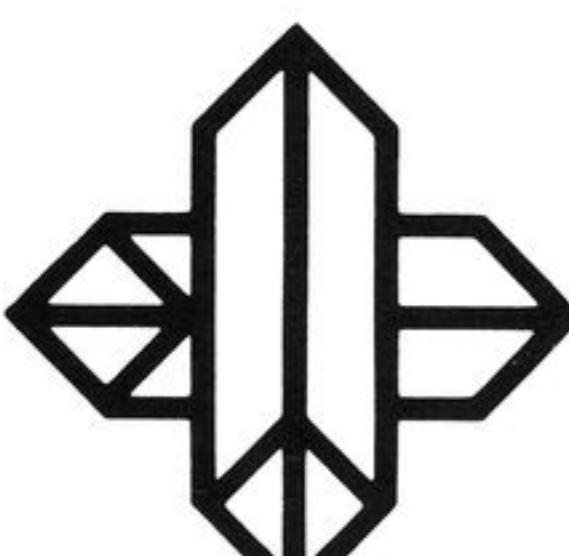
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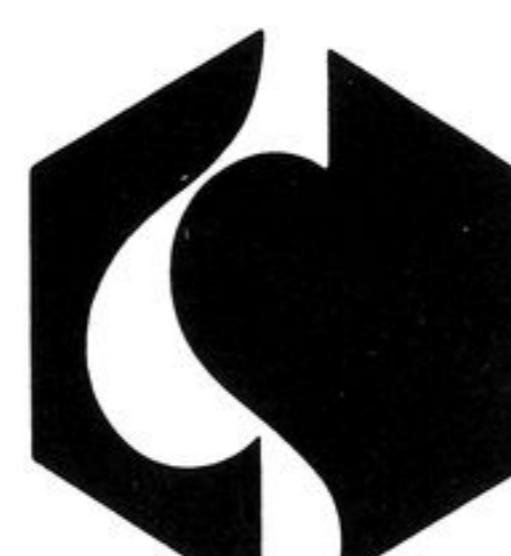
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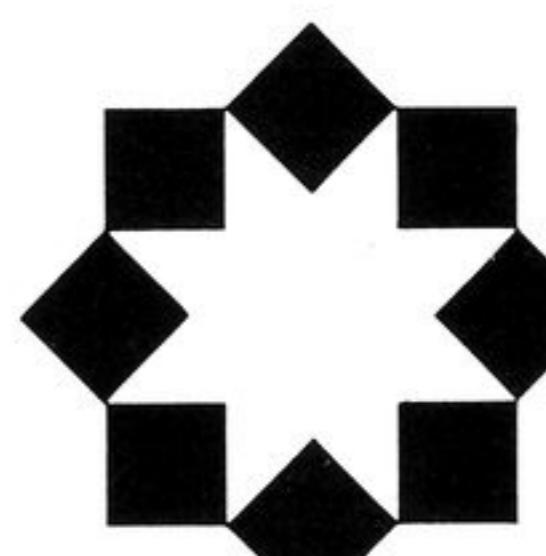
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1226



1230



1234



1238



1219



1223



1227



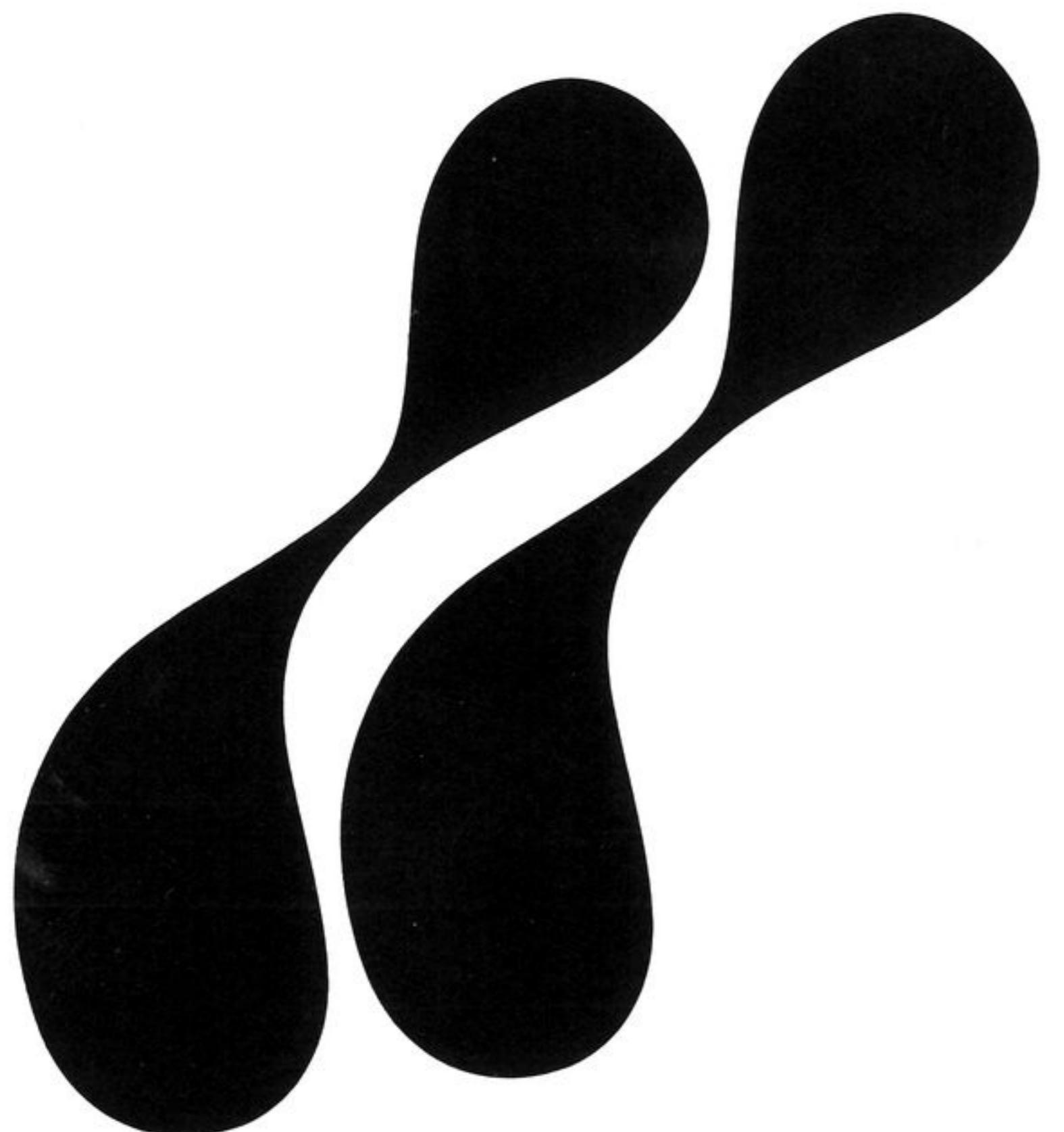
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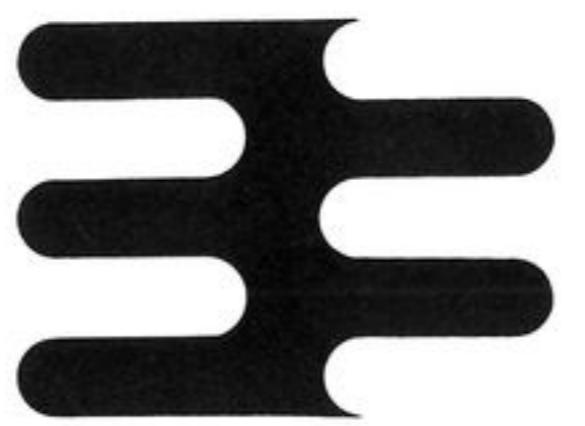
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1239



1240



1241



1242



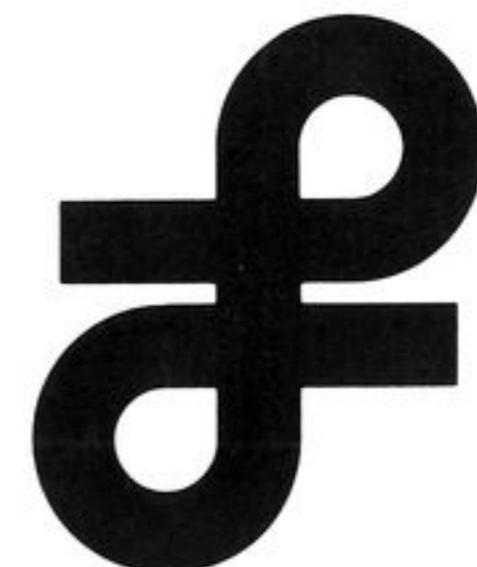
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1245



1249



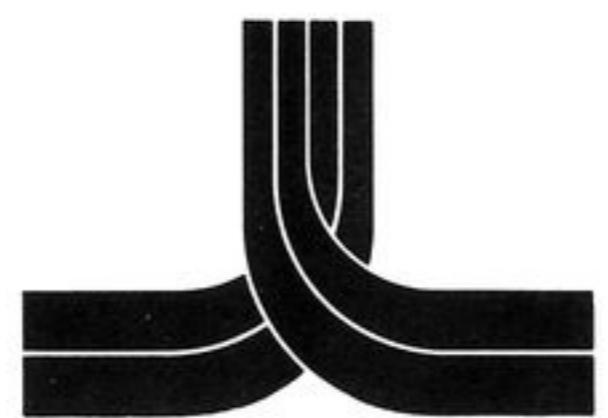
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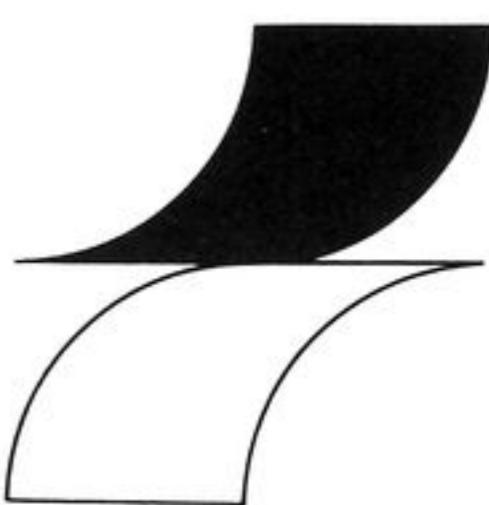
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1250



1247



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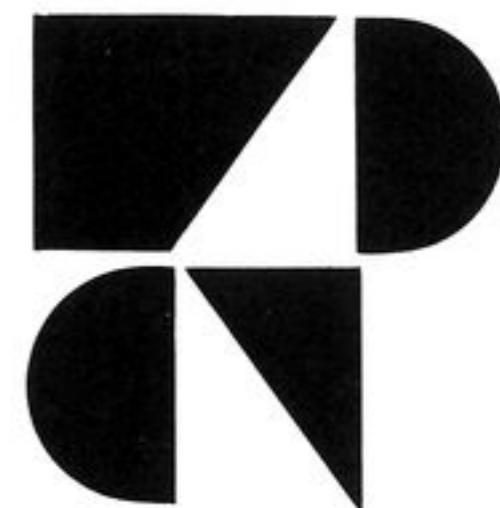
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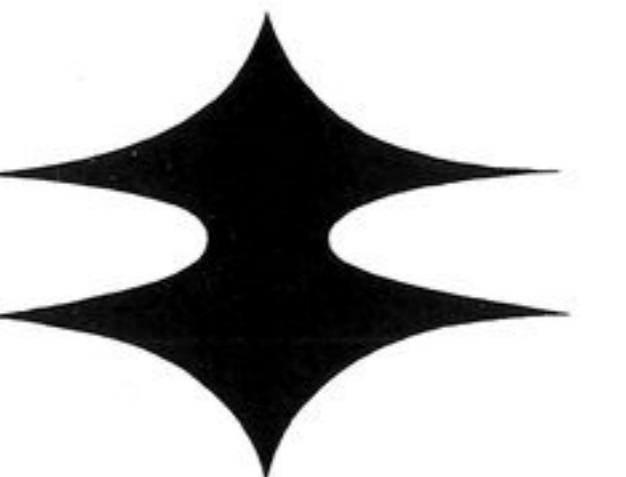
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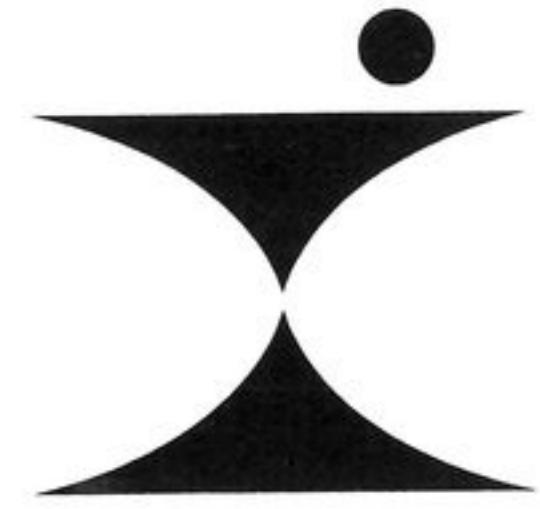
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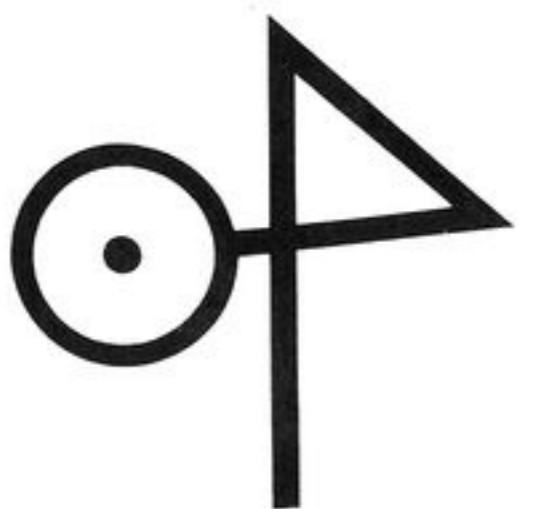
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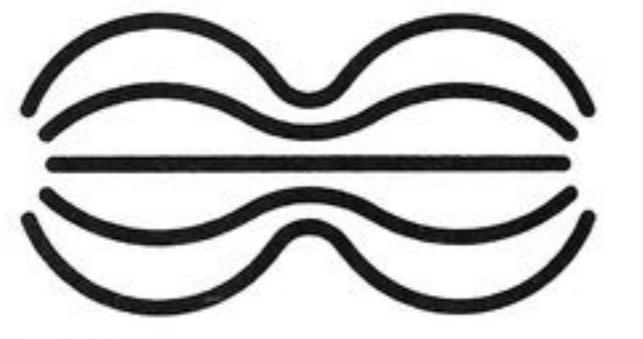
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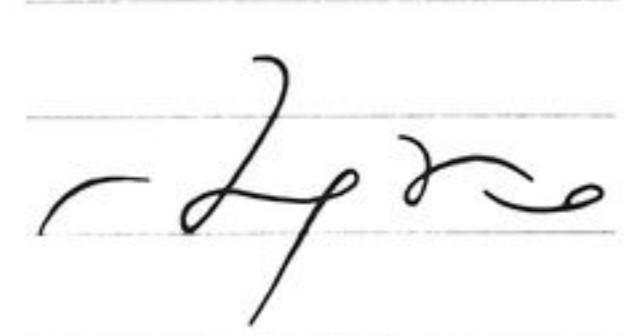
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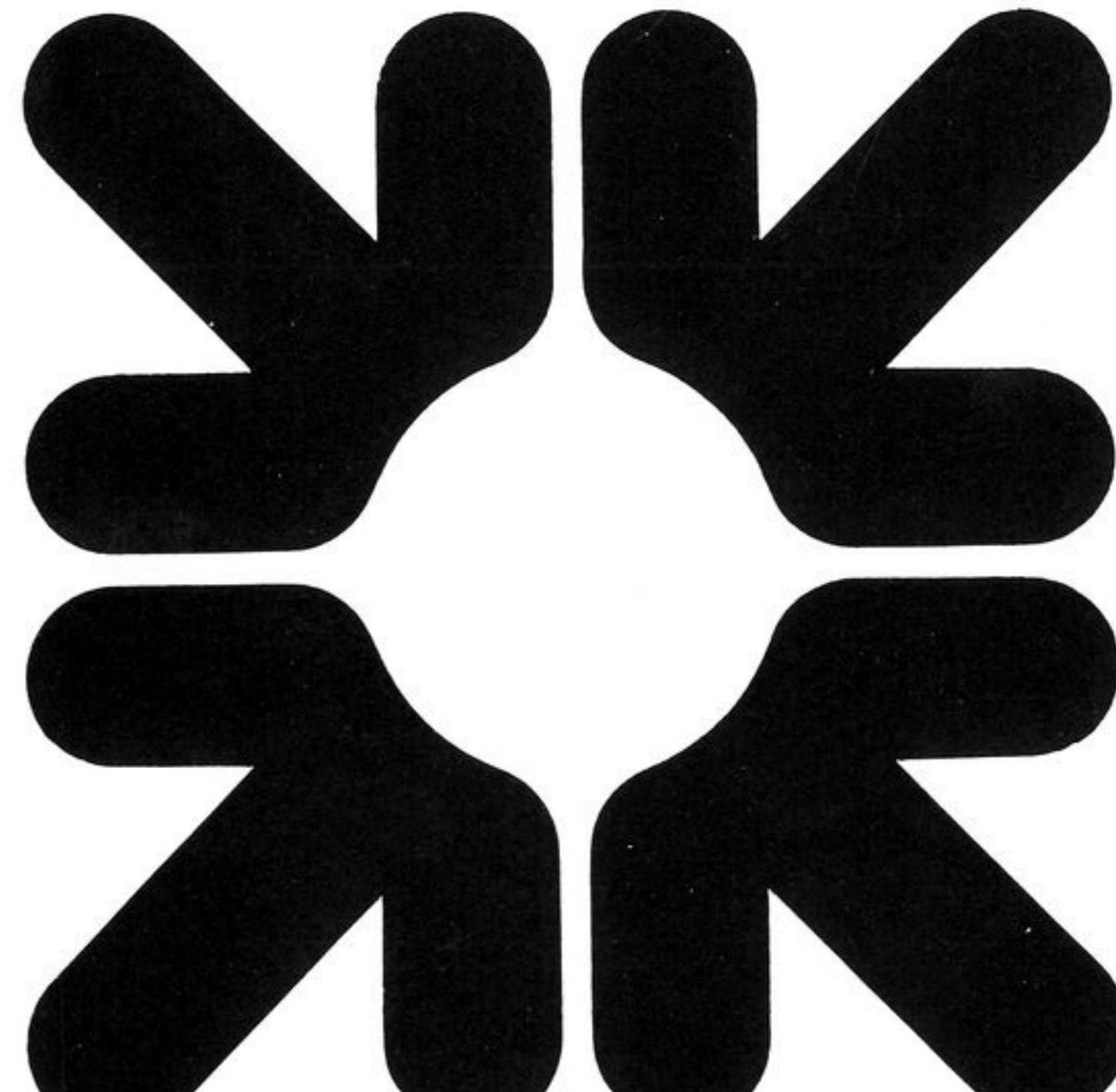
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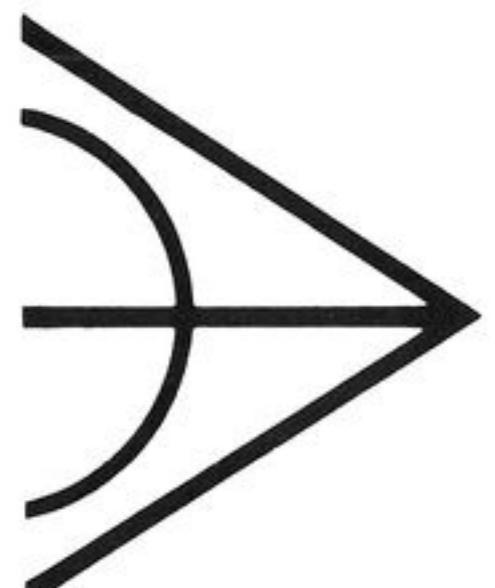


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arrow heads



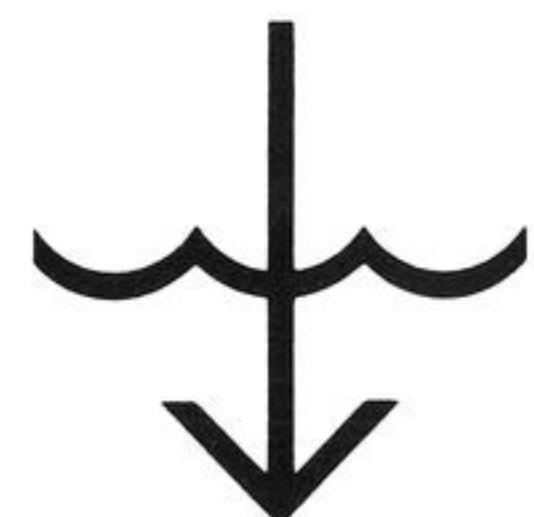
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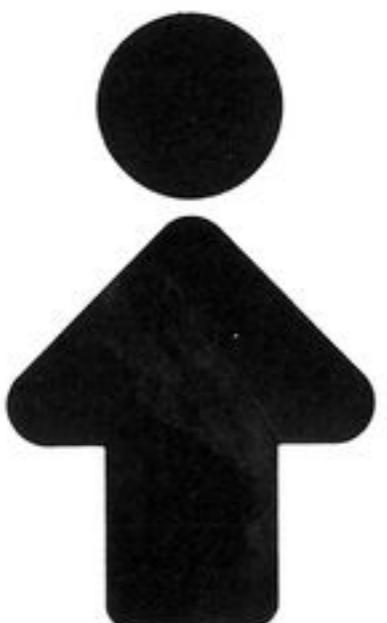
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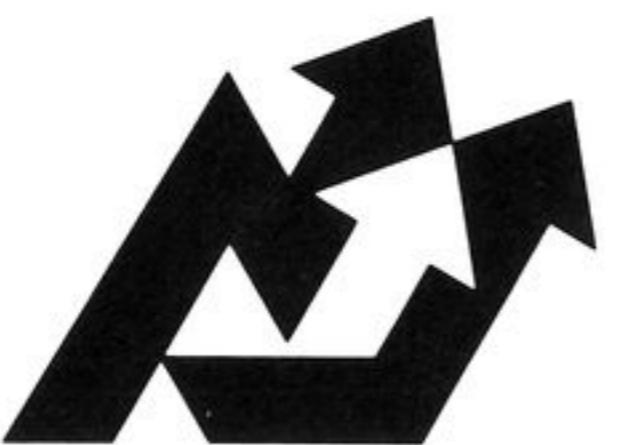
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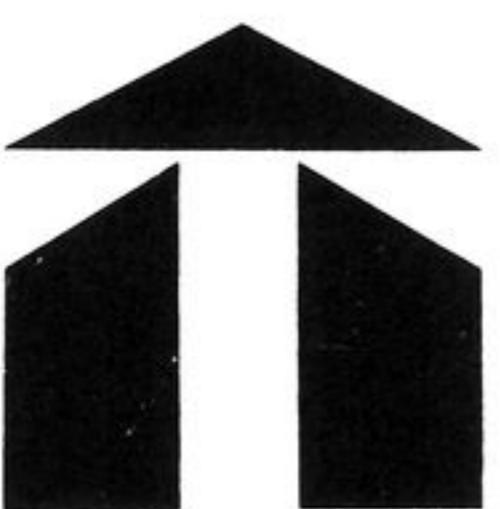
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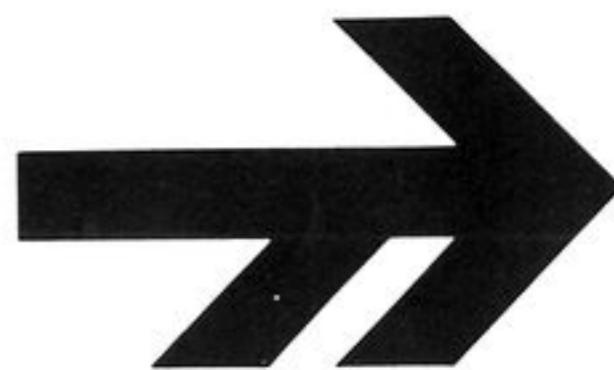
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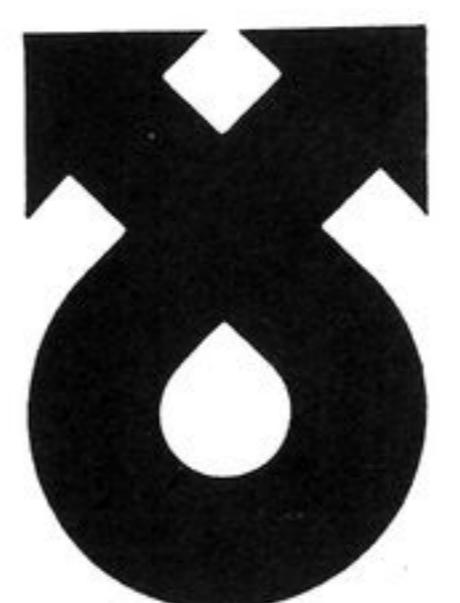
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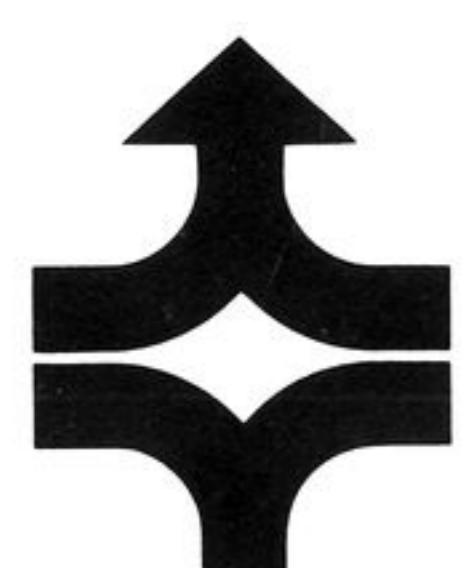
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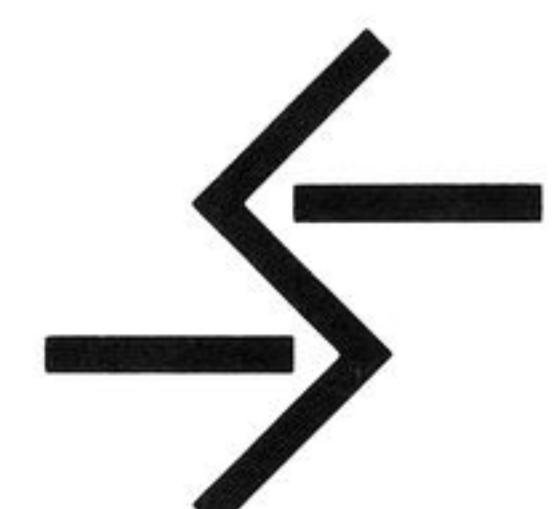
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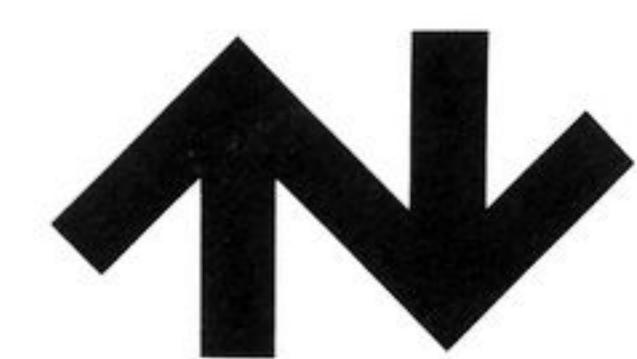
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1289



1293

arrow heads



1294



1298



1302



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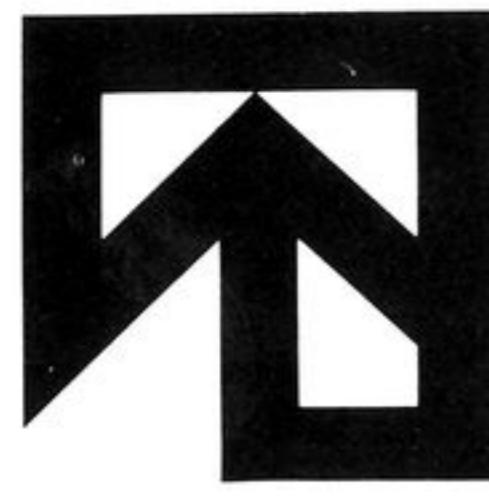
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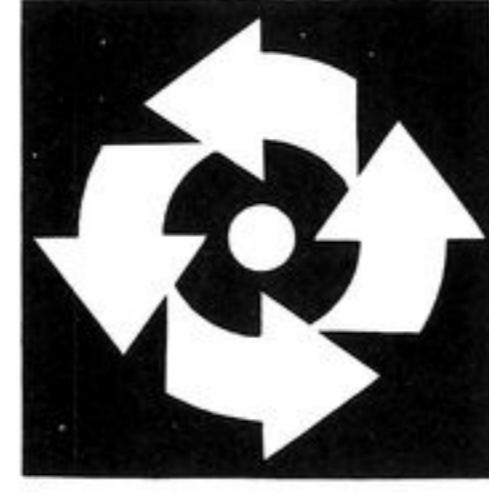
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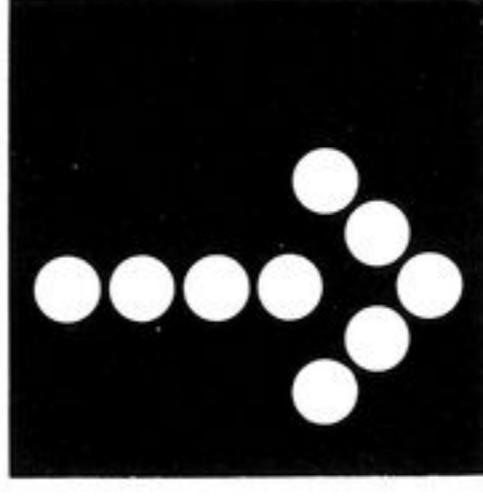
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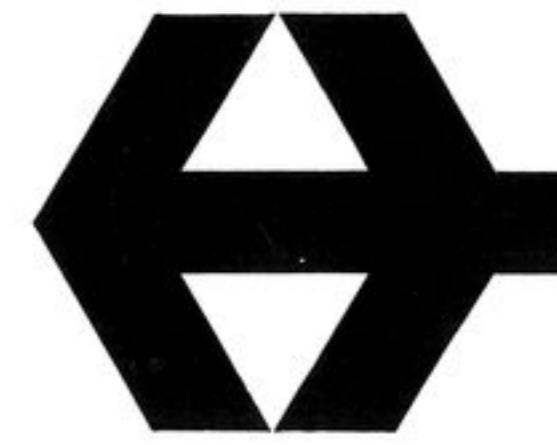
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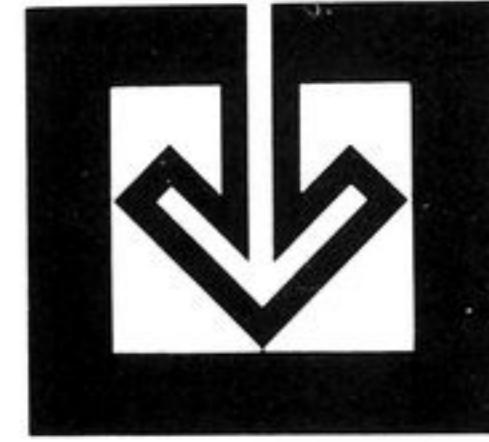
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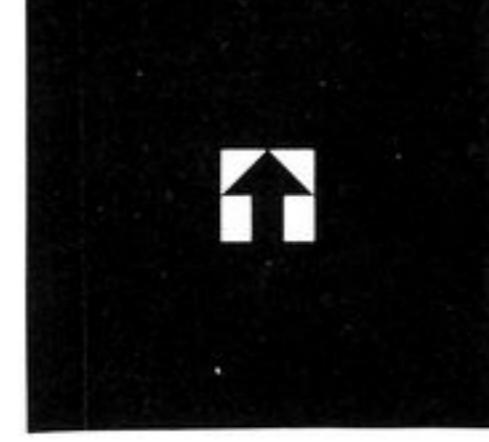
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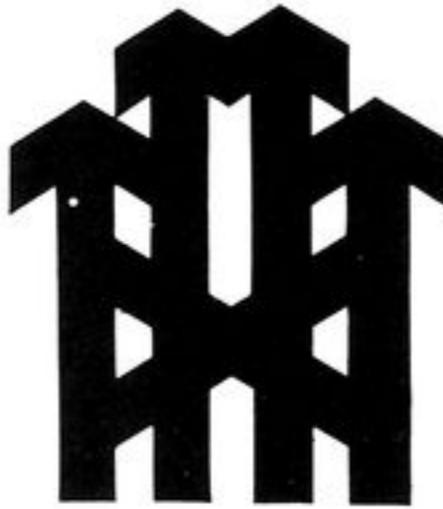
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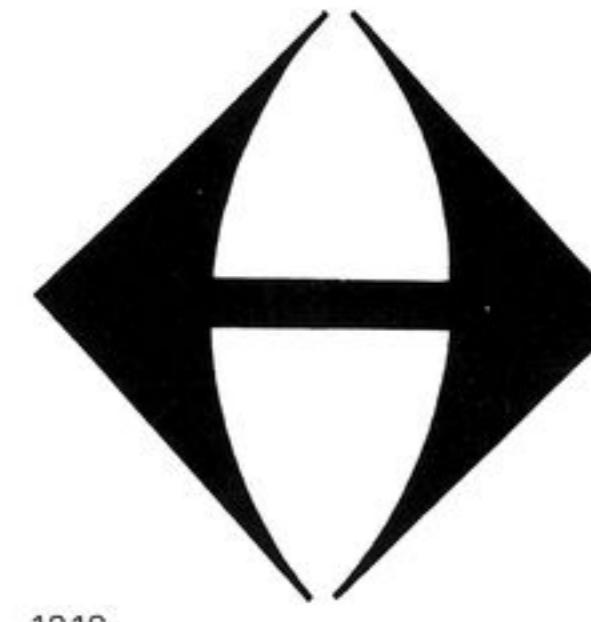
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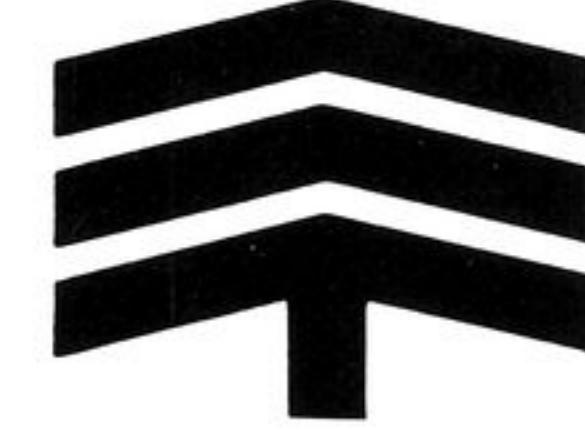
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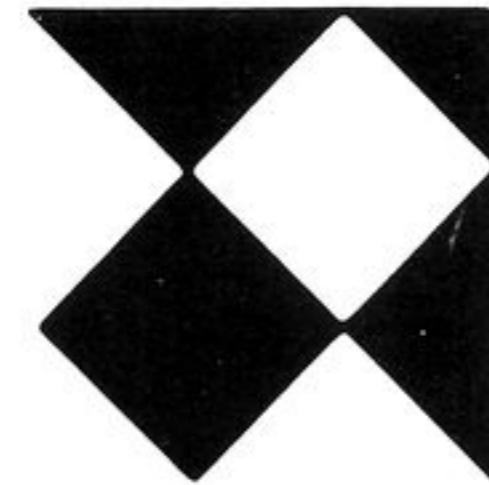
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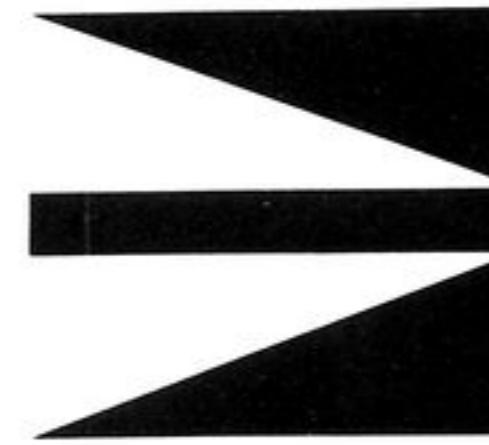
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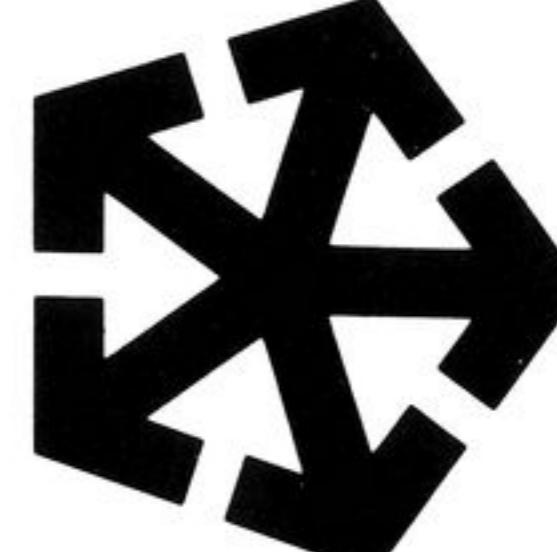
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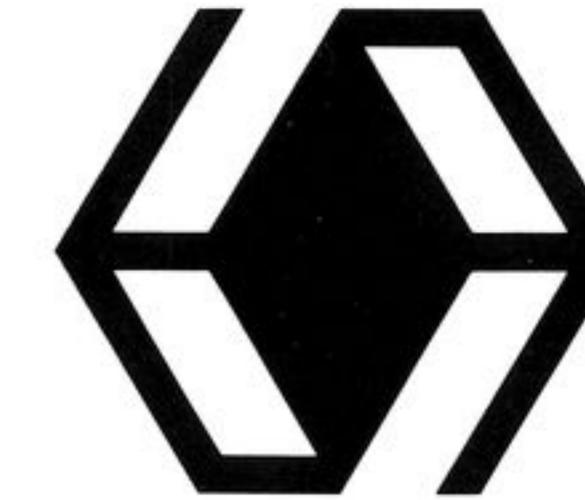
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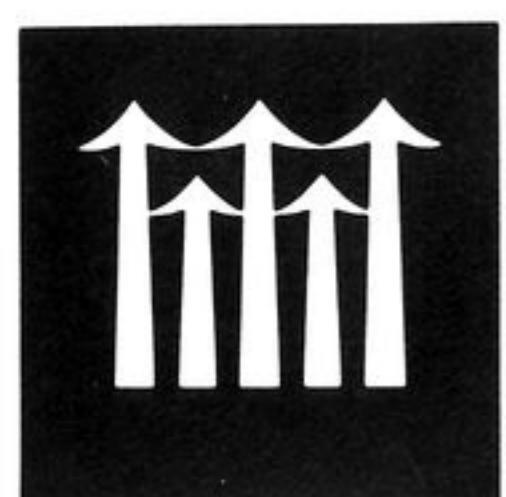
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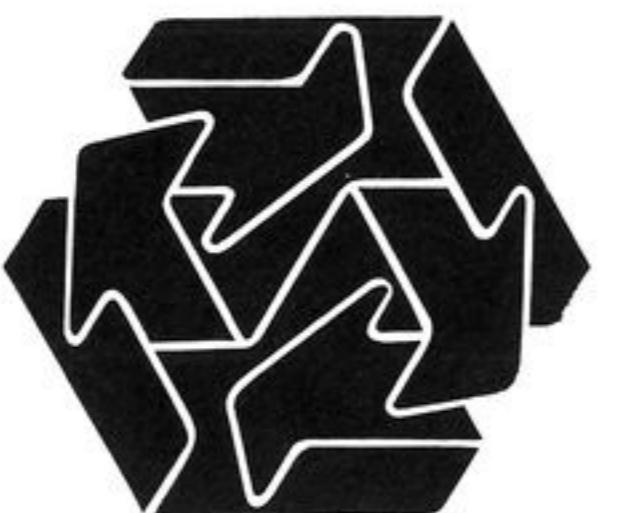
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arrow heads

arrow heads



1318



1322



1326



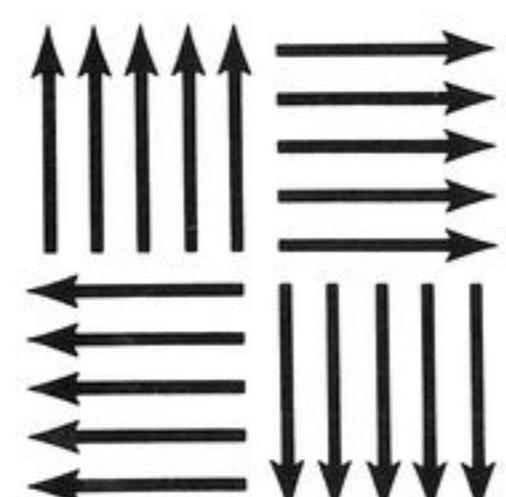
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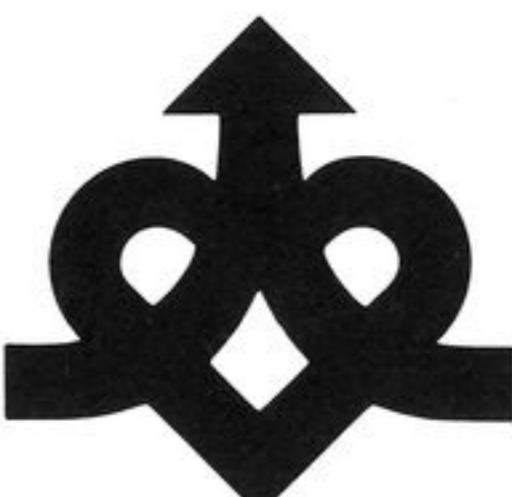
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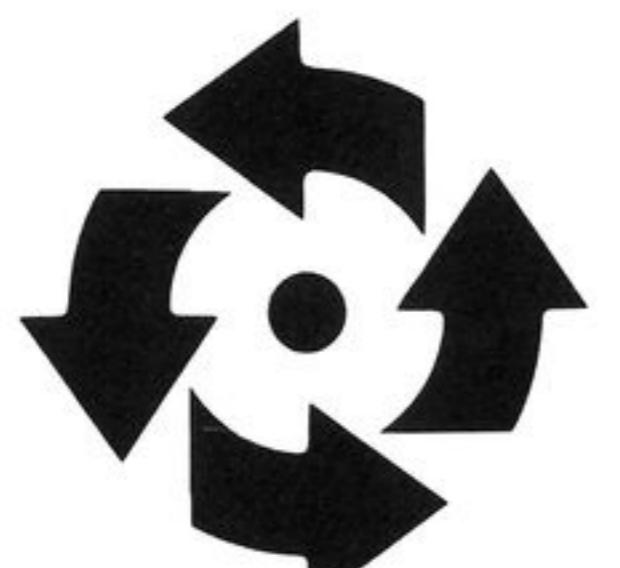
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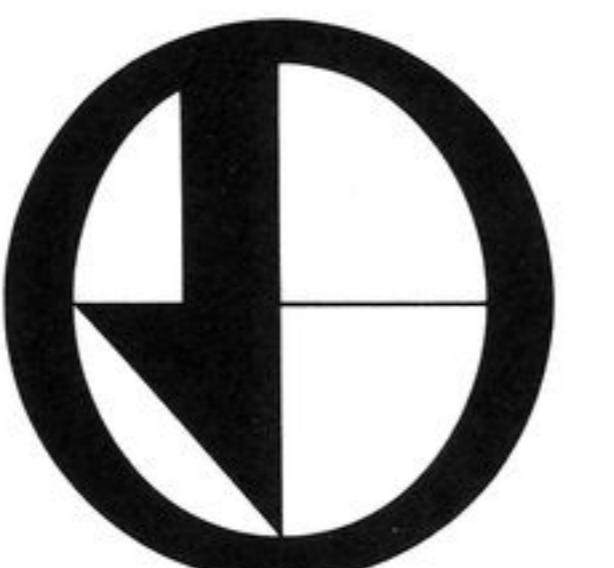
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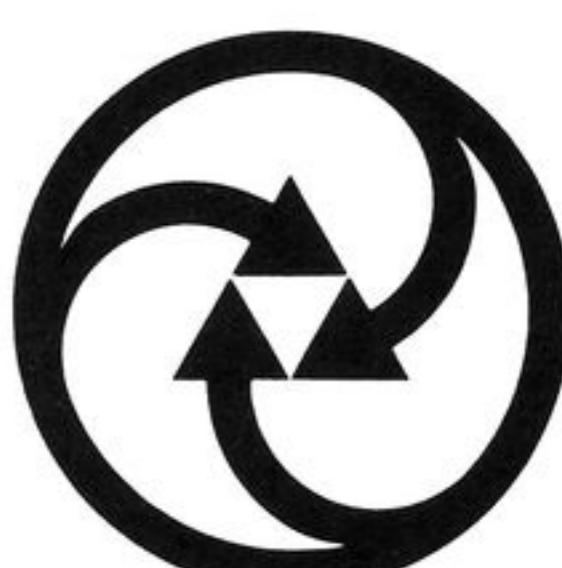
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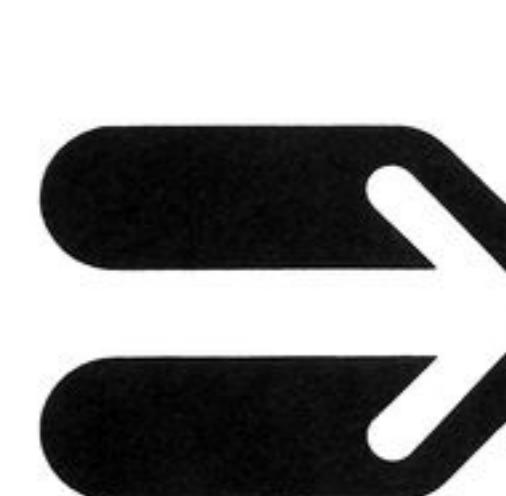
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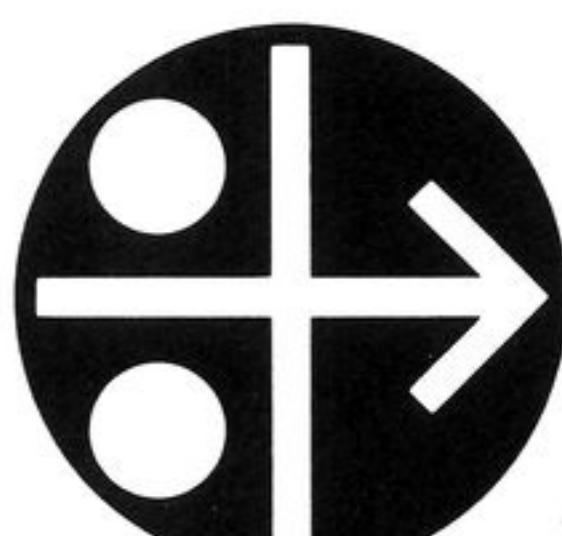
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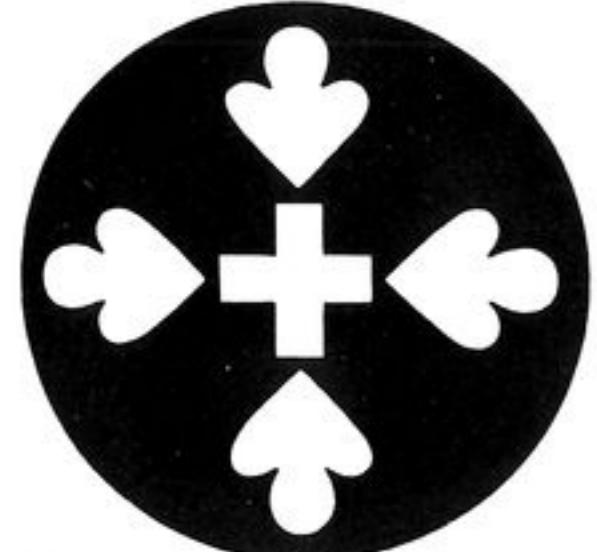


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arrow heads



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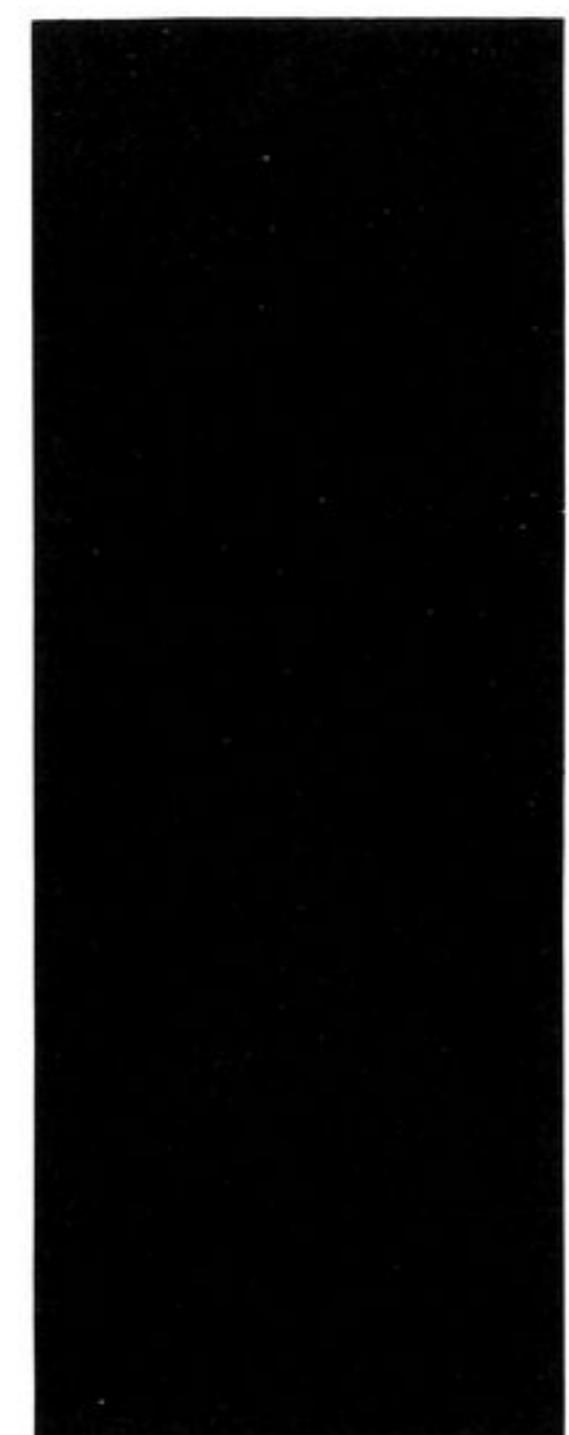
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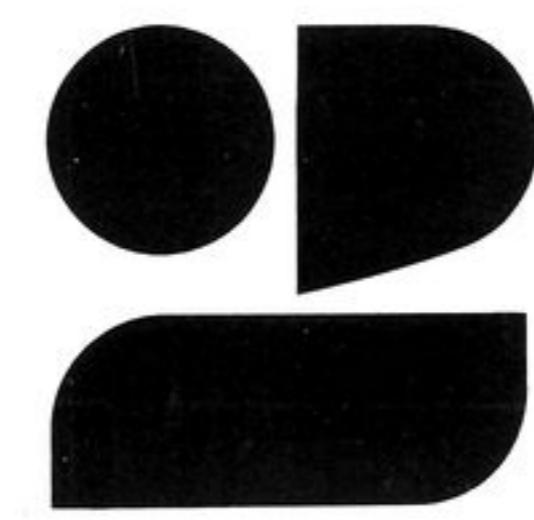
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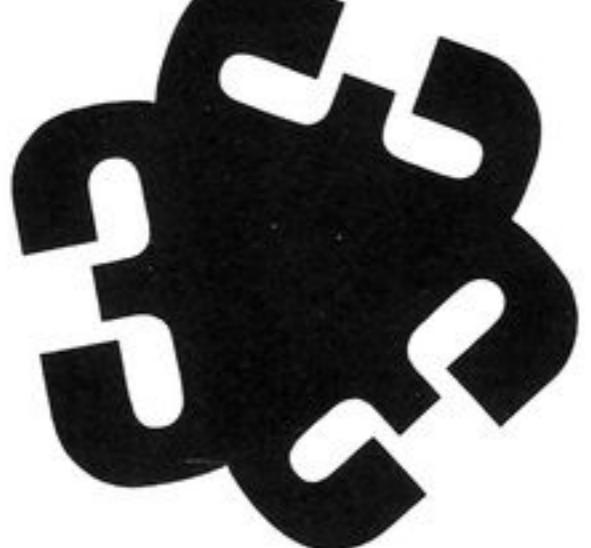
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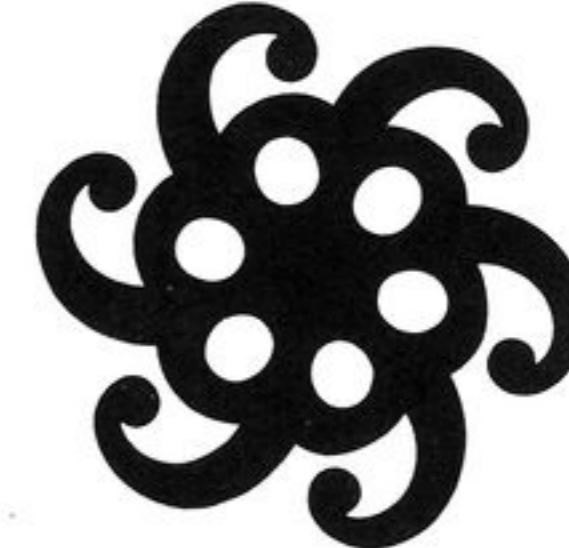
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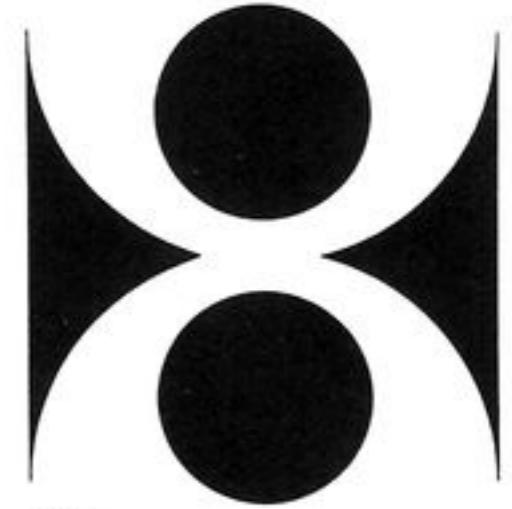
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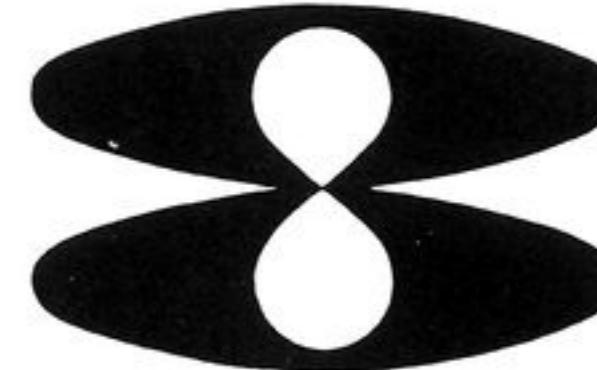
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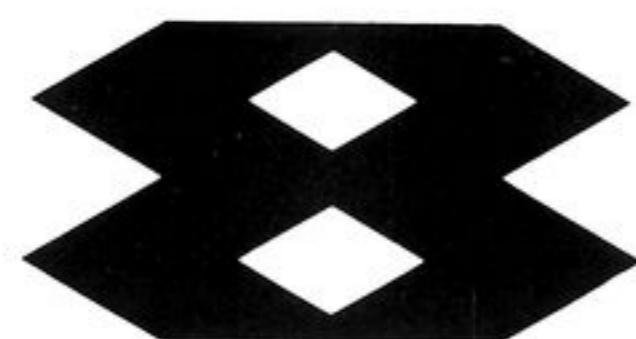
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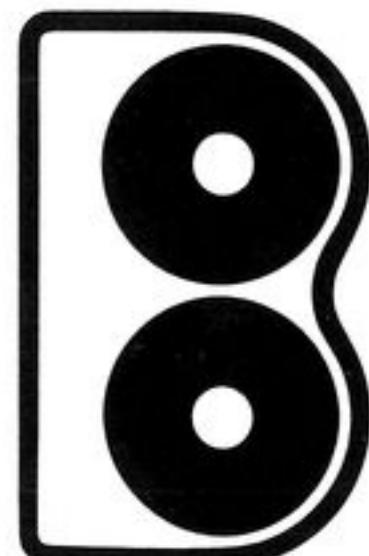
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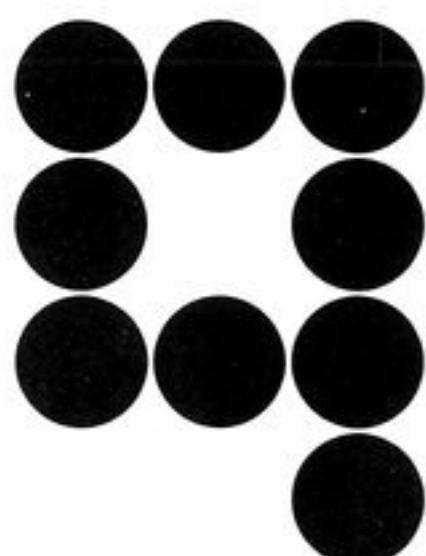
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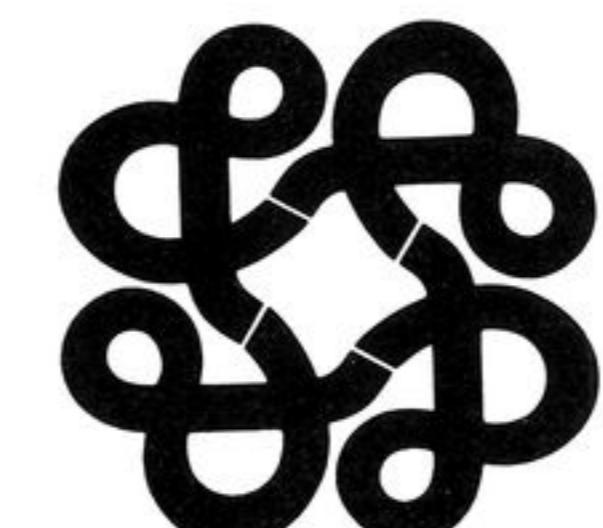
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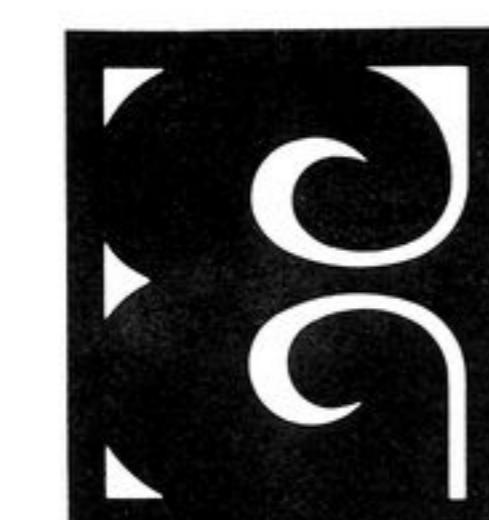
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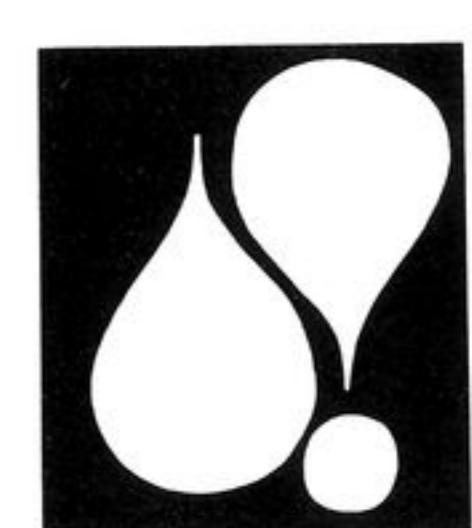
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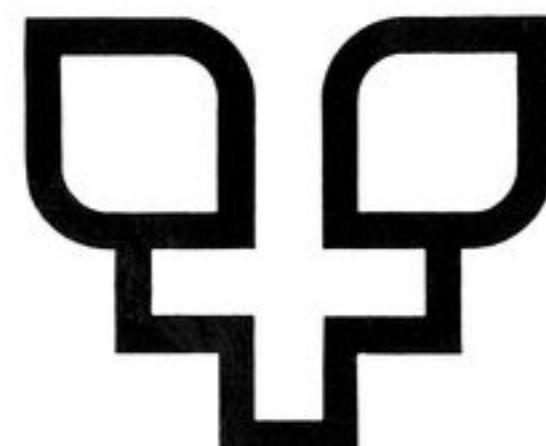
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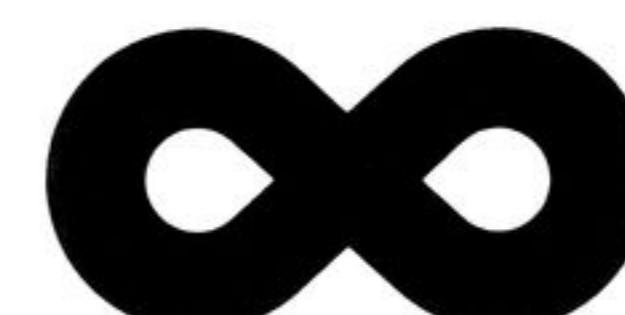
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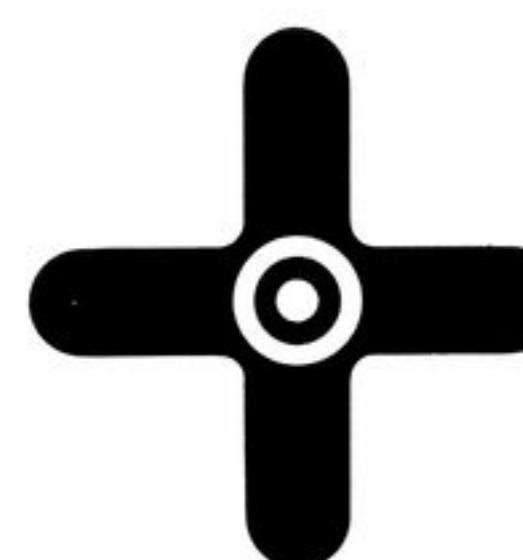
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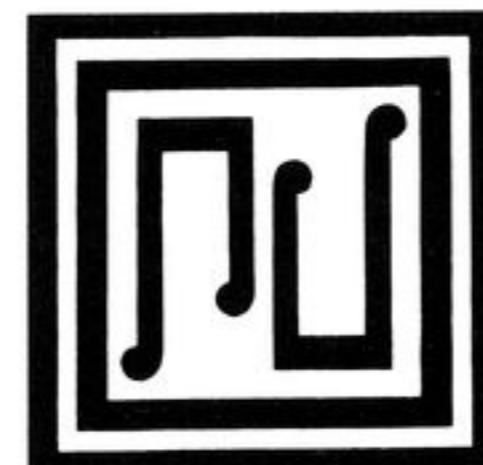
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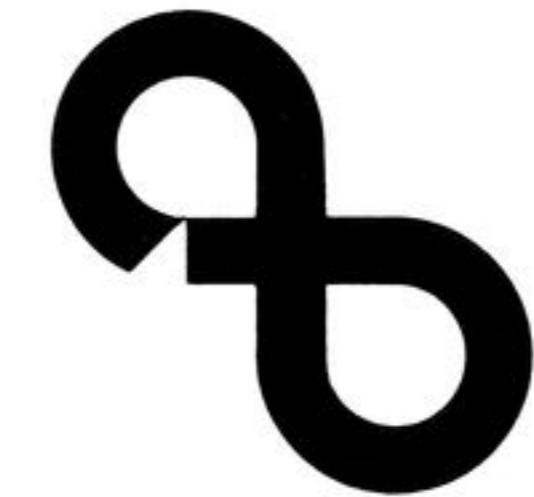
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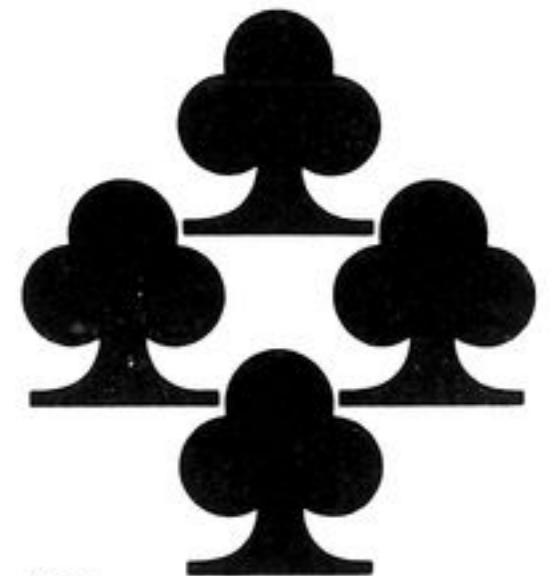
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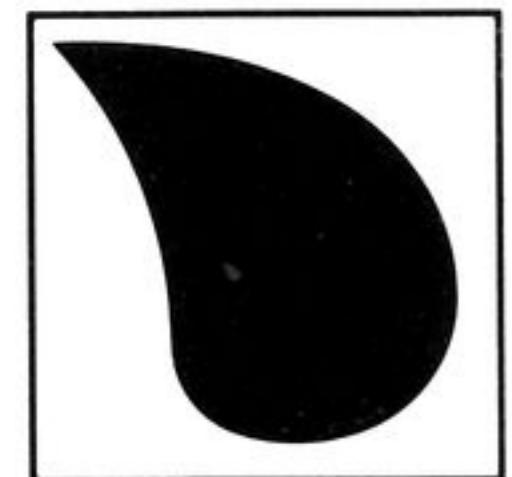
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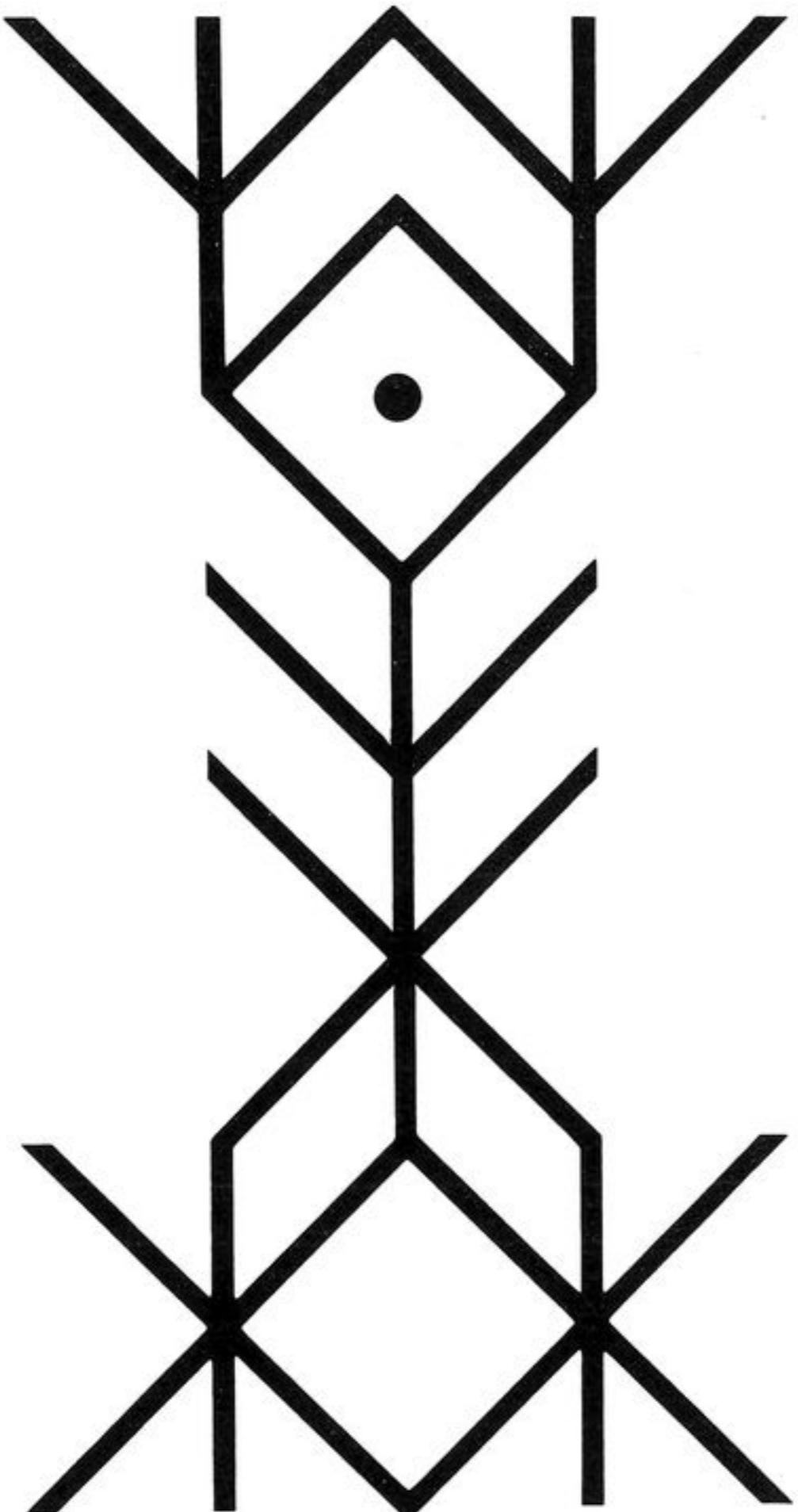
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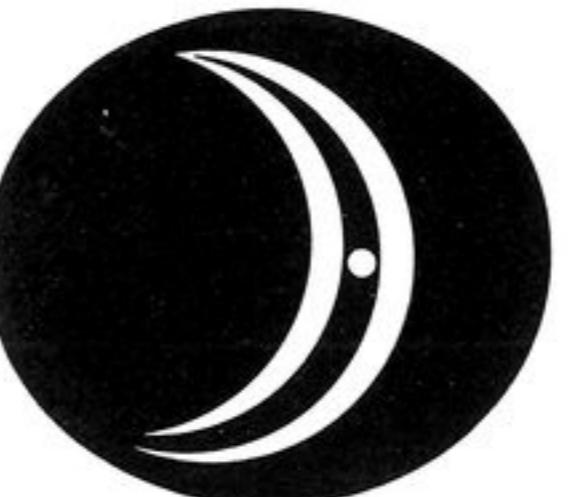
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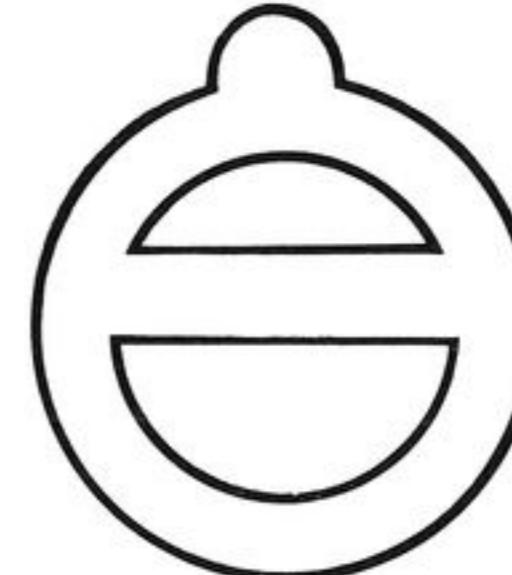
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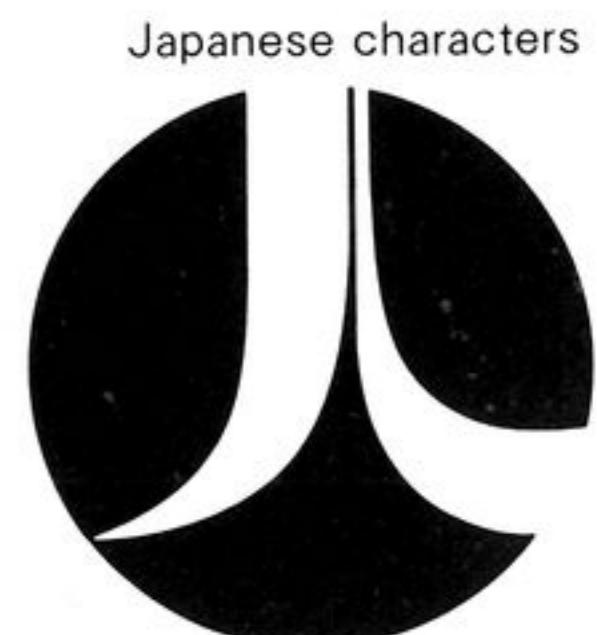
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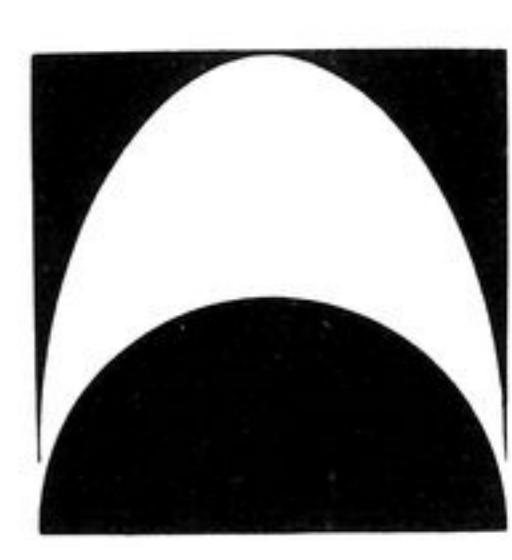
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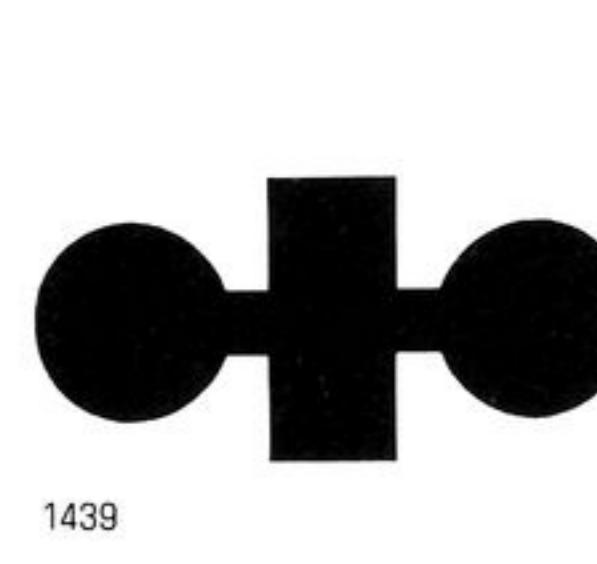
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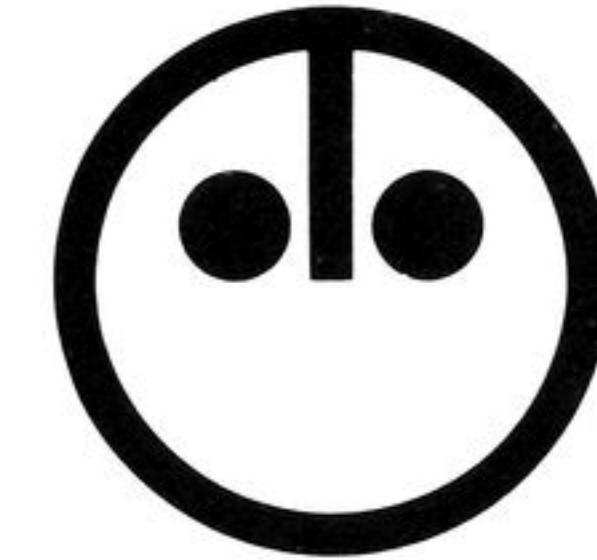
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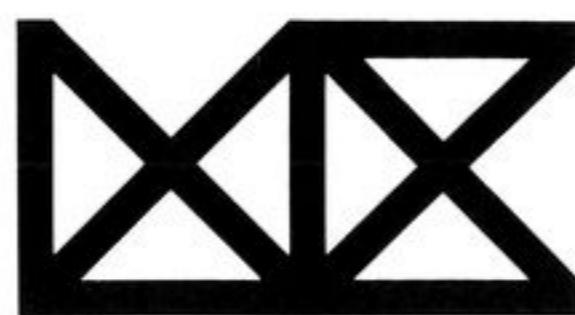
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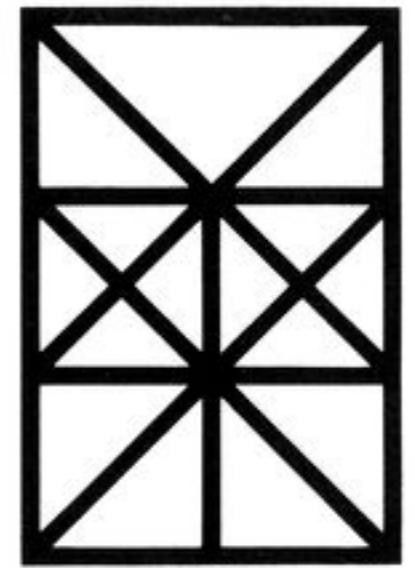
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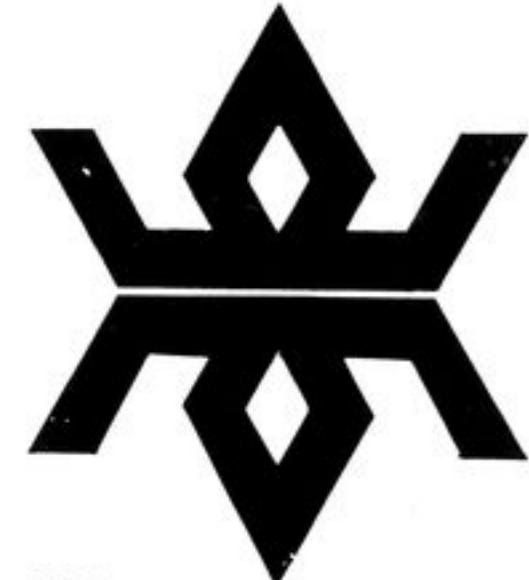
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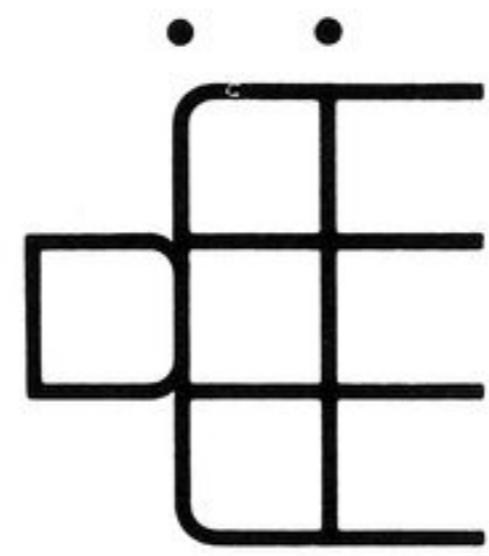
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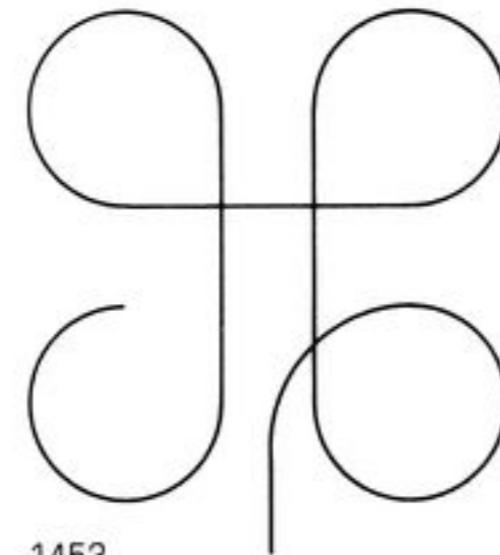
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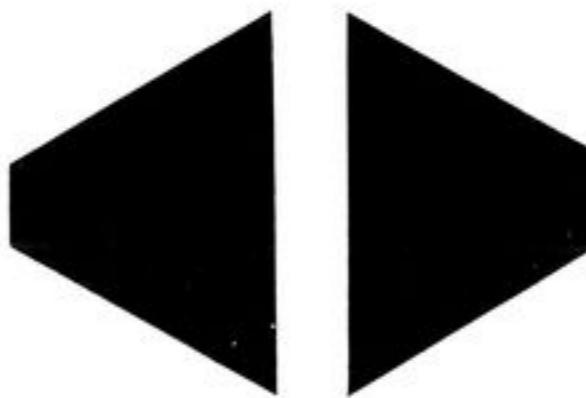
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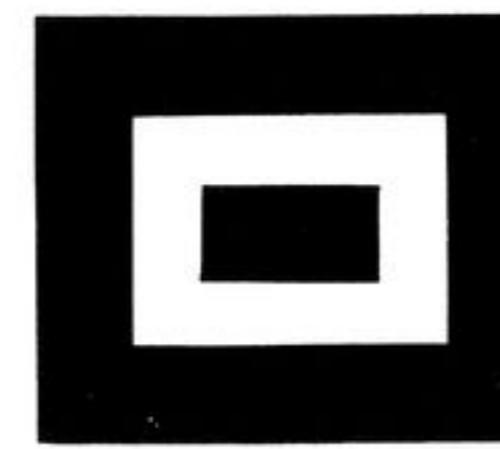
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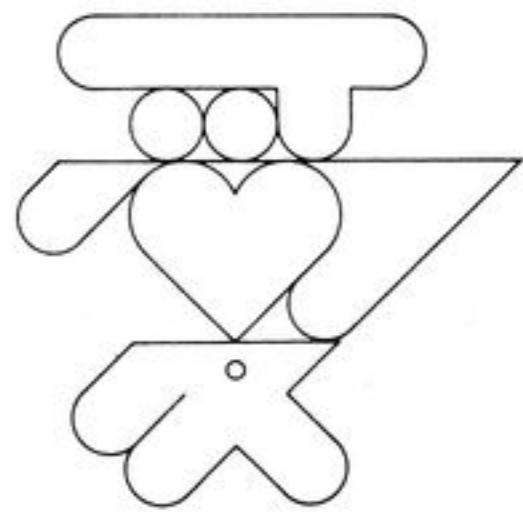
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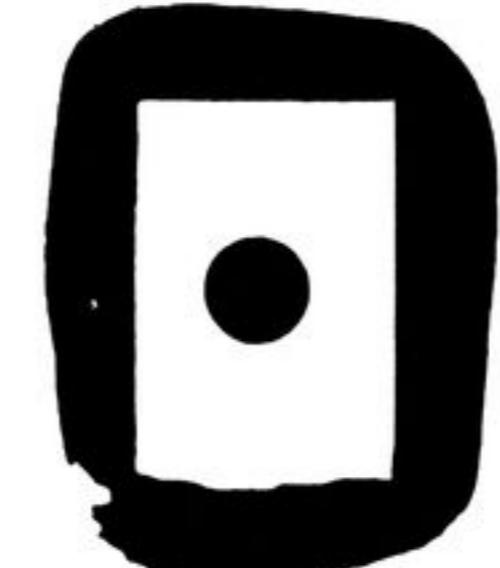
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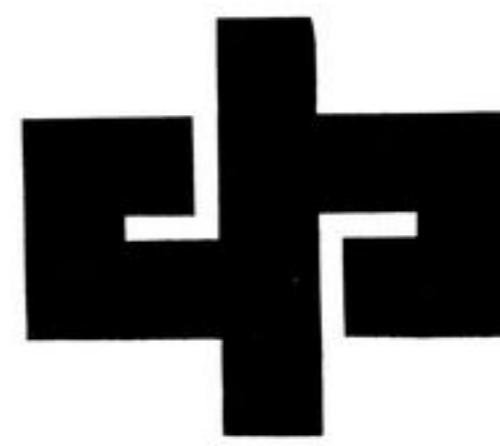
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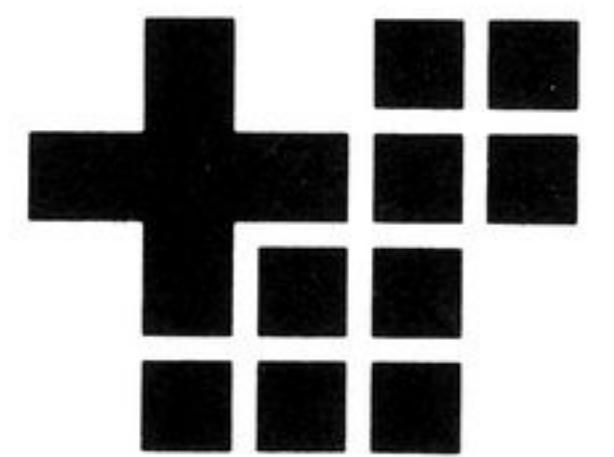
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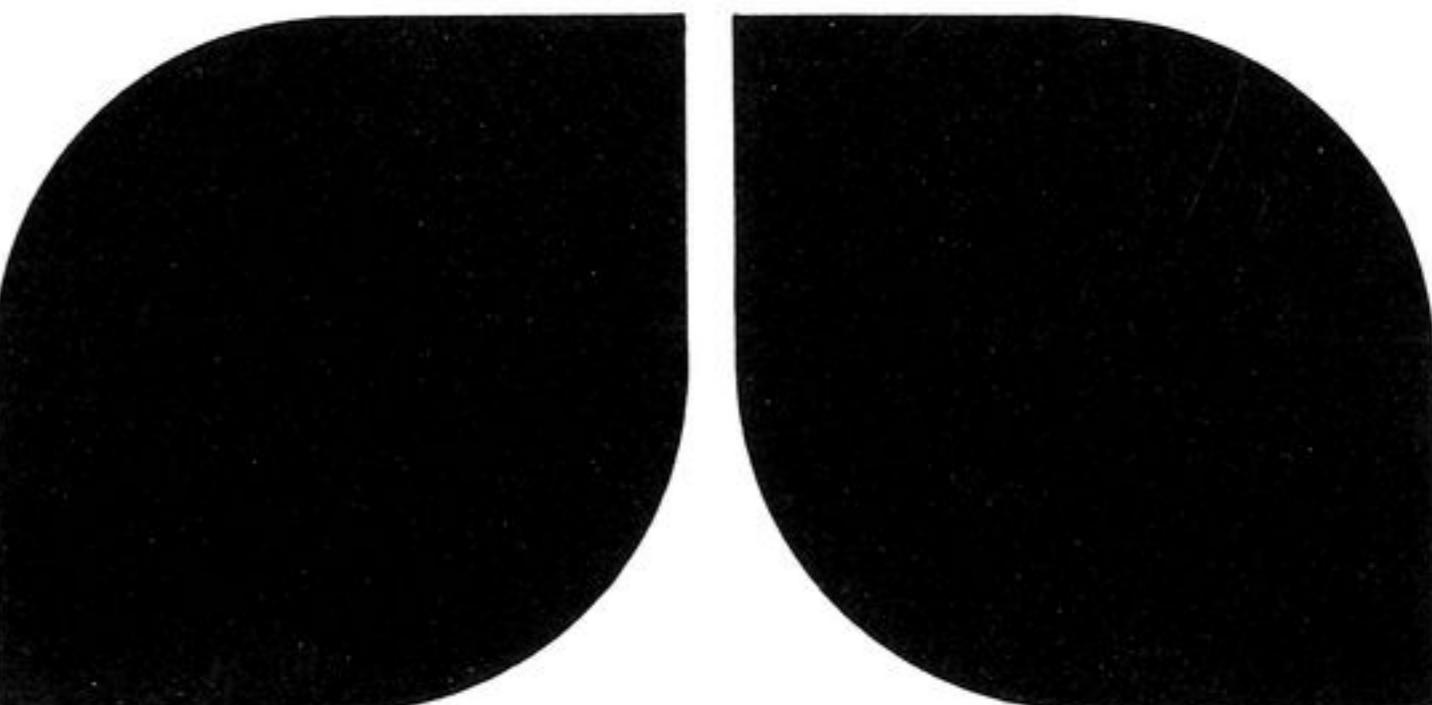
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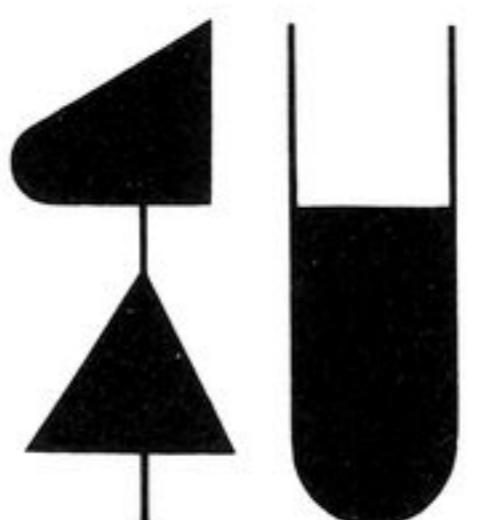
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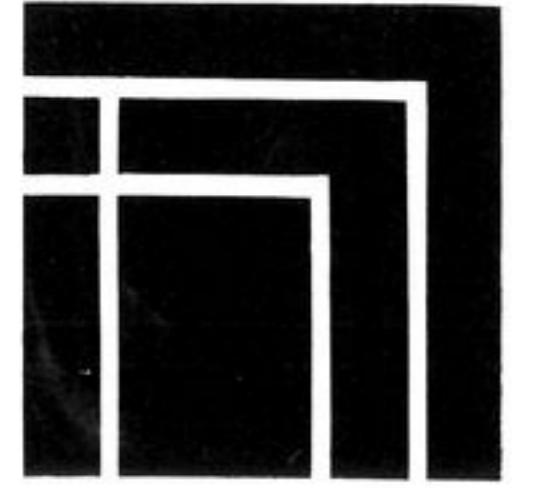
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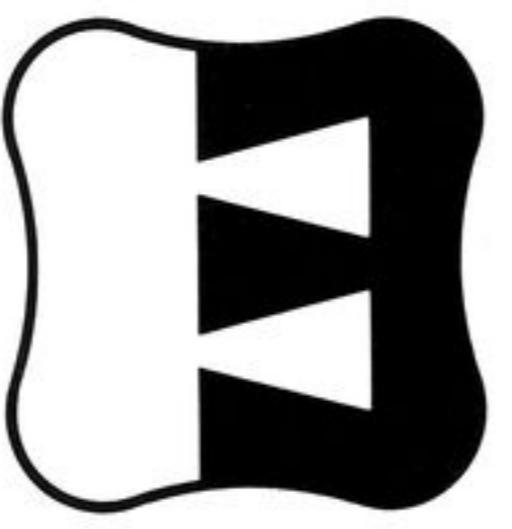
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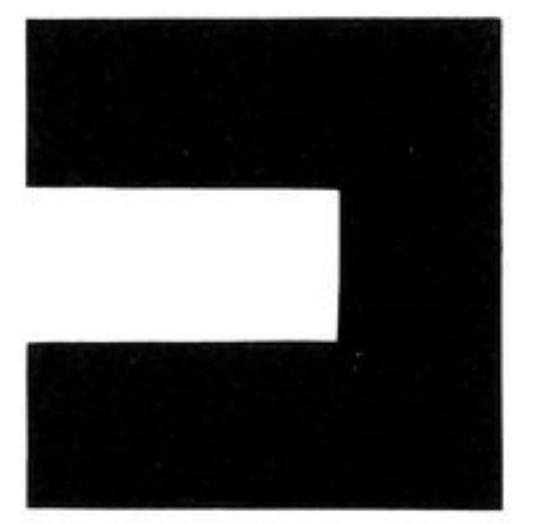
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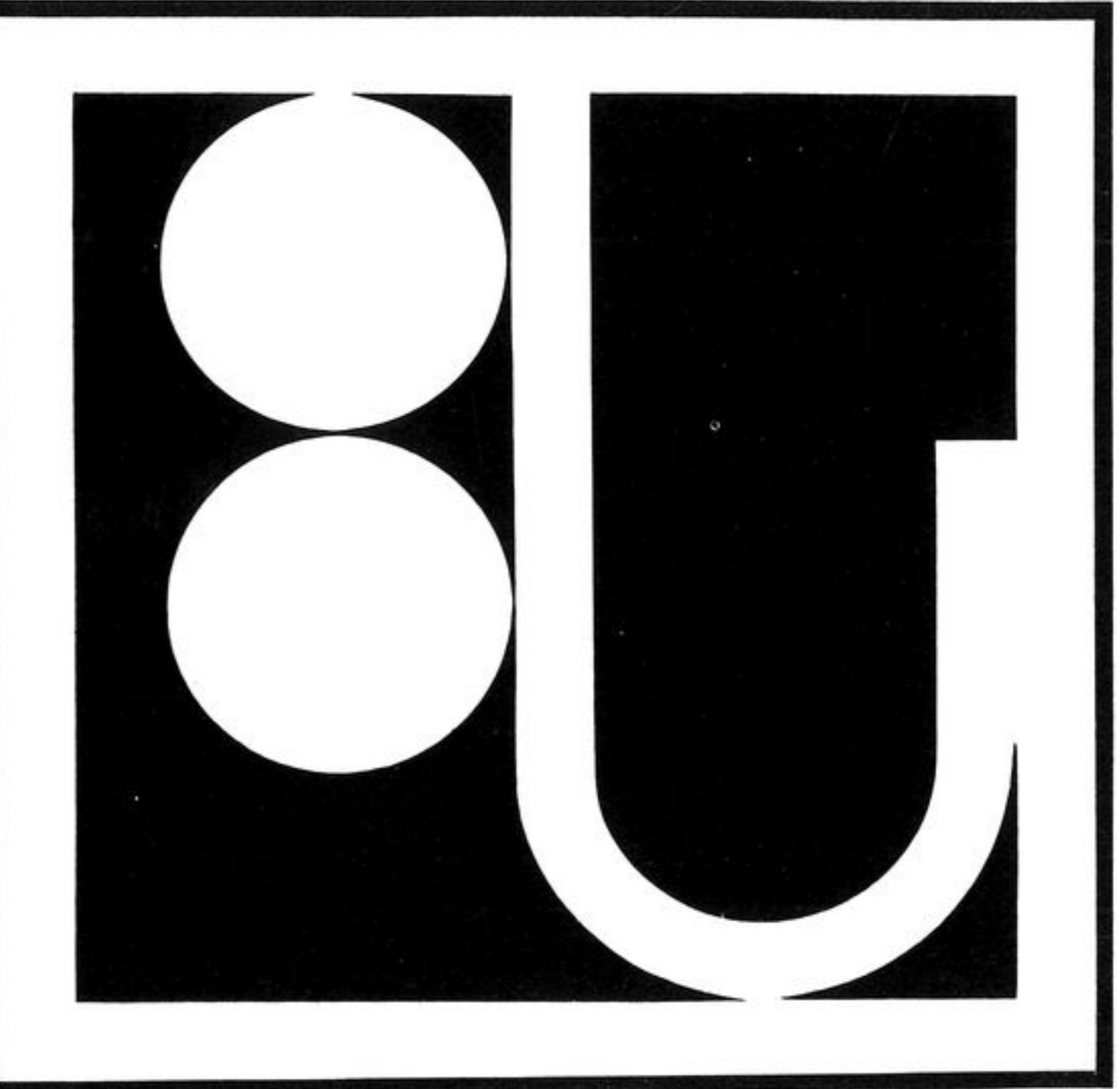
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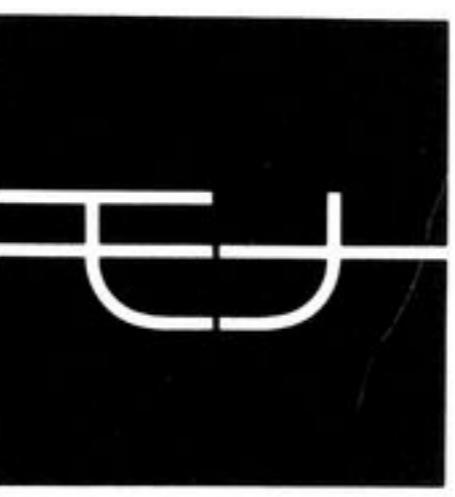
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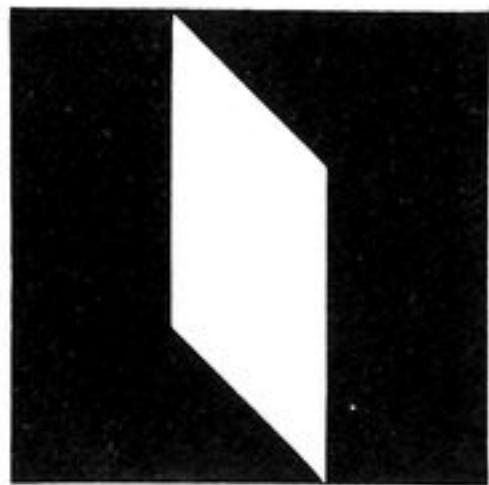
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- 13 2) Herbert Leupin (Switzerland) 3) Gymnaestrada Basel
- 14 1) Safety Consultant 2) Adolf Flückiger (Switzerland)
- 15 2) Rudolph de Harak (USA)
- 16 1) World Exposition 2) Ernst Roch (Canada) 3) Man and
His World
- 17 1) Symbols for EXPO'70 Competition 2) Shigeo Fukuda
(Japan) 1967
- 18 1) Pharmaceuticals 2) Ernst Roch (Canada)
3) William S. Merrell Co.
- 19 1) Research center 2) Shigeo Fukuda (Japan) 1971
3) Japan Industrial Location Center
- 20 2) Heinrich Steding (Germany)
- 21 1) Insurance 2) Joseph Binder (Germany)
- 22 1) International Festival of Documentary Films
2) Bruno Bonvicini (Italy) 3) University of Bologna,
Medical School
- 23 1) Sports Club (diving) 2) Nedo Mien Ferrario
(Venezuela) 3) Lago Mar Beach
- 24 1) Coffee shop 2) Vittorio Antinori Graphistudio
(Italy) 3) La Caffetteria
- 25 1) Social Service Organization 2) Michel Dattel (USA)
3) San Francisco Rehabilitation Workshop
- 26 1) Help Wanted Sign 3) SONY
- 27 1) School 2) Marco Del Corno (Italy) 2) Organizzazione
Scuolo Nord.
- 28 1) Kindergarten 2) Tadashi Ohashi (Japan)
- 29 1) Babywear maker 2) Morton Goldsholl Design Associates
(USA) 3) Butler Brothers
- 30 1) Soy Sauce Maker 2) Manhei Saranuma (Japan)
3) Kikkoman
- 31 1) Artist's Supplies and Gallery 3) Kawachi
- 32-3 1) New Year Symbols for Newspaper Company
- 2) Shigeo Fukuda (Japan) 1971 3) Sankei Shimbun
- 34 1) Pharmaceuticals 3) J.R.Geigy (Switzerland)
- 35 2) Hans Gaenslen (Germany)
- 36 1) Design Studio Symbol 2) Push Pin Studios Inc. (USA)
- 37 1) Take-out Food Operation 2) Sandgren & Murtha, Inc.
(USA) 3) Chop Chop
- 38 1) Printing Company 3) Wassermann A.G.
- 39 1) Banknote and Deed Printer 2) Milner Gray
(Great Britain) 3) Thomas de la Rue & Co., Ltd.
- 40 1) Paper Manufacturer 3) Takeo Paper Co., Ltd.
- 41 1) Publisher 3) S. Fischer Verlag
- 42 2) The Bowes Company
3) Deutsch
- 43 1) Trade Fair, West Berlin 2) Sherman Mutchnick,
Latham Tyler Jensen Inc. (USA) 3) Office of
International Trade Fairs, US Department of Commerce
- 44 1) Bookbindery 2) Shigeo Fukuda (Japan) 3) Maki Seihon
Insatsu
- 45 1) Life Insurance 2) Keiko Hirohashi (Japan)
3) Meiji Mutual Life Insurance Co.
- 46 1) Accident Prevention Posters 2) Felix Beltran (Cuba)
3) Comision de Orientacion Revolucionario
- 47 1) Women's organization 2) Helmuth Kurtz (Switzerland)
3) Evangelischer Verband Frauenhilfe
- 48 1) Book Symbol 2) Shigeo Fukuda (Japan) 1967
- 49 1) For a Record Series "National Dances" 2) Klaus
Grözinger (Germany) 3) Jugendgruppenleiterschule
(Bundheim Harz)
- 50 1) Pharmaceuticals 2) Don Shanosky+Roger Cook Cook
(USA) 3) Smith, Kline & French Laboratories
- 51 1) Steel Manufacturer 2) Wilhelm Deffke (Germany)
3) J.A.Henckels
- 52 1) Wrestling Club 2) David Stanfield (Great Britain)
3) Sparta Amateur Wrestling Club
- 53 1) Industrial Culture Exhibition 2) Lars Bramberg
(Sweden) 3) Nordiska Mässor
- 54 1) Bandage Manufacture 2) Gerard Miedinger
(Switzerland)
- 55 1) Tourist bureau 2) Fremdenverkerrs-Ministerium
(Israel) 3) Israelisches Riesebüro
- 56 1) Bowling Alley 2) Keiko Hirohashi (Japan) 3) Tokyo
Star Lane
- 57 1) Piano Manufacture 2) Keiko Hirohashi (Japan) 3)
Yaezu Piano Company
- 58 1) Sheet Glass Products 2) Max Koerner (Germany)
- 59 2) Michel, Olyff (Belgium) 1972 3) Books for All
- 60 2) John Gibbs+Gus Hunnybun (Great Britain) 3) De La
Rue
- 61 2) Karl Hohrath (Germany) 1957 3) F.J.Mampe with the
Monks
- 62 1) Woolen Yarn Company 2) Hans Ernst Rietzschel
(Germany)
- 63 1) Human Relations International, Congress for
Humanity 2) Arthur Leydin (Australia) 3) Kurt Von
Wolff (Federation Promotions)
- 64 1) Fire-proof Clothing Products 2) Kenneth Bromfield
(Great Britain) 3) Asbestos Co.
- 65 1) Economy Coupon 2) Takeo Nishizima (Japan) 3) Japan

- National Railway
66 1) Saving Club 2) Toru Otsuka (Japan)
67 1) Symbol for Video Japonica 2) Shigeo Fukuda (Japan)
1971 3) Video Japonica
68 1) Athletic Meeting 2) Peter Kräuchi (Switzerland)
3) Swiss Gymnastic Association
69 1) Entry in EXPO'70 Mark Competition 2) Toru
Sawamura (Japan) 1969
70 1) Junior Chamber of Commerce 2) Do Weller+Dennis
Juett (USA) 3) The Los Angeles Junior Chamber of
Commerce
71 1) Hotel 3) Keio Plaza Hotel
72 1) Consumers' Association 2) J.Plattner (Switzerland)
3) Consumer's Union
73 1) Perpetual Calendar 2) Shigeo Fukuda (Japan) 1970
74 1) Education Program 2) Victor Vasarely (France)
3) UNESCO
75 1) Pharmaceuticals 2) Don Shanosky & Roger Cook (USA)
3) Smith, Kline & French Laboratories
76 1) Civil Liberties Union 2) Robert R.Overby (USA)
3) American Civil Liberties Union of Southern
California
77 1) Bakery and Confectionery Products 2) Kenichi
Yoshioka (Japan) 3) Project
78 1) Design Studio 2) Charles Mac Murray & Latham Tyler
Jenson Inc. (USA) 3) Stephens-Biondi-Deliceo
79 1) Handbag Shop 2) Hiroshi Ohchi (Japan) 3) Heiwado
80 2) Jacques Nathan-Garamond (France)
81 1) Theater 2) George Ford (USA) 3) The New Lafayette
Theater (New York)
82 1) Book Group 2) Robert R.Overby (USA) 3) Great
Books Foundation
83 1) Carbon-free Copy Paper 3) Fuji Photo Film (Japan)
84 1) Restaurant 2) Sy Edelstein (USA) 3) King Solomon
85 1) Holiday Tour 3) Tokyu Kanko et al
86 1) Leather Manufacturing and Processing 2) Masayoshi
Nakajo (Japan) 3) Kushihara Shokai Co.
87 1) Boutique 2) Jerry Braude (USA) 3) Jack's 4
88 1) Journalist (Publicist) 2) Jerry Braude (USA) 1963
3) Nancy Lee Martin
89 1) Patent Medicines 2) Kasyo Takahata (Japan) 1921
3) Tsumura Juntendo
90 1) Department Store 3) Votre Mercure
91 1) Hotel 2) Jane Sai (USA) 3) Hotel Sahara
92 1) Pleasure Cruise Line 2) Ken Parkhurst (USA)
3) Princess Cruises
93 2) Bo Berndal (Sweden) 3) Svenska Tobaks
94 2) E.R. Vogenauer (Germany)
95 1) Beer Brewery 3) Primo
96 1) Chemical Fiber Manufacturer 3) Nihon Rayon
97 1) Restaurant 2) Tadashi Ohashi (Japan)
98 1) Food Industry 3) Riken Vitamin Oil Company
99 1) Folk Craft Goods 2) Dr. Hahn (Germany)
100 1) Manufacturer of Educational Toys 2) Tomoko
Miho; George Nelson & Co., Inc. (USA) 3) Creative
Playthings, Inc.
101 1) Life Insurance 2) Peter Schmidlin (Switzerland)
102 1) Theater 2) Roger-Virgile Geiser (Switzerland)
3) Théâtre des Faux-Nez
103 1) Hospital 2) Susan Keig (USA) 3) Children's Hospital
(Denver)
104 1) Packing Company 2) Morton Goldsholl Design Assoc.
(USA) 3) Rath
105 2) Chermayeff & Geismar Associates (USA) 3) Indian
Head
106 1) Packing 2) Dixon & Parcels Assoc. Inc. (USA)
3) Rath Packing Company (Iowa)
107 1) Electrical Appliances 3) Hitachi Ltd.
108 2) Théodore Stamatakis (France)
109 2) Jim Crouch+Don Young (USA) 1970 3) U.S. Financial
110 1) Plate-making Company 2) Jupp Ernst (Germany)
111 3) Russel & Hinrichs
112 1) Series of TV Programs 2) Michel Dattel (USA)
3) KNXT-TV
113 1) Help Wanted Advertisement 3) Olivetti
114 1) Theater Poster 2) Leszek Holdanowicz (Poland)
3) Kordlan
115 1) Broadcasting 2) Werner Mühlmann (Switzerland)
3) Pro Radio-Television
116 1) Advertising Agency 2) Morton Goldsholl Design
Assoc. (USA) 3) Project
117 2) Stephan Kantscheff (Bulgaria)
118 2) Michel Olyff (Belgium) 3) Lanpes Sigtay
119 1) Prize for Advertisement 2) Makoto Wada (Japan)
3) Mainichi Newspapers
120 1) Sign for Suspended Traffic Facilities 2) Heini
Fischer (Switzerland) 3) Zürich
121 1) Publisher 2) Walther Bergmann (Germany) 3) Odyssee
Angel Publishing Co.
122 1) Film Production 2) James Robertson+Bruce
Montgomery (USA) 3) Vista Productions
123 1) Industrial Design Center 2) Stephan Kantscheff
(Bulgaria) 3) Center d'Esthétique Industrielle
(Sofia)
124 1) Broadcasting 2) William Golden (USA) 3) Columbia
Broadcasting System Inc.
125 1) Film Production 2) Stephan Kantscheff (Bulgaria)
126 1) Pavilion 2) Saul Bass (USA) 3) Eastman Kodak
Pavilion, New York World's Fair '64-'65
127 2) Jupp Ernst (Germany)
128 1) Astrology 2) Walter Bosshardt (Switzerland)
3) Werner Noll
129 1) Forwarding Agent 2) Lippincott & Margulies, Inc.
(USA) 3) United Van Lines, Inc.
130 1) Design Studio 2) Robert R. Overby (USA) 3) PMO & A
131 1) Film Production 2) Walter Allner (USA) 3) Fortune
Films
132 1) Artist's Colors 2) Tetsuo Katayama (Japan)
3) Turner Color Works
133 2) Yusaku Kamekura (Japan) 1969 3) Global Eye
134 1) Design Center 2) Hans Schleger (Great Britain)
3) Great Britain Design Center
135 1) Film Production 2) Roger-Virgile Geiser
(Switzerland) 3) Schweizerische
136-7 1) Religious Group 2) Kohei Sugiura (Japan) 1969
3) NAC
138 1) Club 2) Crosby/Fletcher/Forbes (Great Britain)
3) Speakeasy
139 1) Cocoa Products 2) Olle Eksell (Sweden) 3) Mazetti
140 1) Eyeglasses Manufacturer 3) Tokyo Spectacles
141 2) Dick Krueger (USA) 3) Character Cultivation
Laboratories
142 1) Printing Company 3) Zuccotti E Caprara Fotolito
143 1) Textile Products 3) Renown (Japan)
144 2) Erik Bruun 3) Mainos Kanerva
145 1) Federation of Enterprises 2) Anton Stankowsky
(Germany)
146 2) James Leonard Christopher Potocki (USA) 3) ORS
Corp.
147 1) Computers Consultants 2) Robert R.Overby (USA)
3) CEBAC
148 1) Publication 3) Der Spiegel
149 1) Symbol for Vocational Training Competition
2) Shinya Saito (Japan) 3) Japan Industrial and
Vocational Training Assoc.
150 1) Consumer Products 2) Dickens Design Group (USA)
3) Polaris Enterprises, Inc. (Chicago)
151 1) Theater 2) Stefan Kantscheff (Bulgaria) 3) Central
Puppet Theater Sofia
152 2) Walther Bergmann (Germany)
153 1) Life Insurance 2) Heinz Schwabe (Germany)
154 1) Club 2) Robert R.Overby (USA) 3) Seattle Copy Club
155 1) Trading Company 2) Ablam Games (Great Britain) 1958
3) Inde Cope Ltd.
156 1) Steel Building Products 2) F.H.K. Henrion (Great
Britain) 3) Square Grip Reinforcement Co.
157 1) Insignia 2) Morton Goldsholl Design Associates
(USA) 3) Peace Corps
158 2) Chermayeff & Geismar Associates (USA) 3) U.S. Home
Office
159 1) Peace Association 2) Saul Bass (USA) 3) SANE
160 1) Publishing Association 2) Benno Wissing
(Netherlands) 3) Amsterdam Commission for Publicity
of Books
161 1) Manufacturer Food Automats 2) Push Pin Studios,
Inc. (USA) 3) Automatique
162 1) Design Studio 2) Do Weller (USA) 3) Do Weller
163 1) Trading Company 2) W. Weiskoening (Switzerland)
3) Eternum Co.
164 1) Inter-racial Fund Drive 2) Ablam Games (Great
Britain)
165 1) International Organization 2) Jacques Nathan-
Garamond (France) 3) OECD
166 1) Printing Company 3) Glad Hand Press
167 1) Private Symbol 2) 3) Helmut Lortz (Germany)
168 1) Motion Picture <Man with the Golden Arm>
2) Saul Bass (USA)
169 1) Publisher 2) Michele Provinciali (Italy)
3) Cinguale Publishing House
170 1) Local Governing Body 2) Main Wolff & Partners
(Great Britain) 3) London Borough of Camden
171-2 1) Hair Nutrition Product 2) Herbert Leupin (Switzer-
land) 3) Pantene
173 1) Port City 2) Hermann Eidenbenz (Germany)
3) Brawnschweig
174 1) Hotel 3) Nishitetsu Grand Hotel
175 1) Cigarettes 2) Emil O.Biemann (USA) 3) United
States Tobacco Co.
176 1) Men's Clothing 2) Milner Gray & Kenneth Lamble
(Great Britain) 3) Austin Reed
177 1) Cash Register Manufacturer 2) P.Pickard Jenkins
(Great Britain) 3) National Cash Register
178 1) Sight-seeing Bureau 3) Singapore Sight-seeing Bureau
179 2) Honneger & Lavater (Switzerland)
180 1) Business Supplies 2) Hans Hertmann (Switzerland)
181 1) Bank 2) Honegger+Lavator (Switzerland)
182 1) Emblem of a City 2) Hermann Eidenbenz
(Switzerland) 3) Zürich
183 1) Emblem of a City 2) Hermann Eidenbenz (Switzerland)
3) Basel
184 1) Paper Goods 3) Nihon Pulp
185 1) Royal Coat of Arms 2) Milner Gray (Great Britain)
3) Council of Industrial Design
186 1) Zoo 2) Jerry Haworth (USA) 1969 3) Project (Kansas
City Zoo)
187 1) Machinery Manufacturer 2) M.Gothans & Yaneff
(Canada) 3) Monarch Machinery Ltd.
188 1) Series of Zodiac Figures 2) Robert Gessner
(Switzerland)
189 1) Young Women's Magazine 3) Heibon - sha Publishers
190 1) Shoe Manufacturer 2) F.H.K. Henrion (Great Britain)
191 1) Store 2) Minale, Tattersfield, Provinciale Limited
(Great Britain) 3) Harrods Ltd.
192 1) Milk Company 2) Gerhard Marx (Germany)
193 1) Photographic Magazine 2) Martti A.Mykkänen
(Finland) 3) Unsikuvalahti
194 1) Department Store 3) OK
195 1) Symbol for Women's Magazine 3) Shufu no tomo
196 1) Hotel 2) Taijiro Nakayama (Japan) 3) Manza
Kanko Hotel
197 1) Recreation Enterprises 2) G.Dean Smith (USA)
3) Yosemite Park and Curry Co.
198 1) Leather Company 2) Joseph Binder (Germany)
199 1) Show Signs 2) Celestino Piatti (Switzerland) 1961
3) Schweizerische Zahnrarze Gesellschaft
200 1) Bathtub Products 3) Kubota Tekko
201 1) Publisher 2) Yoshio Terasawa(Japan)1971 3) Project
(Senshukai)
202 2) Hermann Virl (Germany)
203 1) Publisher 2) Keiji Okujima (Japan) 1971
3) Project (Senshukai)
204 3) Airways (Australia)
205 2) Joseph Binder (Germany)
206 2) A. Stocker
207 1) Exporter and Importer of Meat 2) Stephan
Kantscheff (Bulgaria) 3) Rodopa (Sofia)
208 1) Mountain Sports 2) Gene Hoffman/Fred Colcer (USA)
3) Mountain Sports, Inc.
209 1) Agricultural Machines 2) Henry Dreyfuss (USA)
3) Deere & Co.
210 3) Zinal (Switzerland)
211 1) Zoo 2) Susumu Endo (Japan) 3) Asahikawa City

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

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

(Japan) 1970 3) Tokyo Metropolitan Office
506 1) Association 2) Dixon & Parcels Associates Inc.
(USA) 3) National Arborists Association
507 1) Pharmaceuticals 2) G.F.Schmidt
508 1) Plantation 2) Clarence Lee (USA) 3) Coconut
Plantation
509 1) Lottery 3) Switzerland National Lottery
510 1) Insignia for Saving Association 2) Yoshio Hayashi
(Japan) 3) Agricultural Cooperation Association
511 2) G.Dean Smith (USA) 3) Curry Village
512 1) Hotel 2) G.Dean Smith (USA) 3) Wawona Hotel
513 1) Airline 3) Air Canada
514 1) Shopping Center 2) Saul Bass & Assoc. (USA)
3) Oakbrook Terrace Shopping Center
515 1) Woolens 2) Olle Eksell (Sweden) 3) Svenska
Yllehuset
516 3) Centro Fly Casa
517 1) Production of Weekend Houses 2) Jan Rajlich
(Czechoslovakia)
518 1) Exhibition Rental Company 2) Paul Bühlmann
(Switzerland) 3) Hunziker
519 1) Show Signs 2) Rüdiger Nüssler (Germany)
3) Berliner Bauwochen
520 1) Building Advisory Council 2) Patrick Scott, Signa
Ltd. (Ireland) 3) The National Building Advisory Council
521 1) House Building Company 2) Kenichi Yoshioka (Japan)
3) Sanwa Sogo Tatemono Co.
522 2) Philip Draggan 3) Project
523 1) Direct Mail Firm 2) Gérard Clerc+Daniel Maurel
(France) 1970 3) Bottin Addresses
524 1) Building Company 2) Francis R.Esteban (USA)
3) Steel Corporation
525 1) Photography 2) Tom Woodward (USA) 3) Halftone
House
526 1) Children's Clothing Manufacturer
3) Otogi no kuni (Japan)
527 1) Life Insurance Company 2) Harold F.Walter (USA)
(Japan) 3) Chicago National Life Insurance Company
528 1) Condominium 2) Yasu Nakajima (Japan) 1968
3) Daiei Residence
529 1) Print and Printing Goods Company 3) Cell AG
530 1) Farm 2) Peter Hatch (USA) 3) Dick Merricks Farm
531 1) Industrial Arts 2) Syozi Murao (Japan) 1968
3) Paris Industrial Arts
532 1) Publication 2) Larry Klein (USA) 3) Canadian
Building News
533 1) Tearoom 2) Mitsuo Ishida (Japan) 1970 3) Giraud
534 1) Irish-style Restaurant 2) Do Weller (USA)
3) O'Shaughnessy's
535 1) Book Emblem 2) Gerhard Kreische (Germany)
536 2) Benno Wissing (Netherlands) 3) Aviso N.V.S.A.
537 1) German National Railways 2) Karl Oskar Blase
(Germany) 3) Project
538 1) Truck Rental Firm 2) Lilly Fritz (Canada)
539 1) Traffic Office 2) Dr.Hahn (Germany)
540 1) Tourist Bureau 2) Into Mojen (Italy) 1970
3) Editour
541 2) Studio Boqqeri (Italy)

542 1) Publisher 2) Peter Schifferli (Switzerland) 3) Die
Arche
543 1) Scandinavia 3) Scandinavia Pavilion
544 1) Automobile Insurance 3) Latina
545 1) Cultural Center 3) Polynesian Cultural Center
(Hawaii)
546 1) Publisher 3) Longman Group Ltd.
547 2) Theo Manson (Italy) 1968 3) Rhodiatoce S.P.A.
548 1) Paint Company (Great Britain)
549 1) Ship's Registration and Shipbuilding Inspection
2) Josef Týfa (Czechoslovakia) 3) Lodni Register
(Prague)
550 1) Brewer 2) Emil O Biemann (Canada) 3) Molson's
Brewery Ltd.
551 1) Airline 2) Lippincott & Margulies Inc. 3) Eastern
Air Lines
552 1) Model Airplane Products 2) Marcel Wyss (Switzer-
land) 3) Tanner
553 1) Knitting Wool 2) Carlos Rolando (Spain) 1971
3) Técnicas de Comunicación S.A.
554 1) Chemical Industry 2) Walter Allner (USA)
3) Reichhold Chemicals
555 1) Chemicals 2) Lester Beall (USA) 3) Rohm and Haas
556 1) Chemical Laboratories 2) J.Anon (USA)
557 1) Pharmaceuticals 2) Stephan Lion (USA) 3) Hoffman
La Roch Inc.
558 1) Pharmaceuticals 3) Funai Yakuhin (Japan)
559 1) Glassware Manufacturer 2) Bertil Anderson-Bertilson
(Sweden) 3) Bodo Glasbruk
560 1) Paper and Pulp Manufacturer 2) Ernst Roch (Canada)
561 1) Pharmaceutical Research 2) Randall R.Roth (USA)
1963 3) Bio-Toxicological Research Inc.
562 1) Gallery 2) Kazumasa Nagai (Japan) 1970 3) Saikodo
563 1) Travel Bureau 2) Stanislav Kovař (Czechoslovakia)
3) Čedok Travel Agency
564 1) Earthenware Manufacturer 2) Ryoichi Yamashiro
(Japan)
565 2) Primo Angeli (USA) 3) Bio Science Laboratories
566 1) Brewer 2) Franz Hermann Wills (Germany)
567 2) Celestino Piatti (Switzerland) 3) Kinderhilfe
568 1) Beer Half 2) Hideyasu Yago (Japan) 1969 3) Sapporo
Kyoei Co., Ltd.
569 1) Bakery 2) Michael Russell & Allied Industrial
Designers Ltd. (Great Britain) 3) Lyons Bakery
570 1) Pharmaceuticals 2) Ian Bradberry (Great Britain)
3) Richard Douglas
571 1) Medicines 2) Woudhuysen Design Group (Great
Britain) 3) Barnes Ltd. (London)
572 2) Robert Perrit & Design Research Unit (Great
Britain)
573 1) Chocolate 2) Meier Menzel & Gatz (Germany)
574 1) Beer Brewer 2) Milner Gray & Design Research Unit
(Great Britain) 3) Watney Mann Limited
575 1) Paints 2) Saul Bass (USA) 3) W.P.Fuller & Company
576 1) Pepper Products 2) Dr.Hahn (Germany)
577 1) Writers Society 2) Peter Bradford (USA) 3) Urban
Writers Society
578 2) Theodore Stamatakis (France) 3) Belle épine

579 1) Paper Company 2) Chermayeff & Geismar Associates
(USA) 3) Central National Corp.
580 1) Paper Manufacturer 2) Carl Swann (Great Britain)
3) Combination Paper Manufactürers
581 1) Blind Tooling for Book Covers 2) Hiromu Hara
(Japan) 1968 3) Heibonsha Publishers
582 1) Symbol of Specially Selected Goods 2) Shigeo Fukuda
(Japan) 3) Toyoko Department Store
583 2) Gerard Wernars (Netherlands) 3) Ten Cate
584 2) Robert Miles Runyan (USA)
585 1) Ministry of Light Industry 2) Witold Surowiecki
(Poland)
586 1) International Specialty Exhibition 2) Peter Wehe
(Germany) 3) Intergastra
587 1) Gold Ribbon Grand Prix of Packaging 2) Daniel Maurel
(France) 1969 3) 3M Company
588 1) Children's Clothing Manufacturer 2) Yusaku Kamekura
(Japan) 3) Project (Child)
589 1) Textile Industry 2) Alan Peckolick (USA)
3) Klopman Mills
590 1) Mountaineering and Guide School 2) G.Dean Smith
(USA) 3) Yosemite Mountaineering and Guide School
591 1) Interior Designer 2) Walter Herdeg (Switzerland)
592 2) Peter Ray (Great Britain) 3) The Turks Head
593 1) Spinning and Weaving Industry 2) Studio Boggeri
(Italy) 3) Cantoni
594 1) Fiber Factory 2) Stephan Kantscheff (Bulgaria)
3) Vetreno-Marika
595 1) Synthetic Fiber Manufacturer 2) Heinz Schwabe
(Germany)
596 1) Textile Company 2) Curt Dahlen (Switzerland) 1965
3) Rydboholms AB
597 1) Felt for Paper Production
2) Hermann Bongard (Norway) 3) Den Norsks
Papitlfabrik
598 1) Hemp & Linen Dealers 2) Hermann Eidenbenz
(Switzerland) 3) Halag
599 1) Tailors' Association 2) Karol Sliwka (Poland) 3)
Schneidergenossenschaft
600 2) Romulo Maccio (Argentina) 3) Muestras S.A.
601 1) Dressmaker 2) Olle Eksell (Sweden) 3) Melka AB
602 1) Fabrics for Clothes 2) Josef Aurtherid (Austria)
603 1) Clothing Shop 2) Herbert Leupin (Switzerland)
3) Andre
604 1) Laundry Service 2) J.Edward Sander Associates
(Great Britain) 1963 3) Lyndale Laundries Ltd.
605 1) Synthetic Fiber 3) Teijin
606 1) Medicines 3) Chotaro Arakawa
607 1) Discount Store 2) Randall R.Roth (USA) 1963
3) Discount King
608 1) Boutique 2) Adrian Frutiger (France) 3) Boutique du
Paris Royal
609 1) Dressmaker 2) Moritz S.Jaggi (Switzerland)
3) Herren-Globus
610 2) Kunstgewerbeschule, Basel
611 1) Hotel 3) Crown Hotel
612 1) Paint Products 2) Dickens Design Group (USA)
3) Cook Paint and Varnish Co. (Kansas City)

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

3) National Industrial Conference Board
 802 Fire and Safety Equipment 2) Eskil Ohlsson
 (USA) 3) Norris Industries
 803 1) Fire Retardant Manufacturer 2) Don Shanodky &
 Roger Cook (USA) 3) CIBA Chemical and Dye
 804 1) University 2) Chermayeff & Geismar Associates (USA)
 3) New York University
 805 1) Gas Company 2) Lester Beall (USA) 3) Consolidated
 Natural Gas Company
 806 1) Church 2) Gerald Ewald (USA) 3) Dallas Baptist
 Church
 807 1) Red Cross 2) Walter Baumberger (Switzerland) 3) Comite
 International de la Croix-Rouge.
 808 1) Petroleum Industry 2) Roby d' Silva (Great Britain)
 3) Petro-Chemical and Oil Industries
 809 1) Green Tea Products 3) Hosuien
 810 1) Cosmetics 2) Gilles Fiszman
 811 1) Manufacture of Waterproof Agents 2) Frank Wagner
 (USA) 3) Nuhold American Corp.
 812 1) Record Company 2) Tom & Teresa Woodward (USA)
 3) Rain Records
 813 1) Heating Equipment Company 2) Walter Diethelm
 (Switzerland) 3) Christinger Heizungsbau
 814 1) Publishers 2) Everett S. Aison (USA) 3) Grossman Pub-
 lishers, Inc.
 815 1) Symbol for Pavilion at Expo'70 2) Willm Hendrik
 Crouwel (Netherlands) 3) Netherlands Government
 816 1) Flour Mill 2) Helmut Kurtz (Switzerland)
 817 1) Milk Company 3) Yukijirushi Nyugyo
 818 1) Hotel 2) Yusaku Kamekura (Japan) 3) Prince Hotel
 819 1) Lighting Company 2) Isamu Noguchi (USA)
 820 1) Association for Safety Testing of Automobiles
 2) Lars Bramberg (Sweden) 3) The Swedish Association for
 Safety Testing of Automobiles
 821 1) Police Headquarters 3) Kantonspolizei Zürich
 822 1) Injection Molding 2) Peter Amos (Great Britain)
 823 1) Brassiere Manufacturers 2) Geoffrey Lee (Great
 Britain) 3) Simcita Ltd.
 824 1) Musical Instruments 2) Otl Aicher (Germany)
 3) Schlaginstrumentfabrik Johannes Link.
 825 1) Concrete Reinforcing Iron 2) Draeger+René
 Toutain (France) 3) Project
 826 1) Hotel 2) Ruedi Külling (Switzerland) 3) Silberkugel
 827 1) Pawnbroker 2) Geoffrey Woppard (Great Britain)
 3) Claude Jones
 828 1) Bus Service 2) Bror B. Zetterborg (Finland)
 3) Rautatiekirjakauppa
 829 1) National Park Service 2) Chermayeff & Geismar
 Associates (USA) 3) U.S. National Park Service
 830 1) Shopping Center 2) Ernst u. Ursula Hiestand
 (Switzerland)
 831 1) Art Festival 2) Takeshi Ohtaka (Japan) 3) Osaka Art
 Festival
 832 1) Sake Brewer 2) Takeshi Ohtaka (Japan)
 3) Wagen-Shuzo Co., Ltd.
 833 2) Helene Cusson+Dennis Goddard (USA) 1970
 3) The Mega Group
 834 1) Folklore Exhibition 2) Erberto Carboni (Italy)

3) Exhibition Italian Regions
 835 1) Electrical Signs 2) Tomoko Miho+George Nelson &
 Company Inc. (USA) 3) Everbrite Electric
 836 1) Bank 2) Pierre Baillard+Lausanne (Switzerland)
 3) Project (Swiss Credit Bank)
 837 1) Furniture Company 2) Rudolph de Harak (USA)
 3) Cumberland Furniture Corp.
 838 1) Nightclub 2) Max Huber (Italy) 3) Casino Taormina
 839 1) Exhibition Symbol 2) Don Ervin; George Nelson &
 Co., Inc. (USA) 3) USA National Exhibition
 840 1) Soft Drink Company 2) Ivam Chermayeff & Gene
 Secander (USA) 3) Pepsi Cola
 841 1) Food Industry 3) Nippon Suisan
 842 1) Yeast Factory 2) Wilhelm Deffke (Germany)
 3) Deutsche Hefewerke Hanburg
 843 1) Insurance Agency 2) Kurt Weidemann (Germany)
 3) Roland Heiler
 844 1) Colored Metal Processing 2) Paul Bühlmann
 (Switzerland) 3) Verband Schweizerischer Buntmetallwerke
 845 1) Automotive Industry 2) Yusaku Kamekura (Japan)
 3) Project (Toyota Motor Co.)
 846 1) Sale of Homes 2) Toni Goldmark+Clarence Lee (USA)
 3) Mililani Town
 847 1) Watches 2) Franco Ricci (Italy) 3) Kalos Uhren
 848 1) Broadcasting 2) G. Dean Smith (USA) 3) American
 FM Radio Network
 849 1) Scientific Association 2) Hansruedi Widmer+Devico
 AG (Switzerland) 3) Internationale Union für Geodäsie
 und Geophysik
 850 1) Automobile Manufacturer 3) Bayrische
 851 1) Engineering Film Company 2) M.H.Koskela (Finland)
 3) Suomen Insinööriliitto
 852 1) Saccharine Manufacturer 2) Clar Werburg (Germany)
 853 1) Water-wheel Maker 2) Allan Jungbeck (Sweden)
 3) AB. Kvarnmaskiner
 854 2) Clemente Lagundimao, Jr., (USA) 3) Child Develop-
 ment Center
 855 1) Pavilion for EXPO '70 3) Kyowa
 856 1) Perfumers 2) Tai-Shing Jiang (China) 3) Yung-Kuang
 Perfumery Company
 857 1) Japanese Film Festival 2) Gerd Leufert (Venezuela)
 858 1) Mail-order Sales Company 2) Luis Pals (Germany)
 3) Neckermann
 859 1) Cutley 2) Richard Shiffer; George Nelson & Co.,
 Inc. (USA) 3) Rek-o-Kut.
 860 1) Airline 2) Clarence Lee (USA) 3) Northwest Orient
 861 1) Steel Manufacturer 2) Mimmo Castillano (Italy)
 3) Ital sider
 862 1) Bank 2) Shigeo Fukuda (Japan) 1971 3) Iwate Bank
 863 1) Decorative Artist 2) MID Design (Italy) 1970
 3) Atla Moda
 864 1) Loom Manufacturer 2) Crosby+Fletcher/Forbes (Great
 Britain) 3) Eastman
 865 1) Public Relations 2) Adrian Frutiger (France)
 3) Information et Entreprise
 866 1) Prefecture Symbol 3) Saitama Prefecture (Japan)
 867 1) Christian Association 2) Adrian Frutiger (France)
 3) Rencontre

868 2) Masanori Matsushima (Japan) 1969
 869 1) Steel Manufacturer
 870 1) Hotel 3) Grand Palace
 871 1) Hotel 2) Lester Beall, Inc. (USA) 3) Hilton Hotel
 (New York)
 872 1) Environmental Engineering Company 2) James D.
 Gilbert (USA) 3) Water Treatment Corporation
 873 1) Telecommunications and Electronics 2) Norbert
 Dutton+Rapier Design Ltd. (Great Britain) 3) The
 Plessey Co., Ltd.
 874 1) Medical Society 2) Yusaku Kamekura (Japan) 3) The
 Japan Society of Obstetrics and Gynecology
 875 1) Electrical Products 2) Shigeo Fukuda (Japan)
 3) Sanyo Electric Co., Ltd.
 876 1) Carlo Bruni (Italy) 3) Oliver-Beckman Italiana
 877 1) Cosmetics 3) Tages Creme
 878 2) David Coleman (USA) 1969 3) Project
 879 1) Film Production 2) Franco Grignari (Italy)
 3) Foto-Grafica
 880 1) Automobile 2) Gottlieb Daimler (Germany)
 3) Mercedes-Benz
 881 1) Printing Company 2) René Villiger (Switzerland)
 3) Gebr. Villiger AG.
 882 1) Light Company 2) Francis R. Esteban (USA)
 3) Dequesne Light
 883 1) Printing Company 2) Sung-Ken Shiau (China) 3) Wylie
 Graphic Printing Company
 884 2) Wallace Walker (USA) 3) Ralin
 885 1) Lecture Series on Printing Design 2) Gerd
 Leufert (Venezuela) 3) Schule für Foto lithographie
 Gerd Leufert
 886 1) Peace Group 2) Kohei Sugiura & Kiyoshi Awazu (Japan)
 3) The Japan Council Against Atomic and Hydrogen Bombs
 887 2) Clemente Lagundimao, Jr. (USA) 3) Unprecedented
 Productions
 888 1) Banking Group 2) Chermayeff & Geismar Associates
 (USA) 3) Northwest Bancorporation
 889 1) Light Company 2) Ken Parkhurst (USA) 3) Pacific
 Lighting
 890 1) Foundation 2) Gilles Fiszman
 891 1) Hotel 2) Gerard Miedinger (Switzerland)
 3) Hostellerie Rigi
 892 2) Chermayeff & Geismar Assoc., (USA)
 893 1) Measuring Instruments 2) Yusaku Kamekura
 (Japan) 1960 2) Minami Measuring Instruments Industry
 894 2) Tetsuo Katayama (Japan) 3) Sun Five Co., Ltd.
 895 1) Lighting Products 2) Yusaku Kamekura (Japan)
 1966 3) Yamagawa
 896 1) Films Festival 2) Stephan kantschhoff (Bulgaria)
 3) Direction Cinematographic Bulgare
 897 1) Religious Group 2) Walter Landmann (Germany)
 898 1) Furniture Manufacturer 3) Movilier International
 (France)
 899 1) Furrier 2) Illo Negri (Italy) 1970 3) Giancarlo
 Vergani Pellicceria
 900 1) Publisher 2) Bob Noorda (Italy) 3) Vallecchi Editore
 901 1) Science Laboratories 2) Erich Buchegger (Austria)
 3) Austro-Chematon

902 1) Electric Light 2) Louis Danziger (USA) 3) General
 Electric
 903 1) Clock Company 2) Nick Fasciano (USA) 3) Howard
 Miller Clock Co.
 904 2) Shigeo Fukuda (Japan) 1971
 3) Japan Industrial Location Center
 905 1) Wire Fencing 2) Romek Marber (Great Britain)
 3) Barnards Wire Fencing
 906 1) Wire Products 2) Claude Dietrich (Peru) 1971
 3) Prolansa Ltd.
 907 2) Kurt Stadelmann+Hanspeter Bisig
 (Switzerland) 3) Laienhelferwerk Group
 908 1) Knitwear Manufacturers 2) Patrick Scott, Signa Limited
 (Ireland) 3) Irish Double Jersey Association
 909 1) Textile Dyeing 2) M. Schneider & Studio
 Boggeri (Italy) 3) Studio per Industria Tessuti.
 910 1) Textile Industry 2) Norman Gorbaty & Ken Kirkwood
 Agency (USA) 3) Reyflex Textilien
 911 1) Fabrics 2) Herb Lubalin (USA) 3) Stevens Fabrics
 912 1) Exhibition 2) Peter Wehr (Germany) 3) <Der häusliche
 kreis>
 913 1) Symbol of Rayon Products 2) Yoshitaro Isaka & Keiko
 Takemura (Japan) 3) Toyo Rayon
 914 1) Textiles 2) Chermayeff & Geismar Associates (USA)
 3) Burlington Industries
 915 1) Textile Designer 2) Ward & Saks Inc. (USA) 3) Jack
 Lenor Larsen
 916 1) Bank 2) Chermayeff & Geismar Associates (USA)
 3) United Banks of Colorado
 917 1) Food Company 2) Dr. Hahn (Germany)
 918 2) Paul Moser (Switzerland) 3) Maschinen AG.
 919 1) Embroidery Exporters' Group 2) Otto Krämer (Switzer-
 land) 3) Verband Schweizerischer Stickerei-Exporteure
 920 2) Ateller E. U. M. Lenz (Switzerland)
 3) Schweizer Auslandhilfe
 921 1) Hemp Articles 2) Kurt Wills (Germany)
 922 1) Boutique 2) Ken Parkhurst (USA) 3) Small Circle of
 Friends
 923 1) Tire Company 2) Jerry Berman Associates (USA)
 3) Nadisco Inc.
 924 1) Travel Bureau 2) Gerd Leufert (Venezuela) 3) Norte
 Sur.
 925 2) David L. Burke (USA) 3) Water Systems Council
 926 1) Railroad 2) Kurt Wirth (Switzerland)
 927 1) Perfume Shop, Barber, Beauty Salon 2) Edgar Künig
 (Switzerland) 3) Albert Ryf
 928 2) Théodore Stamatakis (France)
 929 1) Chemicals 2) Toru Otsuka (Japan)
 930 1) Institute for Industrial Use of Gold 2) Julien Van
 der Wal (Switzerland) 3) APRIOR
 931 1) Business School 2) Ernst Jupp (Germany) 3) Handels-
 schule
 932 1) Transport Company 3) London Transport's
 933 1) Heating 2) Havas Conseil (France)
 934 1) Electric Motor Manufacturer 2) Pham Phu Oanh (Germany)
 3) Heidolph Elektromotoren
 935 1) Stock Exchange 2) Sandgren & Murtha, Inc. (USA)
 3) American Stock Exchange

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

1078 1) Package Display Center 2) Shigeru Mori (Japan) 1970
 3) Honshu Paper Manufacturing Company
 1079 1) Design Conference 2) Francois Dallegrat (USA)
 3) Aspen Design Conference
 1080 1) Development and Construction 2) Ward & Saks Inc.
 (USA) 3) Steel Properties
 1081 1) Private Symbol 2) Jim Miho & Tomoko Miho (USA)
 1972 3) David Hyun (Architect)
 1082 1) Packaging Systems 2) Sandgren & Murtha, Inc. (USA)
 3) Packaging Systems Corporation
 1083 1) Data Processing Company 2) James D. Gilbert (USA)
 3) Electric Data Processing
 1084 1) Ski Maker 2) Gan Hosoya (Japan) 3) Asia Ski Manufacturing Co.
 1085 1) Photographic Service 2) Peter Ray (Great Britain)
 1963 3) Film Center Photo Unit
 1086 1) Timber Processing 2) Milan Vesely (Czechoslovakia)
 3) Svit
 1087 1) Printing Company 2) F. G. Boes (Germany)
 1088 1) Process Engravers 2) Gerstner, Gredinger+Kutter
 (Switzerland) 3) Cliche Schwitter AG (Basel)
 1089 1) Textile Design Studio 2) Franco Grignani (Italy)
 3) Maestrelli
 1090 1) Spinning Company 3) Kurashiki Spinning Co.
 1091 1) Chemical Industry 2) Tsung-Y iLu (China) 3) Eng-Tea
 Chemical and Pharmaceutical Co.
 1092 1) Printing Company 2) Ernst Roch (Canada) 3) Ross-Ellis
 Ltd.
 1093 1) Advertising Agency 3) Advico-Delpire
 1094 1) Symbol for Teaching Guide 2) Ivan Dodd (Great Britain)
 3) Primary Mathematics Teaching Project
 1095 1) Graphic Designer's Group 2) Helmut Lortz (Germany)
 3) Novum
 1096 1) Museum 2) Jim Miho & Tomoko Miho (USA) 1972
 3) Museum for Black Culture & History
 1097 1) Research Corporation 2) David L. Burke (USA) 3) Urban
 Research Corporation
 1098 1) Paper Manufacturer 2) Paul Leber (Switzerland)
 3) Papierfabrik Cham
 1099 1) Meiji Centennial 2) Shigeo Fukuda (Japan) 1967
 3) Project
 1100 1) Magazine 3) Stern Magazine (W. Germany)
 1101 1) Partition Systems 2) Romek Marber (Great Britain)
 3) Cunic Partition Systems
 1102 1) Quarry 2) Hans Hartmann (Switzerland)
 1103 1) Advertising Group for Swiss Paper 2) Anton
 Schutzbach (Switzerland) 3) Vereinigung zur
 Werbung für Schweizer Papier
 1104 1) Bank 2) George K. Buckow (USA) 3) Bank of Texas
 1105 1) Heating Apparatus 2) Taylor Poore (USA)
 1106 1) Book Service 3) Miro Book Service
 1107 1) Commercial Art School 2) Peter Andermatt (Switzerland)
 1108 1) Gardening Company 2) Kurt Stadelmann & Hanspeter
 Bsig (Switzerland) 3) Pflugshaupt
 1109 2) Vance Jonson (USA) 3) Dayton Hudson
 1110 1) Social Insurance Bureau 2) Walter Bangerter
 (Switzerland) 3) Schweiz Amt für Sozialversicherung

1111 1) Theater 3) Stadttheater Bern (Switzerland)
 1112 1) Glassware 2) Otl Aicher (Germany) 3) Gral Glashütte
 1113 2) Shigeo Fukuda (Japan) 3) City Planning Promotion
 Movement
 1114 2) A. Van der Beken (France) 1970
 1115 1) Interior & Exterior Design 2) Bill Hyde (USA)
 Khourie Lawrence
 1116 1) Graphics Design 2) Do Weller (USA) 3) SpectraGraphics
 1117 1) Publisher 2) Daniele Baroni (Italy) 1968 3) Mondadori
 1118 1) Accident Insurance 2) Georges Wicky (Switzerland)
 3) Vaudise Accident Insurance
 1119 2) Giulio Confalonieri (Italy) 1970 3) Nepentha
 1120 1) Water Conditioning Equipment and Services 2) Charles
 Macmurray, Latham Tyler Jensen Inc. (USA) 3) Culligan,
 Inc.
 1121 1) Fiber Manufacturer 3) Chogin Co., Ltd.
 1122 1) Exposition Pavilion 2) Gerd Leufert (Venezuela)
 3) Venezuelan Pavilion, New York World's Fair
 1123 1) Society for Relief of Exiles 2) Helmuth Kurtz
 (Switzerland)
 1124 1) Blood Supply Service 2) Hans Hartmann (Switzerland)
 3) Blutspendedienst Rotes Kreuz
 1125 1) Broadcasting 2) G. Woldemar Hörmig (Germany)
 3) Süddeutscher Rundfunk
 1126 1) Publisher 2) Luigi Montaini+Till Neuburg (Italy)
 3) Graphis
 1127 Information not available
 1128 1) Airline 2) Otto H. Treumann (USA) 3) EL AL Israel
 Airlines
 1129 1) Industrial Fair 2) Witold Janowski (Poland)
 3) Industriemesse Moskau
 1130 1) Printing Company 2) Roger-Virgile Geiser (Switzerland)
 1131 1) Orchestra 2) Adolf Flückiger (Switzerland)
 3) Bernese Orchestral Society
 1132 1) Confectionery 2) Atelier E.u.M.Lenz (Switzerland)
 3) Ferrero
 1133 2) Kurt Weidemann (Germany)
 1134 2) Toni Goldmark (USA) 3) Amfac Financial Corp.
 1135 1) Hotel 2) Kenji Ito (Japan) 3) Hotel Kirishima
 1136 1) Advertising Agency 3) Publinter
 1137 1) Petroleum Company 2) Otl Aicher and Tomas Gonda
 (Germany)
 1138 1) Vehicle Testing Station 2) Jock Kinneir (Great
 Britain) 3) Ministry of Transport
 1139 1) Bank 2) Mitsubishi Bank (Japan)
 1140 3) Gérard Miedinger (Switzerland)
 1141 2) Atelier Walter & Marion Diethelm (Switzerland)
 1142 1) Automotive Industry 2) Lippincott & Margulies (USA)
 3) Chrysler Corporation
 1143 1) Design Studio 3) Tokyo Graphic Designers
 1144 1) Jewish Fund 2) I. Chermayeff+H. Hegemann,
 Chermayeff & Geismar Assoc. (USA)
 1145 1) Publisher 2) Arnold Saks/James S. Ward (USA) 3) John
 Wiley & Sons
 1146 1) Forest History Association 2) Russell A. Sandgren
 (USA) 3) Forest History Association
 1147 1) News Agency 2) Shichiro Imatake (Japan)

1148 1) Advertising Agency 2) Walter Allner (USA) 3) Tri Inc.
 1149 2) Karl Gerstner, Gredinger & Kutter (Switzerland)
 3) Helvetia Feuer St. Gallen
 1150 1) Publisher 2) Magalhaes, Noronha & Pontual (Brazil)
 3) Editore Delta SA.
 1151 1) Party Badge 2) Heinz Schwabe (Germany)
 1152 1) Plastics Industry 2) Masahide Umezu (Japan) 1970
 3) Ryosei Plastics Industries Ltd.
 1153 1) Market 2) André Change & Hollenstein création
 (France) 3) Rungis Market
 1154 1) Ski Club 2) Giancarlo Iliprandi (Italy) Pirouano
 Sci Club
 1155 2) Carlo Bruni (Italy)
 1156 1) Banking 2) Marcel Wyss (Switzerland)
 3) Emissionzentrale Schweizerischer Lokalbanken
 1157 2) S. Neil Fujita (USA) 3) MPB Corporation
 1158 2) Benno Wissing (Netherlands) 3) Kulturhaus
 1159 2) Goetz Neucke (Germany)
 1160 1) Oceanological and Nuclear Energy Equipment 2) Van
 Dyck Associates (USA) 3) E. G. & G. Inc.
 1161 2) Franco Grignani (Italy) 3) Nereo Giroldi
 1162 1) Electronic Products Maker 2) Morton Goldsholl Design
 Associates (USA) 3) Admiral Corp.
 1163 2) Olof Eriksson (Finland) 3) Ingeniörförbundet
 1164 2) Neukomm & Pinschewer AG. (Switzerland) 3) Vetropace
 1165 1) Bus Company 2) Fritz Gottschalk+Gottschalk & Ash
 (Canada) 3) Broome County
 1166 1) Music School 2) Yusaku Kamekura (Japan) 3) Tokyo
 Music School
 1167 1) Brewery 2) Kazumasa Nagai (Japan) 1969 3) Toyo
 Jyozo Co., Ltd.
 1168 1) Identification Mark for Products of Pure Wood
 2) Francesco Saroglia (Italy) 1964 3) IWS Nominee Co.
 1169 1) Building Company 2) Jerry Berman (USA) 3) The
 Transamerica Pyramid
 1170 1) Umbrella Fabric 2) Yusaku Kamekura (Japan)
 1171 1) Factory 2) Roman Rosyk (Poland)
 1172 1) Electronics Company 2) Ji-Shong Guo (China)
 3) Showa Densi Kogyo Co., Ltd.
 1173 2) Anton Stankowski (Germany) 3) Standard Elektrik
 Lorenz
 1174 1) Publicity Campaign for an Exhibition 2) Grete Troost
 (Germany) 3) Deutschen Messen
 1175 1) Design Studio 2) 3) Sandgren & Murtha, Inc. (USA)
 1176 1) Engineering 2) Luc Van Malderen (Belgium) 3) Project
 1177 1) Publisher 2) Ludvik Feller (Czechoslovakia)
 3) Ceslosiovensky Spisovatel
 1178 1) Private Symbol 2) Arnold Saks, Inc. & Tomas Nittner
 (USA) 1971
 1179 2) June Fraser & Design Research Unit (Great Britain)
 3) Marler Haley (Barnet) Ltd.
 1180 1) Stocking Manufacturer 2) Stephan Kantscheff (Bulgaria)
 3) Fasan
 1181 1) Electrical Products 2) Hiromu Hara (Japan) 3) Shintoku
 1182 2) Hans Hurter (Switzerland) 3) Viscose Suisse, Emmen-
 brücke
 1183 1) Sugar Refinery 2) Negus Sharland (Great Britain)
 3) Project

1184 1) Airline 2) A. G. Fronzoni (Italy) 1964 3) Algenova
 (Genoa)
 1185 2) Michael McCarthy (Great Britain) 3) O. Elevators Ltd.
 1186 1) Furniture Manufacturer 2) Adolf Flückiger (Switzer-
 land) 3) Willisan
 1187 1) Flexible Packaging 2) Dickens Design Group (USA)
 3) Rotoflex, S.A.
 1188 1) Approval Mark 2) Armin Hofmann (Switzerland) 1967
 3) Fire Insurance Authority
 1189 1) Industry Company 2) Andrzei Zbrozek (Poland)
 1190 1) Pantographs 2) Adrian Frutiger (France) 3) Scripta
 1191 1) Funding Corporation 2) Robet Miles Runyan (USA)
 3) Equity Funding Corporation of America
 1192 1) Consumer's Coop. 2) Francesc Guitart (Spain)
 3) "SJC" Consumer's Cooperative Society
 1193 1) Real Estate Broker 3) Sansei Real Estate Company
 1194 1) Machinery Manufacturer 2) Chermayeff & Geismar
 Associates (USA) 3) Torin Corp.
 1195 1) Department Store 2) Ladislav Sutnar (USA) 3) Carr's
 1196 1) Trading Company 2) Anton Stankowski (Germany)
 1197 1) Machine Factory 2) Walter Sauer (Germany)
 1198 2) Arnold Saks (USA) 3) Ready Rent-All
 1199 1) Better Living Center 2) Lane-Bender (USA) 3) New
 York World's Fair '64-65
 1200 1) Publisher 2) David Coleman (USA) 1969 3) Project
 1201 1) Building Complex 2) Chermayeff & Geismar Associates
 (USA) 3) Main Place
 1202 1) City Investing Company and Photographs of Corporate
 Offices 2) Robert Miles Runyan (USA) 3) City Investing Co.
 1203 1) Engineering Firm 2) Sandgren & Murtha, Inc. (USA)
 3) Ebasco Industries
 1204 1) Chemicals 2) Pieter Brattinga (Netherlands) 1970
 3) DSM (Dutch State Mines)
 1205 1) Loan Corporation 2) Adrian Frutiger (France)
 3) Caisse Nationale des Ouvriers
 1206 1) Fiberboard Paper Products (USA)
 1207 2) Pham Phu Oanh (Germany) 3) Euroviet
 1208 1) Interior Design Company 2) Ward & Saks Inc. (USA)
 3) Laverne
 1209 1) Publisher 2) Robert P. Gersin (USA) 3) Avon Books
 1210 1) Ski Maker 2) Kazumasa Nagai (Japan) 1971 3) Kaneda
 Ski Seisakujo
 1211 1) Oil Company 2) Carol Lipper & Tomoko Miho (USA)
 3) Atlantic Richfield
 1212 1) Bank 2) Tom Geismar, Chermayeff & Geismar
 Associates (USA) 3) The Chase Manhattan Bank
 1213 1) Theater 2) Ernst Roch (Canada) 3) National Arts
 Center (Ottawa)
 1214 1) Fermented Products Maker 2) Yusaku Kamekura
 (Japan) 3) Kyosa Hakko Kogyo
 1215 1) Retailers Fair 2) Yusaku Kamekura (Japan) 3) Ginza
 Fair Executive Committee
 1216 1) Travel Bureau 3) Rotterdam/Europort
 1217 1) Broadcasting 2) G. Dean Smith (USA) 3) American
 Entertainment Radio Network
 1218 1) Cultural Council 2) Felix Beltran (Cuba) 3) Project
 1219 1) Trade Center 2) Lubalin, Smith, Carnase (USA)
 3) World Trade Center

1220 1) Exhibition 2) Rudolph de Harak (USA) 3) American Federations of Arts
 1221 1) Pharmaceuticals 2) Jean Pierre Huster (France) 1970
 3) Laboratories Sandoz
 1222 1) Ventilator Manufacturer 2) Paul Solberger (Switzerland)
 1223 1) House Building Company 2) Max Huber (Italy) 3) Habitat
 1224 1) Trading Company 2) Yusaku Kamekura (Japan) 3) Yuken-boeki
 1225 1) Paper Manufacturer 2) Yusaku Kamekura (Japan)
 3) Project (Daishowa Paper Co.)
 1226 1) Trade Exhibition 2) Akisato Ueda & Yuichi Nishiwaki (Japan) 1970 3) Kyoto City
 1227 2) Giovanni Pintori (Italy) 1970
 1228 1) Reading Group 2) Hermann Eidenbenz (Switzerland)
 1229 1) Social Service Organization 2) Benson Crane (USA) 1971
 3) Jewish Defense League
 1230 1) Glass Vessels, Earthenware 2) Ludvik Feller (Czechoslovakia) 3) Quadrienal
 1231 1) Community Organization 2) Chermayeff & Geismar Associates (USA) 3) Greater Washington Jewish Community Foundation
 1232 1) Gallery 2) Chermayeff & Geismar Associates (USA)
 3) Albright-Knox Art Gallery
 1233 1) Building Material Maker Association 2) Franciszek Winiarski (Poland)
 1234 3) Imperial Finance (USA)
 1235 1) Expo '70 2) Yusaku Kamekura (Japan) 1966 3) Project
 1236 2) Yusaku Kamekura (Japan) 3) Sangetsu Co., Ltd.
 1237 1) Package Design Company 2) George Tscherny (USA)
 3) Robert Zeidman Assoc. Inc.
 1238 1) Communication Center 2) Felix Beltran (Cuba) 3) Project
 1239 1) TV Company 2) Anton Stankowsky (Germany)
 1240 1) Plumbing Fixtures 2) Porter, Goodman & Cheatham (USA)
 3) Price Pfister
 1241 1) Coal and Steel Organization 2) Saarbrücker Drückerei und Verlag, GmbH (Germany) 3) Haute Autorité de la Communauté Européenne du Charbon et de l'Acier, Luxembourg
 1242 2) Peter Bradford (USA) 3) Travel Wholesalers
 1243 1) Association for Blind People 2) Dixon & Parcels Associates Inc. (USA) 3) National Industries For the Blind (New York)
 1244 1) Design Studio 2) Francois Dallegrat (USA) 3) Current Dallegrat
 1245 1) Electronics 2) Betriebseigener Entwurf 3) Univac, Sperry Rand AG.
 1246 2) CBC, Milano (Italy)
 1247 2) Giovanni Pintori (Italy) 1969 3) Sitri
 1248 1) Design Studio 2) Olle Eksell (Sweden) 3) Olle Eksell Design AB
 1249 2) Yvon Laroche & Pierre-Yves Pelletier (Canada)
 3) Laplante & Langevin
 1250 1) Basel Exhibition 2) Ferdi Afflerbach (Switzerland) 1969 3) Komitee Basler Tag
 1251 2) Serge Defradat (France) 1968 3) Photogay
 1252 1) Furniture Manufacturer 2) Walter Ballmer (Italy) 1946 3) Möbelfirma
 1253 1) Gas Company 2) Michel Waxmann (Belgium)

3) SOMALGAZ (Algeria)
 1254 1) Design Group 2) David Wire+Allied Industrial Designers Ltd. (Great Britain) 3) Allied Industrial Designers Ltd.
 1255 1) Artists' Association 2) Stephan Kantschhoff (Bulgaria) 3) Union of Bulgarian Artists and Painters
 1256 1) Theater 2) Ludvik Feller (Czechoslovakia) 3) Theater Workshop
 1257 1) Food Vending Service 2) Dickens Design Group (USA) 3) Canteen Corporation (Chicago)
 1258 1) Pharmaceuticals 2) Gerald Bern (Canada) 3) Gilson Pharmaceuticals
 1259 1) Exhibition of International Office Equipment 2) Agence Gerete Publicité (France) 3) Salon International de l'équipement de Bureau
 1260 1) Precision Instruments Manufacturer 2) Hans Kasser (Switzerland)
 1261 1) Publisher 2) Toru Otsuka (Japan) 1965 3) Suken-shuppan Co.
 1262 1) Printing Company 2) Hans Schlenger (Great Britain) 3) Helois
 1263 1) Competition Entry for Selection of EXPO '70 Mark 2) Hiroshi Ueda+Osamu Furumura (Japan) 1969
 1264 2) Wayne E. Hallowell (USA)
 1265 1) Industry 2) Karol Sliwka (Poland)
 1266 2) Tadeusz Petryk (Poland) 3) Telimena Modehouse
 1267 2) André Courréges (France) 3) Courréges Couture Future
 1268 1) Industrial Art Goods Shop 2) Franco Meneguzzo (Italy) 3) Danese
 1269 1) Bank 2) Mark Woodham (Great Britain) 3) Royal Bank of Scotland
 1270 1) Travel Bureau 2) Magalhaes, Norouha & Pontual (Brazil) 3) National Travel Bureau
 1271 1) Pharmaceuticals 2) Ernst Roch (Canda) 3) CIBA
 1272 1) Automobile Maker 3) Citroën (France)
 1273 1) National Railways 2) Gerald Barney+Design Research Unit (Great Britain) 3) British Railways Board
 1274 2) Shigeo Fukuda (Japan) 1969 3) Nihon Illustrator Conference
 1275 1) Trade Union 2) Pierr-Yves Pelletier+J. Bourget (Canada)
 1276 1) Series of Theatrical Books 2) Romulo Maccio(Argentina) 3) Sudamericana
 1277 1) Railroad 2) Tel-Design+Swijenbeek (Netherlands) 1969 3) NV Nederlandse Spoorwegen
 1278 1) Medicines 2) Charles Goslin+Charles Waltz (USA) 1963 3) Eutonyl
 1279 2) Tony Dispigna+Herb Lubalin (USA) 1971 3) Project
 1280 1) Automobile Owners Association 2) Yoshio Hayashi (Japan) 1965 3) Japan Automobile Association
 1281 1) Airline 2) Felix Beltrán (Cuba) 3) Aerocarga Airline
 1282 1) Lumber and Paper Company 2) Lippincott & Margulies (USA) 1959 3) Weyerhaeuser Company
 1283 2) Heinz Schwabe (Germany)
 1284 1) Electric Power Board 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) Central Electricity Generating Board
 1285 1) Advertising Agency 2) Minale, Tattersfield Ltd.

(Great Britain) 3) Young & Rubicam Information Service
 1286 1) Travel Bureau 2) Walter Diethelm+Jürg Grüninger (Switzerland)
 1287 1) Industrial Design Studio 2) Ludvik Feller (Czechoslovakia) 1965 3) Soutez o Dokonal Vyrobek
 1288 1) Instrument Maker 2) Eckstein-Stone, Inc. (USA) 3) Dusal Instrument
 1289 1) Council for Higher Education 2) Primo Angeri (USA) 3) California Council for Higher Education
 1290 1) Highway and Street Planning Office 2) R. Nelson+W. Bartsch & Associates (USA) 3) George W. Barton & Associates
 1291 1) Trading Company 2) Gerd Leufert (Venezuela) 3) Ximenez Hnos
 1292 1) Trading Company 2) Marcel Wyss (Switzerland) 3) Steiner
 1293 1) Elevator Manufacturer 2) Howard York (USA) 1970 3) National Elevator Cab & Door Corp.
 1294 1) Trade Promotion Office 2) Roger-Virgil Geiser (Switzerland)
 1295 1) Travel Bureau 2) Michel Olyff (Belgium) 3) Organisation de Voyages
 1296 1) Bus Company 2) Malcolm Gear (USA) 3) Short Line Bus Co.
 1297 2) Günther Murr (Germany)
 1298 2) Herbert W. Kapitzki (Germany) 3) Regional Trade Office of Baden-Württemberg
 1299 1) Furniture 2) Jacques Nathan-Garamond (France) 3) Wagner (Paris)
 1300 1) Salt Manufacturer 2) Ferdi Afflerbach (Switzerland) 3) Vereinigte Schweizerische Rheinsalinen
 1301 1) Airfreight Forwarders 2) Richard Geiger+Signa Ltd. (Ireland) 3) Aerlod Teoranta
 1302 3) International Council of Foods Distribution
 1303 1) Tool Manufacturer 2) Hans Neuburg (Switzerland)
 1304 1) Design Studio 2) Pino Tovaglia (Italy) 1970 3) Associazione Per il Disegno Industriale
 1305 1) Export Council 2) Negus Sharland (Great Britain) 3) British National Export Council
 1306 1) Box Manufacturer 2) Cook & Shanovsky (USA) 3) Rite Box Manufacturing Co.
 1307 1) Travel Bureau 2) Kurt Wirth (Switzerland) 3) Swiss Travel Bureau
 1308 1) Industry 2) Walter Sauer (Germany)
 1309 1) Bank 2) Anthony Paneth (USA) 1969 3) Roosevelt Savings Bank
 1310 1) Electric Products Maker 3) Crown
 1311 1) Glasses (Japan)
 1312 1) Architect's Office 3) Hakusuisha
 1313 1) Broadcasting 2) G. Dean Smith (USA) 3) American Information Radio Network
 1314 1) International Wrapping Exhibition 2) Adolf Flückiger (Switzerland)
 1315 1) Chemical Fertilizer 2) John Harrison (Great Britain) 3) Fisons Overseas Ltd.
 1316 2) Karol Sliwka (Poland)
 1317 1) Electronic Measurement Machine Maker 2) Otsuka Design Office (Japan) 3) Hachiman Electronic Works, Ltd.

1318 1) Paper Products and By Products 2) Dickens Design Group (USA) 3) The Crossett Company
 1319 1) Pharmaceuticals 2) Ivan Chermayeff+Thomas Geismar (USA) 3) CIBA
 1320 2) Hans Gaenslen (Germany)
 1321 1) Business Machine Manufacturer 2) Tokyo Yarakasu Kan (Japan) 1961 3) Copiya
 1322 1) Work for Graduation Exhibition 3) Asagaya Art School
 1323 2) Werner Rinke (Germany)
 1324 2) Hans Neuburg (Switzerland) 3) Jean Oertli
 1325 1) Freight Forwarder 2) Olof Eriksson (Finland) 3) Finlands Biloch Transportarbetarnas Föbund
 1326 2) Roberg Sessler (Switzerland)
 1327 2) Frank Wagner (USA) 3) Project
 1328 2) Roberg Carbonnelle (Belgium) 3) Jacquet
 1329 1) Electronics Materials 2) Jacques Nathan-Garamond (France)
 1330 Information not available
 1331 1) Chemical Industry
 1332 Information not available
 1333 1) Railroad 2) Josef Slobosz (Poland) 3) Poland Railroad
 1334 1) Telephone Company 2) Ernst Roch (Canada) 3) The New Brunswick Telephone Co.
 1335 1) Social Services 2) Eugen and Max Lenz (Switzerland) 3) Büro für Werbung, Organisation und Sozial Probleme (Zurich)
 1336 2) Rosmarie Tissi+Atelier S. Odermatt (Switzerland) 3) Sonja Henie-Niels Onstad Foundations (Norway)
 1337 1) Electrical Contractors 2) Larr Klein (USA) 1) UtP 2) Baaron Schulte ()
 1338 2) H. P. Doebele (Germany) 3) Stitching Rijnmond-Nordzeekanaal
 1339 1) Freight Forwarders 2) David Coleman (USA) 1969 3) International Freight Forwarders
 1340 1) International Mark for Park and Horse-riding Path
 1341 2) Rudolf Bircher (Switzerland)
 1342 1) Hobby Instruction Group 2) Robert S. Gessner
 1343 1) Mark Used for International Competition 3) Icograda
 1344 1) Service Mark (Discover America) 2) Raymond Loewy+ William Snaith, Inc. (USA) 3) Airlines, railroads, hotels, motel chains and travel agents
 1345 1) School 2) Bill Sontag (USA) 1970 3) Cincinnati Communications Institute
 1346 1) Office Building 2) Francis R. Esteban (USA) 3) One Oliver Plaza
 1347 1) Broadcasting 2) Denstu (Japan) 1965 3) Tokai TV
 1348 1) Broadcasting 2) Yusaku Kamekura (Japan) 3) Sendai Broadcasting
 1349 Information not available
 1350 1) Broadcasting 2) Tom Carnase+Roger Ferriter+Len Johnson (USA) 3) Metromedia
 1351 1) TV Broadcasting 2) Clemente Lagundimao, Jr. (USA)
 1352 1) Symbol for Exhibition (Exhibition Two) 1969 3) Creative Photography Gallery
 1353 1) 21 Century Books 3) Shufu to Seikatsu Sha
 1354 1) Golf Club 2) Kohei Miura (Japan) 1971 3) Project
 1355 2) Gonzalez Ruiz & Shakespear (Argentina)
 1356 2) 3) James C. Douglass (Switzerland)
 1357 1) Design Magazine 2) Lubalin, Smith, Cornace (USA) 3) Graphis Magazine 25th Anniversary

1358 3) Enfield and Edmonton Art Circle
 1359 1) Advertising Agency 2) Lubalin, Smith, Carnase (USA) 3) Young & Rubicam
 1360 1) Antique Dealer 2) John and Mary Condon, New York, (USA) 3) Antiques 3 Inc.
 1361 1) Bank 3) Daisan Mutual Finance Bank
 1362 1) Chemical Goods, Graphic Systems etc. 2) Gerald Stahl Associate (USA) 3) 3M Company
 1363 1) Typewriters 2) Florence Bezutczyk (USA) 3) Olivetti Underwood Corp.
 1364 1) Publisher 2) Giancarlo Iiprandi (Italy) 3) Reader's Digest
 1365 2) 3) James C. Douglass (Switzerland) :
 1366 1) Construction Company 2) Mimmo Castellano (Italy) 3) Dioguardi
 1367 1) Taxi Company 2) Peter Billiger (Switzerland) 3) Funk Taxi AG.
 1368 2) 3) James C. Douglass (Switzerland)
 1369 2) Alfled Troisi+Dino Mazzola (Italy) 1970 3) Mondadori
 1370 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues
 1371 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues
 1372 1) Symbol for Special Issue of a Magazine 2) Ablam Games (Great Britain) 3) New Year Issues
 1373 1) Community Center 2) Giulio Cittato (USA) 3) Jewish Community Centers of Chicago
 1374 1) Commodity name 2) Takeshi Otaka (Japan) 1968 3) Toyo Rayon Co.,Ltd.
 1375 1) Osaka Art Festival 2) Takeshi Ohtaka (Japan) 1969 3) Mainichi Shimbun Co.,Ltd.
 1376 1) Industrial Design Societies 2) Roger Denning (Great Britain) 3) International Congress for Societies of Industrial Design
 1377 2) 3) James C. Douglass (Switzerland)
 1378 1) Broadcasting 2) G.Dean Smith (USA) 3) American Broadcasting Co.
 1379 1) Title of Dance 2) Atsushi Yoshioka (Japan) 3) Tamura Setsuko Original Dance Institute
 1380 1) New Year's Card 2) Kohei Miura (Japan) 3) Kohei Miura
 1381 1) Furniture Exhibition 2) Alberto Longhi (Italy) 3) 8th Exhibition of Italian Furniture
 1382 1) Television Broadcaster 2) Yusaku Kamekura (Japan) 1958 3) Fuji TV
 1383 1) Television Broadcaster 2) Yoshio Hayakawa (Japan) 1965 3) Kansai Telecasting Corp.
 1384 1) Photographic Film 3) Fuji Photo Film
 1385 1) TV Broadcaster 2) Mike Shenon+Richard Luppi (USA) 3) WOR-TV
 1386 1) Private Symbol 2) Kyuyo Kajino (Japan) 1968 3) Kyuyo Kajino
 1387 1) Design Studio 2) Don Shanosky (USA) 3) Graphic Directions Inc.
 1388 2) Walter Landmann (Germany) 3) Männer und Märkte
 1389 1) Design Studio 2) Hayao Izuohara (Japan) 1970 3) Hights House
 1390 1) Printer's Type Foundry 2) Carl Brett (Canada) 3) Howath & Smith Monotype Ltd.
 1391 1) Design Studio 2) Tom Daly+Peter Max (USA)

3) Daly & Max Ltd.
 1392 1) Photo Studio 2) Kohei Miura (Japan) 1971 3) Masaaki Kobayashi
 1393 1) Printing Company 2) Norishige Sugiura (Japan) 3) Soubunsha
 1394 1) Publisher 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Ronald Whiting & Wheaton Limited (London)
 1395 1) Printing Company 2) Masami Sakuma (Japan) 1970 3) Futaba Printing Co.,Ltd.
 1396 2) Chermayeff & Geismar Assoc. (USA)
 1397 1) Illustration for Advertising 3) ABC (Bern)
 1398 2) Giulio Confalonieri (Italy) 3) Total
 1399 2) Crawford Dunn (USA) 1971 3) Faxon
 1400 1) Hospital 2) Gips & Danne (USA) 3) Beekman Downtown Hospital
 1401 1) Container Manufacturer 2) Don Marvine+Latham Tyler Jensen Inc. (USA) 3) Ekco Containers Inc.
 1402 1) Maritime Shipping 2) Marcel Wyss (Switzerland) 3) Schweizer
 1403 2) Takashi Kono (Japan) 3) Tokamachi Weavers Association
 1404 1) Drum Festival 2) Mark Zeugin (Switzerland)
 1405 1) Fair 2) Robert Geisser (Switzerland) 3) Schweizer Messe für Milch und Landwirtschaft
 1406 1) Bank 2) Willi Wermelinger+Geroldswil ZH (Switzerland) 3) Swiss Credit Bank
 1407 1) Preventive of Tuberculosis Campaign 3) Liga zur Tuberkulose-Bekämpfung
 1408 1) Emblem 2) Armin Hofmann (Switzerland) 1958 3) Swiss Hotelkeepers' Association
 1409 1) Association for Relief of Seamen 2) Erwin Krubbeck (Germany)
 1410 1) Social and Charitable Institute 2) Otto Treumann (Netherlands) 3) Jewish Social and Charitable Institute
 1411 1) Travel Bureau 2) Geoffrey Hart Associates (Great Britain) 3) Travelscene Ltd.
 1412 1) Medical Society 2) Gunmaelius Als (Denmark) 3) Danish Association for the Prevention of Heart Diseases
 1413 1) Radio Program 2) Katsumi Asaba (Japan) 1971 3) TBS
 1414 1) Opera 2) Stefen Kantscheff (Bulgaria) 3) Staatliches Operettentheater Sofia
 1415 1) Music School
 1416 1) Folk Song Festival 2) Crosby/Fletcher/Forbes (Great Britain) 3) International Folk Song Festival
 1417 2) Luigi Montaini+Till Neuburg (Italy) 3) Spincers Limited
 1418 1) Consumers' Cooperative Association 3) Sweden Living Cooperation Association
 1419 1) Furrier 2) Marcel Wyss (Switzerland) 3) Bernhard
 1420 2) Atelier Frutiger (France) 3) Alpha+omega
 1421 1) Hifi Equipment Maker 3) Pionner
 1422 1) Books 2) Roger-Virgile Geiser (Switzerland) 3) Collection de Livres
 1423 1) Dispensary 2) Helmut Kurtz (Switzerland) 3) Apotheke Ehrenspurger
 1424 1) Hotel 2) Gérard Miedinger (Switzerland) 3) Continental Hotel
 1425 1) Restaurant 2) Piero Fornasetti (Italy) 3) Ditta Fornasetti
 1426 2) David Pelham (Great Britain)

1427 1) Designers Association 2) Eita Shinohara+Yasuhumi Miyake+Tadasu Fukano (Japan) 1966 3) Japan Typography Association
 1428 1) Private Symbol 2) Makoto Wada (Japan) 1969 3) Shinichi Kusamori
 1429 1) Design Studio 2) Shigeru Akizuki (Japan) 1967 3) Design Office Akizuki
 1430 2) Hiromu Hara (Japan) 3) The Nihon Keizai Press
 1431 1) Fats and Oil Mill 3) Mipon Yushi
 1432 1) Bank 3) Yasuda Trust Bank (Japan) 1925
 1433 3) Shiroishi Kisokoji
 1434 1) Construction Company 3) Ohbayashigumi
 1435 1) Electrical Products 3) Ishimal Electric Co.
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 1439 1) Machinery Manufacturer 3) Komatsu
 1440 1) Department Store 2) Hakuhodo (Japan) 1962 3) Odakyu
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 1443 1) Publisher 3) Shokokusha
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 1448 1) Art School 3) Suidobata Art School
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 1460 1) Private Symbol 2) Tadasu Fukano (Japan) 3) Jyo Murakoshi
 1461 1) Father's Day Sale 2) Kenzo Nakagawa (Japan) 1970 3) Takashimaya Co.
 1462 1) Valentine's Day Sale 2) Kenzo Nakagawa (Japan) 1970 3) Takashimaya Co.
 1463 1) Book Store 2) Seitaro Nakamura (Japan) 3) Maruzen

(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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