TRADE MARKS & SYMBOLS

VOLUME 2: Symbolical Designs

YASABURO KUWAYAMA

$9.95

TRADE MARKS & SYMBOLS

VOLUME 2: Symbolical Designs

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

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

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

The following categories are included:

Human Figures / Faces / Eyes / Hands / Beasts / Birds / Fish / Insects / Flowers / Trees / Houses / Conveyances / Tools / Heavenly Bodies / Minerals / Circles / Rectangles / Triangles / Polygons / Curves / Arrows / Figures / Signs / Japanese Characters.

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TRADEMARKS & SYMBOLS

VOLUME 2: Symbolical Designs

By Yasaburo Kuwayama

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Volume 2

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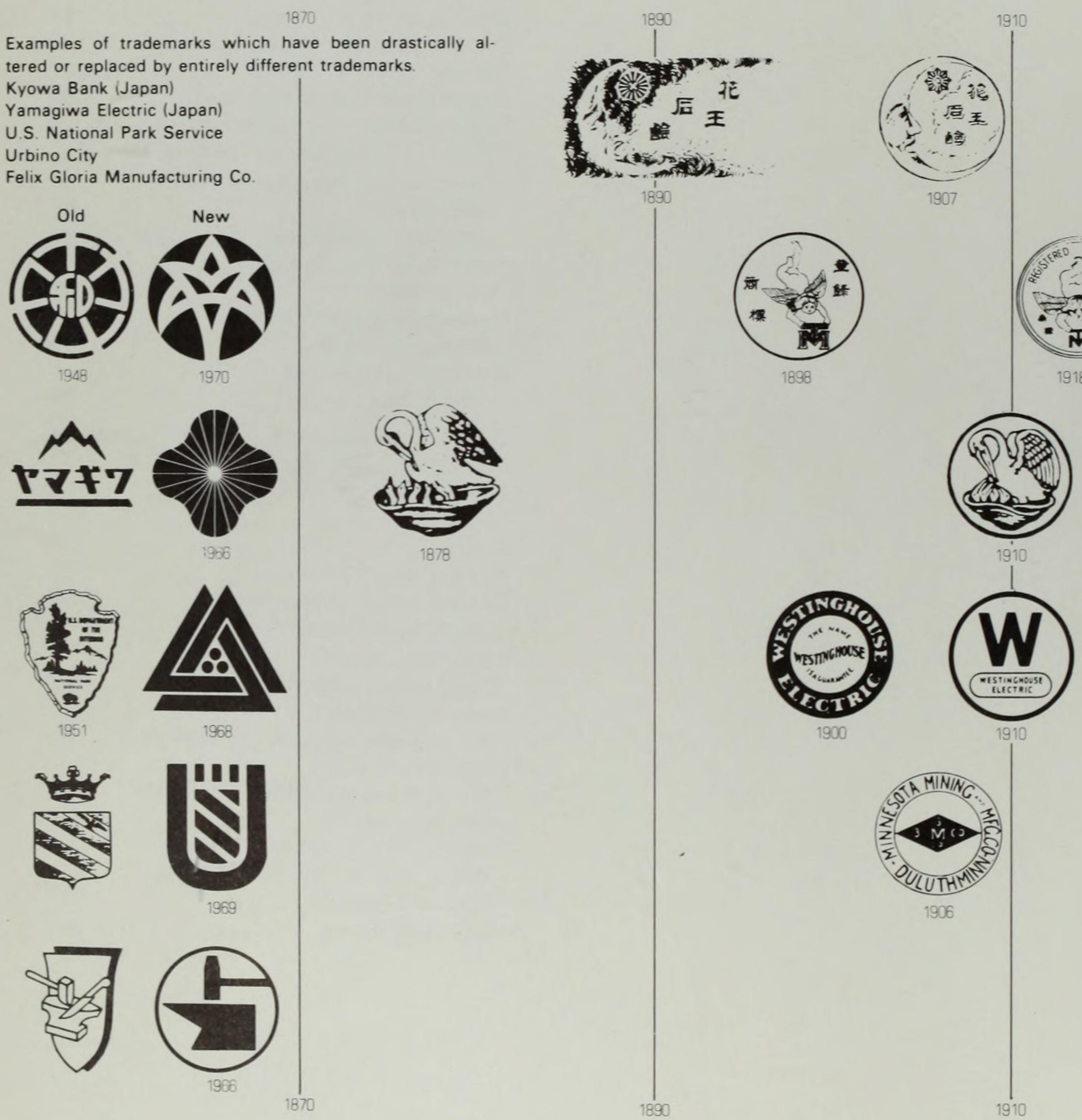
Trademarks change with the times

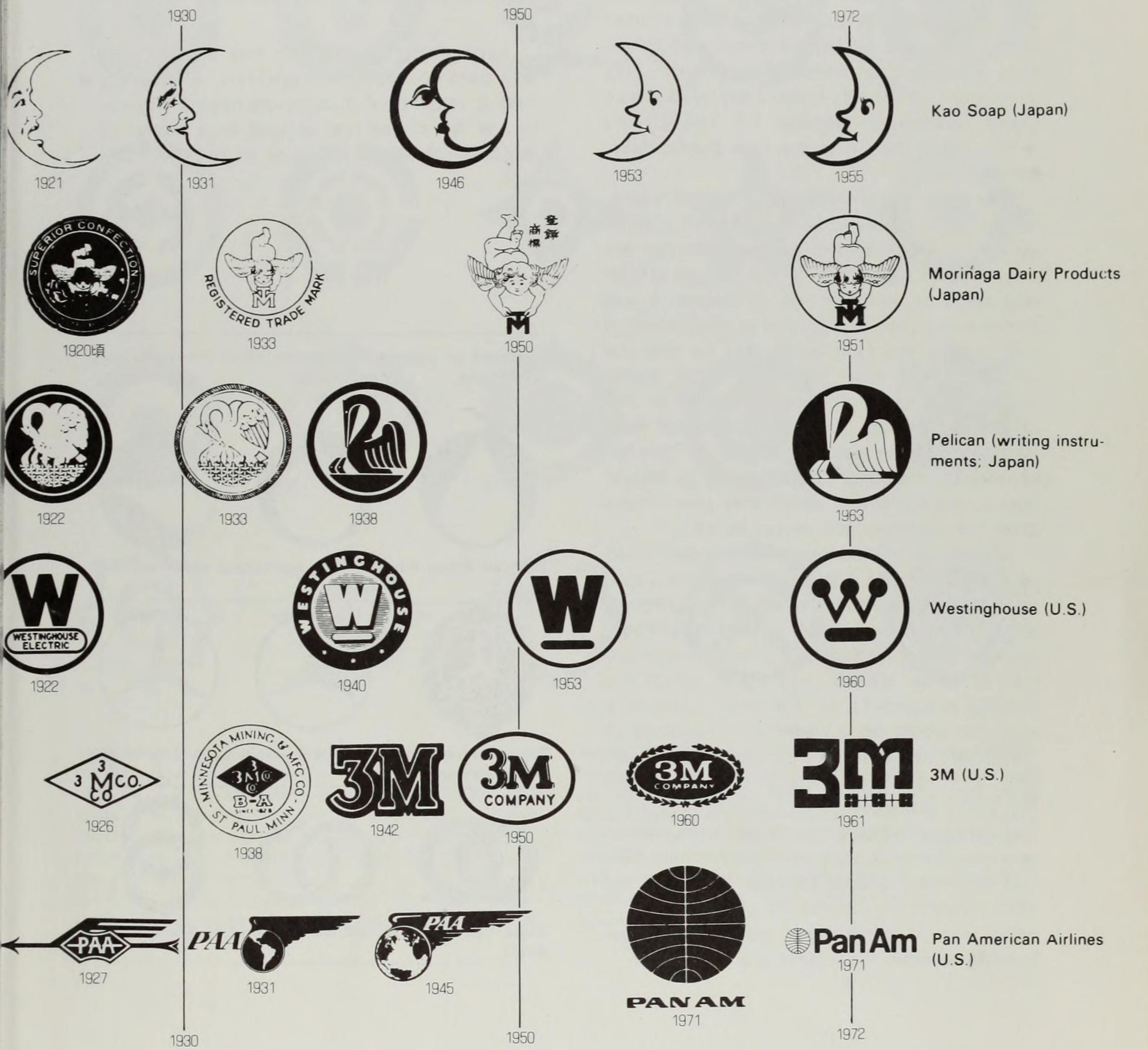
Coca-Cola's recent changeover from the familiar round trademark to an square one was an event which was widely, noticed not only among designers but by the general public as well. Just as the popularity of styles, words, and many other aspects of culture waxes and wanes, there are many instances when 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.



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 amoung 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 countris 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 isssue vary from country to country. Here, I would like to present my standards for determing whether two marks are too similar.

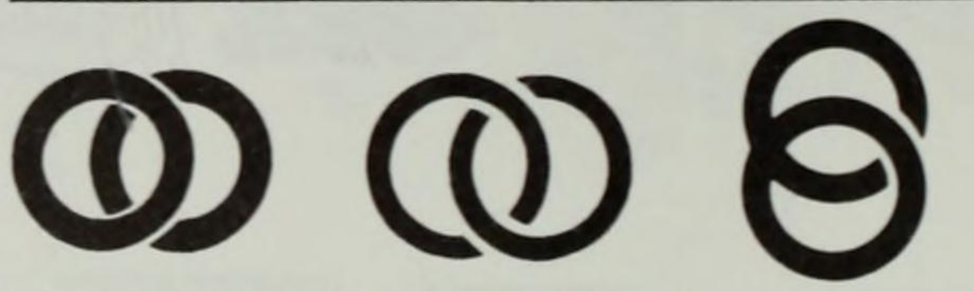
First, similarity of over-all form even though the concept and motif are different. Second, although the forms are dissimilar, the images presented appear the same, so that confusion is likely to occur when the two are seen separately. Third, when the trademarks appear the same if one is turned upside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

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

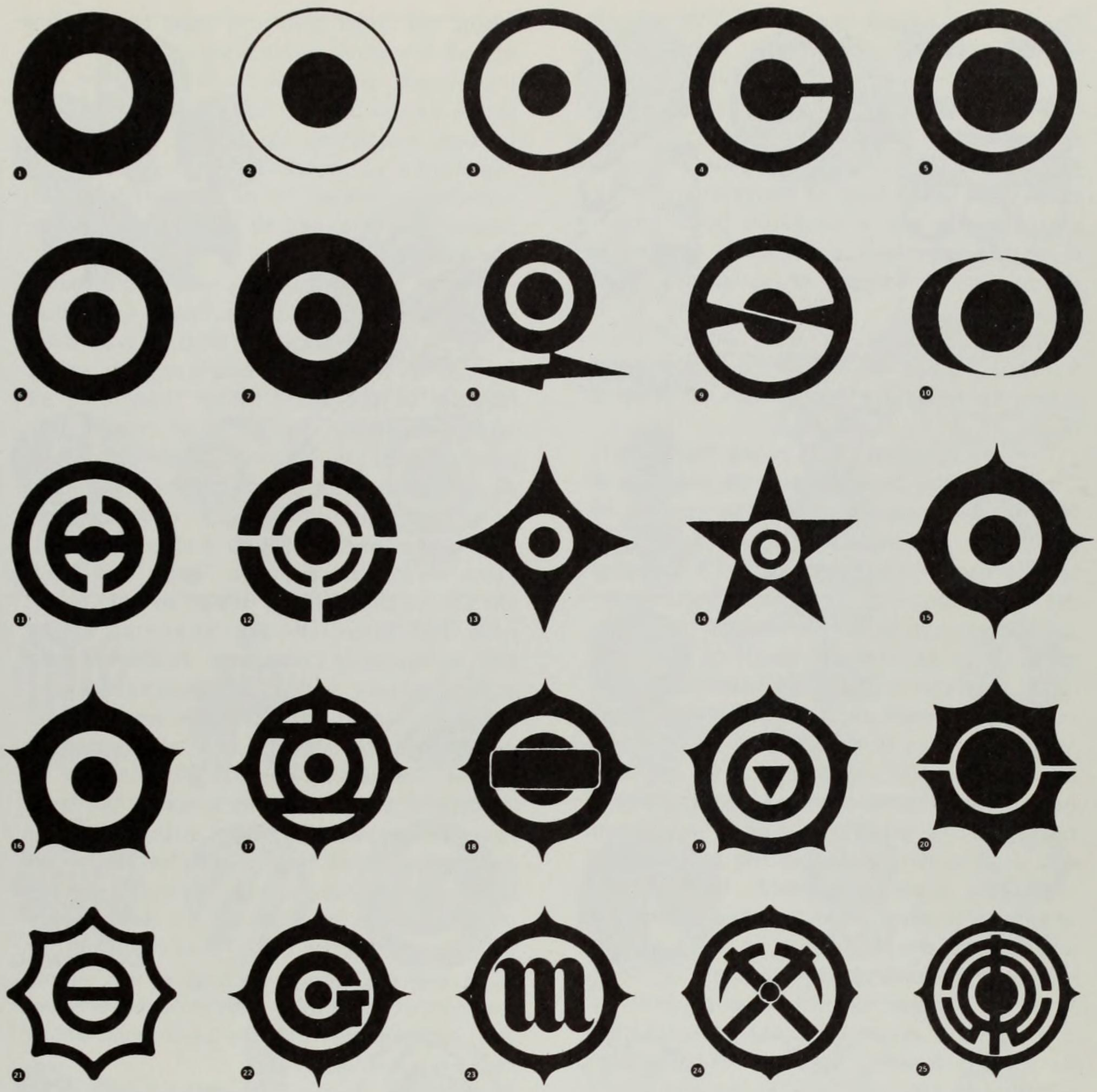
Examples of Japanese trademarks which resemble foreign trademarks.

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

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



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



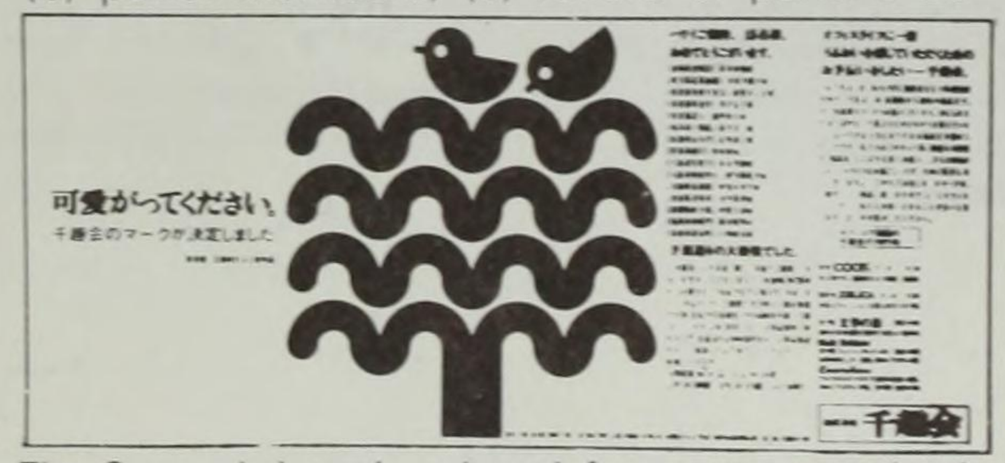
Twenty-five examples of Japanese trademarks based on the Sino-Japanese character for "sun." The character was originally a pictograph, showing a dot in the center of a circle; in its standard form today it is a rectangle on end bisected by a lateral line at the midpoint. The character is pronounced *hi*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

Design competitions

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

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

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



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

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

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

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

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

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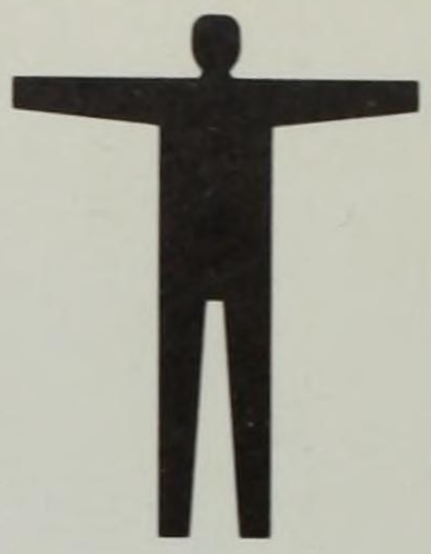

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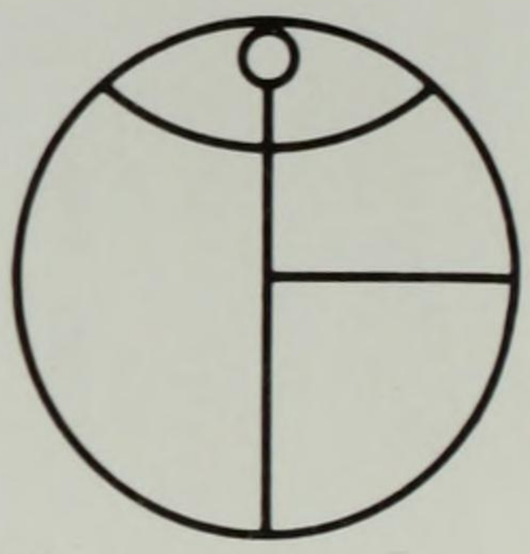

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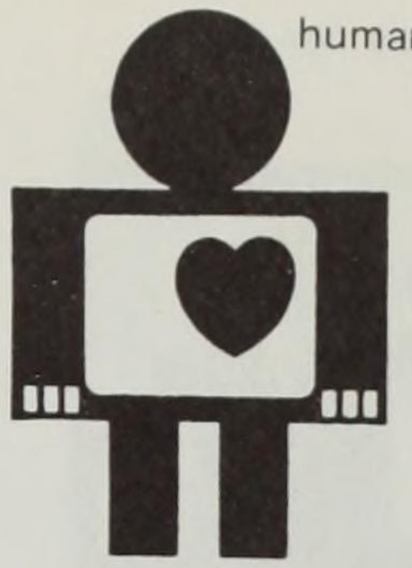
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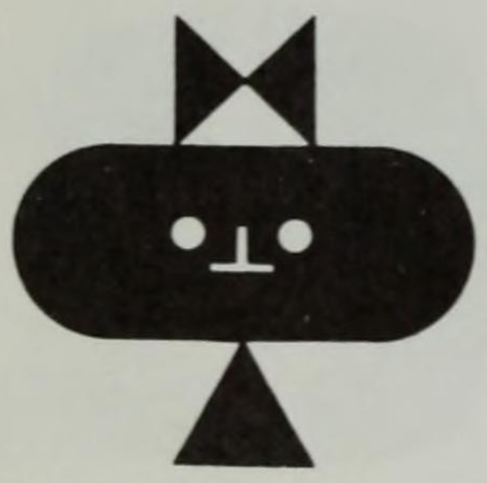

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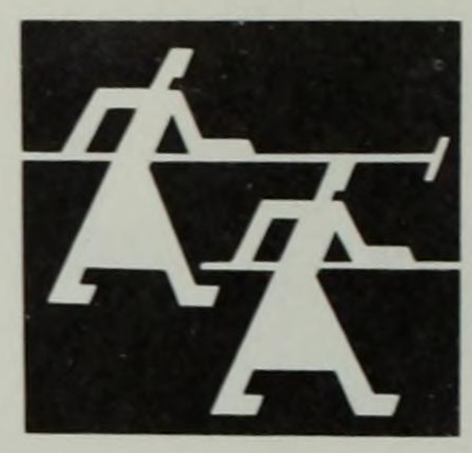
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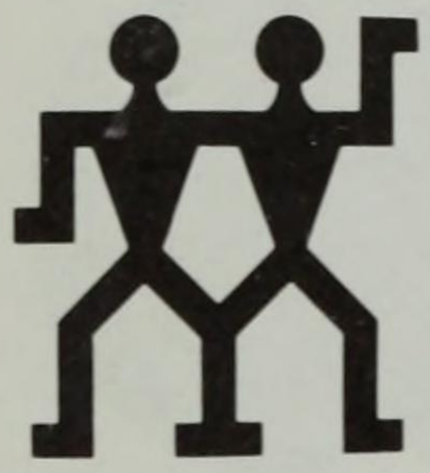
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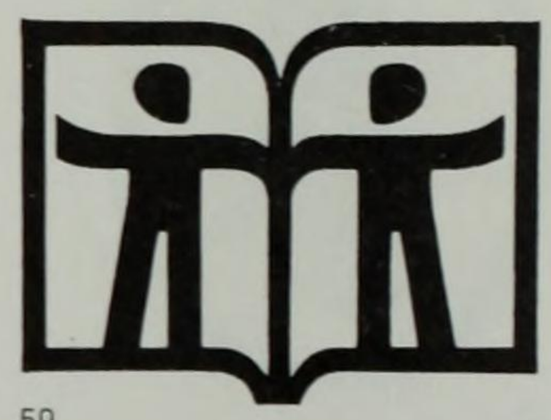
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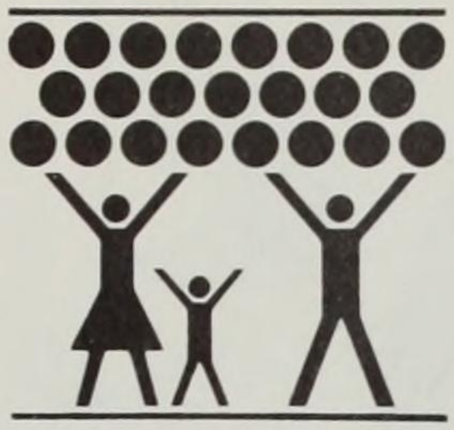
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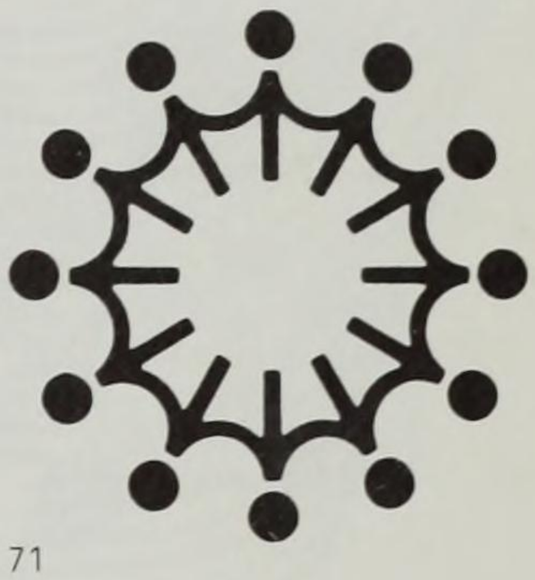
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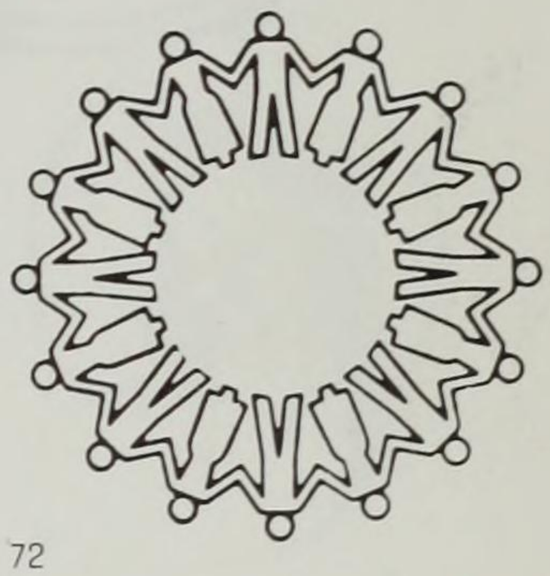
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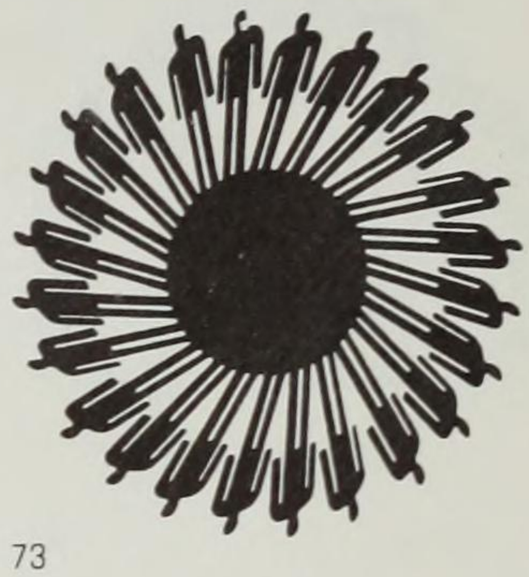
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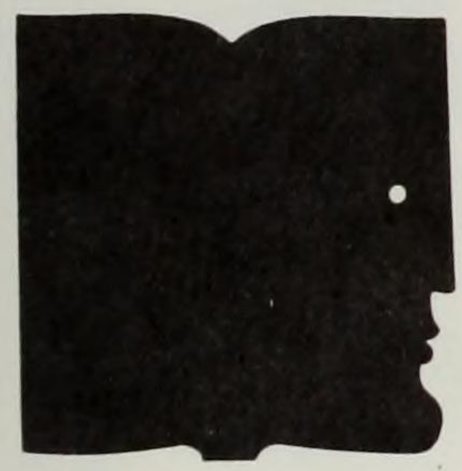

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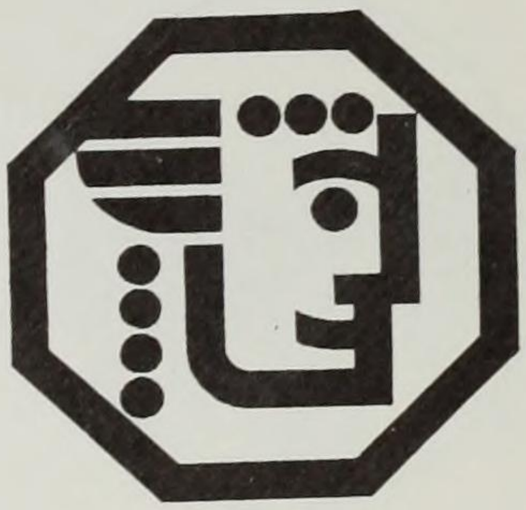

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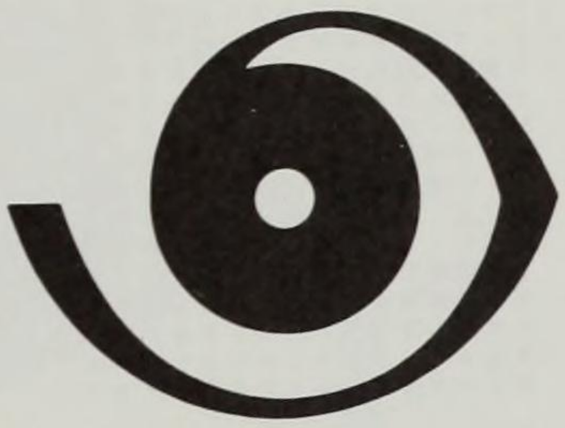

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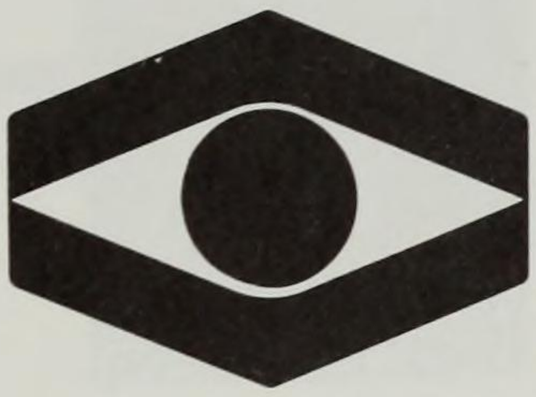

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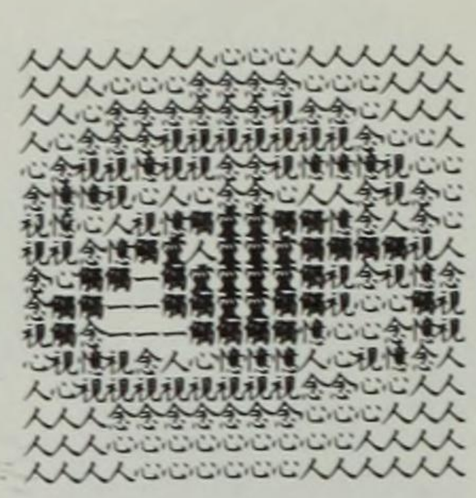

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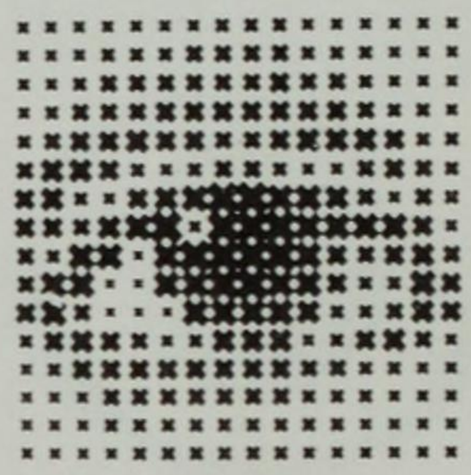

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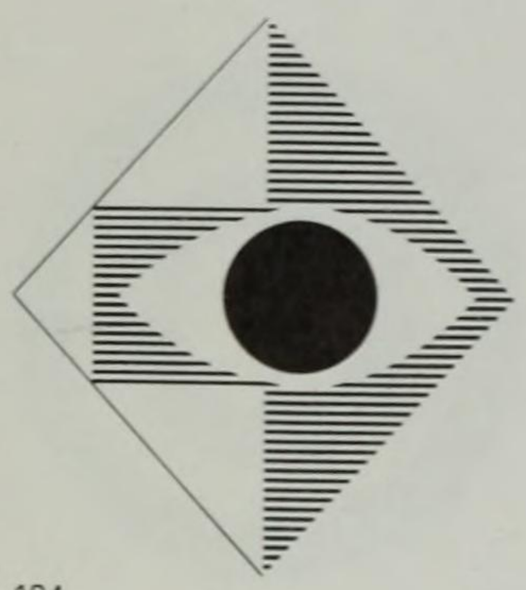

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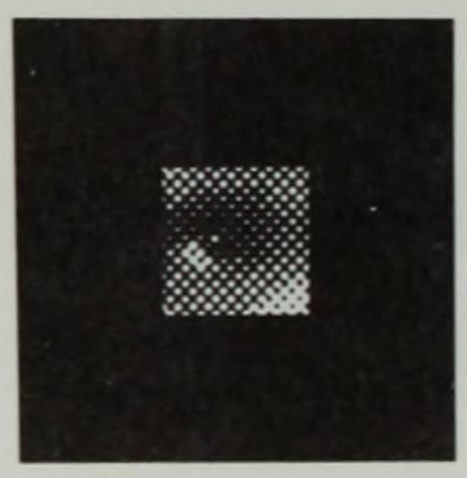

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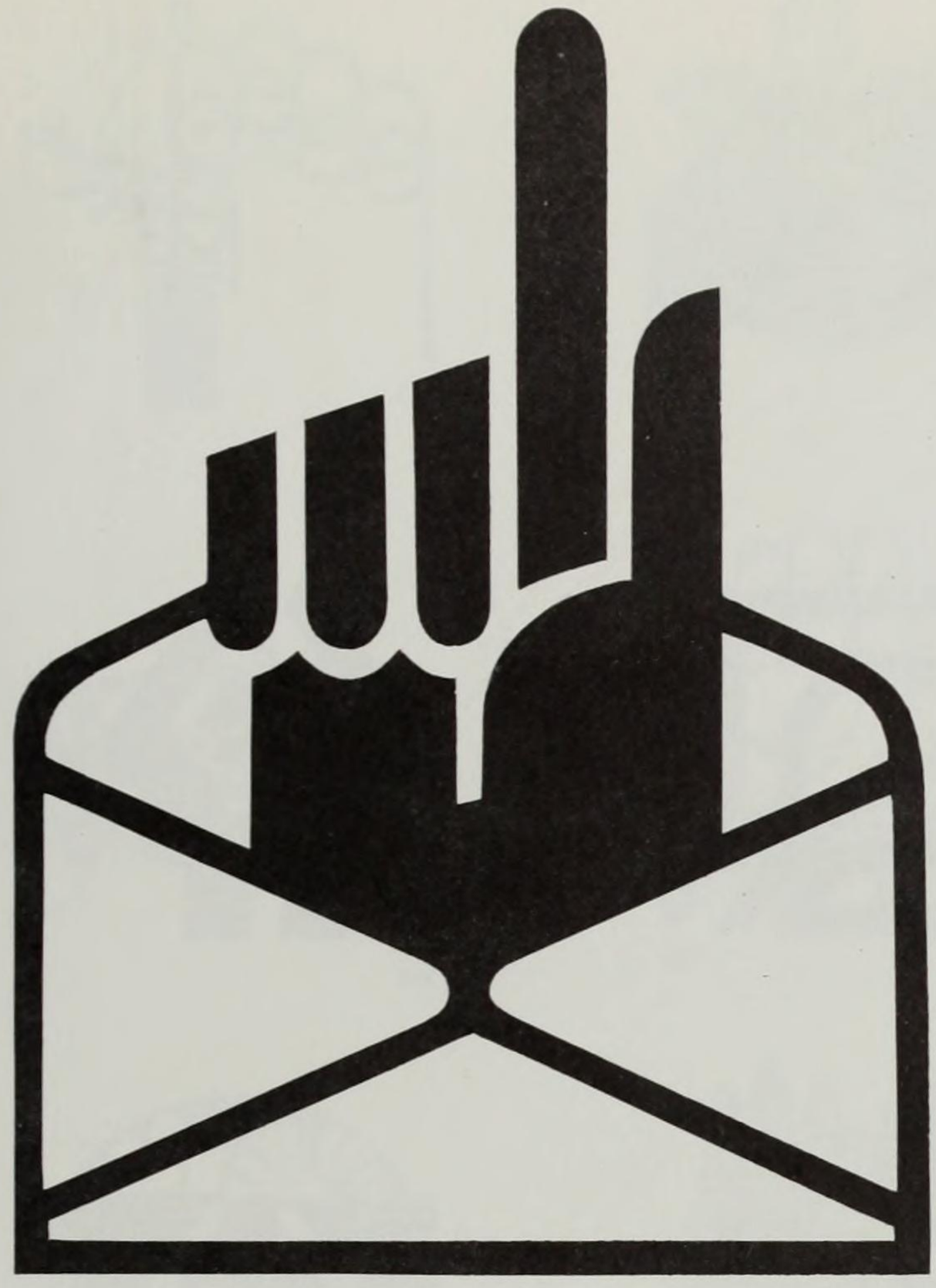

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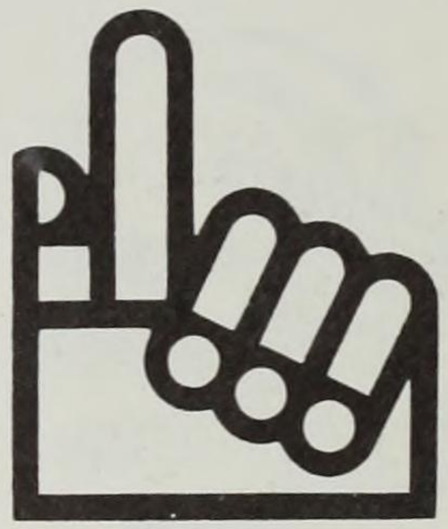

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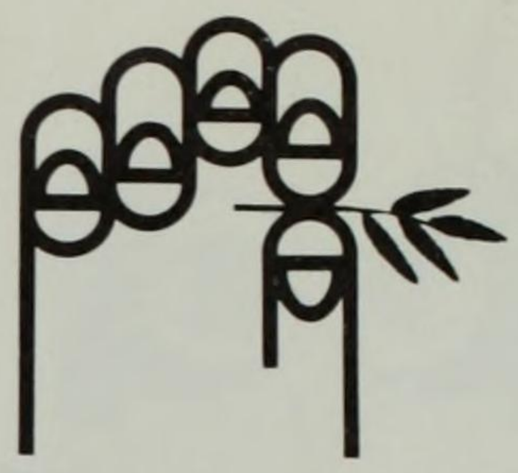

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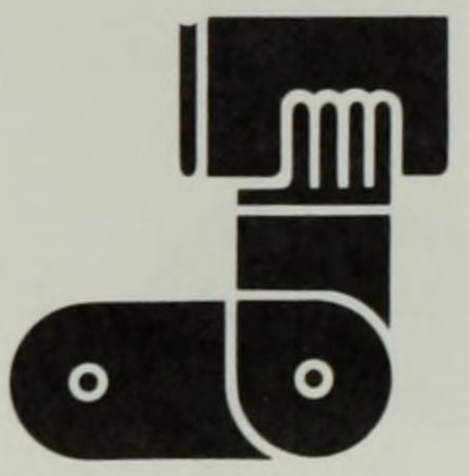

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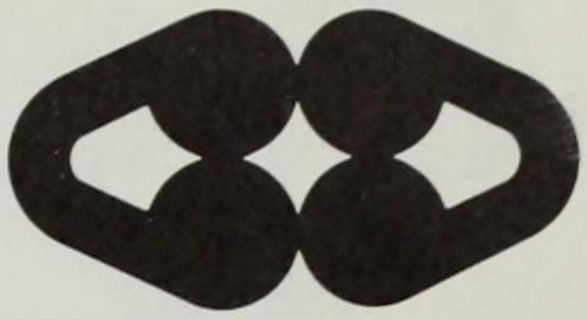
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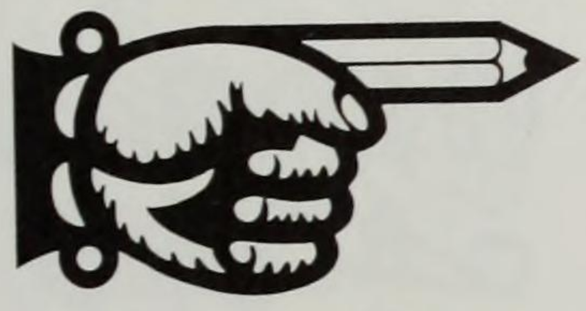
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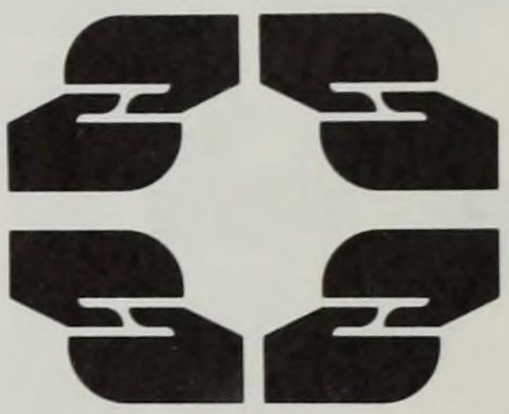
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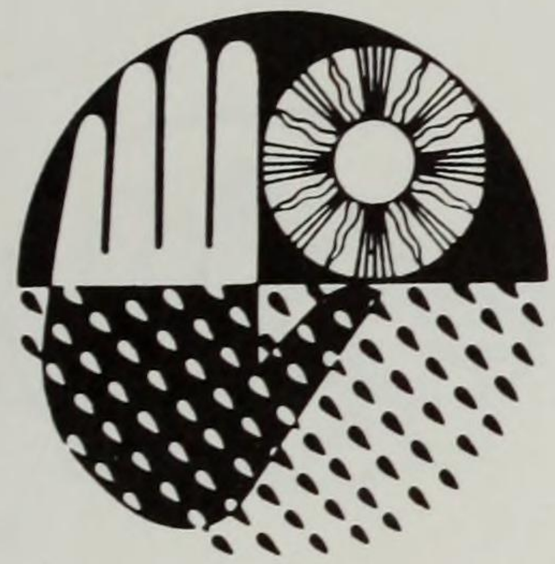
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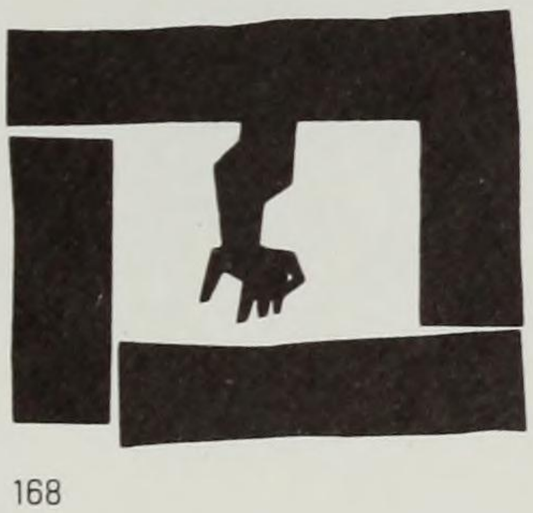
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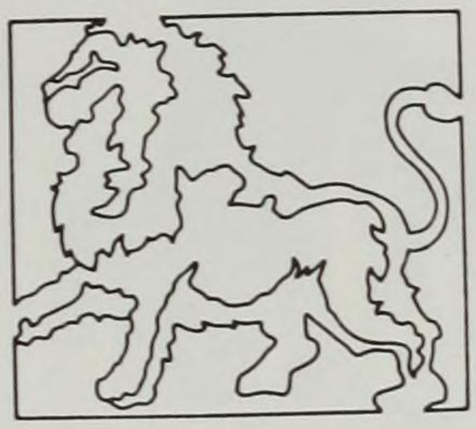
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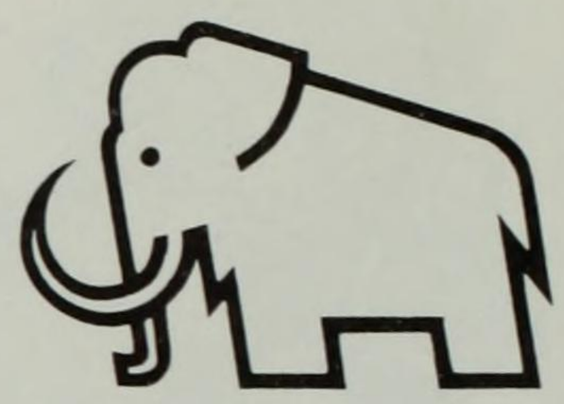
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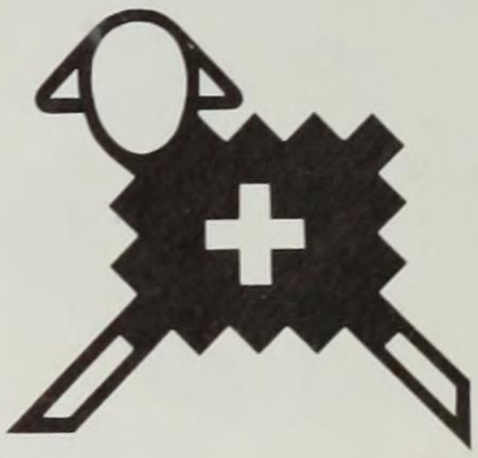
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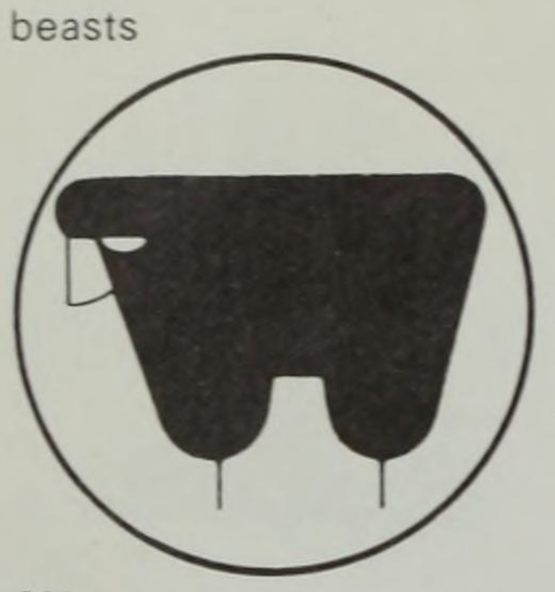

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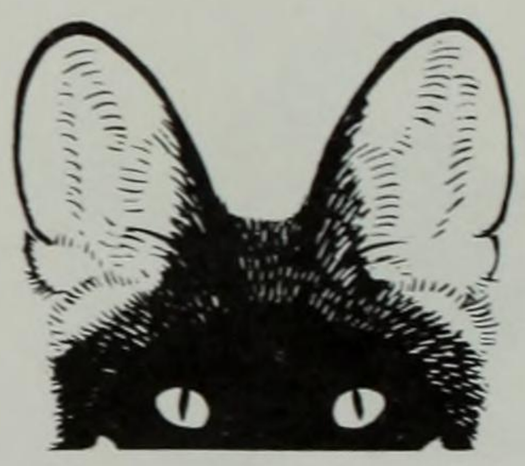

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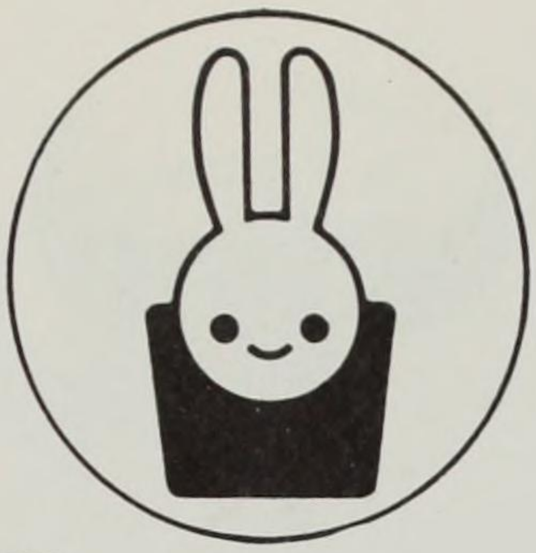
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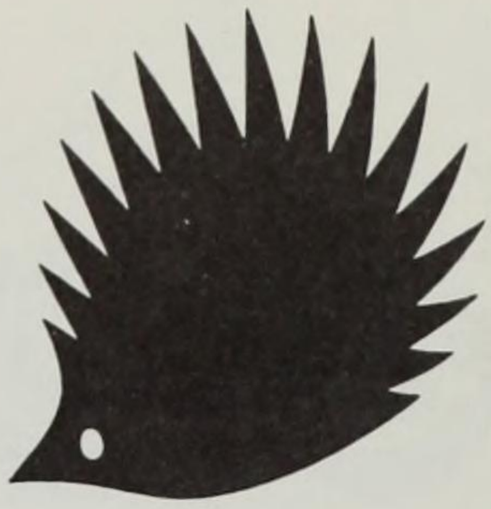
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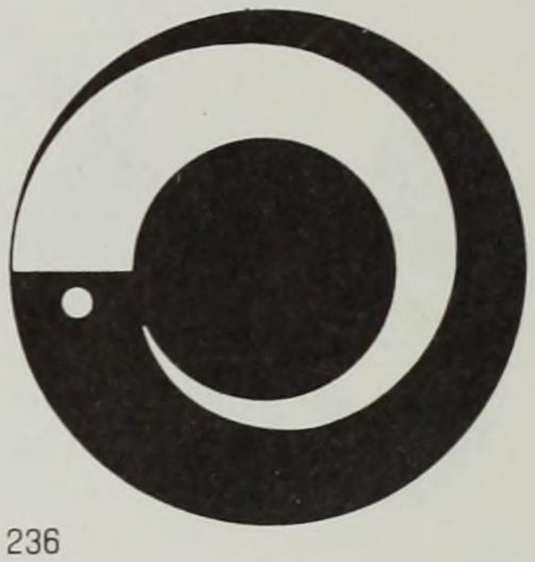
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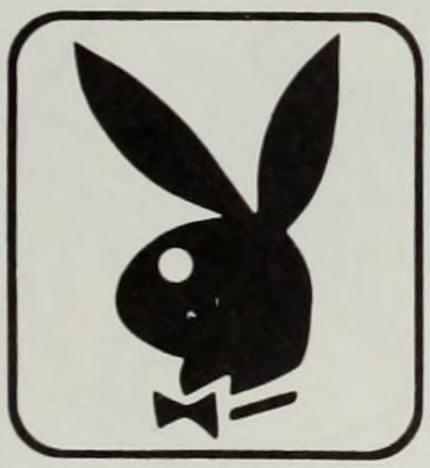
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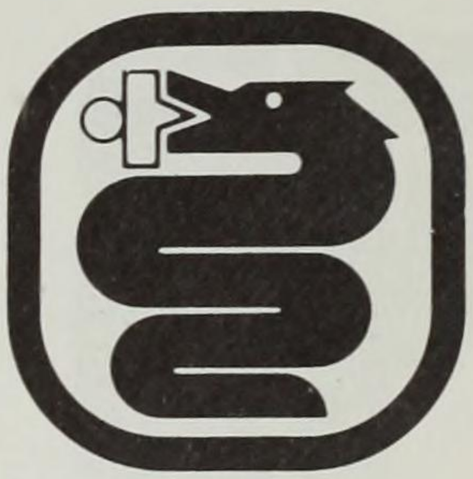
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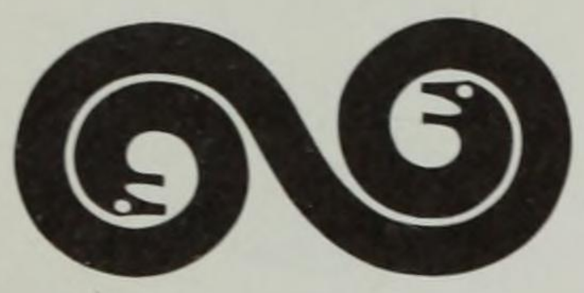
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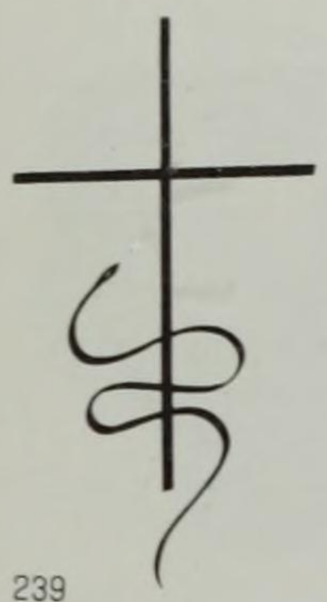
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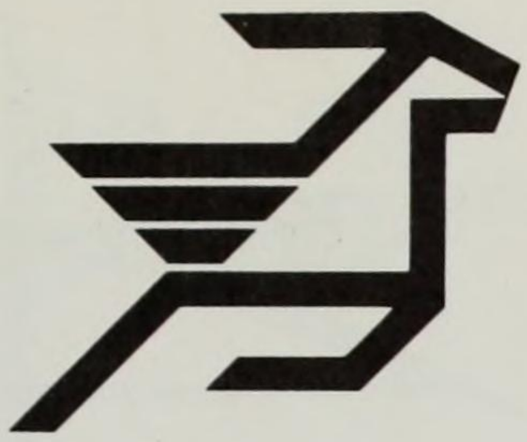
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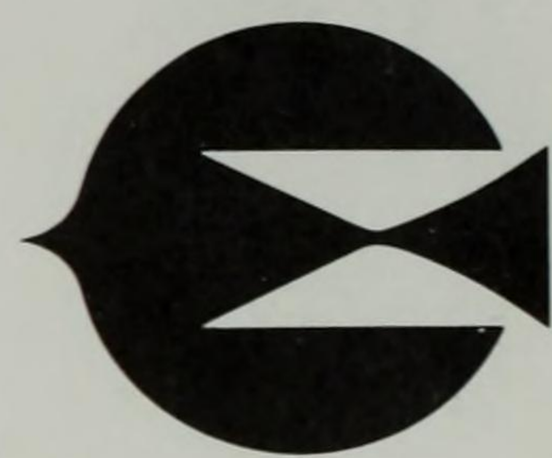

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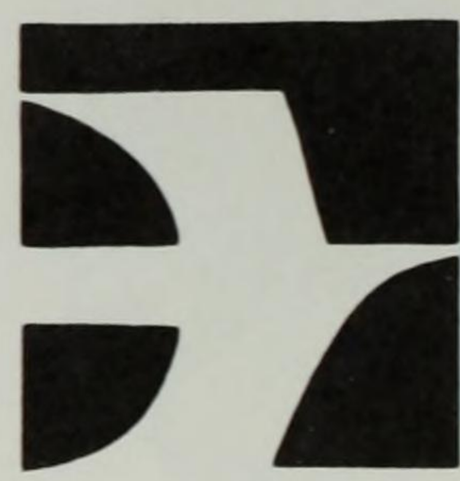

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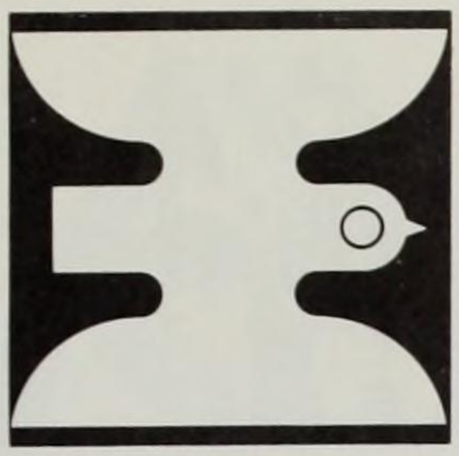
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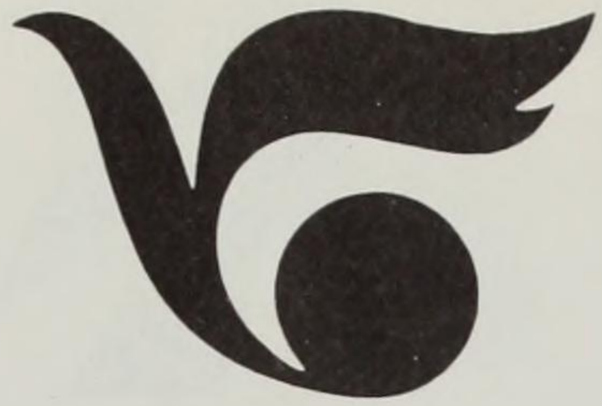
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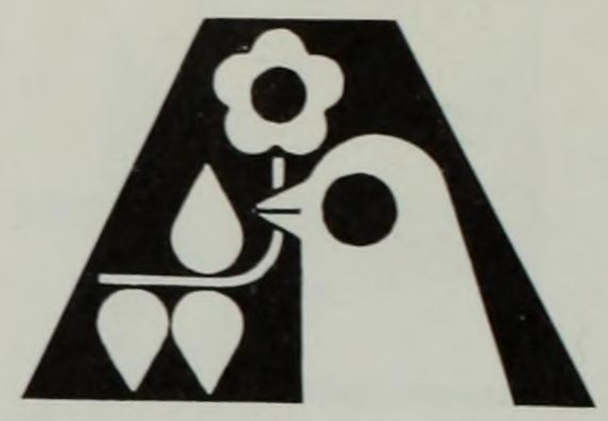

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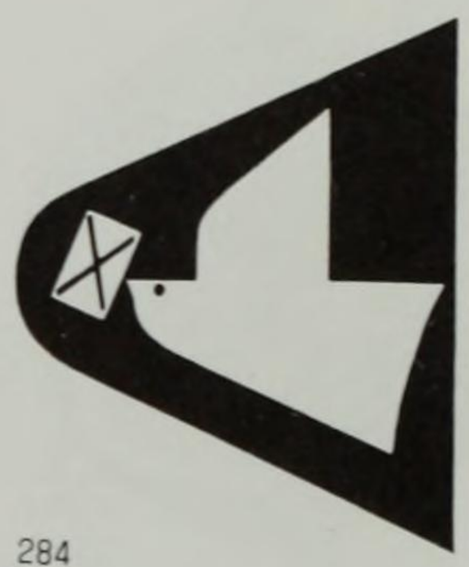

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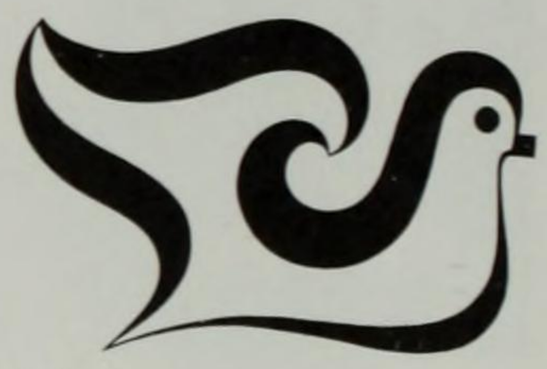

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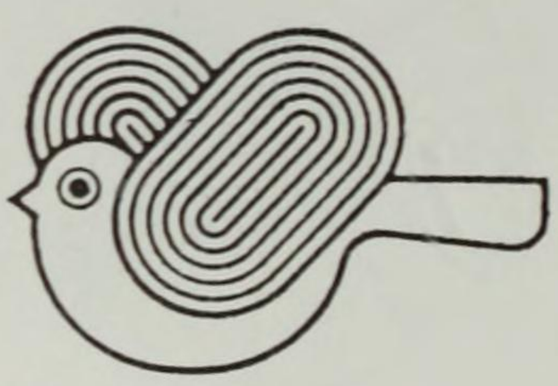

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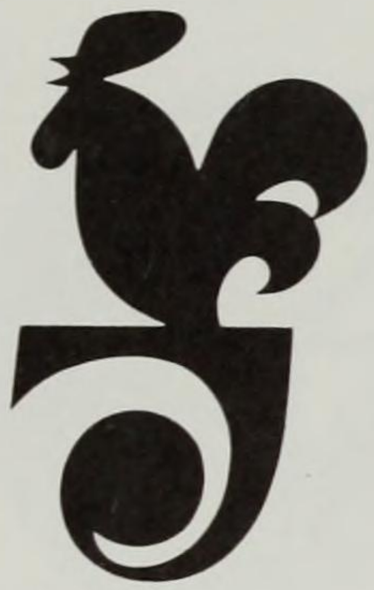
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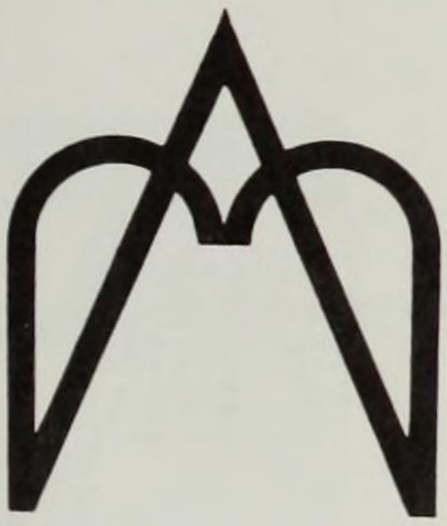
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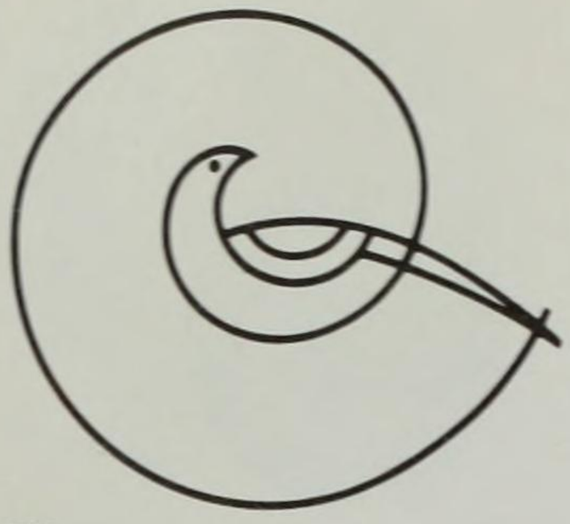
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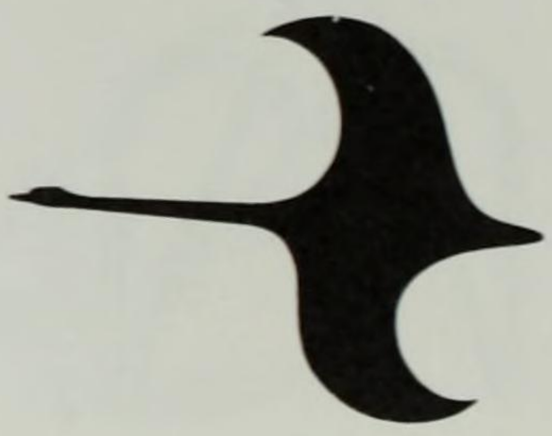
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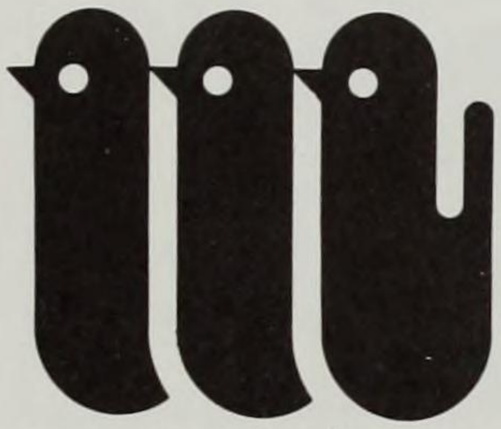
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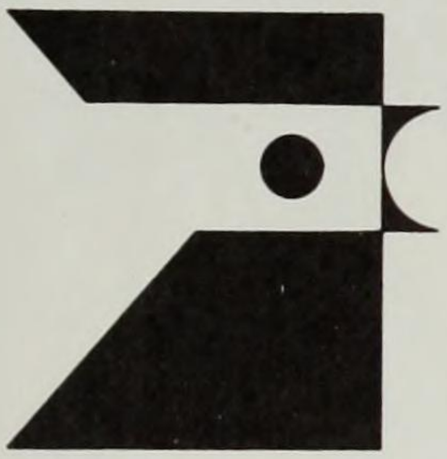
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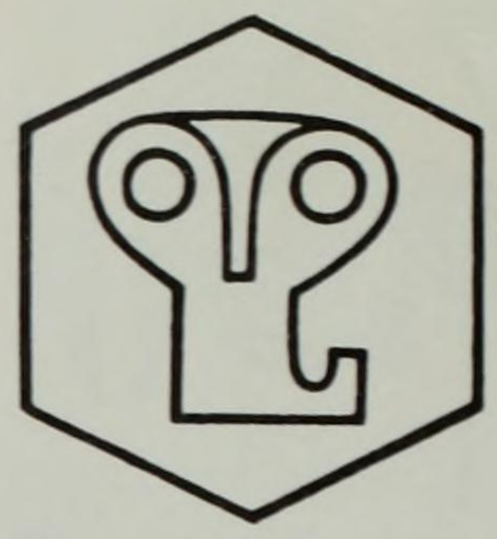
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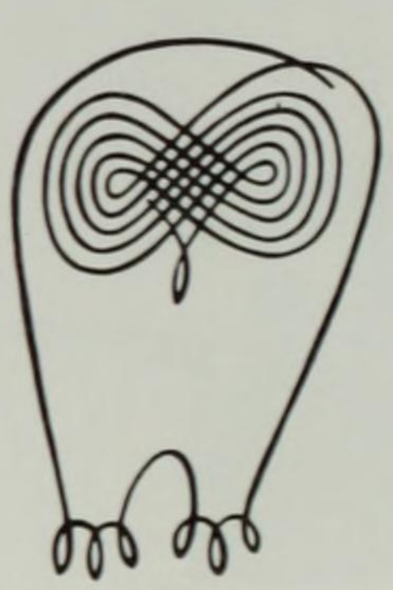
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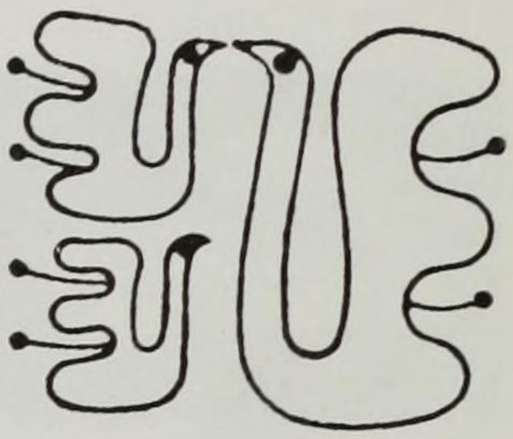

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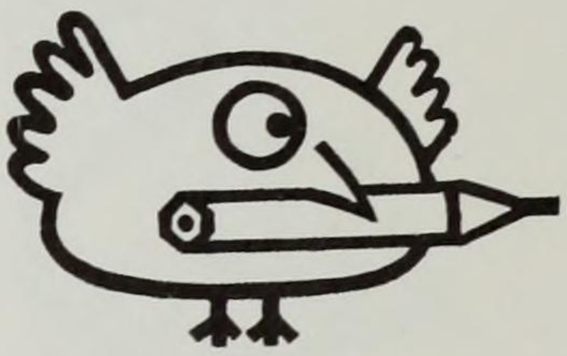

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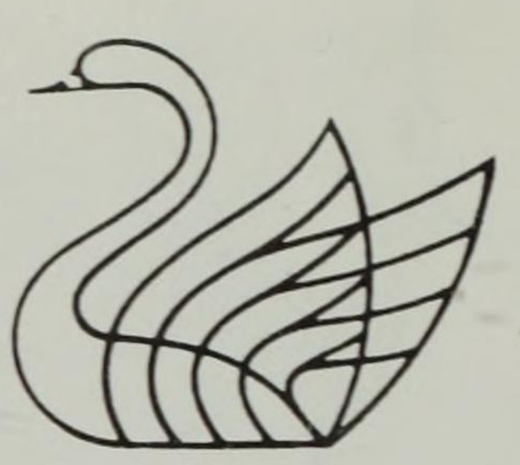

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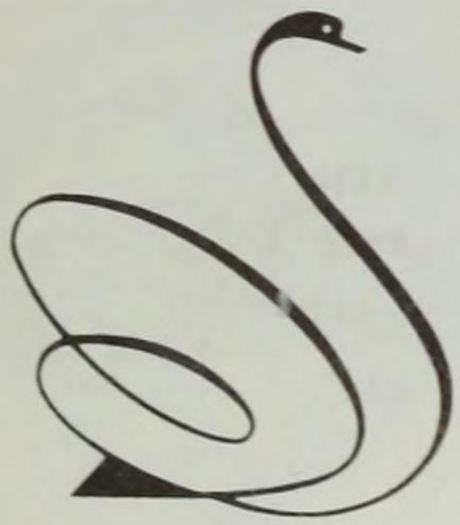

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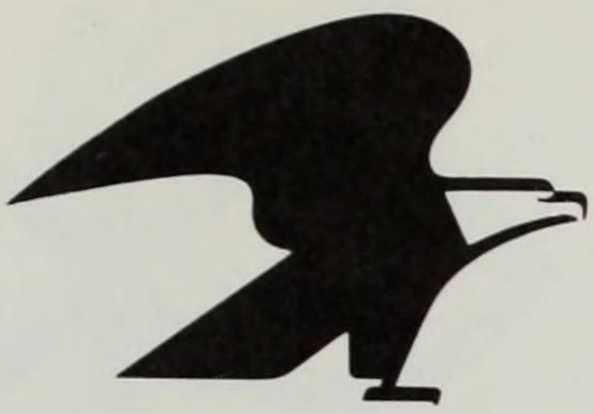

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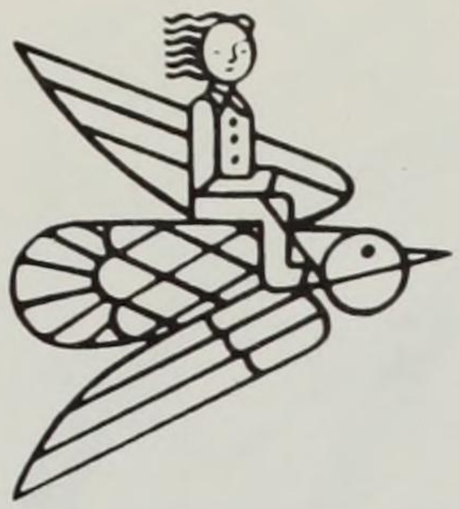

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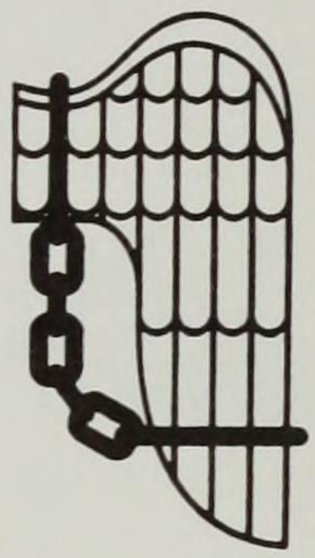

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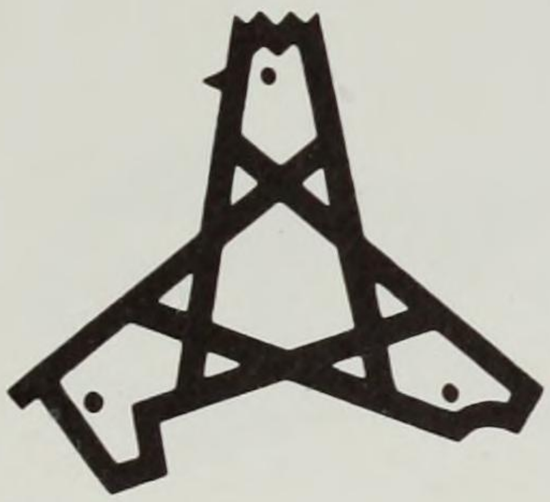

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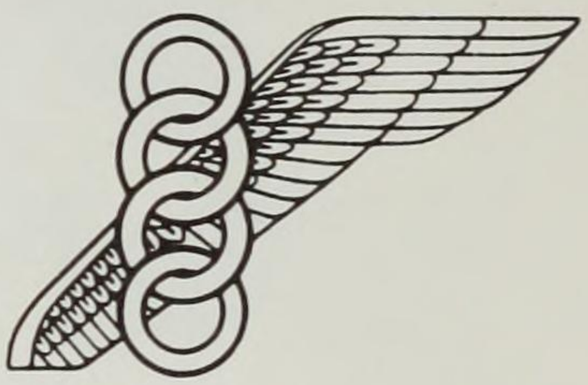

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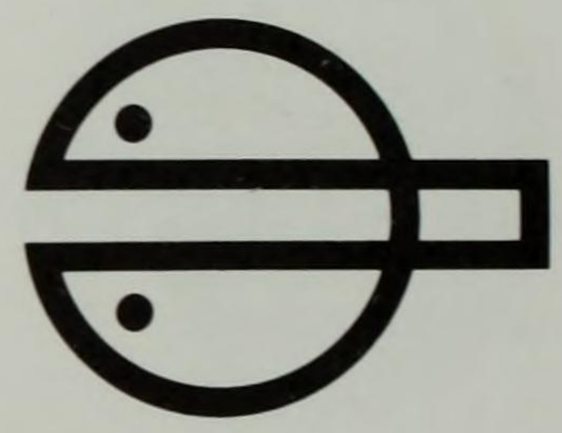

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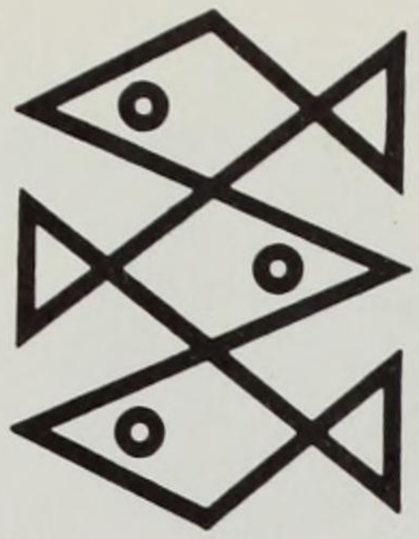
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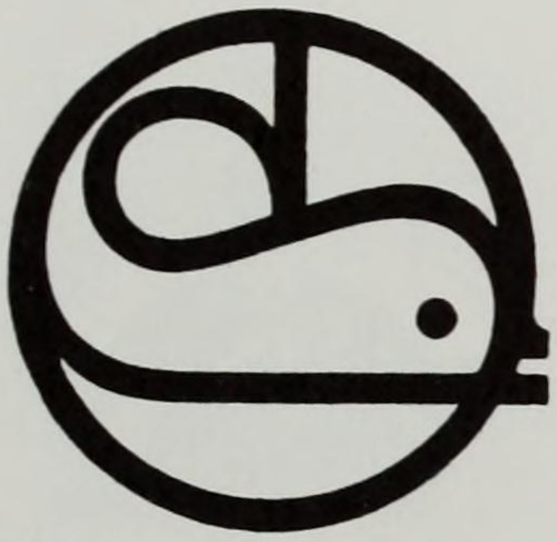
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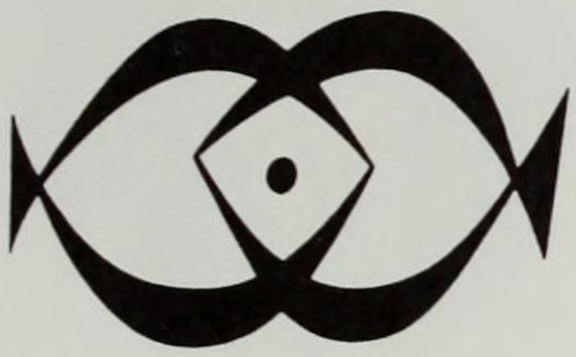
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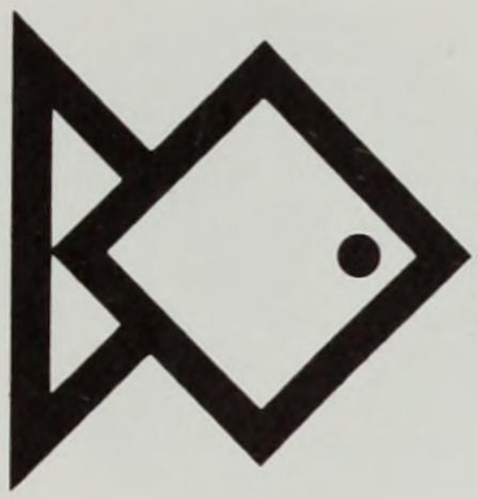
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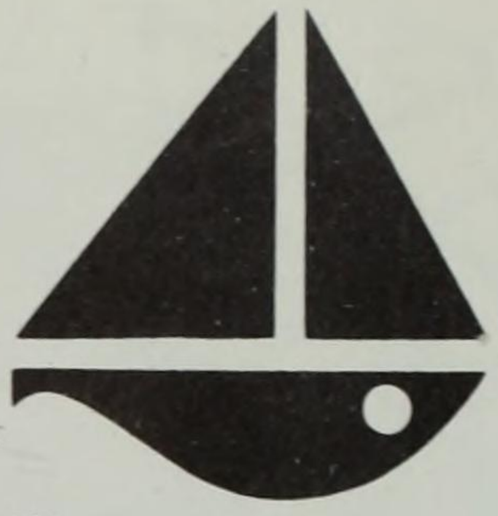

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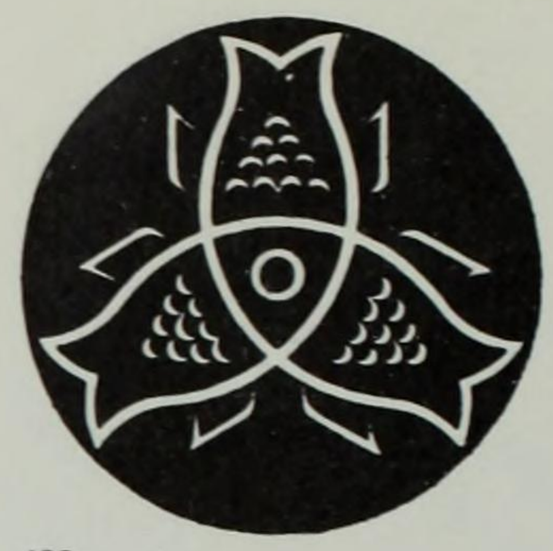

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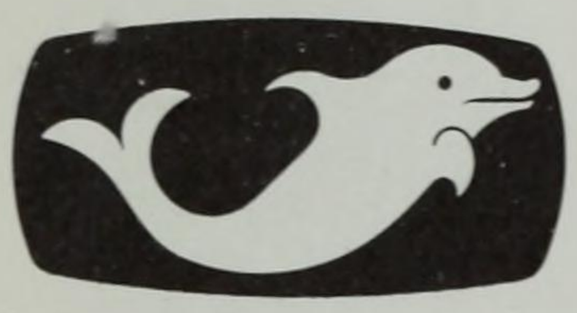

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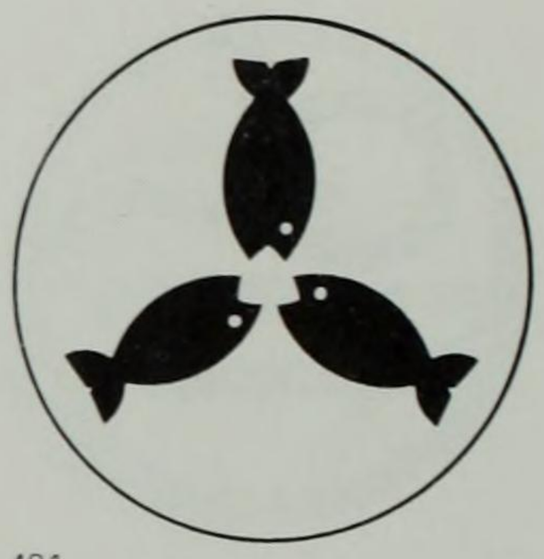

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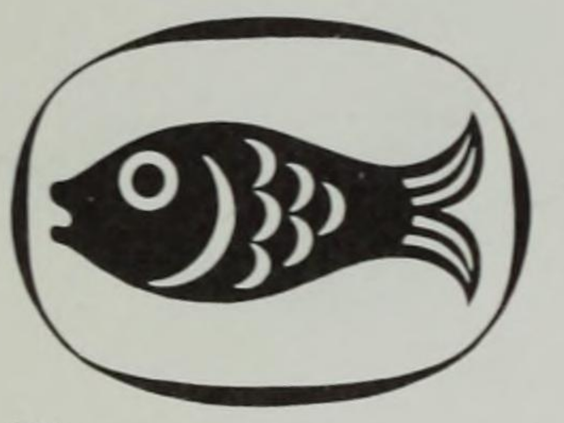

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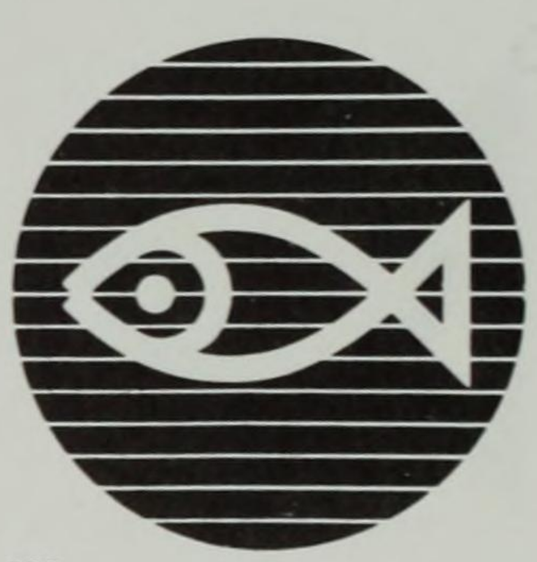

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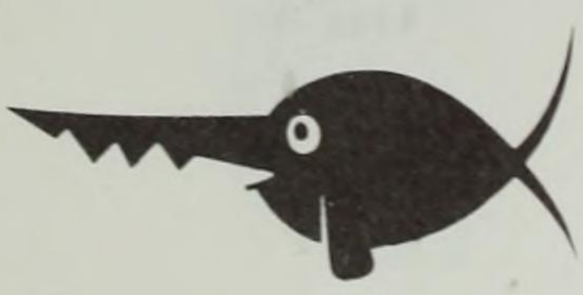

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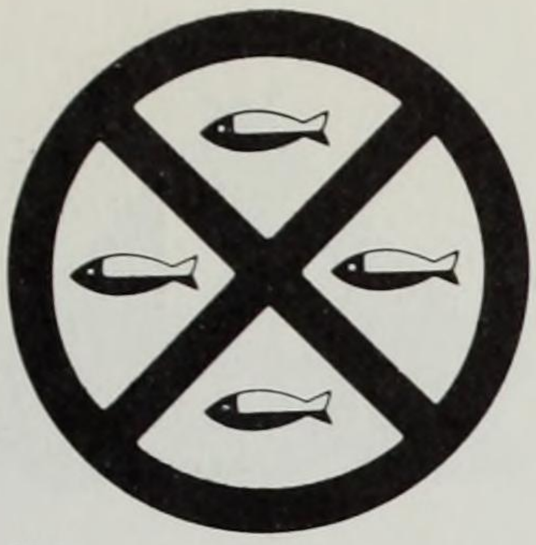

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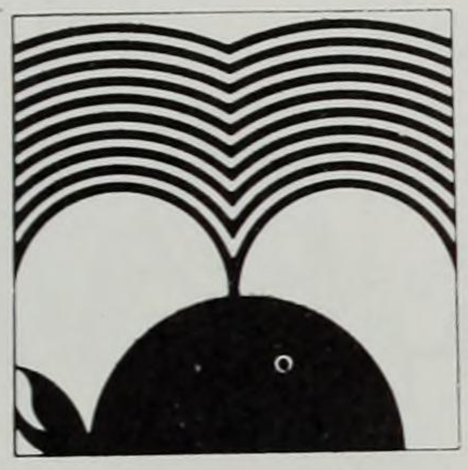

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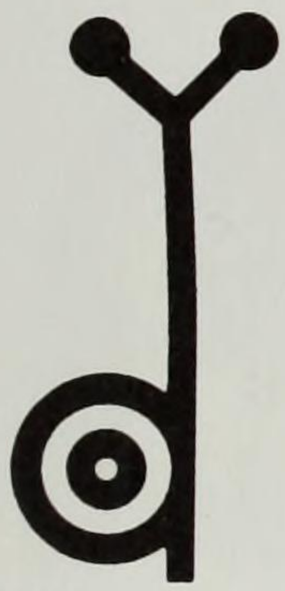

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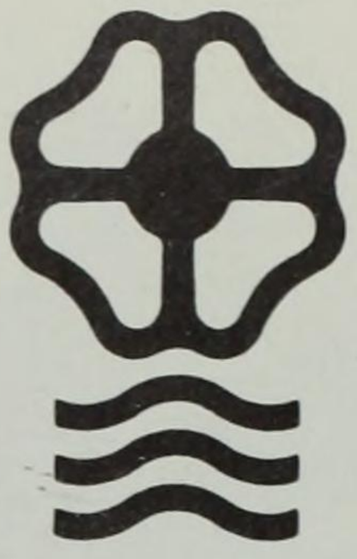

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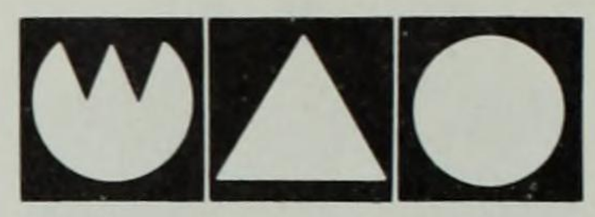

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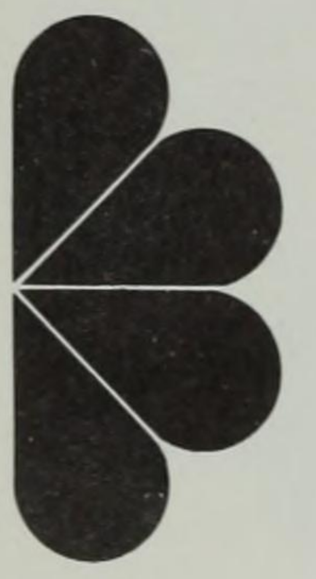

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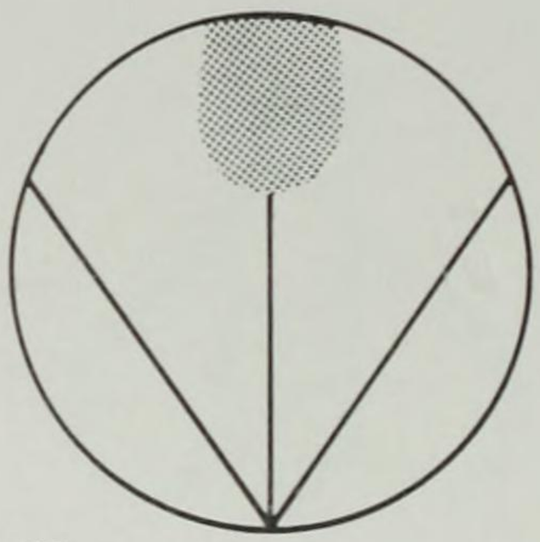

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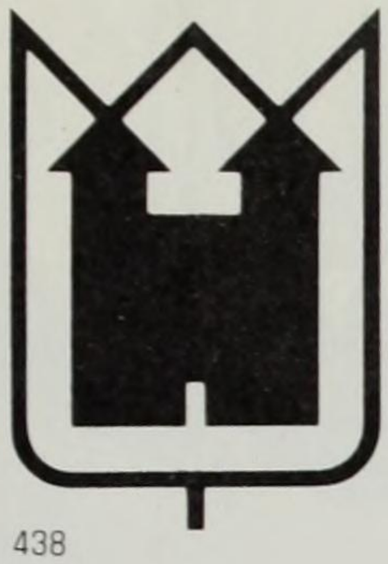
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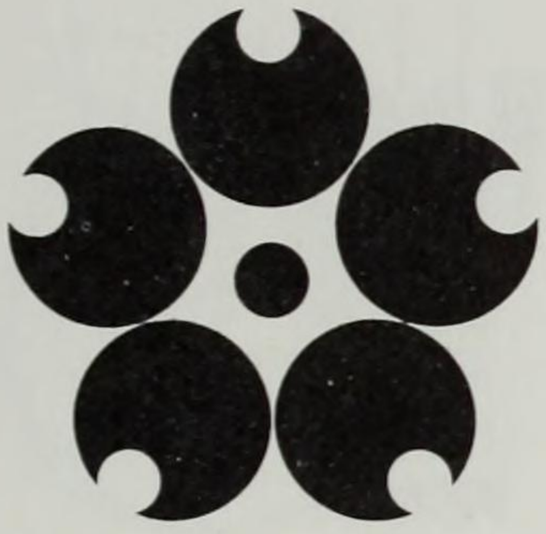
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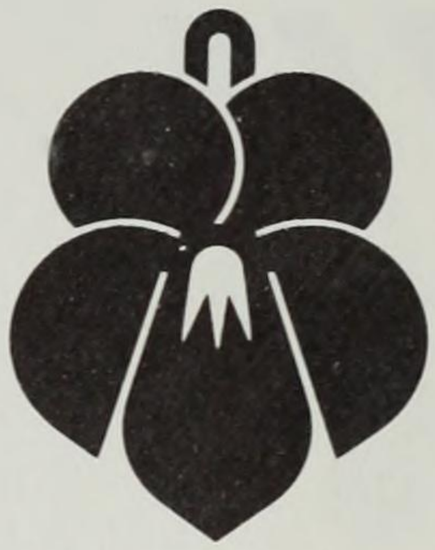
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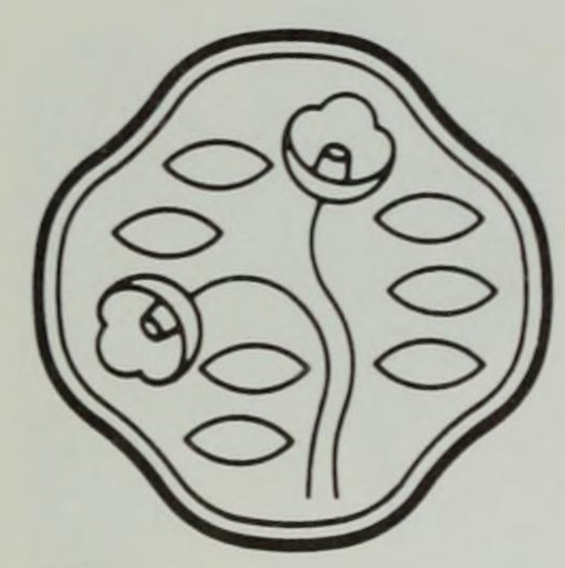
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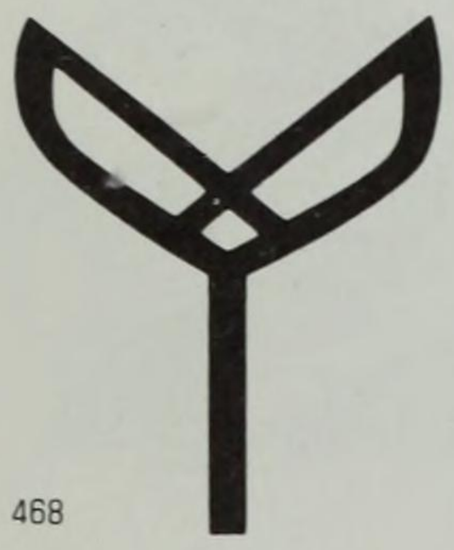
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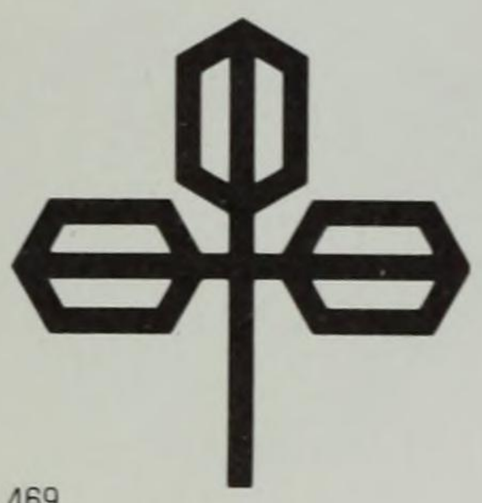
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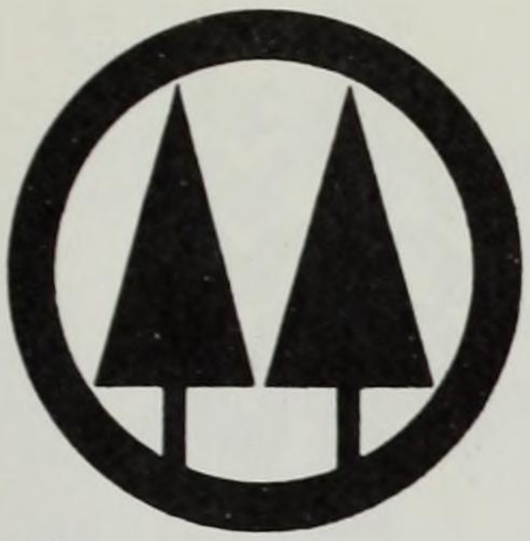
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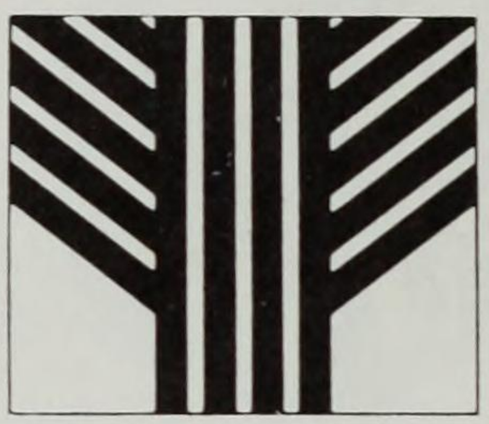
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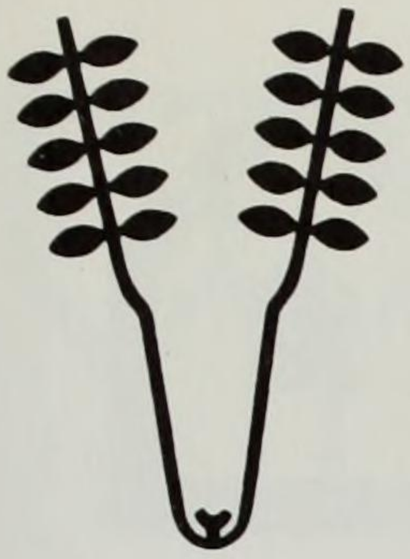

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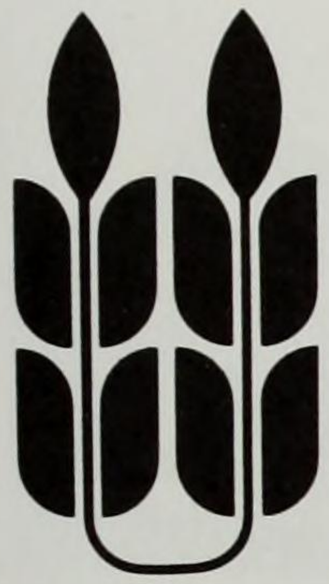

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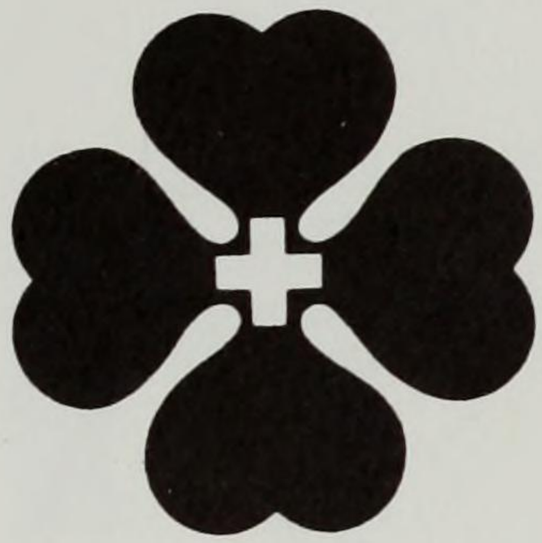

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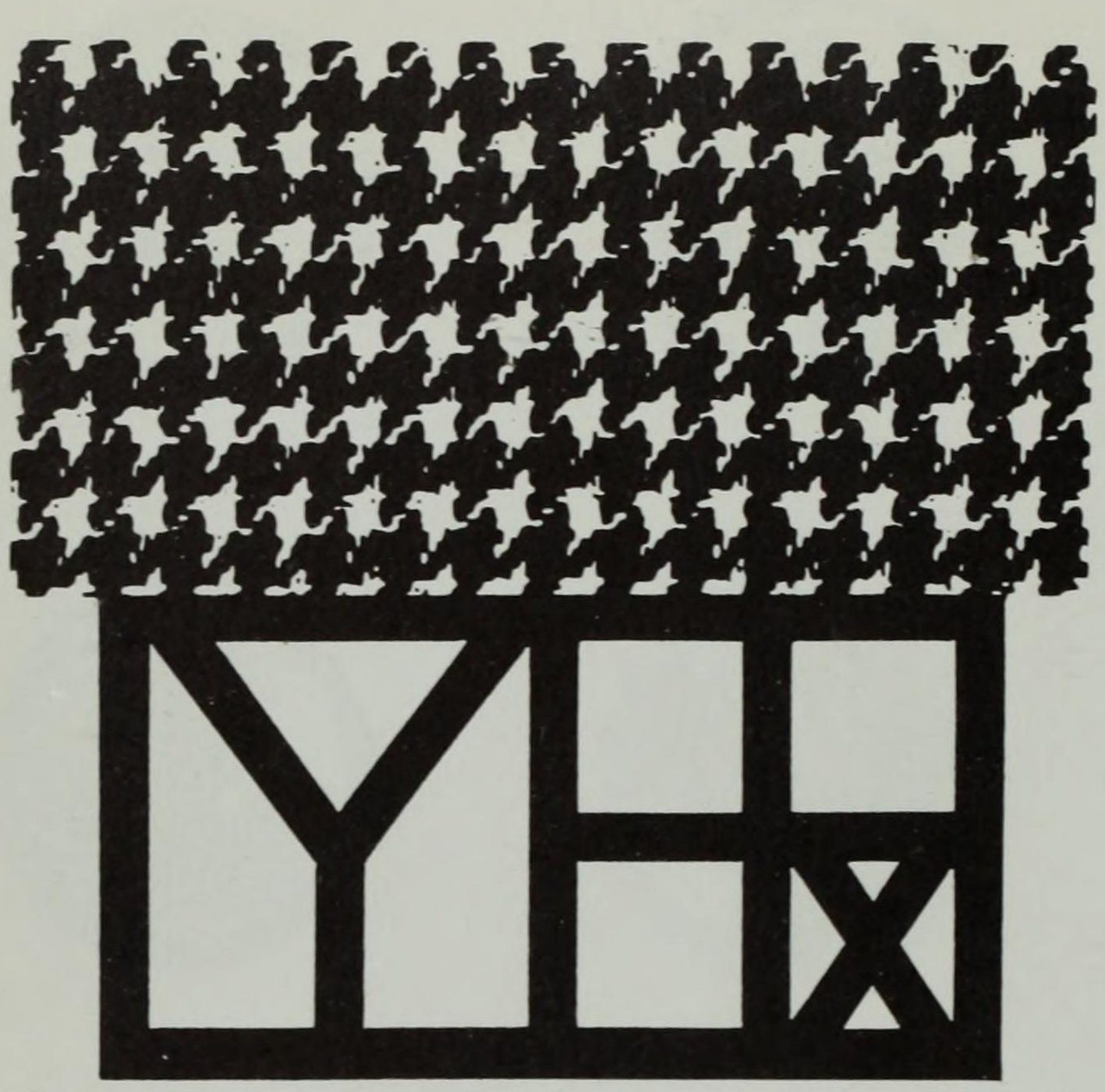

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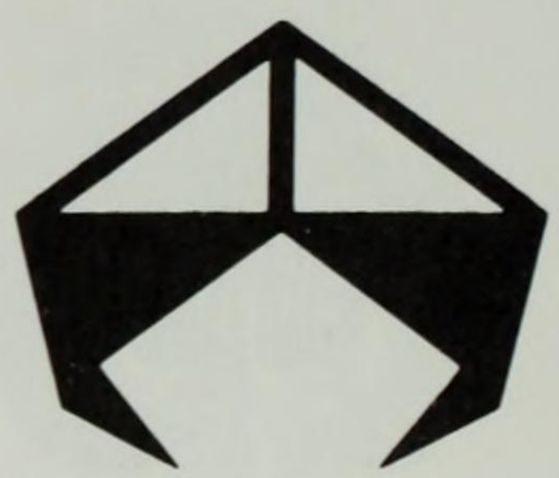

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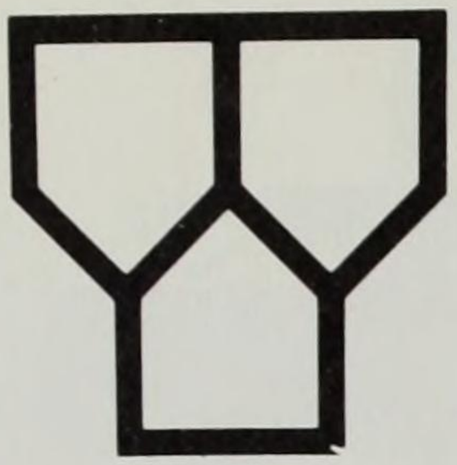
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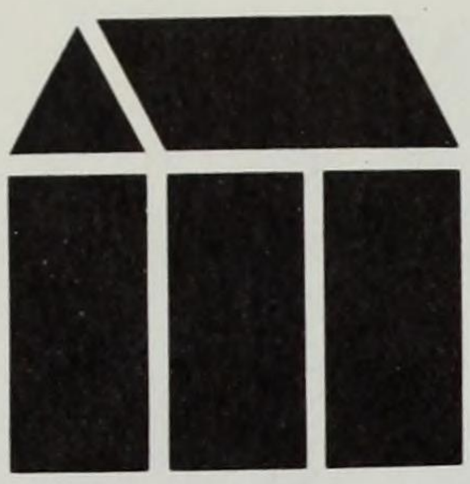
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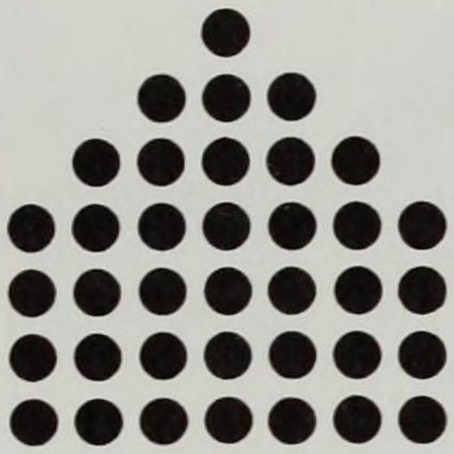
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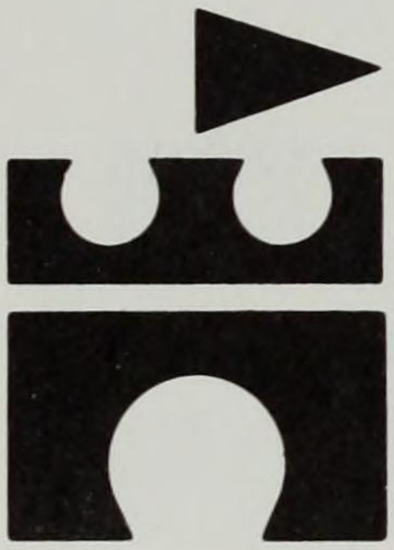
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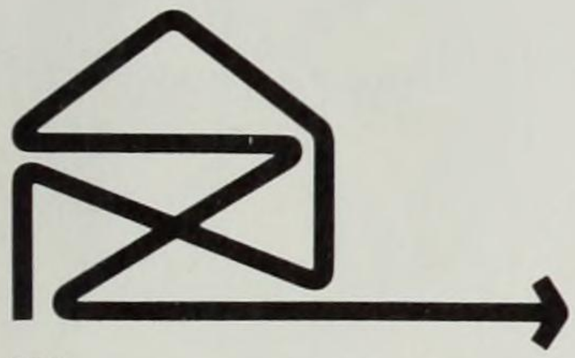
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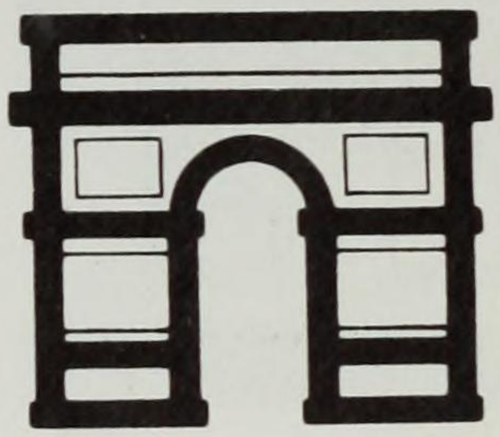
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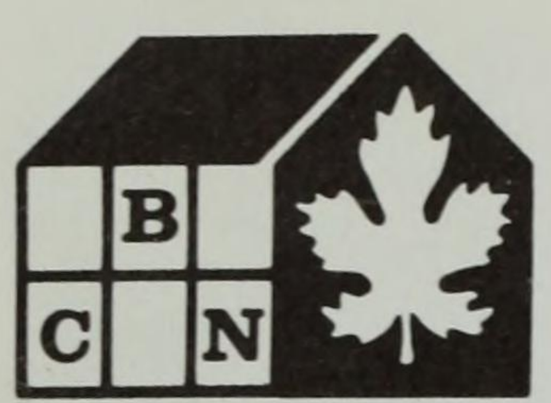

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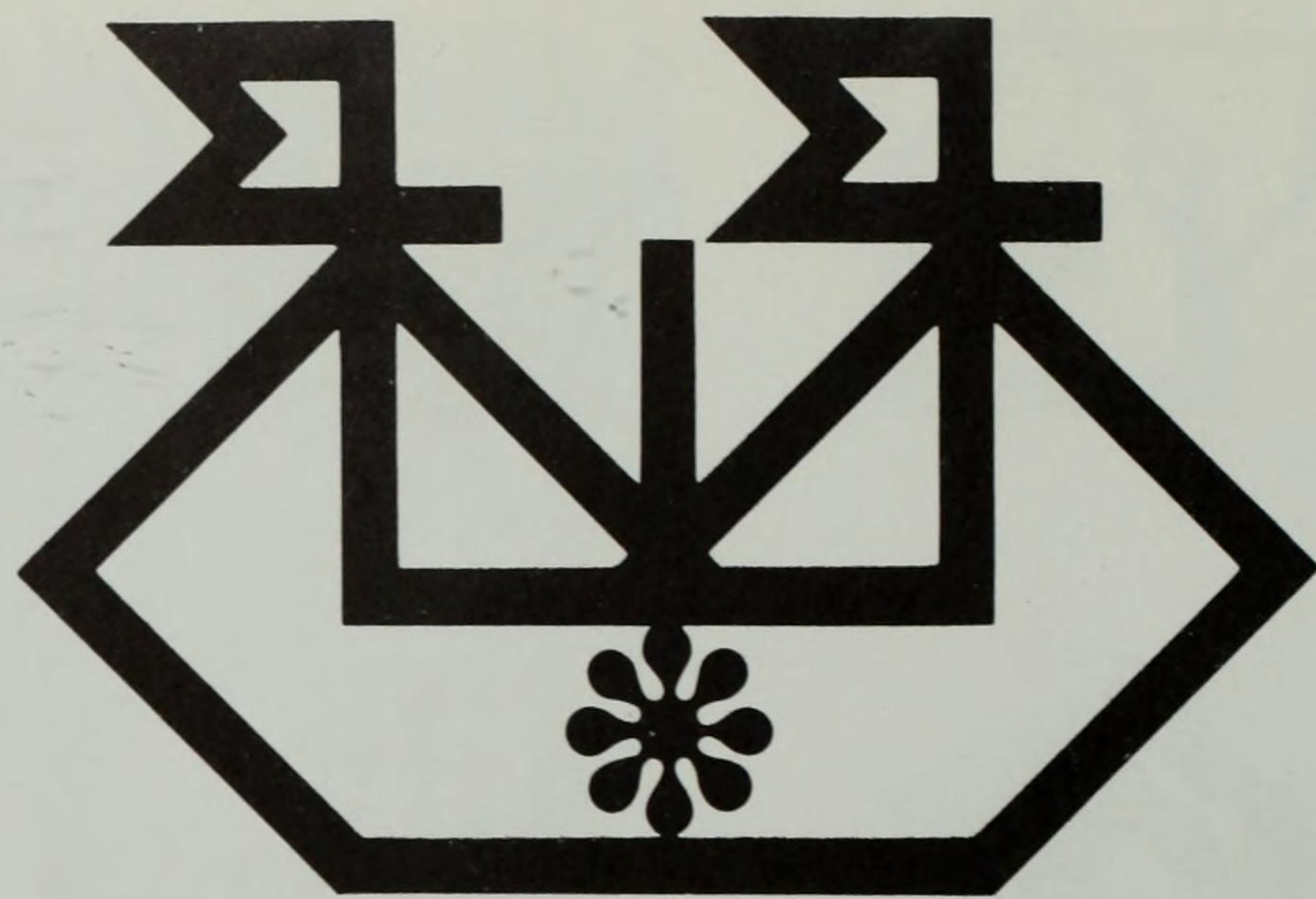

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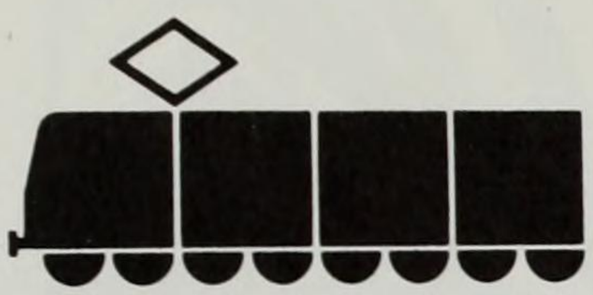
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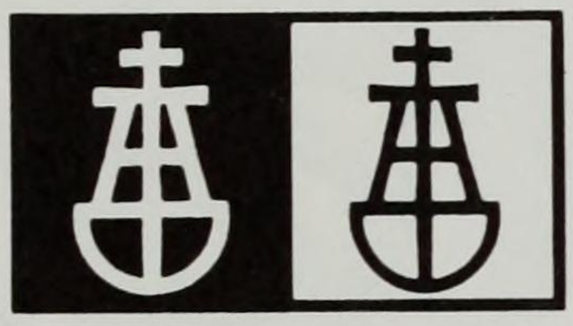
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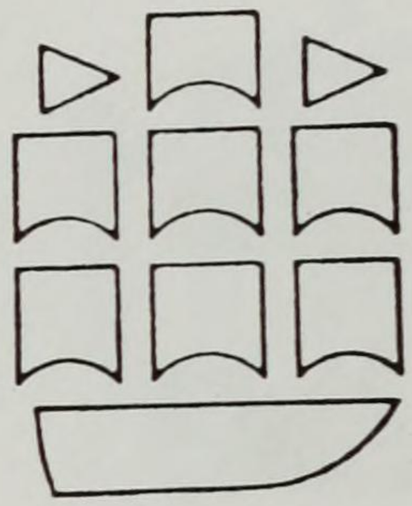
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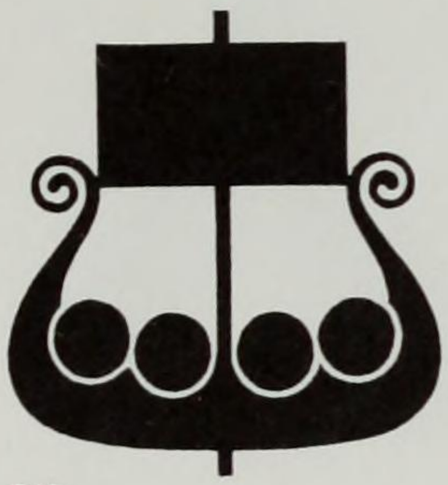
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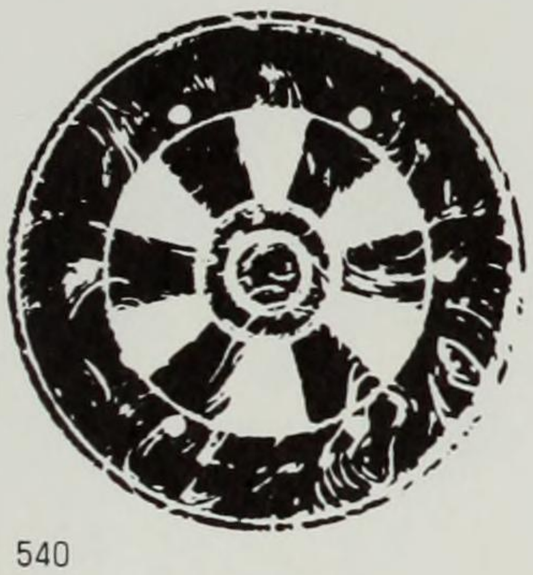
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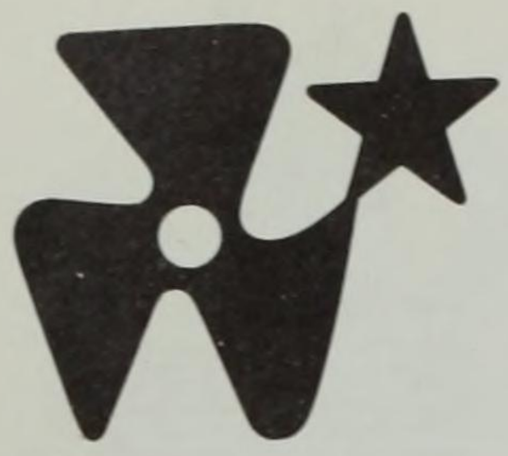

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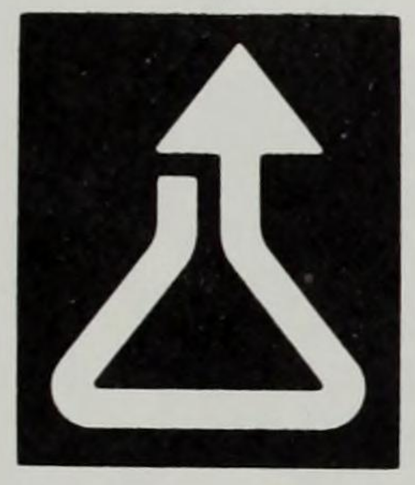
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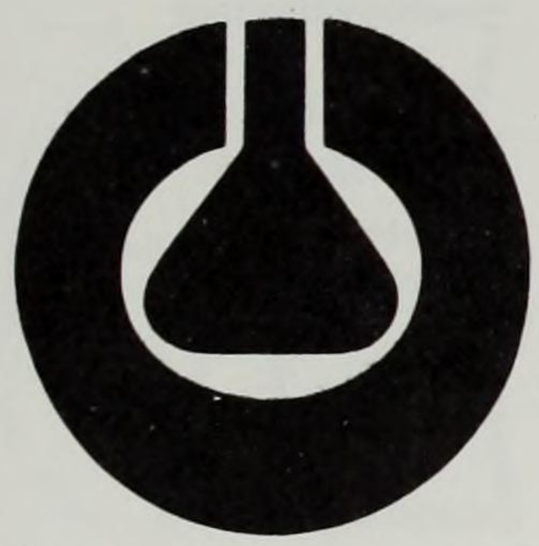
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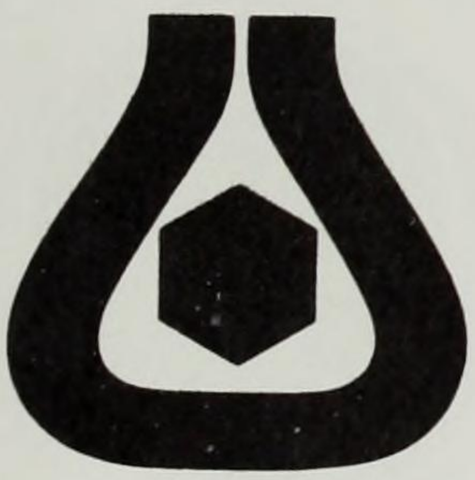
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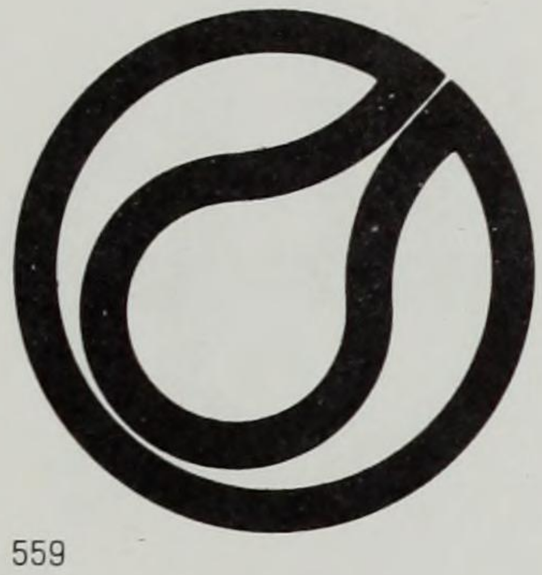
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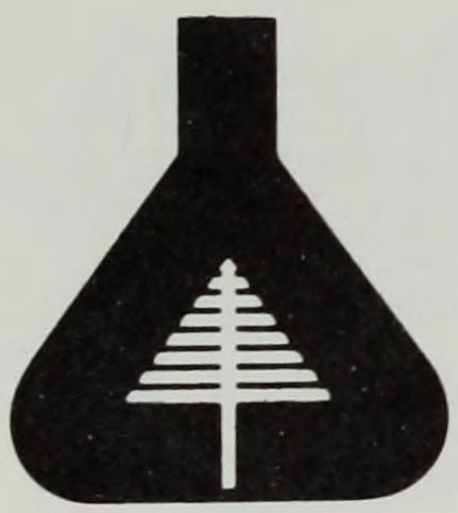
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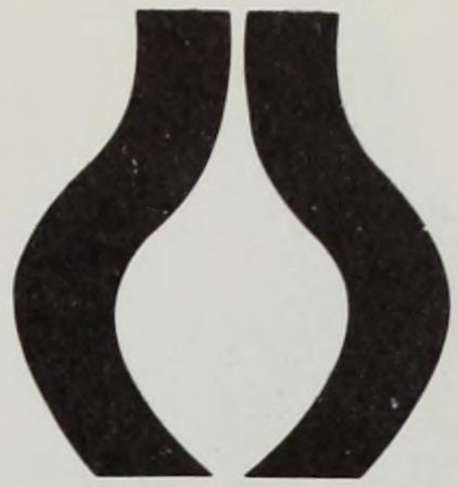
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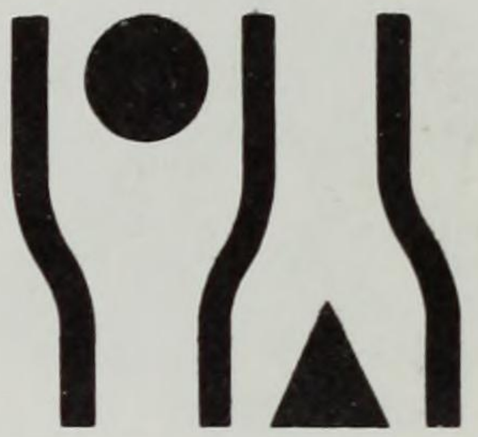
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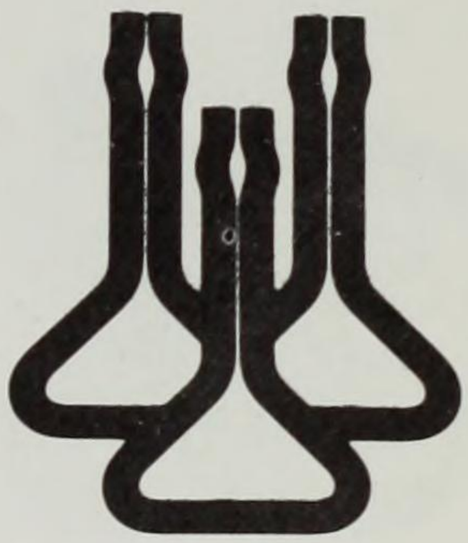
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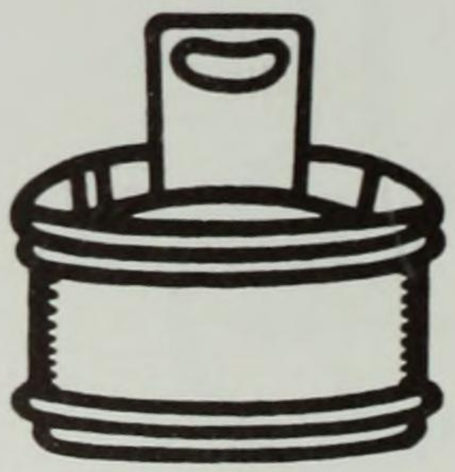

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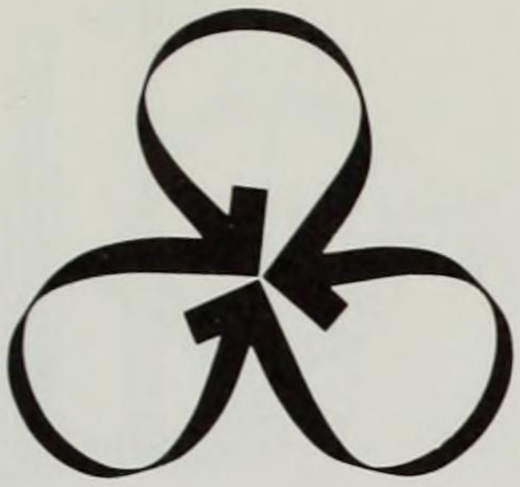

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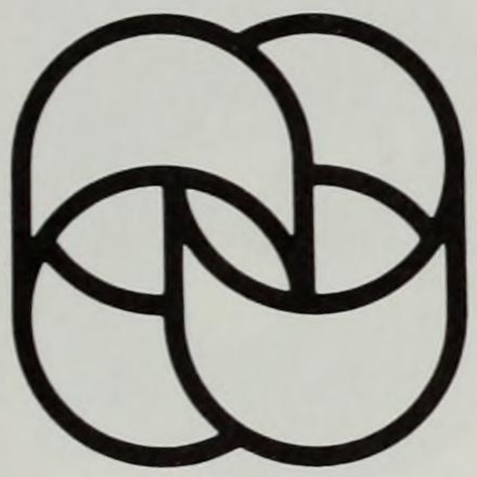

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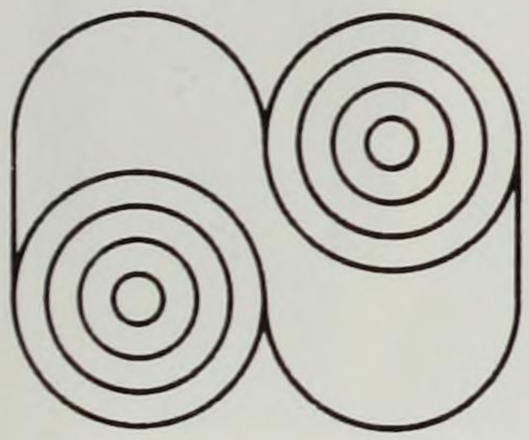

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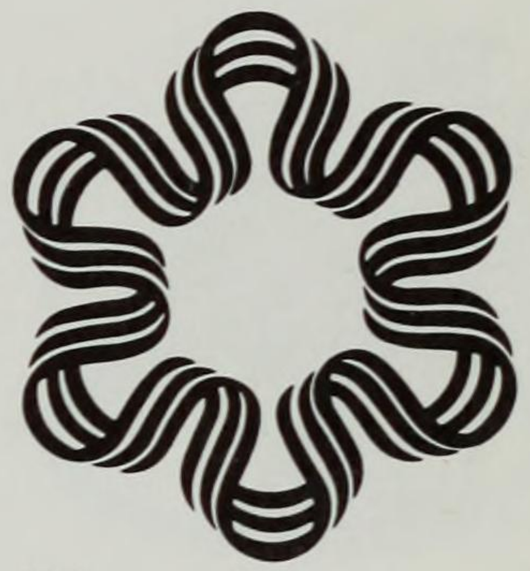

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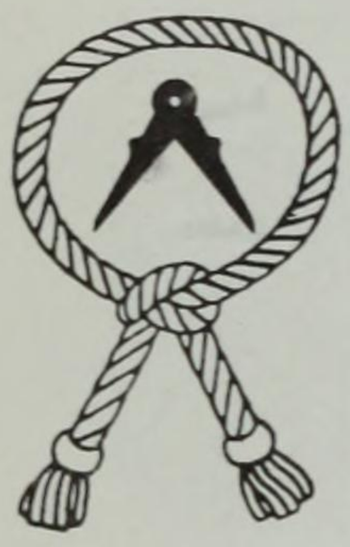

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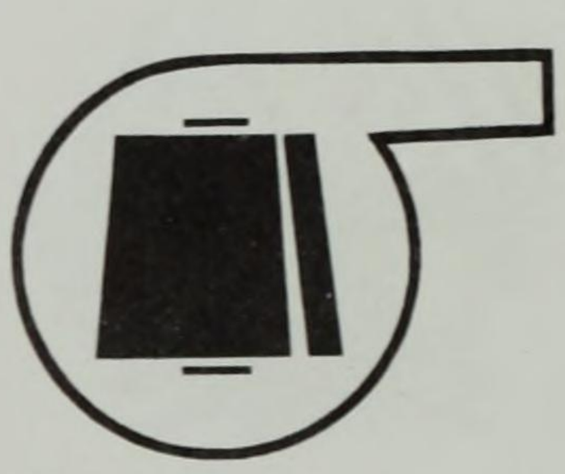

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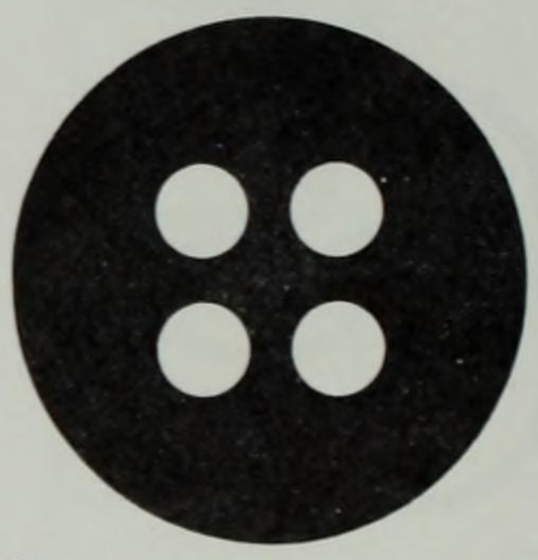

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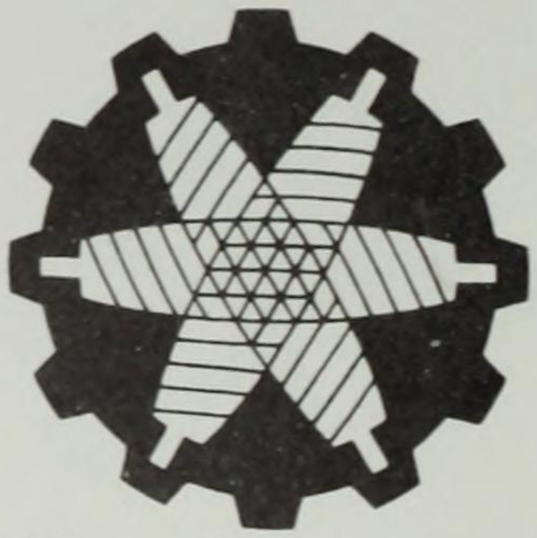

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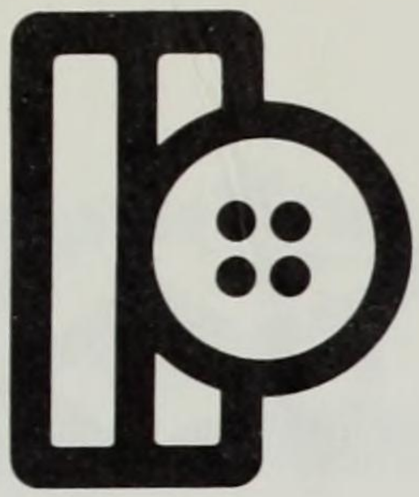
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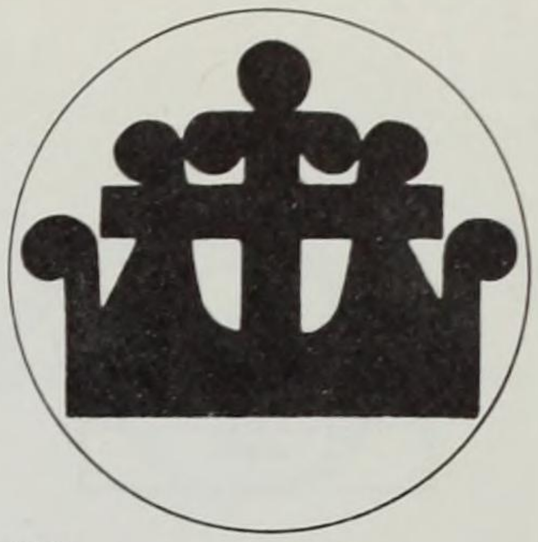
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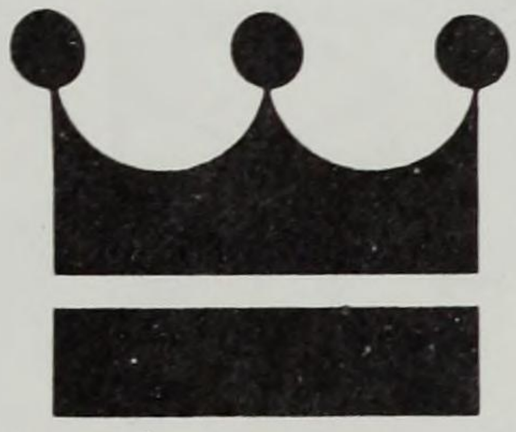
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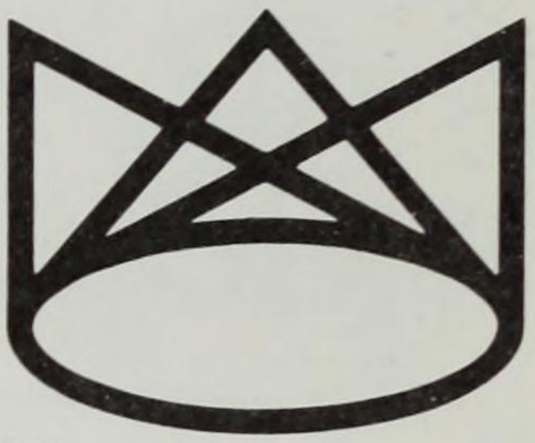
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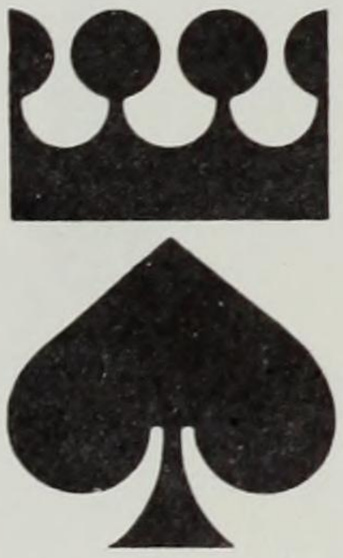
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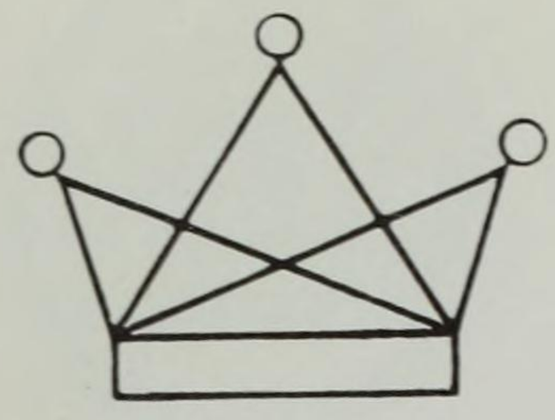

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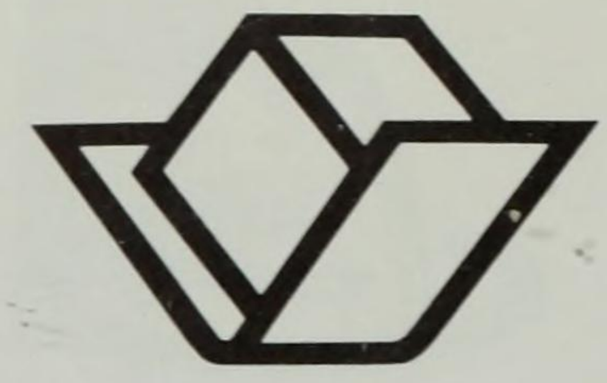

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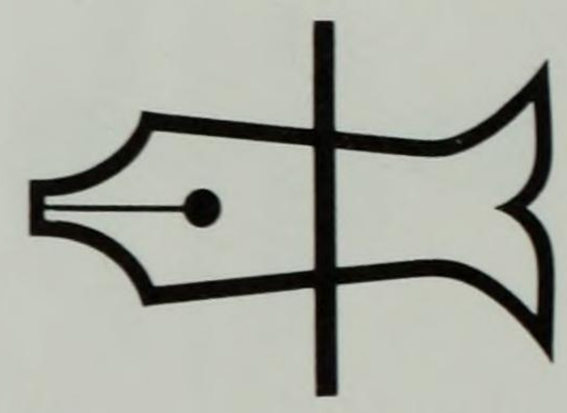

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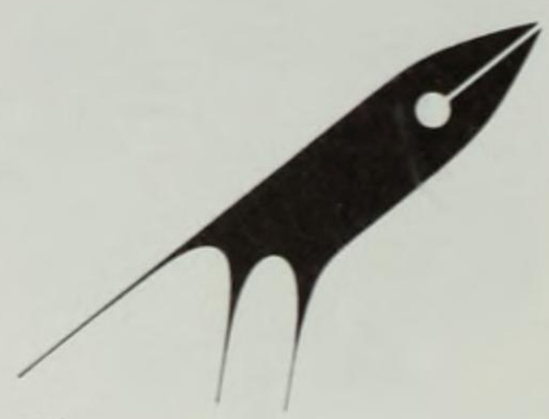

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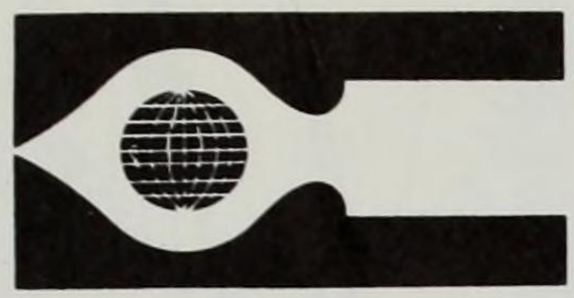
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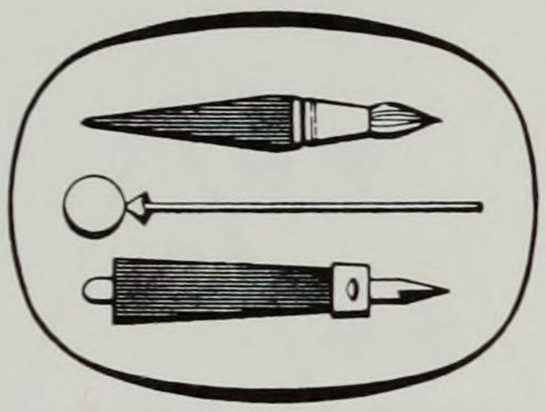
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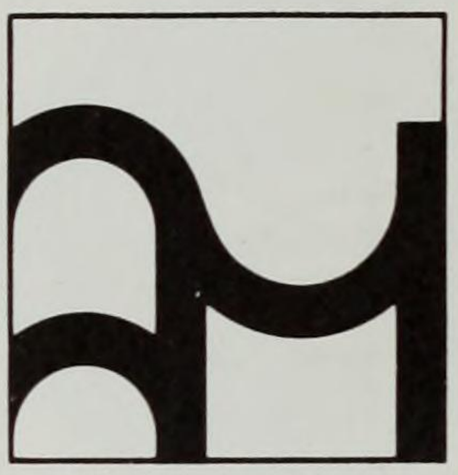
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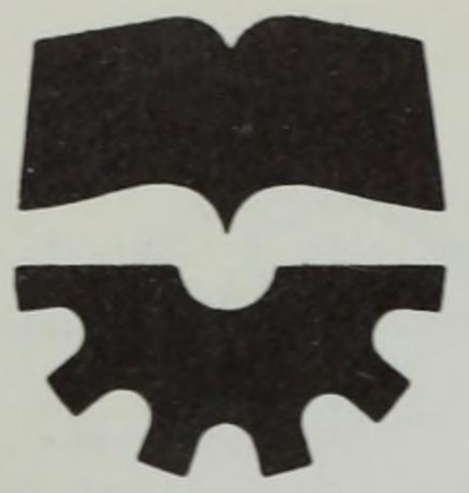

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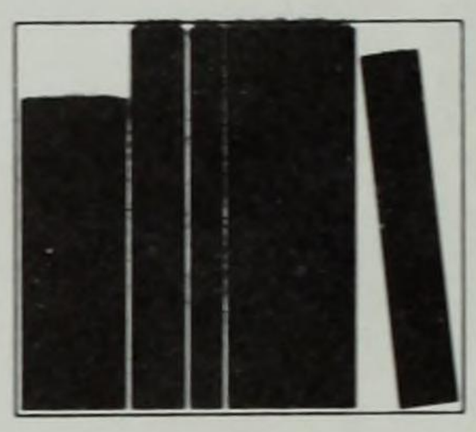

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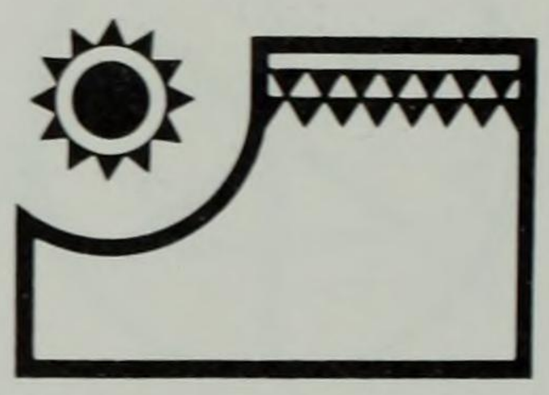

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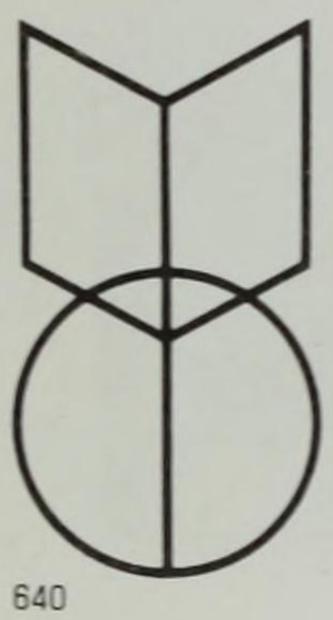

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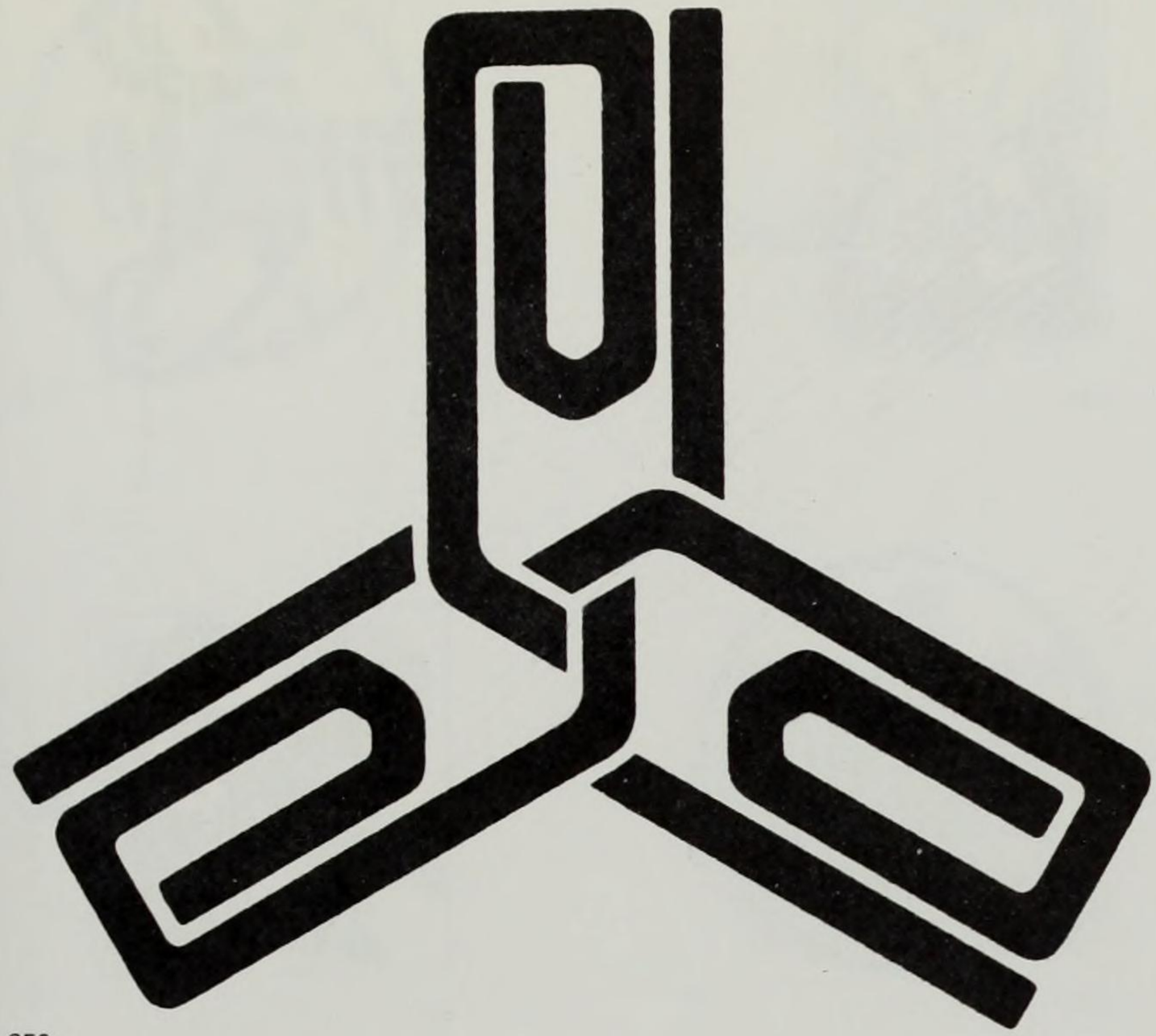

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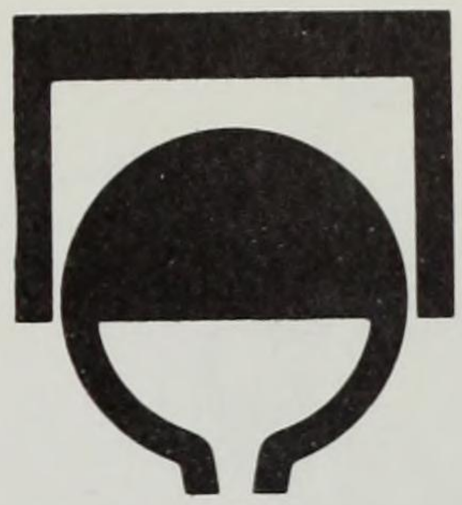

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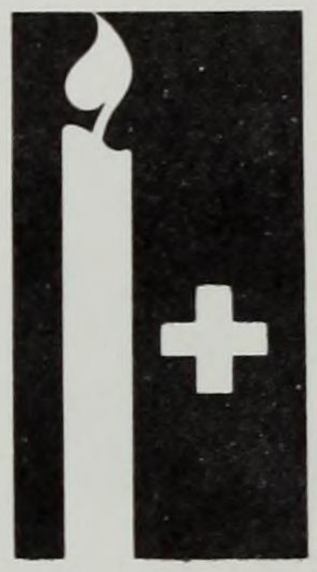

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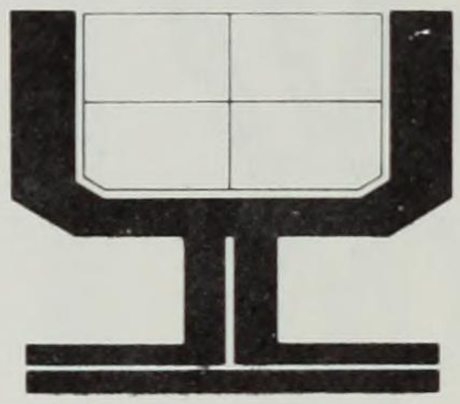

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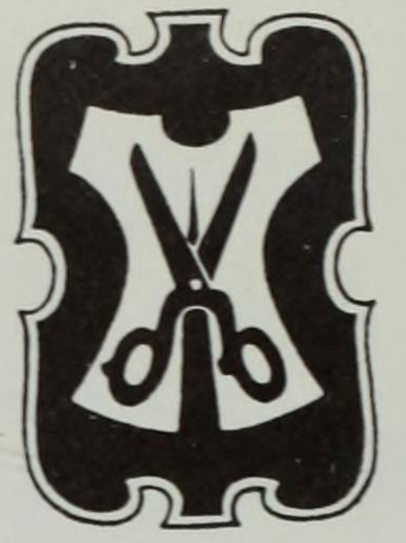

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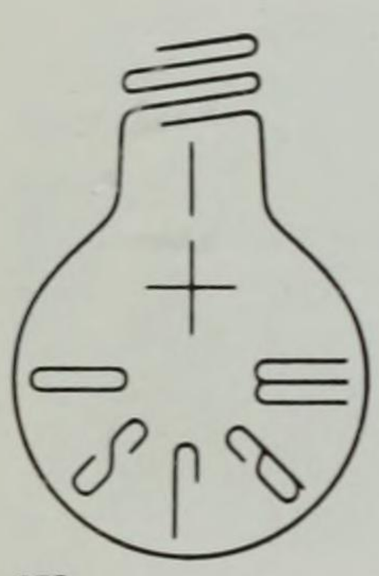

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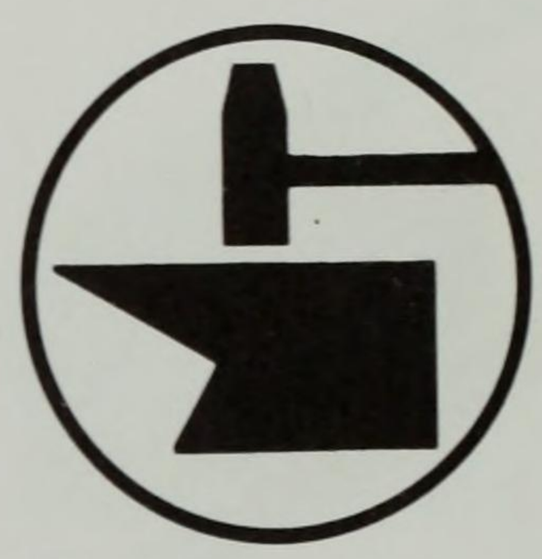

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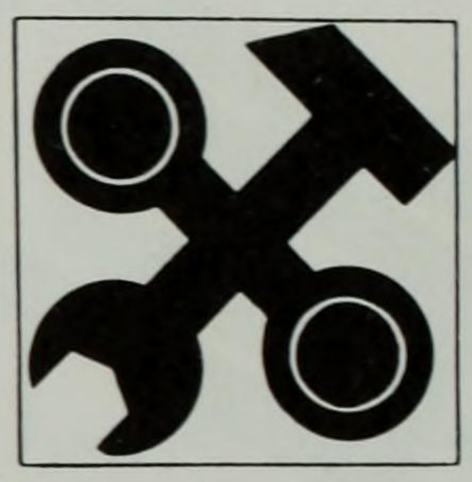

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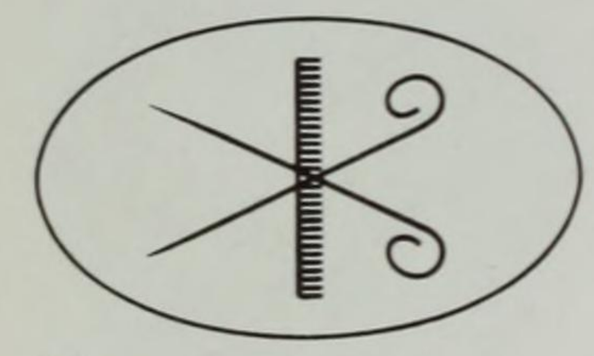

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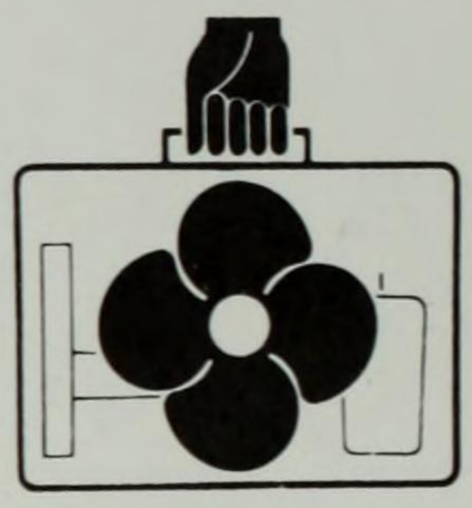

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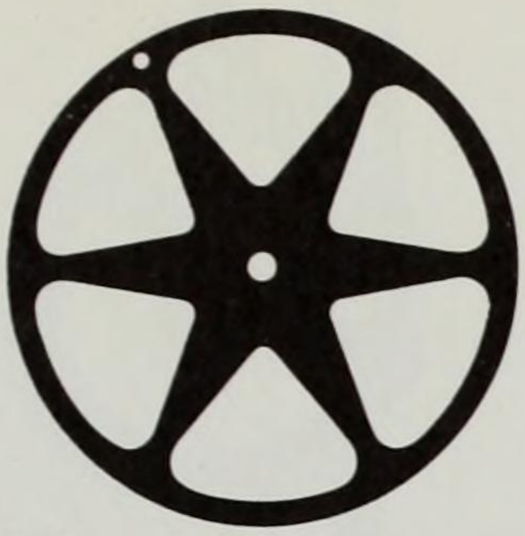
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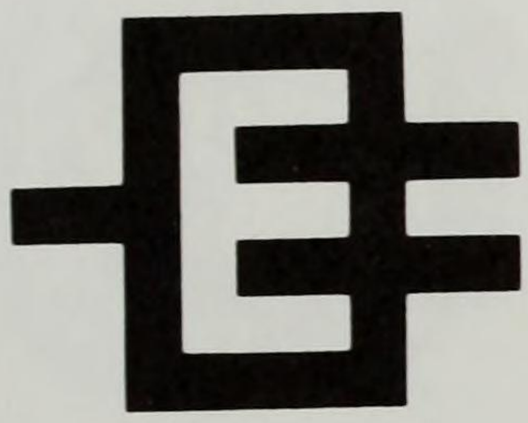
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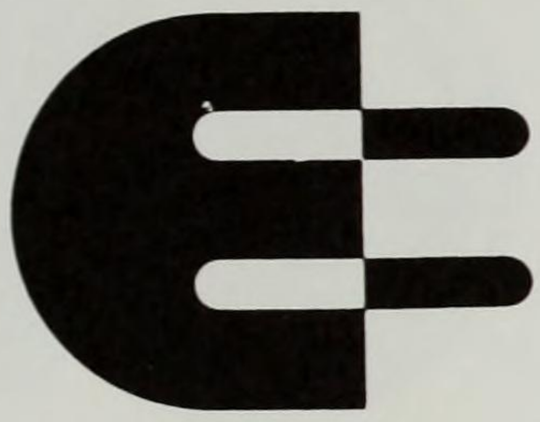
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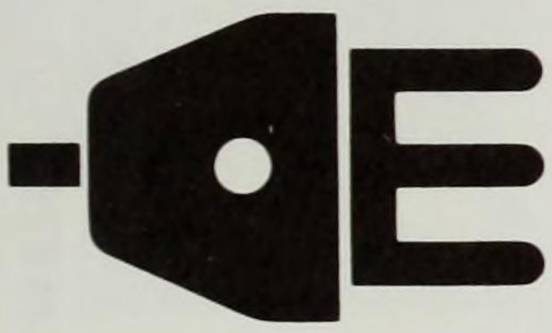
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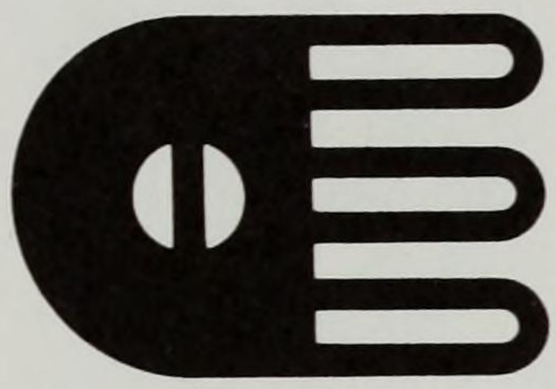
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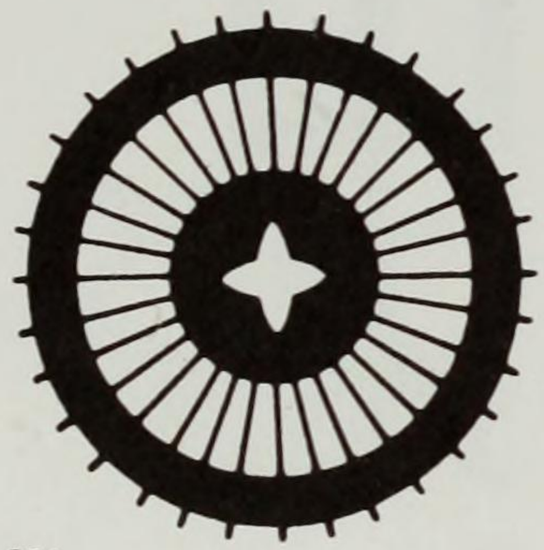
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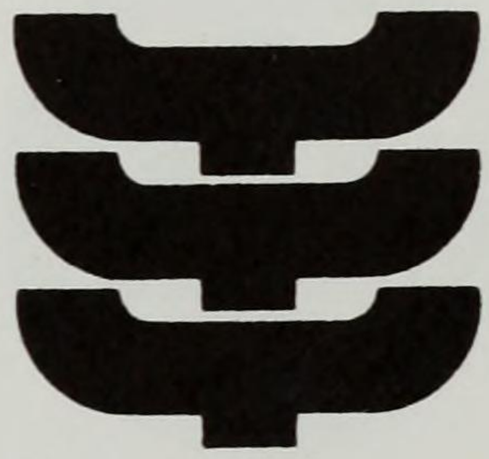
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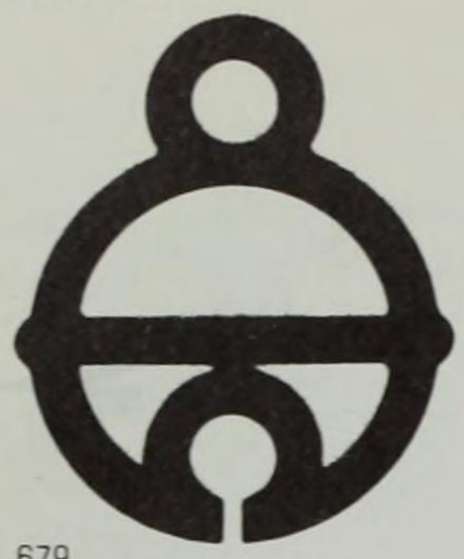
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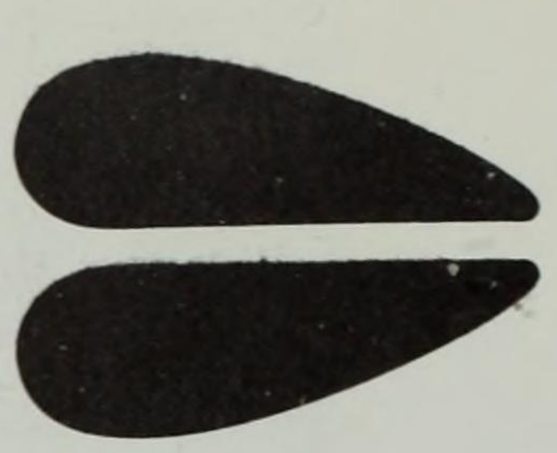
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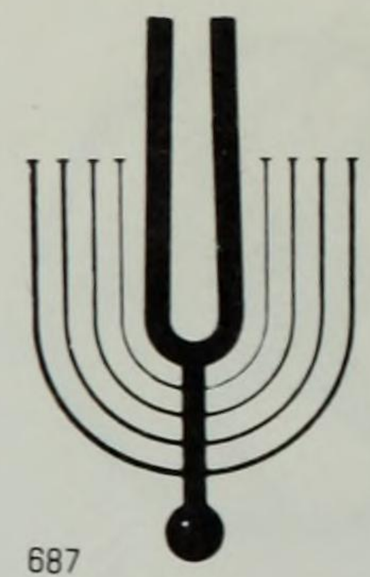
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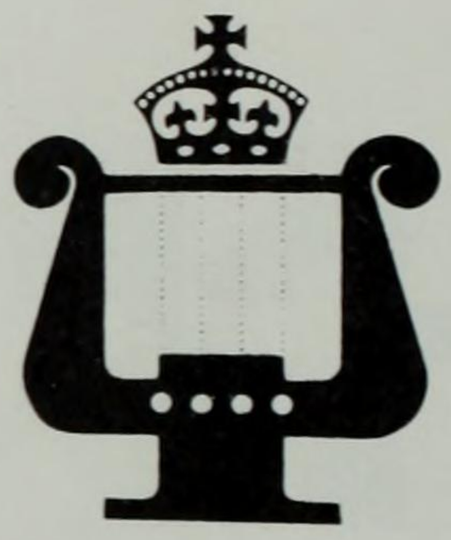
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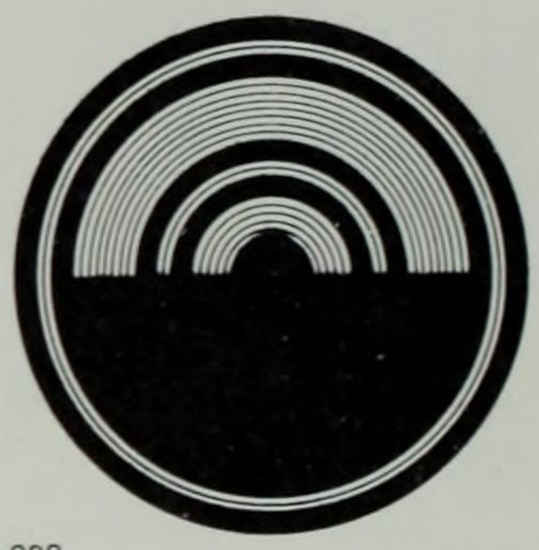
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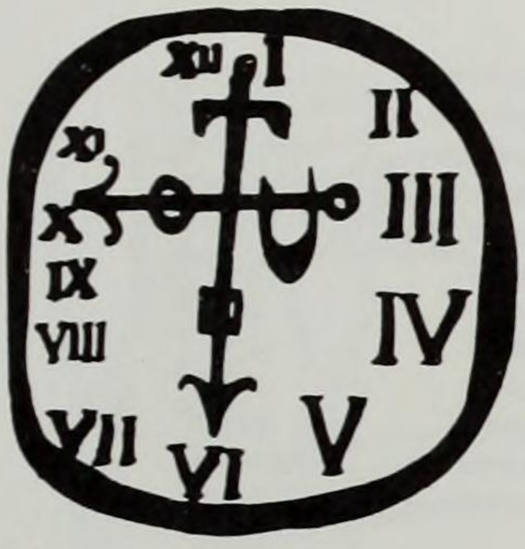
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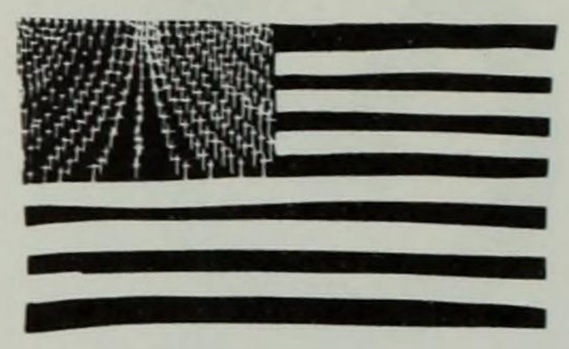
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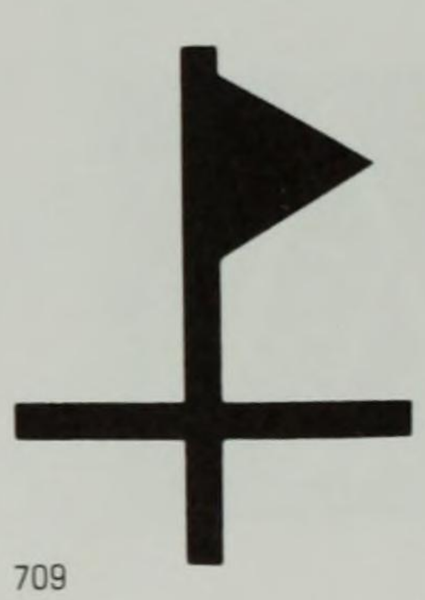
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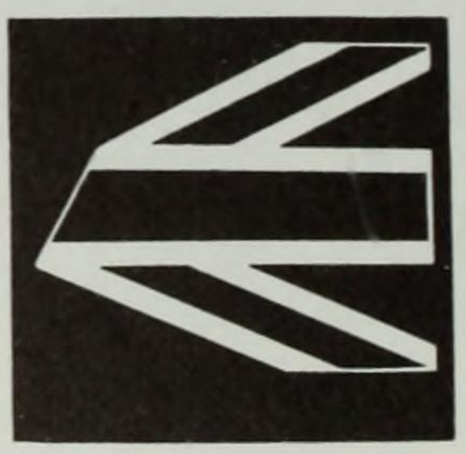
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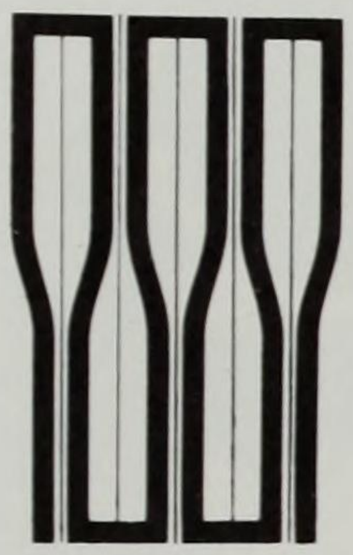
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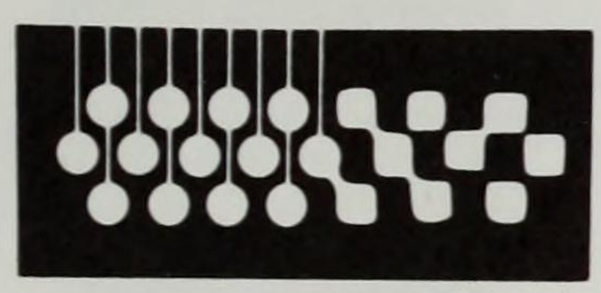
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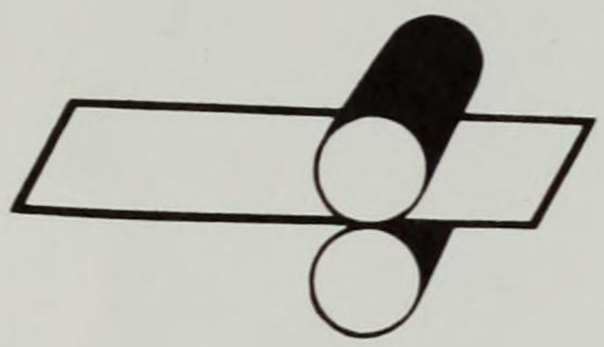
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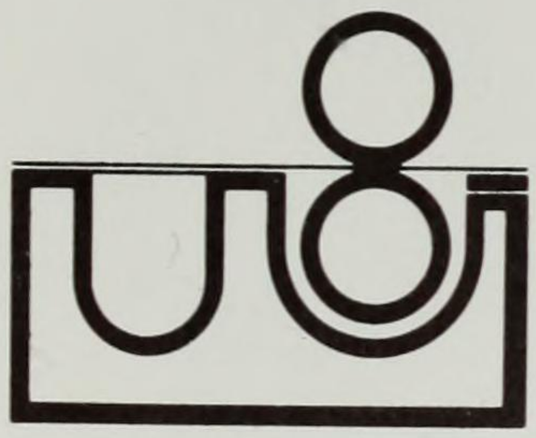
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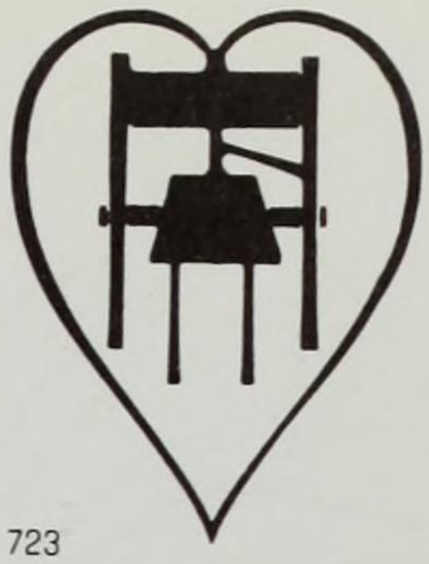
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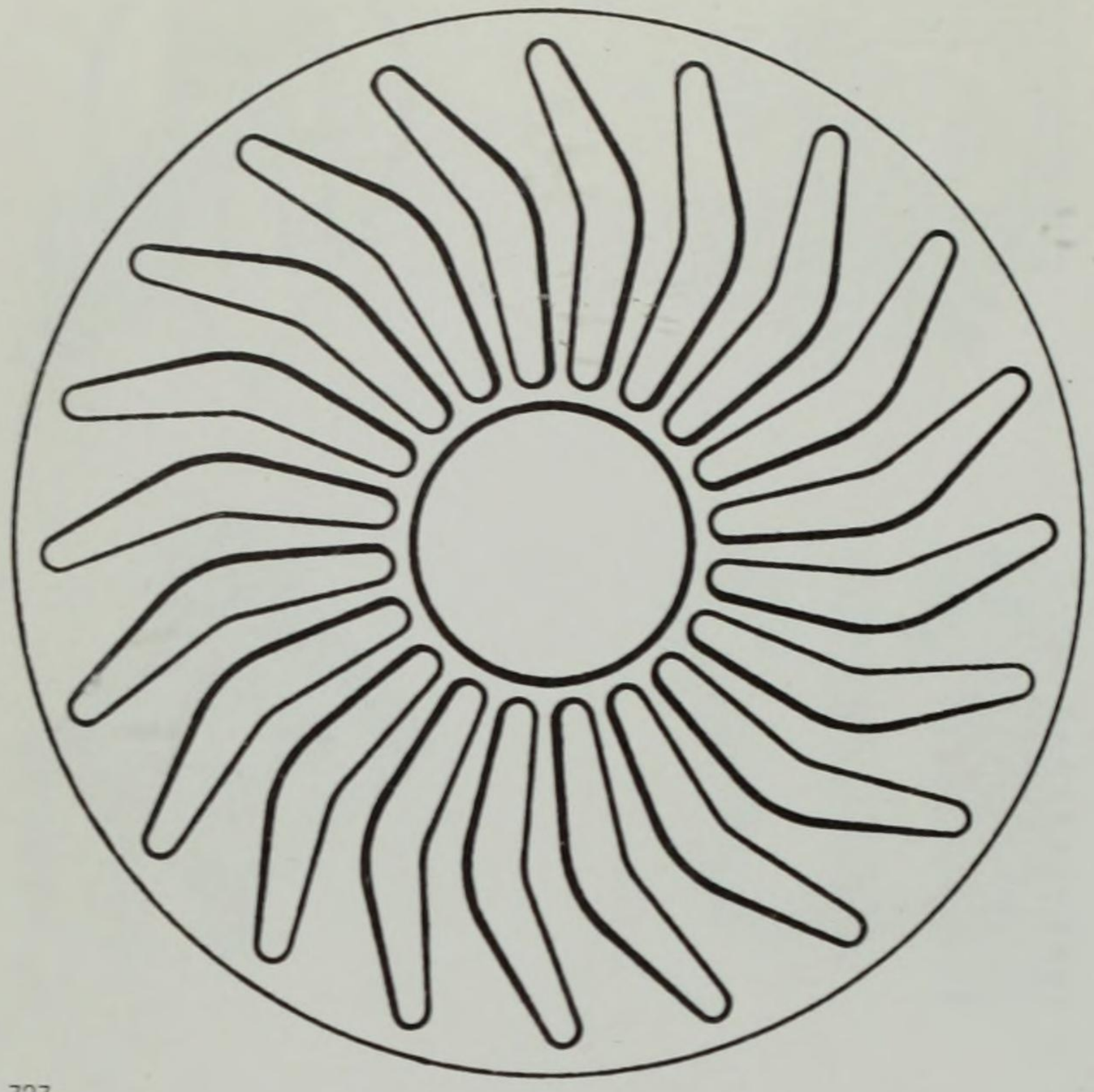

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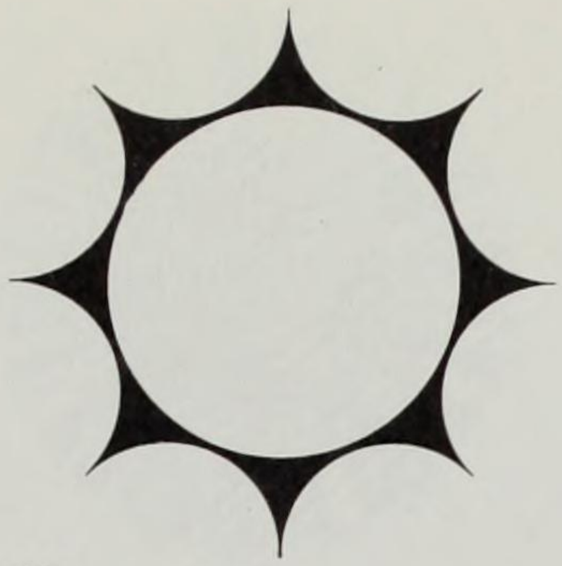
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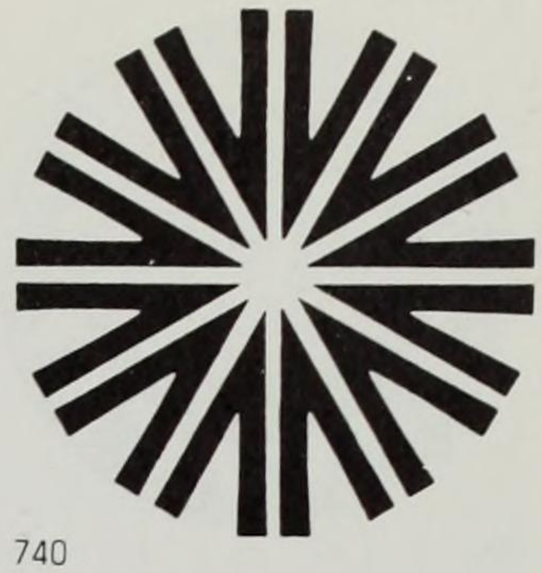
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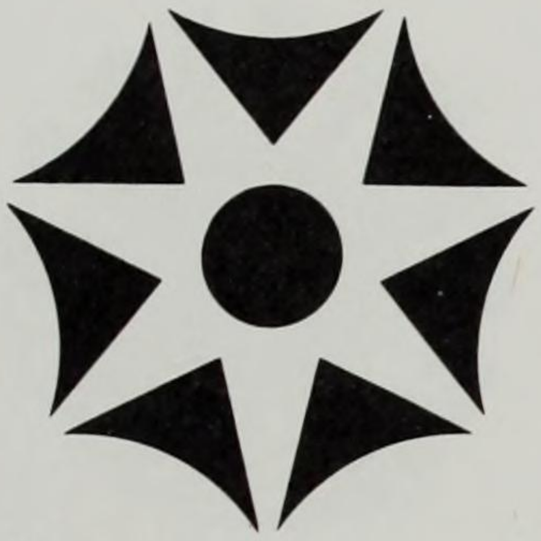
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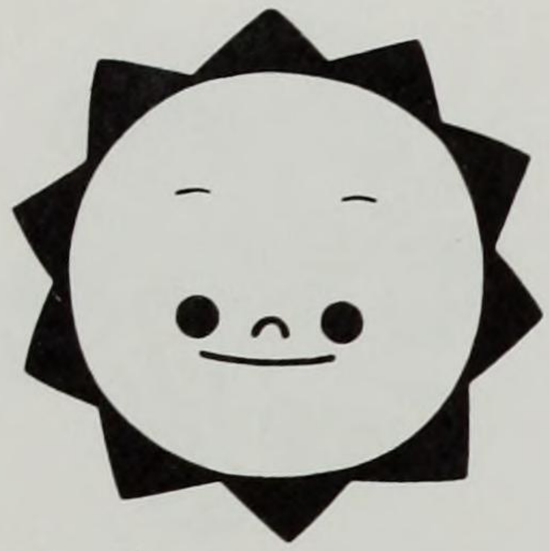
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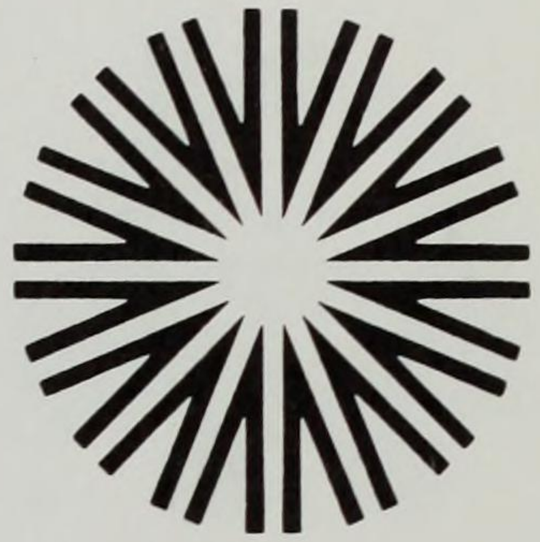
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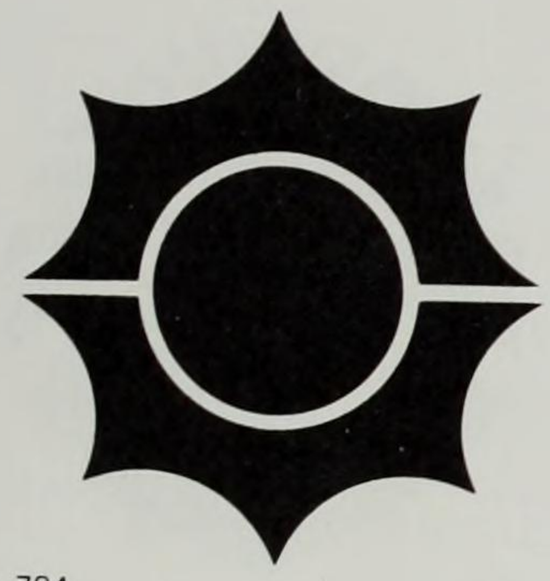
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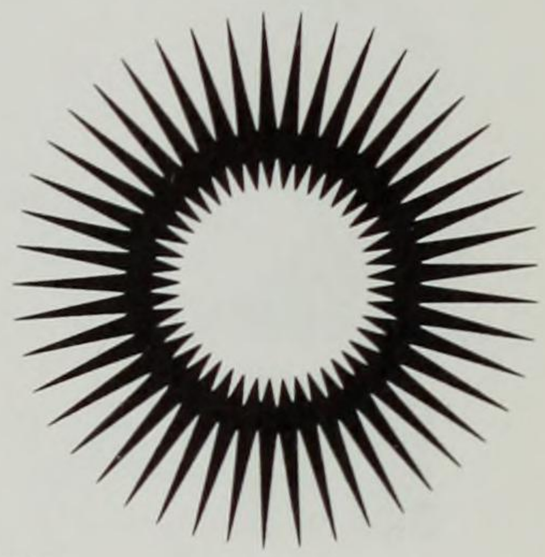
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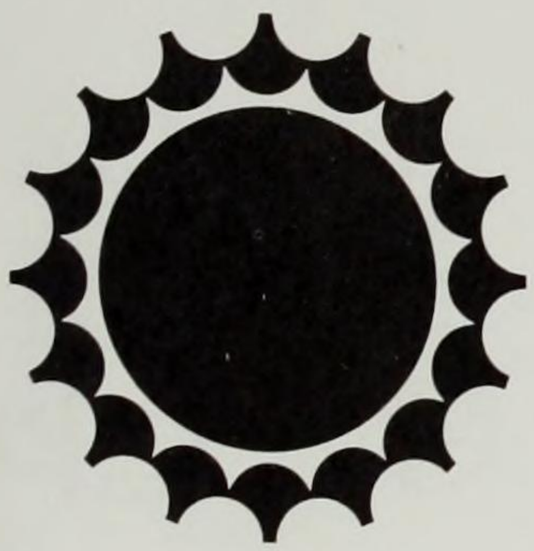
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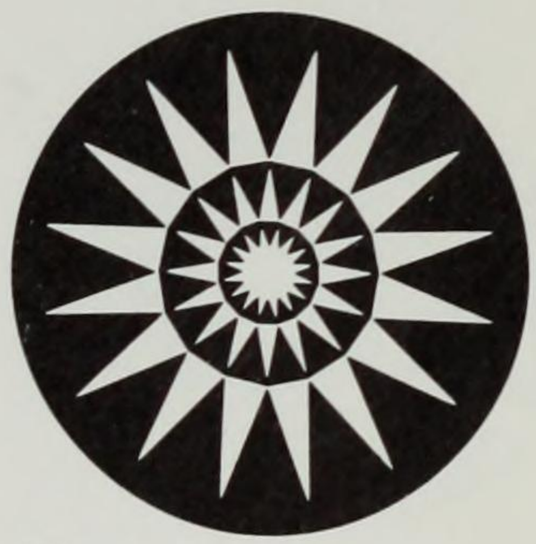
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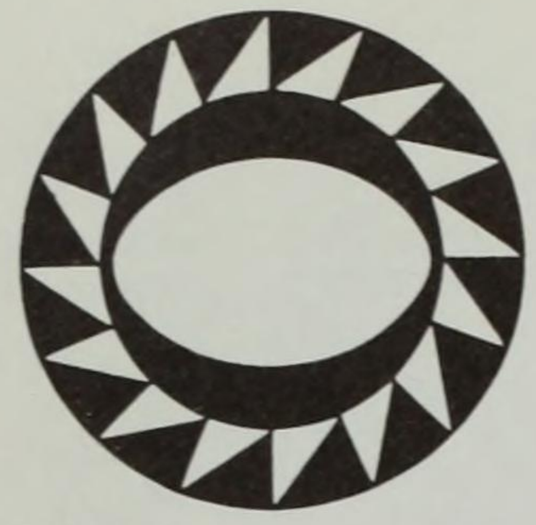

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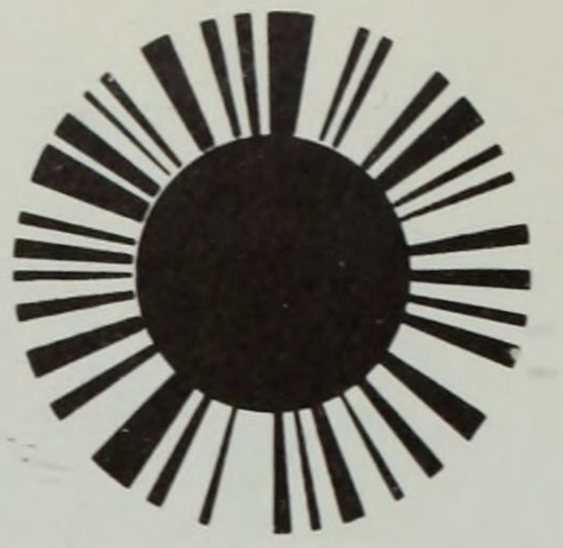

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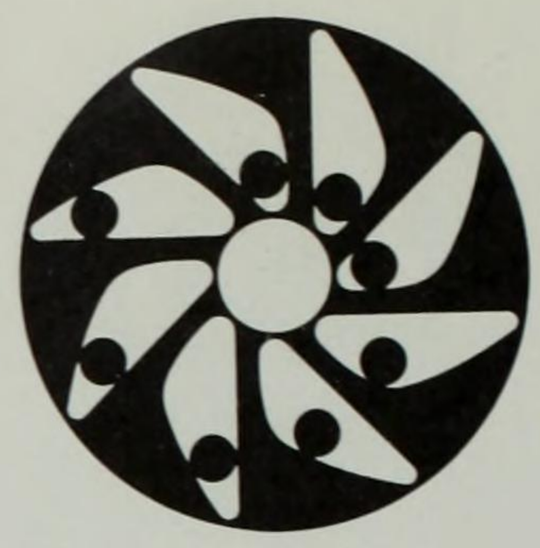

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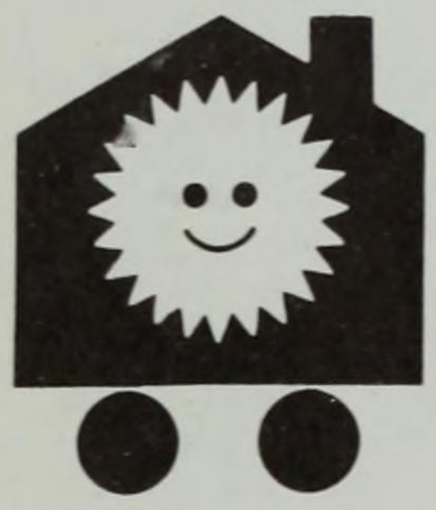

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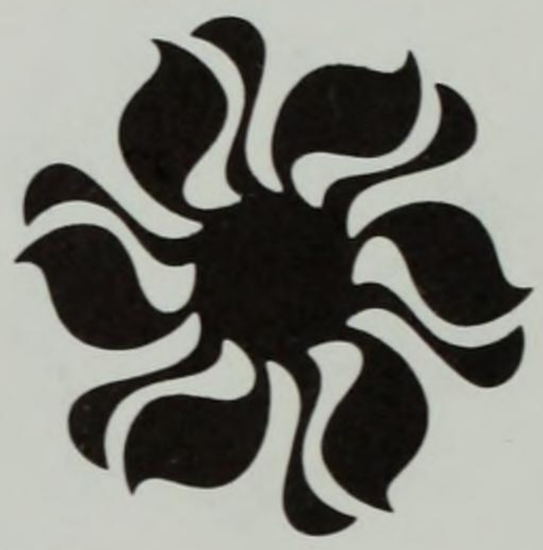

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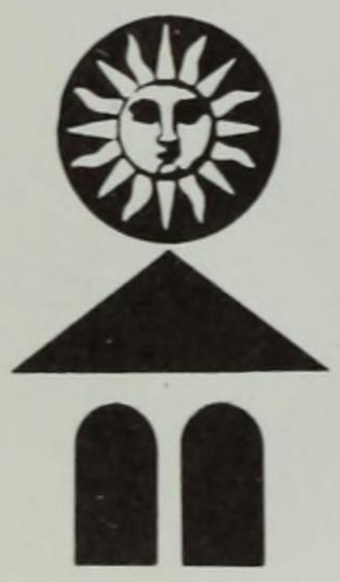

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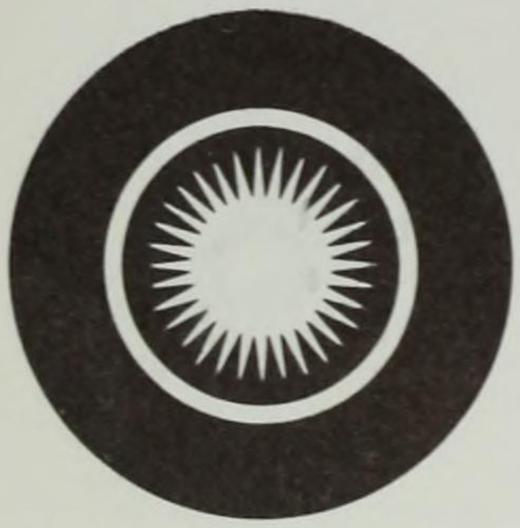

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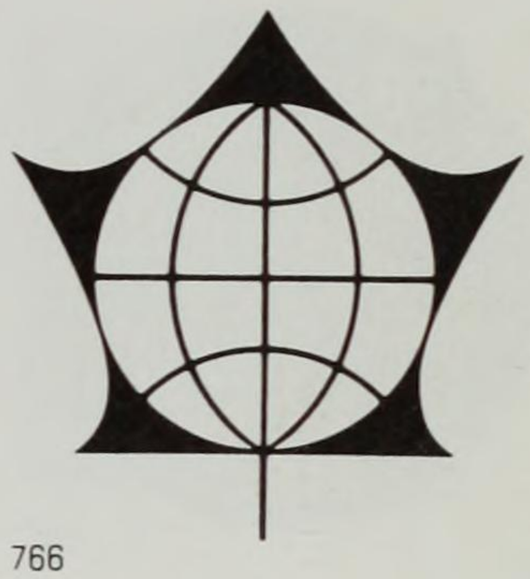

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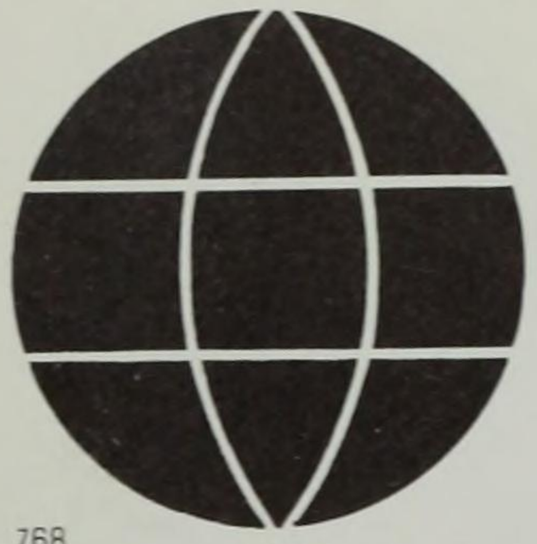
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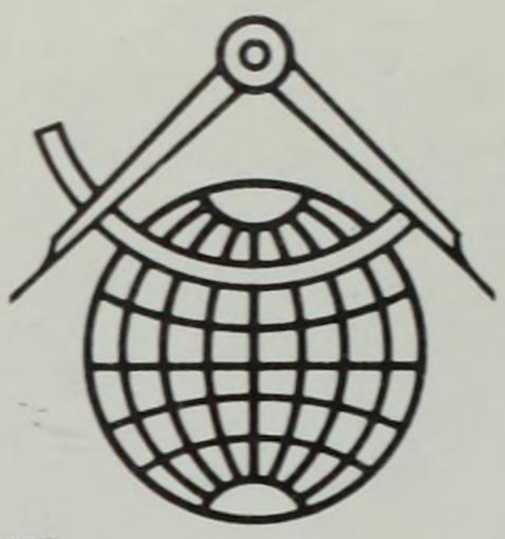
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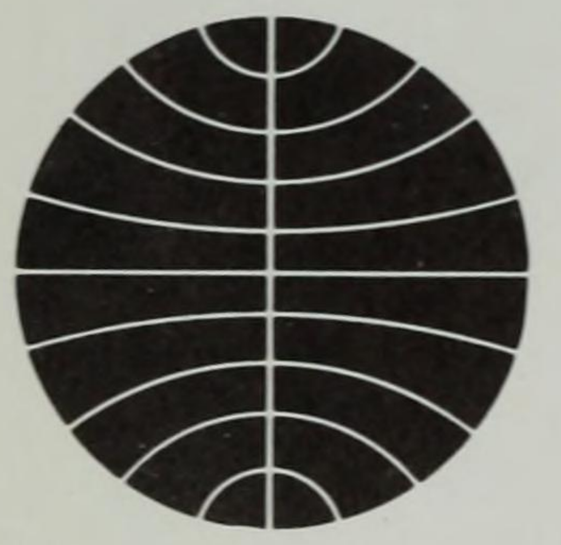
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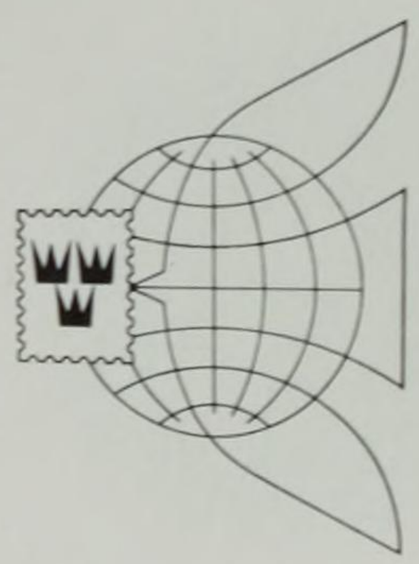
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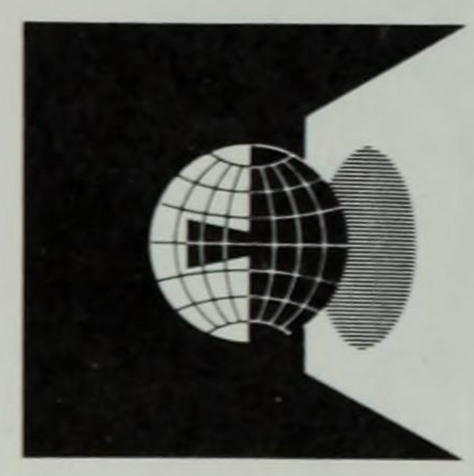
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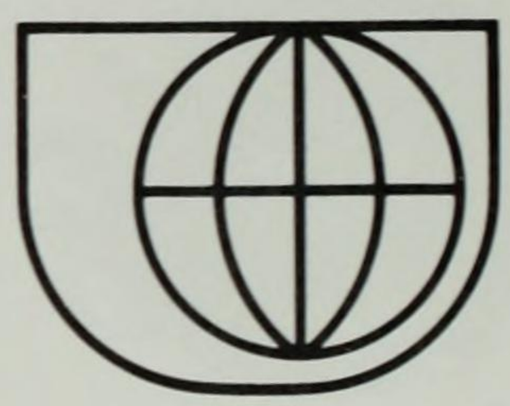
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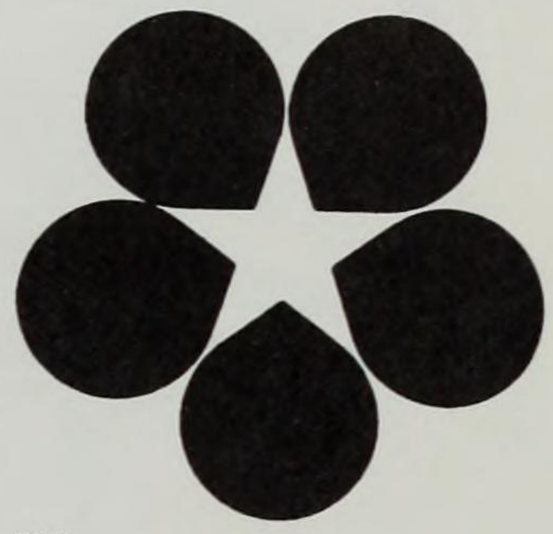
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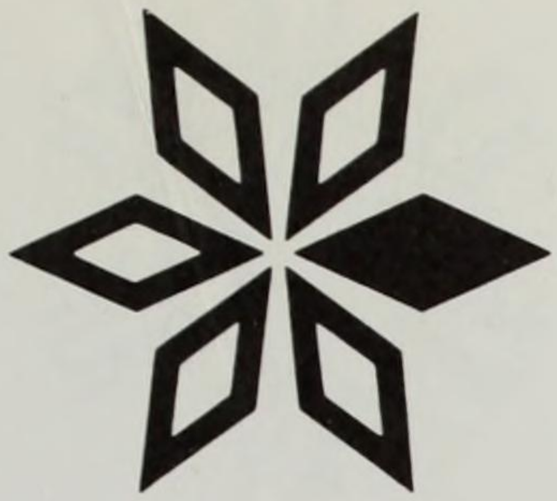
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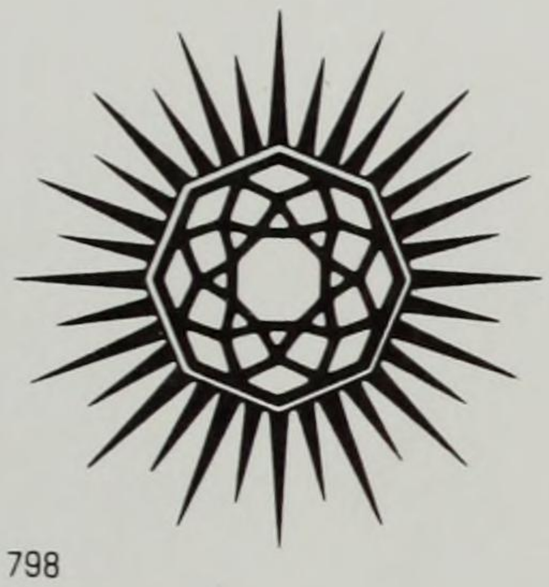
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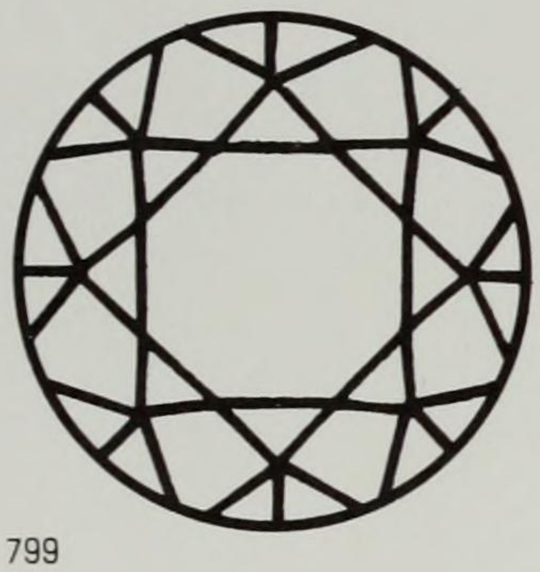
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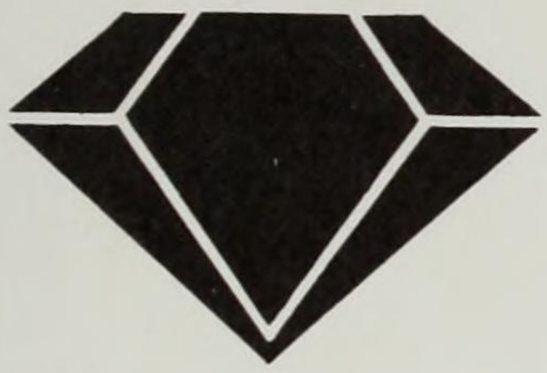
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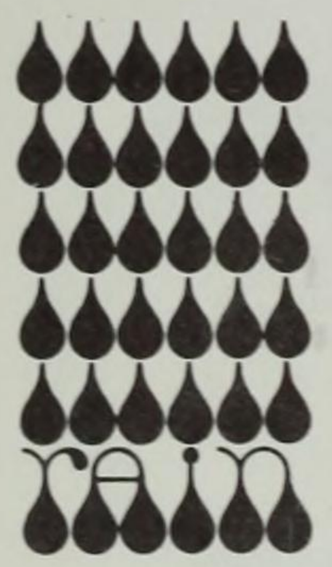

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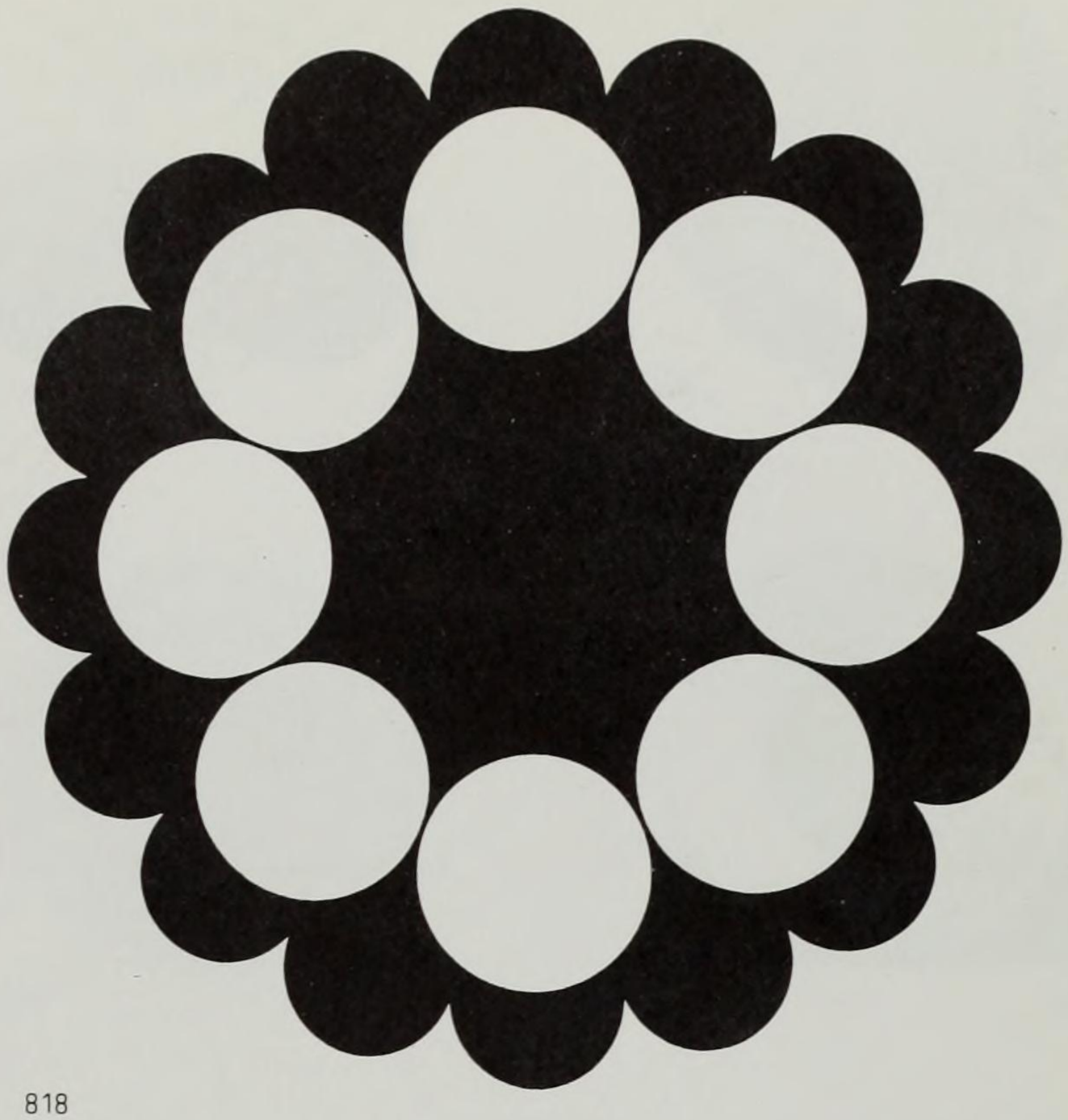

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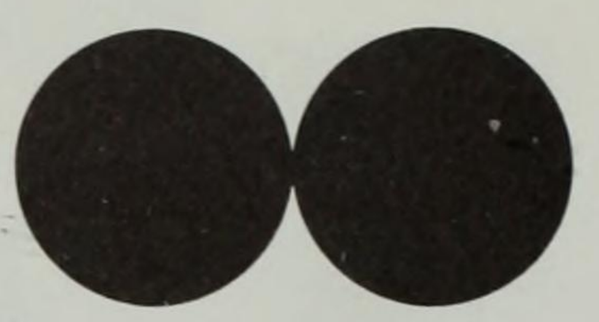

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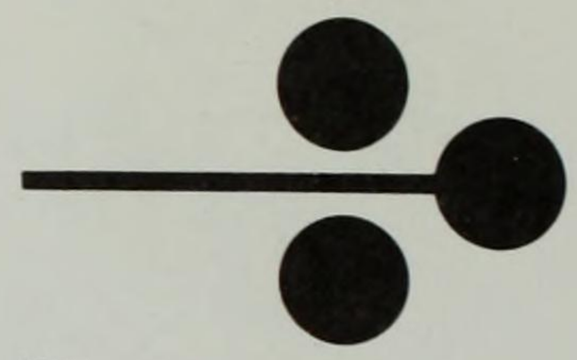

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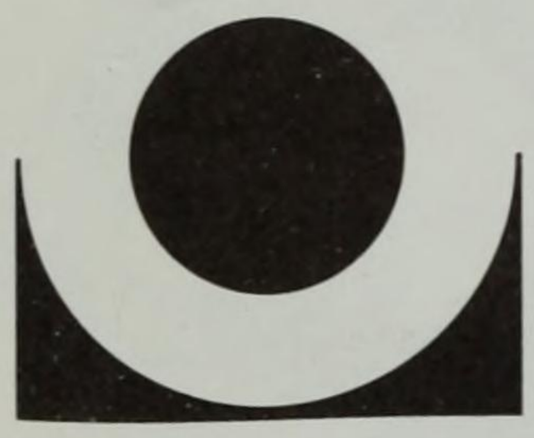

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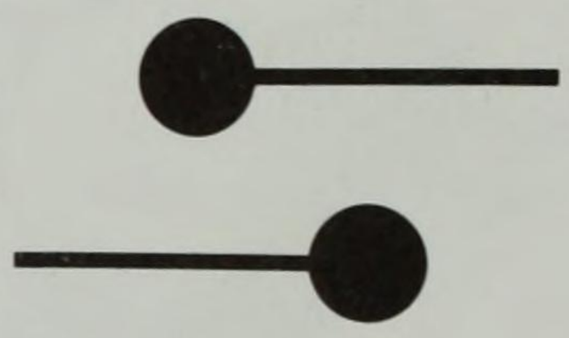

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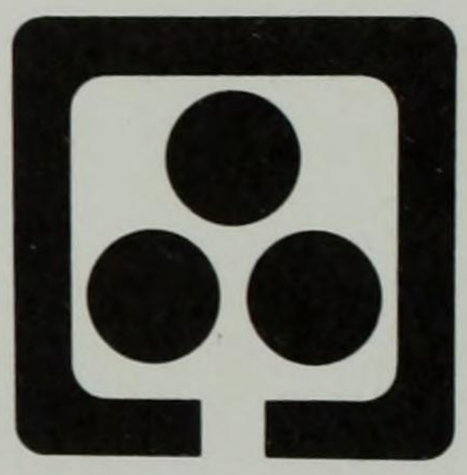

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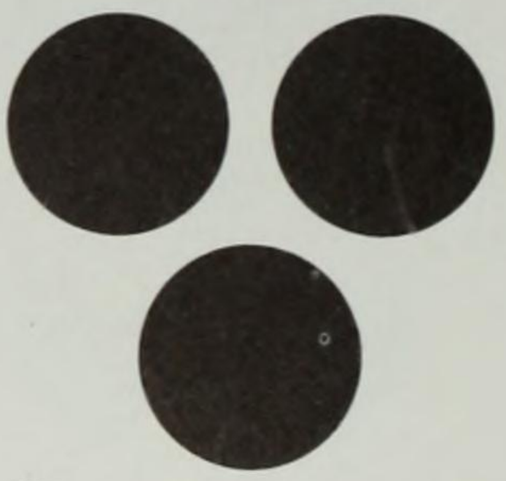

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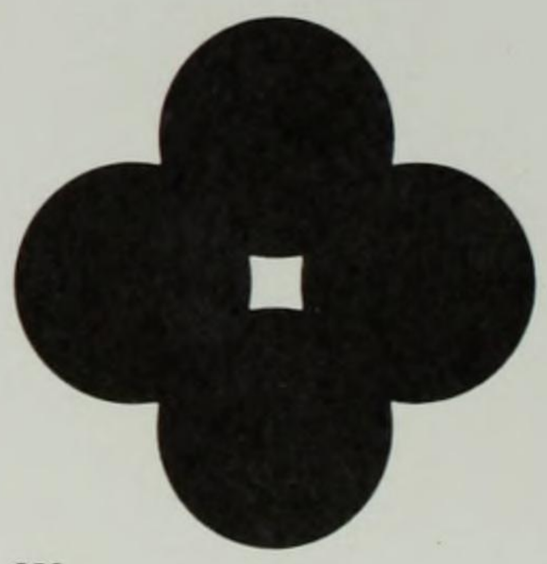

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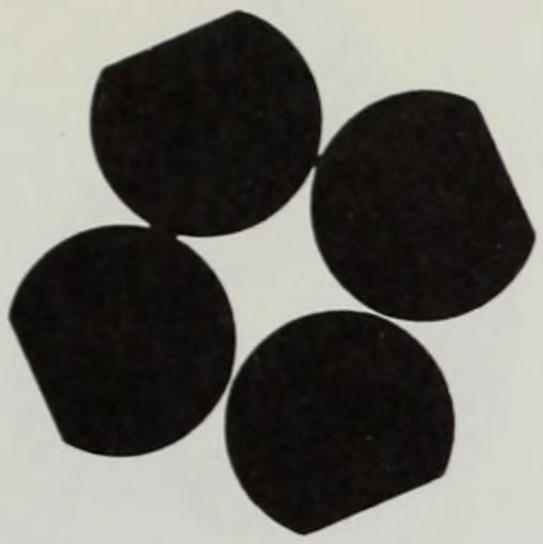
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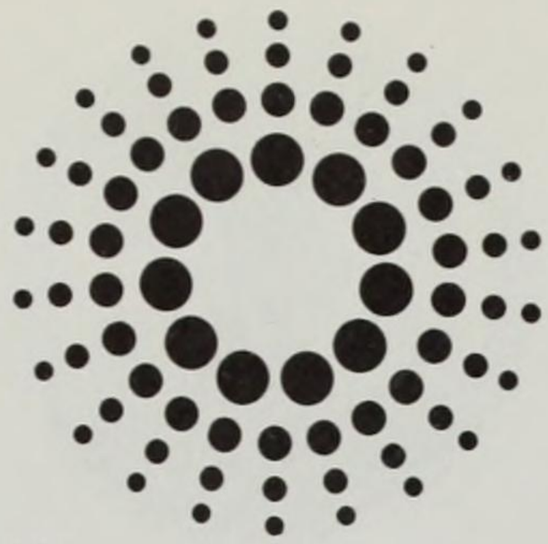
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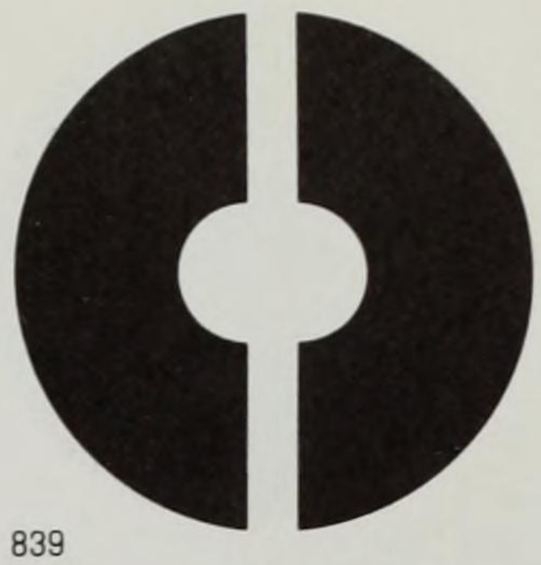
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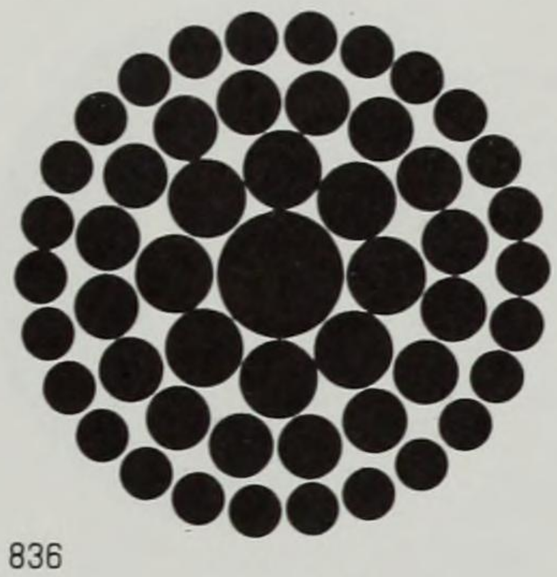
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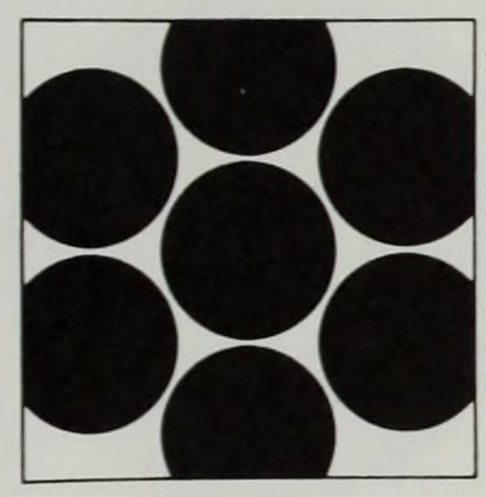
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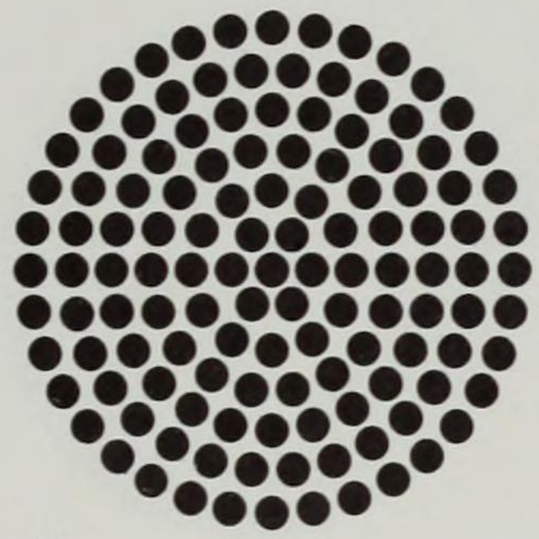
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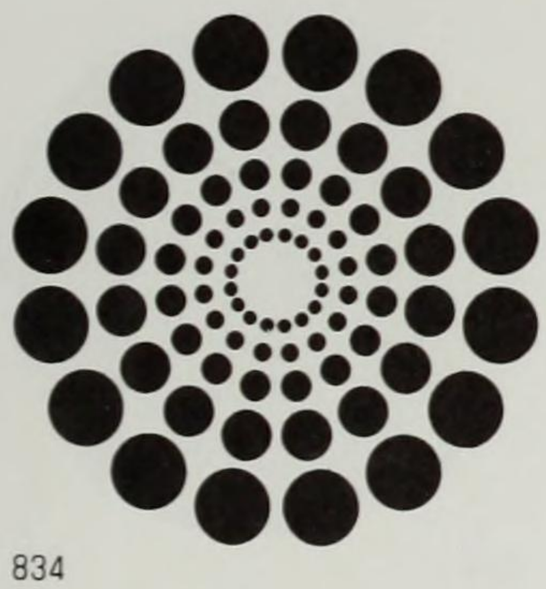
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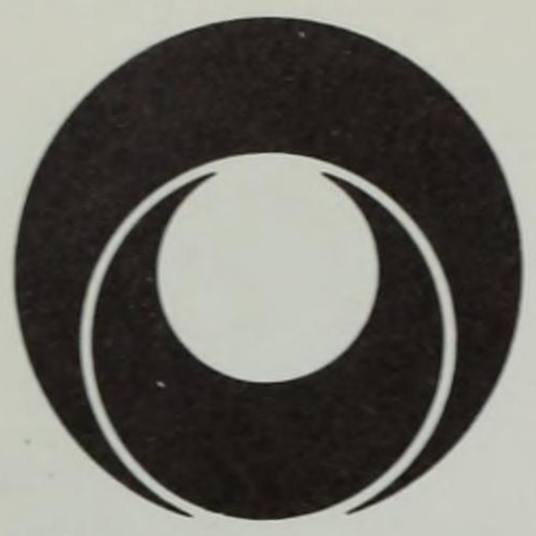
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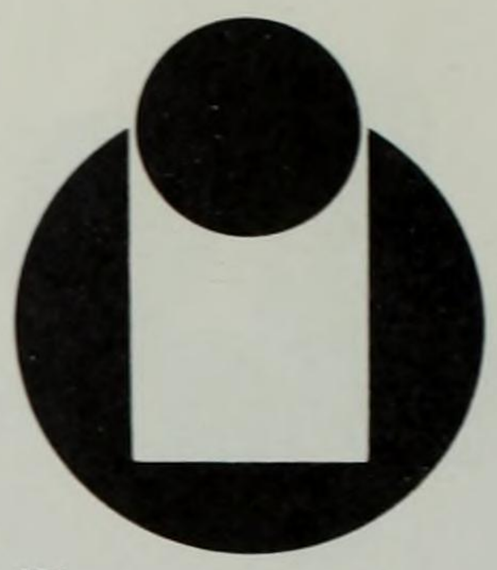
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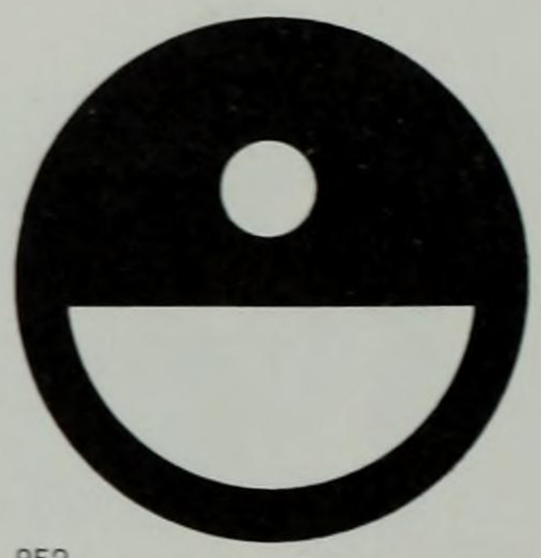
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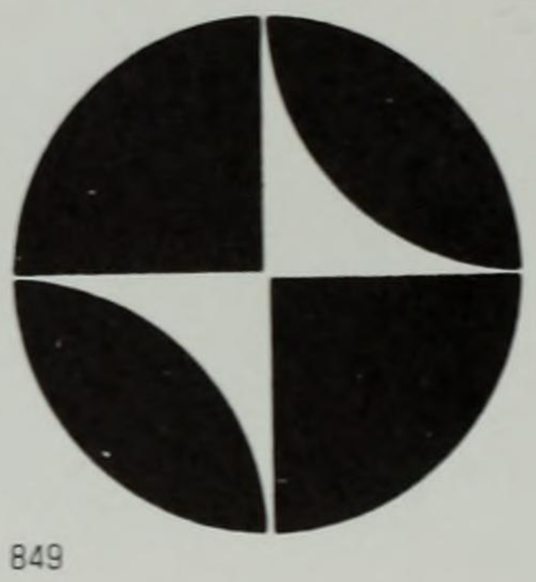
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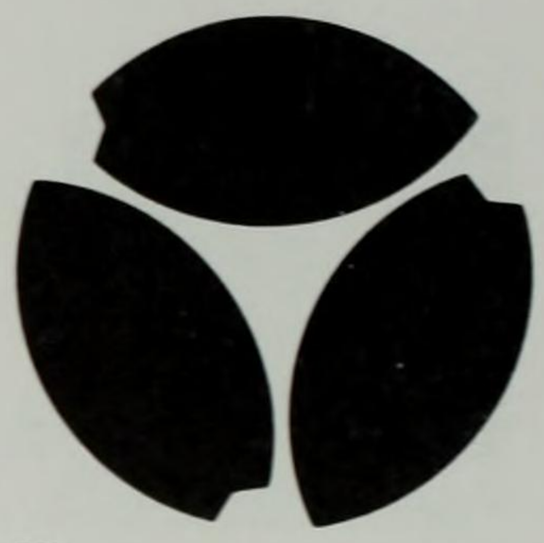
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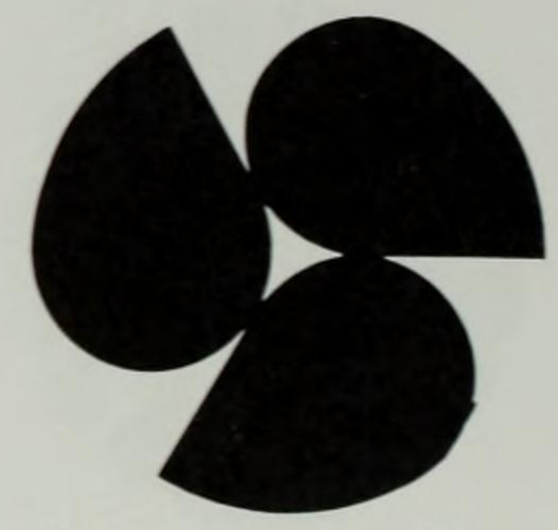
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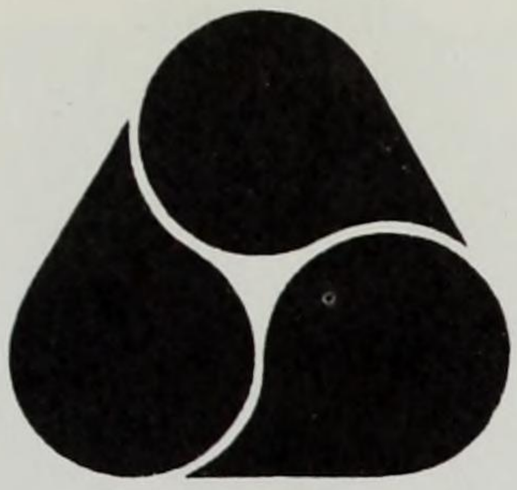
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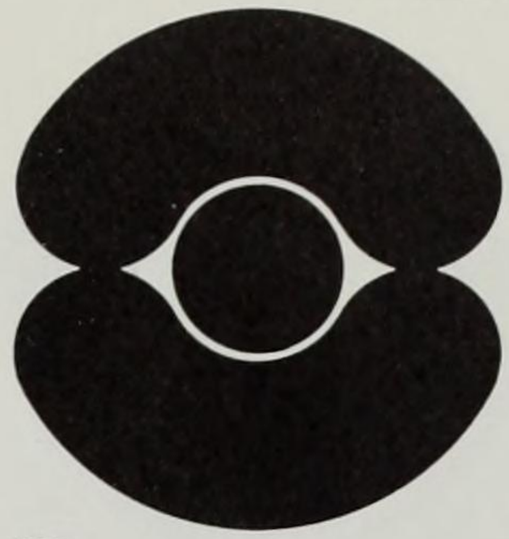
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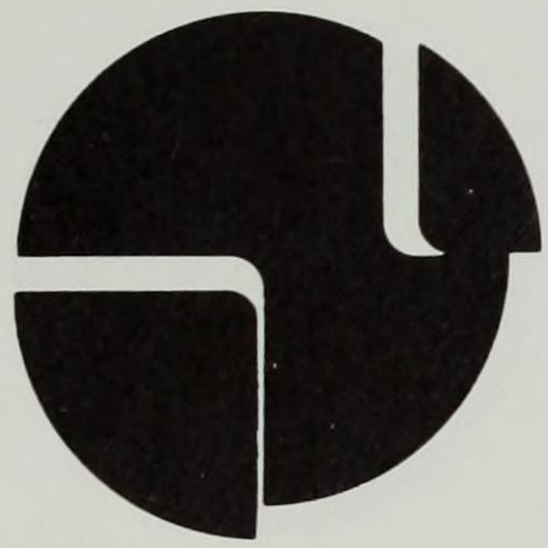
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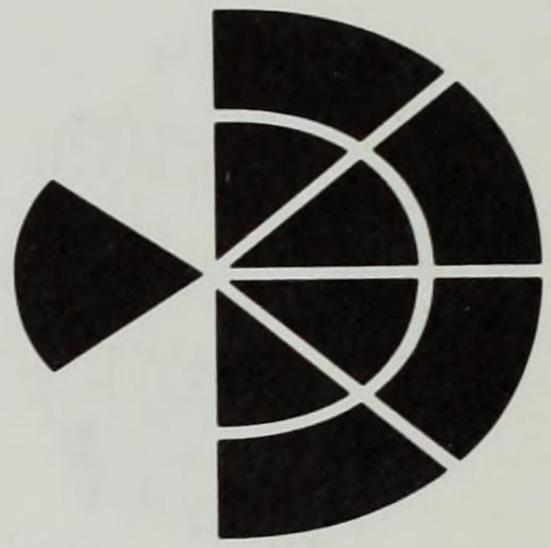
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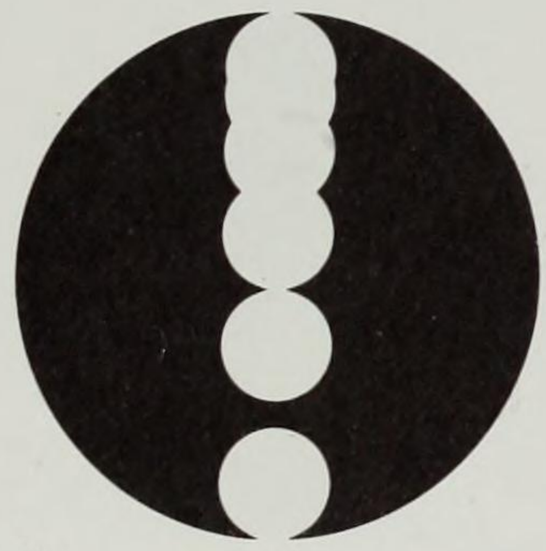
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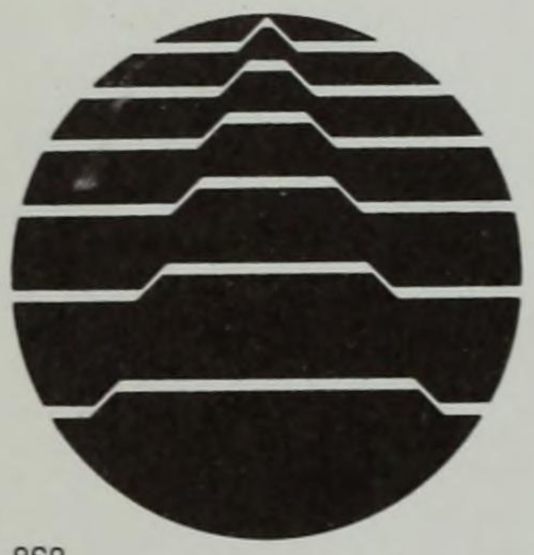
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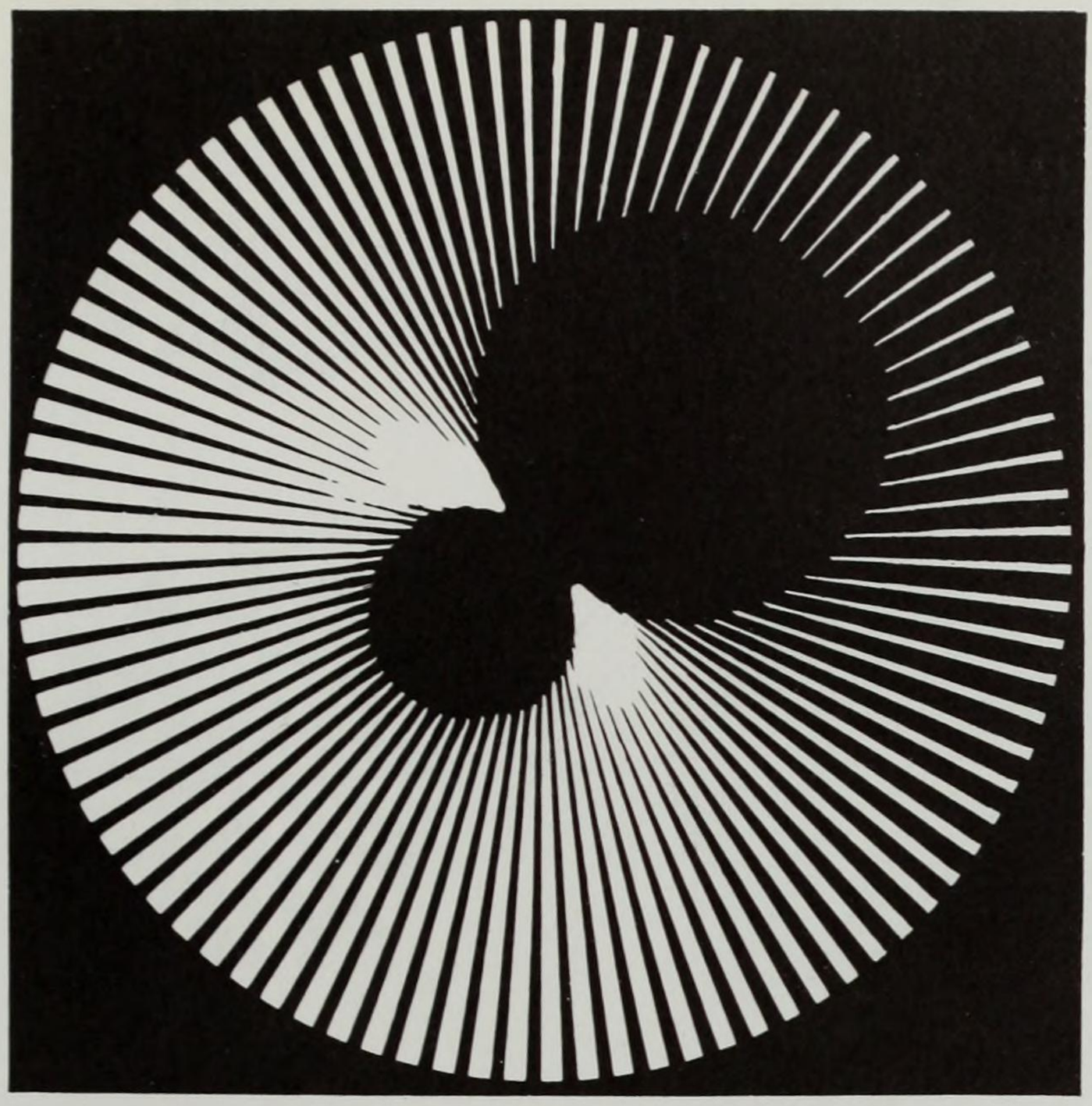

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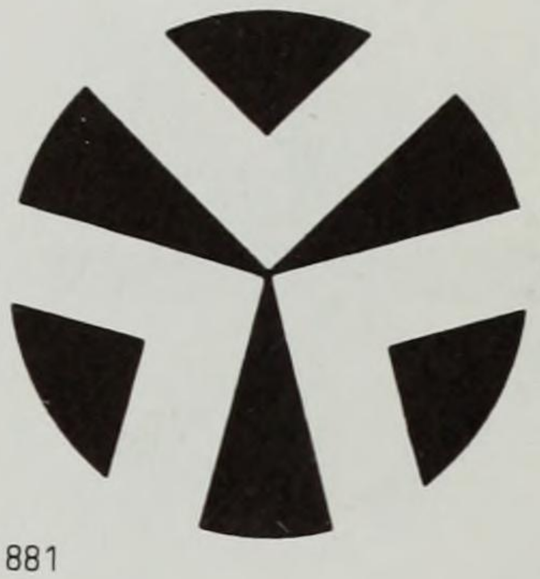

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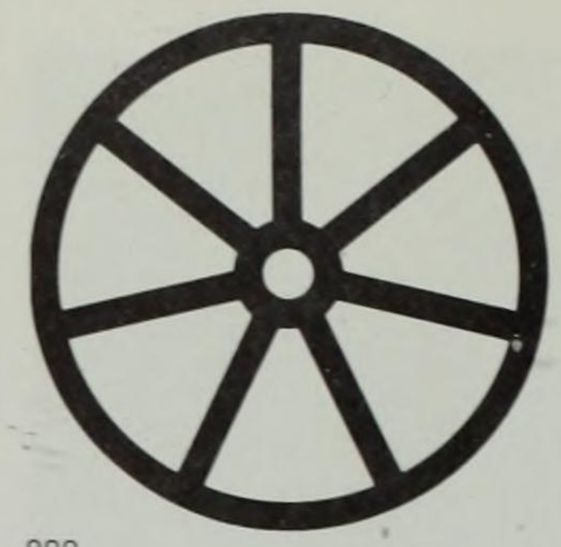
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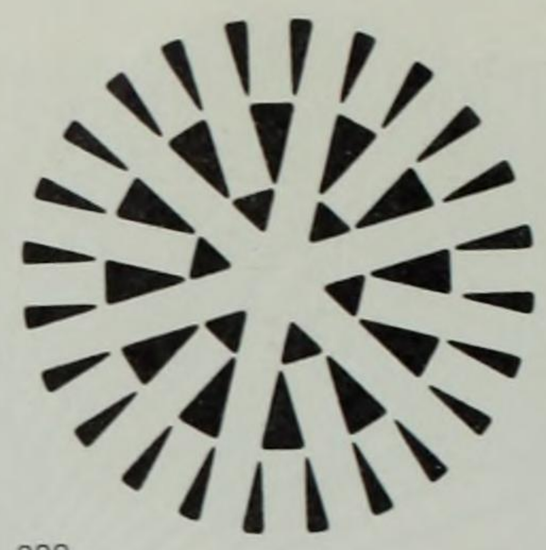
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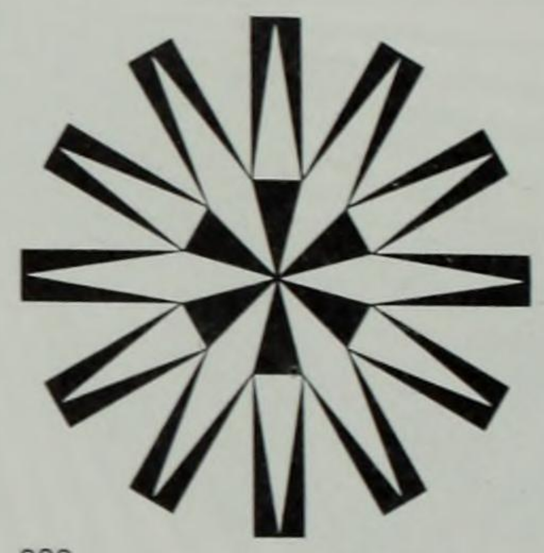
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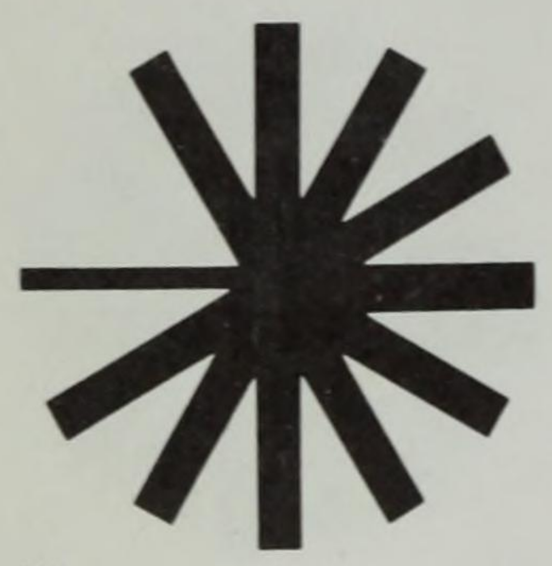
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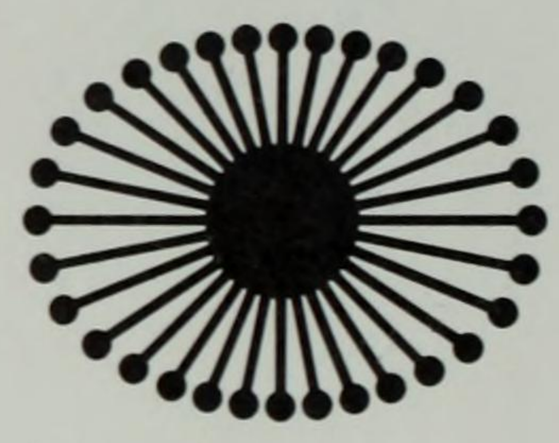
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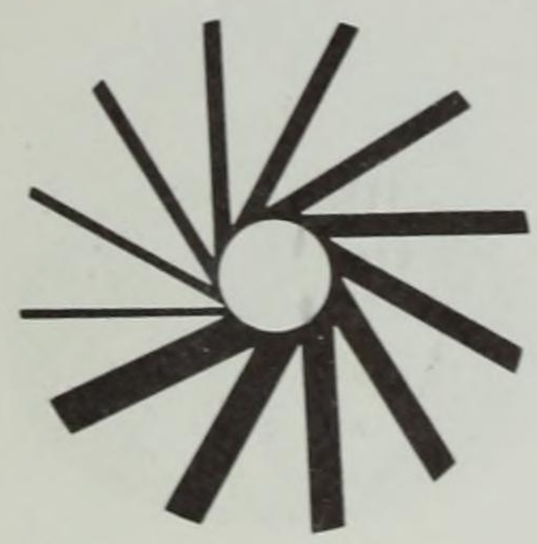
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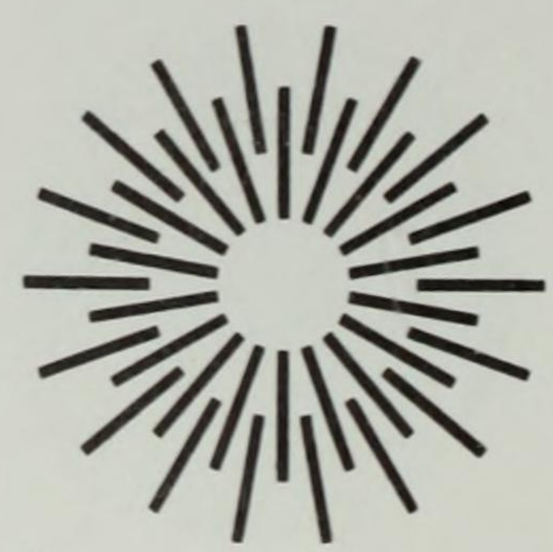
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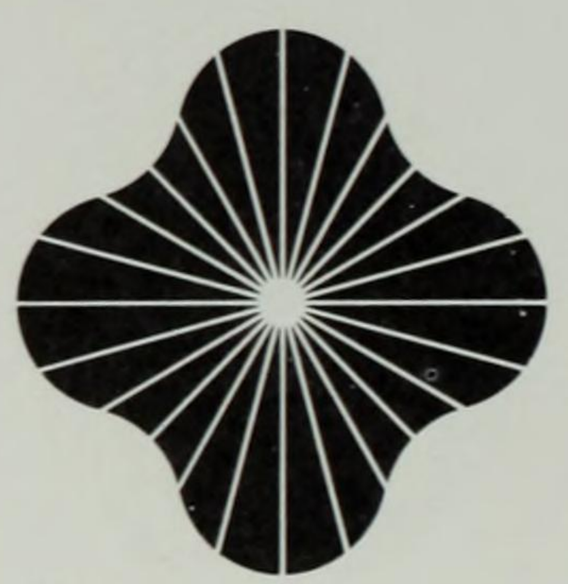
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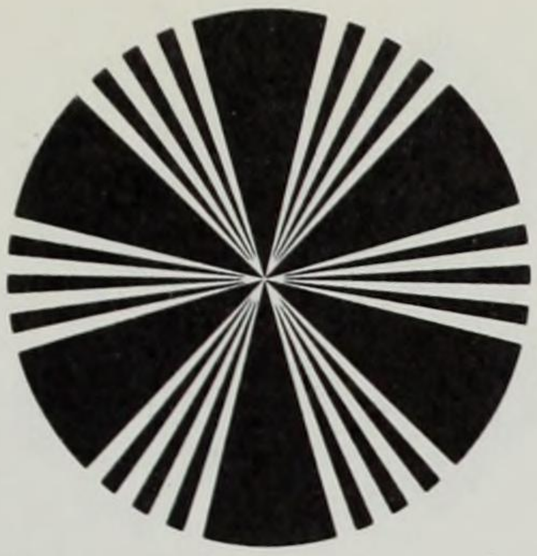
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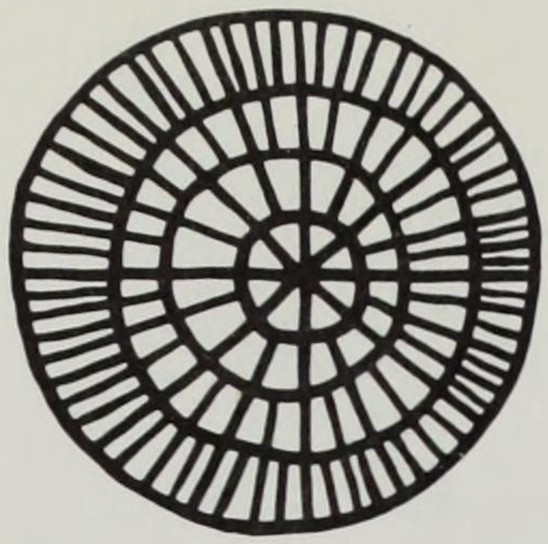
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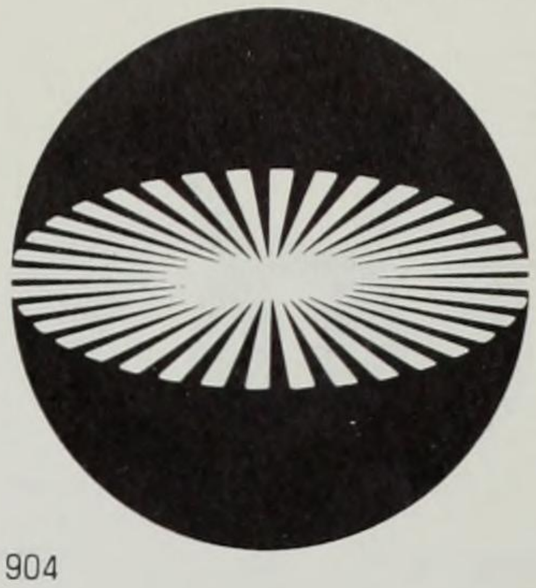
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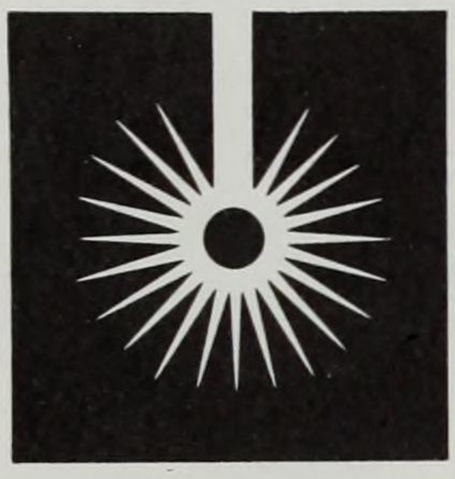
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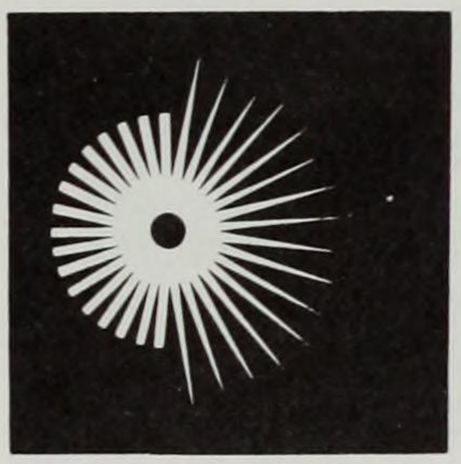
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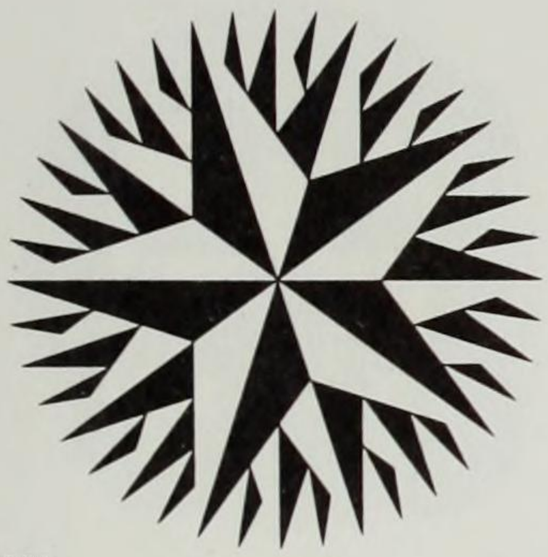
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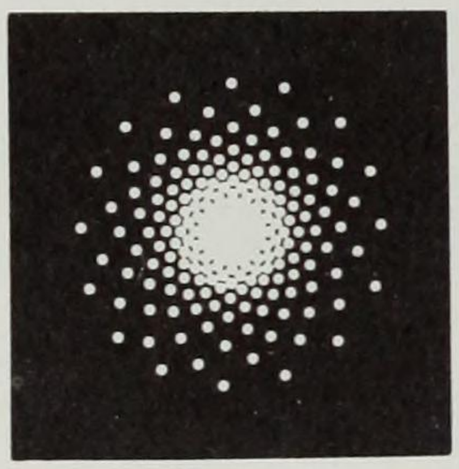
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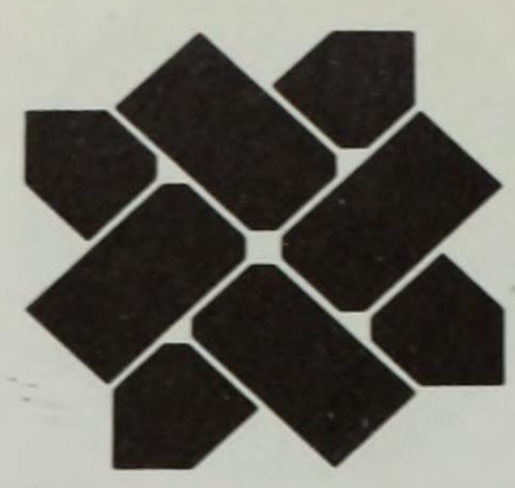

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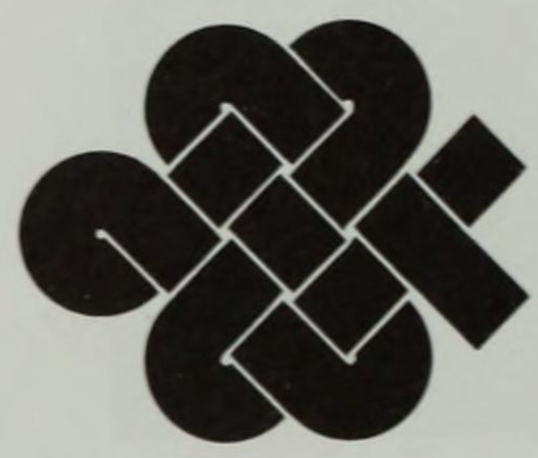

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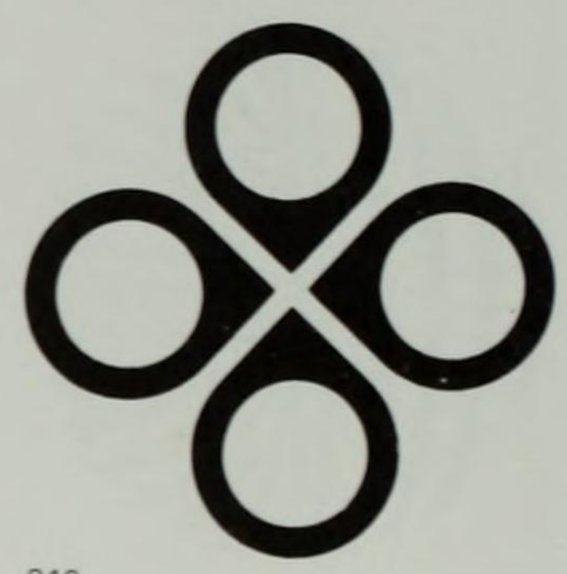

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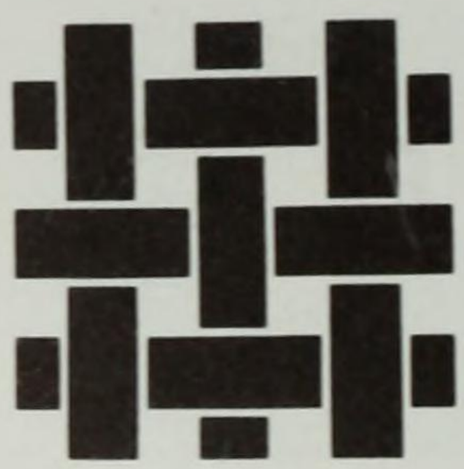

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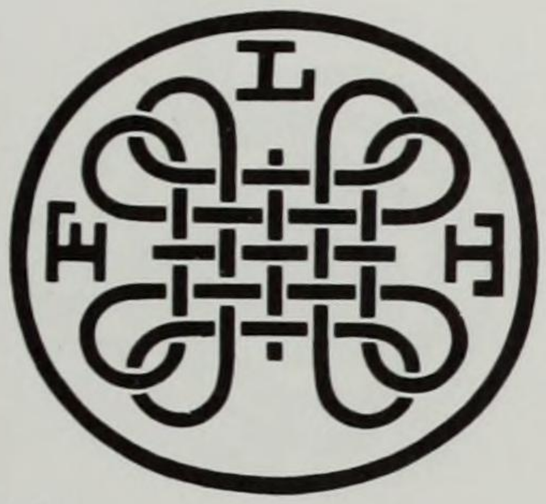
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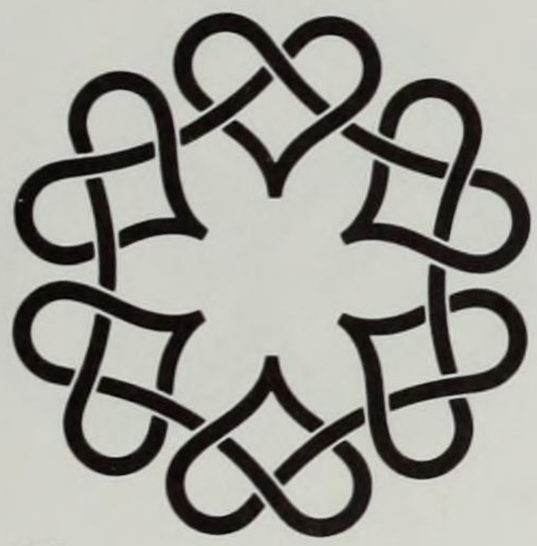
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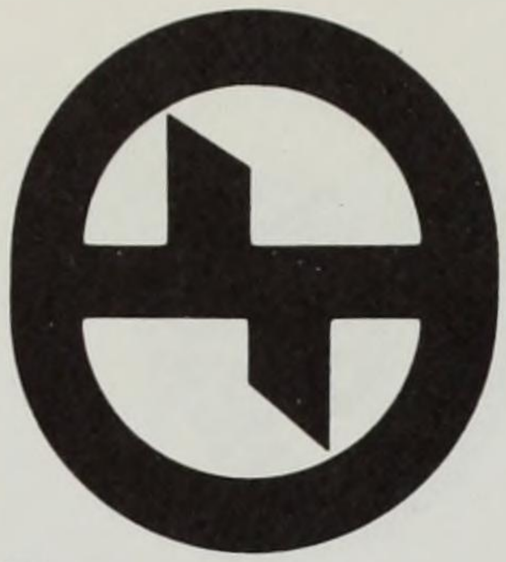
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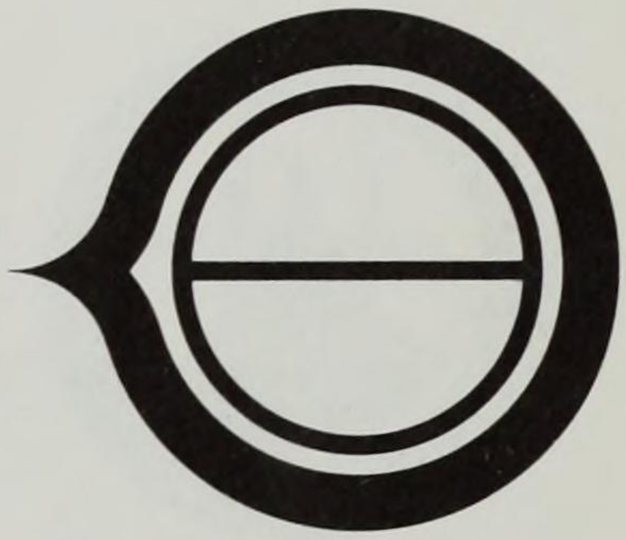
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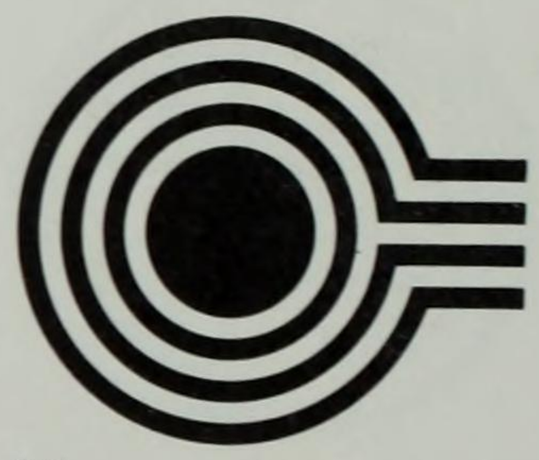

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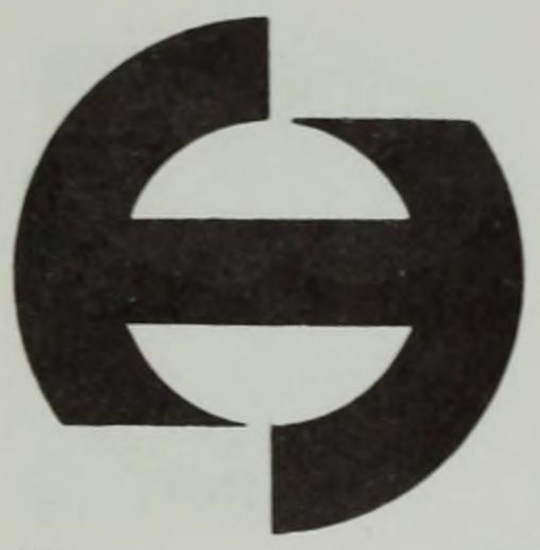

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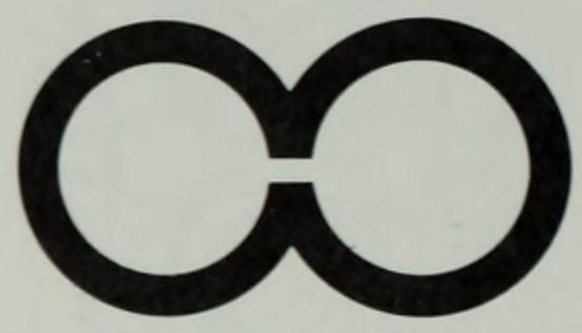

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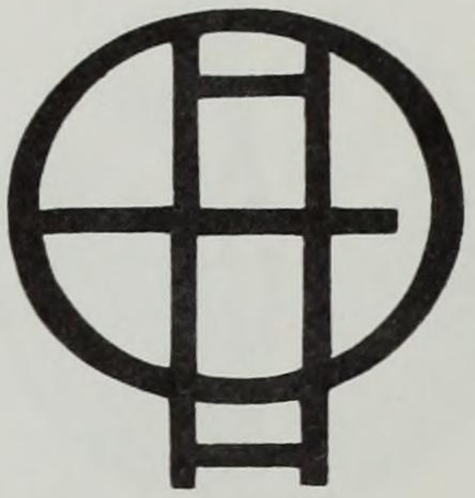
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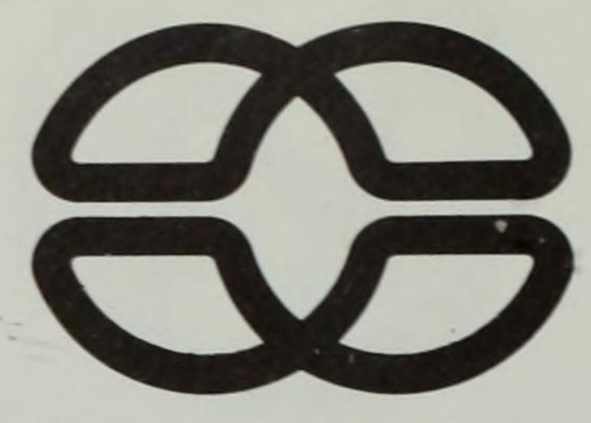

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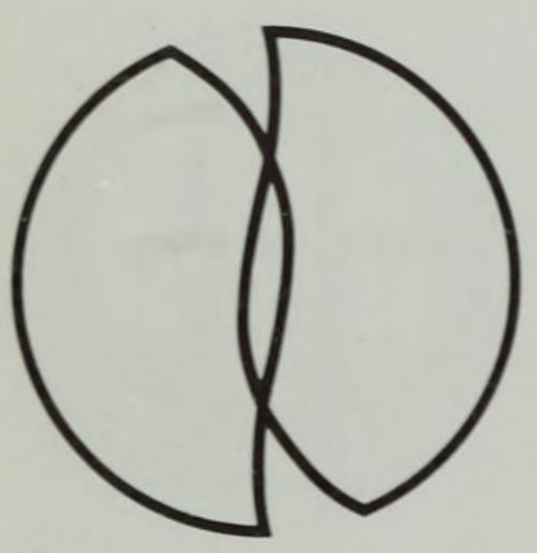

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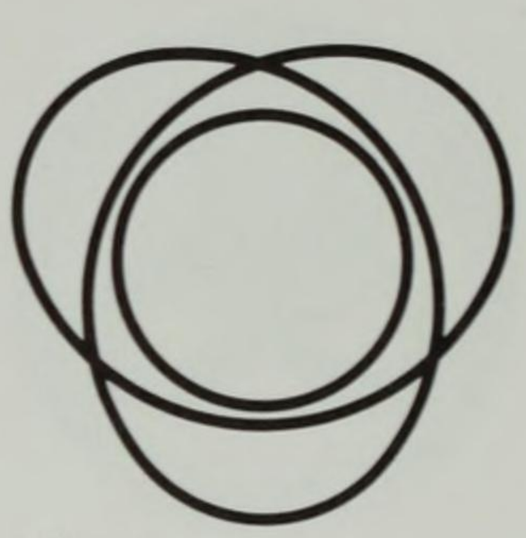

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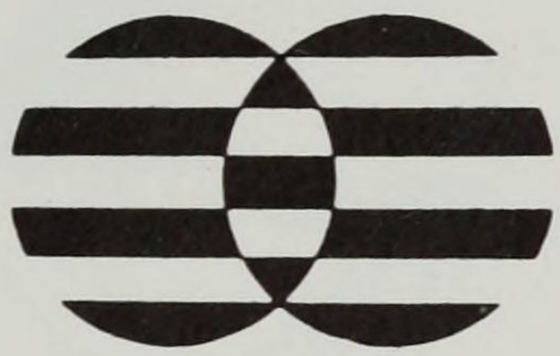
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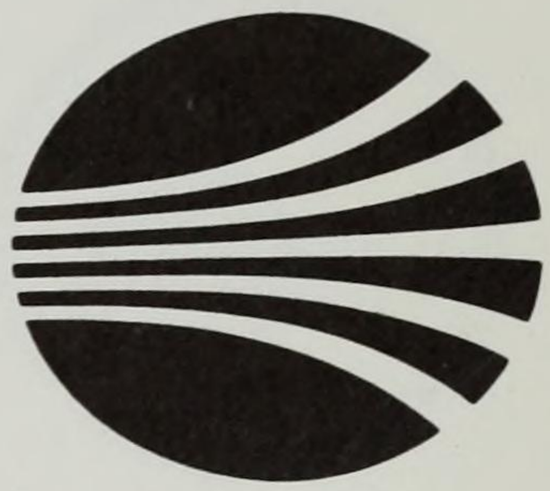
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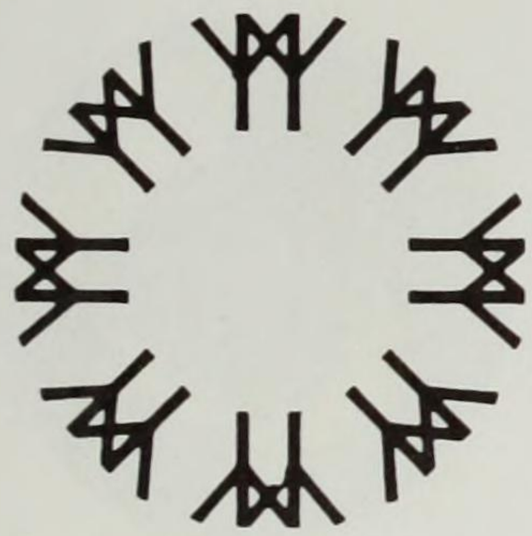
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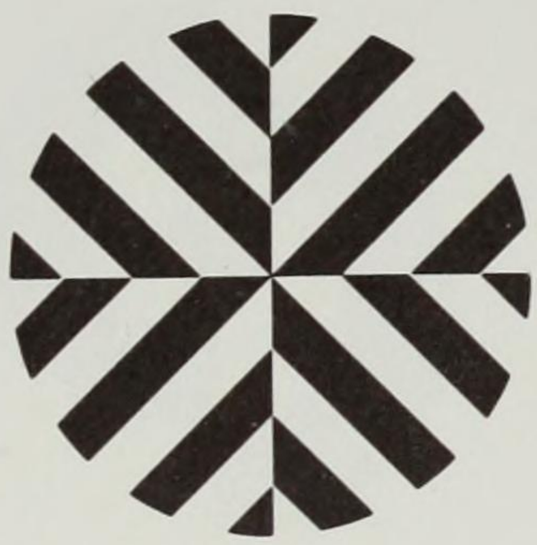
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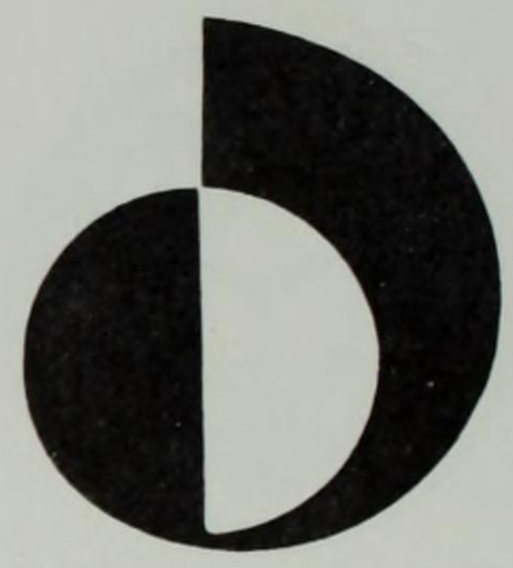

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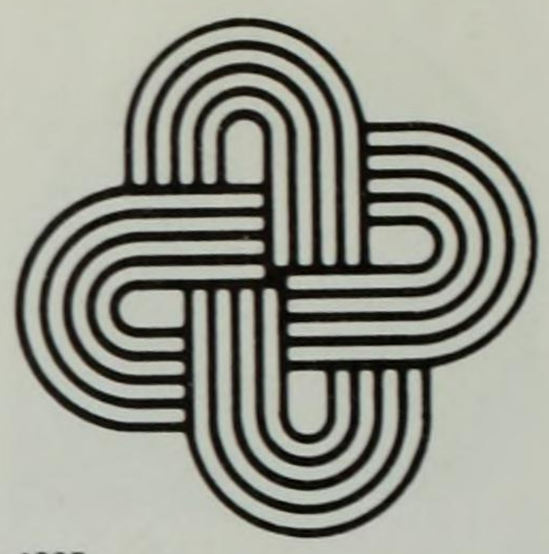

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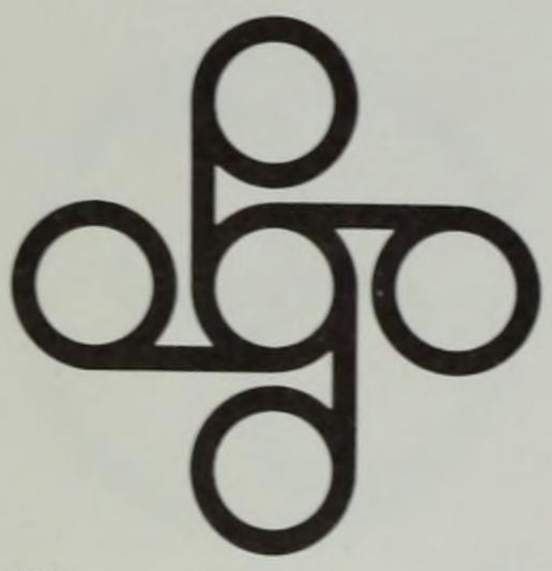

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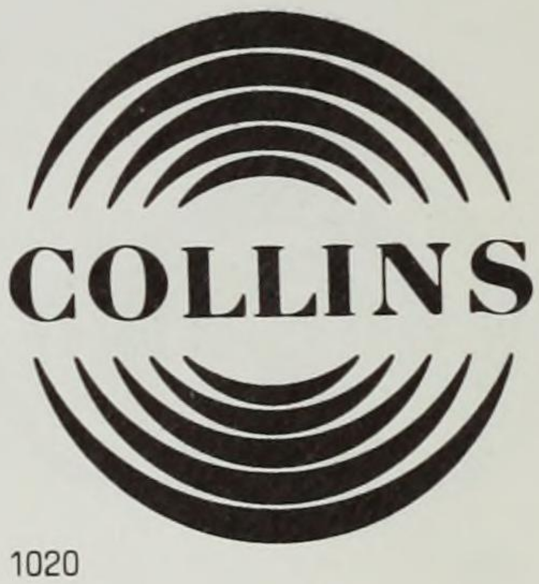

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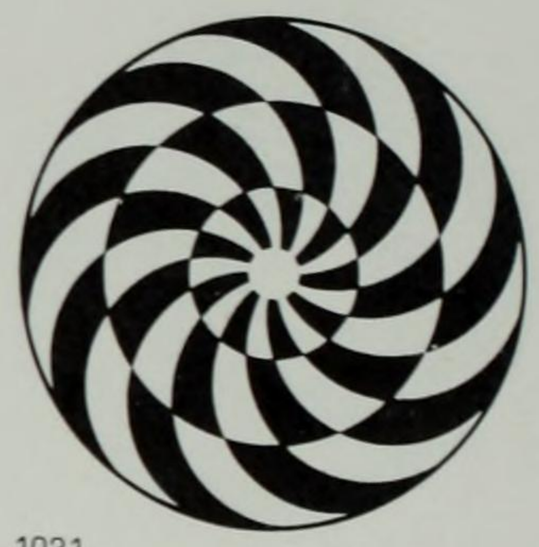
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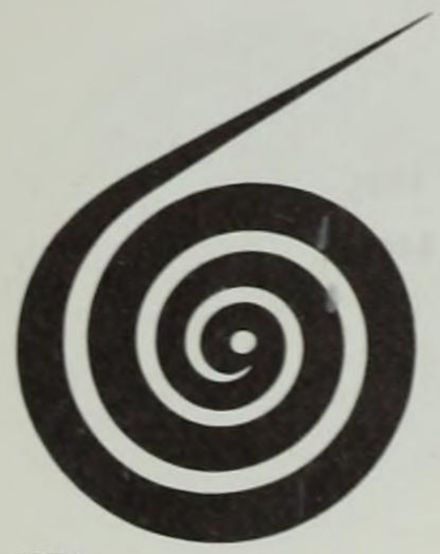
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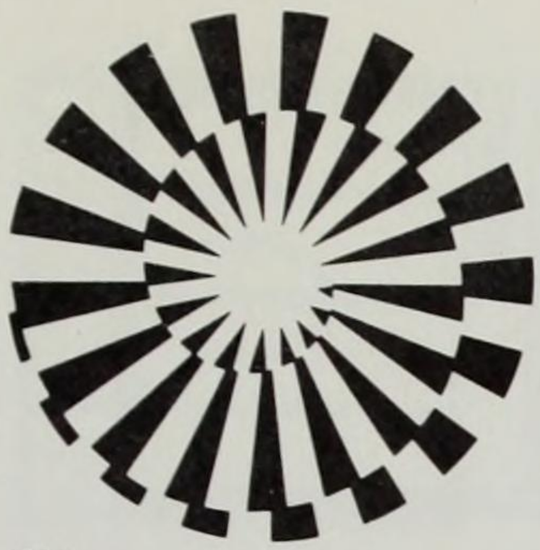
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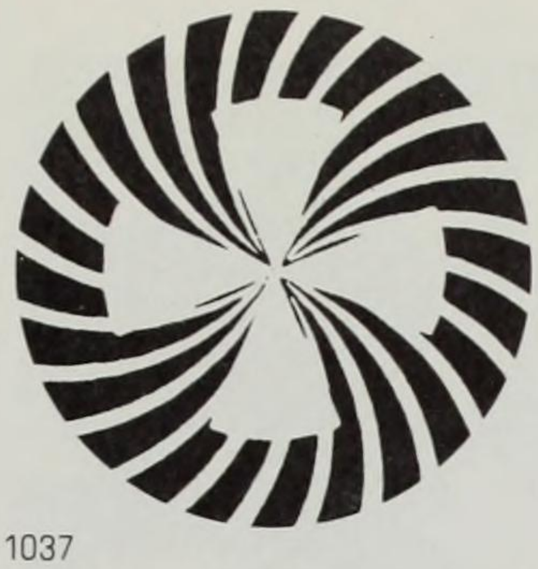
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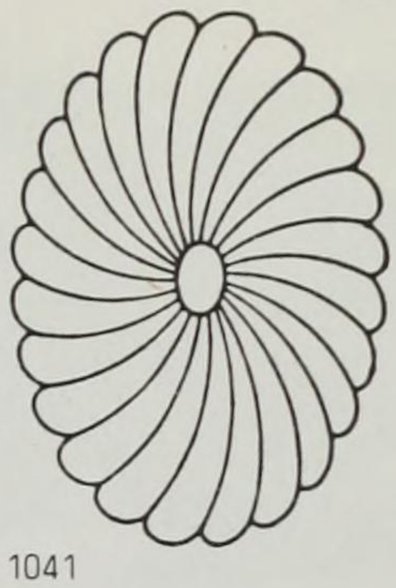
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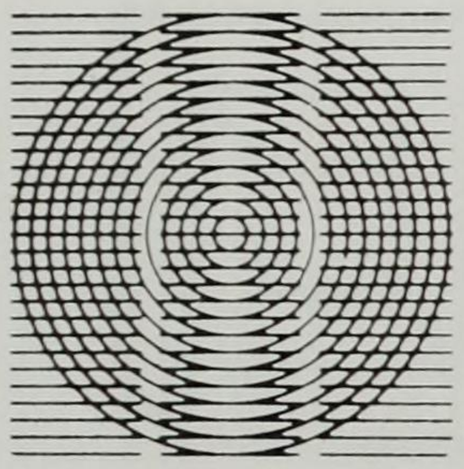
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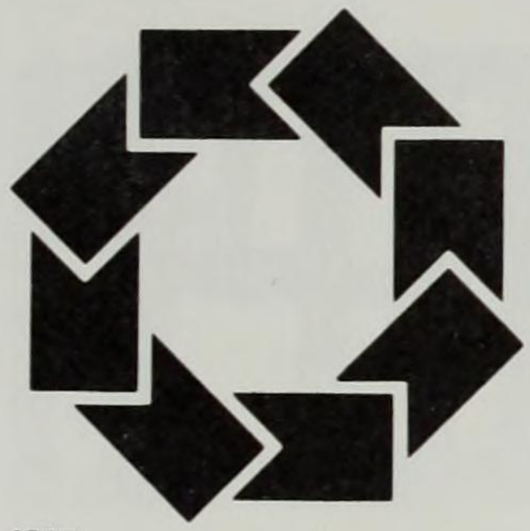
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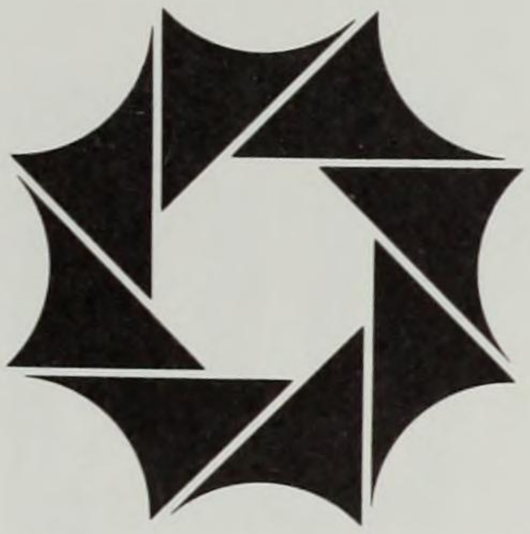
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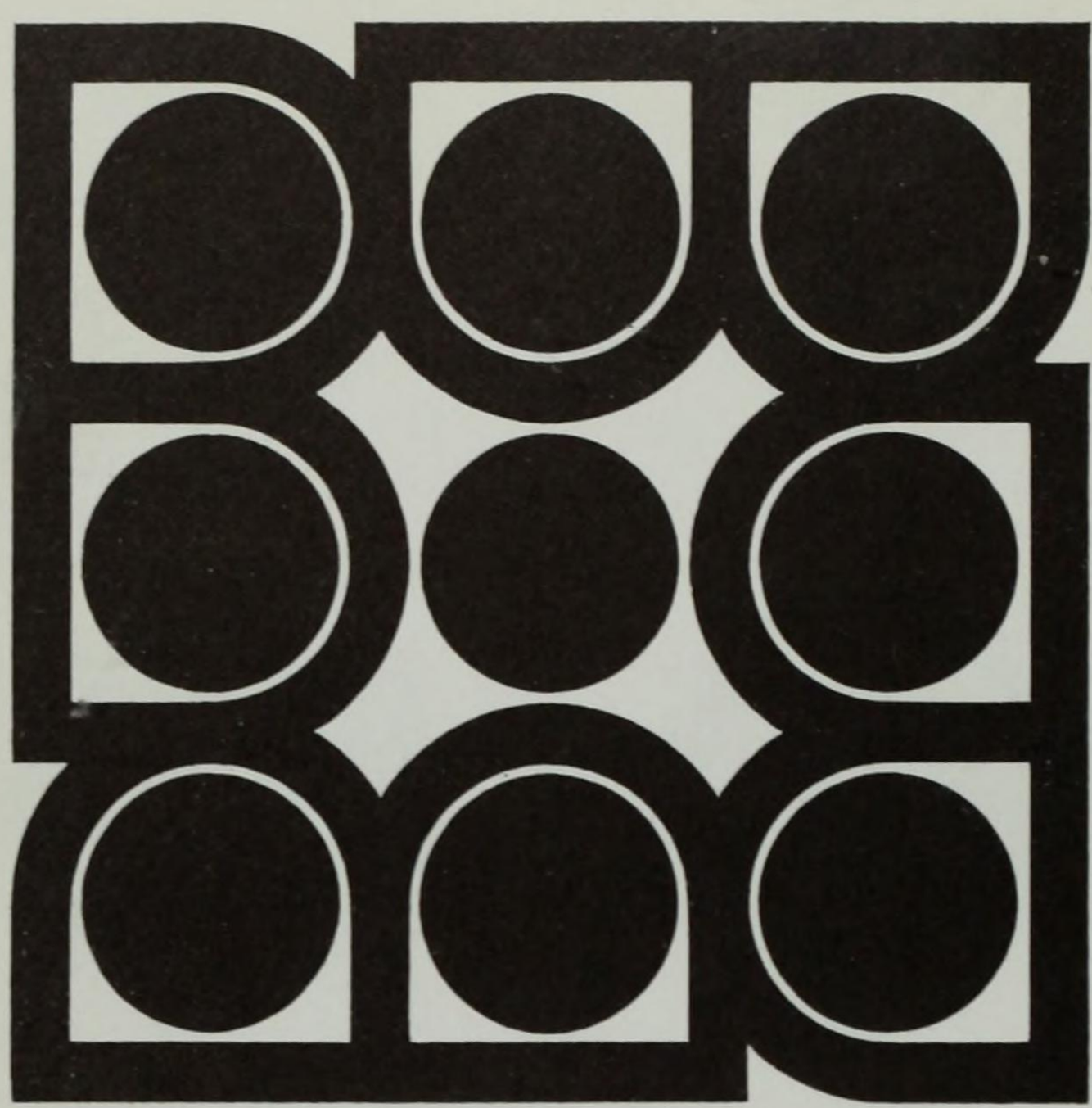

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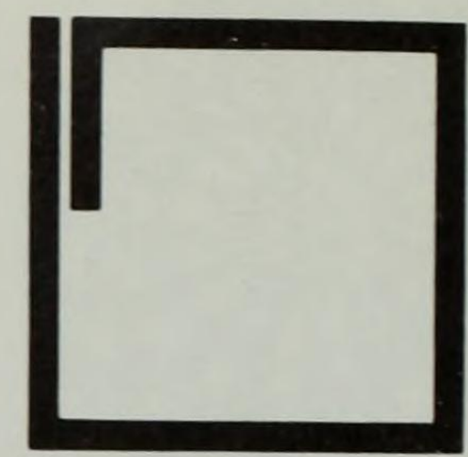

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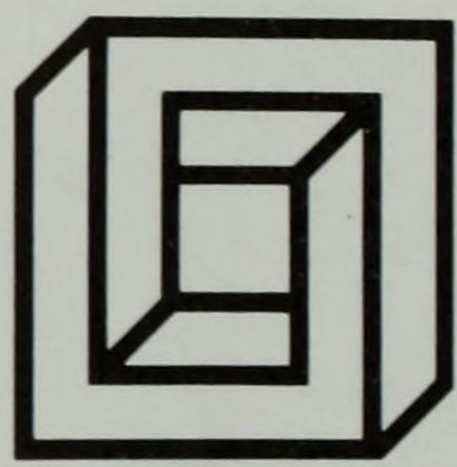

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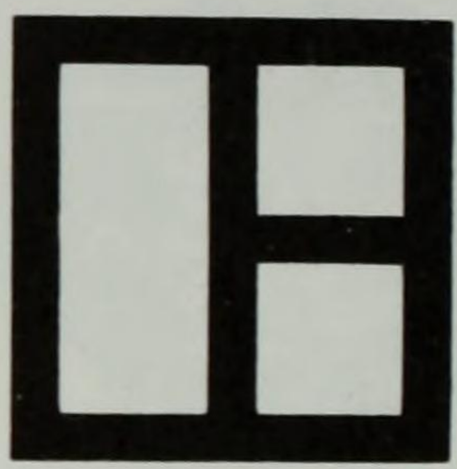

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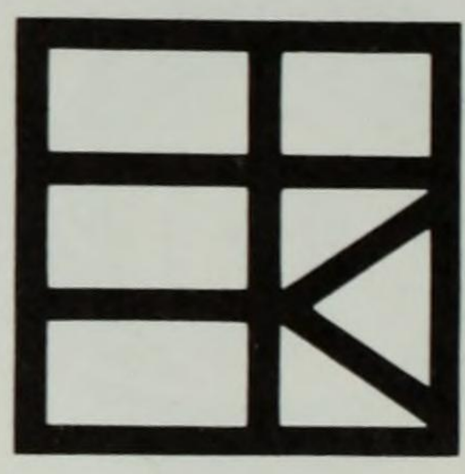

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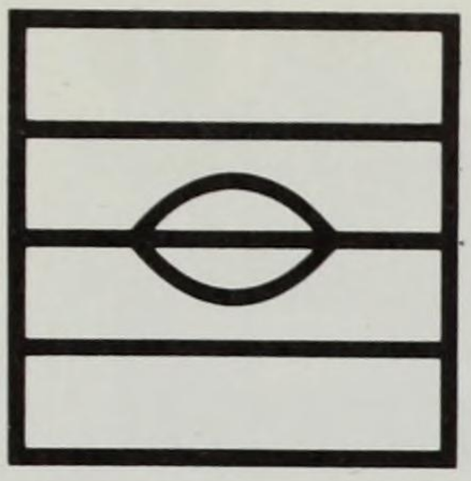
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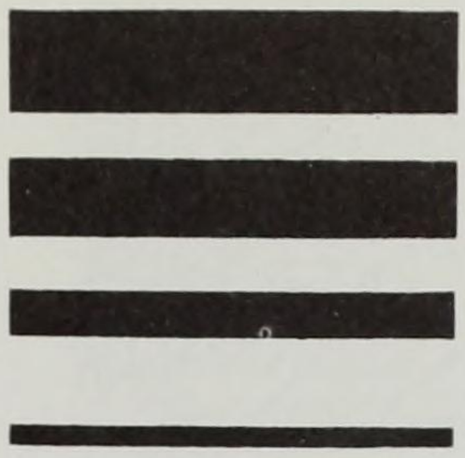
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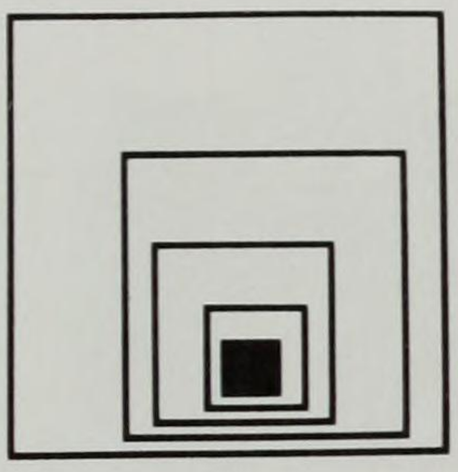
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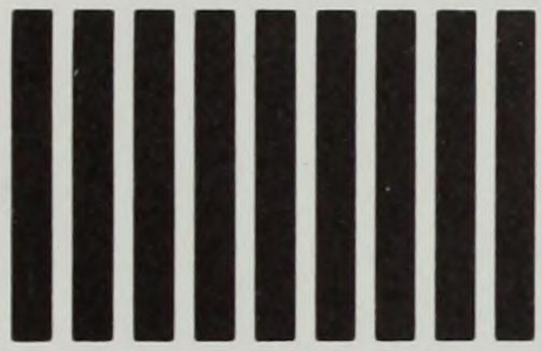
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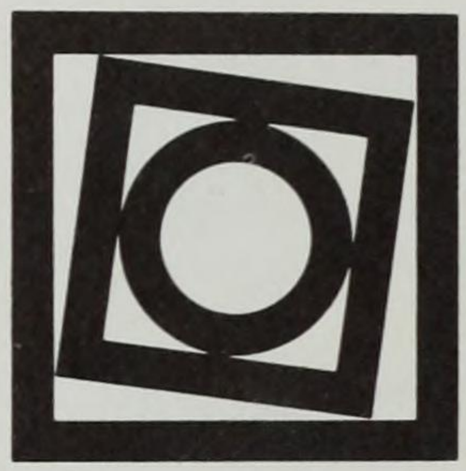
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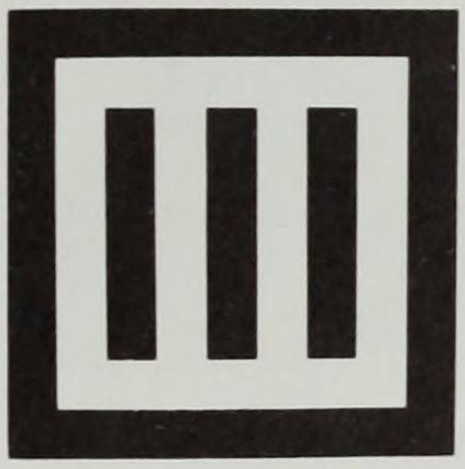
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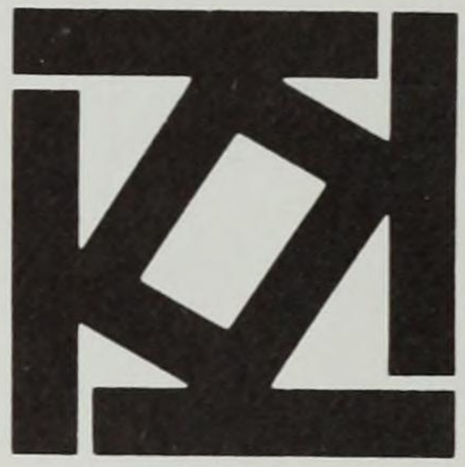
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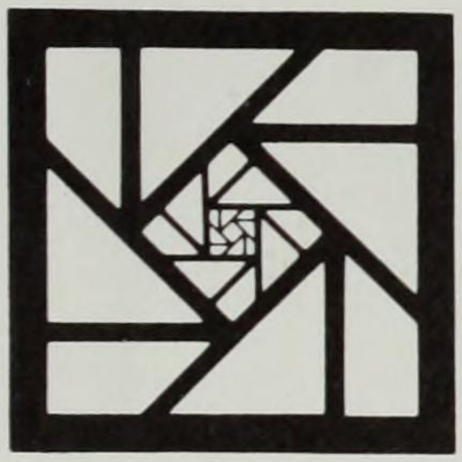
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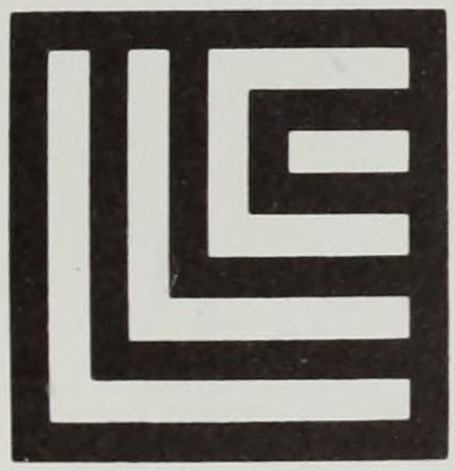
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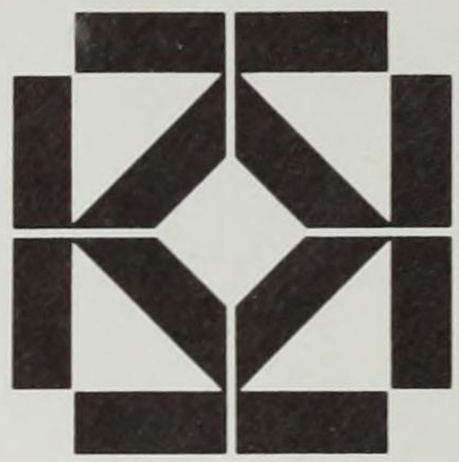
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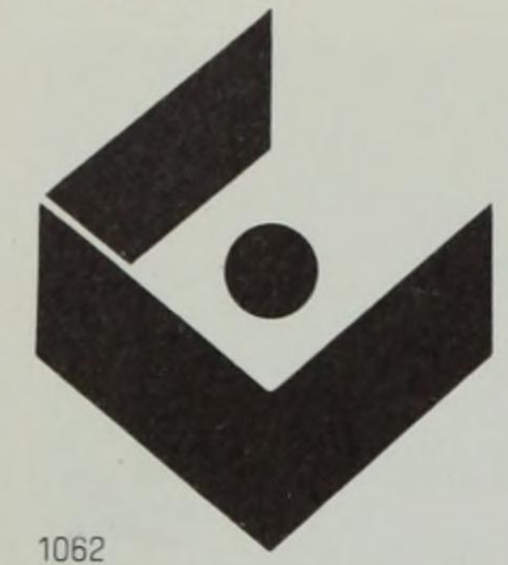

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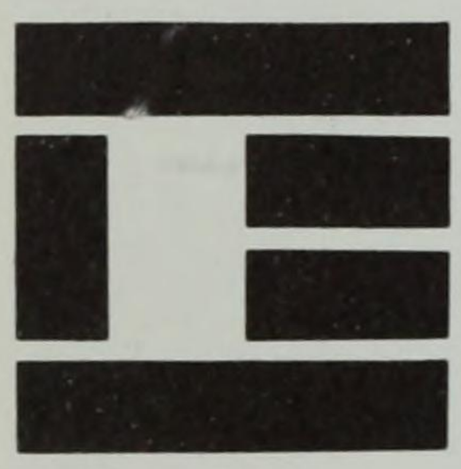

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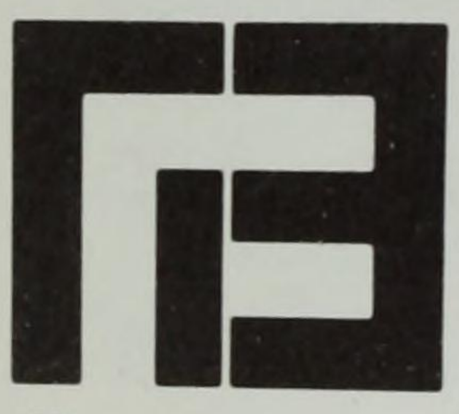

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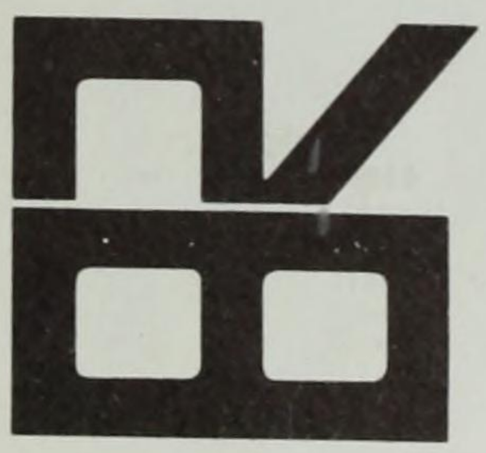

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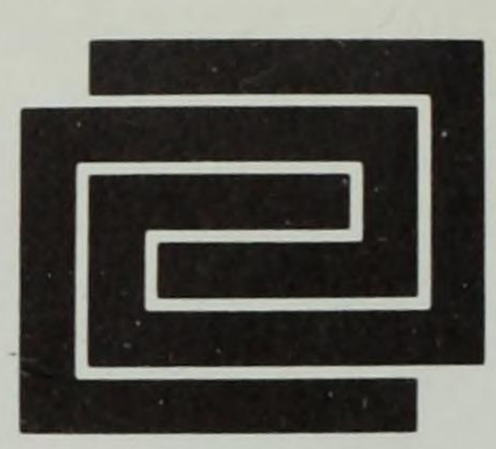

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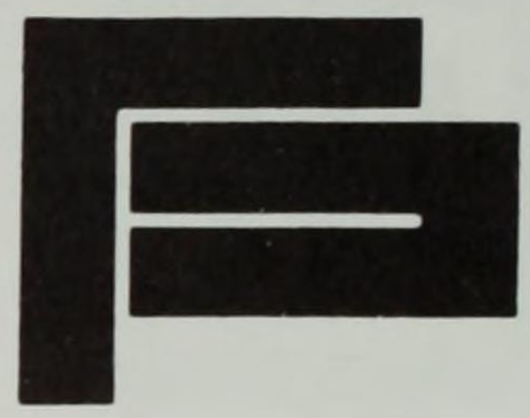

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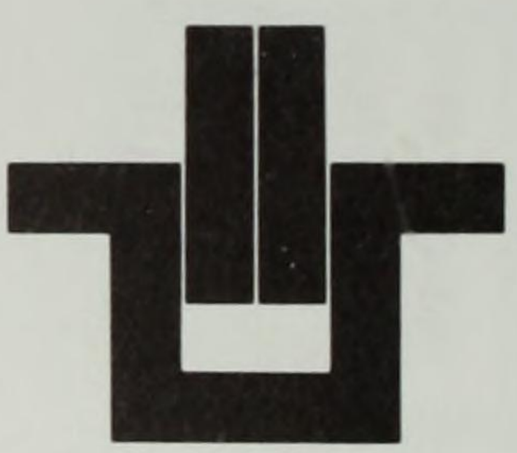

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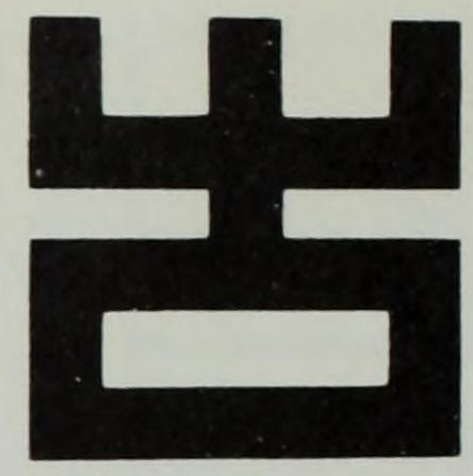

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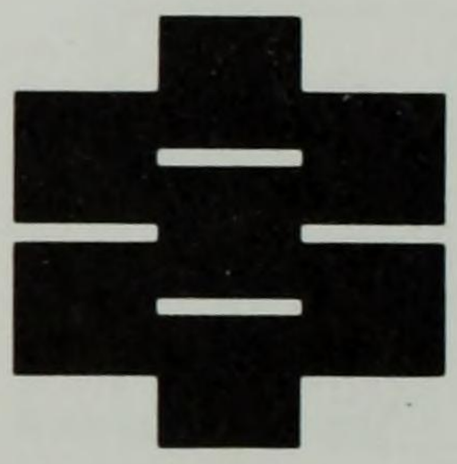

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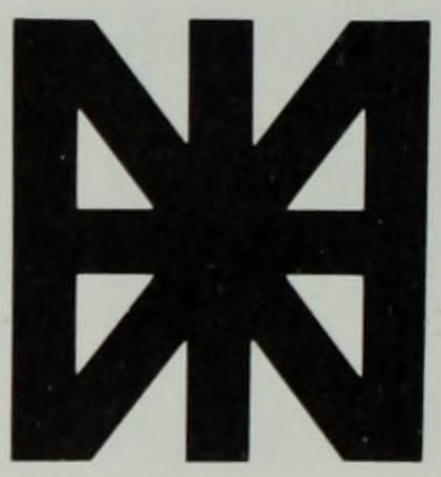

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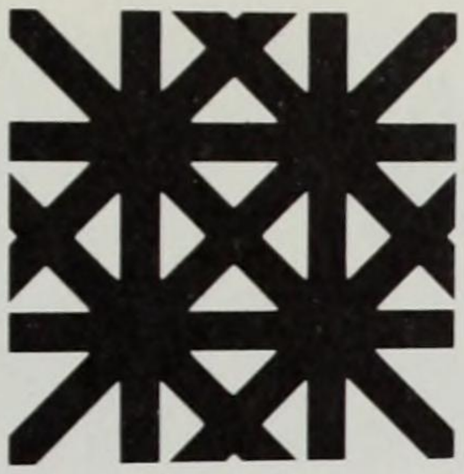

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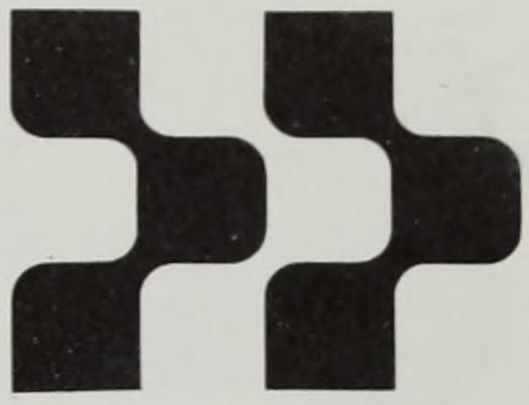

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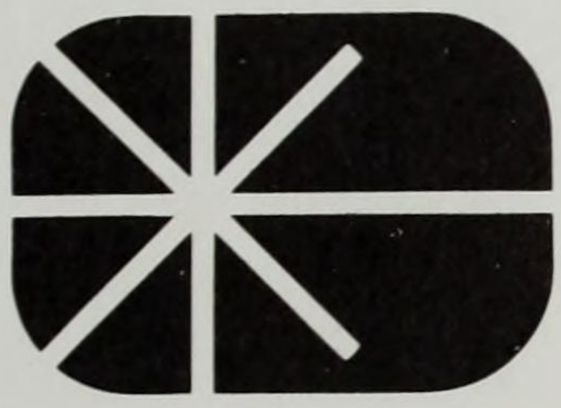

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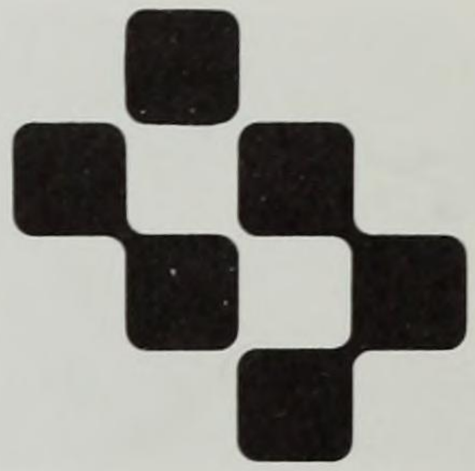

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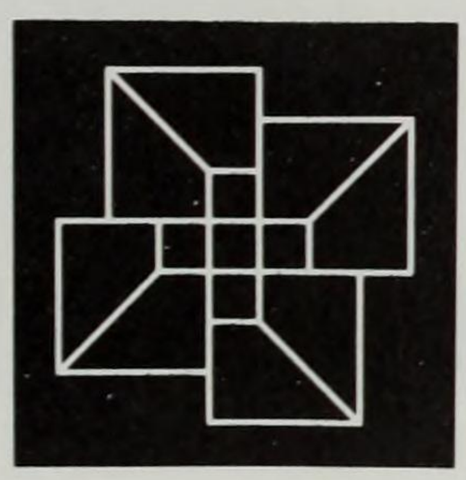

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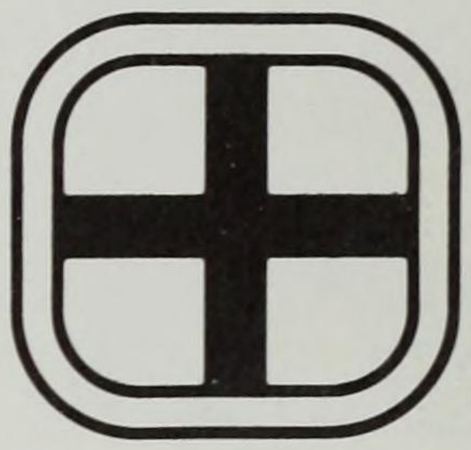

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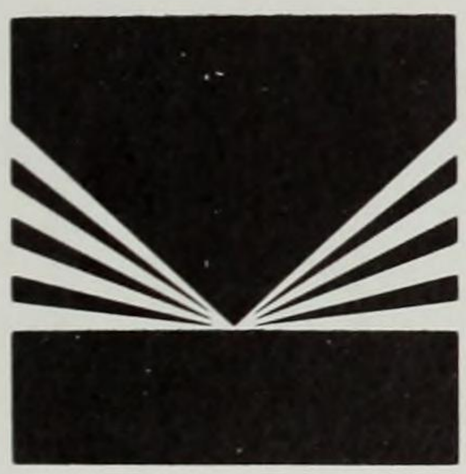

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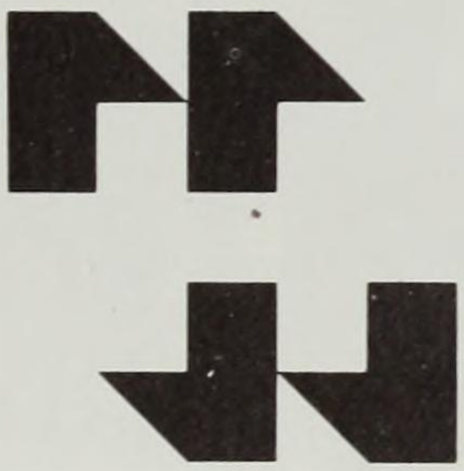

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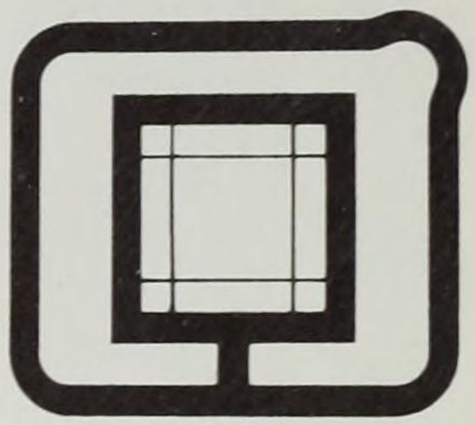

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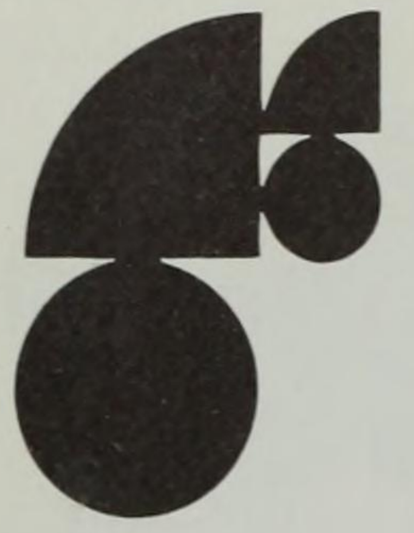

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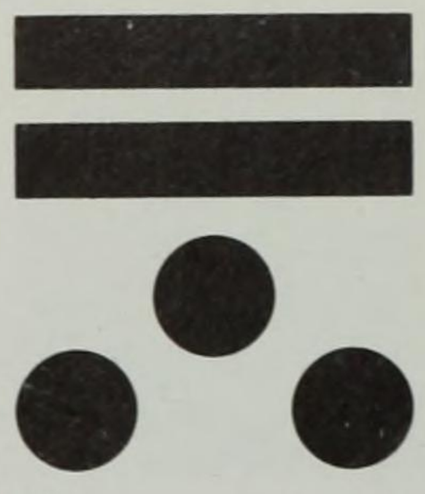

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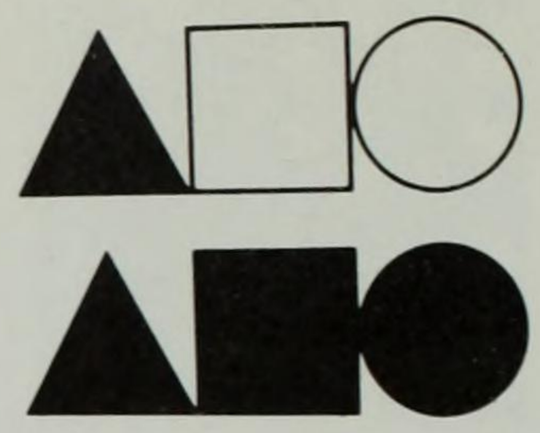

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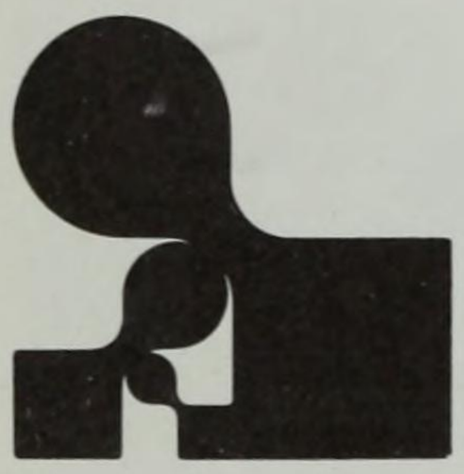

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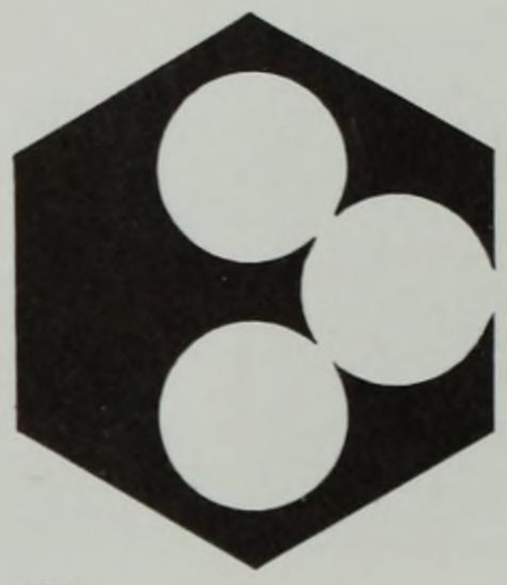

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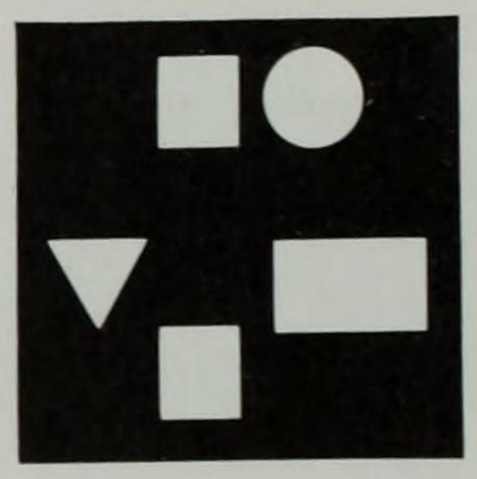

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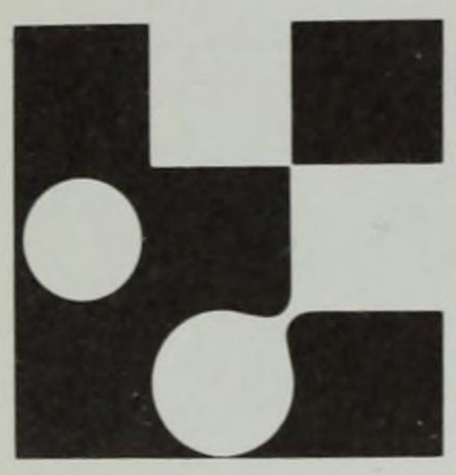

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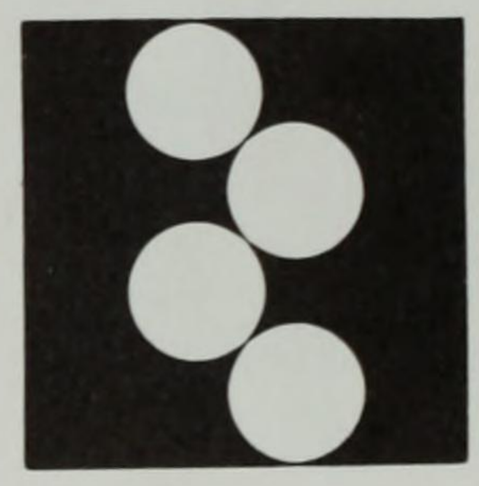

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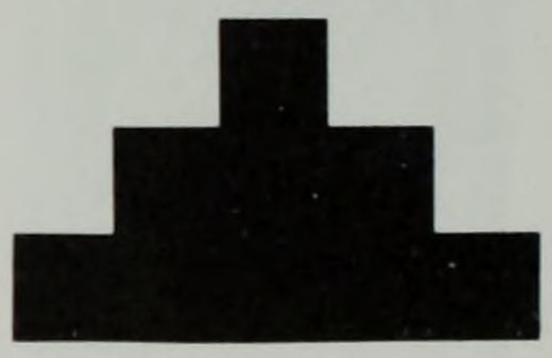

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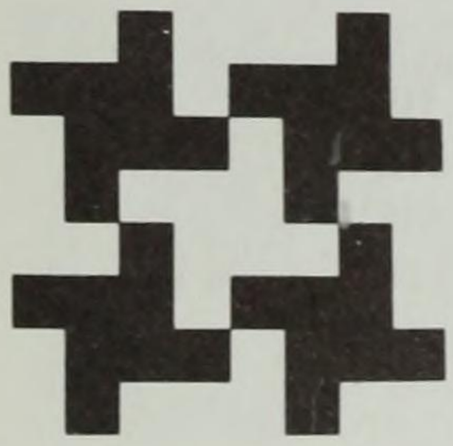

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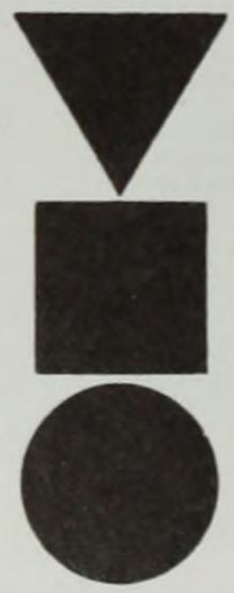

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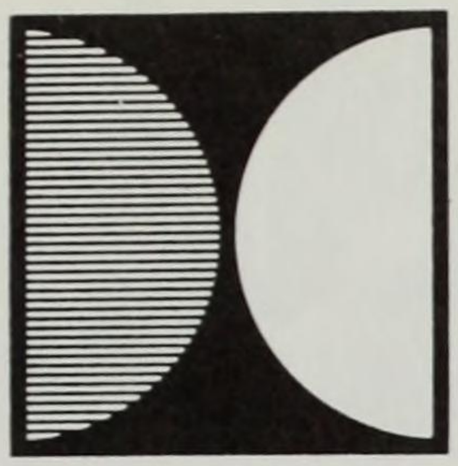

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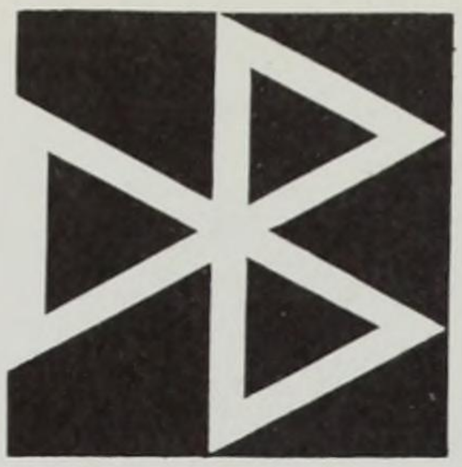

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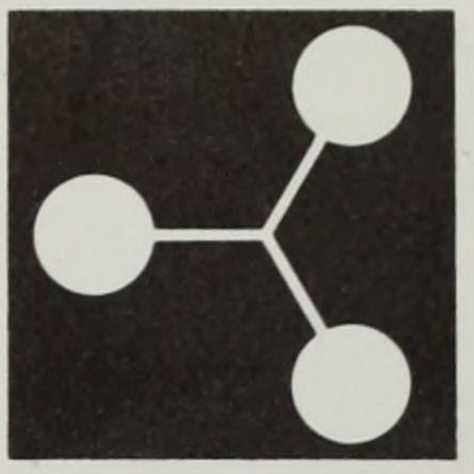

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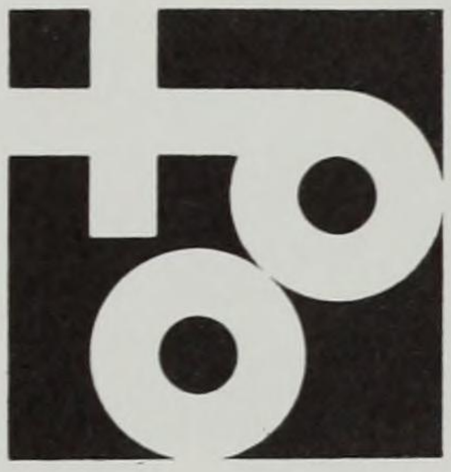

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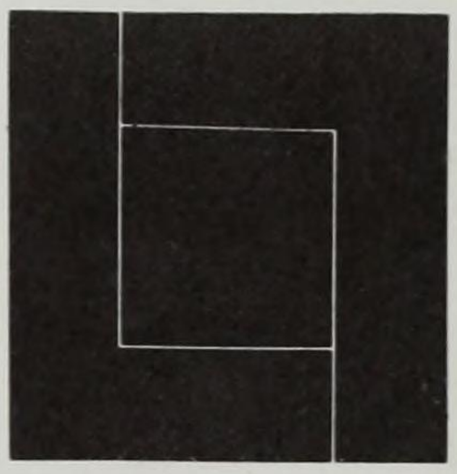

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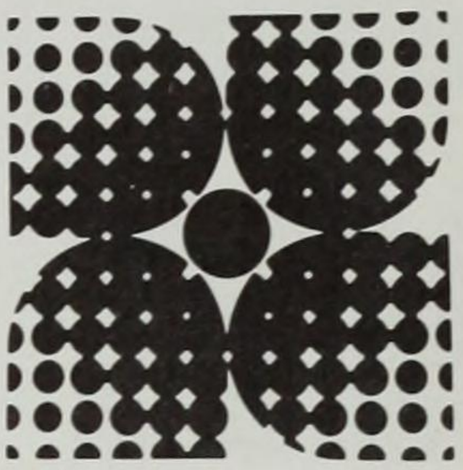

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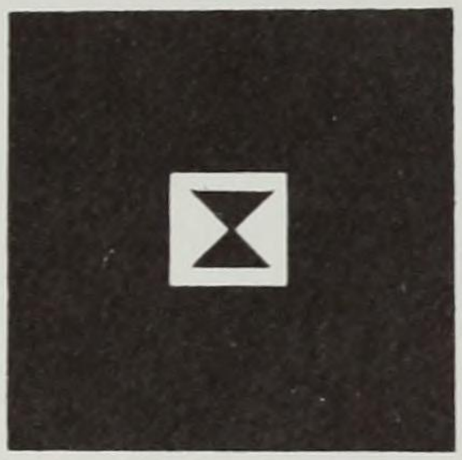

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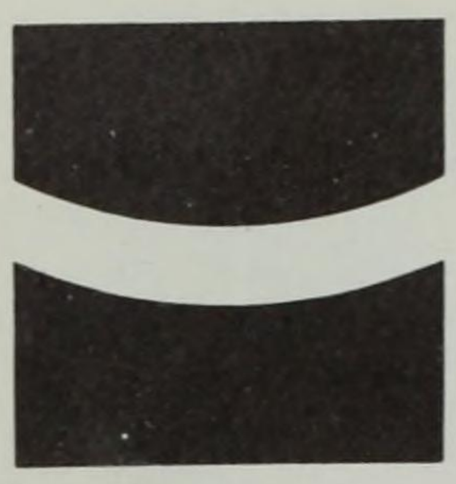

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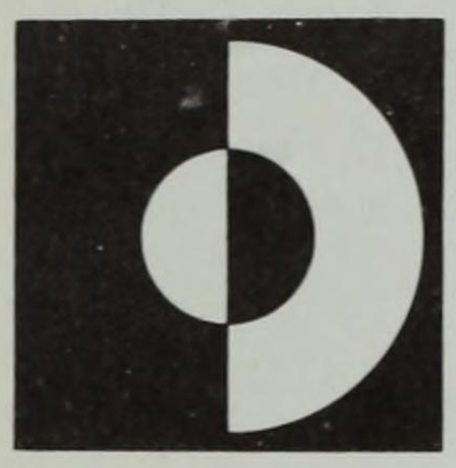

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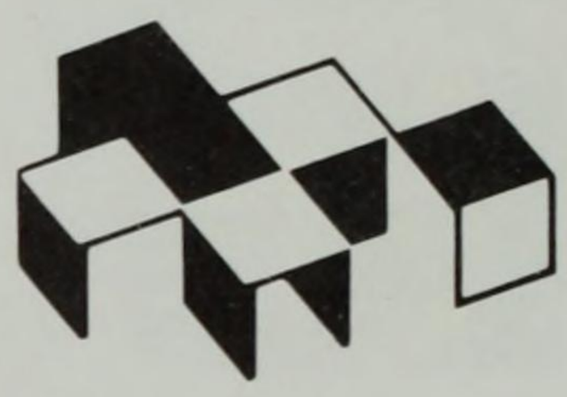

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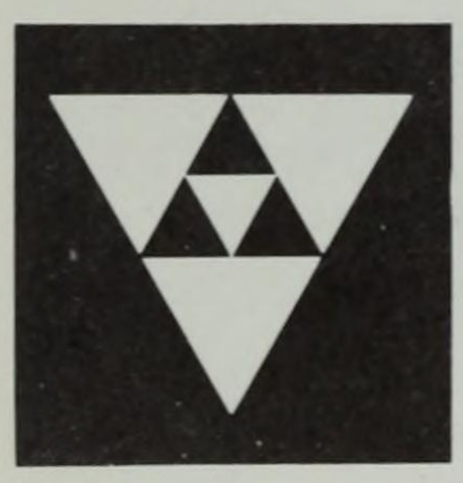

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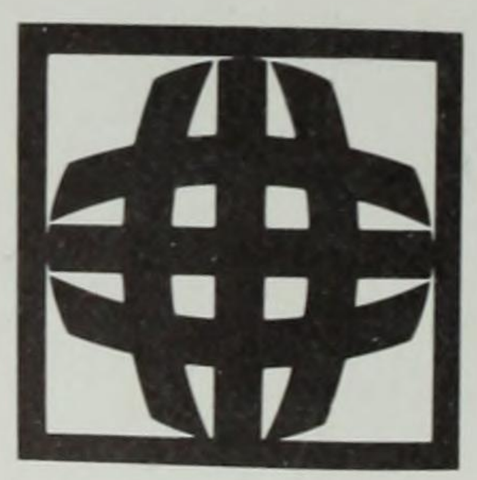

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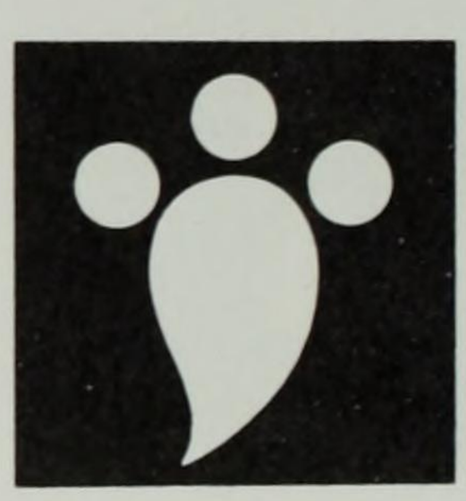

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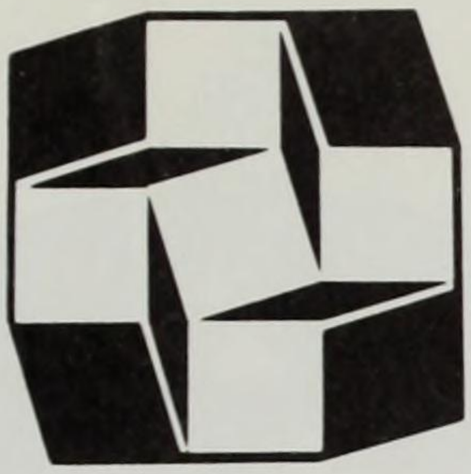
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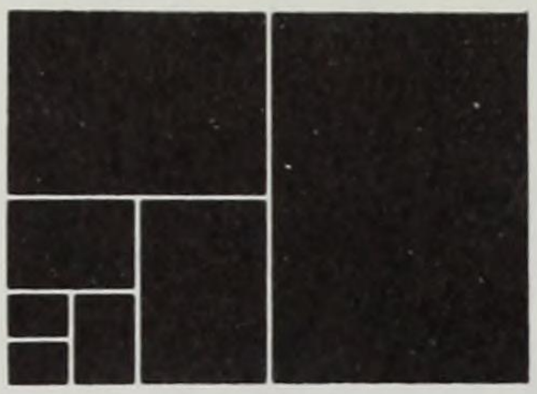
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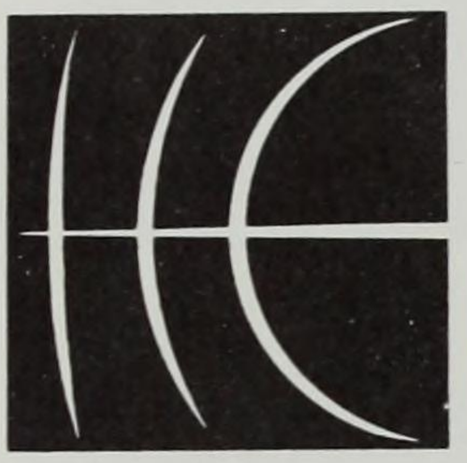
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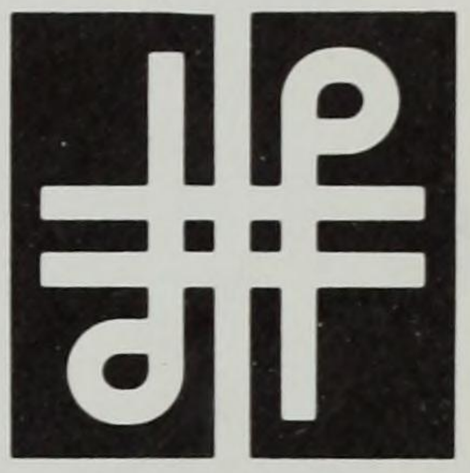
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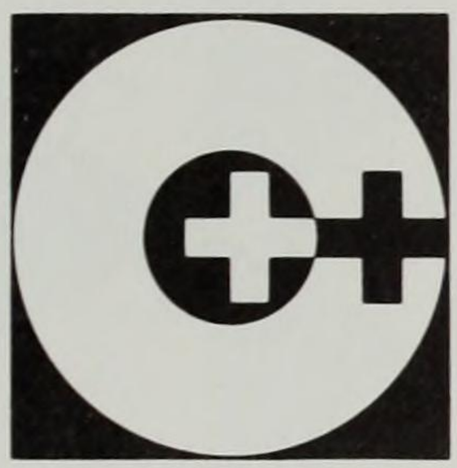
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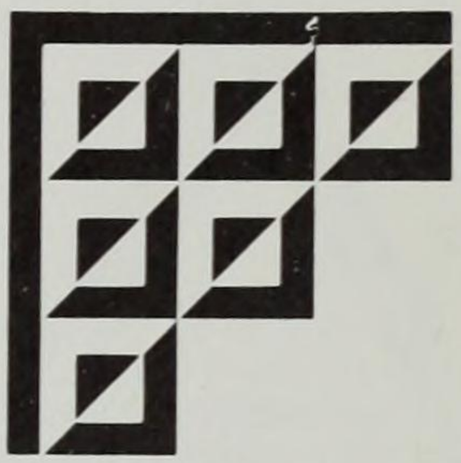
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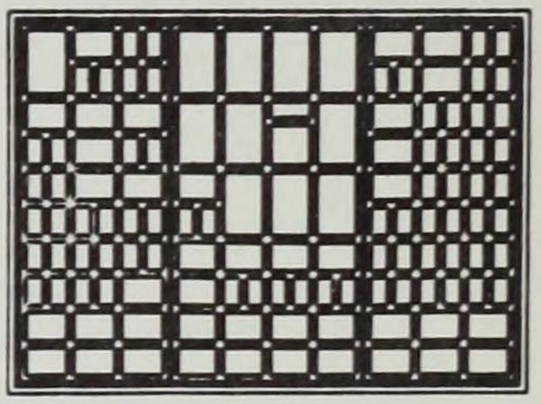
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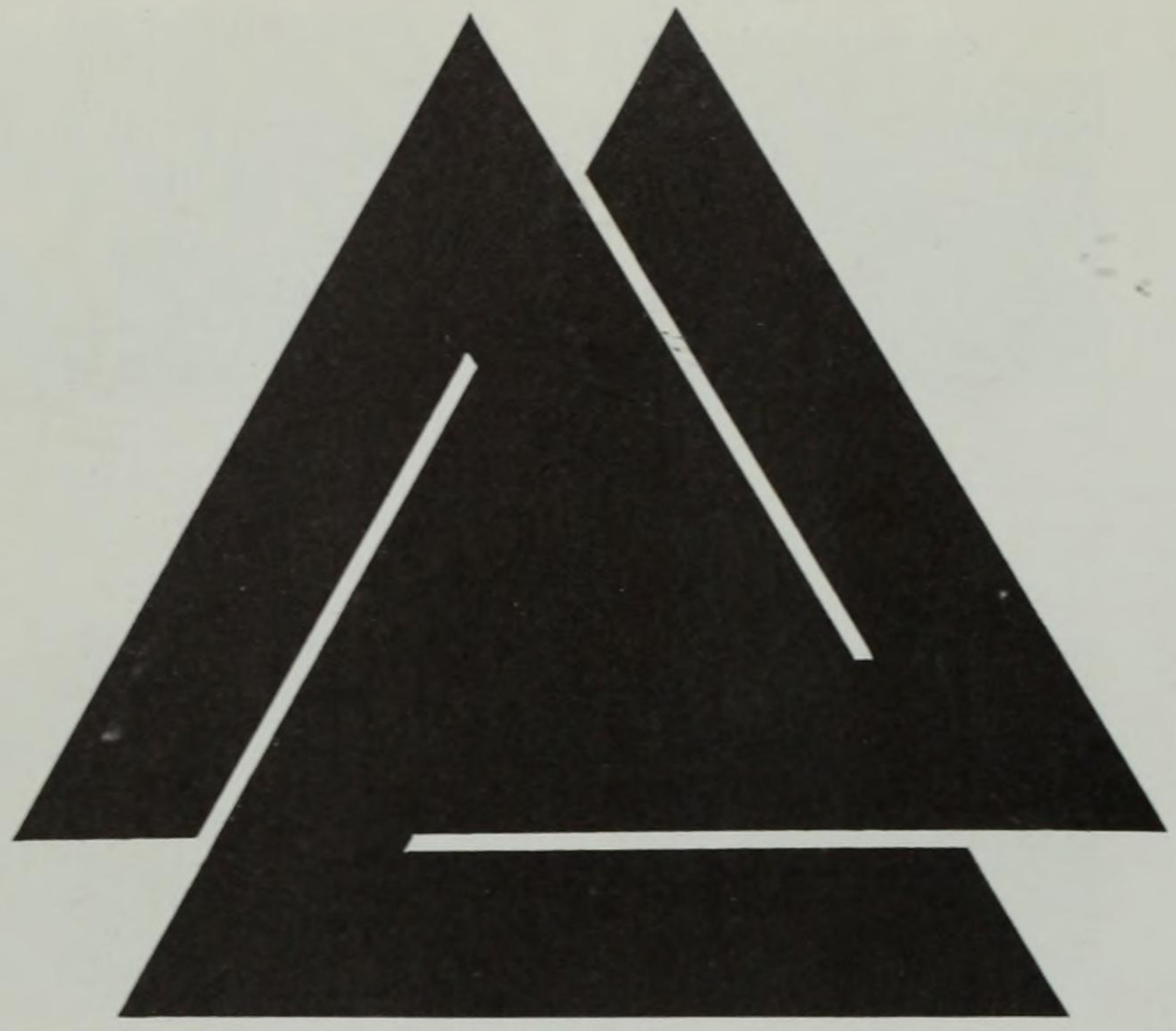

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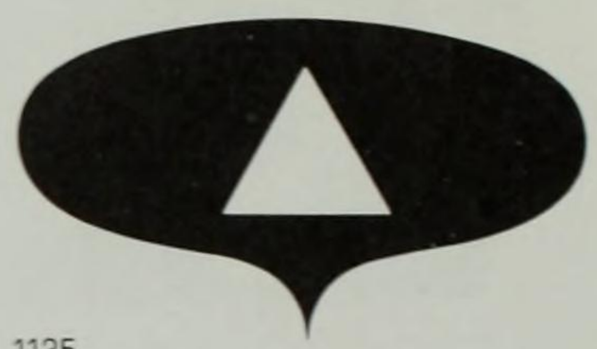

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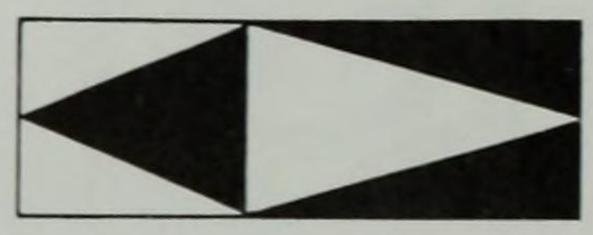

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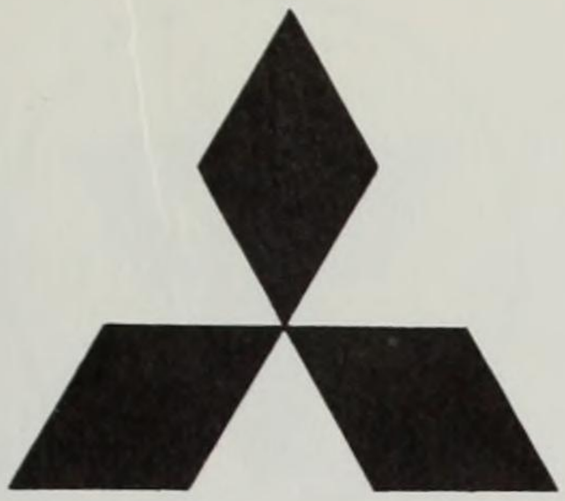
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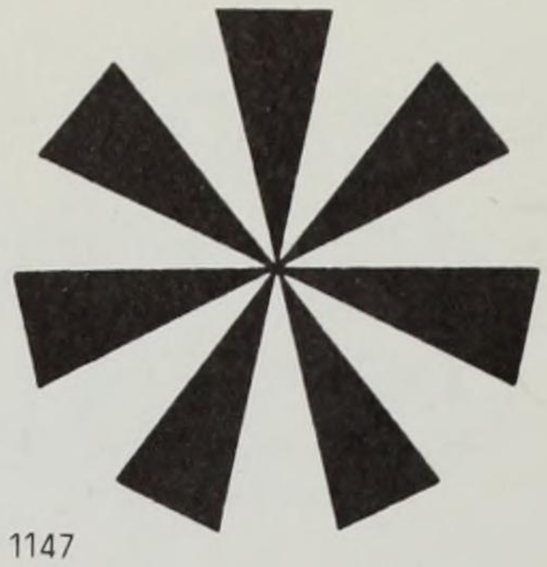
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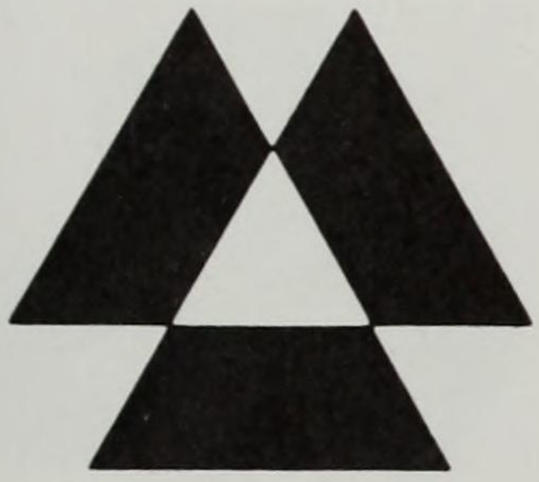
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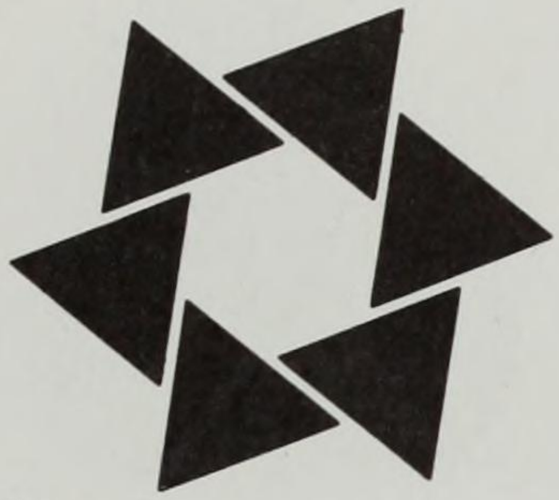
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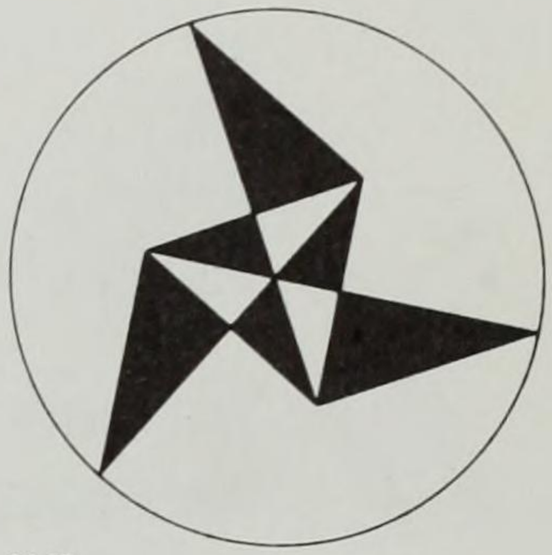
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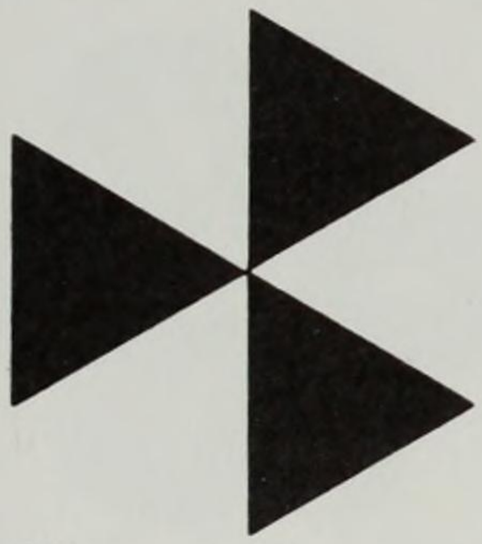
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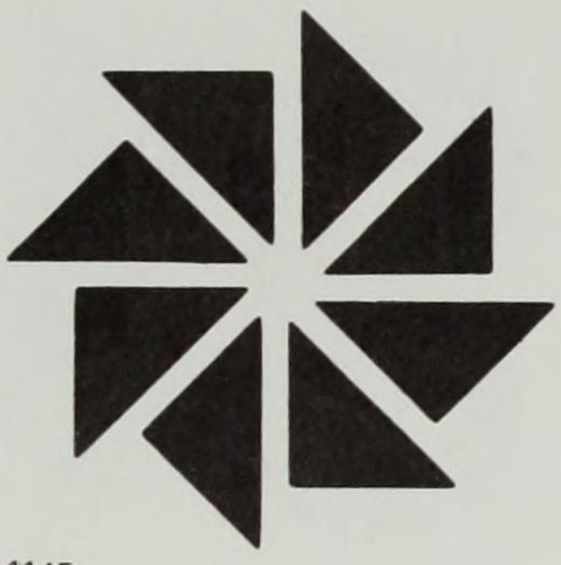
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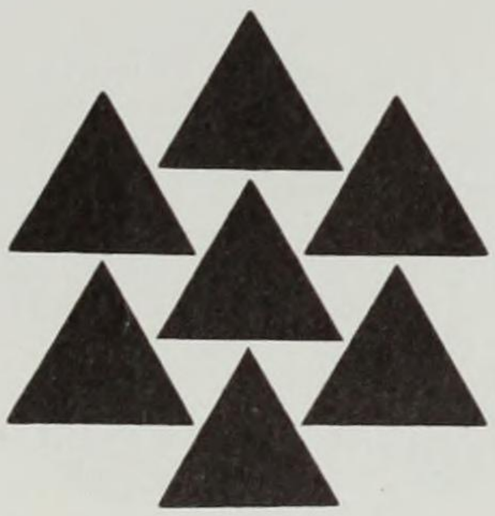
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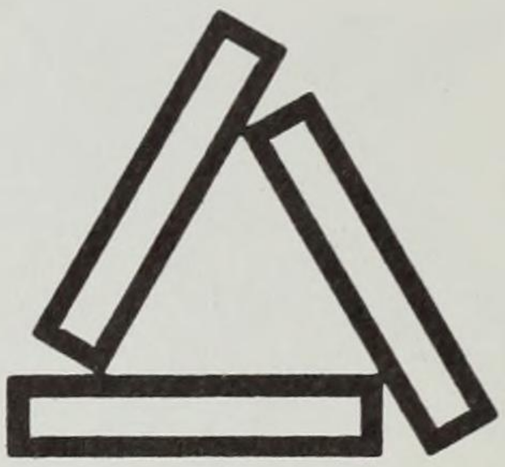
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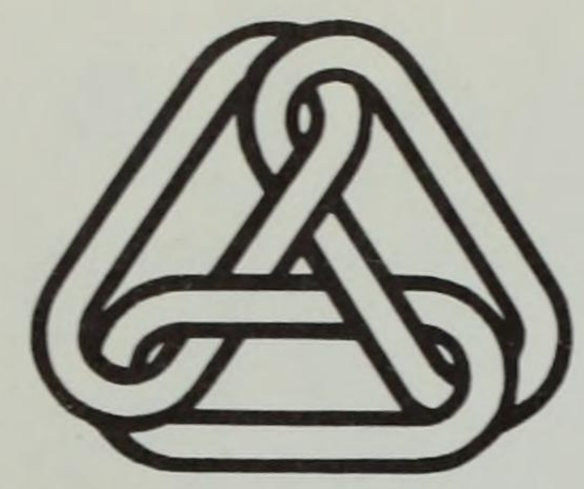
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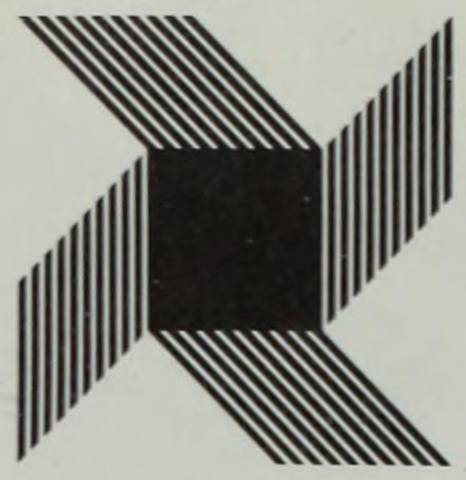
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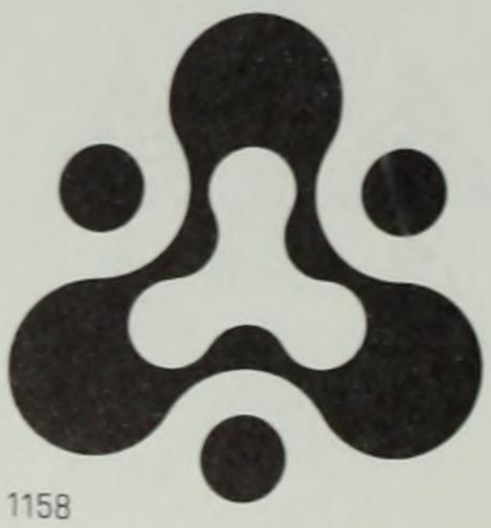
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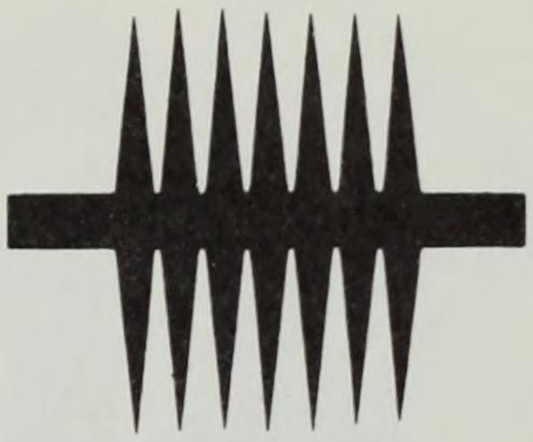
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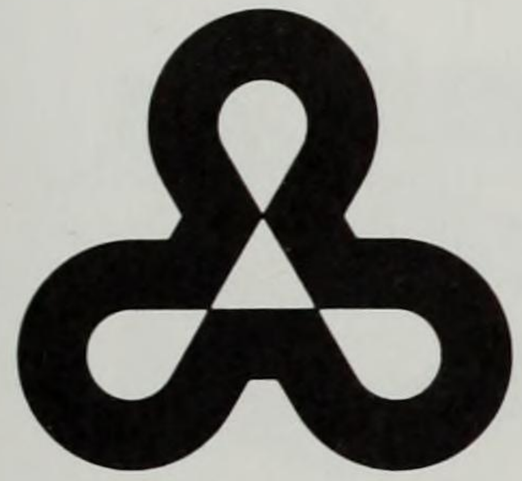
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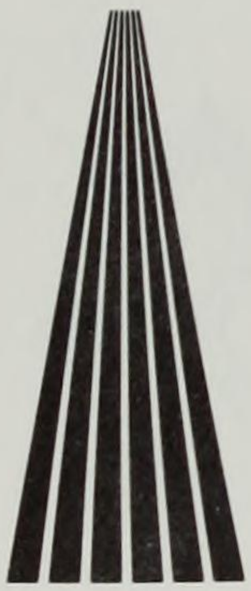
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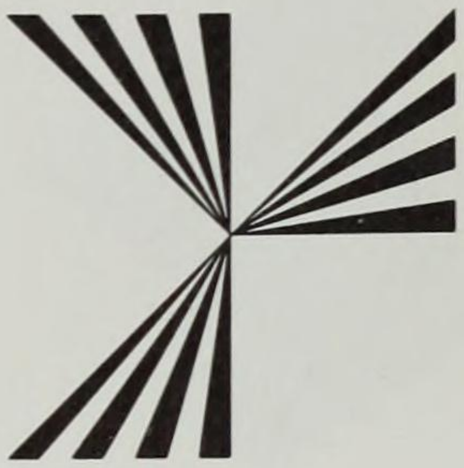
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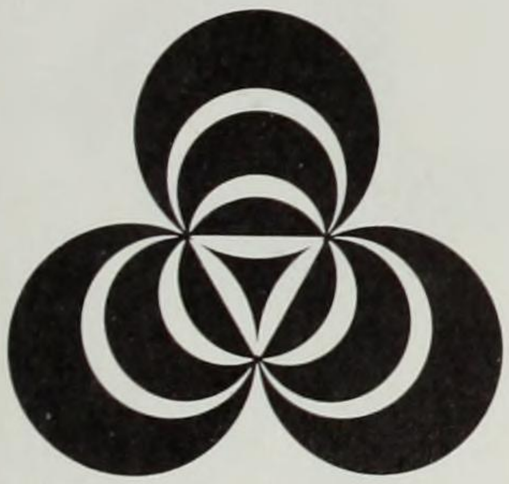
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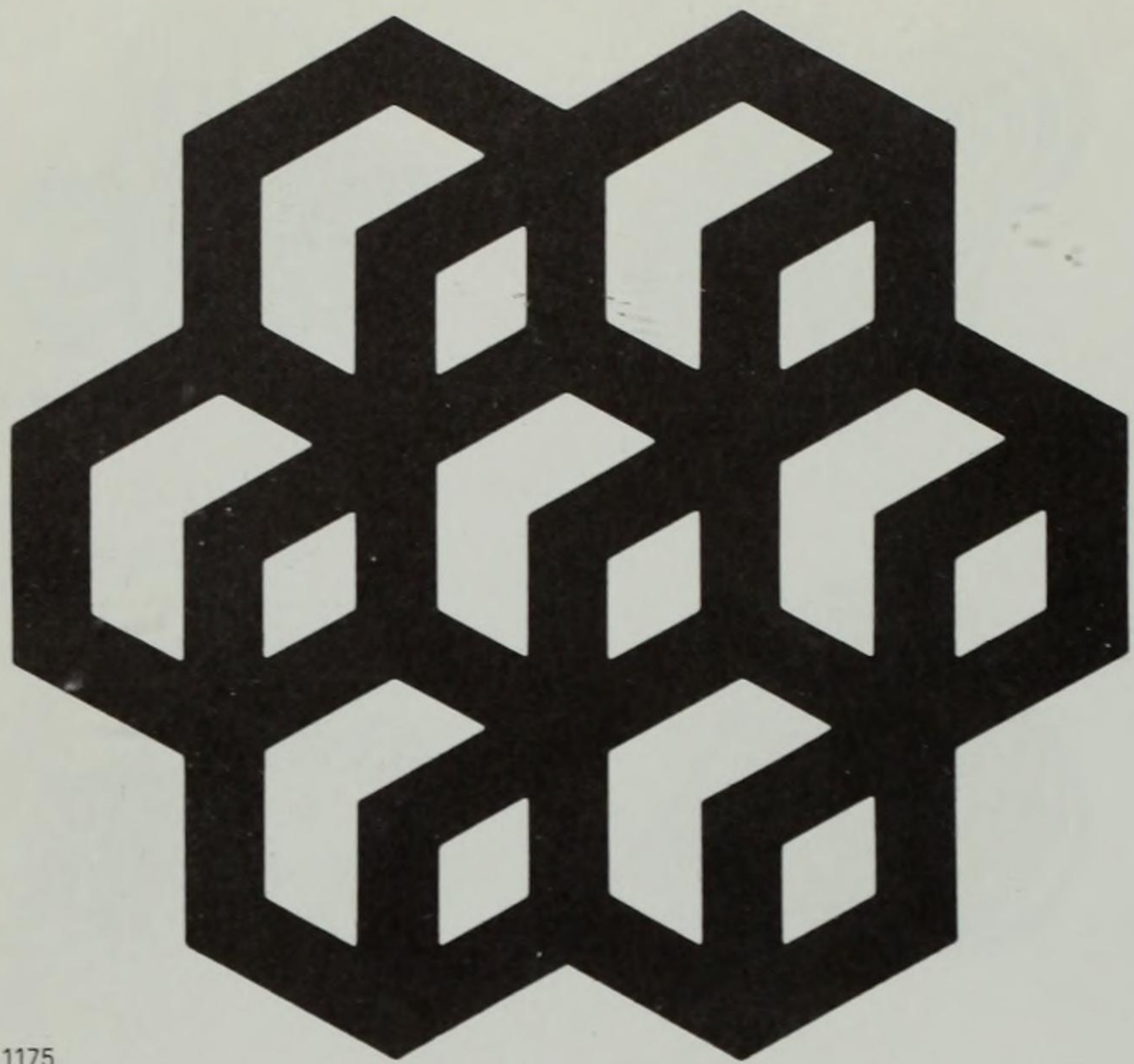

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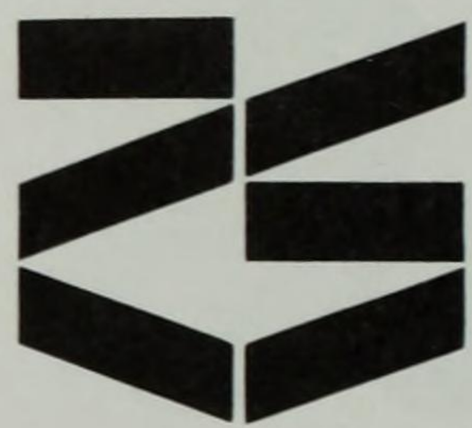

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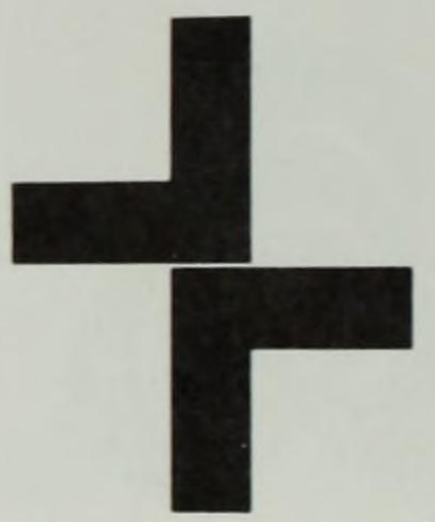

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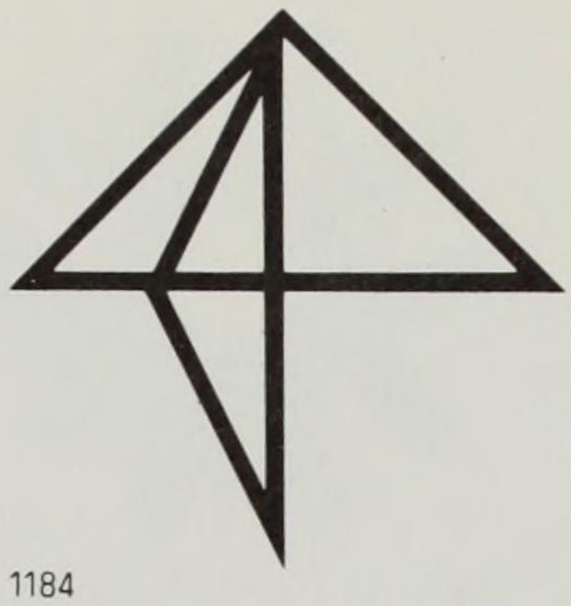
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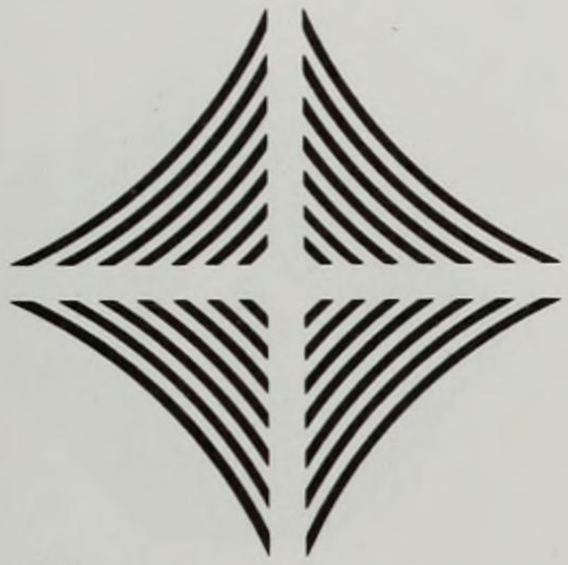
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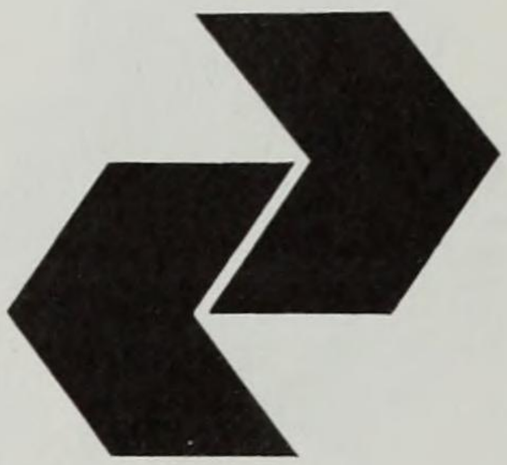
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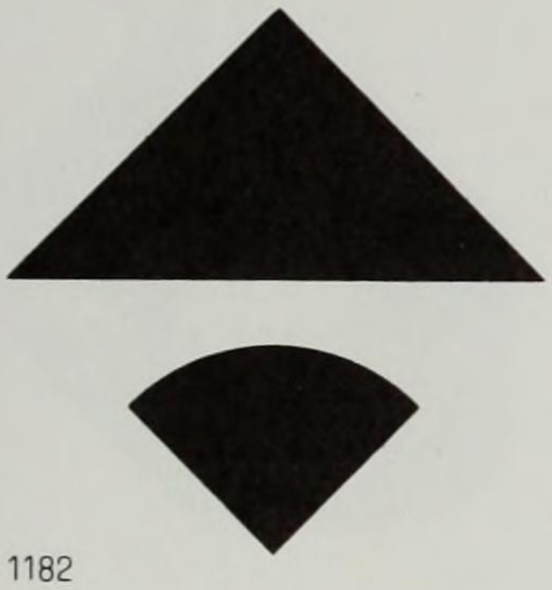
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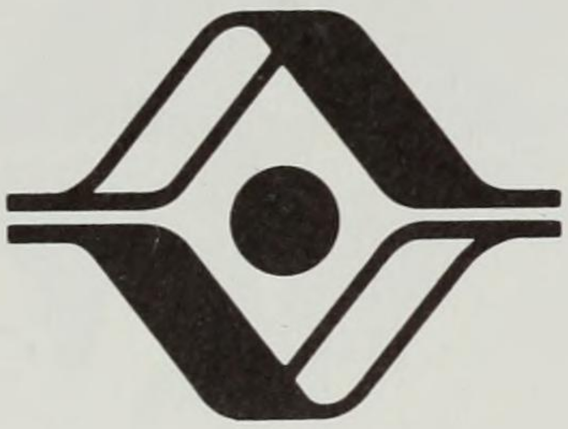
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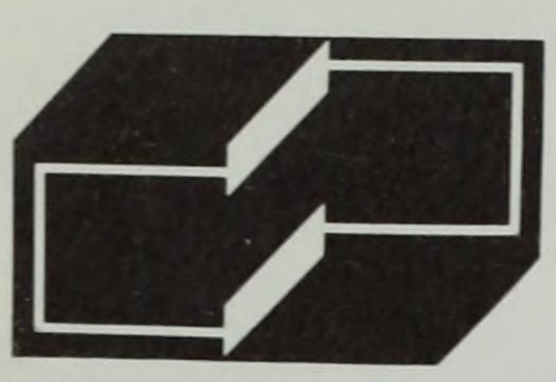
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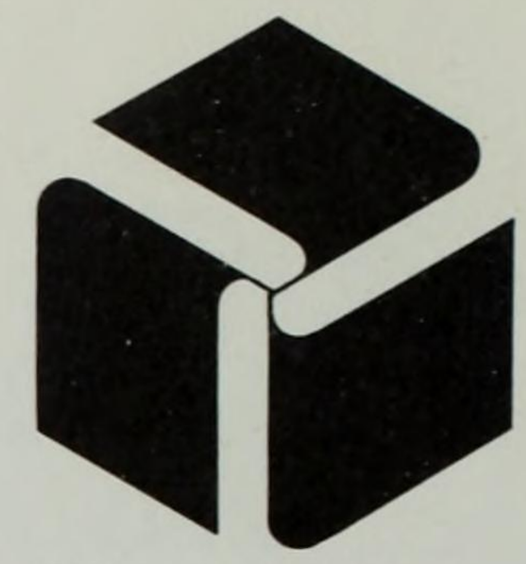
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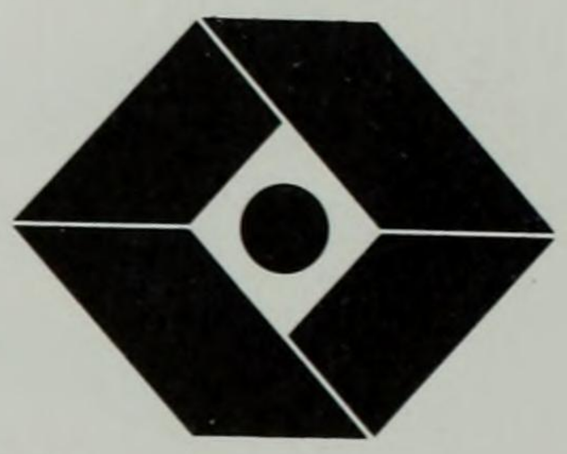
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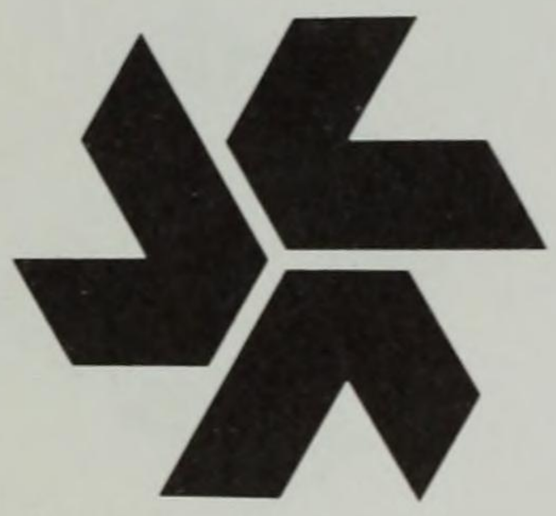
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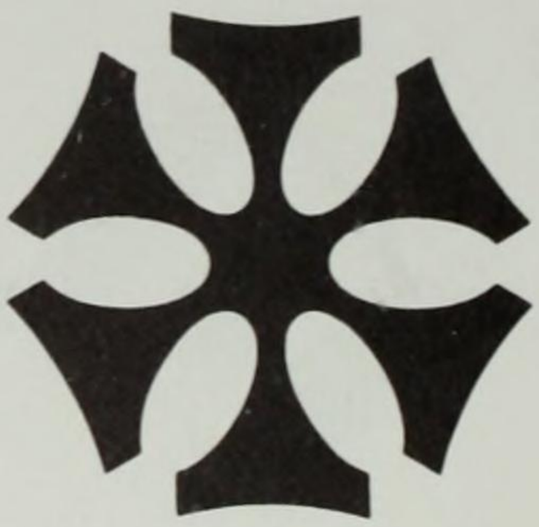
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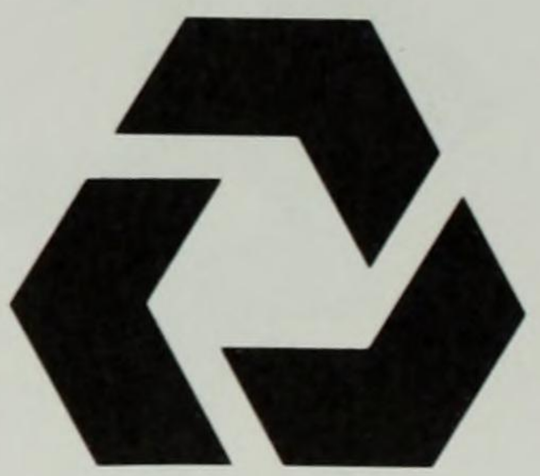
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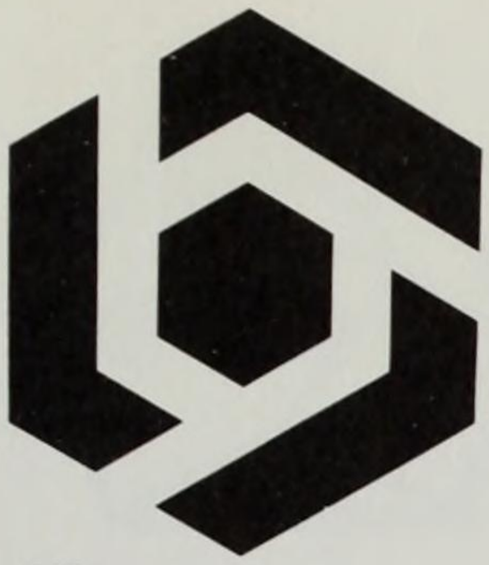
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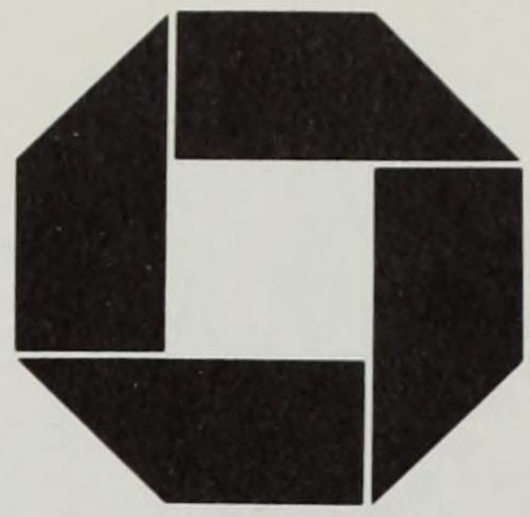
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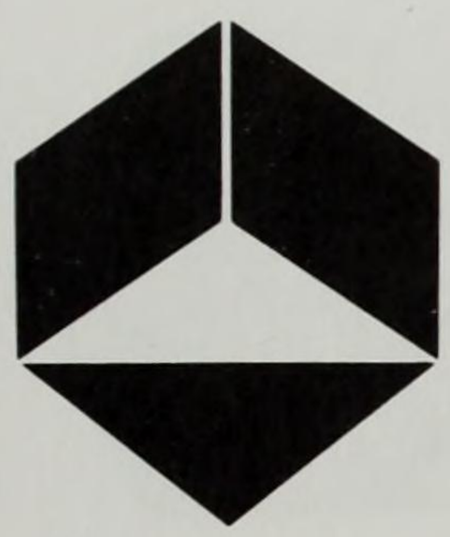
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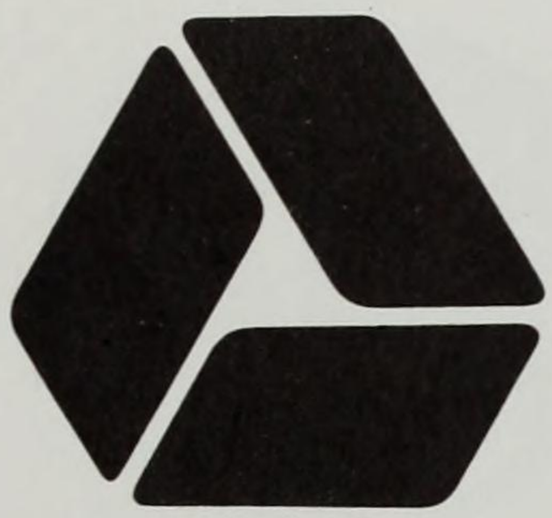
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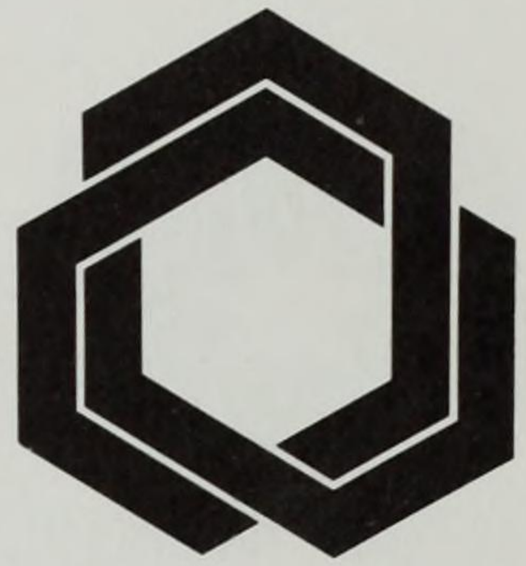
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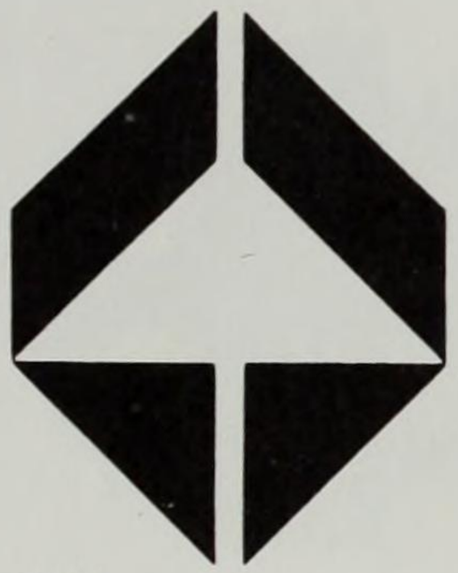
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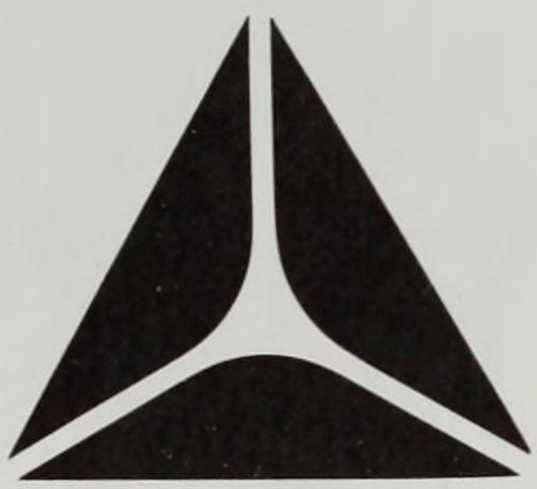
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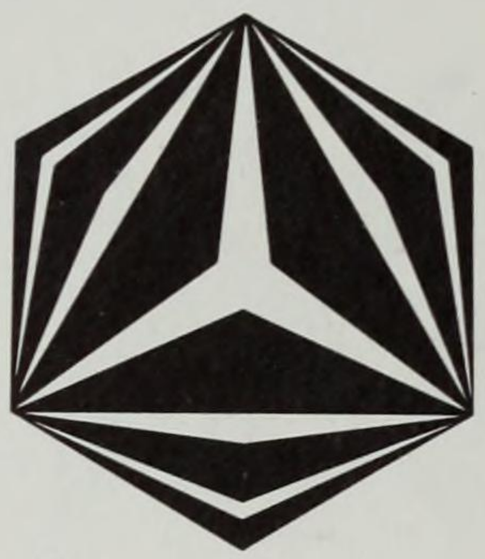
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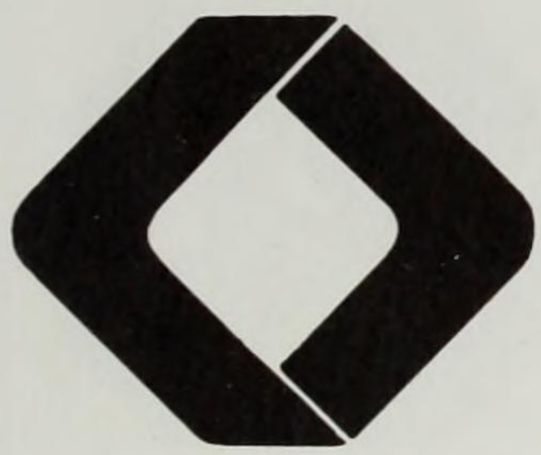
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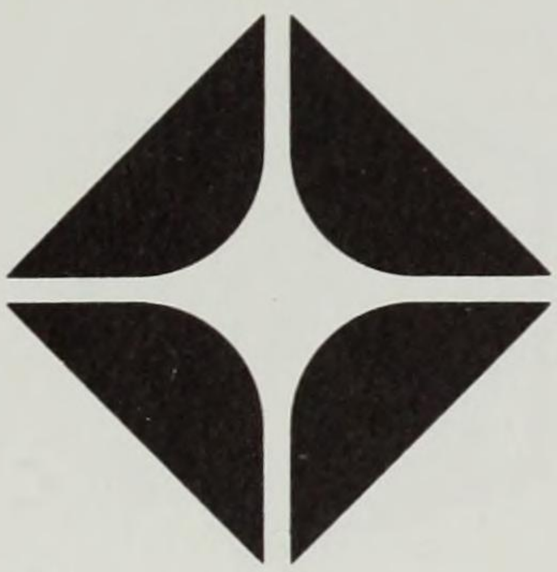
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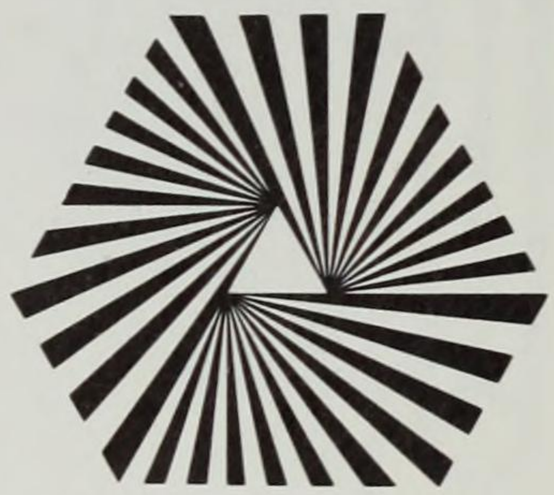
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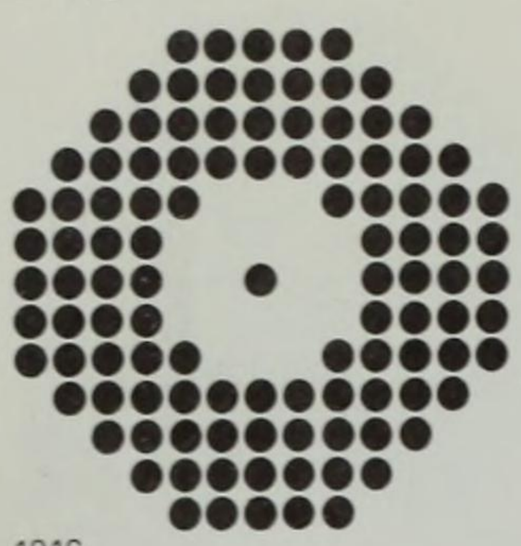

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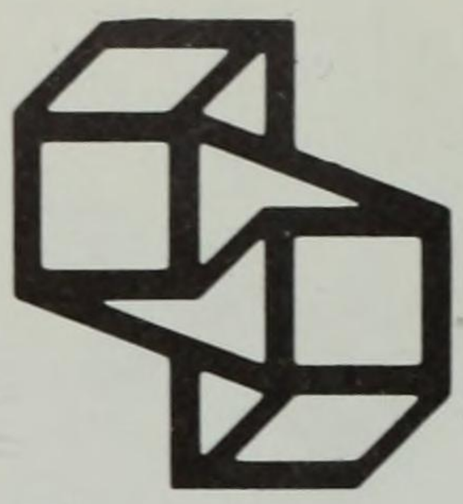

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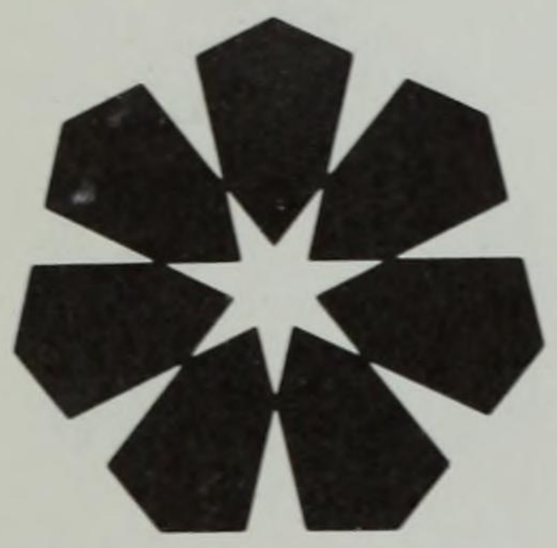

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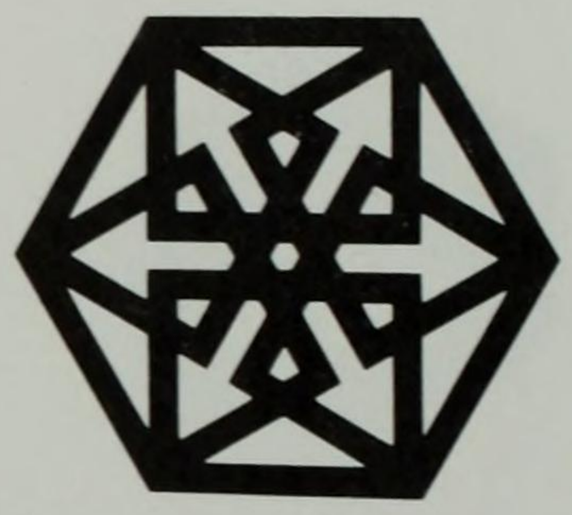

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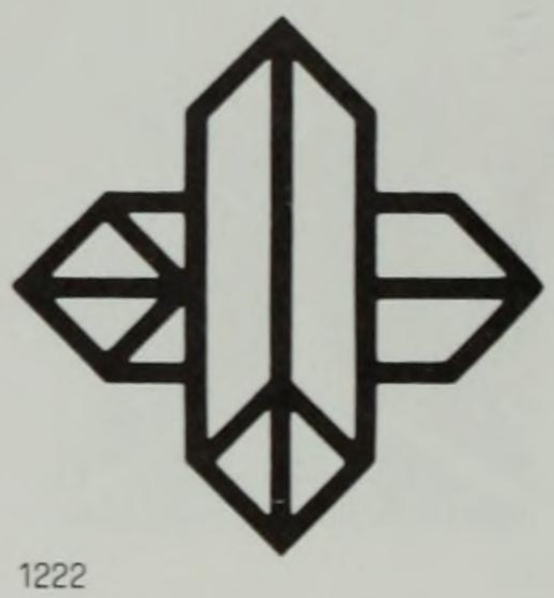

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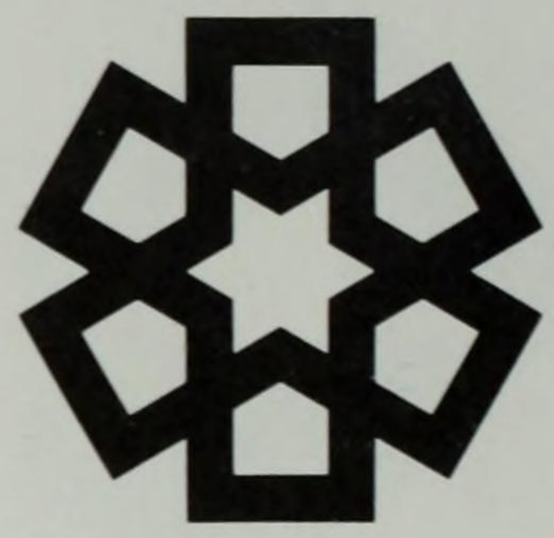

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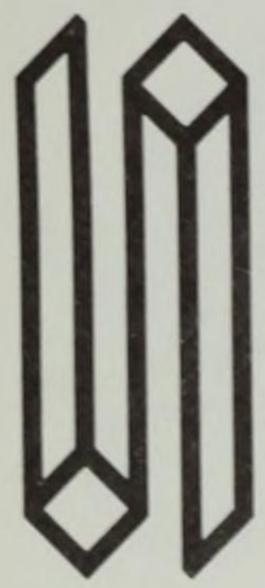

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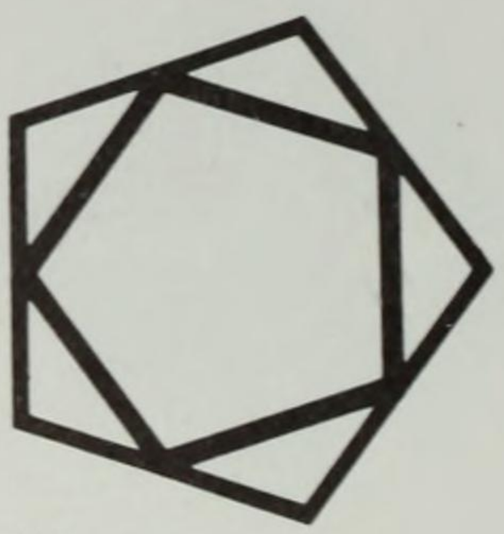

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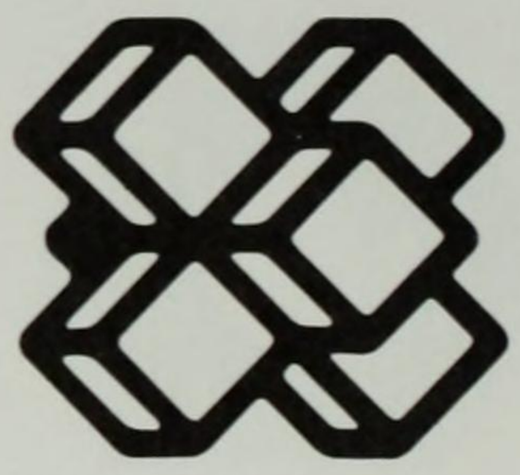

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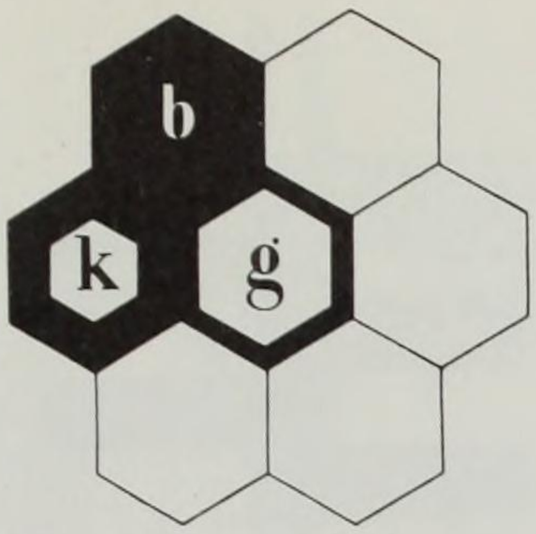

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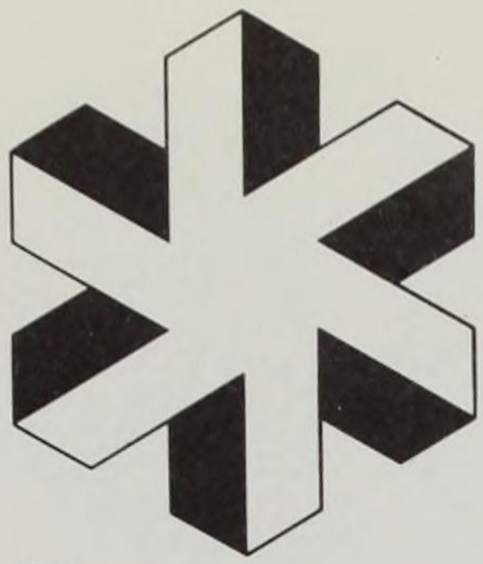

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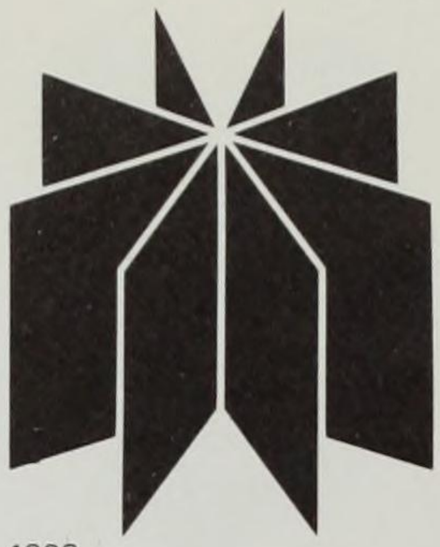

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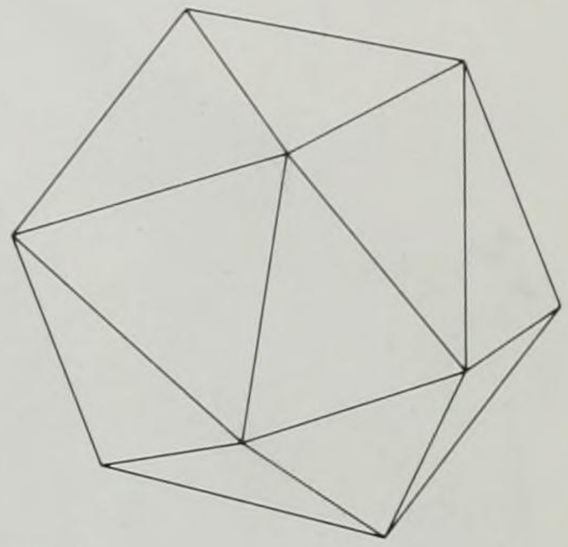

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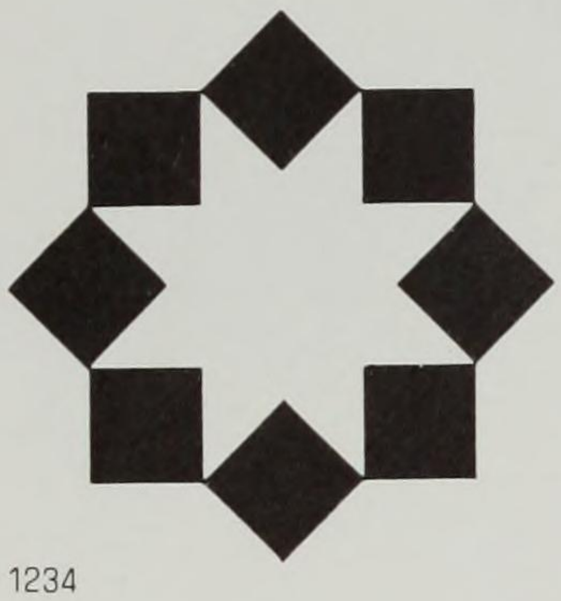

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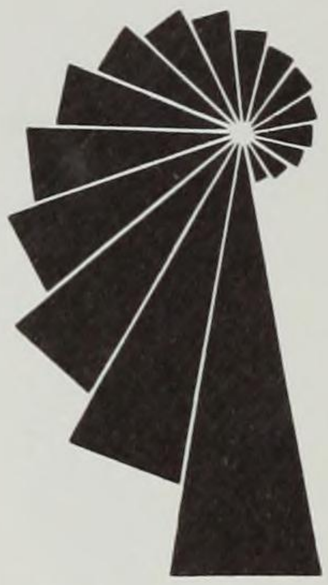

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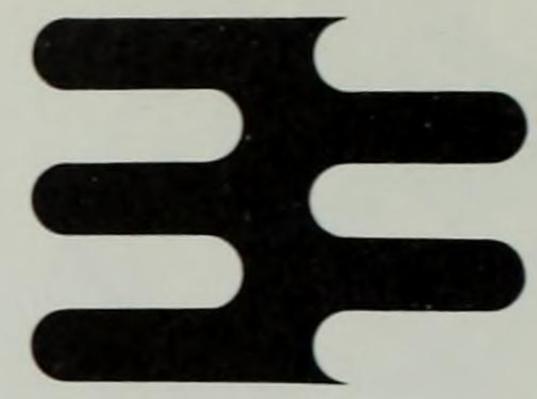

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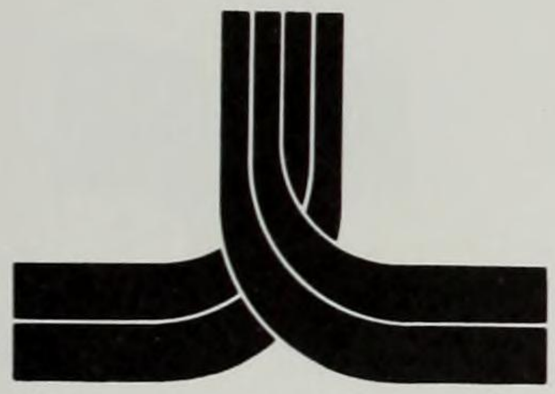
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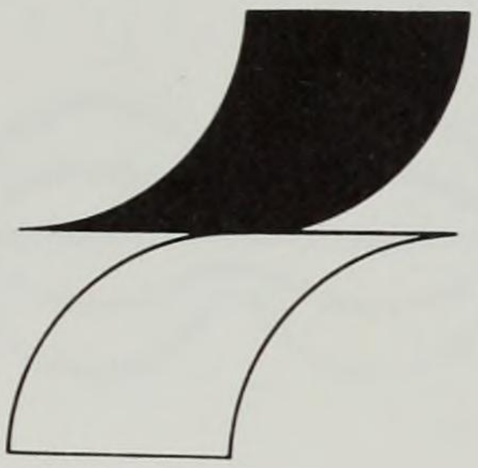
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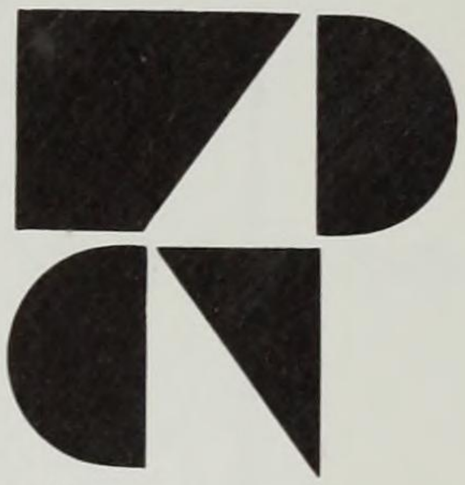
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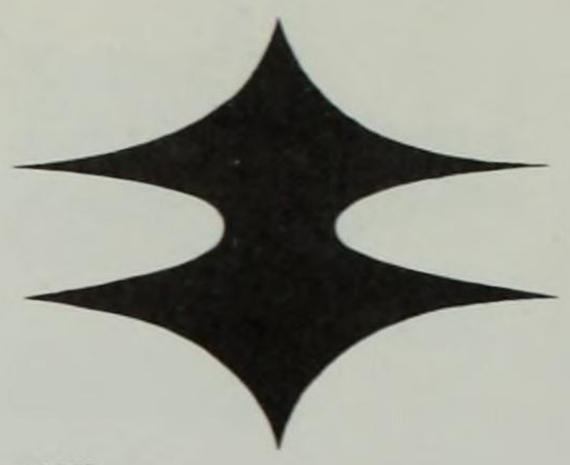

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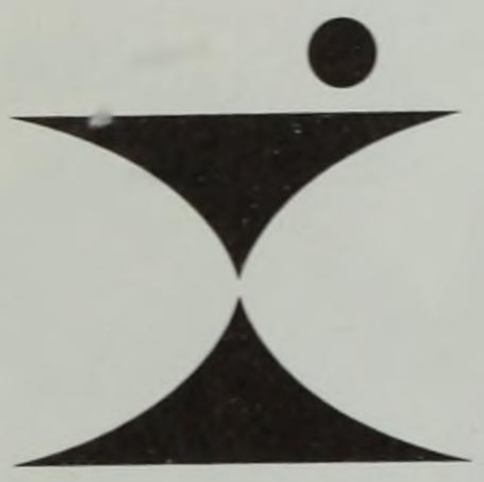

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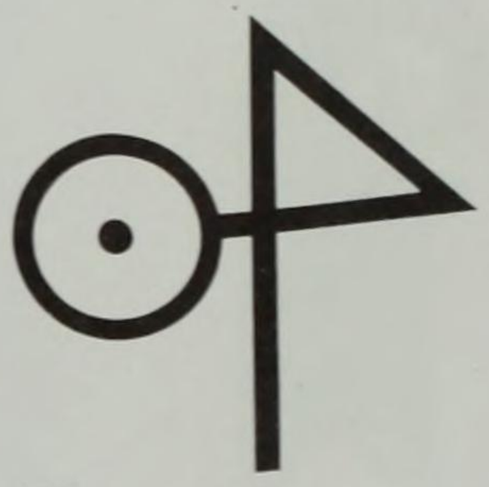

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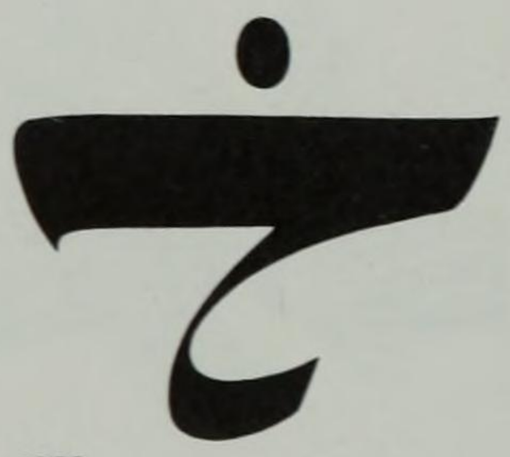

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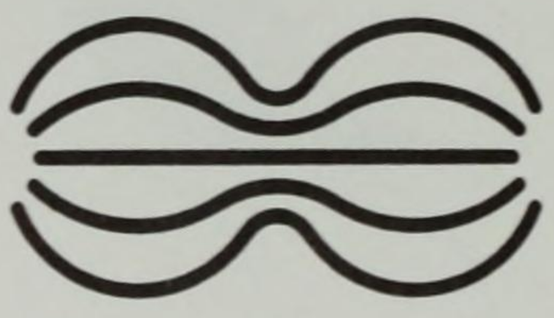

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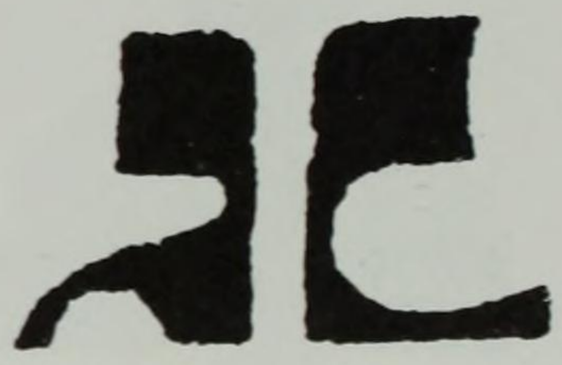

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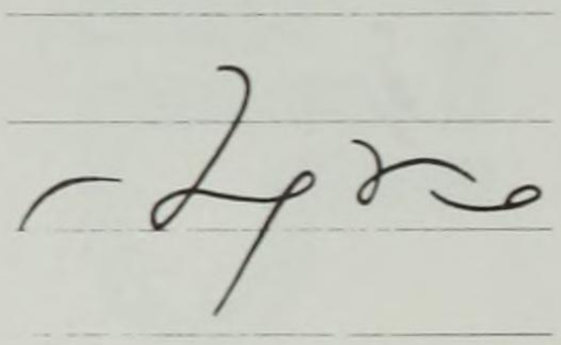

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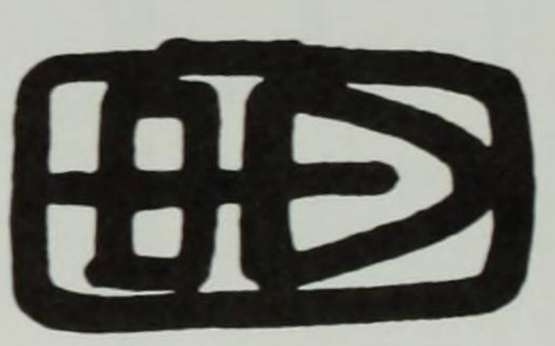

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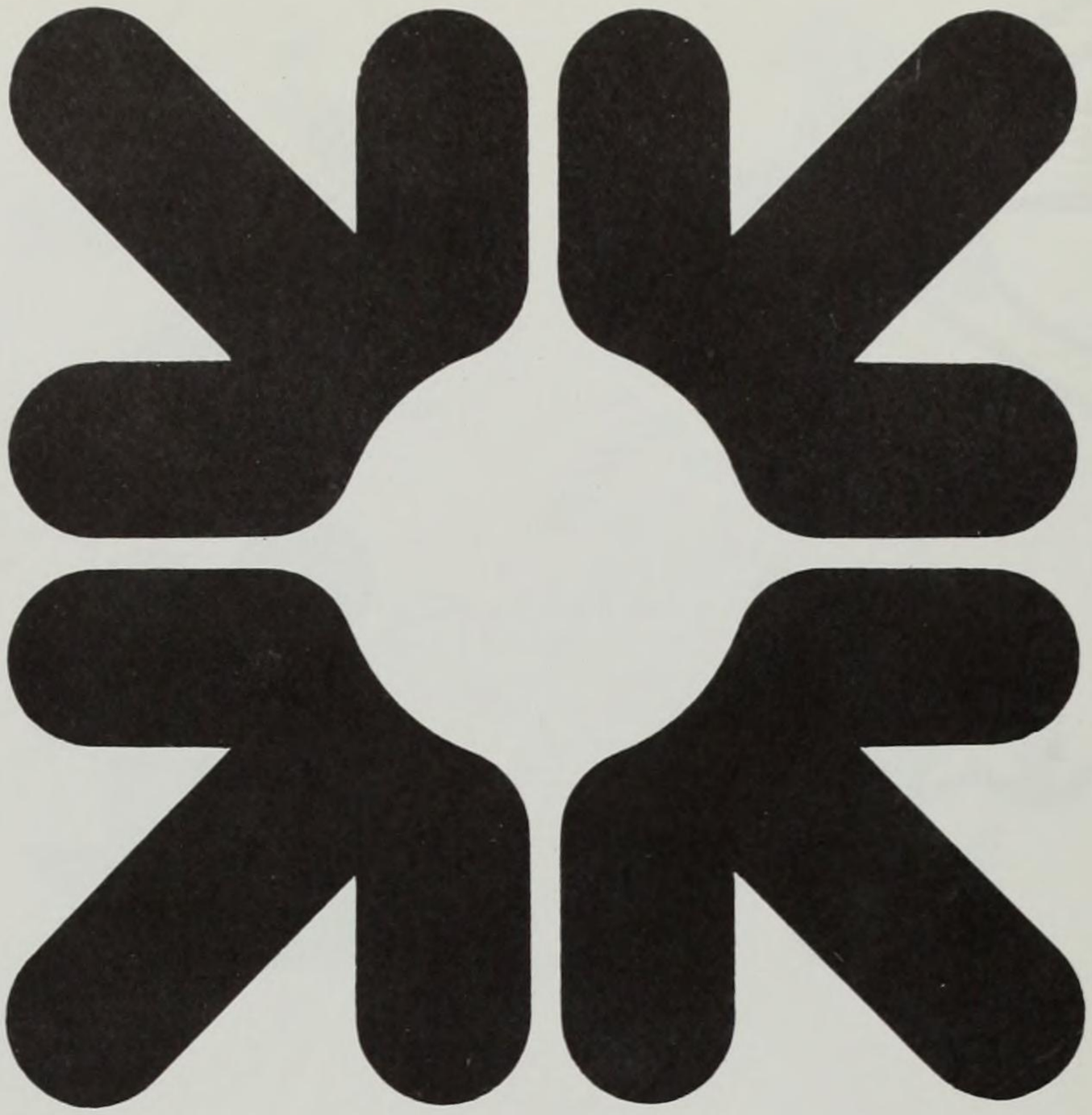

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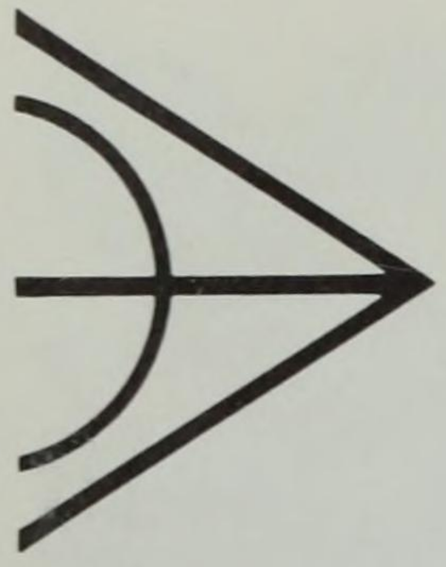

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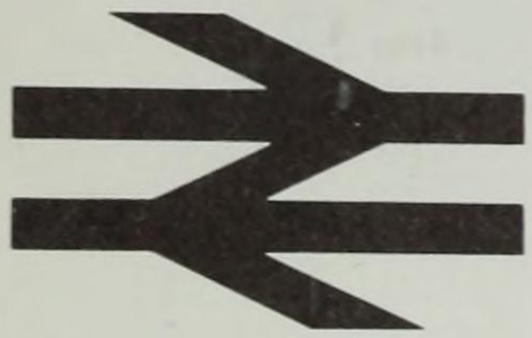

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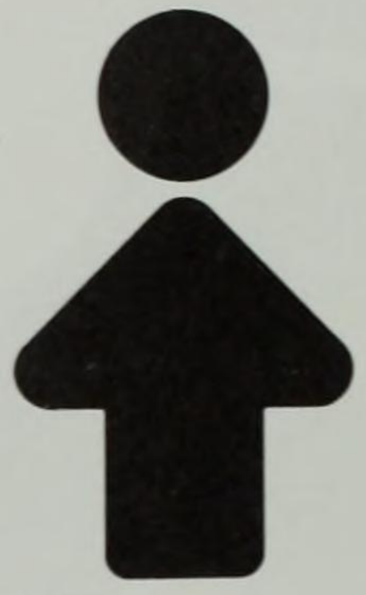

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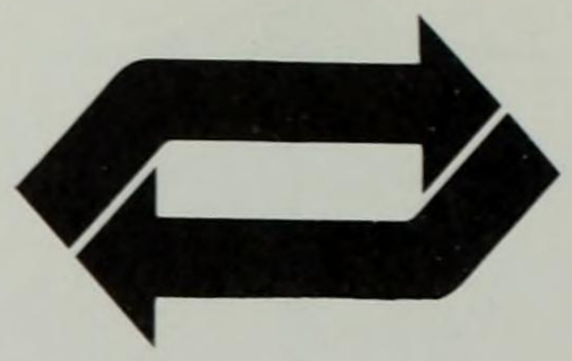

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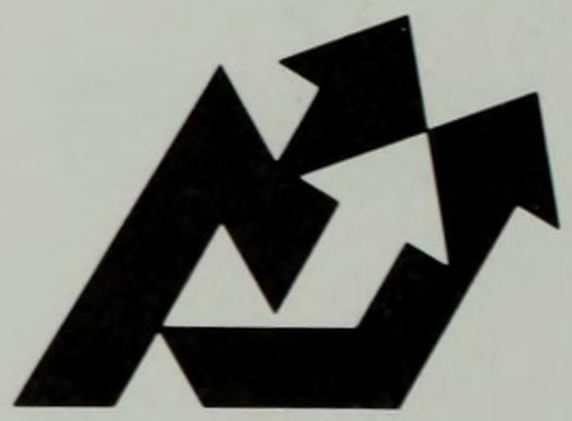

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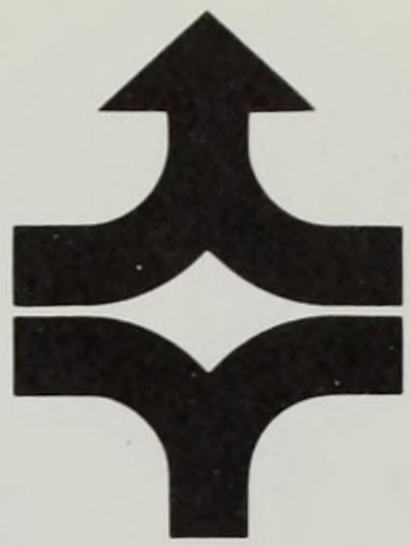
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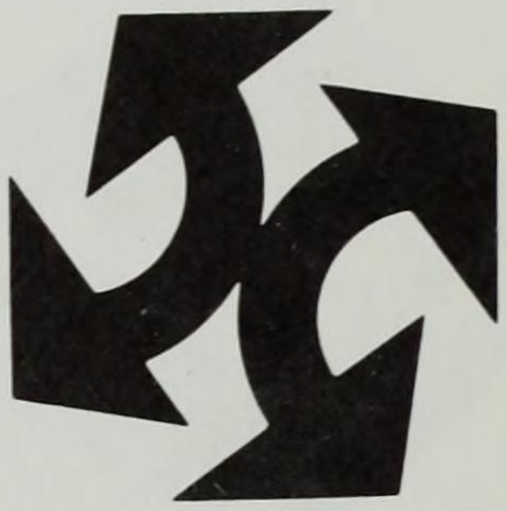
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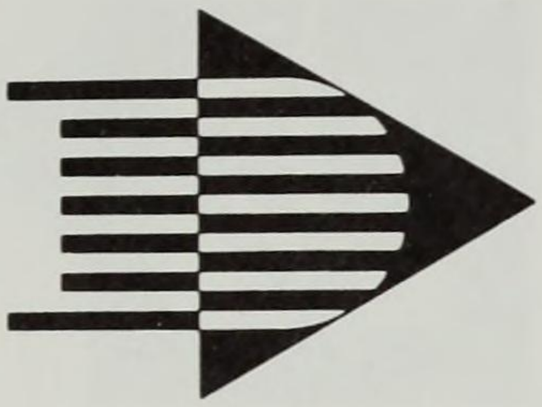
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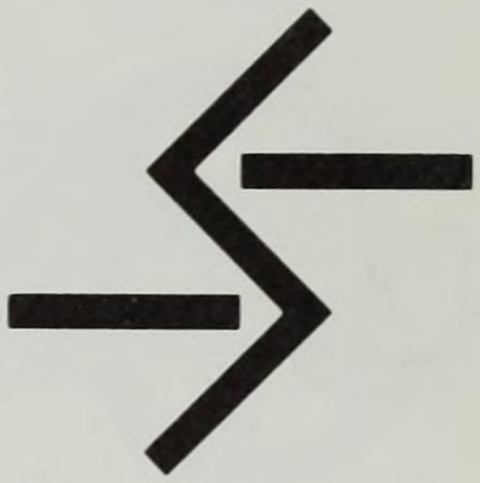
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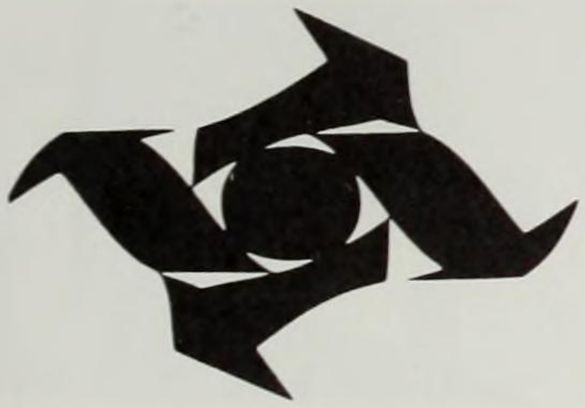
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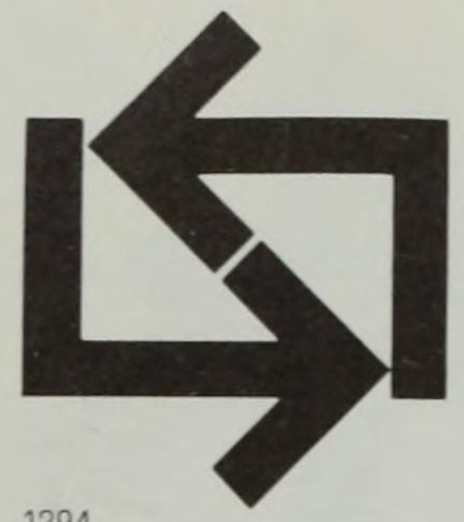

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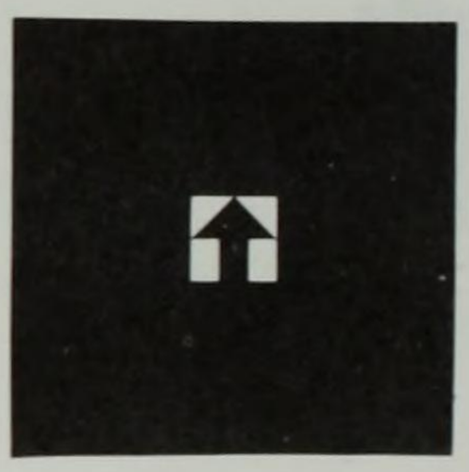

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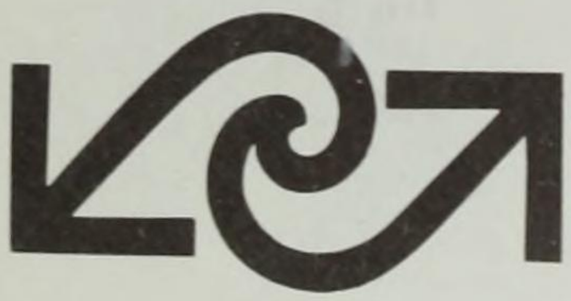

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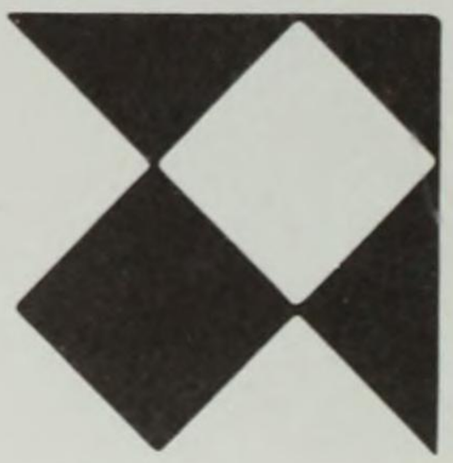

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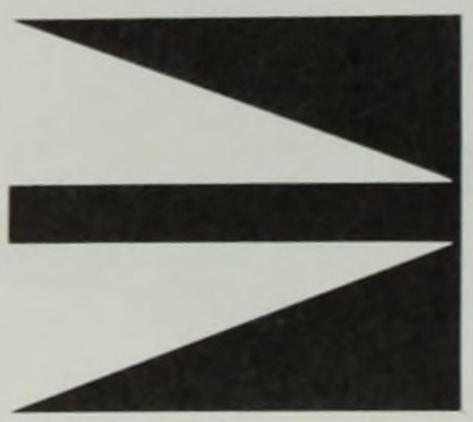

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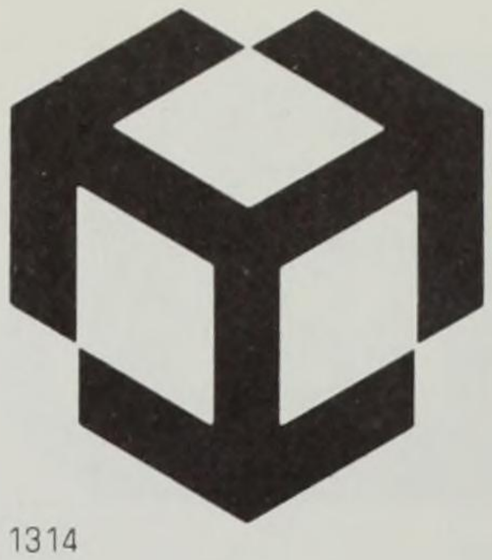
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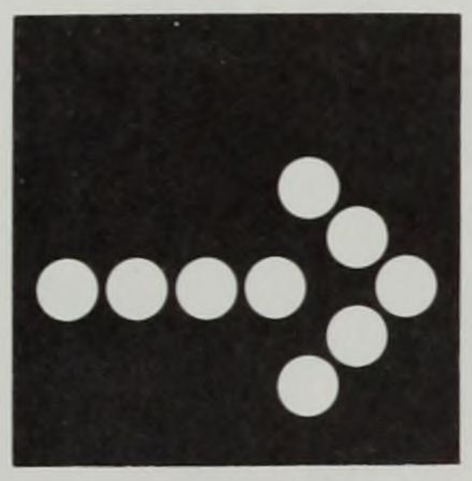
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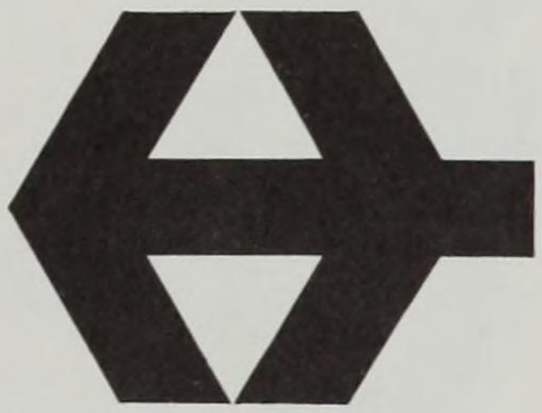
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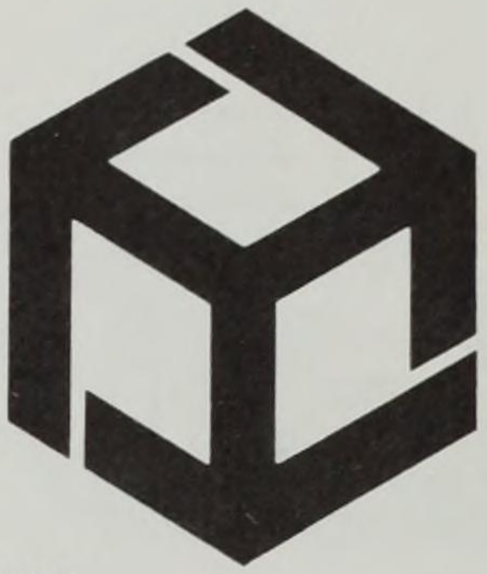
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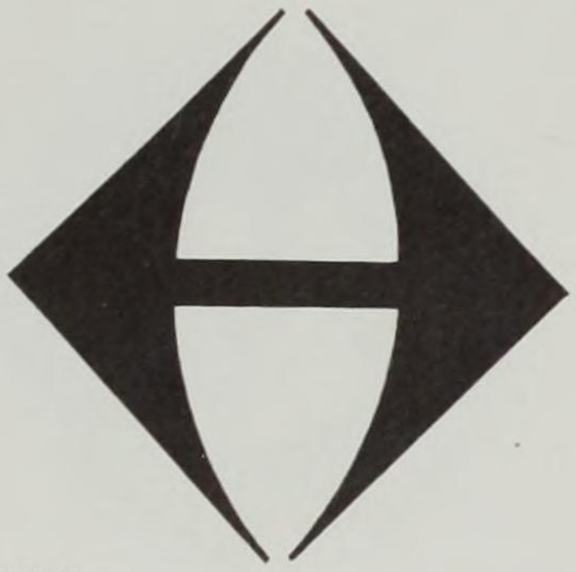
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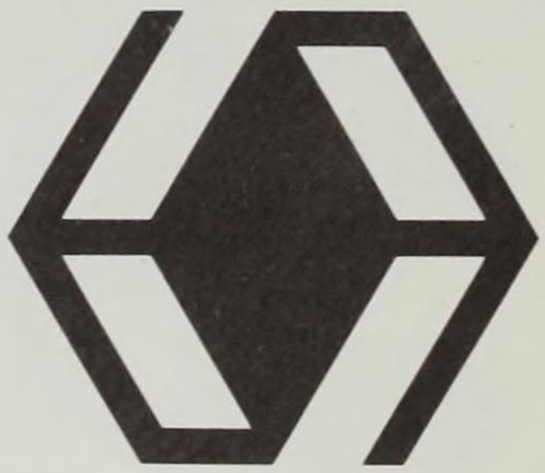
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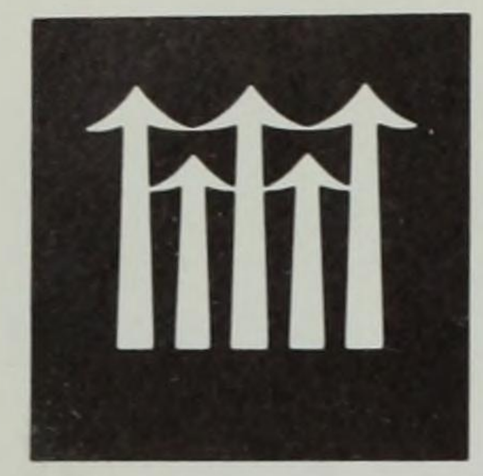

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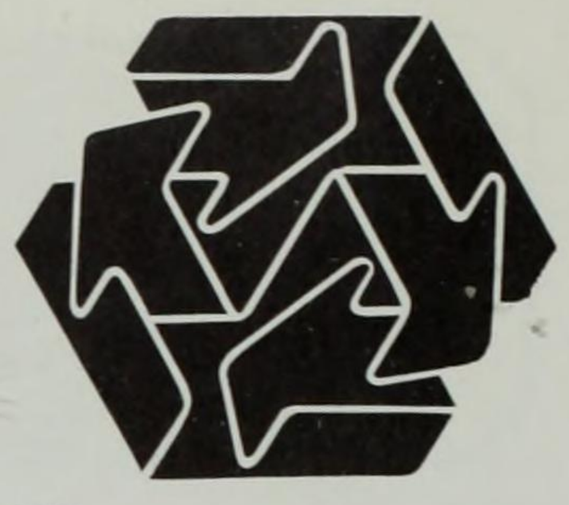

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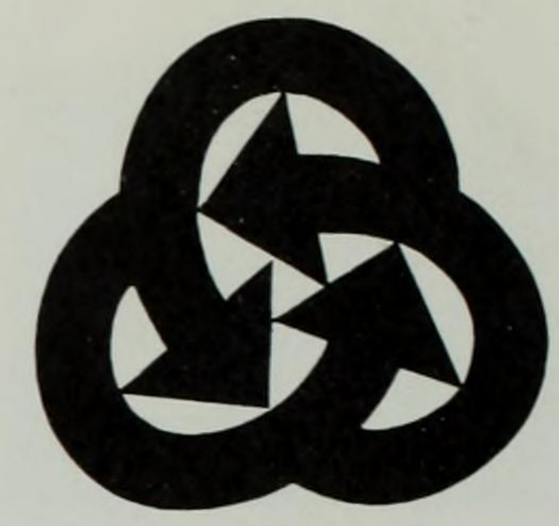

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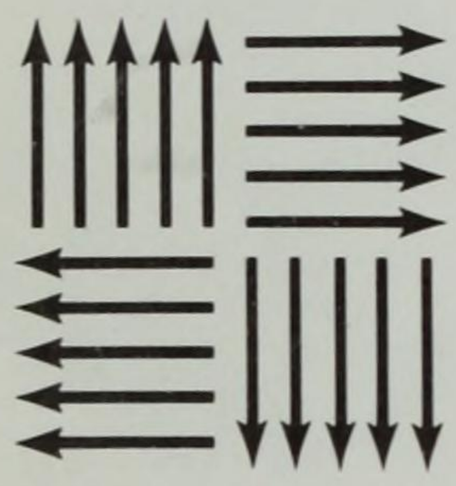

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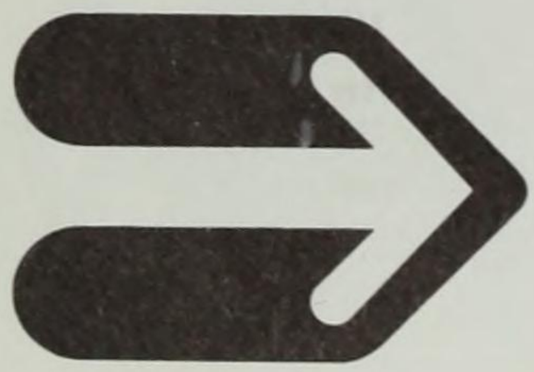

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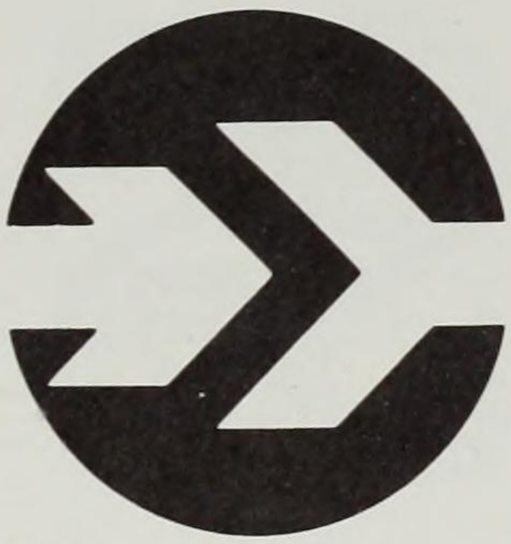
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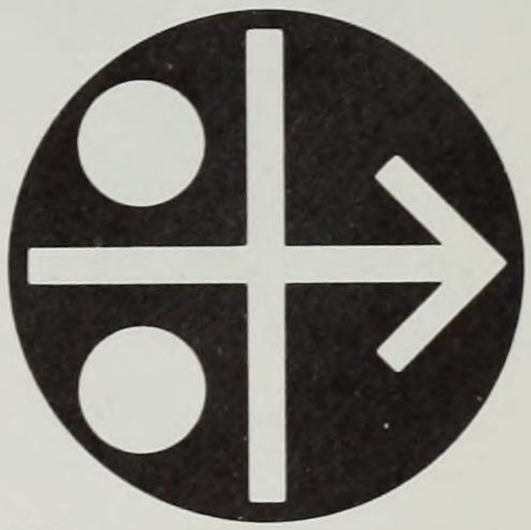
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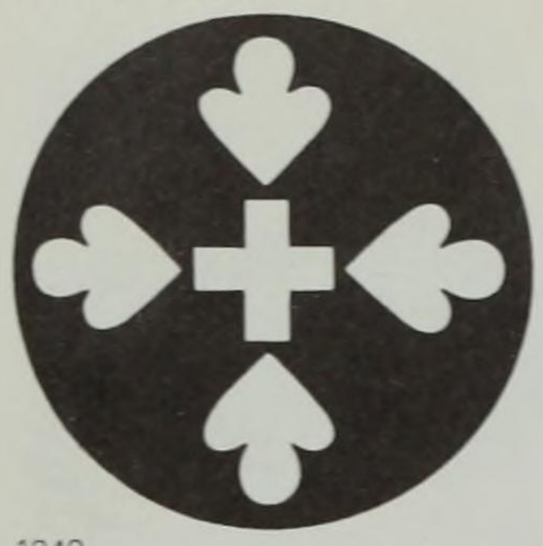

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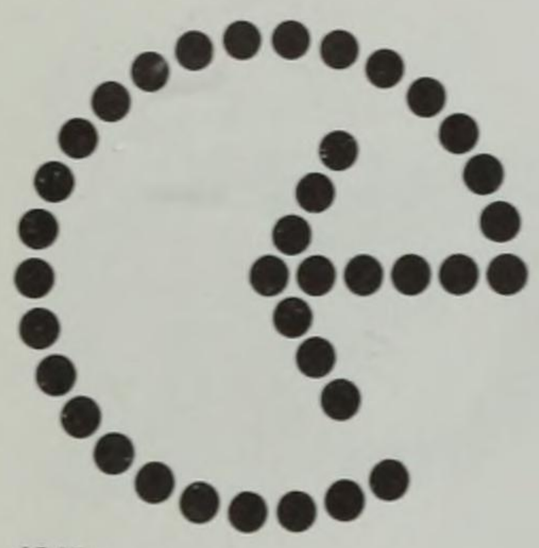

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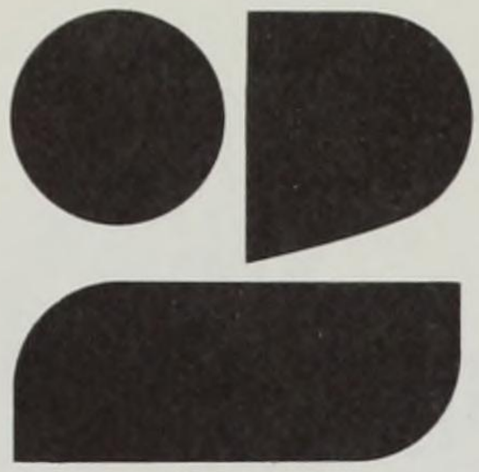
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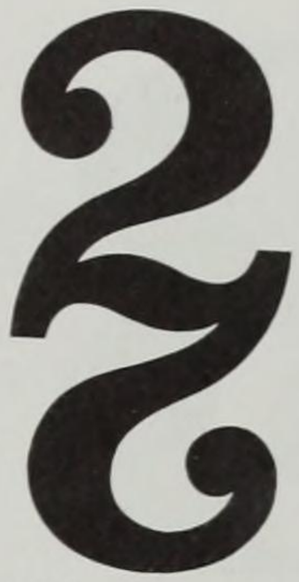
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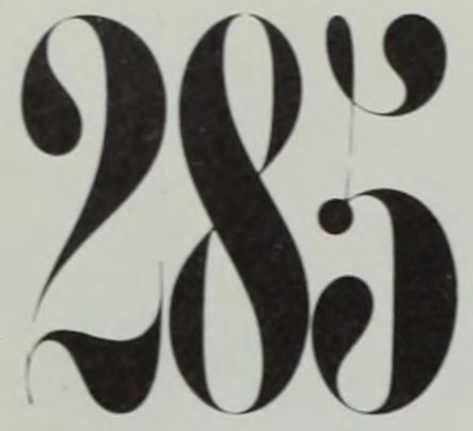
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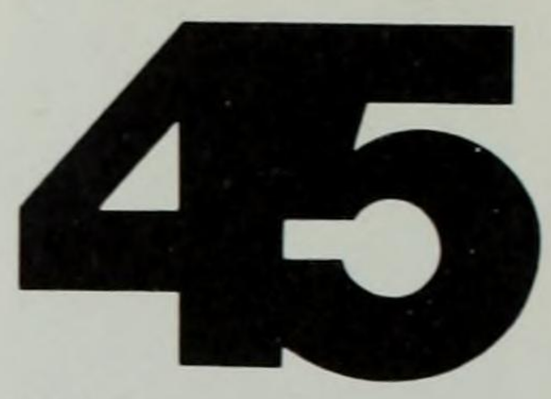
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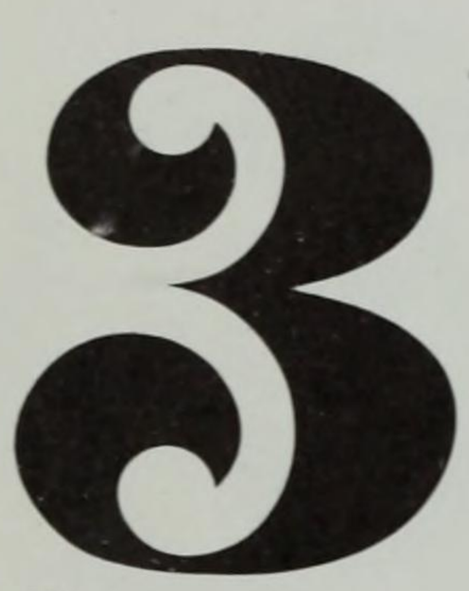
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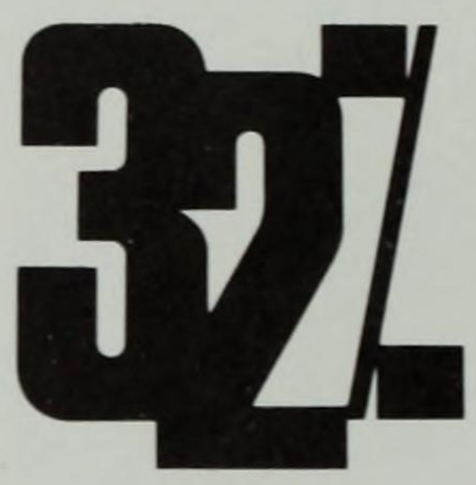
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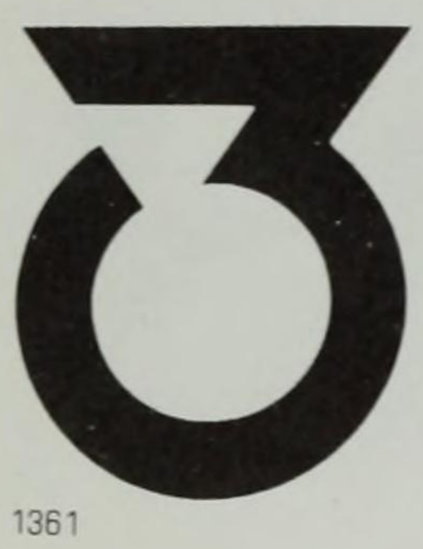
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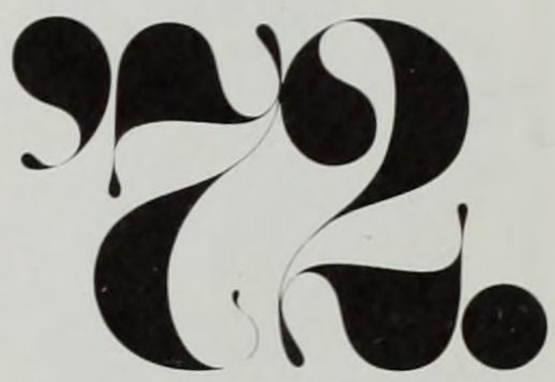
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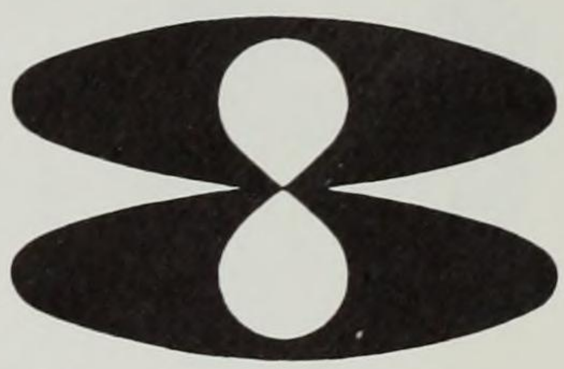
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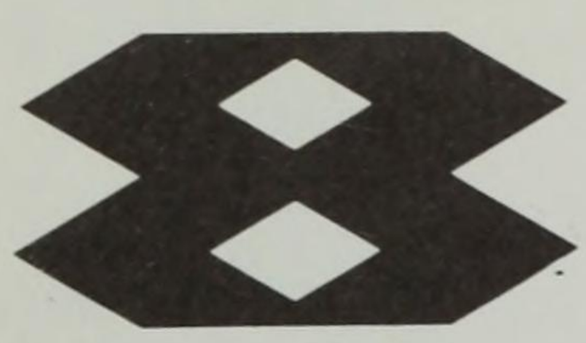

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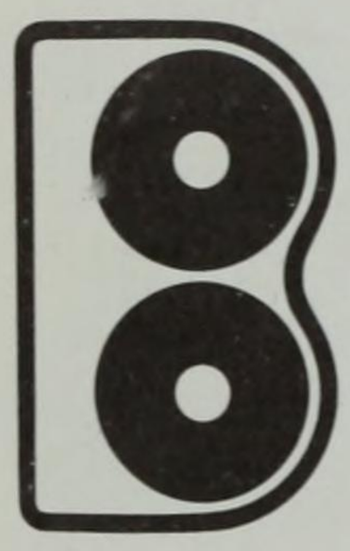

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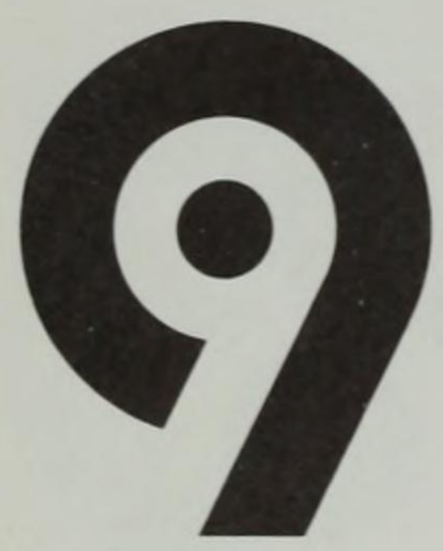

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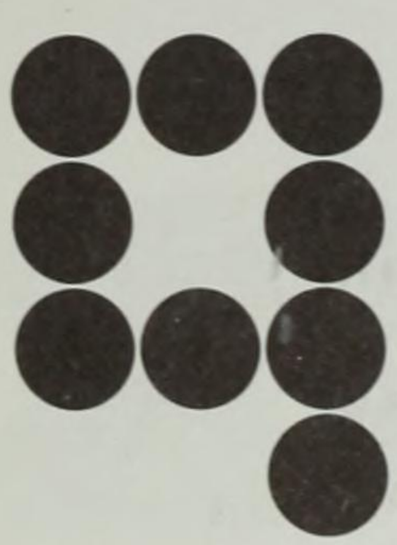

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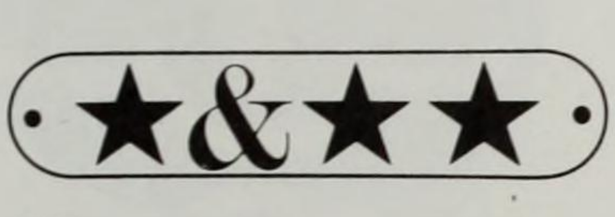
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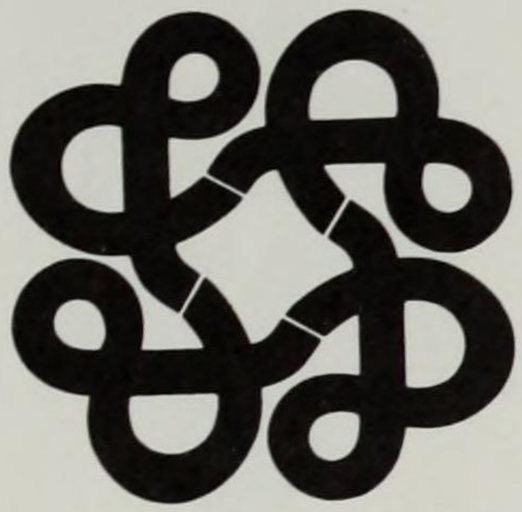
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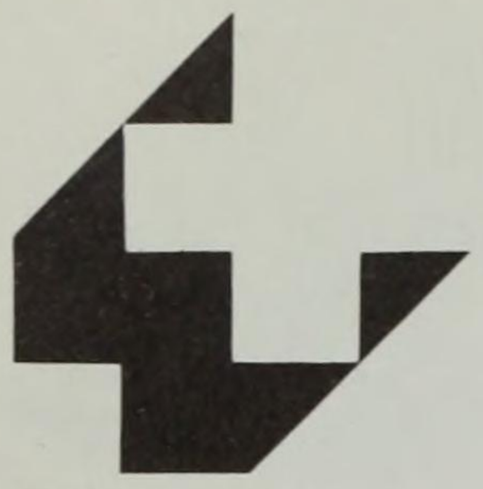

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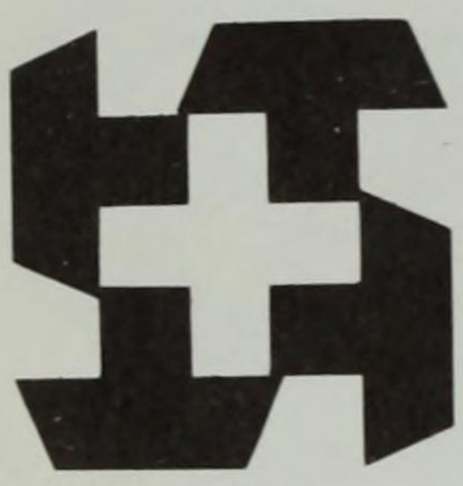

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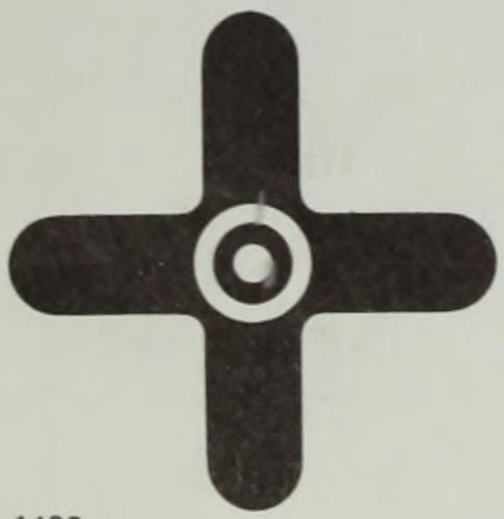

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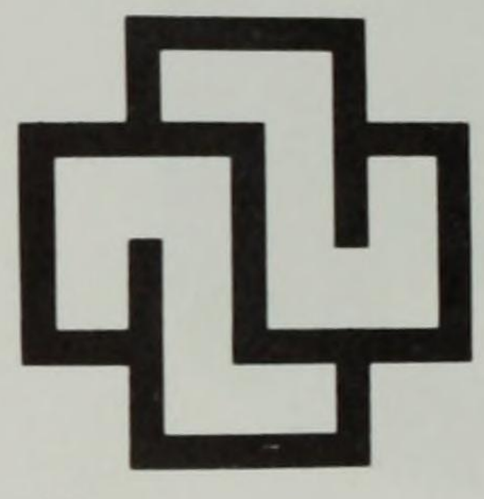

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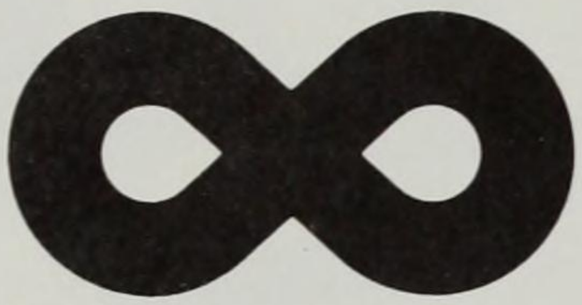
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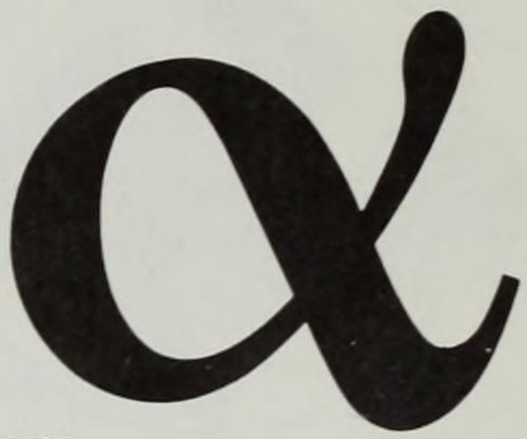
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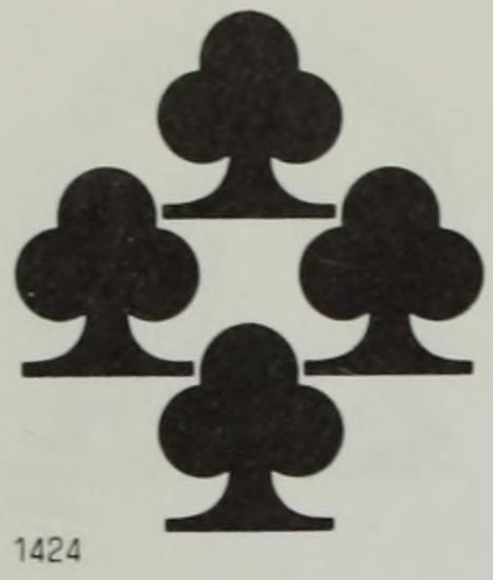

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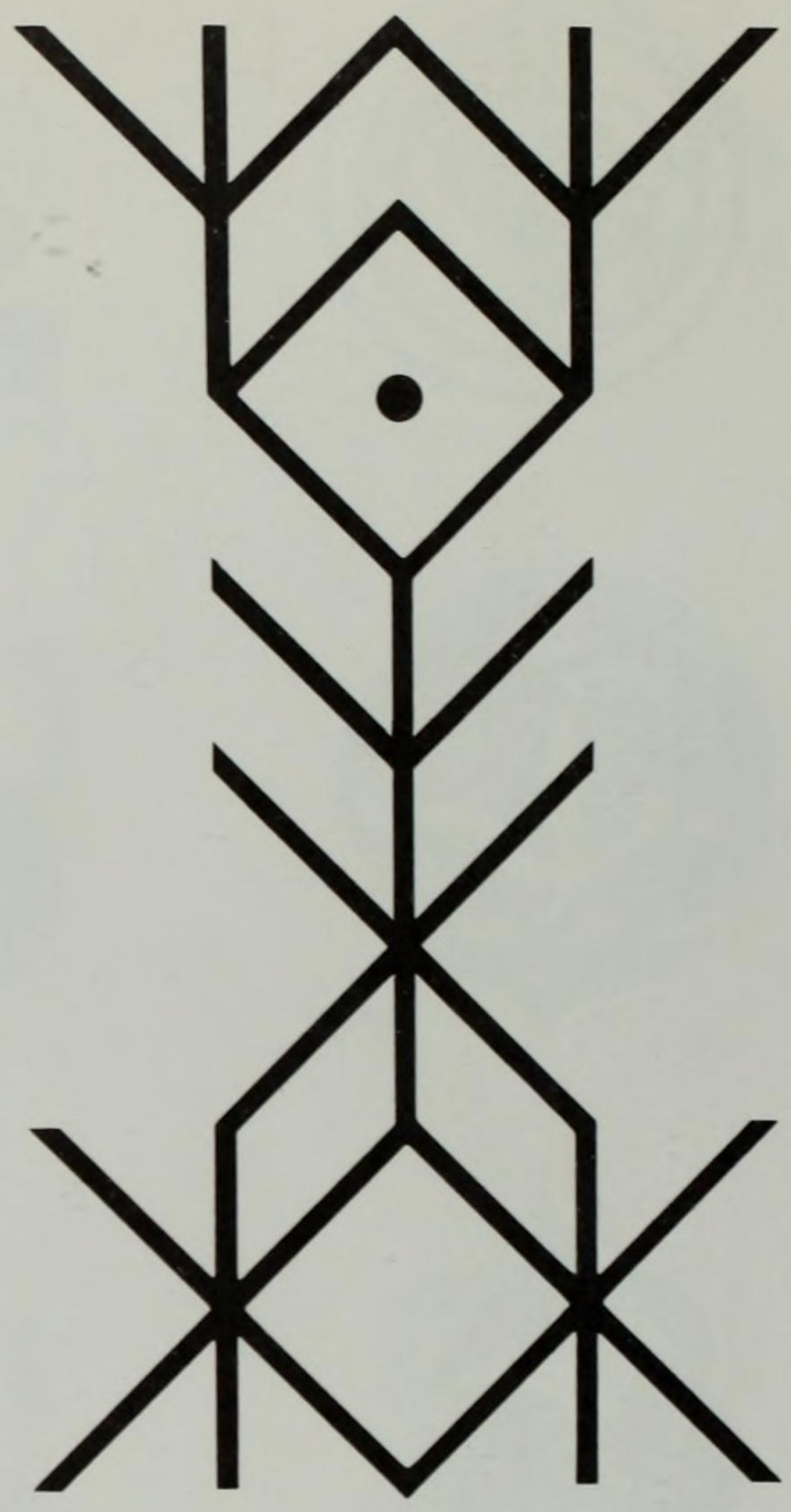

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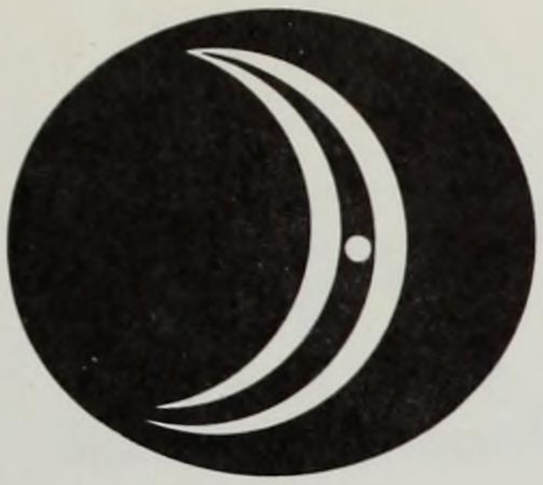
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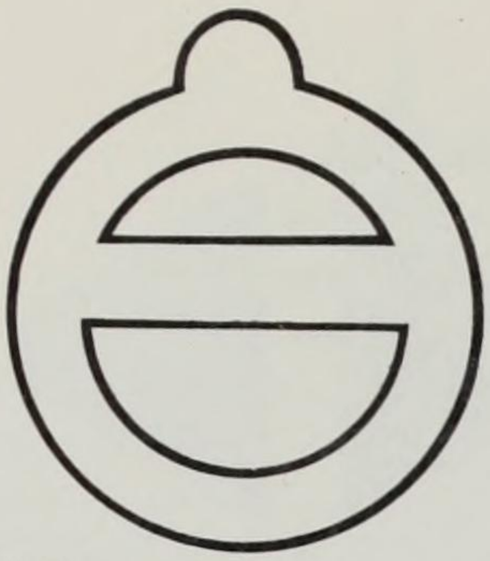
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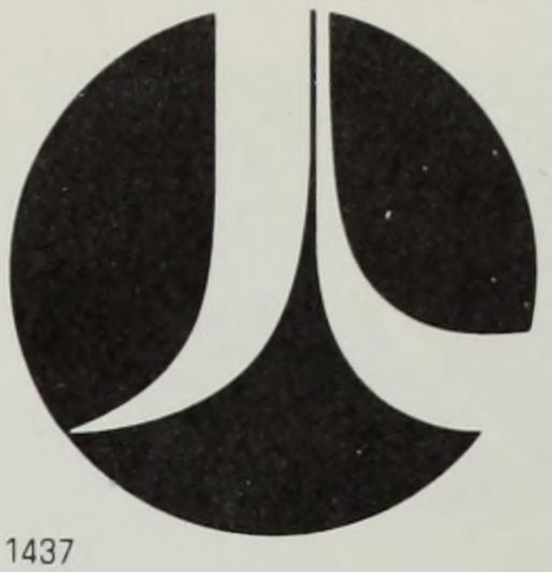
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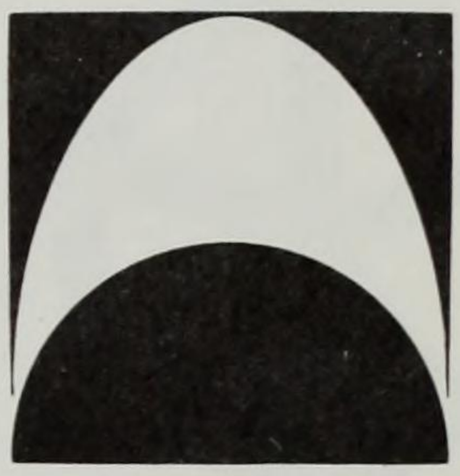
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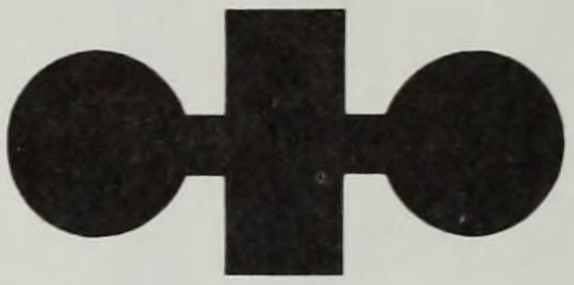
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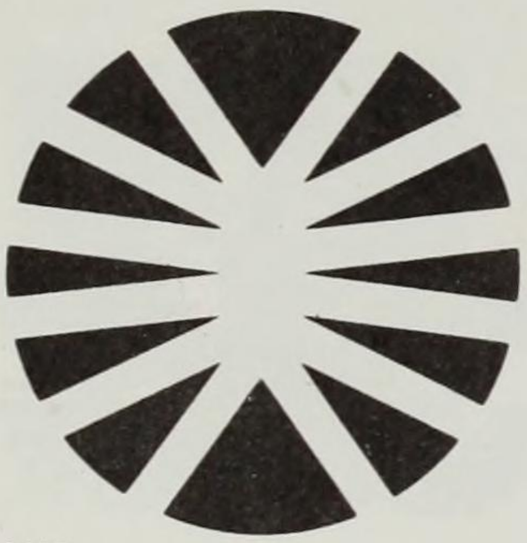
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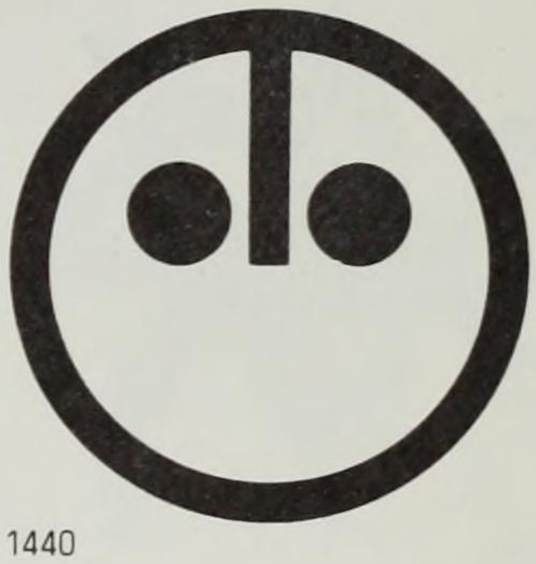
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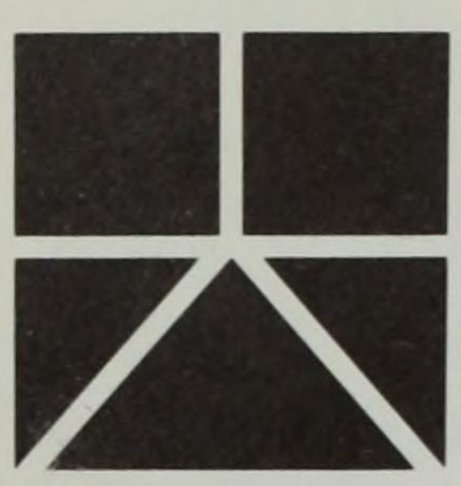

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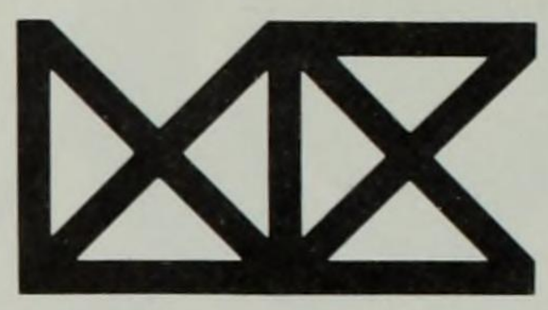

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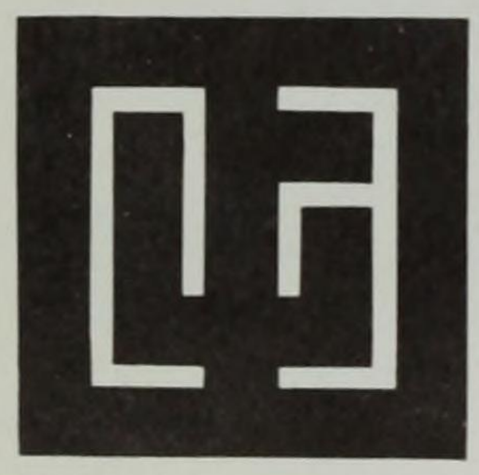

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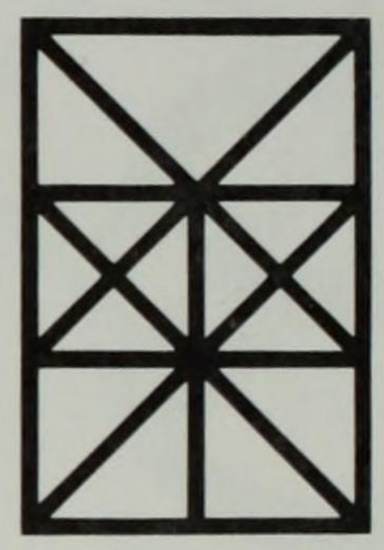

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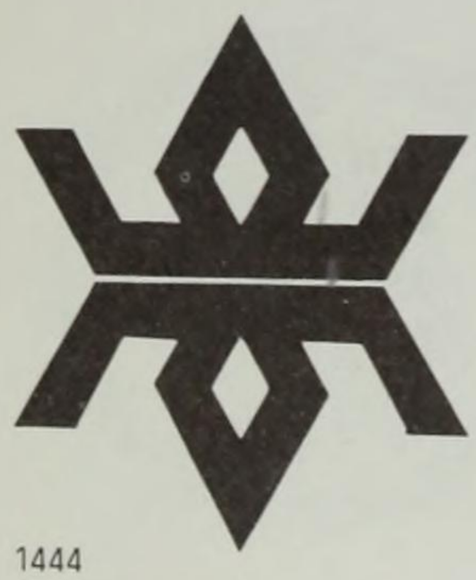

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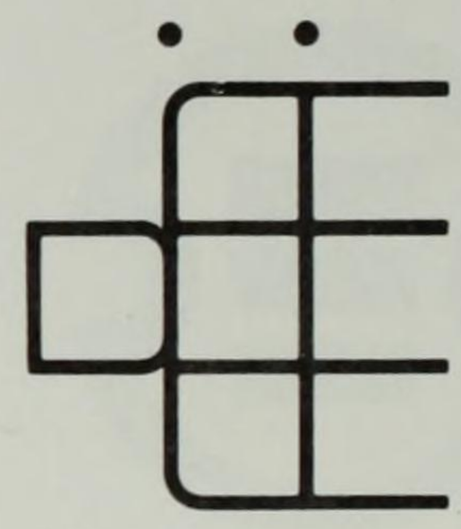

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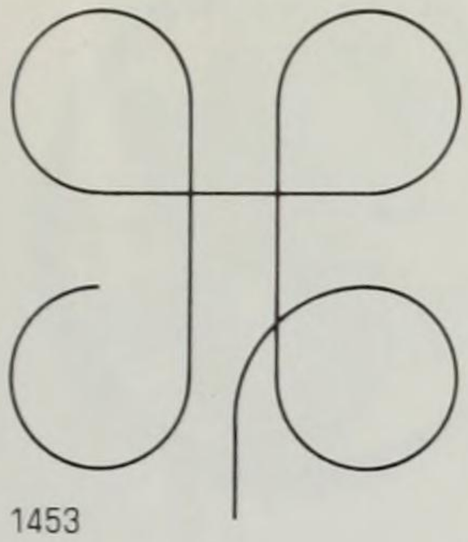
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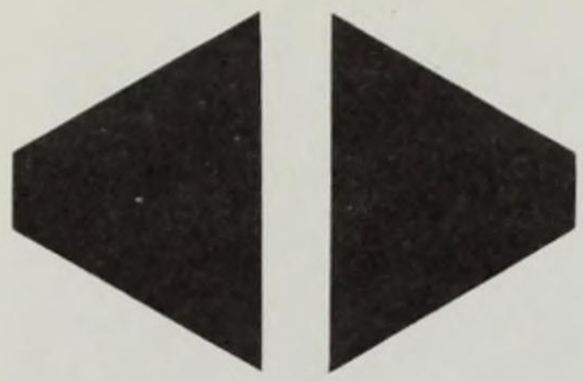
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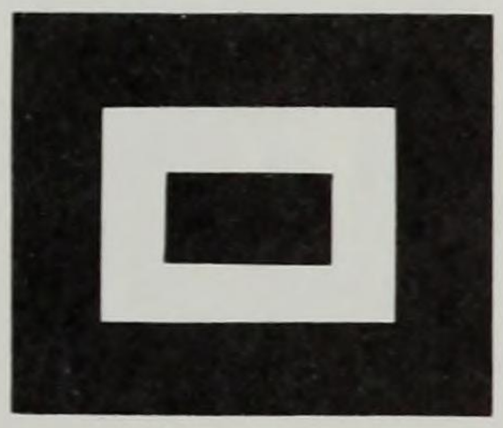
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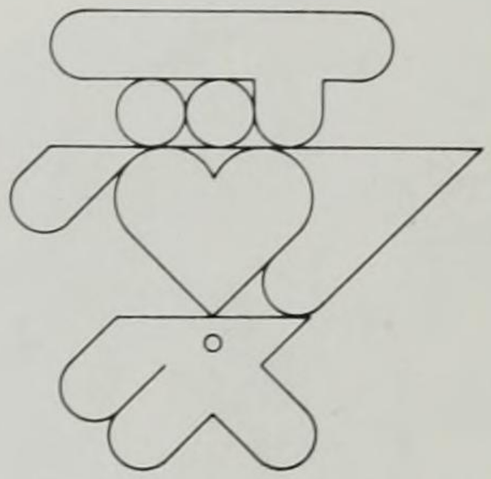
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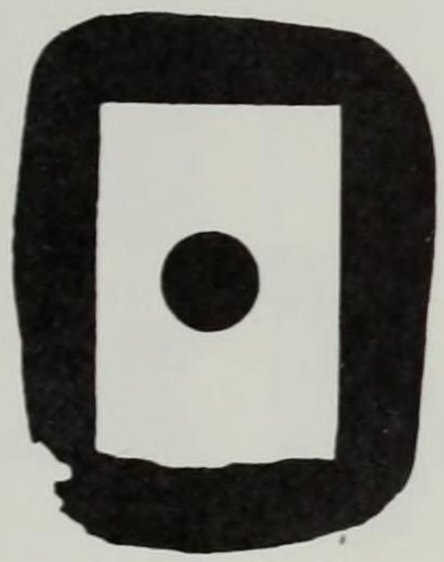
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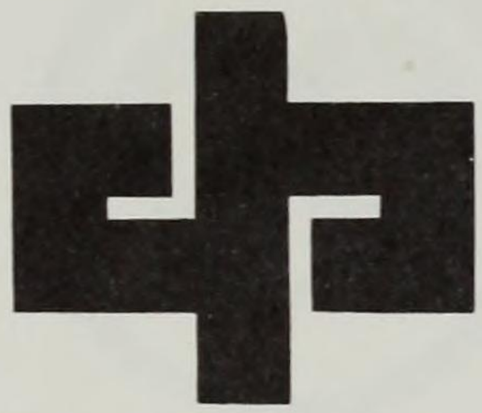
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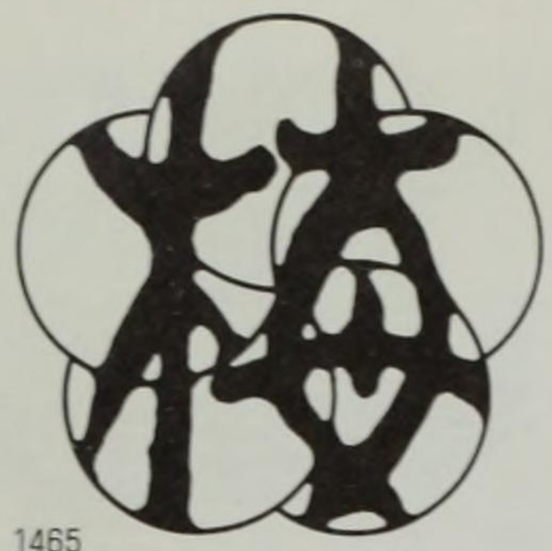
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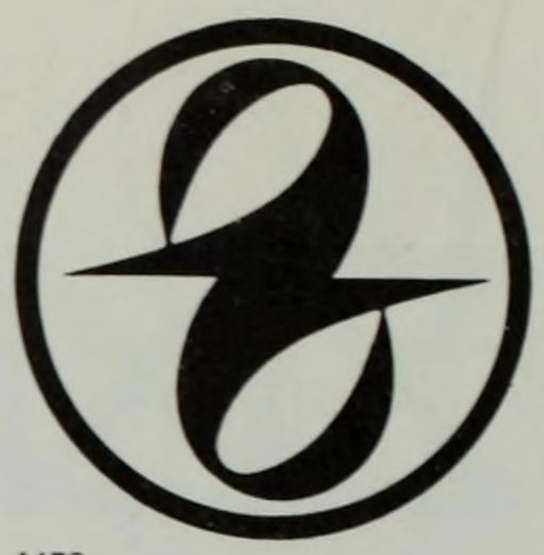
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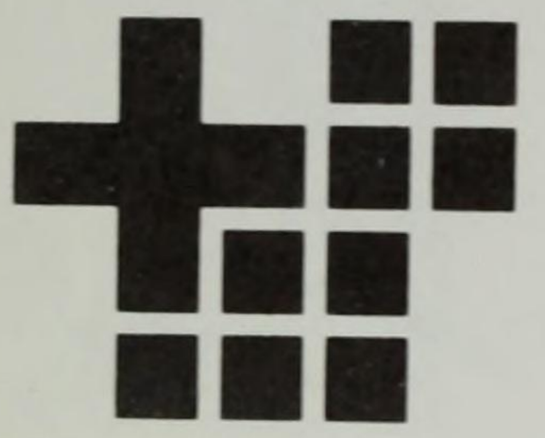
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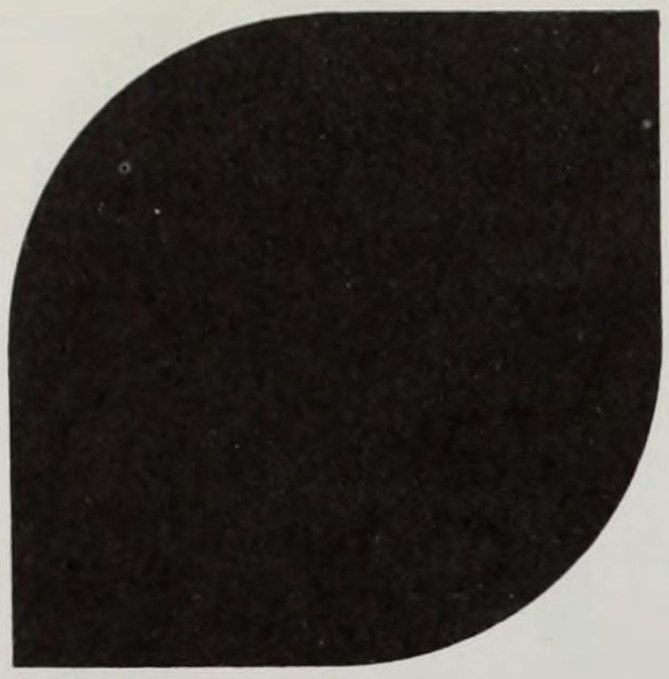

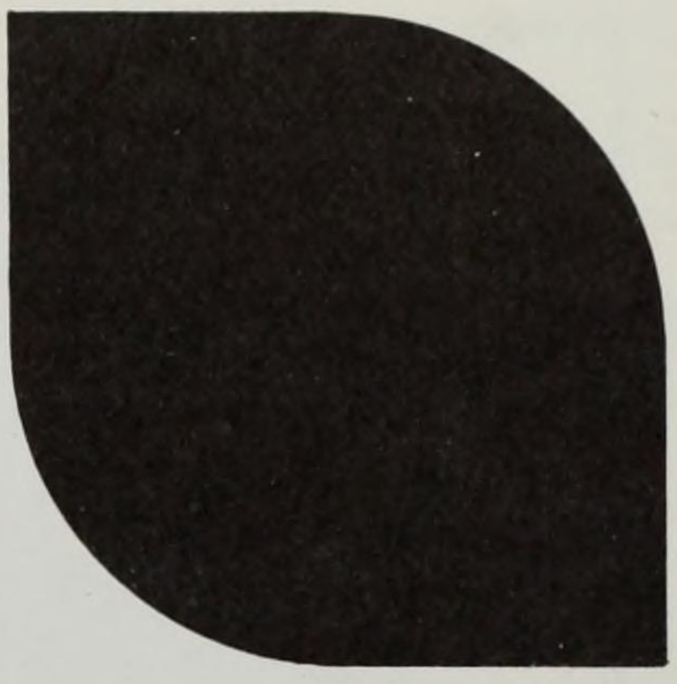

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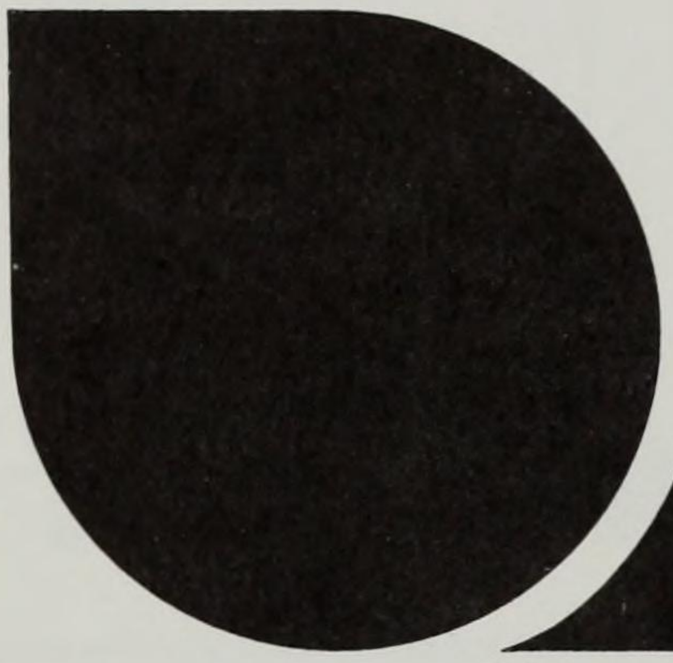

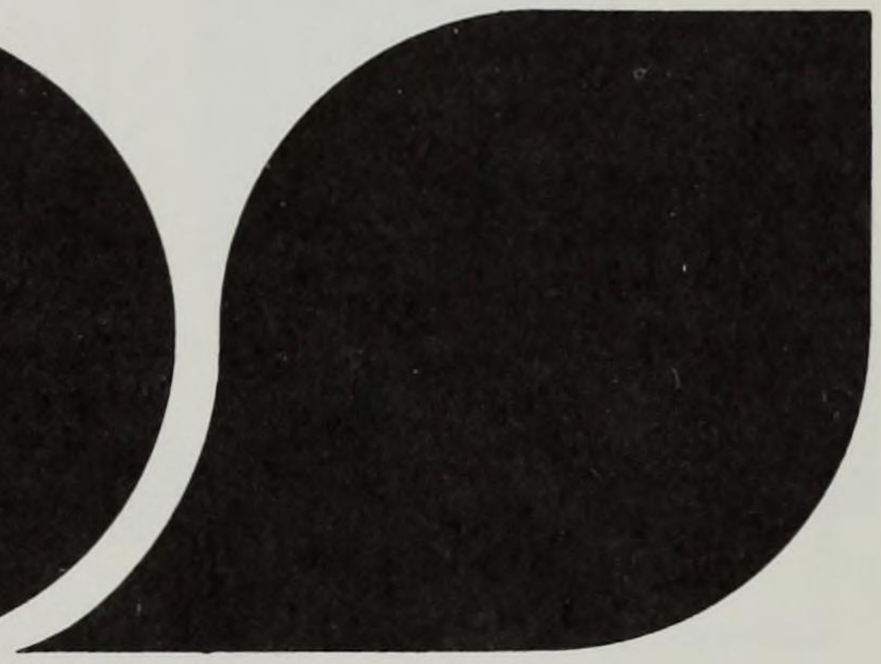

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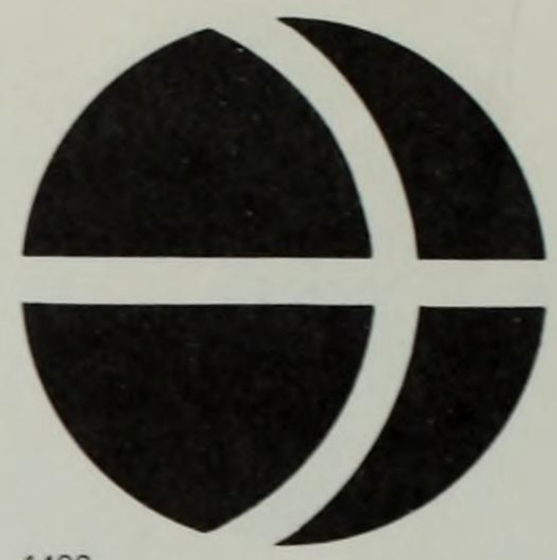
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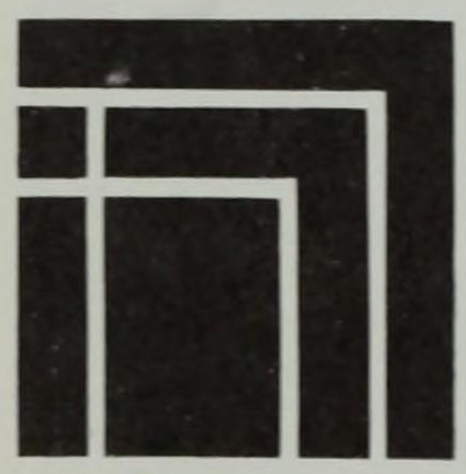
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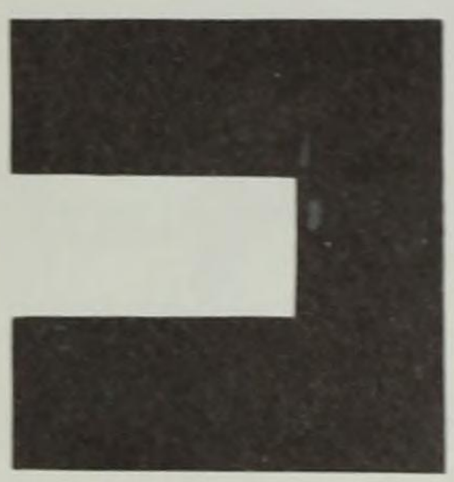
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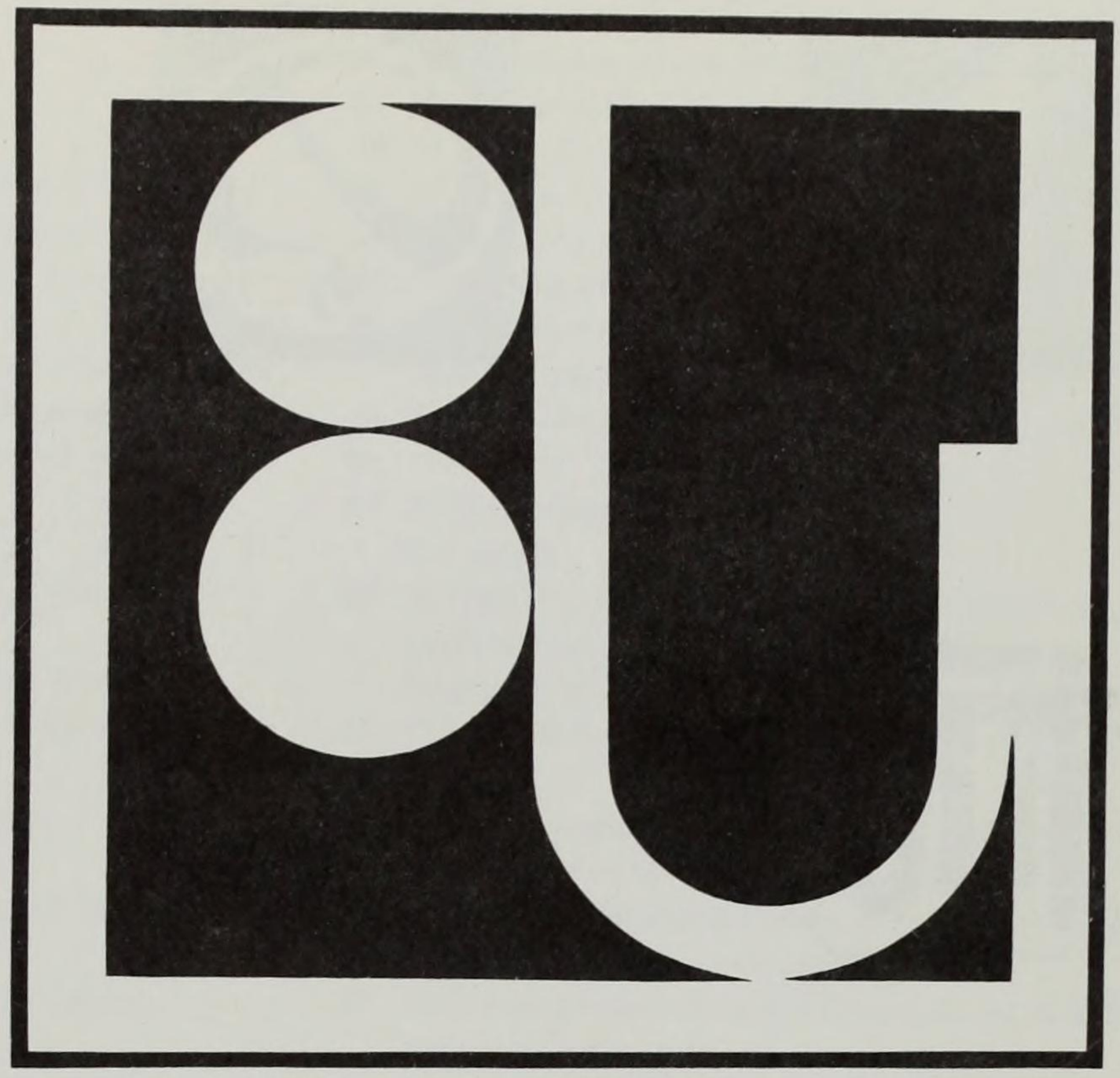

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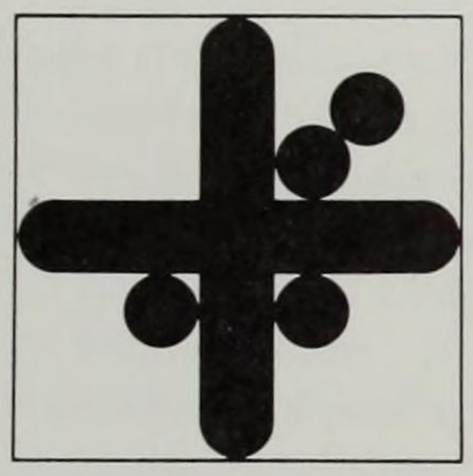

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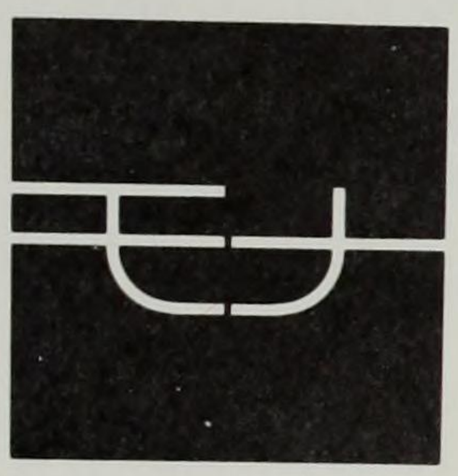

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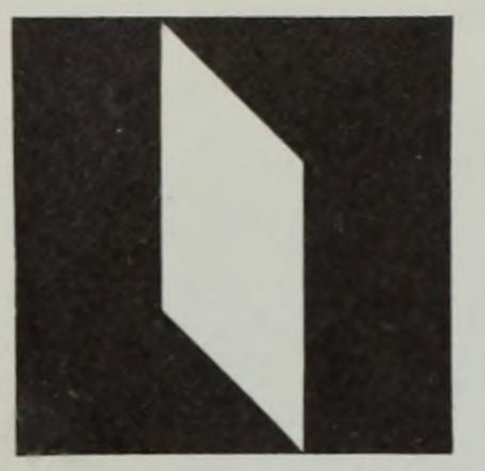

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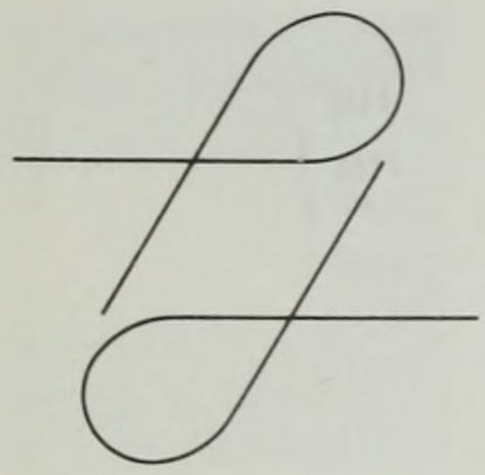

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3 1) Social Service Organization 2) Michel Dattel (USA) 3) Human Relations Bureau of Los Angeles
4 1) Gymnastic Club 2) Richard Janis (Canada) 1971 3) York Gymnastic Club
5 2) Mario Trüb (Switzerland) 3) Jugendhaus
6 1) Symbol for Periodical 2) Shigeo Fukuda (Japan) 1964 3) Sankei Ad Monthly
7 1) Children's Fund 2) J. Caroff Assoc. Inc., (USA)
8 1) Symbol for Graphic Design 2) Shigeo Fukuda (Japan) 1971 3) Graphic Design
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10 1) Building Company 2) Robert Pease (USA) 1970 3) Young Homebuilder Association
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17 1) Symbols for EXPO'70 Competition 2) Shigeo Fukuda (Japan) 1967
18 1) Pharmaceuticals 2) Ernst Roch (Canada) 3) William S. Merrell Co.
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20 2) Heinrich Steding (Germany)
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31 1) Artist's Supplies and Gallery 3) Kawachi
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34 1) Pharmeceuticals 3) J.R.Geigy (Switzerland)
35 2) Hans Gaensslen (Germany)
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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.
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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) Jugendgruppenleiterschüle (Bundheim Harz)
50 1) Pharmeceuticals 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
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56 1) Bowling Alley 2) Keiko Hirohashi (Japan) 3) Tokyo Star Lane
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58 1) Sheet Glass Products 2) Max Koerner (Germany)
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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

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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) Pharmeceuticals 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 Mühlemann (Switzerland) 3) Pro Radio-Television
116 1) Advertising Agency 2) Morton Goldsholl Design Assoc. (USA) 3) Project
117 2) Stephan Kantscheff (Bulgaria)
118 2) Michel Olyff (Belgium) 3) Lanpes Sigtay
119 1) Prize for Advertisement 2) Makoto Wada (Japan) 3) Mainichi Newspapers
120 1) Sign for Suspended Traffic Facilities 2) Heini Fischer (Switzerland) 3) Zürich
121 1) Publisher 2) Walther Bergmann (Germany) 3) Odyssee Angel Publishing Co.
122 1) Film Production 2) James Robertson+Bruce Montgomery (USA) 3) Vista Productions
123 1) Industrial Design Center 2) Stephan Kantscheff (Bulgaria) 3) Center d'Esthétigue 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 Coope Ltd.
156 1) Steel Building Products 2) F.H.K. Henrion (Great Britain) 3) Square Grip Reinforcement Co.
157 1) Insignia 2) Morton Goldsholl Design Associates (USA) 3) Peace Corps
158 2) Chermayeff & Geismar Associates (USA) 3) U.S. Home Office
159 1) Peace Association 2) Saul Bass (USA) 3) SANE
160 1) Publishing Association 2) Benno Wissing (Netherlands) 3) Amsterdam Commission for Publicity of Books
161 1) Manufacturer Food Automats 2) Push Pin Studios, Inc. (USA) 3) Automatique
162 1) Design Studio 2) Do Weller (USA) 3) Do Weller
163 1) Trading Company 2) W. 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 Proviciali (Italy) 3) Cinguale Publishing House
170 1) Local Governing Body 2) Main Wolff & Partners (Great Britain) 3) London Borough of Camden
171-2 1) Hair Nutrition Product 2) Herbert Leupin (Switzerland) 3) Pantene
173 1) Port City 2) Hermann Eidenbenz (Germany) 3) Brawnschweig
174 1) Hotel 3) Nishitetsu Grand Hotel
175 1) Cigarettes 2) Emil O.Biemann (USA) 3) United States Tobacco Co.
176 1) Men's Clothing 2) Milner Gray & Kenneth Lamble (Great Britain) 3) Austin Reed
177 1) Cash Register Manufacturer 2) P.Pickard Jenkins (Great Britain) 3) National Cash Register
178 1) Sight-seeing Bureau 3) Singapore Sight-seeing Bureau
179 2) Honneger & Lavater (Switzerland)
180 1) Business Supplies 2) Hans Hertmann (Switzerland)
181 1) Bank 2) Honegger+Lavator (Switzerland)
182 1) Emblem of a City 2) Hermann Eidenbenz (Switzerland) 3) Zürich
183 1) Emblem of a City 2) Hermann Eidenbenz (Switzerland) 3) Basel
184 1) Paper Goods 3) Nihon Pulp
185 1) Royal Coat of Arms 2) Milner Gray (Great Britain) 3) Council of Industrial Design
186 1) Zoo 2) Jerry Haworth (USA) 1969 3) Project (Kansas City Zoo)
187 1) Machinery Manufacturer 2) M.Gotthans & Yaneff (Canada) 3) Monarch Machinery Ltd.
188 1) Series of Zodiac Figures 2) Robert Gessner (Switzerland)
189 1) Young Women's Magazine 3) Heibon - sha Publishers
190 1) Shoe Manufacturer 2) F.H.K Henrion (Great Britain)
191 1) Store 2) Minale, Tattersfield, Provinciale Limited (Great Britain) 3) Harrods Ltd.
192 1) Milk Company 2) Gerhard Marx (Germany)
193 1) Photographic Magazine 2) Martti A.Mykkänen (Finland) 3) Unsikuvalehti
194 1) Department Store 3) OK
195 1) Symbol for Women's Magazine 3) Shufu no tomo
196 1) Hotel 2) Taijiro Nakayama (Japan) 3) Manza Kanko Hotel
197 1) Recreation Enterprises 2) G.Dean Smith (USA) 3) Yosemite Park and Curry Co.
198 1) Leather Company 2) Joseph Binder (Germany)
199 1) Show Signs 2) Celestino Piatti (Switzerland) 1961 3) Scheweizerische Zahnarzte 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
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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
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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
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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
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278 1) Publisher 2) Stefan Bernacinski (Czechoslovakia) 3) Naszo Ksiegarnia
279 1) Wine Making 2) Stephan Kantscheff (Bulgaria) 3) Vinzavod, Dragalevtzi (Sofia)
280 1) Bank 2) González Ruiz & Shakespear (Argentina) 3) First National City Bank
281 1) Consumer Products 2) Dixon & Parcels Associates Inc. (USA) 3) Pennsylvania Dutch Brand Products, Inc. Thomas J.Lipton, Inc.
282 1) Transportation 2) Mei-Chung Tung (China) 3) Peace Transportation Co.
283 1) Peace Corps 2) Morton Goldsholl Design Assoc. (USA)

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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
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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) Interessengemeinscheft Rienen
302 1) Beer Brewer 2) Milner Gray (Great Britain) 3) Courage & Barclay Ltd.
303 1) Pheasant Breeding Farm 2) Leone Sbrana (Italy) 1968 3) Collegalli Allevamento Fagiani Montaione
304 2) P.Haase (Germany)
305 1) Spinning Company 2) Tadeusz Grygiel (Poland)
306 1) Milk Products 2) Luc Van Malderen (Belgium)
307 1) Men's Clothing Manufacturer 2) Aldo Calabresi+ Studio Boggeri (Italy) 3) Tesom
308 1) Peacock Series of Books 2) F.H.K.Henrion (Great Britain) 3) Penguin Books Ltd.
309 1) Publisher 3) Jakob Schläpfer & Co., Ltd.
310 2) Hans Schleger (Great Britain) 3) Revin Co.
311 1) Publisher 2) Natsumi Mitamura (Japan) 1971 3) Project (Senshukai)
312 1) Publisher 2) Jiro Hayama (Japan) 1971 3) Project (Senshukai)
313 1) Stereotype and Photolithography Company 3) Henzi AG
314 1) Travel Agents 2) Marcello Minale+Brian Tattersfield 3) Swan's Tours
315 1) Advertising Agency 2) Heinz Schwabe (Germany)
316 1) Restaurant 3) Storchen
317 1) Sports Outfitters 2) Isa Hesse (Switzerland) 3) Marabu
318 1) Education Council 2) Celestino Piatti (Switzerland) 3) Evangelischer Kirchentag
319 1) Opera 2) Stephan Kantscheff (Bulgaria) 3) National Opera (Sofia)
320 1) Confectionery 2) Shigeji Kobayashi (Japan) 1970 3) Confectionery Matsushime
321 1) Airline 2) Jerry Hoff (USA) 3) Japan Air Lines
322 1) Electrical Products 2) Ablam Games (Great Britain 1959 3) Phenix Electrical Products
323 1) Employee Recruitment Agency 2) Yusaku Kamekura (Japan) 1961 3) Japan Recruit Center
324 1) Pharmaceuticals 2) Emiko Kuniga (Japan) 3) Nippon Shinyaku
325 1) Department Store 3) Nagasakiya
326 1) Transportation 3) Takao Tozan Dentetsu
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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)
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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
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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 Textilunterrehmen
365 1) Symbol of Project Earning Power 2) Ed Bedno (USA) 3) U.S.Government
366 Information not available
367 1) Travel Association 2) Honneger & Lavator (Switzerland)
368 1) Printing Company 3) Master-Eagle Corp.
369 1) Publisher 2) Hans Schleger & Assoc. & Rosemary Fry (Great Britain) 3) Penguin
370 2) Anton Stankowsky (Germany)
371 1) Industrial Fair 2) Hermann Eidenbenz (Switzerland) 3) Swiss Industries Fair
372 1) Airline 2) Otto H.Treumann (Netherlands) 3) Israel Airline
373 2) Donald, Brun (Switzerland) 3) Pro Infirmis
374 1) Exhibition
375 1) Waterproof Goods 2) Studio Boggeri (Italy)
376 1) Fishery 2) Ernst Roch (Canada) 3) Okeefe's Fisheries
377 1) Fish Processor 2) Klaus Winterhäger (Germany) 3) Firma Cürten
378 1) Printing Company 2) Peter Läderach (Switzerland) 3) B.Fischer AG
379 1) Water Sports 2) Stephan Kantscheff (Bulgaria) 3) Fotografie
380 1) Fishery 2) Stephan Kantscheff (Bulgaria) 3) Slavyanka
381 1) Trading Company 2) Eugen & Max Lenz (Switzerland) 3) Motor Company
382 1) Fishery 2) Gerhard Kreische (Germany)
383 1) Cannery 2) Vittorio Antinori (Italy) 1963 3) Amore & Pollastrini
384 1) Publisher 2) Wolf D.Zimmermann (Germany) 3) S. Fischer Verlag
385 1) Underwater Fishing Equipment 2) Stephan Kantscheff (Bulgaria) 3) Sadala (Bourgas)
386 2) Draeger & René Toutain (France) 3) Project
387 2) Luk Mestagh (Belguim) 3) Korrekel der. Bruges
388 1) Glass articles 2) Waertsila Notzjoe (Finland)
389 1) Aquarium Products 2) Adrian Loos Design Studio (USA) 1971
390 1) Shoe Manufacturer 2) Hermann Eidenbenz (Switzerland) 3) Dolphin Shoes
391 2) Walter Sauer (Germany) 3) Fishers Association
392 1) Yacht Club 2) Yusaku Kamekura (Japan) 3) Aburatsub Yacht Club
393 1) Pottery 2) Erberto Carboni (Italy) 3) Ceramiques Laveno
394 1) Fishery 2) Kurt Tillessen (Germany)
395 1) Timber 2) Heinz Renz (Germany) 3) Ernst Fisch Timber Company
396 1) Fishery Coop 2) Ryszard Dudzicki (Poland)
397 1) Publication Series 2) George Giusti (USA) 3) Doubleday & Co.
398 1) Aquarium 2) Chermayeff & Geismar (USA) 1965 3) New England Aquarium
399 1) Air Pump Manufacturer 2) Eckstein-Stone Inc. (USA) 3) Tropical Air Pump Mfg. Corp.
400 2) Jupp Ernst (Germany)
401 1) Fishery 2) Joseph Binder (Germany) 3) Montreal Fishing Co.
402 1) Fish Canning 2) Bror B.Zetterborg (Finland) 3) Turun Kala Oy
403 1) Fresh Fish Retailers 2) Hans Schleger (Great Britain) 3) Mac Fisheries
404 1) Fishery 2) Hans Schleger (Great Britain)
405 2) Jörg Hermie (France) 3) Pompes Waquier
406 1) Food Company 2) Meier Menzel (Germany)
407 1) Owner's Signet for a Book 2) Rene Althaus (Switzerland)
408 1) Department Store 2) Seymour Chwast & Milton Glaser (USA) 3) Franklin Simon (New York)
409 1) Insectorium 3) Tama Zoo (Tokyo)
410 2) Jac. Gorter (Netherlands) 3) Nobo Banketfabrieken NV, Ede
411 1) Silk and Poplin Products 2) Louis le Brocquy, D.Litt (Irish Republic) 3) Irish Silk Poplin
412 1) Confectionery 2) Charles Dean (USA)
413 1) Milk Company 3) Meiji Nyugyo
414 Information not available
415 2) Goetz Neuke (Germany)
416 1) Bank 2) Robert Geisser (Switzerland) 3) Krefina Bank
417 2) Yusaku Kamekura (Japan) 1968 3) Project (Showa Denko)
418 1) Publisher 2) Hiroyasu Kusuhara (Japan) 1971 3) Project (Senshukai)
419 1) Advertising Agency 2) Gene Federico (USA) 3) Benton & Bowles Inc.
420 1) Insecticides 2) Yasaburo Kuwayama & Tadamichi Takeyama (Japan) 3) Nissan Kagaku
421 1) Pencils 2) Takashi Kono (Japan) 1927 3) Tombow
422 1) Restaurant 2) Milton Glaser & Push Pin Studios, Inc. (USA) 3) L'Escargot d'Or
423 1) Design Studio 2) Shigeru Nakai (Japan) 3) Adhouse Inc.
424 2) Goetz Neucke (Germany)
425 2) Ken Parkhurst (USA) 3) Snowmass-at-Aspen
426 1) Perfume 2) Jacques Nathan-Garamond (France) 3) Lita SA
427 1) Cosmetics 2) Karol Sliwka (Poland) 1970
428 1) Art Gallery 2) David L.Burke (USA) 3) Kovler Gallery
429 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1967 3) Asahi Shimbun Publishing Co.
430 1) Leden Pipe Products 2) Roger Geiser (Switzerland) 3) Joseph Diemand
431 1) Lodge 2) G.Dean Smith (USA) 3) Yosemite Lodge
432 2) Fred Murer (Switzerland) 3) Flüchtlingshilte
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 (Venezula) 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 Leufelt (Germany)
475 1) Youth Hostel 2) Helmuth Kurtz (Switzerland) 3) Jugendstätte Gtellergut
476 1) Paper Products 2) G.Dean Smith (USA) 3) Boise Cascade Corporation
477 2) Gerhard Hauptmann (Germany)
478 1) Hotel 2) Taijiro Nakayama (Japan) 3) Haruyama Hotel
479 3) American Living Cooperation Association
480 1) Industrial Supplies 2) Dentsu (Japan) 1967 3) Itoman
481 1) Bank 3) Bank of New Hampshire
482 1) Bank 2) Shigeo Fukuda (Japan) 1969 3) Hokkaido Takushoku Bank
483 1) Hotel 2) Hans Hartmann (Switzerland) 3) Parkhotel Adelboden
484 1) Insurance Company 2) Lilly Fritz (Canada)
485 3) Aktion <Gesunde: Volk> (Switzerland)
486 1) Wood working Machinery 2) Klavs Winterhäger (Germany) 3) C.Feldmann
487 1) Investment Firm 2) Daniel Maurel (France) 1969 3) Credit Lyonnais
488 1) Bank 2) Leo Duerr (USA) 3) Redwood National Bank
489 1) Paint Manufacturer 2) Franco Maria Ricci (Italy) 3) Totem Lack Farben
490 1) Religious Association 2) Robert Pease (USA) 3) The Marin Jewish Community Center
491 1) Candy Manufacturer 2) Morton Goldsholl Design Associates (USA) 3) Orchard Hill Farms Candy Co.
492 2) Abram Games (Great Britain) 1956
493 2) Abram Games (Great Britain) 1955
494 1) Trust Company 2) Paul Asal (Switzerland)
495 1) Hotel 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) Oddenino's Property & Investment Co. <Royal Garden Hotel (London)>
496 1) Camping Ground 2) G.Dean Smith (USA) 3) Tolumne Meadows and High Sierra Camps.
497 1) Landscape Gardening 2) Luc Van Malderen (Belgium) 3) Jean Delogne (Brussels)
498 1) Consumers' Association 2) Hansruedi Erdmann (France)
499 1) Publisher 2) Yasumasa Yoshioka (Japan) 3) Senshukai
500 2) Clarence Lee (USA) 3) Paradise Park
501 1) Coral Sales Company 2) Joseph Binder (Germany)
502 1) Passenger Liner 3) Coral Princess
503 1) Ministry of Agriculture 2) Nedo Mien Férrario (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 (Switzerland) 3) Tanner
553 1) Knitting Wool 2) Carlos Rolando (Spain) 1971 3) Técnicas de Comunicaión S.A.
554 1) Chemical Industry 2) Walter Allner (USA) 3) Reichhold Chemicals
555 1) Chemicals 2) Lester Beall (USA) 3) Rohm and Haas
556 1) Chemical Laboratories 2) J.Anon (USA)
557 1) Pharmaceuticals 2) Stephan Lion (USA) 3) Hoffman La Roch Inc.
558 1) Pharmaceuticals 3) Funai Yakuhin (Japan)
559 1) Glassware Manufacturer 2) Bertil Anderson-Bertilson (Sweden) 3) Bodo Glasbruk
560 1) Paper and Pulp Manufacturer 2) Ernst Roch (Canada)
561 1) Pharmaceutical Research 2) Randall R.Roth (USA) 1963 3) Bio-Toxicological Research Inc.
562 1) Gallery 2) Kazumasa Nagai (Japan) 1970 3) Saikodo
563 1) Travel Bureau 2) Stanislav Kovař (Czechoslovakia) 3) Čedok Travel Agency
564 1) Earthenware Manufacturer 2) Ryoichi Yamashiro (Japan)
565 2) Primo Angeli (USA) 3) Bio Science Laboratories
566 1) Brewer 2) Franz Hermann Wills (Germany)
567 2) Celestino Piatti (Switzerland) 3) Kinderhilfe
568 1) Beer Half 2) Hideyasu Yago (Japan) 1969 3) Sapporo 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 Manufacturers
581 1) Blind Tooling for Book Covers 2) Hiromu Hara (Japan) 1968 3) Heibonsha Publishers
582 1) Symbol of Specially Selected Goods 2) Shigeo Fukuda (Japan) 3) Toyoko Department Store
583 2) Gerard Wernars (Netherlands) 3) Ten Cate
584 2) Robert Miles Runyan (USA)
585 1) Ministry of Light Industry 2) Witold Surowiecki (Poland)
586 1) International Specialty Exhibition 2) Peter Wehe (Germany) 3) Intergastra
587 1) Gold Ribbon Grand Prix of Packaging 2) Daniel Maurel (France) 1969 3) 3M Company
588 1) Children's Clothing Manufacturer 2) Yusaku Kamekura (Japan) 3) Project (Child)
589 1) Textile Industry 2) Alan Peckolick (USA) 3) Klopman Mills
590 1) Mountaineering and Guide School 2) G.Dean Smith (USA) 3) Yosemite Mountaineering and Guide School
591 1) Interior Designer 2) Walter Herdeg (Switzerland)
592 2) Peter Ray (Great Britain) 3) The Turks Head
593 1) Spinning and Weaving Industry 2) Studio Boggeri (Italy) 3) Cantoni
594 1) Fiber Factory 2) Stephan Kantscheff (Bulgaria) 3) Vetreno-Marika
595 1) Synthetic Fiber Manufacturer 2) Heinz Schwabe (Germany)
596 1) Textile Company 2) Curt Dahlen (Switzerland) 1965 3) Rydboholms AB
597 1) Felt for Paper Production 2) Hermann Bongard (Norway) 3) Den Norsks Papitiltfabrik
598 1) Hemp & Linen Dealers 2) Hermann Eidenbenz (Switzerland) 3) Halag
599 1) Tailors' Association 2) Karol Sliwka (Poland) 3) Schneidergenossenschaft
600 2) Romulo Maccio (Algentina) 3) Muestras S.A.
601 1) Dressmaker 2) Olle Eksell (Sweden) 3) Melka AB
602 1) Fabrics for Clothes 2) Josef Autherid (Austria)
603 1) Clothing Shop 2) Herbert Leupin (Switzerland) 3) Andre
604 1) Laundry Service 2) J.Edward Sander Associates (Great Britain) 1963 3) Lyndale Laundries Ltd.
605 1) Synthetic Fiber 3) Teijin
606 1) Medicines 3) Chotaro Arakawa
607 1) Discount Store 2) Randall R.Roth (USA) 1963 3) Discount King
608 1) Boutique 2) Adrian Frutiger (France 3) Boutique du Paris Royal
609 1) Dressmaker 2) Moritz S.Jaggi (Switzerland) 3) Herren-Globus
610 2) Kunstgewerbeschule, Basel
611 1) Hotel 3) Crown Hotel
612 1) Paint Products 2) Dickens Design Group (USA) 3) Cook Paint and Varnish Co. (Kansas City)
613 1) Department Store 2) Yoshio Yahashi (Japan) 3) Keio Department Store
614 1) Products 2) Goetz Neucke (Germany)
615 1) Pharmaceuticals 2) Ayao Yamana (Japan)
616 1) Bakers and Confectioners Guild 2) Hermann Bongard (Norway) 3) The Bakers and Confectioners Guild in Oslo
617 1) Steamship <Oriana> 2) Milner Gray & Design Research Unit (Great Britain) 3) P. & O.Orient Lines
618 1) Packaging Competition 2) Hans-Werner Manko (Germany) 3) Deutscher Packungs-Wettbewerb
619 1) Paper Products 2) Jacques Nathan-Garamond (France)
620 1) Show Signs 2) Crosby/Fletcher/Forbes (Great Britain) 3) British Weeks
621 1) Pen Maker 2) Ernst Roch (Great Britain) 3) Bird Pen
622 1) Design Studio 2) Christine & Ingo Friel (Germany) 3) Studio Freil
623 1) Stationery 2) Hermut Kurz (Switzerland) 3) Fisher
624 1) Design Studio 2) 3) Adrian Loos Design (USA)
625 1) Design Studio 2) Reymond Lee (Canada) 3) Reymond Lee & Assoc. Ltd.
626 1) Show Signs 2) Jupp Ernst (Germany) 3) Symbol for the International Exhibition of Canadian Commercial Art.
627 1) Design Studio 2) 3) Werbegraphik-Ausbildung (Great Britain)
628 1) Union 2) Geo Mayhew (Great Britain) 3) Sign & Display
629 1) Pencil Manufacturer 2) Anton Metchknev (Bulgaria) 3) Hemus
630 2) Åke Carling (Sweden) 3) Svenska Affischteknare
631 1) North Europe Association of Painters
632 1) Training Section of the Building Employers Association 2) Lars Bramberg (Sweden) 3) The Swedish Building Employers Association
633 1) Paint Products 2) Morton Goldsholl (USA) 3) Martin Senour Co.
634 1) Paint Manufacturer 2) Sori Yanagi (Japan) 1961
635 1) Manufacturers of Flexible Tube Containers 2) Steve Madden (USA) 3) Vynite
636 1) Publisher 2) Bruno Binosi (Italy) 3) Project (Arnoldo Mondadori)
637 1) Book Fair 2) Benson Crane (USA) 1971
638 1) Information Center 2) Tadeusz Cialowioz (Poland) 3) Wissenschaftlich-Technisches Informationszentrum
639 1) School 2) Sandgren & Murtha, Inc. (USA) 3) Horace Mann
640 1) Group 2) Andreas Lerner (Germany) 3) Reading Circle
641 1) Church 2) Bill Hyde (USA) 3) Presbyterian Church
642 1) Book Shop 2) Albe Steiner (Italy) 3) Libra
643 1) Book Shop 2) Jost Hochuli (Switzerland) 3) Fehr'sche Buchhadlung
644 1) Pocketbook Store 2) Jost Hochuli (Switzerland) 3) Fehr'scher Buhhandlung
645 1) Library 2) Willam Wondriska (USA) 3)Watkinson Librar
646 3) 1. Prospekt-Wettbewerb 1966
647 1) Shoe Exporter 2) Per Einar Egger (Norway) 3) Joseph Diemand

648 2) Piero Fornasetti (Italy) 3) Ditta Fornasetti
649 1) Publisher 2) June Fraser+Design Research Unit (Great Britain) 3) Hodder Publications Ltd.
650 1) Paper Merchant 2) Eugen and Max Lenz (Switzerland) 3) Lietrantengemeinschaft der Papeteriebranche
651 1) Metal Foundry 2) H. Spiegelberg (Switzerland)
652 1) Welfare Movement in Winter 2) Robert S. Gessner (Switzerland)
653 1) Advertising Agency 2) Morihiko Iwamoto (Japan) 3) Sanko sha
654 1) Restaurant 2) Shigeji Kobayashi (Japan) 1965 2) Hakkai
655-6 1) Electric Bulb Manufacturer 2) A Student of Kungstgewerbeschule Basel 3) Osram Lampen Nn
657 1) Hair Dressing Supplies 2) Alvin Lustia (USA)
658-9 2) Meier Menzel & Gatz (Germany)
660 1) Cutlery Manufacturer 3) Felix Gloria-Werk (the present)
661 1) Metallic Fitting Manufacturer 3) OESCH
662 1) Screw Maker 2) Herbert Leupin (Switzerland)
663 1) Screw Maker 2) A Student at Kunstgewerbeschule, Basel
664 1) Car Repair Workshop 2) Jan Rajlich (Czechoslovakia)
665 1) Electric Appliance and Machinery Industry 3) Toshiba Electric Co.
666 1) Construction Materials 2) Hans Hartmann (Switzerland)
667 1) Film Production 2) Josef Grabner (Switzerland) 3) Filmo
668 1) Electrical Appliance Company 2) Marcel Wyss (Switzerland) 3) Project (Electrolux International)
669 1) Electrical Appliance Company 2) Hansruedi Widmer (Switzerland) 3) Project (Electrolux International)
670 1) Electrical Appliance Company 2) Hans Wydler (Switzerland) 3) Project (Electrolux International)
671 1) Electrical Appliance Company 2) Ernest Witzig (Switzerland) 3) Project (Electrolux International)
672 1) Electrical Appliance Company 2) Otto Kramar (Switzerland) 3) Project (Electrolux International)
673 1) Mark of Quality Standard
674 1) Food Industry 3) Hokuyo
675 1) International Trade Fair 2) Steve Madden (USA) 3) California International Trade Fair
676 1) Industrial Art Exhibition 3) The Prospectus of the Industrial Art Exhibition
677 1) Mineral Water 2) Joseph Binder (Germany)
678 1) Restaurant 2) Adrian Loos (USA) 3) Nine Muses Restaurant
679 1) Advertising Agency 3) Gebr Schellenberg
680 1) Telephone & Telegraph Office 2) Saul Bass (USA)
681 1) Broadcasting 3) RAI
682 1) Chocolate 2) Meier Menzel+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) Alminium Rolling Manufacturer 2) Tom Schell (Canada)
722 1) Paper Products 2) Francis R. Esteban (USA) 3) Scott Paper Company

723 1) Printing Company 2) 3) Lewis M. Allen (USA)
724 1) Chemical 2) Charles Mcmrray+FGomez & Latham Tyler & Jensen Inc., (USA) 3) Archer Daniels Midland Company
725 1) Land Development 2) John R. Rieben (USA) 1971 3) Land Development
726 1) Broadcasting 2) Chris Yaneff+Fred Gotthans (Canada) 3) Rogers Broadcasting Ltd.,
727 1) Trade Commission 2) George Him (Great Britain) 3) Australian Trade Commission
728 1) Electrical Appliances Company 2) Sunwave (Japan) 1964
729 1) Foods (Hawaii Fortune) 2) Peter Graef (USA) 3) Castle & Cooke, Inc.
730 1) Hotel 3) Hotel New Otani
731 1) Gasoline Sales Company 2) Ikko Tanaka (Japan) 3) Kyodo Oil Co., Inc.
732 1) Pharmaceuticals 2) Tsung-Yi Lu (China) 3) Sun Laboratories. Ltd.
733 1) Designer & Associates 2) Thomas Laufer (USA) 3) San Francisco Seven
734 1) Bank 2) Yoshio Hayasi (Japan) 3) Zyoyo Bank
735 1) Bank 2) Yusaku Kamekura (Japan) 1968 3) Taiyo Bank
736 1) Bank 2) Gérard Miedinger (Switzerland) 3) Export Bank
737 1) Milk Company 3) Morinaga Dairy Company (Japan)
738 1) Oil Company 3) Yoshihara Oil Company
739 1) Food Industry
740 1) Electrical Appliance and Machinery
741 3) Ilford
742 1) World Power Conference 2) Yusaku Kamekura (Japan) 3) 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. Sturne (Italy) 3) La Rinascente/UPIM
752 1) Typewriters 2) Giovanni Pintori (Italy) 3) Olivetti
753 1) Beer 2) Raymond Lowey (USA) 3) Asahi Beer
754 1) Real Estate 3) Nomura Real Estate Company
755 1) Broadcasting 2) John Alcorn (USA) 3) CBS
756 1) Rubber Company 2) Tokyo Planning (Japan) 1963 3) Kohshin Rubber
757 2) Hans Schleger (Great Britain)
758 1) Publisher 3) Art Supply
759 1) Pharmaceuticals 3) S.S. Pharmaceutical Company
760 1) Artists' Association 3) Artists Society of Darmstadt
761 Information not available
762 2) Eelco Bos (Netherlands) 3) Hofdrukkerijen Arps & Zoon
763 1) Emblem for a City 2) Walter Herdeg (Switzerland) 3) Symbol for St. Moritz
764 1) Brewer 2) Hans Gaensslen (Austria) 3) Hauck Wien
765 1) Sapporo Winter Olympics 2) Kazumasa Nagai (Japan) 3) The Organizing Committee for the 11th Olympic Winter Games, Sapporo 1972
766 1) International Exposition 2) Ernst Roch (Canada) 3) Montreal International Fair
767 1) Travel Bureau 2) Franc Wilson (USA) 1963 3) Western International Travel
768 1) Consumers Coop 3) Japan Living Cooperation Association
769 1) Artists' Materials 3) Letraset
770 1) Airline 3) Pan American Airlines
771 1) Studio Boggeri (Italy)
772 1) Publisher 3) Kummerly & Frey Bern
773 1) Publisher 2) Walter Herdeg (Switzerland) 3) Map Printing & Publishing House
774 1) Exhibition 2) Martin Gavler (Sweden) 3) Stokholm International Stamp Exhibition
775 1) Golf Tournament 2) Bill Hyde (USA) 3) Lucky International Open Golf Tournament
776 1) International Organization UNESCO 2) Jacques Nathan-Garamond (France)
777 1) International Organization UNESCO 2) Jacques Nathan (France)
778 1) International Fair of Printing and Paper 3) DRUPA (Druck und Papier)
779 1) "World University Library" 3) Heibon Publishing Co.
780 1) World Exposition (USA) 1964
781 1) United Nations Symbol
782 1) International Organization UNESCO 2) Jean Colin (France)
783 1) Calender Products 2) Karl Werner (Switzerland)
784 1) Soap Maker 2) Taiji Kawajiri (Japan) 1952 3) Kao Soap Company
785 1) Spinning 3) Teikoku Cotton Spinning
786 1) Food Industry 3) Nihon Reizo
787 1) Christmas Symbol for Chamber of Commerce 2) Felix Beltran (Cuban) 3) Camara de Comercio
788 1) Publisher 2) Stefan Kantscheff (Bulgaria)
789 1) Air Force Art Program 2) G. Dean Smith (USA) 3) U.S. Air Force
790 2) Chermayeff & Geismar Associates (USA) 3) American Film Institute
791 1) Chemical Industry 2) Takeshi Nakamura & Toshinobu Takeba & Katsuto Ikeda (Japan) 3) Mitsuboshi Belting
792 1) Bank 2) Kazumasa Nagai (Japan) 3) Suruga Bank
793 1) Printing Company 3) 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 Publishers, Inc.
815 1) Symbol for Pavilion at Expo'70 2) Willm Hendrik Crouwel (Netherlands) 3) Netherlands Govermment
816 1) Flour Mill 2) Helmut Kurtz (Switzerland)
817 1) Milk Company 3) Yukijirushi Nyugyo
818 1) Hotel 2) Yusaku Kamekura (Japan) 3) Prince Hotel
819 1) Lighting Company 2) Isamu Noguchi (USA)
820 1) Association for Safety Testing of Automobiles 2) Lars Bramberg (Sweden) 3)The Swedish Association for Safety Testing of Automobiles
821 1) Police Headquarters 3) Kantonspolizei Zürich
822 1) Injection Molding 2) Peter Amos (Great Britain)
823 1) Brassiere Manufacturers 2) Geoffrey Lee (Great Britain) 3) Simcita Ltd.
824 1) Musical Instruments 2) Otl Aicher (Germany) 3) Schlaginstrumentfabrik Johannes Link.
825 1) Concrete Reinforcing Iron 2) Draeger+René Toutain (France) 3) Project
826 1) Hotel 2) Ruedi Külling (Switzerland) 3) Silberkugel
827 1) Pawnbroker 2) Geoffrey Woollard (Great Britain) 3) Claude Jones
828 1) Bus Service 2) Bror B. Zetterborg (Finland) 3) Rautatiekirjakauppa
829 1) National Park Service 2) Chermayeff & Geismar Associatiates (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) Insuraance Agency 2) Kurt Weidemann (Germany) 3) Roland Heiler
844 1) Colored Metal Processing 2) Paul Bühlmann (Switzerland) 3) Verband Schweizerischer Buntmetallwerke
845 1) Automotive Industry 2) Yusaku Kamekura (Japan) 3) Project (Toyota Motor Co.)
846 1) Sale of Homes 2) Toni Goldmark+Clarence Lee (USA) 3) Mililani Town
847 1) Watches 2) Franco Ricci (Italy) 3) Kalos Uhren
848 1) Broadcasting 2) G. Dean Smith (USA) 3) American FM Radio Network
849 1) Scientific Association 2) Hansruedi Widmer+Devico AG (Switzerland) 3) Internationale Union für Geodäsie und Geophysik
850 1) Automobile Manufacturer 3) Bayrische
851 1) Engineering Film Company 2) M.H.Koskela (Finland) 3) Suomen Insinooriliitto
852 1) Saccharine Manufacturer 2) Clar Werburg (Germany)
853 1) Water-wheel Maker 2) Allan Jungbeck (Sweden) 3) AB. Kvarnmaskiner
854 2) Clemente Lagundimao, Jr., (USA) 3) Child Development Center
855 1) Pavilion for EXPO '70 3) Kyowa
856 1) Perfumers 2) Tai-Shing Jiang (China) 3) Yung-Kuang Perfumery Company
857 1) Japanese Film Festival 2) Gerd Leufert (Venezuela)
858 1) Mail-order Sales Company 2) Luis Pals (Germany) 3) Neckermann
859 1) Cutley 2) Richard Shiffer; George Nelson & Co., Inc. (USA) 3) Rek-o-Kut.
860 1) Airline 2) Clarence Lee (USA) 3) Northwest Orient
861 1) Steel Manufacturer 2) Mimmo Castllano (Italy) 3) Italsider
862 1) Bank 2) Shigeo Fukuda (Japan) 1971 3) Iwate Bank
863 1) Decorative Artist 2) MID Design (Italy) 1970 3) Atla Moda
864 1) Loom Manufacturer 2) Crosby+Fletcher/Forbes (Great Britain) 3) Eastman
865 1) Public Relations 2) Adrian Frutiger (France) 3) Information et Entreprise
866 1) Prefecture Symbol 3) Saitama Prefecture (Japan)
867 1) Christian Association 2) Adrian Frutiger (France) 3) Rencontre

868 2) Masanori Matsushima (Japan) 1969
869 1) Steel Manufacturer
870 1) Hotel 3) Grand Palace
871 1) Hotel 2) Lester Beall, Inc. (USA) 3) Hilton Hotel (New York)
872 1) Environmental Engineering Company 2) James D. Gilbert (USA) 3) Water Treatment Corporation
873 1) Telecommunications and Electronics 2) Norbert Dutton+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 Parkhust (USA) 3) Pacific Lighting
890 1) Foundation 2) Gilles Fiszman
891 1) Hotel 2) Gerard Miedinger (Switzerland) 3) Hostellerie Rigi
892 2) Chermayeff & Geismar Assoc., (USA)
893 1) Measuring Instruments 2) Yusaku Kamekura (Japan) 1960 2) Minami Measuring Instruments Industry
894 2) Tetsuo Katayama (Japan) 3) Sun Five Co., Ltd.
895 1) Lighting Products 2) Yusaku Kamekura (Japan) 1966 3) Yamagiwa
896 1) Films Festival 2) Stephan kantscheff (Bulgaria) 3) Direction Cinematographic Bulgare
897 1) Religious Group 2) Walter Landmann (Germany)
898 1) Furniture Manufacturer 3) Movilier International (France)
899 1) Furrier 2) Ilio Negri (Italy) 1970 3) Giancarlo Vergani Pellicceria
900 1) Publisher 2) Bob Noorda (Italy) 3) Vallecchi Editore
901 1) Science Laboratories 2) Erich Buchegger (Austria) 3) Austro-Chematon
902 1) Electric Light 2) Louis Danziger (USA) 3) General Electric
903 1) Clock Company 2) Nick Fasciano (USA) 3) Howard Miller Clock Co.
904 2) Shigeo Fukuda (Japan) 1971 3) Japan Industrial Location Center
905 1) Wire Fencing 2) Romek Marber (Great Britain) 3) Barnards Wire Fencing
906 1) Wire Products 2) Claude Dietrich (Peru) 1971 3) Prolansa Ltd.
907 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Laienhelferwerk Group
908 1)Knitwear Manufacturers 2) Patrick Scott, Signa Limited (Ireland) 3) Irish Double Jersey Association
909 1) Textile Dyeing 2) M. Schneider & Studio Boggeri (Italy) 3) Studio per Industria Tessuti.
910 1) Textile Industry 2) Norman Gorbaty & Ken Kirkwood Agency (USA) 3) Reyflex Textilien
911 1) Fabrics 2) Herb Lubalin (USA) 3) Stevens Fabrics
912 1) Exhibition 2) Peter Wehr (Germany) 3) <Der häusliche kreis>
913 1) Symbol of Rayon Products 2) Yoshitaro Isaka & Keiko Takemura (Japan) 3) Toyo Rayon
914 1) Textiles 2) Chermayeff & Geismar Associates (USA) 3) Burlington Industries
915 1) Textile Designer 2) Ward & Saks Inc. (USA) 3) Jack Lenor Larsen
916 1) Bank 2) Chermayeff & Geismar Associates (USA) 3) United Banks of Colorado
917 1) Food Company 2) Dr. Hahn (Germany)
918 2) Paul Moser (Switzerland) 3) Maschinen AG.
919 1) Embroidery Exporters' Group 2) Otto Krämer (Switzerland) 3) Verband Schweizerischer Stickerei-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 Küng (Switzerland) 3) Albert Ryf
928 2) Théodore Stamatakis (France)
929 1) Chemicals 2) Toru Otsuka (Japan)
930 1) Institute for Industrial Use of Gold 2) Julien Van der Wal (Switzerland) 3) APRIOR
931 1) Business School 2) Ernst Jupp (Germany) 3) Handelsschule
932 1) Transport Company 3) London Transport's
933 1) Heating 2) Havas Conseil (France)
934 1) Electric Motor Manufacturer 2)Pham Phu Oanh(Germany) 3) Heidolph Elektromotoren
935 1) Stock Exchange 2) Sandgren & Murtha, Inc. (USA) 3) American Stock Exchange

936 2) Sandgren & Murtha, Inc (USA) 3) Colt Industries
937 1) Steel Manufacturer 2) Bertil Anderson-Bertilson (Sweden) 3) Project (Svenska Stalpressnings AB.)
938 1) Automotive Industry 2) Yusaku Kamekura (Japan) 3) Project
939 2) Atelier E. U. M. Lenz (Switzerland)
940 1) Telephone System 2) Sandgren & Murtha, Inc. (USA) 3) Trans-Canada Telephone System
941 1) Restaurant 2) Tadashi Ohashi (Japan) 1970 3) Kikkoman Aqua Restaurant
942 1) Importers 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Transglobe Ltd. (Basel)
943 2) Studio Milani (Italy) 3) Ditta Orecchia & Co.
944 1) Automobile Industry 3) DKW Auto Union GbmH
945 1) Design Council 2) Anton Stankowski (Germany) 3) Rat für Formebung
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 Associaters (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/Flethcer/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 (Japa 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 Machin
994 1) Drill Factory 2) Carlo Vivarelli (Switzerland) 3) Twist Drill Works
995 1) Jewish Community Center 2) Robert Peace (USA) 3) The Marin Jewish Community Center
996 1) Tailor 2) Walter Ballmer (Italy) 3) Confezioni Caliumi
997 2) Michael Tucker (Great Britain) 3) Marine Accessory
998 1) Abrasives 2) A. Richard de Natale (USA) 3) Carborundum
999 1) Computer Company 2) Chermayeff & Geismar Associa 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 Dallegret (USA) 3) Dallegret Design Firm
1007 1) Fair 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Mustermesse Basel
1008 1) Optical Equipment Dealer

1009 1) Continuous Business Forms Maker 2) Peter Wildbur (Great Britain) 3) Helicon Systems (Dublin)
1010 1) Sports and Hygiene Exhibition 2) Hans Neuburg (Switzerland) 1961 3) Hyspa (Bern)
1011 1) Printing Ink Manufacturer 2) Kurt Wirth (Switzerland) 3) Druck farben fabrik Arberg
1012 2) Yusaku 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 Tráctála Teoranta
1023 1) Department of Trade and Industry 2) Henry Steiner (Hong Kong) 3) Australian Department of Trade and Industry
1024 1) Pharmaceuticals 2) Takashi Kono (Japan)
1025 1) Joinery 2) Frédéric Riz à Porta (Switzerland)
1026 2) 3) James C. Douglass (Switzerland)
1027 2) Raymond Loewy/William Snaith, Inc. (USA) 3) Norfolk Scope (Virginia)
1028 1) Bank 2) Chermayeff & Geismar Associates (USA) 3) American International Bank
1029 1) Association 2) Yusaku Kamekura (Japan) 3) Project (Japanese Association for the Promotion of Science)
1030 1) Cultural Exchange Association 2) Yusaku Kamekura (Japan) 3) Tozai Cultural Exchange Association
1031 1) Travel Bureau 2) Crosby/Fletcher/Forbes (Great Britain) 3) Global
1032 1) Magazine 2) Giancarlo Iliprandi (Italy) 3) Edit Photo
1033 1) Munich Olympics 2) Gerhard Joksch+Rolf Müller+ Elena Winschermann (Germany) 1969
1034 1) Phototype Shop 2) Walter Landmann (Germany) 3) Photographic Composition Producing Co.
1035 1) Transportation Business 3) Furness NV
1036 1) Copy Machine Maker 3) GP
1037 2) Franz Hermmann Wills (Germany)
1038 1) Fruit Grower and Shipper 2) Sandgren & Murtha, Inc. (USA) 3) United Fruit
1039 1) Pavillion for Expo' 67 2) Alistair Justason, Stewart & Morrison Ltd. & Hans Kleefeld (Canada) 3) Province of Ontario Government
1040 2) Gerard Ifert (France) 3) International Word & Picture Agency
1041 1) Social Club 3) Mikado (Japan)
1042 1) Symbol for a Special Issue of a Magazine 2) Franco Grignani (Italy) 3) Advertising in Italy
1043 1) Committee 2) Louise E. Jefferson (USA) 3) Womens Africa Committee 4) Certificate of excellence in Trade Marks U.S.A. Exhibition 1964
1044 1) Paper Manufacturer 2) Karen Munck (Great Britain) 3) Van Gelder Papier
1045 2) Kurt Weidemann (Germany)
1046 1) Box Manufacturer 2) Siegfried Odermatt (Switzerland) 3) E. H. Schelling & Co.
1047 1) Film Company 2) Hess And/Or Antupit (USA) 3) Perfect Film Corp.
1048 1) Design Studio 3) Walter Bangerter (Switzerland)
1049 1) Art School 2) Helmut Lortz (Germany) 3) College of Fine Arts (Berlin)
1050 1) Orchestra 2) Ernst Roch (Canada) 3) Montreal Chamber Orchestra
1051 1) Home Designer 2) Anton Stankowski (Germany) 3) Planen und Wohnen
1052 1) Construct ion Company 2) Anton Stankowsky (Germany)
1053 1) Air Conditioner Manufacturer 2) Anton Stankowsky
1054 1) Design Studio 2) Kristian Vedel (Great Britain) 1965 3) Danasco Ltd.
1055 1) Paper Products 2) Dickenus Design Group (USA) 3) Nekoosa-Edwards Paper Co.
1056 1) Pressed and Rolled Metals 2) A. G. Fronzoni (Italy) 1957 3) Orma (Brescia)
1057 1) Wrapping Paper Company 2) Susumu Kimura (Japan)
1058 1) Dentistry 2) Herbert W. Kapitzki (Germany)
1059 1) Printing Company 2) Walter Bangerter (Switzerland) 3) Walter Nievergelt
1060 2) Kristjan Kristjansson
1061 2) Ablam Games (Great Britain) 1961
1062 1) Safety Compaign 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 Dallegret (USA) 3) Aspen Design Conference
1080 1) Development and Construction 2) Ward & Saks Inc. (USA) 3) Steel Properties
1081 1) Private Symbol 2) Jim Miho & Tomoko Miho (USA) 1972 3) David Hyun (Architect)
1082 1) Packaging Systems 2) Sandgren & Murtha, Inc. (USA) 3) Packaging Systems Corporation
1083 1) Data Processing Company 2) James D. Gilbert (USA) 3) Electric Data Processing
1084 1) Ski Maker 2) Gan Hosoya (Japan) 3) Asia Ski 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 Brittain) 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) Vereiningung 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 Glashüette
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) Spectra Graphics
1117 1) Publisher 2) Daniele Baroni (Italy) 1968 3) Mondadori
1118 1) Accident Insurance 2) Georges Wicky (Switzerland) 3) Vaudise Accident Insurance
1119 2) Giulio Confalonieri (Italy) 1970 3) Nepentha
1120 1) Water Conditioning Equipment and Services 2) Charles Macmurray, Latham Tyler Jensen Inc. (USA) 3) Culligan, Inc.
1121 1) Fiber Manufacturer 3) Chogin Co., Ltd.
1122 1) Exposition Pavilion 2) Gerd Leufert (Venezuela) 3) Venezuelan Pavilion, New York World's Fair
1123 1) Society for Relief of Exiles 2) Helmuth Kurtz (Switzerland)
1124 1) Blood Supply Service 2) Hans Hartmann (Switzerland) 3) Blutspendedienst Rotes Kreuz
1125 1) Broadcasting 2) G. Woldemar Hörnig (Germany) 3) Süddeutscher Rund funk
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 Denshi Kogyo Co., Ltd.
1173 2) Anton Stankowski (Germany) 3) Standard Elektrik Lorenz
1174 1) Publicity Campaign for an Exhibition 2) Grete Troost (Germany) 3) Deutschen Messen
1175 1) Design Studio 2) 3) Sandgren & Murtha, Inc. (USA)
1176 1) Engineering 2) Luc Van Malderen (Belgium) 3) Project
1177 1) Publisher 2) Ludvik Feller (Czechoslovakia) 3) Ceslosiovensky Spisovatel
1178 1) Private Symbol 2) Arnold Saks, Inc. & Tomas Nittner (USA) 1971
1179 2) June Fraser & Design Research Unit (Great Britain) 3) Marler Haley (Barnet) Ltd.
1180 1) Stocking Manufacturer 2) Stephan Kantscheff (Bulgaria) 3) Fasan
1181 1) Electrical Products 2) Hiromu Hara (Japan) 3) Shintoku
1182 2) Hans Hurter (Switzerland) 3) Viscose Suisse, Emmenbrücke
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 (Switzerland) 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/Europport
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) Yukenboeki
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) Geoge Tscherny (USA) 3) Robert Zeidman Assoc. Inc.
1238 1) Communication Center 2) Felix Beltran (Cuba) 3) Project
1239 1) TV Company 2) Anton Stankowsky (Germany)
1240 1) Plumbing Fixtures 2) Porter, Goodman & Cheatham (USA) 3) Price Pfister
1241 1) Coal and Steel Organization 2) Saarbrücker Drükerei und Verlag, GmbH (Germany) 3) Haute Autorité de la Communauté Européenne du Charbon et de l'Acier, Luxembourg
1242 2) Peter Bradford (USA) 3) Travel Wholesalers
1243 1) Association for Blind People 2) Dixon & Parcels Associates Inc. (USA) 3) National Industries For the Blind (New York)
1244 1) Design Studio 2) Francois Dallegret (USA) 3) Current Dallegret
1245 1) Electronics 2) Betriebseigener Entwurf 3) Univac, Sperry Rand AG.
1246 2) CBC, Milano (Italy)
1247 2) Giovanni Pintori (Italy) 1969 3) Sitri
1248 1) Design Studio 2) Olle Eksell (Sweden) 3) Olle Eksell Design AB
1249 2) Yvon Laroche & Pierre-Yves Pelletier (Canada) 3) Laplante & Langevin
1250 1) Basel Exhibition 2) Ferdi Afflerbach (Switzerland) 1969 3) Komitee Basler Tag
1251 2) Serge Defradat (France) 1968 3) Photogay
1252 1) Furniture Manufacturer 2) Walter Ballmer (Italy) 1946 3) Möbelfirma
1253 1) Gas Company 2) Michel Waxmann (Belgium) 3) SOMALGAZ (Algeria)
1254 1) Design Group 2) David Wire+Allied Industrial Designers Ltd. (Great Britain) 3) Allied Industrial Designers Ltd.
1255 1) Artists' Association 2) Stephan Kantscheff (Bulgaria) 3) Union of Bulgarian Artists and Painters
1256 1) Theater 2) Ludvik Feller (Czechoslovakia) 3) Theater Workshop
1257 1) Food Vending Service 2) Dickens Design Group (USA) 3) Canteen Corporation (Chicago)
1258 1) Pharmaceuticals 2) Gerald Bern (Canada) 3) Gilson Pharmaceuticals
1259 1) Exhibition of International Office Equipment 2) Agence Gerete Publicité (France) 3) Salon International de l'équipment de Bureau
1260 1) Precision Instruments Manufacturer 2) Hans Kasser (Switzerland)
1261 1) Publisher 2) Toru Otsuka (Japan) 1965 3) Sukenshuppan Co.
1262 1) Printing Company 2) Hans Schlenger (Great Britain) 3) Helois
1263 1) Competition Entry for Selection of EXPO '70 Mark 2) Hiroshi Ueda+Osamu Furumura (Japan) 1969
1264 2) Wayne E. Hallowell (USA)
1265 1) Industry 2) Karol Sliwka (Poland)
1266 2) Tadeusz Petrzyk (Poland) 3) Telimena Modehouse
1267 2) André 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+Swijsenbeek (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 Dokonaly Vyrobek
1288 1) Instrument Maker 2) Eckstein-Stone, Inc. (USA) 3) Dusal Instrument
1289 1) Council for Higher Education 2) Primo Angeri (USA) 3) California Council for Higher Education
1290 1) Highway and Street Planning Office 2) R. Nelson+W. Bartch & Associates (USA) 3) George W. Barton & Associates
1291 1) Trading Company 2) Gerd Leufert (Venezuela) 3) Ximenez Hnos
1292 1) Trading Company 2) Marcel Wyss (Switzerland) 3) Steiner
1293 1) Elevator Manufacturer 2) Howard York (USA) 1970 3) National Elevator Cab & Door Corp.
1294 1) Trade Promotion Office 2) Roger-Virgil Geiser (Switzerland)
1295 1) Travel Bureau 2) Michel Olyff (Belgium) 3) Organisatio de Voyages
1296 1) Bus Company 2) Malcolm Gear (USA) 3) Short Line Bus Co.
1297 2) Günther Murr (Germany)
1298 2) Herbert W. Kapitzki (Germany) 3) Regional Trade Office of Baden-württemberg
1299 1) Furniture 2) Jacques Nathan-Garamond (France) 3) Wagner (Paris)
1300 1) Salt Manufacturer 2) Ferdi Afflerbach (Switzerland) 3) Vereinigte Schweizerische Rheinsalinen
1301 1) Airfreight Forwarders 2) Richard Geiger+Signa Ltd. (Ireland) 3) Aerlod Teoranta
1302 3) International Council of Foods Distribution
1303 1) Tool Manufacturer 2) Hans Neuburg (Switzerland)
1304 1) Design Studio 2) Pino Tovaglia (Italy) 1970 3) Associazione Per il Disegno Industriale
1305 1) Export Council 2) Negus Sharland (Great Britain) 3) British National Export Council
1306 1) Box Manufacturer 2) Cook & Shanosky (USA) 3) Rite Box Manufacturing Co.
1307 1) Travel Bureau 2) Kurt Wirth (Switzerland) 3) Swiss Travel Bureau
1308 1) Industry 2) Walter Sauer (Germany)
1309 1) Bank 2) Anthony Paneth (USA) 1969 3) Roosevelt Savings Bank
1310 1) Electric Products Maker 3) Crown
1311 1) Glasses (Japan)
1312 1) Architect's Office 3) 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 Gaensslen (Germany)
1321 1) Business Machine Manufacturer 2) Tokyo Yarakasu Kan (Japan) 1961 3) Copiya
1322 1) Work for Graduation Exhibition 3) Asagaya Art School
1323 2) Werner Rinke (Germany)
1324 2) Hans Neuburg (Switzerland) 3) Jean Oertli
1325 1) Freight Forwarder 2) Olof Eriksson (Finland) 3) Finlands Biloch Transportarbetarnas Föbund
1326 2) Roberg Sessler (Switzerland)
1327 2) Frank Wagner (USA) 3) Project
1328 2) Roberg Carbonnelle (Belgium) 3) Jacquet
1329 1) Electronics Materials 2) Jacques Nathan-Garamond(France)
1330 Information not available
1331 1) Chemical Industry
1332 Information not available
1333 1) Railroad 2) Josef Slobosz (Poland) 3) Poland Railroad
1334 1) Telephone Company 2) Ernst Roch (Canada) 3) The New Brunswick Telephone Co.
1335 1) Social Services 2) Eugen and Max Lenz (Switzerland) 3) Büro für Werbung, Organisation und Sozial Probleme (Zurich)
1336 2) Rosmarie Tissi+Atelier S. Odermatt (Switzerland) 3) Sonja Henie-Niels Onstad Foundations (Norway)
1337 1) Electrical Contractors 2) Larr Klein (USA)
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) Dentsu (Japan) 1965 3) Tokai TV
1348 1) Broadcasting 2) Yusaku Kamekura (Japan) 3) Sendai Broadcasting
1349 Information not available
1350 1) Broadcasting 2) Tom Carnase+Roger Ferriter+Len Johnson (USA) 3) Metromedia
1351 1) TV Broadcasting 2) Clemente Lagundimao. Jr. (USA)
1352 1) Symbol for Exhibition (Exhibition Two) 1969 3) Creative Photography Gallery
1353 1) 21 Century Books 3) Shufu to Seikatsu Sha
1354 1) Golf Club 2) Kohei Miura (Japan) 1971 3) Project
1355 2) Gonzalez Ruiz & Shakespear (Argentina)
1356 2) 3) James C. Douglass (Switzerland)
1357 1) Design Magazine 2) Lubalin, Smith, Cornase (USA) 3) Graphis Magazine 25th Anniversary

1358 3) Enfield and Edmonton Art Circle
1359 1) Advertising Agency 2) Lubalin, Smith, Carnase (USA) 3) Young & Rubicam
1360 1) Antique Dealer 2) John and Mary Condon, New York, (USA) 3) Antiques 3 Inc.
1361 1) Bank 3) Daisan Mutual Finance Bank
1362 1) Chemical Goods, Graphic Systems etc. 2) Gerald Stahl Associate (USA) 3) 3M Company
1363 1) Typewriters 2) Florence Bezrutczyk (USA) 3) Olivetti Underwood Corp.
1364 1) Publisher 2) Giancarlo Iliprandi (Italy)3)Reader's Digest
1365 2)3) James C. Douglass (Switzerland)
1366 1) Construction Company 2) Mimmo Castellano (Italy) 3) Dioguardi
1367 1) Taxi Company 2) Peter Billiger (Switzerland) 3) Funk Taxi AG.
1368 2) 3) James C. Douglass (Switzerland)
1369 2) 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) Aiberto Longhi (Italy) 3) 8th Exhibition of Italian Furniture
1382 1) Television Broadcaster 2) Yusaku Kamekura (Japan) 1958 3) Fuji TV
1383 1) Television Broadcaster 2) Yoshio Hayakawa (Japan) 1965 3) Kansai Telecasting Corp.
1384 1) Photographic Film 3) Fuji Photo Film
1385 1) TV Broadcaster 2) Mike Shenon+Richard Luppi (USA) 3) WOR-TV
1386 1) Private Symbol 2) Kyuyo Kajino(Japan)1968 3)Kyuyo Kajino
1387 1) Design Studio 2) Don Shanosky (USA) 3) Graphic Directions Inc.
1388 2) Walter Landmann (Germany) 3) Männer und Märkte
1389 1) Design Studio 2) Hayao Izuhara (Japan) 1970 3) Hights House
1390 1) Printer's Type Foundry 2) Carl Brett (Canada) 3) Howath & Smith Monotype Ltd.
1391 1) Design Studio 2) Tom Daly+Peter Max (USA) 3) Daly & Max Ltd.
1392 1) Photo Studio 2) Kohei Miura (Japan) 1971 3) Masaaki Kobayashi
1393 1) Printing Company 2) Norishige Sugiura (Japan) 3)Soubunsha
1394 1) Publisher 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Ronold Whiting & Wheaton Limited (London)
1395 1) Printing Company 2) Masami Sakuma (Japan) 1970 3) Futaba Printing Co.,Ltd.
1396 2) Chermayeff & Geismar Assoc. (USA)
1397 1) Illustration for Advertising 3) ABC (Bern)
1398 2) Giulio Confalonieri (Italy) 3) Total
1399 2) Crawford Dunn (USA) 1971 3) Faxon
1400 1) Hospital 2) Gips & Danne (USA) 3) Beekman Downtown Hospital
1401 1) Container Manufacturer 2) Don Marvine+Latham Tyler Jensen Inc. (USA) 3) Ekco Containers Inc.
1402 1) Maritime Shipping 2) Marcel Wyss (Switzerland) 3) Schweizer
1403 2) Takashi Kono (Japan) 3) Tokamachi Weavers Association
1404 1) Drum Festival 2) Mark Zeugin (Switzerland)
1405 1) Fair 2) Robert Geisser (Switzerland) 3)Schweizer Messe für Milch und Landwirtschaft
1406 1) Bank 2) Willi Wermelinger+Geroldswil ZH (Switzerland) 3) Swiss Credit Bank
1407 1) Preventive of Tuberculosis Campaign 3) Liga zur Tuberkulose-Bekmpfung
1408 1) Emblem 2) Armin Hofmann (Switzerland) 1958 3) Swiss Hotelkeepers' Association
1409 1)Association for Relief of Seamen 2)Erwin Krubeck (Germany)
1410 1) Social and Charitable Institute 2) Otto Treumann (Netherlands) 3) Jewish Social and Charitable Institute
1411 1) Travel Bureau 2) Geoffrey Hart Associates (Great Britain) 3) Travelscene Ltd.
1412 1) Medical Society 2) Gunmaelius 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 Ehrensperger
1424 1) Hotel 2) Gérard Miedinger (Switzerland) 3) Continental Hotel
1425 1) Restaurant 2) Piero Fornasetti (Italy) 3)Ditta Fornasetti
1426 2) Davib Pelham (Great Britain)

1427 1) Designers Association 2) Eita Shinohara+Yasuhumi Miyake+Tadasu Fukano (Japan) 1966 3)Japan Typography Association
1428 1) Private Symbol 2) Makoto Wada (Japan) 1969 3) Shinichi Kusamori
1429 1) Design Studio 2) Shigeru Akizuki (Japan) 1967 3) Design Office Akizuki
1430 2) Hiromu Hara (Japan) 3) The Nihon Keizai Press
1431 1) Fats and Oil Mill 3) Mipon Yushi
1432 1) Bank 3) Yasuda Trust Bank (Japan) 1925
1433 3) Shiroishi Kisokoji
1434 1) Construction Company 3) Ohbayashigumi
1435 1) Electrical Products 3) Ishimal Electric Co.
1436 1) Art School
1437 1) Symbols for EXPO'70 2) Shigeo Fukuda (Japan) 1967 3) Project
1438 1) Insignia of Political Party 2) Hiroshi Ochi (Japan) 3) Komeito (Clean Government Party)
1439 1) Machinery Manufacturer 3) Komatsu
1440 1) Department Store 2) Hakuhodo (Japan) 1962 3) Odakyu
1441 1) Trading Company 2) Hideyuki Oka (Japan) 3) Osawa Shokai,Ltd.
1442 1) Spinning Company 3) Daiwa Spinning Co., Ltd.
1443 1) Publisher 3) Shokokusha
1444 1) Prefecture Symbol 3) Iwate Prefecture
1445 1) Wedding Hall 2) Masayoshi Matsushima (Japan) 1967 3) Juhoden
1446 1) Restaurant 2) Takashi Kono (Japan) 3) Fukuoka Fugetsudo
1447 1) Paper Manufacturer 3) Takeo Paper Co.,Ltd.
1448 1) Art School 3) Suidobata Art School
1449 1) Magazine 2) Yasaburo Kuwayama (Japan) 1964 3) Kyoku Group
1450 1) Retail Store 2) Yoshio Hayakawa+Takao Yamada (Japan) 1966 3) Mon
1451 1) Joiner 2) Yasaburo Kuwayama (Japan) 1962 3) Kuwayama Fittings
1452 1) Private Symbol 2) Makoto Wada (Japan) 1968 3) Tadahito Nadamoto
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1454 1) Food Industry 3) Nichiro Gyogyo
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1456 1) Bank 2) Hiromu Hara (Japan) 3) Chukyo Mutual Finance Bank
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1459 1) Designers' Association 2) Wan-Chung Kuo (China) 3) China Designers Association
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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.
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1464 1) Publisher 3) Bungeishuniju
1465 1) Confectionery 2) Katsuyuki Sumi (Japan) 3) Confectionery Umenosono
1466 1) Pharmaceutical 2) Suzaki Design Office (Japan) 1960 3) Banyu Pharmacy
1467 1) Advertising Agency
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1469 1) Iron Work
1470 1) Printing Company 3) Toseisha
1471 1) Bed Manufacturer 3) France Bed
1472 1) Governmental Tobacco Products Enterprise 2)Toyoomi Takahashi (Japan) 1952 3) Japan Monopoly Corporation
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1474 1) Cigarette Brand 2) Isao Kodama (Japan) 1967 3)Japan Monopoly Corporation
1475 1) Electrical Company 3) Furukawa Electric Co.
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1480 1) Design Studio
1481 1) Private Symbol 2) Kyuyo Kazino (Japan) 1965 3) Nagae Nancy
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1492 1) Art Gallery 2) Ryuichi Yamashiro (Japan) 1970 Yoshii Gallery
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1500 2) Yasaburo Kuwayama (Japan) 3) Project (Tokyo Confectioners Union)
1501 1) Bank 2) Shigeru Ishikawa (Japan) 1962 3) Kobe Bank
1502 1) Sake Brewer 2) Takeshi Ohtaka (Japan) 3) Nadaman
1503 1) Edible Seaweed Retailer 3) Yamamotoyama (Japan)

(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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