

Bruce BECK

Bruce was a member of our Chicago conversation panel where he commented that "despite all the hair on the faces around here, I've been here longer than anybody. I really never thought of being anywhere else. It's a fine place, and I have a sense of belonging in the Middle West that I don't think I would have anywhere else. It seems to offer the challenges or the hope of challenges that you could find anywhere. It also offers all the frustrations."

A native of Illinois, born in Harvard, Bruce attended Cornell College where he received a B.A. in English Literature. This was followed by studies at the Institute of Design. His early career included experience as an art director of a printing house, agency art director and director of several design offices. In 1954 he established his own office, as a consultant in graphic design, packaging and corporate design programs. One of the best known and often-awarded Chicago designers, he is past president of the Society of Typographic Arts and the Midwest Chapter of the Package Designers Council. He is also a former vice-president of the International Design Conference at Aspen. He has been a lecturer at University College, University of Chicago and guest instructor in packaging at the Institute of Design, Illinois Institute of Technology.

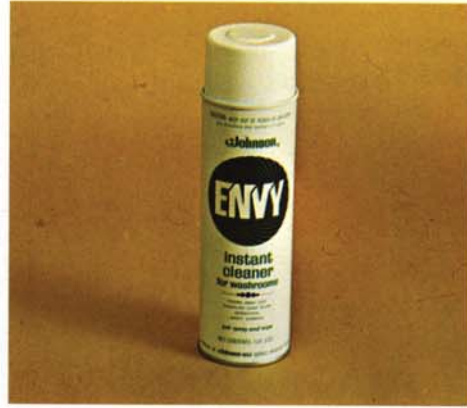
Annual report for Weil-McLain Company, Inc.

Two of a series of packages for Johnson Wax.

Brand packaging for NAPA, auto parts distributing organization.

Below: packaging for Bauer & Black, Kendall Co.



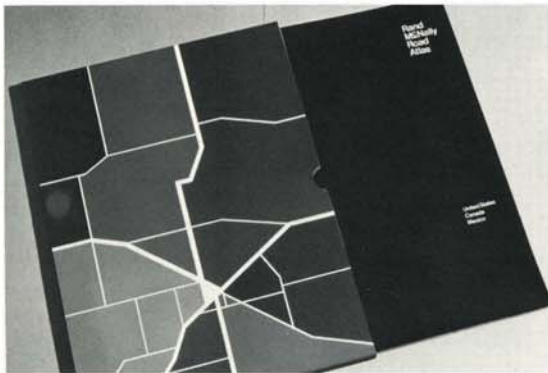


BRUCE BECK

One of a series of packages for Topco, a national food cooperative.

Below: special atlas covers and slipcases for Rand McNally & Company.

Five of a series of ads for Rand McNally, written, designed and photographed by Bruce Beck.



"26 miles to Interstate 88,
turn off at Exit 6,
go north on Route 14..."
It's a language learned young
in a nation of travelers
who read their course from a road map
and plan vacations in an atlas.
At Rand McNally, the knowledge and skill
required to make our road maps and atlases
clear and accurate are very special capabilities.
Though we are always up-dating and revising,
once in a while someone still gets lost.

RAND McNALLY
publishers
book manufacturers
mapmakers



would you
believe
coast to coast?



As a matter of fact, that ticket or form (or wallet) will carry you almost anywhere—with luggage. Rand McNally produces folders, book maps and tickets like this for almost every major airline. Our ticket division has developed special skills, experience and a reputation for dependability through serving all elements of the transportation industry—air, rail and bus. Who else would know so much about places to go? **Rand McNally**, publishers, book manufacturers, mapmakers.

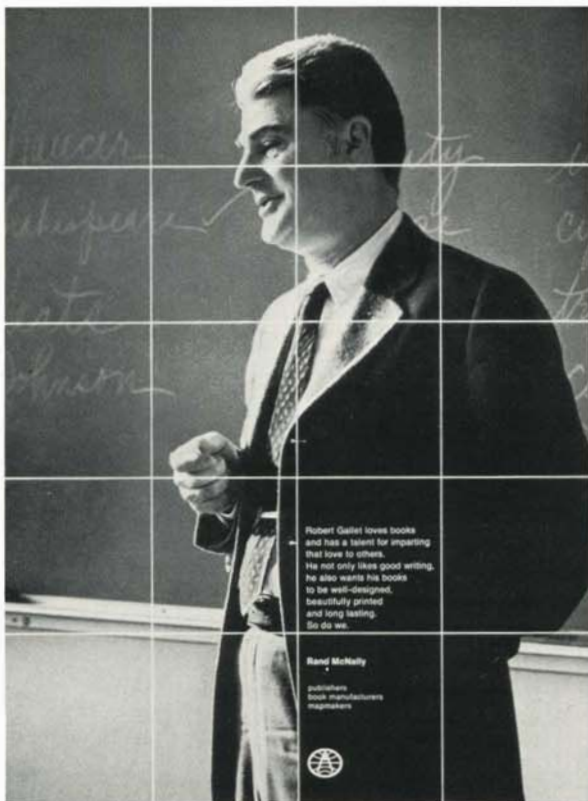


without a map!



Rand McNally prints, binds and produces folders, book maps, itineraries, transportation books of every description for America's leading publishers. Many editors' single maps. Plus another grand contribution to the book manufacturing profession. Equally important is our expertise for postal and express shipments.

Rand McNally, publishers, book manufacturers, mapmakers.



Robert Gattel loves books and has a talent for imparting that love to others. He not only likes good writing, he also wants his books to be well-designed, beautifully printed and long-lasting. So do we.

Rand McNally
publishers
book manufacturers
mapmakers



This is a teaching machine. Composed of the finest printed circuits but completely non-electronic. It has been produced in its present form for more than five hundred years and is still man's most successful device for bridging space and time to connect one thoughtful mind with another. Our educational division continually develops and publishes many different models for high school and college students in the fields of history, economics, social studies and geography. Absolutely guaranteed against mechanical failure.

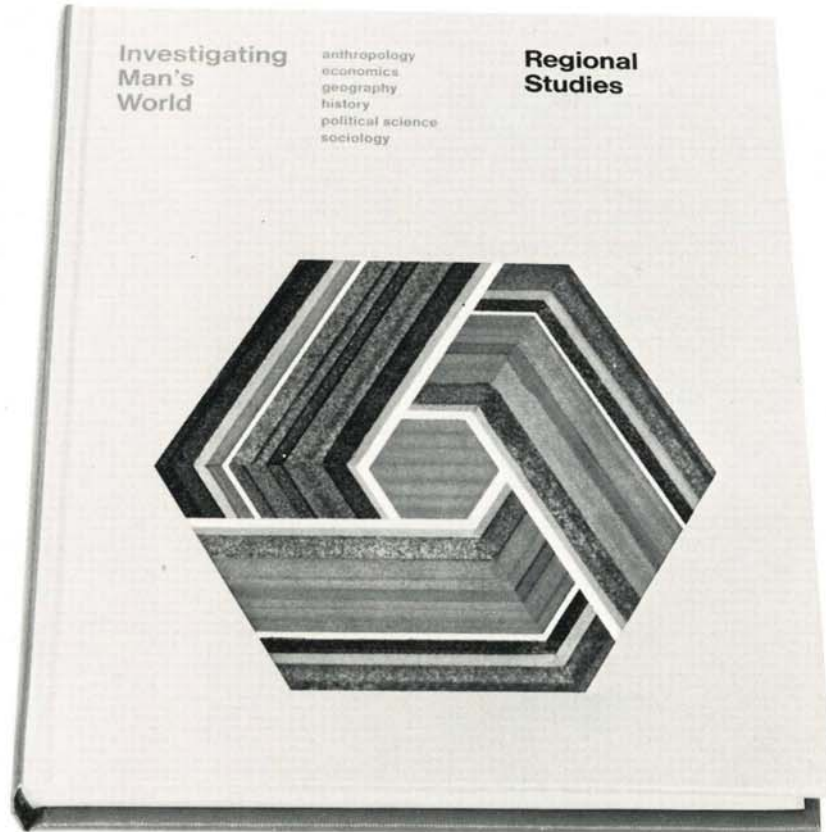
Rand McNally, publishers, book manufacturers, mapmakers.



ac hum, ac click, ac bliak.



"Investigating Man's World" is a program of multidisciplinary studies developed by Scott, Foresman. It is a conceptually structured approach to the social sciences, designed to create more understanding and meaning for the subjects by exploring the complex interrelationships of geography, history, anthropology, economics, political science and sociology. Presentation of the material is by simulating the methods of each of these disciplines. Relating them would seem to promote inquiry and evaluation or, in effect, teach the investigation and learning process rather than just the assimilation of facts that has been a typical approach in education. The book shown here, part four of the program, was designed by the Design Partnership, Bruce Beck, Howard Blake and Henry Robertz working in joint venture for special projects of this scope. Many systems of relationship and orientation had to be conceived to organize the material. A color code, for example, was assigned to each discipline, red for anthropology, orange for sociology, etc. Consistent position and typographic style was established for unit divisions, headings and marginal outline notes. Application of a grid system not only enhanced the orientation of the reader, it established a workable discipline for the great number of people involved in a project of this size.



CONCEPT:

PERSONAL INCOME

In what kind of economic region, based on personal income per capita, is your state?

One way to study similarities and differences among states or regions of states is to examine the personal income per capita of each state. Some states have high personal income per capita. Other states have low personal income per capita. An economic region of states is formed when the personal income per capita of two or more states is more or less the same.

To understand personal income per capita, study the facts below. To find out how the 50 states rank in personal income per capita, study the facts on the next page.



Per Capita Income of a Class		
Pupils	Allowance	
1 pupil	\$2.00	$1 \times 2.00 = \$ 2.00$
10 pupils	1.50	$10 \times 1.50 = 15.00$
15 pupils	1.00	$15 \times 1.00 = 15.00$
6 pupils	.50	$6 \times .50 = 3.00$
2 pupils	.25	$2 \times .25 = .50$
1 pupil	.20	$1 \times .20 = .20$
35 pupils		\$35.70 Total Income
	\$ 1.02	income per capita
	35/\$35.70	

Understanding
Personal Income
Per Capita

Suppose there are 35 pupils in your class. Each of them receives a weekly allowance for the work he does at home. Do all pupils receive the same amount?

What is the amount of weekly income per pupil? This might be called the weekly personal income per capita of the class. Per capita are Latin words which mean by head or for each person.

To find out the personal income per capita for the class, you must first find out the total class income for one

week. You would get this total by adding the weekly allowances of John, Bill, Mary, and all your other classmates. Take this sum and divide it by the number of classmates. The answer you get will be the average amount of money that each pupil receives, or the personal income per capita for the class for one week.

Do some pupils in the class receive more money each week than the average income per capita? Do some receive less? Does anyone receive exactly the average amount of income?

UNIT ACTIVITIES:

Working as a geographer



Thinking as a geographer

- Which of the following things would you be likely to see in the urban areas of your state? Which would you see in the rural areas? (a) houses with small yards, (b) houses with big yards, (c) gravel roads, (d) many schools, (e) roadside fruit and vegetable stands, (f) farms, (g) sidewalks. Make a list of some other things you would see in each area.
- Are all the people who live in rural areas farmers?
- If you were going to build a factory that manufactures farm machinery, what would you look for when choosing your factory's location?
- If you were going to buy a farm in your state, what crops or livestock might you decide to specialize in?

Investigating as a geographer

- Look in the Human Geography Facts to see where your state ranks in population



- density. Is your state one of the ten most densely populated states in the United States?
- In what part of the United States are the most sparsely populated states? Locate the ten most sparsely populated states on maps in the Atlas. Why are these states sparsely populated? Are they located where much of the land is rough? Are they very cold much of the year?
- What things do the most densely populated states have in common? Study the Human Geography Facts and the Atlas to find your answer.
- Is there a Standard Metropolitan Statistical Area in every state? Look in the Human Geography Facts.

Examining a foreign state:
Tochigi, Japan.
Asia

Japan has 46 prefectures, which are units of government similar to states in the

United States. One of these prefectures is Tochigi. It is in one of Japan's chief farming areas. The main crop is rice, grown in flooded fields called paddies. Farmland is scarce in Tochigi, so a farmer does not waste space. He plants rice right up to his door. If his land is hilly, he cuts steps into the hills and plants crops on each step, or terrace.

On a map of Japan, you can see that most of the nation is mountainous. Is much of the land good for farming?

To understand the size of the farms in Tochigi, compare them with farms in the state of Montana. The state of Montana is a little larger in size than the nation of Japan. In Montana, most of the farms cover 1,000 acres or more. In Japan, most farms cover about two acres. Japan's population is 98 million. Montana's is less than one million.

Is it possible for Tochigi's small farms to produce enough food for its huge population?

CONCEPT:

EVENTS IN COMMON

Did all of the cantons of Switzerland become part of the nation at the same time?



Flag of Switzerland

Like the states of the United States, the cantons of Switzerland did not all become part of the nation at the same time. In the year 1291, people from three mountain areas met beside Lake Lucerne and took an oath to protect one another. These areas, Uri, Schwyz, and Unterwalden, formed the first three cantons of the Swiss nation. Later, people in areas around the first cantons formed other cantons and joined the nation. Around these newer cantons, still others were formed at later times. Today, there are 22 cantons in Switzerland.

Did the first three cantons of Switzerland have a coastal location, like the location of the first states of the United States? Do the cantons that were admitted to Switzerland during each time period form regions of cantons? What is the relative location of the other regions to the original region of cantons?

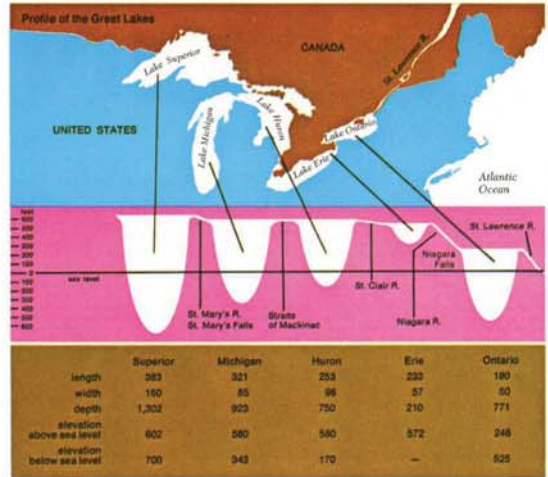
Switzerland—Historical Regions



Key
 Three original cantons 1291
 Joined confederation from 1332-1353
 Joined confederation from 1481-1513
 Joined confederation from 1803-1815

scale of miles 0 20 40
 1 inch equals 40 miles

306 Study of a Foreign Region: History/Concept: Events in Common



Facts that help geographers understand the size of the Great Lakes

The profile, or side view, of the Great Lakes and the table show many things about the size of the lakes. Compare the length, width, and depth of the lakes. Which one is the longest? Which one is the shortest? Which one is the widest? Which is the most narrow?

Which lake is deepest? Which one is most shallow? How much lower in elevation is the surface of Lake Huron than Lake Superior? How does Lake Ontario differ from Lake Superior in size and in depth? Which two lakes are most alike in size? Which are most different?

340 Study of a Functional Region: Physical Geography/Concept: Natural Setting

A STATE'S NATURAL SETTING IS A FACTOR IN ITS HISTORY

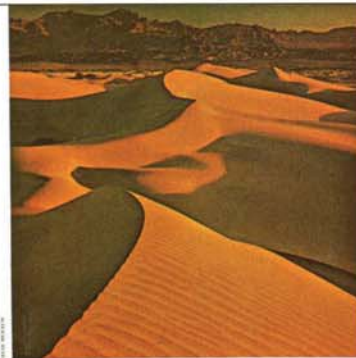
The natural setting is a factor in the history of every state. It may have been a factor in the growth of a state's population or the kinds of occupations that are carried on in that state.

The history of California is an example of the way a state's history can be related to its natural setting. The natural setting of California differs widely from place to place. It is made up of mountains, plains, and rolling hills. It has forests and deserts. It has fog in some places, and sunshine in many other places. Some places in California are cool and moist, and others are hot and dry.

In the early 1900's moviemakers were attracted by the natural setting of California. They wanted to make use of the sunny climate and different kinds of scenery for their films. In California, the moviemakers could find many kinds of scenery that looked like places in other parts of the world.

The motion-picture industry has continued to be important in Southern California. Hollywood is still the motion-picture capital of the world. The picture below shows a movie being filmed in California. The moviemakers are taking advantage of the natural setting.

Has the natural setting of your state been an important factor in its history?



The climate and natural vegetation of California differs widely from one place in the state to another. Death Valley is very hot and dry. It receives less than two inches of precipitation each year. Only a few desert shrubs grow in this area.

In the redwood forests along the northwestern coast of California, it is very cool and moist. Precipitation averages almost 80 inches each year. The forest floor is thick with ferns and mosses.



168 Study of a State: History/Concept: Natural Factors