



## David L. BURKE

One of our Chicago design panelists, David grew up on the East Coast and arrived in Chicago via a circuitous route. He graduated from Colby College in Maine with a B.A. in Fine Arts and then did three years in the Air Force as a liaison officer in Germany. After brief but diverse employment as a bartender, ski instructor, real estate salesman, copywriter and advertising manager, he opened a design office in San Francisco in 1962.

Five years ago, as he recalled, "stopping off on my way to the East Coast," he found Chicago to his liking. "It's really quite a terrific town. It's very generous in many ways, and a comfortable place to work. I live in the country, just a 35-minute commute, and enjoy a life style that I couldn't have in any other city that I'd be willing to work — which is New York. Chicago is frankly where it's happening right now, certainly where the turmoil of the country is overflowing. It's a fascinating, gutsy place, and it's explosive. This is really grass roots America and there's nothing effete about it."

Burke and his staff operate in all areas of design; graphic, package, exhibit, product and interior, and he has accumulated an impressive volume of awards from all the major Midwest and national exhibitions.

*Left: trademarks for Urban Research Corporation; Water Systems Council; Kovler Gallery; B. R. Starnes Company (design and construction); Teleflex Corporation (diversified light industries); The Hershey Corporation.*

*Right: business card for Dick Krueger, photographer.*

*Trademark for a printing company owned by an American and a Swiss is always accompanied by the slogan.*

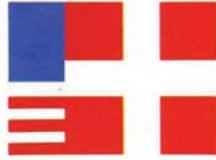
*Poster for kicks and for retail sale, photograph by Dick Krueger.*

*Acrylic furniture designs.*

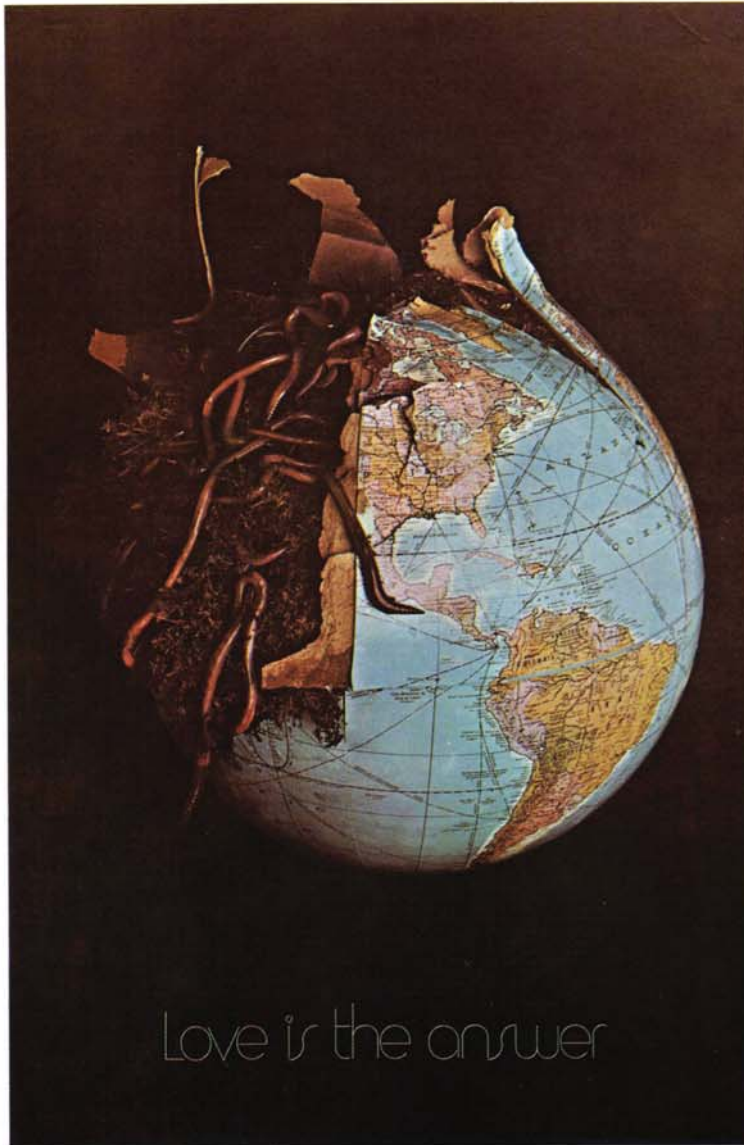
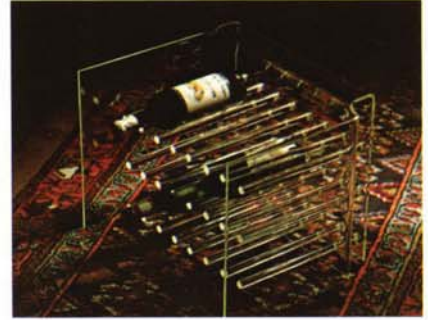
**Krueger**

Dick Krueger

Dick Krueger, Inc.  
Photography  
11 East Hubbard Street  
Chicago, Illinois 60611  
Phone 312-527-2108



*Racine Printing Company  
Swiss craftsmanship backed  
by American know-how*



Love is the answer

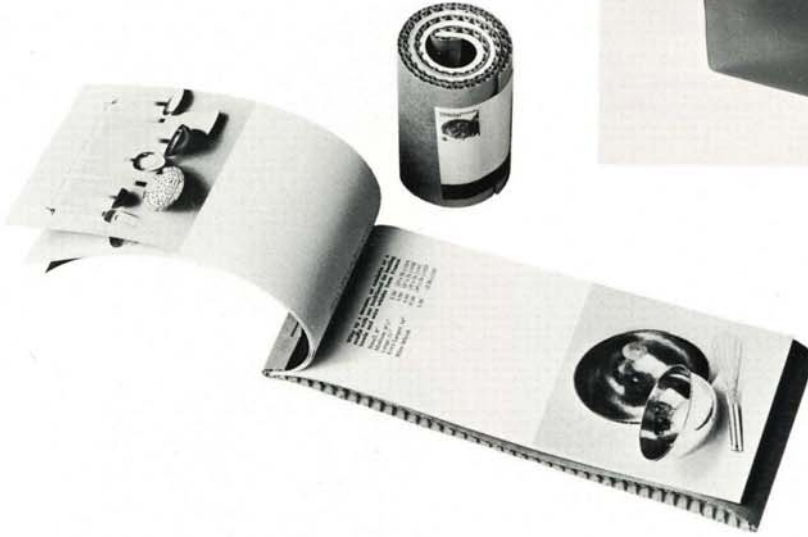
**DAVID L. BURKE**

Design for acrylic serving bowls being produced and distributed by SiLite.

Catalog, 4 x 9, for Crate and Barrel, contemporary giftware store.

Mark for the School of Social Service Administration, University of Chicago, and pages from the SSA Alumni Fund report.

Right: poster designed to raise defense funds for the Chicago 7, photograph by Richard Avedon.



**SSA**



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- Miss Frances Karen Hedge
- Mrs. Lucia A. Ingram
- Mr. & Mrs. Harry Norberg
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- Miss Ann Kasper
- Mrs. Charlotte S. Langley
- Miss Stewart Margaret Leitch
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- Miss Mary Miller
- Mrs. Eloise Miller
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- Mrs. Margaret M. Reamer
- Mrs. Helen V. Chapman
- Mr. David F. Reamers
- Mrs. Marguerite Collier Jackson

\*Spencer Deceased



The streets of our country  
are in turmoil.

The universities are filled with  
students rebelling and rioting.

Communists are seeking to  
destroy our country.


Russia is threatening us with her might,  
and the Republic is in danger.

Yes, danger from within and without.


We need law and order  
or our nation cannot survive.

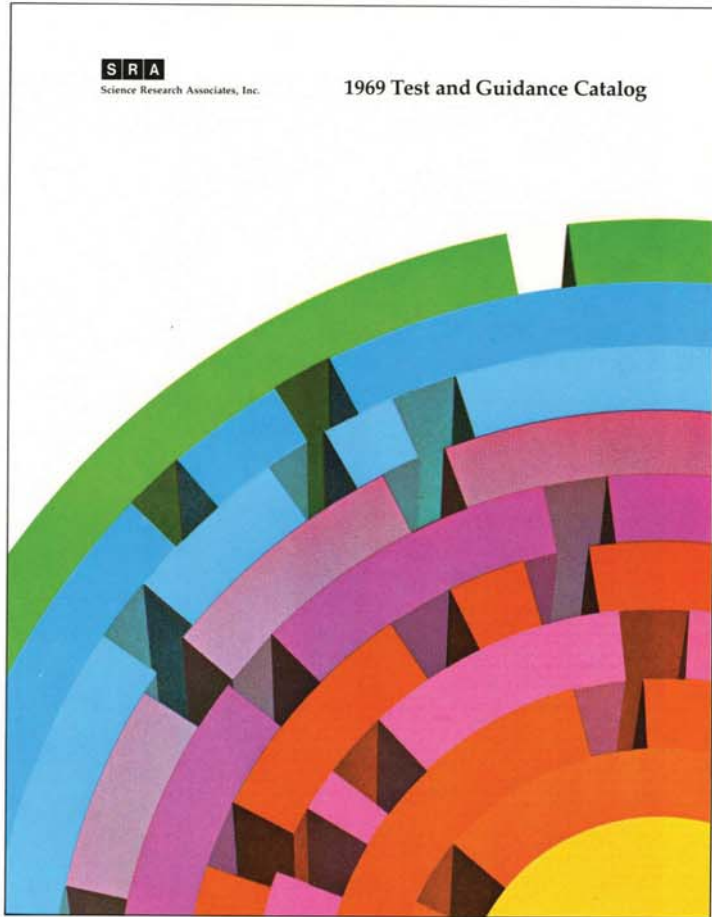
- Adolph Hitler, 1932

Poster for Urban Research Corporation.  
Catalog for Science Research Associates, Inc.  
Illustration for the controversial call for entries  
announcement of the 1967 Chicago 1 Exhibition.  
Photograph by Dick Krueger.  
Facing page: invitation to a Gallery 500d  
exhibition of work by Burke and his staff.  
Burko Bold type face, and variations thereof,  
available on film from Headliners.



**What's happening to America?  
Find out!  
Read Urban Crisis Monitor**

A weekly information service  
Published by  Urban Research Corporation  
Chicago



**S R A**  
Science Research Associates, Inc.

1969 Test and Guidance Catalog



**Astonishingly simple** Now, thru this astonishingly simple test you may have your personality located on the above Burko-Schizoid-Over-Under-30 Personality Chart. This unique and revealing test has been developed by David L. Burke Design Corporation.

**Punch out** To participate merely punch out the appropriate multiple choice answers—those that most nearly echo your innermost feelings—and mail the coded punch holes to:

**Tabulated readout** Your punches will be fed to a model 822-9660 computer and the confidential, tabulated readout may be picked up at the 500d Gallery, 500 North Dearborn Street, any business day from December 3rd through January 10th.

**Take your time** Begin... Using a standard 83 model conductor's punch, punch out the multiple choice answers that best suit your thinking. Remember you will get only one punch per question so take your time.

- Johnson City should become:
  - a national shrine
  - solid fill for the north end of Lake Mead
  - a summer home for Julian Bond
- Jackie Kennedy would be happier had she married:
  - Curtis LeMay
  - Rap Brown
  - Lee Radziwill
  - Cardinal Cushing
- Footie Cone is:
  - an advanced case of athletes foot
  - a sensational new Haskin-Robbins flavor
  - a real George advertising agency
- John Massey is:
  - not exactly a household word
  - the President of Montgomery Ward
  - the inventor of the right angle
- Since the CSCA was formed it has accomplished:
  - little
  - very little
  - next to nothing
- The Chicago School of Advertising is:
  - a correspondence course headquartered in central U.S.A.
  - a band of zealots dedicated to the emotional and intellectual enrichment of man
  - a light knit group of clean cut, outgoing athletic chaps
- When Spiro Agnew won what did you do:
  - raise both arms overhead with two fingers extended in the famous victory sign
  - gag softly
  - wire the Australian Immigration Office
- The initials STA stand for which of the following:
  - State Typographic Artists
  - Static Typographic Artists
  - Stodgy Typographic Artists
- Richard Daley is:
  - a police chief
  - a police state
  - a state
  - all of the above
- The 27 Chicago Designers are:
  - An electrifying fraternity of dynamic innovators whose every move is carefully watched by the entire Mid-American graphic community
  - a secret society dedicated to the preservation of 1927 graphic design styles
  - an exclusive establishment composed of 27 commercial artists

**Environment experience** If you have enjoyed this test you should be fascinated by the more elaborate controlled-environment experience that the David L. Burke Design group has prepared for 500d Gallery.

**Surprises** The show is filled with surprises which you can ill afford to miss (if you are to maintain your under-30 personality). Be there at 5:00 thru 7:00 on the evening of December 4th and meet the people involved in creating the show. Attend anytime from December 5th thru January 10th and meet some new ideas.

**Attend anytime**

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ABCDEFGHIJ  
 KLMNOPQR  
 STUVWXYZ  
 1234567890  
 abcdefghijkl  
 Imnopqrstu  
 vwxyz

KISS-OF-BURKO

Design with

TOUCH-OF-BURKO

Design with

SON-OF-BURKO

Design with

BURKO BOLD

Design with

BURKO SUPER-DUPER

Design with

BURKO GORPO

Design with

BURKO SHADY

Design with

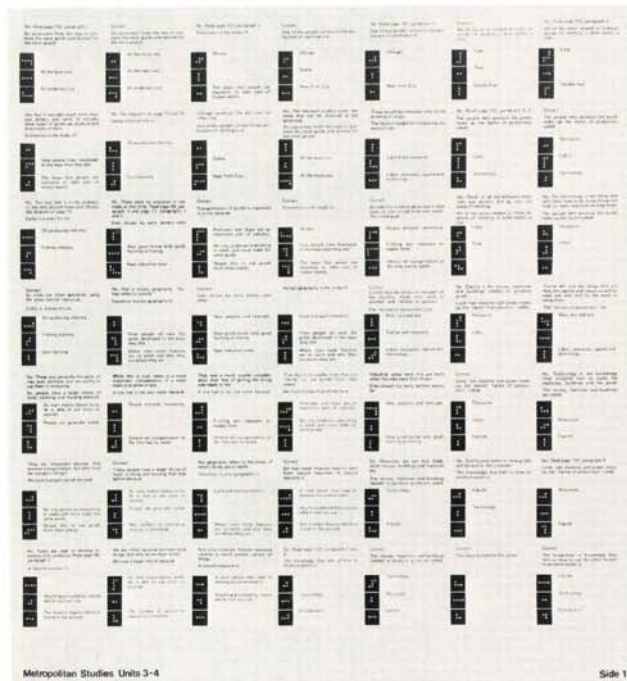
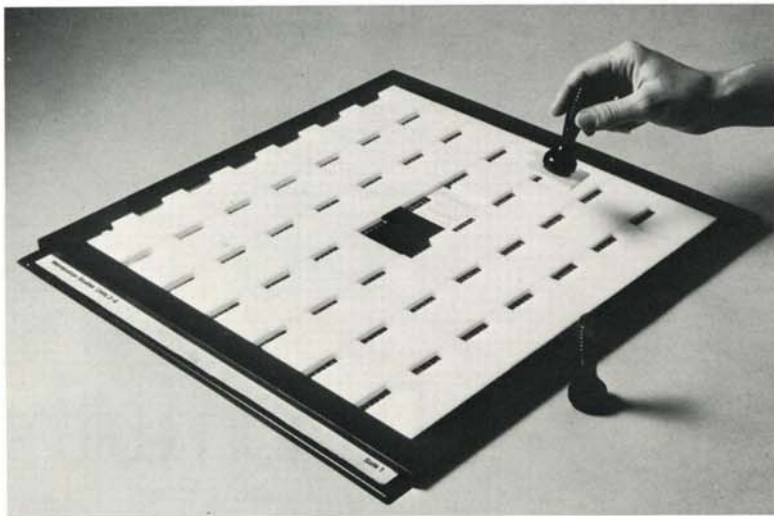
BURKO COP-OUT

Design with

Educational game keyed to school textbooks. Action starts in the middle square of the board with a question and three alternate choice answers. The student exercises an option by following the dot pattern in the block next to the answer. A white dot is the location of the presently uncovered square and blue dots direct movement up, down, right or left. Using the suction-principle lifter to raise the plastic tile at the directed location reveals the results of that choice. An incorrect answer re-asks the question. A correct answer opens a new question. Each side of a printed sheet offers 15 questions and provides for all of options of incorrect or correct answers. Concept and development by Burke and Gene Rosner.

Right: annual report for Teleflex Incorporated.

Brochure for Technical Equipment Leasing Corporation.



Human geography is the study of:



Land and sea formations.



How people all over the globe developed in the ways they did.



Where man made features are on earth and why they are where they are.

No, that is simply geography. "Human refers to people."

Therefore, human geography is:



How people all over the globe developed in the ways they did.



Where man made features are on earth and why they are where they are.



No, geography refers to the study of where things are on earth.

Therefore, human geography is:



Land and sea formations.



Where man made features are on earth and why they are where they are.



Correct.

All man made features have to start from natural resources. A natural resource is:



A tool which man uses to develop his environment.



Anything provided by nature which man can use.



The mineral deposit which is found in the ground.

# 1967 Annual Report

# Teleflex

## highlights

**Revenue Highlights of 1967**

Product Group	1967	1966
Medical	\$10,800,000	\$10,500,000
Industrial	\$10,500,000	\$10,200,000
Automotive	\$10,200,000	\$9,800,000
Other	\$1,000,000	\$1,000,000
<b>Total</b>	<b>\$32,500,000</b>	<b>\$31,500,000</b>

**Operating Highlights**

1967 Net Income (after Federal income taxes) was \$1,800,000, compared to \$1,700,000 in 1966. This represents an increase of 6% over 1966.

1967 Earnings Per Share (EPS) was \$1.80, compared to \$1.70 in 1966. This represents an increase of 6% over 1966.

1967 Dividends Per Share (DPS) was \$0.40, compared to \$0.40 in 1966. This represents no change over 1966.

1967 Total Assets were \$10,000,000, compared to \$9,500,000 in 1966. This represents an increase of 5% over 1966.

1967 Total Liabilities were \$5,000,000, compared to \$4,800,000 in 1966. This represents an increase of 4% over 1966.

1967 Total Equity was \$5,000,000, compared to \$4,700,000 in 1966. This represents an increase of 6% over 1966.

# Teleflex

Teleflex Incorporated, a diversified, multi-national corporation, is a leader in the design and manufacture of precision mechanical components and assemblies for the medical, industrial, and automotive markets. The company's products are used in a wide variety of applications, including medical equipment, industrial machinery, and automotive components. Teleflex is committed to providing high-quality, reliable products and services to its customers worldwide.

## director

**Board of Directors**

The Board of Directors of Teleflex Incorporated is composed of the following members:

- Richard P. Brown, Chairman
- James W. Smith, President
- John H. ...
- ...

The Board of Directors is responsible for the overall management and control of the corporation, and for the appointment and removal of the President and other officers.

## reports

**Annual Report**

This report provides a comprehensive overview of Teleflex Incorporated's performance during the year 1967. It includes financial statements, a management discussion, and information about the company's operations and future prospects.

**Financial Statements**

The financial statements show that Teleflex Incorporated achieved a net income of \$1,800,000 in 1967, compared to \$1,700,000 in 1966. This represents an increase of 6% over 1966. The company's total assets increased to \$10,000,000, and its total equity increased to \$5,000,000.

## statements

**Consolidated Balance Sheet as of December 31, 1967 and 1966**

Assets	1967	1966
Current assets	\$10,000,000	\$9,500,000
Property, plant and equipment	\$2,000,000	\$1,800,000
Intangible assets	\$500,000	\$500,000
Other assets	\$500,000	\$500,000
<b>Total Assets</b>	<b>\$13,000,000</b>	<b>\$12,300,000</b>
Current liabilities	\$5,000,000	\$4,800,000
Long-term debt	\$2,000,000	\$2,000,000
Other liabilities	\$1,000,000	\$1,000,000
<b>Total Liabilities</b>	<b>\$8,000,000</b>	<b>\$7,800,000</b>
Common stock	\$3,000,000	\$3,000,000
Retained earnings	\$2,000,000	\$1,500,000
<b>Total Equity</b>	<b>\$5,000,000</b>	<b>\$4,500,000</b>

### Teleflex Equipment Leasing Corporation, Scientific and Medical Equipment Company, New York, Chicago, Los Angeles, Dallas, San Francisco, Boston

## Guide to Rental and Leasing Services

This guide provides information on the various leasing and rental services offered by Teleflex. It covers topics such as lease structures, terms, and conditions, and provides contact information for the company's leasing departments in various cities.

### Lease Purchase Agreements

Lease purchase agreements provide a flexible financing option for businesses. They allow companies to acquire equipment through a series of lease payments, with the option to purchase the equipment at the end of the lease term. This type of agreement is often used for equipment that has a long useful life and a high resale value.

### Sale and Leaseback

Sale and leaseback agreements provide a way for businesses to raise capital while continuing to use their equipment. The business sells the equipment to a leasing company and then leases it back from the same company. This type of agreement is often used for equipment that is fully depreciated or near the end of its useful life.

Equipment	Net Present Value	Net Present Value
1. Purchase Price	\$100,000	\$100,000
2. Cumulative Monthly Payments (12,000 Mo. x 24 \$833)	\$ 89,720	
3. Less 10% Blue Cross Medical Reimbursement	48,200	
4. Net Cost of Items (2-3)	20,799	20,799
5. Cumulative Net Cash (2-4)	\$ 10,799	