"PROVIDE A TOTAL ARCHITECTURAL SERVICE TO MEET NATIONAL BUILDING NEEDS NOW"—MURPHY

A. A PLAN FOR ACTION

In the last NEWSLETTER, we discussed architectural problems and ARA goals. Response was enthusiastic. Many replies had membership applications saying: "Let's go!" However, many have commented, "fine ideas, but how, specifically, can we put them into practice."

This will be an ongoing Plan for Action. It is intended for your comments and implementation to "make it work."

B. THE PROBLEMS SUMMARIZED

To review where we stand:

1. **Population** — in the next 40 years, the population will double.

2. **Accelerating change** — Due to technological advances, change follows the same accelerated curve of population. Organizations that do not anticipate this change and the resulting forces will become rapidly obsolete and absolutely ineffective in solving the problems of society and this new world.

3. **Fragmented Building Industry** — not only an industry, but a disorganized group of hand crafts, unallied professionals, separated trades and unassociated industries, making it impossible to develop an orderly building process — much less its systematic control.

4. **Antiquated Attitudes** — which restrict and regulate due to self-interest of separate groups and the inertia of organizations.

5. **Skyrocketing Building Costs** — increasing by 10% per year compared to gross national product increase of less than one-half this amount. We have a decreasing supply of money, and an increasing cost of money. Result — there are physically not enough resources to get the job done in the old way.

6. **Inefficient Building Methods** — unless building methods can be industrialized, there is technically not enough manpower to accomplish the building job ahead.

7. **Unproductive Architectural Procedures** — By "re-inventing the wheel" on every custom-designed and detailed project, the man hours required for the task ahead indicate it is impossible to get the work done in the old way with all of the 30,000 architects involved.

8. **Architects Losing Business** — architects are involved in only 20% of all construction and in only 5% of housing (at $50 billion next year housing is one-half of all construction). This is a dollar volume as large as the automotive industry.

9. **Architects Losing Money** — lack of volume makes it necessary for many small offices to handle their business like a "Ma and Pa Store Operation", although the small office is the backbone of our profession many architects are going out of the business at a time when there is more work than ever in history.

10. **Bad Image** — Due to the architect's ivory tower approach to building problems, the public has considered him a luxury only for those who can afford an artist and certainly not to be trusted with the job of cost control.

11. **A Need for Dynamic Leadership** — a crying need exists for rationalization of the total building process and vertical organization of its parts in a systematic manner. Then, dynamism leadership by a new breed of architect, who understand and are able to develop and control this new organization — preferably the philosopher-king, but at least one trained to think as a "generalist" for all parts of the team.

12. **Need for a Plan and Action** — Accelerating change with diminishing time means that we must plan for revolution. Evolution retarded by the inertia of old doctrines will never catch up.

C. ARA'S POSITION

We are tired of the sickness of cities, tired of the chaotic ugliness of "hamburger" architecture and tired of the jumbled disorder of promoter-oriented development.

We do not want to stand by and watch history — we want to determine history's course.

At this turning point, we want to join ranks not only with all architects, but with all other specialists in the building industry, with this team to give direction and birth to a new super profession capable of building the environment this world needs.

From the numbing shock of the industrial revolution, let us reawaken to sensitivity, using industrial processes as architectural tools to develop a new golden age of total architecture. Let us provide for man's need, not only for shelter and physical comfort, but for complete emotional satisfaction.

**TOWARDS TOTAL ARCHITECTURE**

D. THE PLAN

**First Change Attitudes** — An organization must change its attitudes before it can ever change its direction. An organization without the means of change is without the means of survival.

**First Priority Change** — "An architect cannot build his own design." For an educated professional group to establish such a rule and then attempt to enforce it by law is utterly ridiculous.

In developing a system as an "orderly process of building," it is impossible to think of separating the design and build functions. It is as ridiculous as expecting Henry Ford to design and prepare the drawings for the Model T and then inventing General Motors so that they could bid and build it under his supervision. For example, Lockheed designed a plane and have it built by North American Aviation.

In my office, we custom design using systems and manufacturing methods. It becomes necessary for us to build out our work for quality, quantity and time co-ordination. The best supervision in this case is our own supervision to provide a good product, a happy client, and a good reputation.

Pride in the work and the desire to get new work is the incentive. Desire for reputation is the best motivation for craftsmanship and quality. Finally, the necessity to meet a budget because it is guaranteed. Those who feel that you will accomplish this by having an architect-policeman looking over the builder's superintendent's shoulder simply do not understand the problem. That is thought is neither new nor recognized only by ARA as indicated by the following quotations.

Walter Gropius — "Complete separation of design and execution of buildings, as it is enforced today, seems to be altogether artificial... We have withdrawn much too far from the original and natural approach, when conception and realization of buildings were one indivisible process and when the architect and builder were one and the same person. The architect of the future... will be forced by the trend of events to draw closer once more to events of the building production. He will build a closely cooperative team together with engineers, the scientist and the builder, then design, construction and economy may again be an entity — a fusion of art, science and business. I will be more specific, the American Institute of Architects at the 1949 Convention added to the mandatory rules of the Institute a new paragraph which reads 'an architect may not engage directly or indirectly in building contracting.' I have very great doubts about the wisdom of this rule which would perpetuate the separation of design and construction."

“When a client is in the building mood, he wants to buy the complete building for a fixed price and a definite time of delivery. He is not at all interested in the question of the division of labor between the architect, engineer and contractor.”

Continued on page four
'69 CONVENTION PROGRAM TO STRESS TOTAL ARCHITECTURAL PRACTICE

On Sunday, November 2, 1969, the 11th Annual A.R.A. Convention will convene at Chicago's famed Palmer House. The theme — "Towards Total Architecture." The program — exciting, controversial, completely different from anything ever attempted by the architectural profession.

Moreover, this year's program has been specifically tailored to accommodate every type and size of practice. Program subjects have been carefully chosen to include discussions of real value to every practicing architect. Nationally-known authorities will outline the ways and means of building a more profitable practice. Here are some of the subjects that will be discussed:

- What You Should Know To Work Profitably With HUD
- The Potential of Computerized Architecture
- How To Conduct a Complete Feasibility Study
- From Master Plan to First Unit Design—Plotting the Relationship
- The Basics of Building Systems Development

- Manufacturing Building Components for On-Site Delivery
- A Comprehensive Plan for Construction and Property Management
- Panel Discussion—The Joint Venture: Teaming Up To Provide a Total Architectural Service

Still another convention highlight will be the A.R.A.—A.I.A. design-build debate. In addition, a stimulating program of social activity has been planned.

Whether you've always attended, occasionally attended or never attended your Society's annual conventions, this is the year you definitely should be in attendance! Full details will arrive shortly. Meanwhile, plan now to be a part of the valuable learning experience, the stimulating exchange of ideas, the exciting social events of the 11th Annual A.R.A. Convention, by filling out and mailing the advance registration blank below! Over the long haul, the trip you'll be taking to Chicago in November might well prove to be the most profitable one you've taken in quite a while!

Our Exhibitors' Prospectus—specially created to encourage building products manufacturers to attend and exhibit at our upcoming annual convention—has mailed to a comprehensive list of nearly 1,000 potential exhibitors. Contracts and deposits are now being received. Early returns indicate that the '69 convention exhibition will be as varied and fast-paced as the program it complements.

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SOCIETY OF AMERICAN REGISTERED ARCHITECTS
ADVANCE REGISTRATION BLANK

_______Yes, I will be attending the 11th Annual A.R.A. Convention November 2nd through November 5th.
_______No, I will be unable to attend this year.

RESERVE_______SINGLE_______DOUBLE ACCOMMODATIONS


_______GUARANTEE accommodations for arrival and payment ________DO NOT GUARANTEE.

My wife________________________(______will) (______will not) be attending with me.

NAME:__________________________________________________________

ADDRESS:_______________________________________________________

SIGNATURE:_________________________________________ date __________
In Memoriam...

HAL STONEBRAKER F.A.R.A.
National Archivist Charter ARA Member

Early Tuesday morning, April 14, 1969, Hal Stonebraker of Overland Park, Kansas, passed away.

Hal’s passing has a special significance for those of us who can claim the privilege of having known him personally — those of us who enjoyed the stimulating experience of working with him on countless professional projects. But in a larger sense, whether we knew Hal intimately or not, we are — all of us — the poorer for his loss; for not only was Hal a gifted architect and a professional leader, he was also a courageous crusader for the cause of architectural freedom.

Hal first demonstrated the courage that was to make him a leader in the fight for a new and more liberal architectural atmosphere, as long ago as 1956. For it was in that year that Hal Stonebraker, having heard of Wilfred Gregson’s determination to found an alternative professional architectural society — a society based not on regulations but rather on the Golden Rule — joined him, and thereby became the original Charter Member of The Society of American Registered Architects.

Breaking with outdated methods of architectural practice still requires courage, but when we consider that in 1956, A.R.A. consisted of a total of but two members, we suddenly become aware of the full measure of our indebtedness to Hal Stonebraker. We must recognize that Hal was willing to take a stand for architectural freedom when, for all he knew, he might gain nothing and quite possibly lose everything.

Of course, Hal did not lose. By working tirelessly over the next 12 years — in fact, right up through the day preceding his death — he made an immeasurable contribution, at both the local and national levels, to the growth, strength and overall success of A.R.A.

But before all else, Hal Stonebraker was an architect — and moreover, an architect in the great tradition of the master builder. His memorial, therefore, is to be found in the buildings he designed. As for his legacy to us; it is to be found in the exemplary life which he lived.

Out of gratitude for that unique legacy, the officers, the Board of Directors, the Staff and the Membership of the Society of American Registered Architects, extend their sincere sympathy to the family, friends and associates of Hal Stonebraker F.A.R.A. Although we can never hope to fill the void left by Hal’s loss, neither can we ever forget the example and the debt which we owe to him. In this regard, the memory of Hal Stonebraker will live on as long as A.R.A. endures and the profession of architecture is practiced.

PROFESSIONAL LIABILITY INSURANCE AVAILABLE FROM A.R.A.

As you know all too well, the cost of professional liability insurance has been steadily rising each year. In fact, for many architects premiums are now prohibitively expensive. Moreover, there are rumors that the only underwriter in the United States from whom this coverage is presently available plans to discontinue it within the year. Should this happen, not only will we face the loss of government commissions which require us to carry liability insurance, we will also incur grave risks in all other areas of practice.

To safeguard our own members, as well as all other interested architects against such an occurrence, the Insurance Committee of the Society of American Registered Architects has been negotiating with Lloyds of London for group rate professional liability insurance. A uniform $100,000 coverage is being planned which will be sufficient to meet the current liability requirements of commissions from all branches of government — Federal, state, county and municipal. Additional coverage would also be available at group rates. The deductible amount would be $10,000.

Naturally, the larger the group is, the lower the individual premium will be — probably lower than the one you are now paying. Initially, however, we must establish the size of the group and provide Lloyds with a guaranteed number of architects. Therefore, if you are interested in participating in this insurance program — and remember that all registered architects are eligible to participate — please let us know by dropping a letter to the Insurance Committee, c/o National Headquarters, Society of American Registered Architects in Chicago. Your promptness in doing so will enable us to extend adequate liability protection to you as soon as possible.

A.R.A. BOARD CITES NEED FOR REGISTRATION LAW REFORM

On March 21 and 22, the A.R.A. Board of Directors, meeting at the Jack Tar Hotel in San Francisco, gave a good deal of attention to the prejudicial and arbitrary way in which registration laws are currently written in a number of states. Drawing on his own considerable experience in the area of registration law reform, President-Elect Bernie Healy pointed out that right now in Rhode Island, the law requires that three members of the five-man Registration Board also be members of A.I.A. (Several years ago, Bernie successfully led the A.R.A. effort in Massachusetts to have all references to any private architectural society removed from proposed regulations.)

Elaborating on this problem, Bernie noted that while such boards were ostensibly created to protect the public, they have, in too many cases, degenerated into bodies which constrain professionals under their jurisdiction by imposing prejudicial qualifications. In this regard, Bernie cited the real value to the profession of A.R.A. which acts as a balancing group. To combat arbitrary and capricious decisions by registration boards, he recommended formation of a standing committee to which our members as well as other architects could appeal when confronted with registration problems. This committee would also spearhead action for registration law reform whenever and wherever it is needed.
"PROVIDE A TOTAL ARCHITECTURAL SERVICE..."

(Continued from page 1)

Stephen A. Kliment, former editor of ARCHITECTURAL & ENGINEERING NEWS, under the title "Decay of Old Ethics." — "Developments over the past year or two have threatened to pound the final nail into the coffin of traditional ethics, that ritualistic amazement of statutes made up of equal parts of custom, self-interest and plain common sense. . . . The rule that bars the architect from contracting is becoming increasingly meaningless. In actual practice, a good proportion of the nation's buildings is being done by design-build firms, and while the quality of original design thinking is often mediocre, there is little evidence, AIA declarations notwithstanding, that the client suffers any more leaky roofs or ill-fitting partitions."

Phil Wills, Past President of AIA — "Today we are finding ourselves called upon to do much more in the control and construction operations. . . From the owner's viewpoint, we are responsible for his building and its progress. Instead of being in the middle, why not move over and handle the management of construction for a fee."

Many wise minds agree that making separation of the design-build function (as a separate entity if it is taken together) is too arbitrary and too restrictive. How then can we eliminate this "unlawful" law which limits our profession by preventing an architect from deciding how his business is run? There is a need to consider the separation of design and construction. Each step will be discussed in detail with ARA membership through subsequent Newsletters and will be the basis of workshops for our next Convention. It will be a unified system that establishes a logical, analyzing facts and synthesizing design solutions based on information retrieval and data processing systems that will eliminate the clerical work which takes an enormous amount of an architect's time.

Architects will be able to visualize a project as a total entity rather than being engulfed by the details. Moreover it will allow him to make a profit from the money saved as well as from the total dollars now going to others.

PHASE II DEVELOPMENT

Organization of the TEAM — For there to be a major industry and industrial procedures, there must be a total reorganization of professions and specialties. There must be a change of methods from hand tools to factory processes. Trade jurisdictions based on craft unions must be reorganized. To rationalize and then industrialize the building process, we must consider the following:

Step 1 Form a national society or conference to include every member of the building team. This "National Building Council" would work out all problems of systems, procedures, methods more together. Cooperative specialist committees, standards, etc. necessary to have a coordinated building process.

Step 2 Reorganize union trade jurisdiction and factory union contracts to eliminate disputes. This has been established in small factories where building unions have been 12 living modules with labor savings of 20 to 40%.

Step 3 Establish architect/manufacturer/building teams to joint venture projects. No team has already been organized through ARA and will be available to all members.

Step 4 Architect Clinic — Through team effort this concept will allow a group to do more together. They could possibly do individually, ARA can become, and intends to be, the Clinic for small offices and large.

In medicine, we have seen the general practitioner being replaced by cooperative clinics which can give comprehensive medical service, with a staff of specialists using modern equipment, that the individual general practitioner cannot do. In architecture, the small office (which is capable of handling only small or limited projects) can be in a position to provide services that private practices are still giving personal attention to the individual client's problems.

Step 5 Education — Until we have taken the above steps in development we cannot be influential in effecting education, but it is the necessary part of the total plan. Education not only of the architect to train him for this new architecture, but education for an understanding public. Until our society has become aware of the fundamental requirements of every individual for beauty, pride and sensitivity, then our design creativity will be in small demand.

In return, the architect must be educated to understand the psychology of people, the need for freedom, space, happiness, warmth, emotional satisfaction.

What You Can Do to Help: 1st — THINK 2nd — PARTICIPATE

For our profession to be successful, we need the support and participation of every architect. Considering the position of the profession at this time and the problems ahead of it, it seems almost sacrilegious for a professional to call themselves members of a profession and not make some sort of a commitment to aid that profession. ARA is for architecture with no restrictions.

(Continued on page 5)
news round-up from a.r.a. councils, chapters

california council
northern california chapter has elected 1969 officers who are:
herbert t. johnson of oakland, president and co-regent
francis a. constable of sausalito, treasurer
berrv von hungen groth of san francisco, secretary
this year's vice-presidents are: otto leopold kelm of san francisco, anthony j. oliva of sacramento, robert w. f. severin of san rafael, culver williams, jr. of walnut creek and joseph b. wooten also of sacramento. chapter president is wallace dixon moore of san leandro.
recent northern california meetings feature a paper by robert severin titled, "planning for a profit" and a round table discussion on "joint ventures, small offices and job procurement."

southern california chapter election results were announced at a dinner given for 30 members and their wives at the home of john e. nyberg. the results are:
charles f. wetherbee, president
walter h. koziol, treasurer
dwight l. chenuallt, recorder
vice-presidents are: martin s. fuller, walter b. hagedorn, arthur l. minasian, lloyd s. pederson and ralph a. vauken.
directors for 1969 include: frank katayama, virgil a. meeds, anton jenmic, allen mack, past-president john e. nyberg and past-president samuel e. hart.
southern california chapter also announces a 100% increase in membership over 1968!

florida council
florida's 1969 officers are:
willard n. bowman, jr. of punta gorda, president
howard d. fielder fara of orlando, vice-president
hal harriss, fara of sanford, secretary
constantine l. (gus) klonis of gainesville, treasurer

illinois council
jerold l. brim, aia/ara, secretary of the illinois council, has announced an annual program of monthly board meetings and general membership meetings. a major objective of the illinois council in 1969 will be to establish communications with other professional architectural organizations to discuss mutual problems.

massachusetts council
keeping a close watch on regulations which affect the practice of architecture has long been a top priority activity of the massachusetts council of a.r.a. in keeping with that tradition, our colleagues in massachusetts are currently pursuing these projects:
with regard to state codes, edward healy has submitted an a.r.a. position paper aimed at removing the regulation writing function of the state board of schoolhouse structural standards, and the enforcement function of the state dept. of public safety. in this instance, a.r.a.'s position is that only one state agency should write structural regulations, and that the job of enforcement should be lodged with an agency that is properly staffed to perform it.
frank r. masiello, jr. has succeeded in legislating a bill that would make it illegal to table legislation effecting "regulation of architects . . ." and other groups until the membership of the massachusetts council has had time to review it and comment on it.

new jersey council
the new jersey council has announced the opening of a permanent office at 445 east broad street, westfield, n. j. 7090. 1969 officers are:
roger e. goodwin, president
andrew e. graef, vice president
walter mahnik, treasurer
jean p. boulanger, secretary
a major objective of the new jersey council this year is to get the by-law which forbs architects to incorporate, re-written to permit incorporation. as new jersey council president goodwin points out, "in addition to the liability protection incorporation would give us . . . it would also be a means of reducing our tax liability, thereby increasing the potential operation of our offices. it would seem tremendously important for every architect practicing in this state to get behind this action of the new jersey council for their own benefit."

new york council — westchester county chapter
the new york council has also elected 1969 officers:
Joseph P. Trapani, President
Benjamin Zloczewer, Vice President
Nicholas A. D'Angelo, Secretary-Treasurer
Correspondence should be sent to the following address:
Secretary, New York Council
American Registered Architects
Winning Associates
623 warburton avenue
hastings on hudson, new york 10706

ohio council — western reserve chapter
ohio's western reserve chapter has elected
Charles faroni, president; ronald mcgraw, first vice president; george heinrich, vice president; louis courey, treasurer and thomas koehl, secretary.
recent western reserve activities included:
western reserve's awards banquet where the housing award went to the firm of mclean & mcgraw; commercial award to faroni & courey; institutional award to huston & associates; and special award (for best architectural character) to john ormai.
the february membership meeting which concentrated on effective fiscal management of an architectural practice.

founder wilfred j. gregson reports that his articles calling attention to the deplorable condition of the united states capitol building in washington d.c. have generated a very gratifying response and have done much to keep a.r.a. in the news.
these articles appeared in the november, 1968 issue of the american registered architect and the march, 1969 issue science and mechanics magazine. both were front cover stories. since they appeared, founder gregson has received letters from president nixon, vice-president agnew and speaker mccormack, as well as several congressmen who were actively alert to the situation.
another article titled, "death in the united states capitol, part iii" will appear in the forthcoming issue of the american registered architect. our founder is writing still another story on this crucial situation for the doms, official publication of the u.s. capitol historical society.
APPLICATION FOR MEMBERSHIP

SOCIETY OF AMERICAN REGISTERED ARCHITECTS
333 NORTH MICHIGAN AVENUE / CHICAGO, ILLINOIS 60601

Membership in the Society is granted and maintained on the basis that you are now registered or licensed to practice the profession of architecture in one or more states of the U.S.

NAME

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<th>LAST</th>
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Address for society records (please indicate address mail is to be sent):

☐ OFFICE

☐ RESIDENCE

The undersigned, being a registered architect does herewith apply for membership in the Society of American Registered Architects.

Dues: $25.00 for current year.

DATE

SIGNED

1969 OFFICERS

Founder
National President 1956-1960
Wilfred J. Gregson
Carnegie Building
Atlanta, Georgia 30303

President
Roy D. Murphy
1101 E. University Ave.
Urbana, Ill. 61801

Vice President—President Elect
Bernard E. Healy
Fonda Del Corso Hotel, Rt. 9
Framingham, Mass. 01705

Vice President
M. O. Foss
P.O. Box 306
Moorhead, Minn. 56561

Vice President
Robert E. Isaacs
7110 Knoll Rd.
Cincinnati, Ohio

Vice President
J. J. Liebenberg
91 So. 13th St.
Minneapolis, Minn. 55403

Vice President
Edgar H. Wood
14 Alleyn
Quincy, Mass. 02169

Treasurer
Herbert L. Berger
2208 E. Douglas
Wichita, Kansas 67214

National Recorder
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791 Main St.
Worcester, Mass. 01610

Administrative Director
John W. Adworth
333 North Michigan Ave.
Chicago, Ill. 60601

PAST PRESIDENTS

1966—Marion J. Varner
524 So. Rosemead Blvd.
Pasadena, Calif. 91107

1967—John R. Helman
Box GG
Falmouth, Mass. 02541

1966—Walter H. Simon
1922 E. 18th Ave.
Denver, Colorado 80205

1965—Robert W. Stickle
2422 Prospect Ave.
Cleveland, Ohio 44115

1965—T. E. Samuelson
6330 North Cicero Avenue
Chicago, Illinois 60645

1963—Thurston W. Munson
60 Byers Street
Springfield, Mass. 01105

1962—Carroll T. Hutchens
7226 State Line
Kansas City, Missouri 64114

1961—Matt Howard, Jr.
P.O. Box 68867
Houston, Texas 77006

REGION I
Connecticut, Maine, Massachusetts, Rhode Island, New Hampshire, Vermont
Edward M. Healy
Fonda Del Corso Hotel, Rt. 9
Framingham, Mass. 01705

REGION II
Delaware, New Jersey, New York
Alfonso Alvarez
543 Valley Rd.
Upper Montclair, New Jersey 07043

REGION III
D.C., Maryland, Pennsylvania, Virginia, West Virginia
Robert S. Martin
241 South 5th Street
Reading, Pa. 19602

REGION IV
Indiana, Kentucky, Michigan, Ohio
Charles J. Faroni
12434 Cedar Road
Cleveland Heights, Ohio 44105

REGION V
Florida, Georgia, North Carolina, South Carolina
Friedrich H. Schmitz
600 Lexington Ave.
Charlotte, North Carolina

REGION VI
Illinois, Minnesota, Wisconsin
Harley H. Johnson
12700 Hillway Rd.
Minnetonka, Minnesota

REGION VII
Alabama, Arkansas, Louisiana, Mississippi, Tennessee
to be appointed

REGION VIII
Iowa, Kansas, Missouri, Nebraska, Oklahoma
James L. O’Bryan
8008 Floyd
Overland Park, Kansas 66204

REGION IX
New Mexico, Texas
Adam A. Bills
7616 5th Street
Dallas, Texas 75228

REGION X
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Denver, Colorado 80222

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Oakland, California

REGION XII
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