

OFFICIAL PUBLICATION
AMERICAN TITLE ASSOCIATION

DO NOT REMOVE

TITLE NEWS

VOLUME XXXIII

AUGUST, 1954

NUMBER 8



48TH ANNUAL
CONVENTION

THE AMERICAN TITLE
ASSOCIATION



EDGEWATER BEACH HOTEL
CHICAGO, ILLINOIS

Wednesday to Saturday (Noon)
SEPTEMBER 8th to 11th, 1954

HOSTS

ILLINOIS TITLE ASSOCIATION

The American Title Association

Founded in 1907

OFFICE OF THE PRESIDENT
GEORGE E. HARBERT
DE KALB COUNTY ABSTRACT CO.
SYCAMORE, ILLINOIS

August 6, 1954.

Dear Friends:

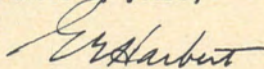
In less than a month, we will meet at the Edgewater Beach Hotel in Chicago, for our Annual Convention, and I hope that you are planning to attend.

As you will see from the program, it will feature both talks and exhibits by the leaders in our profession and by outstanding speakers in allied fields. We are also scheduling a movie which you helped pay for and which will soon be released for National distribution to Service Clubs throughout the land. You owe it to yourself to see the preview.

For your entertainment, we are going all the way to make your ladies welcome, and to provide relaxing and enjoyable events for you. The Edgewater Beach Hotel has provided a swimming pool and an outdoor beach for us and the weather man guarantees to be "all smiles" for us!

So get aboard the train, or polish up the jalopy, throw your cares out the window, and meet me in Chicago on September 8th.

Sincerely yours,


President.

GEH/gh.

A Special Word...

FOR LADIES ONLY

Your Illinois hostesses want to extend a particularly warm and feminine word of welcome to the wives who are coming to the convention of the American Title Association in Chicago. We are going to make every effort to insure your comfort and provide interesting things for you to do.

There are a few matters which always concern the ladies attending a national convention -- questions which our busy husbands never seem to have the time to answer. We have put our heads together and tried to answer some of these questions which come to mind when preparing for a visit in an unfamiliar part of the country. Here are some hints we hope will be helpful:

- Weather: Possibly hot, most likely changeable.
- Clothes: Illinois hostesses will bring summer clothes, but also a suit and a wrap just in case.
- Things To Do: Chicago offers a great variety of interesting things for us to do while the men are attending convention sessions.

For those who want to visit Chicago's famed shops and stores, the Edgewater Beach Hotel operates a comfortable, private bus on convenient schedules that will take you directly to and from the heart of the downtown shopping district.

There is a swimming pool on the grounds of the hotel and a beautiful boardwalk with outdoor evening dancing and entertainment.

The Art Institute, Museums, Merchandise Mart, Theatres, and other places of interest are all inviting. There will be an Information Desk at Convention headquarters staffed with persons eager to tell you about things to see and how to get there. Free tickets to television shows will be available at this desk.

Please accept our cordial welcome to Chicago. Be sure and come.

Sincerely yours,

Lorraine Binkley

(Mrs. John D. Binkley)

Chairlady, Ladies' Entertainment
Committee



GRANT PARK—Chicago's beautiful "front yard" which forms a foreground for the magnificent downtown skyline.

CHICAGO

Chicago is sometimes naive, often surprising and always colossal. It grew from a hamlet to the country's second largest city in a sensational sixty years. It has the world's largest hotel, the Conrad Hilton, as much railroad track as all of New York State, and it produces nearly half the nation's candy and radar equipment. Its principal amusement park is bigger than Coney Island.

The first skyscraper was not built in New York, but in Chicago. Ten blocks of its 143 block-long State Street com-

prise the most concentrated retail shopping area anywhere, attracting 500,000 customers a day. Its push-cart center on Maxwell Street rivals New York's lower East Side. The day and night displays of its Buckingham Fountain aren't duplicated on the continent. Chicago's Ravinia Music Festival each summer is a notable national event.

Chicago completely dominates some 15 counties and 285 nearby villages and towns, all of which some enthusiasts would make into a



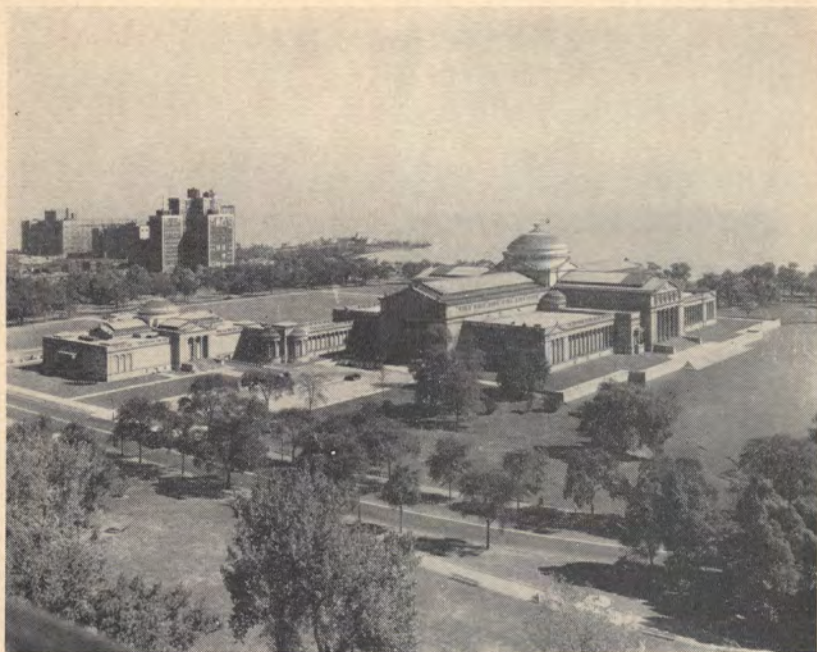
ADLER PLANETARIUM on Chicago's lakefront—the first astronomical museum in America which actively reproduces the workings of the entire celestial system.

49th State called Chicagoland. And it is doubtless the only city with an areaway in the heart of its business district preserved forever as a cow path. Once a year to maintain the tradition a cow is solemnly led down an alley off West Monroe Street.

Cows and Chicago are synonymous. Millions each year are shipped to the stockyards. The fiction that the devastating fire of 1871 was started when Mrs. O'Leary's Holstein kicked over a lantern is supported more by local affection for the bovine than by direct evidence. If Chicagoans love

anything more than a cow it is a good story, especially a good cow story.

Among the world's big cities Chicago has been the country cousin—the bumpkin the family wonders a little about. But Chicago has suddenly and miraculously ceased to be freckle-faced, buck-toothed and too-big-for-its-britches. It's developing slick hair and a clean shave and Bond Street manners — and often Bond Street clothes. While people looked the other way, Chicago has taken on manners and polish, and even



MUSEUM OF SCIENCE AND INDUSTRY on the lakefront at 57th Street—acres of exhibits showing the relation of science to industry.

a trace of that quality of middle age—character.

The city has never received its proper due. Visitors to London, Paris and New York expect, and therefore usually get, a thrill. When people announce, "I'm going to New Orleans," or even "I'm off to San Francisco," they say it with a lilt as an exciting adventure. But "I'm going to Chicago" is a flat statement of fact with no implication of expectancy. Yet there is more to do in Chicago after 4 a.m. than there is in Paris.

In Its Stride

As one long trained in the

role of stepchild, Chicago is inclined to accept without remonstrance the hackneyed charge that its culture stems from the beef trust and the wheat pit; that it subsists on crumbs from New York, Boston and Philadelphia intelligentsia. Only vaguely aware that two great encyclopediae are edited and published there—the BRITANNICA and the WORLD BOOK—Chicagoians seem too preoccupied with other things even to remember that their city produced Theodore Dreiser, Ben Hecht, Carl Sandburg, Edna Ferber, Edgar Lee Masters, Sherwood Anderson; or that powerful



CHICAGO ART INSTITUTE on Michigan Avenue—containing America's second finest collection of cultural treasures.

Frank Norris and tough James A. Farrell belong to them. And from suburban Oak Park came Ernest Hemingway.

Where Stars Gathered

Ernie Byfield inherited three hotels and trained himself to become, until his death a year ago, the most famous amateur story teller in the country. Stars such as Beatrice Lillie, Sir Cedric Hardwicke, Ethyl Barrymore, Tyrone Power—practically anyone with a four-figure-a-week contract—stopped off regularly in Chicago to stay at one of his hotels, eat his food and get shown off in a proper

setting. As a result, Byfield's stands — and notably the Pump Room — are the most prominent display cases for high priced talent in the 3,000-mile stretch between the Atlantic and Pacific.

Ernie Byfield's effect on eating in Chicago has survived him. The Pump Room still draws celebrities. The College Inn has become the Porterhouse, where as Byfield planned it, exceptional steaks are served by waiters in cowboy suits in a ranch atmosphere. There are Indians for atmosphere, too. Byfield would have loved the Porterhouse—sauces cooked in front



A VIEW looking north on Michigan Boulevard, showing the historic Water Tower, relic of the Chicago Fire of 1871, and the skyscraping Palmolive Building.

of guests, flaming tid-bits brought to tables on swords, strolling violinists and costumes to be talked about back home.

For Good Food

Aside from Byfield's celebrities, some of whom don't know a truffle from a platefull case of smorgasbord, Chicago doesn't attract many gourmets. But some of its beaneries could, with a little publicity, become widely celebrated. No better Italian food can be found anywhere than at El Bianco, a name knowing Chicagoans try to keep secret, fearing an avalanche of

tourists. No one would expect to find culinary genius in Red Star Inn, but it's there. The Black Forest has excellent German cooking and Little Bohemia is a haven for those who know native dishes. Nowhere outside of Hawaii, and maybe Trader Vic's in Oakland, is exotic Oriental food better than at Shangri La. Many discriminating diners-out end up in the Union Station, of all places, simply because the Harvey Boys operate one of the best of the Fred Harvey restaurants there. For an excellent duck there is the Cafe de Paris and for the rich,



CHICAGO'S STATE STREET SHOPPING DISTRICT—Widely termed the main street of the western hemisphere. The world's most highly concentrated single shopping district, with countless department and specialty stores.

there is Imperial house, the most expensive place in town.

Another exhibit, one for which Chicago is becoming more famous than Minsky, is in the fabulous Museum of Science and Industry, which resembles an ordinary museum about as much as South Pacific resembles Goldsmith's, She Stoops to Conquer. To see this exhibit, The Miracle of Growth, literally thousands of people of all ages may wait in line an hour or so on a busy Sunday — people who regard the average museum as

strictly for growing long hairs.

This exciting institution has for its boss a trained showman, former NBC President Lenox R. Lohr. It contains a coal mine where you seem to shoot down a shaft 600 feet deep and where you see real coal being mined by real miners, precisely as it is done in Pennsylvania or southern Illinois. There is an exact replica of a small town Main Street of 1910, gas lighted and with a nickelodeon where for five cents you may be

entertained with the flicker pictures of the period, such as *The Great Train Robbery*. It is the last five-cent movie house in the country. There is an exhibit of old-time autos, of fire engines and of railroad engines — and a mammoth miniature railway. There is a model of Hoover dam, a full-size model of a farm and a mechanical cow that gives synthetic milk.

But what endears this place to its million and a half annual visitors is its informality. There is no hush-hush or hands-off policy. Smoking is permitted. There are huge and comfortable lounges and a convenient and inexpensive restaurant. Only boredom and tired feet are frowned upon.

Most of the exhibits are designed to be operated by the visitor. Press a button and a cutaway model of a new jet engine commences operation. Kids young and old climb up into the cab of a modern railway locomotive and see and feel the controls they have long yearned to handle. In a pond ordinary frogs are mixed with some which have been made radioactive. With a Geiger counter the visitor may test the frogs and discover by the action of the instrument just which have been infused with radioactive tracers.

Modern Man In Bronze

Another unique exhibit is the magnificent work of sculp-

tor Melvina Hoffman depicting types of modern man in 101 great bronzes. This is seen at the Chicago Natural History Museum.

Downtown the world's most formidable example of just how concentrated our civilization can become is found in the Merchandise Mart—owned by former Ambassador to Great Britain, Joseph P. Kennedy—largest commercial building anywhere. To provide the office space of the \$70,000,000 Merchandise Mart, New York's Empire State Building would have to be 67 stories taller—169 stories high.

The city's outstanding store was due to the peculiar genius of Marshall Field, who at one time refused to advertise in Sunday papers because it was a sacrilege to solicit business on the Sabbath. The rates were higher on Sunday, too. Marshall Field and Co. now does a \$200,000,000 a year business, has 73 acres of floor space and gets 1,000 mail orders and as many as 35,000 telephone calls a day. To maintain a policy of keeping its customers happy the store once refunded the purchase price on a pair of high button shoes bought 35 years before, in 1908. The customer said she'd never worn them and had just discovered them where they had been put away in the attic.

Chicago was as inevitable

—as essential—as a hub to a wheel. For if America had somehow managed to limp along thus far without it, a Chicago would not have to be built. It is easy to visualize this prospect; a city of bright fresh buildings without a traf-

fic jumble or a street car jangle, with deodorized smells and sootless chimneys, of smooth streets and efficient sewers—a sterile city in a sterile atmosphere. It might be efficient, but it wouldn't be Chicago.

ILLINOIS TITLE ASSOCIATION — HOSTS —

CONVENTION COMMITTEES

JOHN D. BINKLEY, General Chairman Chicago, Illinois
Vice President, Chicago Title and Trust Company

CONVENTION BUSINESS PROGRAM COMMITTEE

GEORGE E. HARBERT, General Sessions Rock Island, Illinois
President, The American Title Association
President, Rock Island County Abstract & Title Guaranty Company

MORTON McDONALD, Abstracters Sessions DeLand, Florida
Chairman, Abstracters Section
President, The Abstract Corporation

PAUL W. GOODRICH, Title Insurance Sessions Chicago, Illinois
Chairman, Title Insurance Section
President, Chicago Title and Trust Company

JAMES E. SHERIDAN Detroit, Michigan
Executive Vice President, The American Title Association

ENTERTAINMENT COMMITTEE

KENNETH W. MOORE, Chairman Chicago, Illinois
Vice President, Chicago Title and Trust Company

HENRY W. WULFFE, JR. Kankakee, Illinois
Manager, The Kankakee County Title & Trust Company

DONALD J. GRIFFIN Chicago, Illinois
Assistant Secretary, Chicago Title and Trust Company

M. M. ROBERTSON Chicago, Illinois
Chicago Title and Trust Company

ENTERTAINMENT COMMITTEE—LADIES

MRS. JOHN D. (Lorraine) BINKLEY, Chairlady Chicago, Illinois

MRS. GEORGE E. (Vi) HARBERT Rock Island, Illinois

MRS. PAUL W. (Ginny) GOODRICH Chicago, Illinois

MISS FRANCES ELFSTRAND Bloomington, Illinois

MRS. DONALD A. (Agnes) McLEAN.....	Galesburg, Illinois
MRS. HARVEY (Goldie) PEARSON.....	Danville, Illinois
MRS. JOSEPH J. (Lois) SNYDER.....	Chicago, Illinois
MRS. JOHN R. (Dorothy) PARKER.....	Lincoln, Illinois
MRS. EDWARD J. (Millie) SAUTER.....	Waukegan, Illinois

RECEPTION COMMITTEE

BYRON S. POWELL, Chairman.....	Wheaton, Illinois
Vice President, DuPage Division, Chicago Title and Trust Company	
HOLMAN D. PETTIBONE.....	Chicago, Illinois
Chairman of the Board, Chicago Title and Trust Company	
DONALD A. McLEAN.....	Galesburg, Illinois
President, E. J. Tupper Co., Inc.	
PAUL W. GOODRICH.....	Chicago, Illinois
President, Chicago Title and Trust Company	
HENRY W. WULFFE, JR.....	Kankakee, Illinois
Manager, Kankakee County Title & Trust Co.	
KENNETH E. RICE.....	LaGrange, Illinois
Director, Chicago Title and Trust Company	
JAMES T. REID.....	Rockford, Illinois
Secretary-Treasurer, Holland Ferguson & Co.	
ARTHUR C. MARRIOTT.....	Elmhurst, Illinois
Retired Vice President, Chicago Title and Trust Company	
THEODORE C. BENNETT.....	Petersburg, Illinois
Owner, Menard County Abstract Co.	
JOSEPH D. SHELLY.....	Chicago, Illinois
Vice President, Chicago Title and Trust Company	
DON B. NICHOLS.....	Hillsboro, Illinois
Owner, Montgomery County Abstract Co.	
JOSEPH J. SNYDER.....	Chicago, Illinois
Vice President, Chicago Title and Trust Company	
CHARLES B. ROE.....	Pinckneyville, Illinois
Roe Abstract Company	
EDWARD J. SAUTER.....	Chicago, Illinois
Vice President, Chicago Title and Trust Company	
President, Illinois Title Company	
JOHN R. PARKER.....	Lincoln, Illinois
Secretary, Illinois Title Association	
Vice President, Logan County Title Company	
M. M. OSHE.....	Chicago, Illinois
Vice President, Chicago Title and Trust Company	

REGISTRATION _____

CONVENTION ACTIVITIES

_____ ENTERTAINMENT

REGISTRATION

The Registration Desk is located in the Promenade, Edgewater Beach Hotel. This is the clearing house for all information, for all events, regular and special.

* * *

OUR HOST

The Illinois Title Association

is arranging these features for the pleasure of Convention members:

Ladies Luncheon—Wednesday Noon

Cocktail Party—Friday Evening, preceeding the Convention Banquet

Music and Entertainment Acts—Following the Convention Banquet

Tours and Trips—see details below

FOR THE LADIES

Wednesday, September 8th

12:30 Noon—Luncheon—Marine Room, Edgewater Beach
Prizes by courtesy of Illinois Title Association

* * *

FOR OUR LADIES AND GENTLEMEN

Thursday Afternoon, September 9th

TOURS

Reservation for these tours should be made at the Information Desk. Please do it early. Ask for a "Tour" Card. Be sure to state number of people in your party and sign the card. Transportation will be provided.

1:30 p.m. Tour through the new title plant and offices of the DuPage County Division of Chicago Title and Trust Company in Wheaton, Illinois.

2:00 p.m. Tour through the Chicago Title and Trust Company offices at 111 West Washington Street.

2:30 p.m. Tour of Lake Meadows, a major Chicago slum clearance and redevelopment project.

GOLF

Arrangements have been made for delegates who desire to play golf Thursday afternoon to be accommodated at several private clubs. Inquire at the Convention Information Desk for full details concerning time, place and transportation.

ADVERTISING EXHIBITS

BE SURE to take time—several times during the convention—to inspect the outstanding exhibits furnished by member companies on advertising and Public Relations.

This excellent display is located in the East Lounge.

* * *

EQUIPMENT DISPLAY

How Much? When? How Expensive?

What Will It Do?

Will it Save Money?

Will it Increase Production?

Find the answers in the Commercial Equipment Display in the West Lounge. There you will see on display equipment, systems, procedures, and the advertising of demonstrated applicability to our profession. Take time—several trips during the convention—to inspect these and their usability in your firm.

* * *

THIS IS YOUR CONVENTION

This convention is not the property of your National Officers. It is YOURS. So take over. Make it yours. Ask questions. Get acquainted. Meet as many as possible.

Leave a note at the Registration Desk of items you want discussed.

Don't stand on ceremony. Everybody is here to learn. Talk to anybody and everybody; your badge is your letter of introduction to all.

Business sessions are valuable and important. But informal gatherings have value too. Extend and expand your friendships. Make up table groups for entertainment—and then you can discuss business over pleasurable throat relievers.

Please make it your special job to watch for delegates wearing a canary colored badge. This color indicates they are attending their first convention. Let us all make these newcomers feel at home. Get them acquainted with others. Turn on your charm and make them thrice welcome.

Why not make up a luncheon and/or dinner party for all the delegates—and their ladies—from your state? Either Wednesday evening or Thursday evening would be suitable. Remember Thursday afternoon is “play” afternoon. So, if you plan this special state get-together prior arrangements should be made when and where everybody is to meet.

Work hard. Play hard. Enjoy yourselves. Have fun.

PRE CONVENTION

Tuesday, September 7th

10:30 a.m. Conference of Presidents and Secretaries of Affiliated State Title Associations

Lincoln Room

PRESIDING: EARL GLASSON, Past President, American Title Association; *President*, Black Hawk County Abstract Company, Waterloo, Iowa

10:30 a.m. Executive Committee

PRESIDING: GEORGE E. HARBERT, President

2:00 p.m. Board of Governors

American Room

PRESIDING: LAWRENCE R. ZERFING, Vice-President, American Title Association; *President*, Land Title Insurance Company, Philadelphia, Pa.

Commercial Exhibitors—West Lounge

Advertising Exhibit—East Lounge

GENERAL SESSIONS

Wednesday Morning, September 8th

Ball Room

10:00 a.m. Call to Order

GEORGE E. HARBERT, President, American Title Association; *President*, Rock Island County Abstract & Title Guaranty Co., Rock Island, Ill.

Invocation

Address of Welcome

DONALD A. MCLEAN, President, Illinois Title Association; *President*, E. J. Tupper Company, Inc., Galesburg, Illinois

Response to Address of Welcome

A. WM. SUELZER, Past President, American Title Association; *President*, Kuhne and Company, Inc., Fort Wayne, Indiana

10:15 a.m. Report of the National President

GEORGE E. HARBERT

10:40 a.m. Report of National Treasurer

WILLIAM GILL, SR., *President*, American-First Title & Trust Company, Oklahoma City, Oklahoma

10:45 a.m. Report of Finance Committee

BRIANT H. WELLS, JR., Chairman; *Senior Vice President*, Title Insurance & Trust Company, Los Angeles, California

10:50 a.m. Report of Committee on Constitution and By-Laws

J. J. O'DOWD, Chairman; *President*, Tucson Title Insurance Company, Tucson, Arizona

11:00 a.m. Real Estate in the Years Ahead

JAMES C. DOWNS, JR., *President*, Real Estate Research Corporation, Chicago; Past President, Bankers Building M.E.M. Institute of Real Estate Management

11:40 a.m. Appointment of Committee on Resolutions

LEO T. WOLFORD, *Vice-President*, Louisville Title Insurance Co., Louisville, Ky.

DON HUGHES, *Secretary*, Moore Abstract & Title Co., Cherokee, Iowa

LLOYD HUGHES, *Vice-President*, Record Abstract & Title Insurance Co., Denver, Colo.

GORDON M. BURLINGAME, *Vice-President*, Bryn Mawr Trust Co., Bryn Mawr, Pa.

WHARTON T. FUNK, *Chairman; President*, Lawyers Title Insurance Corp., Seattle, Wash.

Appointment of Nominating Committee of Title Insurance Section

PAUL W. GOODRICH, *Chairman*

Appointment of Nominating Committee of Abstracter's Section

MORTON McDONALD, *Chairman*

11:45 a.m. Introduction of Distinguished Guests

Introduction of delegates attending their first National Convention.

Announcements

Adjournment of Morning Session

* * *

DO NOT FAIL

To inspect the Commercial Exhibits on display in the West Lounge. Here are displayed time and money saving machines and other equipment of use in the modernization of your plant; of importance to you in your never-ending efforts to render better service to your customers and potential costumers.

ABSTRACTERS SECTION

Wednesday Afternoon, September 8th
East Lounge

1:30 p.m. Visitation Period

Gather a few minutes before formal opening of the Session. Shake hands with old friends. Make new friends.

Take a few minutes to inspect the many forms displayed in the conference room. They are there shown to aid all members.

2:00 p.m. Call to Order

MORTON McDONALD, Chairman; *President*, The Abstract Corporation, DeLand, Florida

"What About the Abstracter"

MORTON McDONALD

2:20 p.m. Modern Machinery for the Abstracter—Microfilm Camera, Viewer, Filmsort Cards, Acetate File Pockets, Various Types of Camera, Developers and Driers. Electric Typewriters—Duplicating Machines, Dictating Machines, Roto Typewriters.

LEONARD F. FISH, *President*, Dane County Title Company, Madison, Wisconsin

2:50 p.m. "Appropriate Forms for Every Occasion"—A Panel Take-Off—Maps—Tract, Judgment and Miscellaneous Index—Order Blanks—Work Sheets—etc., etc., etc. Members of Panel:

ROBERT G. FREDERICKS, *President*, The C. W. Lynn Abstract Co., Inc., Salina, Kansas

ROBERT V. WORKMAN, *Vice President*, Guarantee Abst. Co., St. Petersburg, Florida

MISS BETTY LYNDE, *Secretary*, Creek Abstract & Title Co., Pueblo, Colorado

CHARLES ADAMS, JR., *Moderator; Owner*, Guarantee Abstract & Title Company, Lubbock, Texas

Discussion

4:15 p.m. Report of Nominating Committee and Election of Officers of Section

Adjournment

TITLE INSURANCE SECTION

Wednesday Afternoon, September 8th
Ball Room

1:45 p.m. Call to Order

PAUL W. GOODRICH, Chairman; *President*, Chicago Title and Trust Company, Chicago, Illinois

Report of Chairman of Section

PAUL W. GOODRICH

1:55 p.m. Some Legislative Observations

SAMUEL E. NEAL, *General Counsel*, Mortgage Bankers Association of America, Washington, D.C.

2:30 p.m. Report of Committee on Standard Forms of Title Insurance

BENJAMIN J. HENLEY, Chairman; *President*, California Pacific Title Insurance Company, San Francisco, California

2:40 p.m. "The Open End Mortgage"

ERNEST J. LOEBBECKE, *Executive Vice President*, Title Insurance & Trust Company, Los Angeles, California
Discussion

**3:10 p.m. Some Title Problems Involved in Public Improvements
A Panel**

Toll Roads—Acquisition of the Right of Way"

LOREN B. WEDDELL, *Vice-President*, Land Title Guarantee & Trust Company, Cleveland, Ohio

Redevelopment of Substandard Urban Areas

JOSEPH S. KNAPP, JR., *Executive Vice-President*, Maryland Title Guarantee Company, Baltimore, Md.

Excess Condemnation Statutes, Including Platting and Sale of Excess Lands

G. EARL OWENS, *Vice-President*, Abstract & Title Guaranty Company, Detroit, Michigan

MODERATOR: LYLE W. MALEY, *Vice-President*, Chicago Title and Trust Company, Chicago, Illinois

Discussion

3:55 p.m. Report of Nominating Committee of Section

4:00 p.m. Adjournment of Section Meeting

ABSTRACTERS SECTION

Thursday Morning, September 9th
East Lounge

9:30 a.m. Visitation Period

9:35 a.m. Call to Order

MORTON McDONALD, Chairman

"Public Education and Information"

STEWART J. ROBERTSON, *Vice President*, American-First Title & Trust Company, Oklahoma City, Okla.

Discussion

10:20 a.m. "The 4 P's"—Personnel, Publicity, Public Relations and Perfection—a Panel

Personnel Problems: How to Train—Promotions—Dismissals—Fringe Benefits—Profit Sharing Program—Retirement Program—Pensions—Training Program

Publicity and Public Relations—When Deserved—How to Obtain—Radio Publicity—Civic Organizations—Allied Trade Organizations—Contacts with Governmental Agencies, Federal, State, Local

Members of Panel:

JOHN S. BLUE, President, Jasper County Abstract Co., Rensselaer, Indiana

BRUCE G. VAN LEUWEN, Owner, Ottawa County Abstract and Title Co., Holland, Michigan

JUNIUS HOLMES, *Secretary*, Little Rock Abstract Company, Little Rock, Ark.

MODERATOR: HAROLD F. MCLERAN, Mt. Pleasant, Iowa

Discussion

11:00 a.m. "Selling Prices"—A Panel:

ROGER A. PTOLEMY, *President*, LaPlata Abstract Co.,
Durango, Colorado

MONTGOMERY SHEPARD, *President*, Berrien County
Abstract & Title Co., St. Joseph, Michigan

EARL C. GLASSON, *President*, Black Hawk County Ab-
stract Co., Waterloo, Iowa

MODERATOR: HARVEY PEARSON, *Manager*, Vermil-
ion County Abstract Co., Danville, Illinois

Discussion

**11:40 a.m. Report of Committee on Abstracters Liability Insur-
ance and Bond Protection**

A. F. SOUCHERAY, JR., Chairman; *President*, St. Paul
Abstract and Title Guarantee Company, St. Paul,
Minnesota

**11:50 a.m. Installation of Officers and Executive Committee of
Section**

12:00 Noon Adjournment of Section Meeting

* * *

HAVE YOU

Inspected the Advertising Exhibit in the East Lounge.

Inspected the Commercial Exhibits in the West Lounge.

? ? ? ?

SEE 'EM DEMONSTRATED

Ask the Exhibitors in the West Lounge to give you a demon-
stration of the accomplishments of their equipment. They will
prove their case.

TITLE INSURANCE SECTION

Thursday Morning, September 9th
Ball Room

9:30 a.m. Call to Order

PAUL W. GOODRICH, Chairman

Reports of Chairmen of Regional Districts of Title

Insurance Executives

Atlantic Coast Region: GEORGE C. RAWLINGS, Chairman; *Executive Vice Pres.*, Lawyers Title Insurance Corp., Richmond, Virginia

Central States Region: LAURENCE J. PTAK, Chairman; *President*, The Cuyahoga Abstract Title & Trust Co., Cleveland, Ohio

Southwestern Region: WILLIAM GILL, Chairman; *President*, American-First Title & Trust Company, Oklahoma City, Oklahoma

Composition of Districts by States

<i>Southwestern</i>	<i>Central</i>	<i>Atlantic</i>
Arkansas	Michigan	Delaware
Colorado	Ohio	Dist. of Columbia
Kansas	Indiana	Maryland
Louisiana	Illinois	Massachusetts
Missouri	Wisconsin	New Jersey
New Mexico	Minnesota	New York
Oklahoma		Pennsylvania
Texas		Rhode Island
		Virginia

10:00 a.m. Insurability of Titles

RUSSELL D. NILES, *Dean*, New York University Law School, New York City

10:45 a.m. Business Promotion—A Panel

J. MACK TARPLEY, *Vice-President*, Kansas City Title Insurance Co., Kansas City, Mo.

WILLIAM H. DEATLY, *President*, Title Guarantee & Trust Company, New York, N.Y.

WILLIAM J. HARRIS, *Executive Vice-President*, Houston Title Guaranty Co., Houston, Texas

WHARTON T. FUNK, *President*, Lawyers Title Insurance Corporation, Seattle, Washington

MODERATOR: PAUL W. GOODRICH

11:30 a.m. Title Evidence from the Standpoint of the Institutional Lender

ANDREW G. HOLL, *Assistant Counsel*, The Mutual Benefit Life Insurance Company, Newark, New Jersey

11:55 a.m. Installation of Officers and Executive Committee of Section

12:00 noon Adjournment

GENERAL SESSIONS

Friday Morning, September 10th
Ball Room

10:00 a.m. Call to Order

GEORGE E. HARBERT, President

“3-D View of Modernization”

A. J. YATES, *President*, Kane County Title Company,
Geneva, Illinois

10:45 a.m. Report of Committee on Title Plants and Photography

C. PERRY LIVERTON, *Chairman*; *Assistant Title Officer*
Commonwealth Title Company of Philadelphia, Phil-
adelphia, Pa.

Discussion

11:00 a.m. “Public Relations Is Everybody’s Business”

Cast:

MRS. JOHN R. (DOROTHY) PARKER, *General Manager*,
The House of Parker, c/o Logan County Title Co.,
Lincoln, Ill.

BYRON S. POWELL, *Vice-President*, Chicago Title and
Trust Co., Wheaton, Ill.

JOHN W. ZIERCHER, *Vice-President*, Guaranty Land
Title Co., St. Louis, Mo.

CARROLL R. WEST, *Vice-President*, Title Insurance
and Trust Company, Los Angeles, California

Author and Producer: MR. WEST

11:35 a.m. “Observations from National Headquarters”

JAMES E. SHERIDAN, *Executive Vice-President*, Amer-
ican Title Association, Detroit, Michigan

11:55 a.m. Announcements

12:00 noon Adjournment of Morning Session

* * *

IT'S NEAR CLOSING TIME

Check over the Commercial Exhibitors Equipment in the
West Lounge.

Inspect the Exhibits on Advertising by Members in the East
Lounge.

GENERAL SESSIONS

Ball Room

Friday Afternoon, September 10th

2:00 p.m. Call to Order

PRESIDING: GEORGE E. HARBERT, President

"This Is My Land"

Through the courtesy of its owners, the Title Insurance and Trust Company, of Los Angeles, we are privileged to show this moving picture, with sound and in technicolor. Our ladies are welcome.

Factual data relating to its preparation, script, plan of distribution and collateral points will be outlined to delegates by Mr. Carroll R. West, Vice-President of the Company.

2:25 p.m. "Re-birth of a City"

HONORABLE MARTIN J. KENNELLY, Mayor, City of Chicago

HOLMAN D. PETTIBONE, *Chairman of the Board*, Chicago Title & Trust Company, Chicago, Ill.

3:15 p.m. Effective Human Relations

DR. A. C. VAN DUSEN, *Vice President in Charge of Public Relations*, Northwestern University, Evanston, Illinois

3:50 p.m. Report of Planning Committee

EARL C. GLASSON, Chairman; *President*, Black Hawk Abstract Company, Waterloo, Iowa

4:05 p.m. Report of National Secretary

JOSEPH H. SMITH, Secretary, American Title Association, Detroit, Michigan

4:15 p.m. Report of Legislative Committee

HAROLD F. MCLERAN, Chairman; Mt. Pleasant, Iowa

4:20 p.m. Report of Nominating Committee and Election of National Officers and Governors

4:30 p.m. Adjournment of General Sessions

* * *

For All Delegates and Guests

6:30 p.m. All delegates and guests are cordially invited to attend a reception and cocktail party, to be held in the East Lounge, in the Promenade.

Hosts: Illinois Title Association

7:00 p.m. The Annual Banquet of the Association, Ball Room, Edgewater Beach

Entertainment through courtesy of the Illinois Title Association

GENERAL SESSIONS

Saturday Morning, September 11th
Michigan Room

9:45 a.m. Call to Order

PRESIDING: GEORGE E. HARBERT, President

9:45 a.m. Report of Committee on Federal Legislation

JOSEPH A. WATSON, *Vice-President*, The Title Guarantee Company, Baltimore, Maryland

9:55 a.m. Report of Judiciary Committee

F. WENDELL AUDRAIN, *Counsel*, Security Title Insurance Company, Los Angeles, California

10:05 a.m. "Million Dollar Castle"

This full length moving picture, with sound was made under the auspices of the National Association of Home Builders. The American Title Association is one of the fifteen sponsors.

All our ladies are cordially invited to attend this portion of the business program.

11:00 a.m. Report of Committee on State Association Management, Activities and Expansion

MARVIN W. WALLACE, *President*, Cragun Abstract Company, Kingman, Kansas

11:15 a.m. Report of Committee on Advertising and Publicity

WARREN E. THOMPSON, *Chairman*; *Public Relations Officer*, Chicago Title & Trust Company, Chicago, Illinois

11:25 a.m. Report of Grievance Committee

MORTIMER SMITH, *Chairman*; *President*, Oakland Title Insurance Company, Oakland, California

11:30 a.m. "Off the Record" Discussion

11:50 a.m. Report of Committee on Resolutions

WHARTON T. FUNK, Chairman; *President*, Lawyers
Title Insurance Corp., Seattle, Wash.

Unfinished Business

New Business

Installation of New President

Adjournment

THINGS TO DO—PLACES TO GO

In Chicago

Your Illinois hosts want everyone attending the Convention in Chicago to enjoy themselves thoroughly and to have every opportunity for sight-seeing, recreation and good times.

THE CONVENTION INFORMATION DESK will be staffed by informed, helpful persons eager to assist all members, happy to tell you about things to do, what to see, interesting places to eat, and how to get there.

Here is just a partial list of the opportunities and the arrangements that have been made for your convenience:

1. Free tickets for television shows.
2. Choice theatre tickets at regular box office prices for "Wonderful Town" starring Carol Channing at the Shubert Theatre, for Wednesday or Thursday evening.
3. Baseball tickets (box seats) for the Chicago White Sox vs. the Washington Senators, Wednesday and Thursday evenings, and the White Sox vs. the New York Yankees on Saturday afternoon.
4. Assistance in securing night club reservations—the Chez Paree, the Empire Room, or what do you want?

And there is a wide variety of other things to do and see, such as:

Lake Trips—One and two hour shoreline cruises on Lake Michigan, leaving the dock at Wacker Drive and Michigan Avenue throughout the day and evening.

Adler Planetarium—a unique astronomical museum, with a special show—"The Milky Way"—at 11 a.m. and 3 p.m. each day.

Chicago Art Institute—world-famed collections of art. Open 9 a.m. to 5 p.m. each day. Special exhibits during September include Chinese and Japanese paintings; Religious Prints from the 15th to the 20th century; Nathan Comming's Collection of Peruvian Art; and Mrs. James Ward Thorne's American and European Rooms in Miniature.

Chicago Natural History Museum—anthropology, botany, geology, and zoology illustrated. Open 9 a.m. to 6 p.m. Guide lecture tours everyday at 2 p.m.

Board of Trade—Chicago's tallest building and observatory. World's leading grain exchange. Free lectures for visitors, 9:30 a.m. to 1:15 p.m. Observatory open 9 to 6.

Museum of Science and Industry—Acres of exhibits showing relation of science to industry. See Coleen Moore's Doll House, Yesterday's Main Street, Hear Yourself on the Telephone and See Yourself on Television. Special exhibits during September: the U505 Submarine; "Food for Life"; and the story of nutrition with live baby farm animals.

Shedd Aquarium—132 tanks containing 10,000 specimens of fresh and salt water fish. Open 9 to 5 each day.

Merchandise Mart—Tours of this internationally famous market center every 45 minutes each day, 9:30 a.m. to 3:45 p.m.

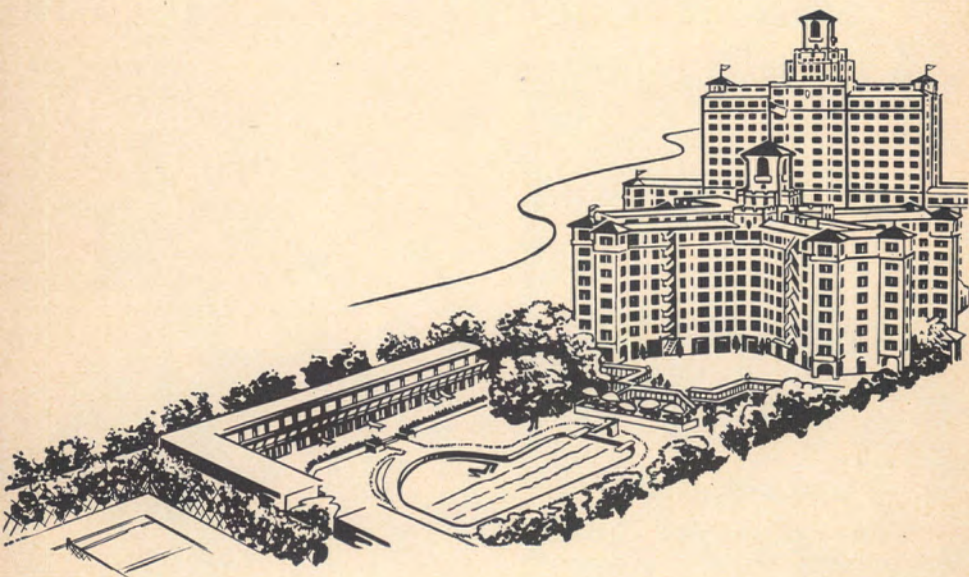
Union Stock Yards—Free escorted tours through the plant of Swift and Co. leave the Visitor's Entrance, Racine and Exchange Avenues, each half hour 9 a.m. to 11 a.m. and 12:30 p.m. to 2 p.m., except Saturday.

To say nothing of Chicago's famous State street department stores, its beautiful parks and boulevards along the lake shore, the art galleries and antique shops of its near North Side, and its richly wooded North Shore suburban regions.

Have You Registered?

AMERICAN
TITLE ASSOCIATION

48th Annual Convention



EDGEWATER BEACH HOTEL

CHICAGO, ILLINOIS

SEPTEMBER 8-9-10-11, 1954

CODE OF ETHICS

The American Title Association

The foundation of the American heritage of personal Freedom is the widely allocated ownership and use of the land. Upon the furtherance of that heritage, depends the survival and growth of free institutions and of our civilization. The Land Title Profession is the instrumentality through which titles to land reach their highest accuracy and attain the widest distribution.

The Title Profession having become such a vital and integral part of our country's economy, there are imposed on each member of the American Title Association obligations above and beyond those customarily required of participants in ordinary commercial pursuits and a code of ethics higher and purer than ordinarily considered acceptable in the market-place, to the fulfillment of which the Title Profession is dedicated. Each member of the American Title Association shall be ever zealous to maintain and improve the quality of service in his chosen calling, and shall assume personal responsibility for maintaining the highest possible standards of business practices, and to those purposes shall pledge observance and furtherance of the letter and spirit of the following Code of Ethics.

FIRST

Governed by the laws, customs and usages of the respective communities they serve, and with the realization that ready transferability results from accuracy and perfection of titles, members shall issue abstracts of title or policies of title insurance only after a complete and thorough investigation, founded on adequate records and learned examination thereof, and shall otherwise so conduct their business that the needs of their customers shall be of paramount importance.

SECOND

Every member shall obtain and justifiably hold a reputation for honesty and integrity, always standing sponsor for his work intellectually and financially.

THIRD

Ever striving to serve the owners of interests in real estate, members shall endeavor (a) to facilitate transfers of title by elimination of delays and unnecessary exceptions and (b) to make their services available in a manner which will encourage transferability of title, provide adequately for obligations which they assume in connection therewith and afford a fair return on the value of services rendered and capital employed.

FOURTH

Members shall support legislation throughout the country which is in the public interest and will unburden real estate from unnecessary restrictions and restraints on alienation.

FIFTH

Members shall not engage in any practices detrimental to the public interest or to the continuing stability of the Title Profession.

SIXTH

Members shall support the organization and development of affiliated state title associations founded and maintained upon the Principles set forth in this Code of Ethics.

SEVENTH

Any matter of an alleged violation of the principles set forth in this Code of Ethics may be submitted to the Grievance Committee of the American Title Association.