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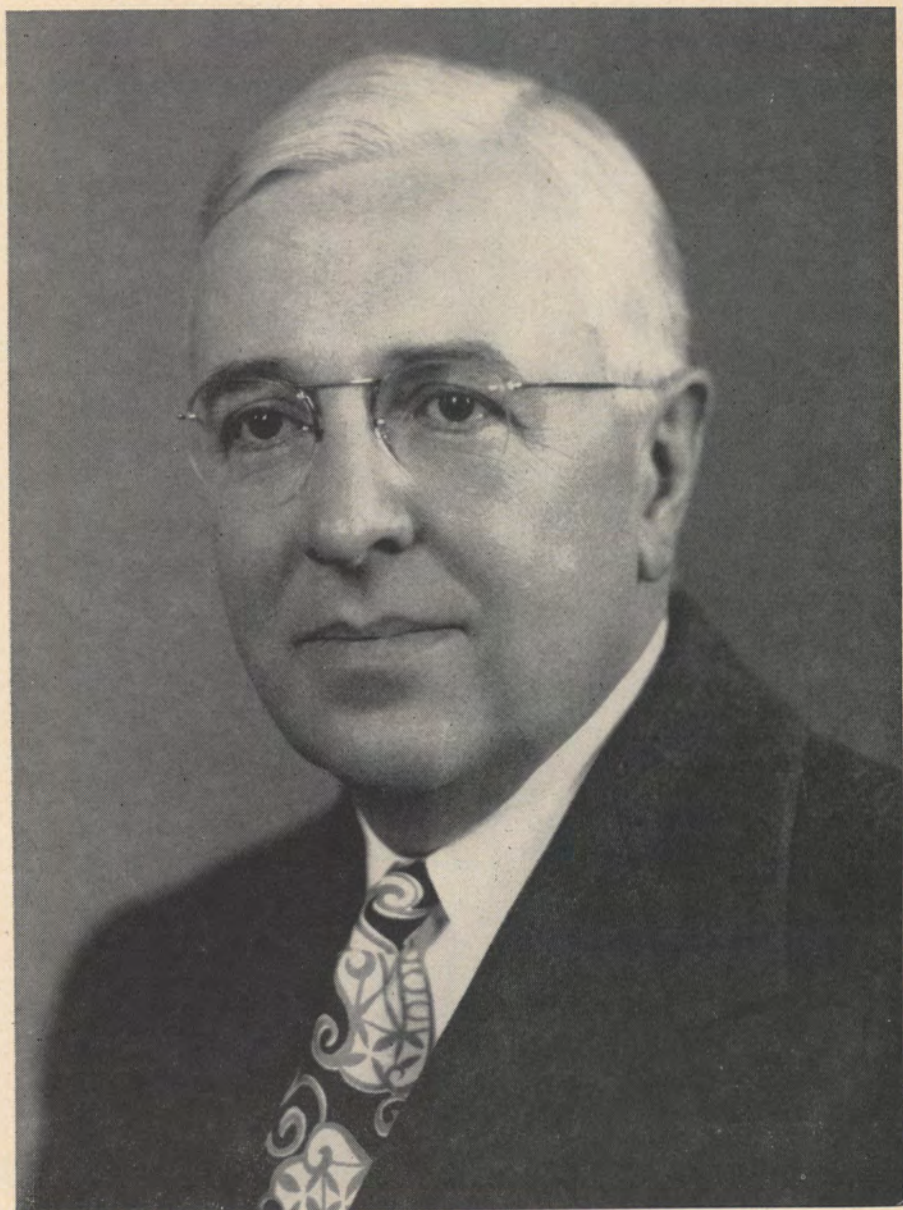
Number 10

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LAWRENCE R. ZERFING

*National President, American Title Association; President, Land
Title Insurance Company, Philadelphia, Pennsylvania*

ROLL OF HONOR

Past Presidents of the American Title Association

1.	1907-08	W. W. Skinner	Santa Ana, Calif.
2.	1908-09	A. T. Hastings	Spokane, Wash.
3.	1909-10	W. R. Taylor	Kalamazoo, Mich.
4.	1910-11	Lee C. Gates	Los Angeles, Calif.
5.	1911-12	George Vaughan	Fayetteville, Ark.
6.	1912-13	John T. Kenney	Elkhorn, Wis.
7.	1913-14	M. P. Bouslog	Jerseyville, Ill.
8.	1914-15	H. L. Burgoyne	Cincinnati, Ohio
9.	1915-16	L. S. Booth	Seattle, Wash.
10.	1916-17	R. W. Boddinghouse	Chicago, Ill.
11.	1917-18	T. M. Scott	Paris, Texas
12.	1918-19	James W. Mason	Atlanta, Ga.
13.	1919-20	E. J. Carroll	Davenport, Ia.
14.	1920-21	Worrall Wilson	Seattle, Wash.
15.	1921-22	Will H. Pryor	Duluth, Minn.
16.	1922-23	Mark B. Brewer	Oklahoma City, Okla.
17.	1923-24	George E. Wedthoff	Bay City, Mich.
18.	1924-25	Frederick P. Condit	New York, N.Y.
19.	1925-26	Henry J. Fehrman	New York, N.Y.
20.	1926-27	J. W. Woodford	Seattle, Wash.
21.	1927-28	Walter M. Daly	Portland, Ore.
22.	1928-29	Edward C. Wyckoff	Newark, N.J.
23.	1929-30	Donzel Stoney	San Francisco, Calif.
24.	1930-31	Edwin H. Lindow	Detroit, Mich.
25.	1931-32	James S. Johns	Pendleton, Ore.
26.	1932-33	Stuart O'Melveny	Los Angeles, Calif.
27.	1933-34	Arthur C. Marriott	Chicago, Ill.
28.	1934-35	Benjamin J. Henley	San Francisco, Calif.
29.	1935-36	Henry R. Robins	Philadelphia, Pa.
30.	1936-37	McCune Gill	St. Louis, Mo.
31.	1937-38	William Gill	Oklahoma City, Okla.
32.	1938-39	Porter Bruck	Los Angeles, Calif.
33.	1939-40	Jack Rattikin	Fort Worth, Texas
34.	1940-41	Charlton L. Hall	Seattle, Wash.
35.	1941-42	Charles H. Buck	Baltimore, Maryland
36.	1942-43	E. B. Southworth	Crown Point, Ind.
37.	1943-44	Thos. G. Morton	San Francisco, Calif.
38.	1944-45	H. Laurie Smith	Richmond, Va.
39.	1945-46	A. W. Suelzer	Fort Wayne, Ind.
40.	1946-47	J. J. O'Dowd	Tucson, Ariz.
41.	1947-48	Kenneth E. Rice	Chicago, Ill.
42.	1948-49	Frank I. Kennedy	Detroit, Mich.
43.	1949-50	Earl C. Glasson	Waterloo, Iowa
44.	1950-51	Mortimer Smith	Oakland, Calif.
45.	1951-52	Joseph T. Meredith	Muncie, Ind.
46.	1952-53	Edward T. Dwyer	Portland, Oregon
47.	1953-54	George E. Harbert	Rock Island, Illinois

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 con-

duct 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.

Officers 1954-55

Officers for 1954-1955 Administration

<i>President</i> —LAWRENCE R. ZERFING.....	Philadelphia, Pa.
President, Land Title Insurance Co.	
<i>Vice-President</i> —MORTON McDONALD.....	De Land, Fla.
President, The Abstract Corporation	
<i>Treasurer</i> —WILLIAM GILL, SR.	Oklahoma City, Okla.
President, American-First Title & Trust Co.	
<i>Chairman of Finance Committee</i> —BRIANT H. WELLS, JR.	Los Angeles, Calif.
Senior Vice-President, Title Insurance & Trust Co.	
<i>Exec. Vice-President</i> —JAMES E. SHERIDAN.....	Detroit, Mich
3608 Guardian Building	
<i>Secretary</i> —JOSEPH H. SMITH.....	Detroit, Mich.
3608 Guardian Building	

BOARD OF GOVERNORS

The *President, Vice-President, Treasurer, Chairman of Finance Committee, Chairmen of Sections, and*

Term Expiring 1955

GEORGE E. HARBERT, <i>Immediate Past President</i>	Rock Island, Illinois
President, Rock Island County Abst. & Title Gty. Company	
BENJ. J. HENLEY,	
<i>Chairman, Council of Past Presidents</i>	San Francisco, Calif.
President, California Pacific Title Insurance Company	
RALPH H. FOSTER.....	Seattle, Wash.
President, Washington Title Insurance Company	
JOSEPH S. KNAPP, JR.	Baltimore, Md.
Vice-President, The Maryland Title Guarantee Company	
V. HUBERT SMITH.....	McAlester, Okla.
Manager, Pioneer Abstract Company	
MARVIN W. WALLACE.....	Kingman, Kan.
President, Cragun Abstract Company	
G. S. YOUNG.....	Cleveland, Ohio
President, Land Title Guarantee & Trust Company	

Term Expiring 1956

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President, Little Rock Abstract Company	
WILLIAM H. DEATLY.....	New York, N.Y.
President, Title Guarantee & Trust Company	
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Owner, Isabella County Abstract Company	
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Exec. Vice-President, Tucson Title Insurance Company	
FRED R. PLACE.....	Columbus, Ohio
President, Ohio Title Corporation	

Term Expiring 1957

R. W. JORDAN.....	Richmond, Va.
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JOHN S. BLUE.....	Rensselaer, Ind.
President, Jasper County Abstract Co.	
STUART MORRIS.....	Houston, Texas
Vice-President, Stewart Title Guaranty Co.	
MRS. ZETTIE HUBBARD.....	Keytesville, Mo.
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AL F. KIMBALL.....	Duluth, Minn.
Executive Vice-President, The Consolidated Abstract Co.	

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Vice-President, Chicago Title & Trust Co.	
<i>Vice-Chairman</i> —ERNEST J. LOEBBECKE.....	Los Angeles, Calif.
Executive Vice-President, Title Insurance & Trust Co.	
<i>Secretary</i> —GEORGE C. RAWLINGS.....	Richmond, Va.
Executive Vice-President, Lawyers Title Insurance Corp.	

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MACLIN F. SMITH, JR.....	Birmingham, Ala.
Vice-President, Title Guarantee & Trust Co.	
J. C. GRAVES.....	Louisville, Ky.
Vice-President, Louisville Title Insurance Co.	
JOHN H. KUNKLE.....	Pittsburgh, Pa.
President, Union Title Guaranty Co.	

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Owner, Guarantee Abstract & Title Co.	

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Charlson & Wilson	
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Manager, Kankakee County Title & Trust Co.	
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Manager, Mesa County Abstract Co.	
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President, Coates-Southwest Title Co.	

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Vice-President, Chicago Title and Trust Company

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Public Relations Officer, Chicago Title and Trust Company

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Lawyers Title Insurance Corporation

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Manager, Bremerton Title Company

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 President, Holland Ferguson & Company

CHARLES H. BUCK..... Baltimore 2, Maryland
 President, The Maryland Title Guarantee Company
TWO YEAR TERM

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 President, Holland Ferguson & Company

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THREE YEAR TERM

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 Executive Vice-President, Title Guarantee and Trust Company

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 Manager, Pioneer Abstract Company
 and the Presidents and Secretaries of State Title Associations

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 Executive Vice-President, Washington Title Insurance Co.

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 Vice-President, Chicago Title and Trust Co.

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 President, Houston Title Guaranty Company
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- Circuit No. 7: Illinois, Indiana, Wisconsin
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 Executive Vice-President, Title Guaranty Company of Wisconsin

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Alaska, Hawaii

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Assistant Secretary, The District Title Insurance Company	
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Title Officer, Title Insurance Company of Minnesota	
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Owner, Shawano Abstract Company	
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President, Buffalo Trust and Title Company	

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Executive Vice-President, Title Insurance and Trust Company of Alaska	
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Manager, Guaranty Abstract and Title Company	
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Executive Vice-President, California Land Title Association	
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Secretary, The Healey Title Company	
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Vice-President, Security Abstract and Insurance Company	
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Executive Vice-President, Atlanta Title Company	
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President, The Title Insurance Company	
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Vice-President, Logan County Title Company	

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Executive Vice-President, Mississippi Title Insurance Company
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- SIDNEY W. ROBINSON.....Reno, Nevada
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President, Allen Abstract & Title Company
- WILLIAM WOLFMAN.....New York 8, New York
Chief Counsel, Title Guarantee & Trust Co.
- W. A. HANEWINCKEL, JR.....Winston-Salem, North Carolina
Manager, Lawyers Title Insurance Corporation
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President, Williams County Abstract Company
- JOSEPH C. HUGHES.....Columbus 15, Ohio
Ohio State Manager, Lawyers Title Insurance Corporation
- JOHN W. WARREN.....Newkirk, Oklahoma
Mgr. Title Gty. Dept., Albright Title and Trust Company
- HERBERT A. ALTSTADT.....Portland 4, Oregon
Vice-Pres.-Title Officer, Title and Trust Company
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Vice-President, Commonwealth Title Company of Philadelphia
- IVORY LITTLEFIELD.....Providence 3, Rhode Island
President, Title Guarantee Company of Rhode Island

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ALBERT HOUCK	Gettysburg, South Dakota President, Potter County Land and Abstract Company
E. B. WALTON.....	Nashville 3, Tennessee Resident Vice-President, Guaranty Title Co.—Division of Kansas City Title Ins. Co.
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JESSE N. ELLERTSON.....	Salt Lake City 1, Utah President, Title Insurance Agency of Utah, Inc.
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REPORT OF THE NATIONAL PRESIDENT

GEORGE E. HARBERT

President, Rock Island County Abst. & Title Guaranty Company, Rock Island, Illinois

Friends: We gather this week for the 48th time to mark the close of another year for our Association. Just as the calendar year end is a mixture of gay gatherings and of sober inventory taking, so this week, we of the Title Profession, will find time for thoughtful study and for genial merrymaking. I am sure that you will be happy to learn that this is by far the largest convention that we have ever had. Registration at present is over 750.

In planning the program for this convention you will note many innovations. The number of general sessions have been increased and the section meetings decreased. The President will be elected on Friday rather than on Saturday. Visual education will compete with vocal education to present to you the newest ideas in our profession. In all, we have sought to eliminate those parts of the convention which seem outmoded and to present to you a program of merit which will enable you to take home visions of the things to come and an assurance that the industry which we love so well as alert to the changing world, and is ready to meet today's problems with today's equipment. In between sessions we hope you will visit the displays of mechanical and other devices which may help you solve a problem in your office. I know that one company is unveiling two new models of equipment for the first time. It is pleasing, indeed, to note their awareness of our problems and I am sure your visit to these displays will repay you a hundred fold.

A Summary

But enough of this. In the few days that we will visit together, time will be at a premium, and this report to you must, of necessity, be a curtailed summary of our year's activity.

As we view the last twelve months, we cannot but call to mind the line attributed to Scotland's Immortal Robert Burns, "Most of our troubles never happen." A year ago, an air of uncertainty overcast all our predictions. Could this country pass from a war economy to a peace economy without a serious recession? Could the tremendous industrial production which was geared to the waste of war be slowed to the normal pace needed for peace-time use? Were we over-built? Should we pull in our horns? All of these and many more worries were echoed in the corridors at Los Angeles.

Today—one year later, we have had answers to many of the fears. We have moved toward peace. We have seen productivity harnessed, and while we cannot ignore some spotty sore areas, on the whole, the result has been a gradual return to a more normal economy without too many maladjustments.

In our particular industry, the freer flow of money has created an avalanche of work for all of us. This, in large part, is due to the tremendous confidence in the future of this land of ours, which has been displayed by our lenders of money. By lower down payments and longer maturities, our major lending institutions have made the dream of a home come true for countless thousands, and to them we owe a vote of thanks for their deep and abiding faith in the ability of the common man to pay his debt if given a reasonable chance to do so.

On the good side also we note the mighty efforts now being made to get the Government out of private business and the equally strong and optimistic reactions of private business to this assurance that private enterprise will be allowed to regain its rightful place as the keystone to our economic thinking.

On the good side also we find an awareness of the great needs for safer transportation lanes and the recognition that the toll road is one of the answers to this need. The decentralization of some urban areas and the rehabilitation of others, shopping centers, shifting populations, relocation and expansion of industries, and the growth of new industries, all mean more title work for us—the restlessness of our American people. During the year 1953 there were 25,000,000 changes of address reported to the Post Office. Over 15% of all of our people and 34% of the people between ages 19 and 34 moved from one address to another, and each move gave rise to the possibility of title work.

That this prosperity is not just a flash-in-the-pan appears evident from every source of information that comes to hand.

Our population is increasing at the rate of 3,000,000 persons per year and this September 30,600,000 pupils are over-taxing the schools throughout the land and predictions are that this record number will be exceeded next year. It will not be long before these students of today will become our customers.

I would be presumptuous indeed to attempt to analyze and valueate all the factors that can make our future, followed as I will be by Jim Downs, a national authority on the Economics of Real Estate, but from my small window I can see only a long period of prosperity for our industry.

Above all we see on every side the boundless enthusiasm of Americans for America, the tireless search for something new, something different, which keeps our country young and virile and insures for all of us a future of promise.

We Progress

On the good side also, I see the first fruits of the code of ethics which you adopted one short year ago. And I pause to state that its adoption was not one minute too soon. Already there were rumblings in our own ranks that our Association

lacked authority; that it talked a good fight, but that it **did** nothing. And, in our own ranks were some (very few, I am thankful to report) who had lost sight of the very base upon which our products are accepted, who had forgotten that the sanctity of the title, the thoroughness with which we comb the records, and the sound conservatism with which we take risks, is more convincing to our customers than are the dollars that appeared on our financial statements. There were some who felt that we could forget all these cardinal principles which had fostered our growth and had speeded the acceptance of our products and could issue title insurance on a casualty basis. Our awareness of the fallacy of this reasoning was but a step ahead of the condemnation of our large users.

I am sure that sober judgment will prevail and there will be no need to resort to the grievance committee to stamp out those practices which are so hostile to the well-being of our Association.

Among our abstractors I find a revolution in thinking which is gaining momentum. Less than a decade ago, there were many among us who had only one modern piece of equipment (a typewriter) in the office, and frankly I think there was some resentment towards this new (?) innovation. Today our members are confirmed gadgeteers. In every office I visited, at every state Convention I attended, the talk was of micro-film-photostat, mechanical take-off, multi-graph, mimeograph, electrification, air-conditioning, and all the rest that goes to make for a progressive industry. Here, too, the end result is gratifying. Not only are we doing more work more efficiently and with greater speed, but we are attracting to our ranks young men and women who see in our guild a living profession with a glowing future. Ten years ago, we wondered why the young folks were seeking other lines of employment.

Then too, I find a better understanding between our Title Insurers and our abstractors. We see, for in-

stance, that our future is a joint future and that each plays an important part in the prosperity of the whole industry.

I wish I could say that throughout the country a better understanding had also developed between the Bar and our members. In truth, this I cannot report. I do not see evidence of a worsening of our relations but neither do I see any great increase in our common understanding. I hope and trust that this goal will be achieved and that each year will see a greater recognition among the Bar of the tremendous service which our members are rendering year in and year out to the real estate investing public. Each member of this Association has it within his power to help or hurt the mutual understanding between our groups. Many of us are lawyers and I feel sure that we can fairly and honestly recognize the bounds of our service and help to strengthen the mutual understanding in our own communities.

During the past year our National Association has again justified its existence by proven service to its members. During the convention you will see the film which was produced for the purpose of selling homes to our customers. Our contribution of over \$8,000.00 was one of fifteen similar contributions from other interested trade groups.

During the year a new Revenue Act of voluminous content was enacted by our Congress. Hidden deep in the jungle of words was a simple sentence, which would prevent our member Title Insurance Companies from being treated on a parity with other corporations insofar as dividends from subsidiary Title Companies was concerned. The injustice was detected, and through the energetic and united efforts of our member companies, this inequity was eliminated.

While these perhaps are the major accomplishments, the day-to-day service that is rendered to our members is equally important. During the year innumerable requests for information, on a wide variety of subjects, have been handled by National Head-

quarters, or been channeled by it to members who have willingly shared their experience and knowledge with their fellow members.

The membership in our Association has reached an all-time high with state after state reporting increased membership. During my term of office, I visited the conventions in 16 states and was gratified to find that in each state the membership is active, the state conventions are better attended than ever before, and the programs arranged for the members, are carefully prepared to bring to the members the most timely subjects. I gained a new and wholesome respect for the ability and sincerity of the officers of these Associations. To the state secretaries particularly, we owe a tremendous debt, for on their shoulders rests much of the actual work of the state associations.

In Conclusion

On the personal side each year brings its measure of joys and sorrows. It would be difficult indeed to enumerate all the splendid title men who have passed to their eternal reward this year, but one deserves more than a passing thought. A few months ago those of us who know him well were saddened by news of the passing of one of the stalwarts of the American Title Association. Justin M. Dall, formerly Chairman of the Finance Committee, formerly a Vice President of Chicago Title and Trust Company, was called home in April of this year. I venture to say that the records of our Association and the memory of the old-timers will bear me out when I say that Stuart O'Melveny, Fred Condit and J. M. Dall carried much of the burden of financing the American Title Association on their shoulders for many of the dark years of the depression.

I could not close this report without acknowledging my thanks to Jim Sheridan and Joe Smith, of National Headquarters, and to the men and women without number whose tireless efforts and day-to-day contributions make our Association successful. May prosperity and your own

feeling of a work well done be your compensation.

On behalf of Mrs. Harbert, as well as myself, I also wish to thank the many, many friends throughout the

Association who have contributed so much to our pleasure and comfort when we visited with you at your State Conventions.

Thank you!

RE-BIRTH OF A CITY

HOLMAN D. PETTIBONE

Chairman of the Board, Chicago Title and Trust Company, Chicago, Illinois

President Harbert, Ladies and Gentlemen of the Convention—not infrequently when my good wife and I have a party at our home, after the guests have gone, when we've said that we have had a bully good time ourselves, then we think we had a good party. So, President George, with respect to this convention, it seems to me that it might be in order to say that we of the Illinois Title Association are having such a good time at this affair that it must be a good party. Thank you for your help.

This is going to be a "shop talk." It will have due regard for the circumstance that most of the audience know the technical aspects of my discourse as well as I. It is in the general area of public relations and business promotion. What I want to try to develop is why it is particularly appropriate for title men to take a leading part in connection with the problems of urban living. Naturally, I will find it convenient to refer particularly to some of our experiences in Chicago, but I do hope you won't think from that, that the basic problem we are going to talk about is that of large cities only. It applies to small communities. A week ago today I was traveling through Northern Wisconsin, Minnesota and into Canada. We noted as we passed through different small communities the wide differences. And it was easy to say as to one as you passed through "it looks like a hick town"—houses not painted, refuse scattered

about, no order. Shortly you pass through another community about the same size—wholly different atmosphere. You have all had the same experience. Those of you who live in smaller cities ought to take heed as to what happens in the larger cities when neglect continues over a period of years.

The title man has a big stake in the transferability of real estate. You have just seen a delightful presentation by our friends from California, about the nature of a real estate title. We all know that to be successful in the title business, we must have commercially acceptable titles. Transferability of real estate is vital to the title man. The technical aspects of that have to do with the title and the restrictions on that title—whether it is dealt with by title insurance, an abstract, or an attorney's opinion—every title man knows he has a stake in that element—transferability.

There is another element of transferability, and that is the volume of real estate sales. Many of us have been accustomed to think that there isn't much we can do to influence the cycle of real estate. Our friend in St. Louis, Roy Wenzlick, gets out charts showing the cyclical nature of the real estate business—the costs of building and the like. Our own experience bears that out. At the moment, we have had an extraordinarily long cycle on the upside. But those of us who have been connected with the title business for some time are aware that there are three phases

of the cycle. There is the upswing; there is the stable area or time when there seems to be a balance between demand and supply; and there is the downswing.

I am one of those who has had a thorough baptism in the downswing. I suppose in the thirties no one had more to do with real estate in distress as to financing than our organization, and than I, personally. So I am very familiar with that part of the cycle with which all of us are forced to be concerned from time to time.

Useful Tools

Is it true that we have nothing to do with the real estate cycle, the making of it? We certainly can slow it up if we don't do our job well. Can we do anything to help?

I am going to put forward what I label as some useful tools in the making of a real estate market which are of concern and have possibilities for title people. I shall label them "Three R's for Title Men,"—restrict, restore, and rebuild real estate. Let's discuss these three tools. This California picture depicted so well what some of us in law school came to refer to as the "bundle of rights" which make up a real estate title, because so many people have interests. I will not repeat them. These interests and restrictions apply, of course, not only to residential accommodations but to business property. More and more we are aware that restrictions are being imposed by communities on the use of real estate. Recently, in touring the synthetic rubber plants of the country, I was told in some areas that earlier requirements against stream pollution, by these plants which use a tremendous quantity of water, were that the operator must not pollute the water—must return it as good as it was. In Pennsylvania, I was told, public authority had gone another step. Operators must put water back in better shape than when it was taken from a stream.

As title men, we must recognize that some restrictions on the use of urban real estate are essential to the economic as well as the physical

health of the community. Just to mention a few restrictions—zoning, minimum safety standards, building lines, building heights, density of land coverage, adequate streets, parking, and easements.

So, with this audience, I think it isn't too risky to talk about urging restrictions on real estate—even at a time when there is some revulsion against central government controls.

The next tool of the three R's is **restoration**. Our older cities have been decaying steadily at the center. This central decay seems to be somewhat like a contagious disease—it spreads outward block by block to the city limits. Yet, when we are dealing with land in decay, it is the same land as when it was useful. How shall we check this blight? How shall we rebuild areas no longer usable? There is no single or simple solution, but a pattern is beginning to develop in Chicago. The fundamentals of this pattern are to work from the center outward by causing rebuilding of selected hopelessly deteriorated sections and to work from the fringe of deterioration toward the center of the city in a program of restoring buildings and neighborhoods.

The two segments of this program should operate contemporaneously. The first segment is checking blight and restoring, renovating, and re-planning areas which are declining but are still redeemable. This part of the Illinois program is covered in two laws. The first—the Neighborhood Redevelopment Law of 1941; the second—the Urban Conservation Act of 1953, in addition to which, there is a general basic authority under police powers relating to health and safety, which every city and every community has. The basic difficulties in a program of restoration are two—one, the definition of minimum standards; the other, enforcement of those standards—enforcement of compliance.

Restoration

In Chicago at this moment, our leading newspapers are spearheading a drive to compel owners to make bad residential accommodations habit-

able. We have enough laws to force action if public officials will move. But the officials must have vigorous public support against stubborn, unsavory opposition by recalcitrant owners. I see Guy Hollyday down here. I hope you may have an opportunity to see the picture which he can provide about the Baltimore plan. They have led the way in this particular field of restoration. And the "Baltimore Sun," Guy, was a model for the Chicago newspaper campaign along similar lines.

Action along the lines of compulsory restoration involves tremendous outlays of money for repairs, renovation, and modernization. At this point, availability of mortgage funds becomes important. It is not at all unlikely that the open-end mortgage and the new provisions of the 1954 Housing Act, may turn out to be very useful supports in the way of providing money—mortgage money for restoration.

The third R is **rebuilding**. Some areas of a city, certainly of a large city, have deteriorated to such a point that there seems to be no solution except to destroy everything—all the buildings, leaving the land ready for re-development.

Years ago I reached the conclusion that this was more than any group of citizens could tackle alone. I have been engaged with others in the work of the program in Chicago for 20 years or more. We became convinced some time ago that public authority and public funds are required to end slums, where the ending means to demolish everything in sight. Such a program requires payment for buildings which are to be demolished and also involves high land acquisition costs. A private owner can't do that and then build and get a return on his money. The public authority must acquire the property, tear down the buildings and, incidentally, move the tenants out just before buildings are torn down. That is quite a problem. Some of you who have tried to get tenants to vacate when you are foreclosing know about these difficulties. With respect to the demolition of buildings such as we have experi-

enced here in times of housing shortages, public pressure is tremendous against tearing down anything that anybody lives in—even rats.

So these titles have to be acquired by force, by condemnation; and funds must come from the public. Then what you have left is the land, such as was depicted in "This is My Land." It has value. The Illinois law defines it as its "use value," and it is sold to a private buyer at that price. The difference between that sales price and the cost of acquisition and demolition is borne by the public purse. But that money comes back in a few years through taxes that are paid on the higher valuations as private capital rebuilds.

You may be interested in a very brief outline of our experiences to date in Chicago in developing slum areas. In the spring of 1948, Milton C. Mumford, Vice President of Marshall Field & Company, and I, presented to a number of insurance companies the Illinois-Chicago Redevelopment Program. The only time we rang the cash register was with New York Life Insurance Company. That company agreed to undertake a project which has come to be known as Lake Meadows. It is on the near South side of Chicago. This project involves 101 acres of slum property. It is bounded by the Illinois Central tracks, a park, and Lake Michigan on the east, and on the west by a wide thoroughfare known as South Park Avenue. Michael Reese Hospital lies to the North. So in selecting this site there was some protection afforded by a wide thoroughfare and a hospital. That hospital is expanding to the South with its hospital buildings, and to the West with housing. Then to the West of this area is the developing campus of the Illinois Institute of Technology.

There are several other developments that are now being projected that will do what we always hoped would happen with respect to these—that if you make one major redevelopment, other redevelopments lean against it. That is what is happening on the South side with respect to

the New York Life project, which is labeled in the Chicago program "Re-development Project No. 1."

Another important project for consideration in Chicago is known as "Fort Dearborn Project" located on an area of about 150 acres lying on the north bank of the Chicago River between Wells Street and the North Michigan Avenue business area. This slum clearance project was originally proposed as a site for a civic center. The current thinking about this matter is rather that a portion of it would be reserved for the use of such public agencies as wish to locate there. It is not feasible for Chicago to attempt to put all public buildings in one location. It is proposed that a good portion of the area be redeveloped with residential buildings for more than one-family occupancy, thus creating a desirable residential area within a short walk of the central business district. Since a considerable part of the area is now occupied by commercial structures with a good deal of vacant space, the problem of re-locating residents there is not too serious. One of the vital parts of this program is to build it as a Plaza, meaning that instead of being at ground level you would be walking on the second level all the time—with North and South streets which would not be cut off, and the traffic would not be interfered with. There would also be a great area provided for parking of automobiles at traffic level, that is, below the Plaza level.

Probably you would like to know a little about the actual and probable cost of projects of this type. Here is a tabulation of costs prepared by the Chicago Land Clearance Commission.

The estimated cost of what is now under way by the Land Clearance Commission is \$265,000,000—expenditures to date \$65,000,000. The next group has to do with traffic. You saw the Los Angeles picture just an hour ago, and if you are familiar with New York, both cities are ahead of Chicago in the way of expressways with grade separations. We are be-

hind but at the moment, plans call for expressways, motor truck terminals, underground parking facilities, and multi-story parking amounting to \$435,000,000, of which \$129,000,000 has been spent.

Schools, parks and play grounds, public schools, Bureau of Park, \$230,000,000. These are plans that are now approaching the stage of working or actual construction. \$43,000,000 has been spent.

Institutions: medical center district on the West side where the University of Illinois has its medical school, the hospital area and medical research of Northwestern University, Michael Reese Hospital, and Illinois Institute of Technology—\$220,000,000 of which \$122,000,000 has been spent.

Now the footings and round figures of these items. The estimated cost of what we are talking about—\$1,250,000,000, and the expenditures to date—\$360,000,000.

In conclusion, what I am trying to emphasize is that the promotional part of this talk is not designed primarily to attract a lot more people to come to Chicago to live. I don't suppose I would get a headline on this comment. Chicago is big enough. We don't need any more people. What we need is to make better living and working conditions for those we have here. That is the area in which I think we should concentrate. I don't happen to be one who is spending any time in trying to persuade more people to come here to live. Our problem, I think, is definitely the other way. It may be that some of you in other communities feel the same about your own. So from my experience over a considerable period of years in working on this problem in just one city—Chicago—I would like to recommend to you, as part of your public relations and your business promotion, the three R's for title men—restrictions, restoration, and rebuilding of the urban areas.

Thank you very much.

REAL ESTATE IN THE YEARS AHEAD

JAMES C. DOWNS, JR.

President, Real Estate Research Corporation, Chicago, Illinois

It is indeed a special pleasure for me, as a Chicagoan, to welcome so many of you my friends whom I have met all around the country to our fair city here. But more than that it is a particularly gratifying experience, when you are in the business of prophesying, to be selected in your own home town as a prophet of anything that is going to happen ahead. Since, generally speaking, as the old saw goes, your fellow citizens view your predictions with the greatest skepticism.

My assignment here today is to review with you what the outlook appears to be at this moment for real estate in the years ahead. And in organizing my remarks here this morning it seems to me that perhaps you would be interested in those special phases of real estate and real estate activity which have meaning to and impact on the title business. It seems to me that the things we might talk about are five:

1. What is going to be the volume of new land development and new construction in the next year?

2. What is going to be the velocity of trading among existing properties?

3. What is the situation going to be in terms of the volume of mortgage financing?

4. What is going to happen to the trend of real estate prices, and does this have any meaning on the amount of title insurance that will be in force?

5. What is meant by the new urban renewal program, and what is in store for title companies by way of re-development, slum clearance, neighborhood conservation and the whole area of activities which is going to accelerate in the next year?

And so I would like to talk to you about each of these phases of the outlook as we see it.

1.

It is difficult for any person who

is geared to any given community to realize what is going on in the United States by way of urban expansion. But let's put it this way. We are expanding our cities within the United States by an area each year as large as the State of Rhode Island. In other words, if you combine all the expansion which is going on in all of the periphery of our American cities we are using hundreds of thousands of acres of what has heretofore been rural land to convert them into urban communities.

As we look into the year ahead first, the thing that takes up that land largely is new construction. We are not seeing today, in the typical American city or the typical American community, the kind of speculative land purchase on the part of the consumer that we saw in the twenties. If you analyse many of the title activities of many large title operations in the country you find that the volume has never in this present era equalled the volume which was established in certain years of the twenties when the consumer, the typical John Public, was out buying lots for which he had no current use, but which, in the tradition of land speculation in our country, had caused him to want to go out, as they used to take them out in bus loads and on picnics and sell them lots. We are approaching now, and in many areas of the country we are far in excess of any volume of land development we have ever known before. The unique thing about this land development procedure is that almost all the land that is bought by the consumer is bought for immediate use. The man buys a lot because he has in mind building a house on that lot as quickly as he can.

Now when we look at new construction thus far this year we are proceeding, at least we did in the first 7 months, at the annual rate of 1,174,000 housing units per year. That is, if we continue this year to build in

as great a volume as we did in the first 7 months, we will wind up with 1,174,000 units. The fact is, however, that the regulations under the new housing act of 1954, were deliberately designed under order of the President to stimulate housing construction and to stimulate the construction industry in this country. The regulations for the operation of that act are not yet completed. And the impact of that act on the economy has therefore not yet been felt. Our own belief is that we will build 1,200,000 housing units this year, and that we probably will build in that area next year for the reason that the housing act will act to stimulate the construction of new houses in the country.

I am amused as I travel around the country. I get on planes quite frequently with these people who are here as the guests of our State Department from Germany, Italy, Greece and from all over the world to see our country. The one most overwhelming impact of viewing this country by the typical European is its tremendous size. If you stand at the London Airport, as most of you know, you look at the schedule and you see that in 3 hours you can be almost anywhere in Europe. These Europeans come here and get on a plane at LaGuardia and fly to San Francisco. They are in the air 9, 10 and 11 hours and they just can't believe it.

Yet in spite of the fact that we have 3,000,000 square miles in this great land of ours, land is becoming scarce. This is particularly true of urban lands because when you think of urban land you have to think of it in terms of utilities; of street, sewer and water; you have to think of it in terms of municipal services. In my opinion the recklessness with which we have gone into the peripheral lands without respect to these utilities and these municipal services is not going to be duplicated. Therefore, land which is adjacent to these communities, where these facilities are available, becomes increasingly scarce. More than that, in many parts of this country where water is scarce, for example, as it is through-

out the West, you find that there are being established arbitrary limits beyond which the city will not go with their extension of water services. This gives monopoly to the land immediately around such areas and tends to make it much scarcer.

Now the fact is that of all the classifications of real estate in the last two years none has gone up as rapidly in price, none has been as actively traded as raw land. It is not at all unusual today to see developers for reasonably modest homes paying raw land costs of \$3,000 to \$4,000 an acre. And I am talking about raw land.

It is very difficult today to produce a lot which would fall into the category of low cost as we have known it in the past.

There is one other thing about construction anticipated that I think is important to title men. When we talk about 1,200,000 housing units—if we talked about that back in 1925, 1926, 1927 and 1928, about 30% of those units in that era were multi-family structures. And in terms of title business the construction of 1,200,000 units meant that perhaps 30% was going into multi-family units where there would be 7-8-9-10-50 and up to 100 apartment or housing units of a single land transaction. At the present time we are experiencing the lowest level of apartment house construction that we have experienced since the end of the depression. And the fact is, generally speaking, that nobody has ever built a volume of apartment houses when they had to put in any equity money. The 608 scandal which has come out is not a scandal in terms of those fellows who got a windfall of let us say only 5%, 6%, 7%, 8% and 9% because it was expected when Section 608 was written that in order to stimulate multi-family construction you have to give the fellow a reward, or at least the possible reward of full financing. With no full financing available at the present moment and with safeguards in the 1954 housing act and its regulations to prevent builders from what they call "mortgaging out"

on apartment house construction, I believe we are going to see not to exceed 15% of all construction in apartment houses. Now this is important to you because it means that when we are talking about 1,200,000 housing units we are talking about very many more individual real estate transactions per thousand units than we have ever talked about before. So, summarizing this question of what your business looks like from the point of view of land development and new construction, it looks distinctly better to me in the next 12 months than it was in the past 12 months. And it looks to me as though your business will be near record levels in this particular respect.

2.

Now the second thing that you are interested in, in terms of the volume of orders that your company will receive next year, is the velocity of trading in existing real estate—by that I mean used houses, buildings, commercial buildings, hotels, apartments, etc. The one thing that we ought to realize, in the typical metropolitan area of the United States, is that there is no oversupply of improved real estate. The fact is that we are engaging constantly in housing market studies over the country. We have made them in areas of where classically we are thinking in terms of over-expansion. Let's take, for example, California. In San Diego, California, you can talk to people who will say to you that there is a terrific oversupply of houses. The fact is, however, that there is not in terms of the volume of vacancy, nor is there in terms of what actually is happening to builders who are building at this moment with competitive terms. They are still selling those houses at or about completion date, in most cases, before. And all over the United States in the typical community there is still a housing shortage, and there is no evidence that we cannot accommodate a construction program of the level of approximately 1,000,000 to 1,200,000 a year.

Now the housing act of 1954 is going to narrow the gap of value between the existing house and the new

house. In the last two years if you were in the market for a house, and if you didn't have much money, it was easier for you to buy a new house without much down payment and with low amortization than it was to buy an older house. This you wouldn't think would be economically right or you wouldn't think that it could prevail, but it did because of the unique financing tools that were available to the fellow who wanted to buy a new house. But under the housing act of 1954 it is going to be relatively more easy to buy a new house on the basis of terms, and therefore, we anticipate that there will be an improvement in the velocity of general real estate trading over the next 12 months. What has happened to real estate trading thus far this year is that we are about 5% behind a year ago in gross over all numbers of transactions over the country as a whole. However, in most title operations they do not find that, for the reason that other title activities have taken up the slump. And in many areas, such as our own Chicago area, the actual number of real estate sales is ahead of its level a year ago.

There are certain other things that we believe if maintained are going to stimulate broader trading in income real estate. For example, the stock market in the last several months has gone up dramatically. Now as a concomitant of the increase in the price of stocks, there has been a decrease in the yield of stocks. If you are going to buy the typical Dow-Jones average stock right today you are going to get more than a point less yield than you would have gotten if you bought that stock a year ago. Now in the meantime real estate prices have remained almost unchanged. Now we know economically that when the yield pattern changes that the flow of capital changes. For example, if a year ago you were buying real estate on an 8% yield level and you were buying Dow-Jones average stock on a 6½% yield level, you would have concluded that there was about 1½ point margin at which people would rather have the so-called liquidity of stocks than they would the frozen asset of real estate. I don't

believe that real estate is a frozen asset or that it is not liquid, but that is another discussion. In any event if the stock yield goes down to 5½% and the real estate yield remains at 8%, it is obvious that real estate is going to attract more capital and in the process of attracting that capital it is going to raise its price. Therefore, if the stock market remains at about its present levels, or in excess of its present levels (and I am a real estate economist and not a stock market economist, so I won't say whether it is going to), but if it does, real estate prices in the next 12 months are going to increase, and so is the velocity of real estate trading in income real estate. Therefore, if we look at the next 12 months in terms of real estate trading, we believe that it will be as good as, or better than the last 12 months.

Now, then, what about refinancing, because when new mortgages are made the process results in title business. You know what has been happening in terms of basic money rates in the last year. That is stock market yields, as I said, are off one point; municipal bond yields are off about 6/10 of one point; high grade bond yields are off something in excess of ½ point. We run what we call our index of real estate borrowing rate. Last September that hit a high of 5.47, now it is at 4.61—off almost one point. The fact that real estate is off almost one point in its yield is due to two things. One, it is due to the decline in basic money rates; secondly, it is due to the increased margin of real estate over other securities and therefore the greater flow of capital into it, with the competitive result that interest yields are being forced down. Now all of this makes this an advantageous time to finance real estate. First, under the new housing act we are going to have longer amortization periods and more liberal insurance provisions for new construction. Second, for existing houses we are also going to have provisions in the act which give longer amortization. Third, we have a lower interest rate structure that faces the real estate borrower, so if a real estate borrower is faced with real estate financ-

ing in the next year or two or three years he probably is well advised, or at least he probably thinks he is well advised to arrange this financing now when interest rates are advantageous to his borrower.

We have had a fantastic level of mortgage activity in the last two years. We run in 34 states of the country what we call a Confidence Index. Now this Confidence Index is the relationship between the number of real estate trades and transfers and the number of mortgages made. We have studied this relationship over many years and we have found out that the minute there is any feeling on the part of the investing public that real estate perhaps isn't such a good investment or isn't such safe collateral the tendency is to reduce the number of mortgages in relation to the total number of deals. Now in the last several months this Confidence Index of real estate has been going up—the reason being that there are more mortgages being made in relation to the total number of transfers that have almost ever been made before. And in some communities actually month after month there are more mortgages made than there are sales. In other words if you transfer that into your business there is more title business resulting from mortgages in some communities than there is title business resulting from transfers of property. In our opinion this heavy volume of mortgage lending will be maintained in the next 12 months. As a matter of fact it will probably inch up slightly due to the impact of the new construction that will come about as a result of the housing act of 1954.

There is one other thing that it seems to me is of interest to title people as it is to mortgage bankers or others, and that is that the inventory of property is constantly increasing. If you are in the title business in Community A, and Community A builds a thousand new buildings this year, the probabilities are that no single piece of property will go off of the division role. That is, there will be an addition to inventory, and if you are in any kind of business in

the world and the inventory out of which you trade keeps going up, your business is going to keep going up. This means that the title business is not only geared to inflation in terms of monetary inflation, it is geared to inflation in terms of population inflation. So you have a constantly expanding horizon based on the increase in the inventory of property which each year, as I said, represents a new territory equal to the State of Rhode Island for you to divide up among yourselves for title business.

I knew a fellow in a little town in Florida. He asked me to come down there and look at a market. He was going to build 80 new houses—these were going to be Government insured houses—and this was a small town. I told him that the market won't sustain these 80 houses at the level that he was talking about. "Well," he said, "they are all insured, and I am basically in the real estate business, and even if the value doesn't hold up if there are 80 more houses in town I am going to have a chance to make 80 more deals, so I am going to build them."

Expanding Horizon

Now the fact is that this increase in inventory represents a constantly expanding horizon for the title business, and we believe that expansion in the next year will be greater than it has been in the last year. And when you look at the next 5 to 10 years on this horizon, and you relate this to the growing population statistics which we know are going to come into being in terms of housing because we are not speculating about that—the children are born already, we just have to wait for them to grow up and want a house of their own. That will represent new business. Therefore, from that point of view, the outlook as represented by the real estate market is good.

Now what about the trend of values. There are those of us who believe that we are inevitably moving toward a greater inflation. I have a son who is now at Stanford University who is about to take his Ph.D. in Economics. He has been spending the last two years studying and the

next year he will spend writing his dissertation. We have many discussions.

It seems to me in the field of forecasting (and I have been writing a monthly market forecast since 1936 and there is something inexorable about something you write down because it is there and people can haunt you with it for years to come) that the basis of our forecasting has not been economic analysis, although we have been careful to make economic analysis and to keep well informed on all basic trends, but the real basis of the luck or success or whatever we have had in forecasts has been in political analysis. That is, not in determining what the natural laws of economics would do but in determining what major political forces would be brought to bear on the economy. We are no longer living in an economy which is ruled by natural forces, we are rather living in an economy which is governed and managed on the basis of political consideration. All you have to do is to review the economy since the end of World War II to realize that is true. All you have to do is to look ahead at the economy at this moment to realize that is true. For example let us take the last 30 days. EDC failed. What does this mean to your business and mine? In my opinion it means a great deal. It means that there is going to be abroad, in my opinion at least, in the next five or six months an entirely different attitude toward our own national defense. President Eisenhower said in the last two weeks in his speech that he was going to propose to the Congress in January a new Military Reserve Program. What does that mean? Now I am thinking about it economically. If you think about it solely economically, the development of a reserve establishment of the United States means a substantial increase in military expenditures. And a substantial increase in military expenditures means a different monetary situation faces than it faces us now. Whereas we are presently worried and have been in the past 12 months about deflation, I believe that the long term

trend is inevitably toward inflation. If the long term trend is inevitably toward inflation then real estate, as one of the most perfect hedges yet discovered for inflation, is bound to move up in price. We saw that it was bound to move up in price if stock market prices remained the same. It is bound to move up in price if these monetary trends stay the same.

Now it is true that since the post Korean peak of prices was reached in the spring of 1951 that the average used house in the average community of the United States is off somewhere between 15% and 18% in price. Not all of that represents economic weakness, some of it represents an increased rate of obsolescence which is presently prevailing in houses. For example, although there isn't a ranch within a thousand miles of where I am standing, 86% of all the houses built in Cook County last year were ranch houses. The fact is that the two-story house is finding itself in an increasing state of obsolescence. More than that, in no five-year period since I have studied the field of real estate, and I have tried to study it back at least to the beginning of the last century, has there been a period of comparable improvement in the single family house—style wise, equipment wise or in any of those factors which tend to make obsolescence.

I have said that there are economic reasons why it seems to me the price movement will start to rise in income real estate, and once, of course, they start to rise and people get the scent of advancing prices, then the volume of trading is bound to increase.

Now there is one other matter that I think is of pertinence to the outlook of title business arising out of the real estate market, and it is one that Mr. Holman Pettibone will talk with you about in greater detail. However, let it be said that the Housing Act of 1954 contains a provision which is called urban renewal. About a year ago I made a speech to the State Street Council of Chicago here who are virtually concerned with the subject of decentralization since the State Street Council represents our great

department stores and since they are interested in the impact of outlying department stores and their potential buying. In that speech I used the word "recentralization." We have heard a great deal about decentralization, and we all know what it means. But it seems to me that the emphasis in the American city in the next 10, 15 to 20 years is going to be on recentralization. Now this does not mean that decentralization is going to desist. The reason we have to expand the periphery of our cities is that we have not got enough land to accommodate the housing units, and if our economy is only going to support single family units we are going to need more space to have that number of units. But this does not mean that our cities, which have gone through a process of rotting at the core for many years, are not going to be rebuilt. And out of that business, which Mr. Pettibone will discuss in detail, means redevelopment, means slum clearance, means neighborhood conservation and means all of the things that go with the recentralization of a city. If you want to see an interesting recentralization, now that you are visiting here in Chicago, take this bus downtown and you will see about 90% of all the new apartment construction that we have had in Chicago is between here and downtown—in multi-story buildings—the largest tendency of which has come back from the suburbs. We have taken the trouble to make studies of the people who have moved into these buildings, and by far the largest percentage are moving back from the suburbs. Why are they? Because their families are raised. The fact is that in a much longer life with the earlier marriages we are having today, because the wife can support the husband in the first years of his married life, with children coming along earlier, it is not at all unusual for people who are relatively young to have children who are grown. In my own case I am still not relatively young, but in another three years my wife and I, who live on a farm out here, will be free to move into the city for three or four months in the winter. Our children

will be gone. Maybe we will think about moving back all of the time. At least we are going to maintain quarters here. The fact is that when people today are 50 years old they have a life expectancy of 25 more years as a couple. That means housing consumers for 25 more years, but their families are already raised. Never before in our economy did we have any such consumer situation. When I was a kid it was an extraordinarily rare thing to find a man and wife living together at the age of 70 who were both physically and economically able—that almost didn't exist. Every family had a grandmother or a grandfather living with them, because one or the other had died and the one that was still living didn't have any money. Today, at the age of 70, there are thousands and hundreds of thousands of couples in the United States who are consuming housing, who are living together in good health, and who at 70 have a life expectancy of 10 years more. This is a tremendously important thing to our economy and to the real estate economy.

Now in general summary: I do a

good deal of speaking to business organizations, not all of whom are real estate, and if you were talking today to, for example, a convention of textile manufacturers, if you were talking today to a convention of woolen manufacturers or if you were talking today to a convention of Chrysler dealers, you would be talking to people who had a conscious nostalgia for a better era which they remember because those people would have found business this year not so good, and there would be grave question whether business next year would approach their record level.

It seems to me that therefore you are a favored group. That your business, if it is a typical business in your category of business, has been as good or better this last year than probably it has ever been. In many sections of the country it will be the best it has ever been. And if you look at what real estate, which is the basic commodity in which you operate, is going to do next year, it seems to me that you have reason to have a very good time in Chicago and spend some money with us.

Thank you.

COMMITTEE ON ADVERTISING AND PUBLICITY, REPORT OF CHAIRMAN

WARREN E. THOMPSON

Public Relations Officer, Chicago Title & Trust Co., Chicago, Illinois

The period allotted on the time schedule for the report of this committee will be almost entirely needed to announce the rather long list of awards in the Seventh Annual National Advertising Contest of the Association. There will be time for only a few terse observations which the members of the committee desire to make concerning this annual contest and no time at all, alas, for any philosophical excursions into the the-

ory or significance of advertising and publicity. Perhaps this is just as well.

The observations we have on our minds take the form of recommendations concerning the structure and rules of this contest which, we believe, have been largely unchanged and without review since the project was originally launched seven years ago. Should it be determined that this competition be continued, it is possible that these proposals will make

some contribution to a more successful and useful contest in the future.

Our suggestions arise out of what is, in the committee's judgment, a rather surprising and puzzling fact. From the entire membership of this Association, there were exactly—and only — 20 companies which entered displays in the 1954 competition. Divided as the contest is into 3 categories of companies, we had this year a situation in which there were only 3 entries in one category and only 5 in a second. This is hardly a remarkable outpouring of enthusiasm or demonstration of interest in the project. On the other hand, we are certain that such a small number of entries is in no sense a true measure of the amount or quality of advertising and publicity being executed and utilized by the title and abstract companies of the United States.

Perhaps, then, there is something at fault with the operation of the contest. To test this theory, we propose that next year these changes be made in the plan:

1. To give a greater number of companies the feeling that they will have a better chance to compete with companies more nearly their own size, that the present division of the contest into 3 categories be increased to 4, as follows—

- a. Companies with combined capital and surplus of less than \$500,000.
- b. Companies with combined capital and surplus between \$500,000 and \$1,500,000.
- c. Companies with combined capital and surplus between \$1,500,000 and \$5,000,000.
- d. Companies with combined capital and surplus in excess of \$5,000,000.

It will be noted that we suggest abolition of the distinction between abstract and title insurance companies that has been in effect and base the categories entirely on the comparative size of the companies in the Association.

2. To reduce the amount of work

involved in entering the contest, that there be abolished all of the present rules requiring each company to submit a large volume of detailed information about its advertising, to wit: the cost, estimate of coverage and/or circulation each advertising had, the day of the week the advertising ran, object of the campaign, results obtained (as if anyone really ever knows!), what class of mail was used for pamphlets, did the company representative hang the calendar on the customer's wall himself or did he just leave it, etc., etc. and etc. The rules of this contest are now nearly as complicated as the instructions for filling out one's income tax return. The mass of information thus required is of little use to the judges and has practically no bearing on the intrinsic merit of the advertising submitted. Elimination of the heavy burden of preparing such detailed data may make entering the contest seem less arduous and time-consuming and result in greater willingness to participate.

3. To simplify further the complicated structure of this enterprise, that some of the "omnibus" classifications of media and material be streamlined to limit the competition to a smaller number of media and items, and to achieve more similarity of items being judged within a single classification.

4. Finally, to lighten the burden of the committee and to improve the quality of the exhibits entered, that each company be asked to design and mount its own entry, shipping it ready for display, rather than to impose this task on the committee as a as a number of companies now do.

We have, as a result of this year's experience, some further refinements to propose to our successor committee members but shall not take additional time in this report to outline these more detailed points.

Your committee also wishes to express itself on one other matter which is perhaps not in its immediate province but which seems related rather intimately to the subject at hand.

Our point is this: Perhaps the individual member companies of this

Association might appreciate the values of advertising and publicity more deeply, and use advertising media more aggressively, if the Association, itself, were to find more ways and means of setting a better example to its members in this area of management.

We have reference to the development of increased national publicity in behalf of the abstract and title industry; efforts to make this Association better recognized and more frequently identified. There would seem to be no reason why the American Title Association's officers should not be turned to for authoritative opinions and statements as are officers of such national trade associations as the real estate board, mortgage bankers, savings and loan leagues—to cite but a few. These are public relations objectives that would seem worthy of more serious attention by the American Title Association.

Service to member companies in the field of advertising also needs thoughtful study. To mention but one illustration, an advertising mat service could be made available to many of the smaller companies on a cost basis—without expense to the Association—but at tremendous savings for each individual company while providing advertising material of far better quality than smaller companies can themselves afford to create.

These then are some proposals of this Advertising and Publicity Committee which we thoughtfully submit in the desire to improve not alone this annual project of an advertising contest, but to aid each member company in any important phase of its daily operations, to strengthen the public relations position of the Association, and to bring increased public acceptance and understanding of the services we perform.

Improved technical skill in preparing title evidence, the latest equipment, more efficient office procedures—these you take for granted as continuous objectives of your company. We suggest that the same imagination, the same search for continuous improvement, the same seeking for

new methods, must be the objective of each abstract and title company in the area of advertising.

May there increasingly be apparent—between the lines of every advertisement and every printed promotional piece you produce in the coming year—a message that speaks well and effectively of the company behind the service, and of the Association behind the company.

THE 1954 AWARDS

A Grand Prize for the most effective advertising program of the year carried on by any abstract, title or title insurance company in the Association, the trophy to be held by the winning company through the coming year to—

TITLE INSURANCE AND TRUST
COMPANY

Los Angeles, Cal.

The annual Capital Prize for Media Advertising, a bronze plaque to the abstract company which produced the best series of newspaper advertisements during the year, to—

DANE COUNTY TITLE COMPANY
Madison, Wis.

The annual Capital Prize for Media Advertising, a bronze plaque to the title or title insurance company whose combined capital and surplus are less than \$1,000,000, which produced the best series of newspaper advertisements during the year, to—

THE TITLE GUARANTY
COMPANY

Denver, Colo.

The annual Capital Prize for Media Advertising, a bronze plaque to the title or title insurance company whose combined capital and surplus exceeds \$1,000,000, which produced the best series of newspaper advertisements during the year, to—

COMMONWEALTH TITLE
COMPANY OF PHILADELPHIA
Philadelphia, Pa.

Certificates of Merit to the 1st, 2nd and 3rd Prize Winners in each category of the contest for effectiveness and originality of material:

ABSTRACT COMPANIES

- a. **Newspaper and Magazine Advertising**
1st Dane County Title Company, Madison, Wis.
- b. **Booklets, Pamphlets, and Financial Statements**
1st Dane County Title Company, Madison, Wis.
- c. **Direct Mail Campaigns**
1st Sumner County Abstract Company, Wellington, Kans.
2nd Dane County Abstract Company, Madison, Wis.
- d. **Miscellaneous Advertising (novelties, gifts, calendars, etc.)**
1st Abstract Company of St. Joseph County, Indiana
2nd Dane County Title Company, Madison, Wis.
- e. **Business and Office Forms**
1st Dane County Title Company, Madison, Wis.
- f. **Publicity Releases**
No awards
- g. **Radio and Television Advertising**
No awards
- h. **House Organ or Company Publications**
No awards
- i. **Posters, Billboards, Display Cards and Exhibits**
1st Abstract Company of St. Joseph County, Indiana
Title or Title Insurance Companies whose combined capital and surplus are less than \$1,000,000:
- a. **Newspaper and Magazine Advertising**
1st Title Guaranty Company, Denver, Colo.
2nd Land Title Insurance Company, St. Louis, Mo.
3rd City Title Insurance Company of New York
- b. **Booklets, Pamphlets, Financial Statements**
1st Land Title Insurance Company of St. Louis, Mo.
2nd Title Insurance Company, Mobile, Ala.
- c. **Direct Mail Campaigns**
1st Land Title Insurance Company of St. Louis, Mo.
- a. **Miscellaneous Advertising**
1st Land Title Insurance Company of St. Louis, Mo.
2nd Title Insurance Company, Mobile, Ala.
3rd Surety Title and Trust Company, Florence, Arizona
- e. **Business and Office Forms**
1st Land Title Insurance Company of St. Louis, Mo.
- f. **Publicity Releases**
1st City Title Insurance Company of New York
- g. **Radio and Television Advertising**
No award
- h. **House Organ or Company Publication**
No award
- i. **Posters, Billboards, Display Cards and Exhibits**
No award
Title or Title Insurance Companies whose combined capital and surplus exceed \$1,000,000:
- a. **Newspaper and Magazine Advertising**
1st Chicago Title and Trust Company, Chicago, Ill.
2nd Title Insurance & Trust Company, Los Angeles, Cal.
3rd Lawyers Title Insurance Corporation, Richmond, Va.
- b. **Booklets, Pamphlets, Financial Statements**
1st Title Insurance and Trust Company, Los Angeles, Cal.
2nd Home Title Guaranty Company, New York
3rd Union Title Insurance & Trust Company, San Diego, Cal.
- c. **Direct Mail Campaigns**
1st Union Title Insurance and Trust Company, San Diego, Cal.
2nd Security Title Insurance Company, Los Angeles, Cal.
3rd California Pacific Title In-

urance Company, San Jose, Cal.

2nd Title Insurance and Trust Company, Los Angeles, Cal.

a. Miscellaneous Advertising

1st Title Insurance and Trust Company, Los Angeles, Cal.

2nd Commerce Title Guaranty Company, Memphis, Tenn.

3rd Lawyers Title Insurance Corporation, Richmond, Va.

3rd Union Title Insurance and Trust Company, San Diego, Cal.

Submitted by the Advertising and Publicity Committee of the American Title Association, September 11, 1954.

e. Business and Office Forms

1st Commerce Title Guaranty Company, Memphis, Tenn.

Warren E. Thompson, Public Relations Officer, Chicago Title and Trust Company, Chairman.

f. Publicity Releases

1st Title Insurance and Trust Company, Los Angeles, Cal.

2nd Union Title Insurance and Trust Company, San Diego, Cal.

3rd Security Title Insurance and Trust Company, Los Angeles, Cal.

Fred H. Timberlake, Assistant State Manager, Kansas City Title Insurance Company, Lubbock, Texas

Coverly Fischer, Vice President, Home Title Guaranty Company, New York, N. Y.

g. Radio and Television Advertising

1st Chicago Title and Trust Company, Chicago, Ill.

2nd Security Title Insurance Company, Los Angeles, Cal.

C. H. Briley, Vice President, Tennessee Title Company, Nashville, Tenn.

M. G. Budd, Manager, Bremer-ton Title Company, Bremerton, Wash.

h. House Organ or Company Publication

1st Union Title Insurance and Trust Company, San Diego, Cal.

2nd Title Insurance and Trust Company, Los Angeles, Cal.

3rd Lawyers Title Insurance Corporation, Richmond, Va.

Howard Bernstein, Executive Vice President, Realty Title Insurance Company, Washington, D. C.

J. E. Mayfield, Secretary-Treasurer, Guaranty Title & Mortgage Company, Flint, Mich.

R. E. Johnson, President, Waupaca Abstract & Loan Company, Waupaca, Wis.

Fred T. Wilkin, Jr., Manager, Security Abstract Company, Independence, Kansas

i. Posters, Billboards, Display Cards and Exhibits

1st Chicago Title and Trust Company, Chicago, Ill.

John Gordon McGregor, Vice President, Union Title Insurance & Trust Company, San Diego, Cal.

COMMITTEE ON CONSTITUTION AND BY-LAWS, REPORT OF CHAIRMAN

J. J. O'DOWD

President, Tucson Title Insurance Company, Tucson, Arizona

At the Mid-Winter Conference held in New Orleans in February, 1954, and with approval of the Board of Governors, the following proposals were presented to amend our constitution. These were approved at that conference. Final action upon the same will now be taken by you at this Convention. The proposals follow:

Proposal No. 1—Grievance Committee

BE IT RESOLVED that the second paragraph of Section 3 of Article VII be amended to read as follows:

"Following the convention adopting this amendment, the President shall appoint a Grievance Committee composed of a Chairman and two members to serve during his term of office; two members to serve for a term of two years and two members to serve for a term of three years. Each succeeding President shall appoint a Chairman to serve during his term of office and two members to serve for a term of three years. No two members shall be accredited from the same state."

Proposal No. 2—Election of Officers of Sections—Election of Officers of National Association

BE IT RESOLVED that the third paragraph of Section 13 of Article VIII be amended to read as follows:

"The election of officers and governors shall be held on the afternoon of the third day of the convention."

BE IT RESOLVED that Section 3 of Article IV be amended to read as follows:

"Administration of the affairs of each Section shall be vested in an Executive Committee composed of

the Chairman, Vice-Chairman and Secretary of that Section and four other members all of whom shall hold office for one year commencing with the end of that annual Section meeting and until their successors are elected and assume office."

"Prior to the annual Section meeting, the Chairman of each Section shall appoint a Nominating Committee composed of a Chairman and two other members of that Section in attendance at the convention. It shall be the duty of that Committee to nominate a Chairman, Vice-Chairman and Secretary of the Section (which officers shall also be Chairman, Vice-Chairman and Secretary of the Executive Committee) and four other members of the Executive Committee. The report of this Nominating Committee shall be posted in a conspicuous place at the meeting hall by 9:00 o'clock A.M. of the first day of the Section meeting. The Chairman of the Section shall call for a report of the Nominating Committee as one of the first orders of business, following which he shall invite any other nominations from the floor. The election shall be held the afternoon of the same day."

Proposal No. 3—Duties of Officers—Duties of Vice-President.

BE IT RESOLVED that Section 2, Article VIII, be amended to read as follows:

"The Vice-President shall perform the duties of the President in case of his absence or inability to act."

Proposal No. 4—Dues

BE IT RESOLVED that Section 1 of Article V—Dues—be amended to read as follows:

"Section 1. Each member of this Association shall pay dues in accordance with a schedule fixed by the Board of Governors at each annual convention for the year next ensuing."

BE IT FURTHER RESOLVED that Sections 2 and 3 of Article V be deleted.

"Mr. President, I move the adoption of the Resolutions as read." Seconded and carried unanimously.

COMMITTEE ON TITLE PLANTS AND PHOTOGRAPHY, REPORT OF CHAIRMAN

C. PERRY LIVERTON

Ass't Title Officer, Commonwealth Title Co. of Philadelphia, Philadelphia, Pa.

Ladies and Gentlemen of the American Title Association, it has been a pleasure for me to have served in the association for the past six years. In that period, there has been, by various companies, remarkable strides made in improving operations and in so doing, control the rising cost of maintenance and production in relation to the issuance of a Title Policy.

I would like to recall to you, a portion of a very fine talk, made by Arthur E. Wade, Vice President of the Land Title Guarantee and Trust Company, at the convention held in Los Angeles, last September. Art, stressed the point that the cost of the take-off, the manner in which it is done, and the completeness of the information contained, would certainly depend a great deal on the percentage of the available business that your company can obtain in your local community.

Following the above thought, I know of one large city in which seven companies all operate in the Title Insurance field and each procuring a take-off of some type, independent of one another. This would lead one to believe that percentage-wise, some of these companies' ratio of the business available cannot be too high.

But, despite volume of business obtained, many companies faced with the above situation, deem it necessary

to procure a complete take-off solely for the purpose of competing with their neighbors by giving service to their customers. They feel that they are able to give better service if the information is available at their office.

In view of the above facts, I would like to call to your attention, the latest model of the Junior Photostat Machine. This is a dual purpose type of equipment. It will make your necessary photostats, records that you may want copied, such as tax receipts, and various other items connected with your operation, and can be used to reproduce all or part of a Microfilmed Take-off. The Film can be stored either on rolls or by separating the images and mounting them on cards similar to filmsort and kept in your own file either according to book and page order or according to locality. I believe we all agree that obtaining the take-off by microfilm is quick and an inexpensive means as is now available.

Our problem, at this point and in the past has been the necessity of readers for almost everyone connected with the operations. This new Junior Photostat Machine with its automatic movable head which can be swung out of place when not in use can be used to reproduce. The head can be swung in place to make copies from film or from filmsort

cards with from two to four apertures, it will reproduce print from microfilm to a dry copy, size 8½ x 11 at the rate of six prints per minute and sells for about \$3275.00.

Viewers are not necessary as the machine has its own viewer attached to the automatic head which enables you to pick out from the roll the particular image that you desire to print from the film. I trust that you may see the advantages I have tried to observe from such equipment, namely, that you can still have a complete copy of the take-off on a daily basis in your own office, without the additional expense and room required for a number of viewers. On receiving an order for Title Insurance, the images on the film that are required for that order can be immediately transferred to a print and the various prints assembled to complete a chain of title, cost of each print is 5½ cents. It would seem possible that this would be of great value to many of our abstractors who could procure full daily take-off and then make prints of whatever instruments are necessary to form the abstract.

This would, in my opinion, appear to be the cheapest way of getting a complete take-off due to the fact that you would only reproduce to a dry copy, matters that are definitely needed and therefore, save the expense over and above microfilming for the remaining portion of the take-off, which may never be used by your particular company.

The second phase of my report is based on a request made by our National President, at the last convention, to try and determine if possible, the permanency of many of the new copying and reproduction devices that have come to the market in the past few years.

I would like to preface this portion of the report with the statement that I feel that the fact the manufacturers of these various types of equipment are in keen competition with one another to give our industry the advantages of mechanical devices with the hope that it will expedite our work and at the same time reduce our

rising cost, is a healthy condition. For it would appear to your chairman, that the Title profession has been forgotten in the past as a ripe field for these improvements.

But, for each of us, I would like to sound out a word of caution. If we are interested in some type of new equipment, purely and solely for a question of permanency, I believe we should crawl before we walk and make definitely sure by finding out the experience that others in our industry have had with the type equipment we are considering and if it will fill our particular needs.

My own personal opinion of the very fast reproducing machines under various trade names that make only a single copy in a matter of seconds, must be experienced for the permanency requirements that we desire.

Unfortunately, the Bureau of Standards in Washington, D.C., can give us no information on these newer types of machines. As to Mark Larwood's company, which has a process of producing multiple copies on a white background with blue subject matter which has been used for a number of years by the California Pacific Title Insurance Company of San Jose, California, and has showed no signs of deteriorating in any manner. The tract maps which accompany Title Reports of the California Pacific Title Insurance Company are reproduced on a bruning machine. These maps, showing the tracts have showed no signs of deterioration either of the information or the color of the reproduction. As to microfilm, it would appear from the facts that I have been able to gather that the useful life of cellulose acetate films has an actual experience with the material which extends back about thirty-five years. This fact was recognized by the 76th Congress of the United States which passed in 1940, Public No. 788, a bill permitting the destruction of certain kinds of original records of the government after they had been copied on record film meeting the requirements of the National Bureau of Standards. In conjunction with the same subject, John W. May, President

of the Inland Abstract and Title Corporation, Florida, informs me that his company has used 16 millimeter film mounted on filmsort cards and the experience has been limited to three years, but it has been subject to all kinds of Florida weather and they have only recently installed air conditioning and have had no trouble with the film working loose from the cards if properly mounted nor has there been any deterioration of the subject matter. The National Bureau of Standards, under a miscellaneous publication N144 issued December 20, 1940, has this conclusion and I quote "The test of cellulose acetate sheetings being used for the lamination of documentary material revealed that both the plain sheeting and those containing adhesive have sufficiently high degree of stability to be suitable for use with permanent records, the former, on the whole displayed superior stability." Very satisfactory laminations are secured by the operator's employing both types of sheeting of widely different physical characteristics. The sheetings have no adverse effect on the stability of the papers. Further, Mr. R. H. Cornelius, Vice President of the Phoenix Title and Trust Company, reveals that they have been making a daily take-off on 16 millimeter film, which film is then enlarged to 6 x 9 print. They have been using this process since 1947 and there has been no evidence of deterioration of either the print paper of the microfilm.

The Commonwealth Title Company has been processing hundreds of thousands of photostat copies on a continuous recorder reduced to a 6 x 9 size for the past eight years and we know there are no signs of deterioration in any of the copies so obtained. The Recorder of Deeds Office in Philadelphia has been making since 1936, a photostat copy of each recorded instrument and I know of no problems which they have encountered since that time which would lead to deterioration of the subject matter.

Despite the fact, as mentioned heretofore, that I was unable to obtain from the Bureau of Standards in Washington, any other information,

other than quoted herein, I was able to obtain a Records Management Review, put out by one of the large Government Agencies to their various departments, commenting and suggesting the advantages of various types of reproducing equipment under the heading Photocopy. The equipment mentioned was Photostat made by Photostat Corporation, Rectigraph made by the Haloid Company and Dextragraph made by Remington Rand. The interesting comment pertaining to all three of these machines was as follows and I quote: "Of all the fast copy processes, Photocopy produces the most legible prints, however, the required processing takes longer than for most other methods and the materials used are relatively higher at cost."

Following, is a short description of the various types of equipment that are on the market at the present time. COPYFLEX MODELS 14 and 15, made by CHARLES BRUNING COMPANY, INC.; both of these models produce black on white copy, any office form or report form, a large accounting worksheet, down to an office memo. They do not use a vapor developer, consequently, there are no fumes. The MODEL NO. 14 sells in the neighborhood of \$1500.00 and MODEL 15, \$1700.00, f.o.b. Chicago.

THERMO-FLEX, made by MINNESOTA MINING AND MANUFACTURING COMPANY also reproduces copies of print or typewritten, or pencil drawings by a controlled beam of infra-red light which sends rays through the black and white original. The black type face converts the rays into heat which in turn acts on the sheet to reproduce the original. This machine sells, in the neighborhood of \$500.00.

BAMBINO, made by OZALID DIVISION OF GENERAL ANILINE AND FILM COMPANY; just like Ozalid's original machine, the BAMBINO is a self contained printing and developing unit that makes direct copies of translucent originals and costs about \$500.00, f.o.b. Johnson City, N.Y.

THE PHOTOSTAT INSTANT COPIER, made by PHOTOSTAT COR-

PORATION; this machine will make three or more, of black on white copy of practically any original, up to 8½ to 14" in size. It is designed to get the very best results from Eastman Kodak Verifax process and costs around \$350.00, f.o.b. Rochester, New York.

THE DUPLIMAT, is made by DUPLIMAT COMPANY OF AMERICA; a Photocopy with all electric printing and developing unit and can be used in connection with Diazo type, reproduces to make the transparent master, cost is around \$300.00.

PHOTO-RAPID, made by COPY-CRAFT, INC., distributor, is a Swiss photocopy machine using Agfa Copy Rapid papers and chemicals. This is a combination printer and developer which sells for around \$500.00.

COPEASE DUPLEX PHOTOCOPY, is made by COPEASE COMPANY. It produces black on white photocopies in less than 45 seconds which the manufacturer claims are permanent and fade-proof. The image or the original, is transferred by light exposure to the sensitive emulsion of the negative paper and through the method of the developing fluid contact, it is transferred from the negative paper to the positive paper, producing the exact copy of the original. It costs around \$450.00.

SYSTEMATIC AUTO-STAT made by the AMERICAN PHOTOCOPY EQUIPMENT COMPANY; the APECO SYSTEMATIC AUTO-STAT unit photocopier works on a light intensification and transfer facsimile principle. The paper is coated with a special emulsion. The original to be copied is fed through the exposure slot along with a sheet of No. 1 paper, then passed together through the auto-stat portion of the one unit copier. The operator then peels the two sheets apart. The original is reproduced in black and white. The cost of this equipment is approximately \$500.00.

The KODAK VERIFAX printer made by EASTMAN KODAK COMPANY; the principle of this printer and the photostat instant copier, heretofore mentioned, are identical. These

two printers vary slightly from the others mentioned in the fact that they reproduce up to three copies rather than a single copy as do most of the other types of equipment mentioned. The KODAK VERIFAX MATRIX sheet which is exposed by reflex printing techniques on a contact printer built into the top of the unit. After exposure, the Matrix sheet is inserted into a tray of chemicals and after twenty seconds in this activator solution, the Matrix sheet is drawn under a roller and squeegee in contact with the sheet of printing paper. When the sheets are pulled apart, the positive copy of the document or letter is produced. The Matrix may be then reinserted in the activator and additional copies from the same Matrix pulled out in contact with the printing paper. In some cases as high as five to six copies have been obtained, depending on the dexterity of the operator. The copies produced by the KODAK VERIFAX printer have been approved by the Office of the Commissioner of the Bureau of Internal Revenue for the duplication of Form 1040 in the filing of Income Tax Returns. The cost of the printer is approximately \$250.00.

TRANSCOPY DUPLEX made by REMINGTON RAND, INC.; this device makes positive copies of any record, regardless of type and color, from original, up to 14½" wide in any length. The negative sheet is placed face to face with the original to be copied, inserted in a slot where they are engaged and pulled in by electrically driven rollers. When they emerge, the original can be released immediately. The exposed negative is placed face to face with a sheet of transfer paper and engaged by electrically driven rollers where the negative is then separated from the positive copy. This equipment costs around \$400.00.

I trust that the partial listing and brief description of the various copying equipment that is continually appearing on the market, will give you a conception of the interest that is displayed by various manufacturers in their endeavor to meet the growing demand.

Certainly, all of these various types of equipment can be used to definite advantages in our organizations, but they are apparently of such recent development, it is impossible through personal experience, to measure the length of time copies will retain their characteristics, available at the time of reproduction.

Your chairman had a demonstration about 2½ years ago of a machine which printed from an original in a matter of a few seconds. This sample I have fortunately kept in my possession and have it available for anyone who might like to examine it. The subject matter has not deteriorated to a great degree, but the paper which was definitely an opaque white, has turned a very dirty yellow and certainly not the quality work any of would desire to be sent out. Accompanying the color, there has developed a slight deterioration in the body of the paper.

For the past few years, many fine members of our organization have appeared on the panel programs as members of this committee. Each has freely given of his advice and

thoughts in the endeavor to help all of us, and I believe that there has been two goals; (1) To try and make information available when needed through some mechanical process that will help to control our rising costs, (2) Be prepared, at all times to meet the rising demand of our customers, for service. I know this is true, within the entire organization of the company I am associated with, Commonwealth Title Company of Philadelphia, where we strive, regardless of the unreasonable demands made upon us, to satisfy one and all and I cannot help but believe that the large percentage of business available in our community which we obtain, is a result of such efforts. **The day has long since passed, when we could assume the attitude that the customer must come to us.**

In conclusion, I would like to make this assertion; that we have not yet reached the degree of perfection in our operations, which so many of us would like to see. Each year, we are striving to reach that wider horizon that will mean better service to each and everyone of our clients and the satisfaction to us, of a job well done.

PLANNING COMMITTEE, REPORT OF CHAIRMAN

EARL C. GLASSON

President, Black Hawk County Abstract Co., Waterloo, Iowa

This report, the result of consultation between the members of this committee by correspondence, is an effort to simplify and consolidate the many recommendations made by us in previous reports. As you will remember, all prior reports were superseded by our report given at Los Angeles in 1953, and in spite of our best efforts, our 1953 report consisted of nine pages of single space typing. We of the committee believe we have learned one thing in the many years

of our existence, and learned it the hard way, that being that it is unfeasible, perhaps absolutely impossible to "throw the book" at our headquarters staff and expect immediate and far-reaching results. In our own defense let it be said that we are so thoroughly sold on our Association and its potential for good to our members that we find it quite difficult to restrain ourselves when it comes to citing the activities which we feel would be of value. Nevertheless we

are trying, as we promised in our Mid-Winter report given you in New Orleans last February, to simplify our planning.

Our 1953 report, which superseded all previous reports, divided our recommendations and comments into three groups. Division I was entitled "Standing or Continuing Recommendations requiring Constant Attention." Division II was entitled "Recommendations Needing Action." Division III was entitled "Recommendations Already in Effect." There are some duplications in Divisions I and III, and some in Divisions II and III. While we are not superseding that report with this, we are in the interests of clarity, suggesting that Division II be tabled in favor of the few recommendations made in this report in the expectation that these few will be the subjects of concentrated effort and will therefore be accomplished. In a few instances we are making comments on subjects which we deem of primary importance, but generally we will refrain from lengthy comments.

We Recommend:

1. That the gathering and publication of statistics relative to our business be placed on an annual basis; that such statistics consist of

- (a) Information on expense of operations,
- (b) Information on wages and salaries paid,
- (c) Information on specific or unusual losses suffered by title insurers, and
- (d) Information on similar losses suffered by abstracters.

We urge that the Board of Governors direct our headquarters staff to proceed according to this recommendation.

2. That our headquarters staff be directed to publish our National Directory immediately after January 1 of each year and not later than March 1, and that our members be notified that if information as to their personnel and capital structures is not received by a deadline to be fixed as late as possible to permit the accomplishment of early publication, that the information at hand from

the previous year will be used. Recognizing the practical difficulties of performing this task, and as an unsatisfactory alternative, we recommend that the whole field of directory publication be examined by a special committee and a date fixed for a publication deadline.

3. That the library of information at hand in national headquarters relative to our business, as listed in Item 3 of Division I of our 1953 report be immediately indexed and catalogued and that such index be published either in TITLE NEWS or in a special bulletin, and if any of the items listed in the 1953 report are not covered in the library, that headquarters proceed to build a file on them; that reproductions be made available to our members of any articles or papers previously published in TITLE NEWS or bulletins, including committee reports on photography and mechanical devices for our business.

4. That the Board of Governors give serious attention to the matter of headquarters personnel and housing; that if it be found that headquarters is understaffed to the extent that its usefulness to our members is impaired, steps be immediately taken to provide sufficient personnel for efficient operation; that an early investigation be made as to the feasibility of moving headquarter's offices to an outlying district so as to provide enough space for an enlarged staff; that serious consideration be given to the purchase and remodeling of a property for headquarters purposes.

5. That, since the Board of Governors upon the recommendation of the Finance and Executive Committees, at the Mid-Winter meeting in February of 1954 ordered the discontinuance of the allocation of 10% of our dues income to a reserve for contingencies, a special reserve of such percentage of our dues income as the Board may determine be set aside each year, to be available for such purposes as the Board may later decide. This recommendation is made in the expectation that from time to time special needs will develop, perhaps of a temporary nature, and a reserve available for financing such

needs will prove handy. If we decide to acquire our own offices rather than to pay over \$5,000 per year rent, such a reserve could be used for such acquisition.

Comments:

6. That all of the "Standing and Continuing Recommendations" listed in Division I of our report of 1953 continue to receive constant attention in headquarters without diminution of effort.

Comments

We are sure you will be struck by the brevity of this report, but we have purposely made it short for the express reason that we wished to recommend only that which we felt could be accomplished before another Annual Convention takes place. We believe these recommendations are of primary importance and should have

immediate and serious attention both by our Board of Governors and by our headquarters staff. In subsequent reports to you we will choose activities which in our opinion are due for concerted action. We are in high hopes that the few recommendations here made will receive the approval of the Board of Governors and will be accomplished within the next year.

Respectfully submitted,

John B. Bell, Porter Bruck,
Clarence M. Burton, Wm.
Gill, Paul W. Goodrich,
George E. Harbert, Morton
McDonald, Laurence J.
Ptak, L. A. Reuder, How-
ard H. Rolapp, James E.
Sheridan, Lawrence R.
Zerfing,

Planning Committee.

By Earl C. Glasson, Chairman.

PUBLIC RELATIONS IS EVERYBODY'S BUSINESS

A Presentation by

CARROLL R. WEST

*Vice-President, Title Insurance and Trust
Company, Los Angeles*

Before the

1954 Annual Convention

The American Title Association

Chicago, Illinois

September 10, 1954

Assisted by

Mr. John W. Ziercher, Guaranty Land
Title Co., St. Louis, Missouri

Mrs. Dorothy M. Parker, Logan County
Title Co., Lincoln, Illinois

Mr. Byron S. Powell, Chicago Title and
Trust Co., Wheaton, Illinois

Introduction

Some weeks ago when President George asked me to accept this assignment, I accepted with alacrity because I thought that when September 10 rolled around, I would be prepared to give you a great oration. However, in the past three days you have heard many splendid speakers and all of them have done outstanding jobs in covering their assigned subjects. During this period, I have found my confidence diminishing little by little and right now I feel very much like the colored boy who was drafted. Not long after being drafted this chap was shipped overseas and about six weeks thereafter his mother

received a letter. It was brief but to the point. It read "Dear Mom, A'h is now in Palestine where Christ was born. I wish to Christ I was in Texas where I was born!" Seriously, I am happy to be with you and I do not wish that I was back in the Ozarks where I was born. I only hope that during the next thirty to forty minutes, we can present some thoughts and ideas that will be of value to all of us.

Subject and Purpose

The subject of this presentation is "Public Relations is Everybody's Job." The purpose of this part of the program is to help all of us to lift our sights above our daily chores

from time to time so we can take a long and searching look at the road ahead. By the "road ahead" I mean the road ahead of **each one of us** as public relations representatives of our companies. I do **not** mean the road ahead for public relations men as a group. I **do** mean the "road ahead" as it can be looked at by you in terms of the future of your business.

Stating this another way—our purpose is to help each of us to:

1. Maintain a perspective of the over-all public relations **objectives** and **opportunities** in our business.
2. Realize we should always be striving to be "fire prevention" people rather than men attempting to put out fires with hose and chemicals.
3. Reduce the number and severity of public relations "fires" which we are called upon to extinguish on an emergency basis.
4. Keep ourselves moving along the main highway, despite the multitude of distractions that tend to cause us to **overlook** and **forget** public relations opportunities.
5. Realize our responsibility for sound, long term public relations planning in our respective companies.

It is mighty easy in our industry to live from "crisis to crisis",—but it's a mighty poor way to live. We hope we can demonstrate to you this morning that there's a better way to live—or at least a better public relations life that's well worth striving for.

No Company Can Choose

First, we should establish the fact that no company can choose whether it wants to have public relations or not. The day a company opens its doors for business, it starts to have relations with the public. The question then is **not** whether it will engage in public relations, but rather, will it give constructive thought to the development of a sound program that will result in its having **good** relations with the public. Why? Let me

give you an example of some high-powered thinking on the subject.

Some months ago the Sales Executives Club of New York City sponsored a forum. Participants in this forum were men and women who are eminent in the fields of selling both products and services—sales heads of great corporations that headquarter in New York. This question was posed to the forum. "**What are the most important factors in successful selling?**" After long and careful consideration, the participants in this forum came to this single and unanimous conclusion. "**The reputation of a company and the men and women behind it are its greatest selling assets.**" You will note that no mention was made of quality of products or services. Rather, "**The reputation of a company and the men and women behind it are its greatest selling assets.**"

Now I would not be so presumptuous as to say that quality in products and services is not of great importance. However, it does seem to me that **good public relations practices** are an important factor in helping to establish the reputation of a company and the men and women behind it.

It is not only an opportunity, but it is a responsibility. Bruce Barton, the great editor and ad man, stated this emphatically nearly twenty years ago. He said "No major industry has the moral right to allow itself to be unexplained, misunderstood or publically distrusted, for by its unpopularity, it poisons the pond in which we all must fish."

Let me give you a concrete example of which all of you are familiar. The tobacco companies, for instance, have long known that studies were being made on the connection between cigarettes and cancer. But they waited until the results were publicized and sales started to fall before getting together to make their own tests. Just a few days ago, I noted that tobacco sales were still falling nationally. Now, the companies have joined together and contributed a half million dollars for cancer research. They are trying to put out the "Public relations fire"—in other

words, the reaction of a frightened public.

Responsibility

Unfortunately, many companies that realize the value of public relations still regard the job as a mere off-shoot of advertising or a task for a "gladhander." They either assign the responsibility to incompetents, or they pick good public relations heads and assign them a spot so far down on the table of organization that they often have no knowledge of what the company is planning, or why. On the other hand, such public relations-minded companies as Ford, General Motors, Lockheed, A. T. and T. and many others long ago learned that their top public relations head must sit in on policy making decisions to keep the public informed and to advise on sound public relations programs for their companies.

If we who are in business do not have the proper concept and understanding of public relations, there is little likelihood that we can practice it with much success. It matters not whether we are in "little business" or "big business"—the public relations problems are the same. In a larger company, the responsibility for public relations programs may be assigned to the head of a public relations division or department—in the smaller company, or branch, it may be the responsibility of the owner, manager, or assistant manager.

However, let us keep this in mind. Although the responsibility for public relations policy and its execution is a management function, it is also a basic fact that every employee of the company is a public relations representative, either potentially good or potentially bad. The head of one of our major railroads puts it this way: "Public relations is a part of the job of everybody in the company from the President to the office boy."

Charles E. Carll, vice president and manager of the public relations division of the Ford Motor Company, states it another way. He said "Good public relations is the combination of two important ingredients—good deeds and effective communication. The first ingredient—good deeds, is

provided by all of us in the way we conduct our business. The other ingredient—effective communication, in a large measure, is the contribution of the public relations department, or, in the case of smaller companies, the individual to whom these responsibilities are assigned."

Definition

Now, let us briefly discuss what public relations is and is not. There have been many definitions, most of which unfortunately have been highly technical and have covered all of the skills required in the use of media, research, mass-marketing and psychology. But, there have been many fine definitions and, in my opinion, one of the best was developed by the editors of Public Relations News. It reads, "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and executes a program of action to earn public understanding and acceptance." I particularly like that last phrase "**to earn public understanding and acceptance,**" because that is where we all come in—that is where "public relations is everybody's job." And so, if all of the good definitions could be wrapped up into one, it could be stated that "Public relations is simply the objective to win friends for one's company."

If the foregoing has explained what public relations is, perhaps we should also discuss some of the things which public relations is not. Here is one that should be pasted in the hat band of every member of management and every employee. **Public relations is no veneer to cover faulty performance.** It is like putting on a clean shirt over dirty underwear—it improves the appearance but not the smell!

There are some evil doers in the practice of public relations just the same as there are in all businesses and professions. There are four specific types against whom I would warn you and heaven forbid that we should practice as they do in the name of public relations.

One is the old time, long out-moded

press agent. Good relations with the press and proper publicity is one of the tools of public relations and it is a necessary part of every well-rounded public relations program. However, press agency, or manufacturing news just for the sake of news, is an out-moded concept.

A second, and much more insidious type of evil doer to look out for, is the one who recommends or practices public relations as a sugar coating on a bitter pill—whose modus operandi is to cover up and make things appear that which they are not. Certainly, we all want to put on a good front and be judged in the best possible light, but we must recognize and never forget that we need responsibility in public relations, just as much as we need skill.

A third type of evil doer who attempts to pass under the name of public relations is the lobbyist of the stripe that has been exposed in some of the postwar investigations at Washington. Good relations with local state and federal government agencies are, of course, a vital part of public relations. It is perfectly respectable and sound public relations practices to exert a constructive influence upon legislation and regulation. However, it is no part of public relations to do the scandalous things that some people have done along that line. **It is not the "five percent."**

Fourth and finally, my strongest condemnation runs to those who use the powerful tools of public relations to serve ignoble ends. In the work of public relations we take command of tremendous power and with the use of that power goes a correspondingly tremendous responsibility. There is no greater responsibility than that which rests upon the shoulders of management and those engaged in public relations activities than to use the tools at their command to serve the noblest ends. This is the concept of public relations by far-sighted American business.

We in the title industry are proud of our profession, our companies, our American Title Association and of

our free American system which makes it possible for us to operate.

But if there are those of us that are not proud, it is time that we lifted up our heads! It is time we appreciated our strength and serviceability and power. But our job is only beginning, and a thrilling job it is. We have the opportunity, the responsibility, yes, the sacred duty of proving for all time that under the American system of private enterprise, American businessmen, doing things the American way, can accomplish more than any other system on earth! We can help do this through the correct use of the tools of public relations—the practice of good personal public relations by everyone of us.

Now that we have discussed the background and philosophy of public relations, let us look at some of the tools of public relations.

During our narration and dramatization, I would ask that you remember an old Chinese proverb—a proverb that goes something like this, "Any man can tell how many seeds there are in an apple, but no man can tell how many apples there are in a seed." The poet, Walt Whitman, was even more direct when he said, "Mighty oaks from little acorns grow." What I am saying is that there is no panacea, no magic formula, for public relations. It is the combination of many things, little things that add up to good public relations for your company and mine.

Skits

With the help of Mrs. Dorothy Parker, of Logan County Title Company, Mr. Byron S. Powell, of Chicago Title and Trust Company, and Mr. John W. Ziercher, of Guaranty Land Title Company, I think we can effectively demonstrate the importance of our public relations job. These able assistants will represent **mythical** companies, whose public relations practices, both good and bad, are not **mythical** but very real.

Personnel Training

Our first tool and perhaps the most important in public relations is personnel training. To some, it might seem strange that in the discussion of public relations, we should talk

about personnel training. However, let us remember that **public relations is everybody's job**. Like charity, it begins at home and in a moment we are going to look at some public relations practices, both good and bad.

Telephone

Is the telephone a public relations tool? Yes, the use of the telephone can be good public relations, or it can be very, very bad. Here is one of the greatest instruments ever devised by man. Although it is not visual, it can portray **joy or sorrow, enthusiasm or indifference, truth or falsehood, a smile, a frown or a sigh**. In spite of its perfection, it is one of the most misused of all public relations tools. Here is an example of what I mean:

The other day a friend of mine told me about an organization that he said employed hoot owls. I said, "What do you mean, employs hoot owls?" He replied that every time you telephone the organization someone answers and says—

Telephone rings and secretary picks up the phone. PARKER: Ajax Title Company, **who's** calling?

Telephone rings, title examiner picks up phone. ZIERCHER: Ajax Title Company, **who** is it?

Telephone rings, secretary picks up telephone. PARKER: Ajax Title Company, **who** do you want?

Speaker

Who, who, who — certainly they sound like a bunch of hoot owls! Of course, it is easy to see what happened. The Ajax Title Company failed to train its employees in the proper use of the telephone. They failed to teach their employees that it would be much nicer if they would answer this way—

Telephone rings, secretary picks up telephone and answers. PARKER: Ajax Title Company—Mrs. Parker speaking. (Pause) May I tell Mr. Smith who is calling, please?

Speaker

And did you ever get to your office along about eight o'clock in the morn-

ing. You had an important call to make but you waited until about nine or nine-thirty so that you could be sure that the head of the office or company was in. Finally, you made your call, asked for the man and received this reply—

Telephone rings, secretary answers. PARKER: Ajax Title Company. (Pause) He ain't in yet!

Speaker

What do you mean "He ain't in yet?" Here you've been working for an hour and a half and this bird "ain't in yet." Who does he think he is, John D. Gottrocks? Right then and there the door was closed. Unless you have to, you don't care if you ever complete your call.

Now we are not advocating that we train our people in the art of **prevarication**. But that secretary didn't need to tell everything. How much better if she had said—

Telephone rings, secretary answers. PARKER: Ajax Title Company, (pause) Mr. Smith isn't in for the moment, may I tell him that you called?

Speaker

All of you have had the experience of calling for someone and being told that the line is busy and you **wait**, and **wait**, and **wait**. You get madder by the minute. You don't want to hang up and you don't want to hold on—but no one comes on the line. Here again, there was improper or **no** instruction in the use of the telephone. Let's listen—

Telephone rings, secretary answers. PARKER: Ajax Title Company, (slight pause) I'm sorry, his line is busy. (Secretary lays phone on desk and lets it lie.) SPEAKER: Now let's look at the right way—

Telephone rings, title examiner answers. ZIERCHER: Ajax Title Company, Mr. Ziercher speaking. (Slight pause) Mr. Smith's line is busy for the moment, **will you** wait? (Slight pause) Mr. Smith's line is still busy, will you wait or shall I have him call you? Thank you, I will ask him to call.

Speaker

See what a difference just a few

words and actions make! Then, of course, every one of you have had the experience of being transferred from one person to another—you feel like you are being kicked from pillar to post. Here's an example—

Telephone rings, secretary answers. PARKER: Ajax Title Company, Mrs. Parker speaking. (Slight pause) I'm sorry, I'm afraid I can't give you the answer. Just wait a minute and I'll transfer you to Mr. Ziercher.

Telephone rings, title examiner answers. ZIERCHER: Mr. Ziercher speaking. (Slight pause) Let me see, er ah, I don't believe I can answer your question. Let me transfer you to . . .

Telephone rings, another lady answers. PARKER: Hello—what was it you wanted? Oh—no, I don't know the answer but I will transfer you to . . .

Speaker

There you are—transferred here and there and if the connection hasn't been broken, you still are no better off than before you called. But there is a way if our people are properly trained. Here is one answer . . .

Telephone rings, secretary answers. PARKER: Ajax Title Company, Mrs. Parker speaking. (Pause) I'm sorry that I can't answer your question, but I will find out for you. I will call you personally, or, Mr. Ziercher, who is in charge of that department, will call immediately. Thank you for calling us.

Speaker

Yes, the telephone can be good or bad public relations. We can make it good public relations if we will use the training aids that are available. Your telephone company has many fine booklets and some splendid training films on proper telephone techniques. It matters not whether you employ five, fifty, or five hundred people—the opportunity is there to help build a good reputation for your company. A reputation for courtesy and service.

I am sure that many of you have heard Elmer Wheeler, the master salesman, in his great address, "It's the sizzle that sells the steak, not the

cow." Nothing was ever more true than that statement as it pertains to the use of the telephone. "It's the sizzle that sells the steak, not the cow."

Personal Customer Contacts

Undoubtedly every company represented here has some form of customer contacts. It may be through full time public or customer relations men, through customer calls by title examiners, or calls by the owner, manager or other supervisory personnel. Whatever the system may be, customer calls present an opportunity to practice human relations in its purest form. It is the opportunity to establish the kind of relationships we have with our doctor, dentist or attorney. The same kind of relationship that we enjoy with our favorite service station attendant, our druggist, butcher, or our friendly milkman.

But sometimes we muff the ball. Let's peek in on a mythical call on a mythical customer. This one is known as "airing dirty linen."

Customer relations man bounces into the customer's office in a cocky way. POWELL: Hello, Jim, how's the old boy today?

Customer frowns—shows displeasure—then picks up statement. ZIERCHER: O.K. Bill, but I'm a little disturbed about the service I'm getting. Look at this statement. It's the second one I have received that is entirely wrong. What can you do to straighten it out?

Sits on customer's desk — shows anger. POWELL: Oh, that lousy billing department again! Don't know what the devil is the matter with them. They're always getting things fouled up but you just leave it to me, I'll straighten it out!

Customer shows concern. ZIERCHER: Another thing—I received a report this morning that was due two days ago. I'm almost afraid to call my customer because I know he's going to be sore. Do you suppose there is any way that you can speed up the reports?

Leans over desk — confidential —

then threatening. POWELL: Well, to tell you the truth, Jim, we've been in kind of mess. We've been doing some moving and there is a lot of dissatisfaction among our employees. They just don't like the new setup and they don't seem to put out. But I'll get them on the ball—just wait until I talk to that title examiner. He'll have to **produce, or else!**

Speaker

Well, of course, there might be a smatter of truth in Bill's explanation about incorrect billing and delay in reports. But he certainly did not do his company any good, or himself, for that matter. It is so obvious that it could have been handled in a way that would not reflect unfavorably on the company or any of its departments. Let's look at the right way—

Comes in quietly—shakes hands—sits on chair. POWELL: Hello, Jim, how are you today?

Customer concerned, but not angry. ZIERCHER: O.K. Bill, but I'm a little disturbed about the service I'm getting. Look at this statement. It's the second one I have received that is entirely wrong. What can you do to straighten it out?

Sincere and concerned. POWELL: I'm sorry to hear that, Jim. However, as you know, business has been extremely heavy. We have added some new people and it takes a little time to train them. But I'll speak to the head of our billing department and I am sure that you will have no more difficulty. If you have any questions whatsoever, do give Jack a ring and I know that he will be happy to handle them for you.

Customer picks up report and shows concern. ZIERCHER: Another thing—I received a report this morning that was due two days ago. I'm almost afraid to call my customer because I know he's going to be sore. Do you suppose there is any way that you can speed up the reports?

Sincere and concerned. POWELL: I can certainly understand your concern, Jim, and I am sorry that this happened. However, it **did** take a little more work than we anticipated.

I feel sure that you will have no more difficulty, but to make sure, let me bring this to the attention of the title examiner. If you would like, I would also be happy to explain to your customer that the delay was our fault.

ZIERCHER: I would appreciate that, Bill.

POWELL: We want to do the best possible job that we can for you and I do appreciate your telling me where we have fallen down. We will correct those mistakes immediately.

Speaker

What a difference just a few words and actions make! Time will permit us to dramatize only a few incidents, but there is one more that we would like to cover.

Someone has said "Competition is the spice of life"—certainly, it is the thing that has made our American system great. On the other hand, competition sometimes gets a little tough and we are tempted to follow some practices that do not reflect well on our companies or our industry. I am sure that no one here would permit such practices but, just in case, let's see what could happen—

Customer relations man comes in, cocky, and somewhat belligerent. POWELL: Say, Jim, I thought we were pretty good friends.

Somewhat indifferent. ZIERCHER: Yes, Bill, we've gotten along all right.

Belligerent. POWELL: Well, I noticed by the recordings that you are sending some business to the Gibraltar Title and Abstract Company. How come?

Customer explains, but attitude is "so what?" ZIERCHER: Well, Bill, they've been calling on me and I decided to give them a little business. You still get the most of it and probably will continue to do so. I do want to say that they have given me pretty good service.

Cocky and belligerent. POWELL: Those old foggies! Man, don't you know that they are doing business like they did fifty years ago. Besides there's a lot of grumbling and dissatisfaction among their employees. Just give us five years and we'll put

them out of business. Then, you'll wish you had played ball with us all along . . . (fade out with two men talking in low voice).

Speaker

What do you think and how would you feel if you were the customer? Frankly, I suspect that Jim will make it a point to give Gibraltar a little more business and, perhaps all of it, if the service is good. Now, let's look at the better way—

Customer relations man comes in, in a friendly, quiet sort of way. POWELL: Hello, Jim, it's nice to see you again.

ZIERCHER: Hello, Bill, glad you dropped in.

POWELL: Well, I just wanted to see you and ask how our service has been.

ZIERCHER: Business has been pretty good, and as usual, you have been giving fine service.

Friendly and concerned. POWELL: Incidentally, Jim, I was looking over the recordings the other day and I noticed that we are not getting all of your business as we once did. I just wondered if there was any particular reason.

Somewhat apologetically. ZIERCHER: Well, Bill, Gibraltar Title and Abstract Company has been calling on me and I decided to give them a little business. You still get the most of it and probably will continue to do so. I do want to say that they have given me pretty good service.

Sincere and friendly. POWELL: I'm glad to hear that we have not fallen down in any way and I'm also glad that you have been getting good service from Gibraltar. Naturally, we would like to have all of your business because we do try to give you the kind of service that you want. We have been mighty proud to have you as a customer for so many years and we feel that we know and understand your needs.

ZIERCHER: You certainly do, Bill.

POWELL: As you know, our plant is completely up to date and we are able to handle the difficult searches

as well as the easy ones. Do let me know if there is anything that we can do to give you even better service. It's good to see you and I will be dropping in again in a few days. (Powell shakes hands and leaves.)

Letter Writing

Now let us look at another public relation tool that we use—a tool that is used with great frequency. Is public relations, letter writing? Yes, letters can be good public relations. They can also be extremely bad. For example: a certain former resident of Pennsylvania Avenue in Washington, D. C., not too long removed, was a prolific letter writer. All of us remember that he wrote a well-publicized letter to a certain music critic who had criticized his daughter's voice. The day after the letter was written, Mark Connolly, the president's secretary, placed a little card on the president's desk. I've known Mark for a good many years and he is an astute individual. This little card read: **"Public relations is the letter you don't write when you're mad and the nice letter you write the so-and-so after you've regained your sense of humor."** I'm sure that all of us are occasionally tempted to tell the other fellow off. I know I am—however, I have placed this little card inside my middle desk drawer and when I am so tempted, I take it out and read—"Public relations is the letter you don't write when you're mad and the nice letter you write the so-and-so after you've regained your sense of humor."

Yes, letters can be good public relations. Not cold, unfriendly letters—not the stilted kind of the 1890's, but rather, friendly, short and to the point letters can be good public relations. Just a few words can make such a great difference—after all, a letter is your entry into a man's office—just as in person. Unfortunately, too many of us in business fail to review the types of letters that are going out from our places of business.

My associates are going to read paragraphs from three types of letters on three different subjects. Mrs.

Parker will read the poor letter and Mr. Ziercher will read the preferred answer on the same problem. Let's listen—

Mrs. Parker reads the poor statement. PARKER: Since your deed contains numerous errors, as indicated thereon, it is being returned, in order that you may correct these mistakes.

Mr. Ziercher reads preferred. ZIERCHER: The enclosed deed will be satisfactory to record. However, a number of discrepancies, as indicated thereon, must be eliminated. Kindly return the document as soon as possible, in order that we may comply with your instructions.

Mrs. Parker reads poor statement. PARKER: Since your recording instructions were insufficient in that they failed to approve the following easement, it will be necessary for you to supplement your instructions and approve showing this item in the requested title policy.

Mr. Ziercher reads preferred. ZIERCHER: Immediately upon receipt of your supplemental instructions approving showing the following easement in the requested title policy, we anticipate being able to complete your order.

Mrs. Parker reads poor statement. PARKER: Your title search has been delayed because we have lost or misplaced your order. We are sorry you have been caused so much trouble by this delay. Please send us another order for title search, and we will complete it as soon as possible.

Mr. Ziercher reads preferred. ZIERCHER: We will immediately proceed to complete the title search of the property described in your telephone request of today. Unfortunately, the original request was misplaced, however, we anticipate being able to complete the search very shortly. Thank you for your telephone call.

Speaker

Again, we see what a difference just a few words make. Remember the old Chinese proverb: "Any man can tell how many seeds there are in an apple, but no man can tell how

many apples there are in a seed." It is the **little** things that **really** count.

Other Public Relations Tools

We are running out of time but I should like to briefly mention other important public relations tools — tools that must be used effectively if we are to have a well-rounded public relations program:

1. **Communications:** By communications, I do not mean communications outside the company. Rather, I am talking about communications **within** the company. The closest group to management, and perhaps the most sensitive are the employees of any company. As a company increases in size, it is natural that the problems of good communications increase in proportion. It is also a basic fact that every employee influences a certain number of people—possibly as many or more than any member of management. If employees are well-informed, they will exert a constructive influence—they will be **good** salesmen and saleswomen for the company. A well-informed employee is usually a good employee, therefore, I would urge that we keep our people informed either through conferences and staff meetings, or, in the case of larger companies, use of both and, in addition, through an employee publication.

2. **Advertising:** Some of you advertise extensively and some do not. The one point I would make is that advertising is good public relations if it is well planned. By well planned, I mean first establishing your needs and objectives, then budgeting for your advertising and, finally, keeping within the established budget.

3. **Press Relations:** Again I would urge that regardless of the size of your company, you establish a friendly relationship with members of the press. Treat them honestly and fairly and they will not break faith. Good press relations is an important tool of public relations.

4. **Community Relations:** Early in the second century, the Roman Emperor Marcus Aurelius wrote, "Every man is worth just as much as the

things are worth about which he busies himself." Several hundred years later, Voltaire wrote, "The only way to compel men to speak good of you is to do good." I define the remarks of those great philosophers as community relations in its finest form. After twenty years in the field of public relations, I am convinced that the most effective tool of public relations is community relations.

What I am talking about is participation in those activities which benefit humanity and which help to build a better community and a better nation in which to live. I am talking about active participation in trade and professional associations, and civic and service organizations. I am talking about giving of time as well as money to worthwhile endeavors such as the Community Chest, Red Cross, and others.

By so doing,—by active participation on the part of your people—you will be paying the rent, so to speak, for the space you occupy in this great country of ours. The end result will be, the establishment of a good **reputation** for your company and the men and women behind it.

There are many more tools of public relations and I wish that we had time to discuss them. Suffice to say that there are many important segments of any well-rounded public relations program.

Conclusion

In conclusion, I realize that we have only scratched the surface in this broad and vital subject "Public Relations is Everybody's Job." I hope, however, that we have stimulated our thinking—that we have demonstrated that "the road ahead" is paved with opportunities for all of us to develop good public opinion, not only for our companies and for ourselves, but for our industry as well. The wonderful thing about public relations is that it is individual—it is we—not them. This is well illustrated by the story of the ancient sage.

In Your Hands

The story is told of an ancient sage who lived high on a mountain top.

It was said that he could foretell the future as well as to advise on things of the present. And so people came from miles around,—from the valleys, the plains, the hills and from the village below to seek his advice and to bask in his wisdom.

There was a group of wicked boys in the village below who were envious of the esteem bestowed upon the ancient sage. They decided that they would try to discredit him and hold him up to ridicule. They agreed that they would catch a bird. After catching the bird they would show it to the ancient sage and ask him if the bird was dead or alive. If the ancient sage said that the bird was dead, the boy holding the bird would open his hand and the bird would fly away. If he said that the bird was alive, the boy would squeeze the bird until it was dead. Thus, they would destroy the wise man's reputation as a sage who could foretell the future as well as to advise on things of the present.

After catching the bird, the leader and his gang climbed up the mountain side. The ancient sage sat in front of his hut and the leader stepped up to him and said "Old man, I hold a bird in my hand. Is this bird dead or alive?" The wise man looked at the leader and then he looked at the hand that held the bird. After a moment of deliberation, he slowly said, "As **thou** will, my son, as **thou** will."

So it is with public relations. All of us are dealing with and dependent upon a public that is **receptive** to truth, to kindness, friendliness, to good service, to the good things that we do,—to good public relations practices.

By the same token, we are dealing with and dependent upon a public that is sensitive to indifference, misinformation, bad service, — to bad public relations practices.

Therefore, if the ancient sage were standing here today and discussing the subject of personal public relations, I am sure he would say to us, "As **thou** will, as **thou** will. The choice is yours—it is in **your** hands."

LEGISLATIVE COMMITTEE, REPORT OF CHAIRMAN

HAROLD F. McLERAN
Attorney, Mt. Pleasant, Iowa

The year 1954 was a good year to serve on the Legislative Committee since the great majority of the states were fortunate enough not to have a legislature in session. Praise the Lord!

The following states reported no sessions: Connecticut, Idaho, Pennsylvania, Colorado, Maryland, Tennessee, West Virginia, Utah, Alabama, Oklahoma, Arkansas, Delaware, Missouri, Vermont, Minnesota, North Dakota, Indiana, Kansas, Nebraska, Illinois, North Carolina, Washington, Florida, South Dakota, Oregon, Nevada, Montana, Wisconsin, Iowa, New Mexico, Wyoming, Kentucky and New Hampshire.

The following states reported special sessions of the legislature for special purposes, not involving title matters particularly: California, Ohio, Texas, Georgia and Maine.

Ten states reported legislatures in session, but I had not secured a report on bills having a title interest from the following states at the time of preparing this report: Rhode Island, Mississippi, New Jersey, South Carolina, Louisiana, Michigan and Massachusetts.

Three states have given me a summary of bills having title interest, and I'll report briefly on some of the interesting items.

ARIZONA:

Chapter 65. Uniform Partnership Act requires all partners and spouses to join in the conveyance.

Chapter 81: Provides that a certificate of competency be issued to persons committed to Mental Hospitals after sanity has been recovered.

Chapter 108. Provides that on sale of any State land the State shall receive 1/16th of all minerals, etc. and prohibits the sale of State lands

known to contain any of the enumerated minerals. Query who's to determine whether any minerals are contained therein.

Chapter 126. Provides that a hospital giving care to injured persons shall have a lien upon all causes of action accruing to the injured persons and the lien may be perfected by recording the same in the Recorder's office. No release of the cause of action or judgment is effective unless a release of the lien is executed by the hospital.

NEW YORK:

Sec. 335. Is amended to permit any party seeking to recover possession of unoccupied lands and timber to show an unbroken chain of title for 20 years preceding commencement of the action, etc., and such proof shall be presumptive evidence of ownership.

Sec. 985A. Provides that in any action affecting the title or use of real property in which one of the parties is the State, any judgment that may adversely affect the title of the State, based upon a tax deed, shall preserve a lien for unpaid taxes and charges.

Sec. 235. Provides that the agency created by a power of attorney shall not be revoked by the death of the principal engaged in military duty as to any acts done in good faith by the agent without knowledge of the death of the principal and shall be binding on the principal's heirs and so forth.

Sec. 10. Provides that when title is taken in a foreign government and the deed shows the intention to vest the title in the holder of the office rather than the individual, the title shall pass from time to time without any further conveyance to the respective successors who shall have full power to transfer.

VIRGINIA:

Chapter 604. Provides a 15 year limitation for action to recover land.

Chapter 598. Provides that a judgment for alimony or maintenance, support of infant children, shall not be a lien on land except from the time it is docketed and indexed in

the judgment lien docket in Clerk's office in which deeds are recorded.

Chapter 466. Provides for the recordation in any county where decedent's land is located, a statement from Director of Internal Revenue that the estate taxes have been satisfied.

FEDERAL LEGISLATIVE COMMITTEE, REPORT OF CHAIRMAN

JOSEPH A. WATSON

Asst. Vice-President, The Title Guarantee Company, Baltimore, Maryland

We are pleased to report that the 83rd Congress, which adjourned on August 20th, made no radical changes affecting our examination of titles. As one of the Committee puts it, this is gratifying to us as title men, but not helpful for our report. It cannot be said, however, that this was a "do nothing" Congress, for, amidst the investigations, filibusters, and political maneuvers much legislation was passed.

The Committee believes it is proper to call attention to the following major bills as a matter of interest to all of us:

1. Direct Home Loans to Veterans. The authority of the Veterans Administration to make direct home loans to Veterans was extended by (P.L. 611) (H.R. 8152), until June 1955 and a figure of \$150,000,000, in loans was authorized. Under this program, V.A. is authorized to extend direct home loans to veterans who can show that they cannot obtain 4½% loans from private lenders under the G.I. plan.

2. Federal Lease Purchase Contracts.

Public Law 519 (H.R. 6342) is a new law which permits acquisition of new post offices and other federal buildings on a lease-purchase or time payment plan. This measure author-

izes the Post Office Department and the General Services Administration to make long-term contracts on new structures with private builders, subject to the approval of its terms by the Public Works Committees of the House and Senate, and is expected to touch off a multi-billion dollar government building program. The lease-purchase contracts will provide for annual payments like rent to the builders over a specified period not to exceed 25 years, at which time the title to the property will pass to the government. During the first year General Services Administration is limited to contracts involving yearly rent payments of not more than \$5 million and the Post Office Department is restricted to \$3 million. The bill requires G.S.A. and the Post Office Department to submit yearly lists to the Congress for approval and the complete list must be cleared before individual projects can be started.

3. The Housing Act of 1954.

On August 2nd with the signature of the President to H.R. 7839-S-2938, the most extensive rewriting of the housing law in the last two decades became enacted as Public Law 560. After much investigation and long debate Congress passed this act, under which, it is predicted, over a million and a quarter homes can be built each year. The measure is designed

to ease financing terms for both existing and new homes, to emphasize community responsibility for rehabilitation and conservation in re-directing slum clearance, and to safeguard against "windfall" profits in the construction of multi-family projects. It amounts to a major overhaul of the housing laws eliminating features no longer necessary or never put into effect and simplifying complicated provisions of existing law with respect to F.H.A. mortgage insurance. It authorizes 35,000 public housing units for fiscal 1954 but limits the units to areas having federally assisted slum clearance and urban redevelopment or renewal programs. A new mortgage insurance program for officers and men on active duty in the armed services, including Coast Guard, is established by it. The Act recharteres the Federal National Mortgage Association to provide for its gradual transfer to private ownership with liquidation of the Treasury's investment. Last but not least, as far as we are concerned it approved the Open-End Mortgage for F.H.A. Provision is made in the act for additional advances under an insured mortgage to cover repairs or alterations to one to four-family homes, where "basic livability or utility" is protected or improved. The advance may not cause the full obligations to exceed the original face amount of the mortgage unless it is used to provide additional rooms to the house.

4. Housing For the Military.

In addition to the new provision of the Housing Act for servicemen, a bill (H.R. 9924) was passed authorizing \$175 million for the construction of 11,967 units of military family housing during this fiscal year to be located at more than 100 bases. Three conditions were attached requiring the Secretary of Defense, prior to authorizing construction of any such housing, to certify that Title VIII Wherry housing is not practicable, that adequate housing is not available in the vicinity and that it is impractical to acquire suitable housing under existing law.

5. The Tax Revision Bill

H.R. 8300 became Public Law 591 on August 16th. Certain of our members, our executive staff and affiliated state associations deserve great credit for their vigilance and action in taking the steps they did to prevent this new law from being harmful and unfair to our title industry. You will recall that all of us were circularized last spring. We are happy to report that the contentious provisions as to tax lien enforcement and the inequitable discrimination against title and similar insurance companies as to tax credit on dividends were eliminated in the bill which became law. As finally passed the Tax Revision Bill is a major reform,—the first such sweeping revision in this century. It is described by its Committee as an attempt "to remove inequities, to end harassment of the taxpayer, and to reduce tax barriers to future expansion of production and employment." It completely supersedes the Internal Revenue Code of 1939 and makes extensive changes in the rules determining tax liabilities and provides an estimated \$1.3 billion in tax relief—reductions of about \$700 million for individuals and \$600 million for corporations.

We saw the passage of many other bills of purely local significance such as P.L. 351 which gave consent of Congress to an agreement between Alabama and Florida establishing a boundary line between such states. We also saw others passed like the Excise Tax Reduction Bill, the St. Lawrence Seaway Measure and the Revision of the Social Security Act, all of which are of great common interest, but we feel that any comment upon them would be outside the scope of this report.

Respectfully submitted,

Paul D. Moonan.

Carlross Morris.

Harry Wright.

James G. Schmidt.

Joseph A. Watson, Chairman.

JUDICIARY COMMITTEE, REPORT OF CHAIRMAN

F. W. AUDRAIN

Counsel, Security Title Insurance Co., Los Angeles, California

There were about sixty members of the Judiciary Committee. To those who wrote and commented on interesting cases, I use this report to say "thank you."

Your chairman did not report on cases during the year which were of interest primarily within a particular state. Probably the most comprehensive undertaking of this character is by McCune Gill. He told me that if counsel for any A.T.A. member desires to be on his mailing list for his monthly case digest, that a letter of request to him will suffice.

In several issues of "Title News" during the past year reference was made to cases involving the title insurance contract and what the courts have said by way of interpreting our policies. I regard this as a useful program to follow in the future. It is to be hoped that committee members will also report on very significant cases which affected their contracts and their construction, but which cases were never reported.

I have been a member of the California Land Title Association's Legislative Committee for over ten years, and this committee, composed mostly of title company counsel, has afforded many opportunities for the lawyer

members to exchange views and opinions on an unlimited range of subjects. To our mutual advantage. Perhaps the members of the A.T.A. Judiciary Committee, particularly the lawyers, could find the committee a vehicle for exchange of views.

For example, there is some discussion occurring among title company counsel in California as to whether a deed of trust (mortgage, elsewhere) taken by a federal lending agency, which was junior to senior privately held encumbrance, survives a power of sale under the senior lien, as in the case of a federal tax lien, or does it cease to be relevant, like any other junior encumbrance? In other words, does the fact that the junior deed of trust or mortgage is now owned by the United States cause this paper to enjoy the immunities and special consideration belonging to federal tax liens?

It is my opinion that the Judiciary Committee can have increasing usefulness to its members and the title business by way of giving added attention to federal cases and increasing relationship of the federal government to land titles everywhere. Many federal matters know no state lines and should be of general interest.

COMMITTEE ON STATE ASSOCIATION MANAGEMENT, ACTIVITIES AND EXPANSION, REPORT OF CHAIRMAN

MARVIN W. WALLACE

President, Cragun Abstract Company, Kingman, Kansas

In 1951 there was appointed by Joseph T. Meredith, our National President, a Committee to work on a program for "State Association Management, Activity and Expansion." This was pursuant to the recommendation of the Planning Committee and the approval of the Board of Governors.

The Committee consisted of:

Hubert Smith	Oklahoma
Preston D. Brehner	Pennsylvania
Marshall H. Cox	Ohio
Richard H. DeMott	Florida
Palmer W. Everts	New York
Wharton T. Funk	Washington
Melvin Josephson	Iowa
Earl G. Kruse	Colorado
Edwin D. McCrory	Texas
M. E. McCurdy	North Dakota
Mrs. Hazel Parker	California
John R. Parker	Illinois

This committee did an excellent job from start to finish and made their report to the American Title Association convention in Washington, D.C. in September, 1952, and as the result of the Committee's labor, there was published a small pamphlet for distribution to the various State Association Officers. This pamphlet was extremely helpful in outlining the basic State Association management, the organization together with its activities with no idea of attempting to dictate to any state organization what it should or should not be but merely to put in print an organized plan of procedure. However, there immediately developed the need

for a more expanded booklet of this nature and in 1953 a new committee was appointed composed of myself as Chairman and the following members:

Hubert Smith	Oklahoma
Marshall H. Cox	Ohio
Wharton T. Funk	Washington
Mrs. Hazel Parker	California
Col. Palmer W. Everts	New York
Melvin Josephson	Iowa

This committee was to expand the subject matter in a hand book for the State Association officers.

The information in this booklet and the material that it contains has been gleaned from many sources and we have been in close contact with the experiences of the biggest and best title associations and their officers. We have many of them on our committee and each of them has taken a very definite and considerable part in the authorship of this booklet.

There is scarcely a chapter or page of this booklet which does not have the benefit of helpful criticism and suggestions from many persons and quite a number have spent considerable time in their work.

I do wish to particularly thank, as well as to acknowledge, the valuable assistance and help in the preparation of this booklet to Marshall H. Cox, Cleveland, Ohio; Wharton T. Funk, Seattle, Washington; Mrs. Hazel Parker, Los Angeles, California, and Colonel Palmer W. Everts, New York City, New York; James

E. Sheridan, our Executive Vice-President; George Harbert of Illinois, and last but not least, Wm. Gill, Sr., of Oklahoma.

Every officer of a State Title Association should find this Handbook to be a very valuable one as to information and suggestions. Your chairman has been in State Title Association work for several years, but never have we had assembled before as much helpful material as here for the man who suddenly or otherwise finds himself at the helm of a State Title Association, or a National Title Association, for that matter.

It was felt and support by the State and National officials that much might be done in the way of giving those newly-elected to office in State associations some sort of a program from which they could build their own program of activities. The booklet should be read with care and thoroughness by each new State Title Association President before taking office and kept at his right hand throughout his term of office and thereby State Association would benefit immeasurably.

There has never been up to the present time, a place where information and guidance of this character could be found by any officer of a State Title Association. The new

officer has had to feel his way, doing his level best but sometimes not too well. Always he was treading a path that was new to him and acquiring his experiences by trial and error. By the time he knew what it was all about, his year as an officer was over and a new officer was elected to take his place. Thus the association was turned over to someone else who starts with the same absence of experience.

We hope that this booklet will go far in correcting this deficiency.

One of the many benefits that should be expected from the study of this booklet is the encouragement of the State Title Associations in enlarging their scope of activities—the broadening of their work and to extend to them the benefit and experience of other state officers in their endeavors in this field.

This booklet is in fact, we hope, a forerunner of what will be available in the direction of a better State Title Association organization, activities, and management and that the same will serve for the present and be expanded in the future by new committees of the American Title Association to meet the new and greater experiences in expanded organizations and management in state association and in their activities.

RESOLUTIONS

A RESOLUTION ADOPTED AT THE 48TH ANNUAL MEETING OF THE AMERICAN TITLE ASSOCIATION.

HOLMAN D. PETTIBONE has served his company and the title industry through many years of successful leadership.

He has at the same time demonstrated unusual vision, ability and spirit by further devoting himself generously and vigorously to a host of causes vital to the economic and civic welfare of his city, state and nation, this service having included

many years of dedicated effort as Chairman of the Board of Trustees of Beloit College, as a Trustee of Northwestern University, as President of the Chicago Association of Commerce and Industry, and as a Director of the Chamber of Commerce of the United States.

Holman D. Pettibone has further served as Chairman of Chicago's Committee for Housing Action, and was the untiring leader in achieving enactment of pioneer legislation that is today implementing the wide-spread clearance of slums in his city, and has been at the center of all efforts

for better housing and neighborhood re-development.

He has most recently answered the call of the President of the United States to act as Chairman of the Commission to negotiate the sale to private ownership of the nation's huge government-owned synthetic rubber producing facilities and is fulfilling this difficult responsibility in a manner that demonstrates his wise business judgment and his fundamental convictions about the worth of the American private enterprise system.

In these ways, Holman D. Pettibone exemplifies the highest type of good citizenship expressed in public service to his community and to his government.

THEREFORE, be it RESOLVED, That the American Title Association in its 48th Annual Meeting in Chicago, Illinois, does hereby pay tribute to Holman D. Pettibone, and does commend him for his continuous practice of business statesmanship that sets a high example for all members of this Association and reflects immeasurable credit upon our industry.

BE IT FURTHER RESOLVED, That a copy of this Resolution be spread on the permanent records of this Association and that another copy, suitably engrossed, be presented to Holman D. Pettibone.

Presented at the Annual Meeting of the American Title Association this 10th day of September, 1954.

GEORGE E. HARBERT,
President.

JAMES E. SHERIDAN,
Secretary

The following resolution was unanimously adopted by the Board of Governors of the American Title Association at their meeting during the 1954 Convention and presented to the delegates in attendance.

WHEREAS, The Association recently adopted a Code of Ethics; and

WHEREAS, The Association at its mid-winter 1953 conference passed a resolution condemning the appoint-

ment of agents who are also engaged in certain other types of business; and

WHEREAS, The Board of Governors, recognizing the importance of keeping its Code of Ethics vital and reflective of the current needs of the title profession, has deemed it advisable from time to time to construe the intent and purpose of its said Code of Ethics and make declarations of policy for the guidance of its members;

NOW, THEREFORE, BE IT RESOLVED: That the following actions, activities, and practices shall be deemed in violation of the Code of Ethics of this Association:

I

The appointment by title insurance/guaranty companies as agent, with authority to issue or commit for the issuance of policies of title insurance, of any person, firm, or corporation or employees of either thereof, engaged in the making of mortgage loans, or in the business of initiating or procuring mortgage loans for others, regardless of whether such mortgages run in favor of such agent or his principal.

The foregoing shall not prevent any person, firm or corporation, actively and regularly engaged in the abstract and title business, from acting as such agent.

II

The appointment by title insurance/guaranty companies as agent, with authority to issue or commit for the issuance of policies of title insurance, of any person, firm, or corporation, or any employee of either thereof, whose principal business is constructing, selling, trading, leasing, or otherwise dealing in real estate or real estate development.

III

The assumption by any title insurance/guaranty company of obligations under policies of title insurance/guaranty prior to the making of a thorough investigation of the record facts; the affidavits of interested parties in the transaction are not

to be considered as an adequate substitute; and

BE IT FURTHER RESOLVED:

That the officers of the Association be, and they are hereby, directed to mail a copy of these resolutions to each member of the Association at the earliest possible date.

WHEREAS

To the meetings of the group of human beings comprising membership of the American Title Association has come, over the years, a distinguished individual whose services to his associates have been many and varied and

WHEREAS

It has come to the attention of this group that shortly, by reason of retirement from active duty, he shall have fulfilled his duties in the great American firm of which he is important part, and

WHEREAS

This group desires to give honor where honor is due. A soldier in defense of his country in its day of peril, he served in the armed forces of his nation—thus a citizen soldier rendering military service, but at the same time a gentleman of gentle spirit and charity to his fellowman. He has been and is a distinguished member of his profession as a member of the Bar and of this group. He has been zealous in the full discharge of his duties to his institution but al-

ways with a sympathetic appreciation of the problems of those with whom he dealt.

His have been years of accomplishment, yet always with a modesty observed by his associates. Clean of heart and mind, his career is an inspiration to all.

NOW THEREFORE BE IT RESOLVED

That we of the title fraternity join with his many friends in paying tribute to William R. Nethercut, of Milwaukee, Wisconsin, on the occasion of his retirement from active participation in the affairs of the Northwestern Mutual Life Insurance Company, of which institution he has been a vital factor in management as Assistant Counsel, and head of its legal division on mortgage loan paper.

BE IT FURTHER RESOLVED

This group expresses to him its unanimous and sincere hope he shall enjoy his years of rest, fully earned and richly deserved; and that he shall continue his association with this group, thus to afford all its members opportunity better to know this gentleman of capacity of intergrity and honor, and of charm which has endeared him to all.

DONE,

In the City of Chicago, this tenth day of September, 1954, by action of its Board of Governors, and by unanimous ratification by its delegates at the Forty Eighth Convention of the American Title Association.