

OFFICIAL PUBLICATION
AMERICAN TITLE ASSOCIATION

DO NOT REMOVE

TITLE
NEWS

VOLUME XXXIV

AUGUST, 1955

NUMBER 8



49TH ANNUAL
CONVENTION

THE AMERICAN TITLE
ASSOCIATION



HOTEL STATLER
CLEVELAND, OHIO

Monday to Thursday (Noon)
SEPTEMBER 26th to 29th, 1955

HOSTS

OHIO TITLE ASSOCIATION

The American Title Association

Founded in 1907

OFFICE OF THE PRESIDENT
LAWRENCE R. ZERFING

LAND TITLE INSURANCE COMPANY
BROAD & CHESTNUT STREETS
PHILADELPHIA 10, PENNSYLVANIA

August 16, 1955

To all Members of The American Title Association

Re: 1955 Annual Convention
Cleveland, Ohio

Dear Member:

Our plans for the 1955 National Convention have progressed very satisfactorily and we can promise you one which will be "tops".

Board meetings and some Committee meetings are scheduled for Sunday, September 25th and the Convention proper will run from Monday morning, September 26th to Thursday (the 29th) noon.

The program will be literally filled with discussions which will be informative to all title people and, in addition, will be most interesting.

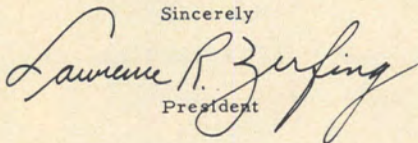
The Convention Hotel is the Statler in Cleveland where we know there will be high quality service and good facilities for everything we need.

As for entertainment--not only our Cleveland friends but our official host, the Ohio Title Association, are doing a really tremendous job to make sure that the delegates and their ladies won't have a lonely moment.

Convention time is not far off, so when you receive your blanks for reservations send them through promptly so that the registrations can be completed early and avoid the registration desk crowd on opening morning.

We guarantee you a worthwhile Convention and one which will enable you to take home with you many helpful and profitable ideas.

Sincerely


President

LRZ:kmh

OHIO TITLE ASSOCIATION

1226 ONTARIO STREET
CLEVELAND 13, OHIO

All Members
AMERICAN TITLE ASSOCIATION

Ladies and Gentlemen:

The Ohio Title Association and its members, as fellow titlemen and convention hosts, extend a cordial invitation to all of the members, officers and committee members and their wives to attend the 49th Annual Convention of the American Title Association to be held at the Hotel Statler in Cleveland, OHIO, September 26th to 29th, inclusive.

Notice that OHIO. We don't want any of you to turn up in Cleveland, New York, Cleveland, Tennessee, or any other Cleveland, except THE Cleveland, Ohio.

We know the business program will be interesting, filled with information and of value to every member. The Chairmen of the Abstracters and Title Insurance Sections and the Officers of the American Title Association are seeing to that.

Entertainment plans are being arranged for your enjoyment. We want you to renew old friendships and form new ones and we want you to have fun along with the "learning".

As your friends and hosts, we look forward to seeing you in Cleveland and welcoming you to a convention which you will long remember as a worth while meeting from the standpoint of business and fun.

With the best of regards,

Sincerely,

Marshall Cox

M. H. Cox,
President

MHC/hr

An Invitation to the Ladies

The ladies of Cleveland wish to extend a cordial invitation to the wives of members of the American Title Association to come to the Annual Convention in Cleveland. We shall make every effort to see that you have a good time.

It is too early for us to give you details of all activities outside the Convention but there will be many. There are interesting places to go and interesting things to do. Your registration envelope will contain a pamphlet telling you of everything going on that week in Cleveland - current plays, sports, music, sightseeing tours, art exhibits, night clubs and where to shop.

DON'T MISS the ladies luncheon at 1:00 P.M. Monday, September 26th. You will see and hear "Myrus" the mental telepathist who has entertained and amazed Cleveland audiences - a most unusual performance. There will also be a style show and door prizes.

At this early date all we can say about the weather is that it is unpredictable. We imagine most ladies will be wearing fall clothes during the last week in September but a summer dress might be right.

We hope you will come and have fun with us.

Sincerely,

Evelyn B. Young

(Mrs. G. S. Young)
Chairman, Women's Committee

TIPS ON HOW TO BE A GOOD CONVENTIONEER

Like every other institution in American life, the national convention comes in for its share of satire, criticism, and just plain jibing. There is nothing wrong with that; we still take our jobs seriously.

I've asked my staff colleagues to write down points they consider most important to a delegate—in helping him get the most out of a convention. Here is an even dozen of their pointers:

START PLANNING your own convention participation from the moment you decide to attend.

AVOID DISAPPOINTMENT. Make your reservations far in advance; state plainly the type of hotel room you would like and the price you are willing to pay. If necessary, you can cancel your reservations without obligation.

WRITE OR TELEPHONE men at distant places—men you hope to sit down with during convention off-hours—and arrange to get together.

CHECK PERSONALITIES appearing on the program. Is there anyone qualified to give you a steer in the right direction? Make their sessions a Must, and perhaps see them afterwards.

JOT DOWN PROBLEMS you now face in your business. Be alert for people who may know the answers.

SCAN REGISTRATION LISTS early; don't miss a chance to visit with friends and customers from other cities.

USE MEAL-TIMES FULLY by arranging to eat with different groups of business friends.

SEE, AND BE SEEN BY, all of your competitors. Swap a story or experience; let them realize you're a cooperative competitor.

SAVE SOME TIME for old-fashioned bull sessions. Many a tip, more valuable than any in the best planned program, grows out of informal talk.

KNOW YOUR LIMITATIONS. Overabundance of food and drink with underabundance of sleep make Jack—or anyone else—a dull boy.

SPEAKING OF JACK, the old adage has it that all work and no play has a similar effect. Wherever your convention is held, there are things of interest to see and do. Find out about them as soon as you reach your hotel—plan to spell your hard work with some good old-fashioned play.

—E. D. Parrish in "Sales Meetings"



Cleveland—Terminal Tower (Looking North)

—Photo by Miller-Ertler Studios

CLEVELAND

This is the story about Cleveland, your convention city.

This is the story about the host city and what it offers to you, its guests, when you attend the forthcoming meeting there.

It is a prospective convention-er's size-up of the town—

The Cleveland of today is a big, busy city—Ohio's first and the nation's seventh. It is nothing like the spot along Lake Erie and the Cuyahoga River that General Moses Cleveland surveyed in July, 1796. This spot now is a city of more than a million people, the capital of a great trade empire, and an industrial giant ranking with the greatest in the world.

The Cleveland of today also offers all the attractions of a great metropolis befitting its size and prestige. The cultural and educational institutions, the parks, and the entertainment facilities of Cleveland are among the finest in the world. The beautiful shores of Lake Erie, both east and west of the city, offer a great variety of attractions. And the entire area surrounding the great city is one of beauty and interest.

As a place to gather, Cleveland offers many attractions and points of interest. It is perhaps more noted as a cosmopolitan community than any similar metropolis its size because of its heterogeneous population. The city, whose metropolitan area stretches out from the Lake Erie shoreline like a fan, is particularly known for its fine cultural institutions and civic spirit and in 1946 celebrated its sesquicentennial. Largely industrial in character with emphasis on steel and parts manufacturing, Cleve-

land is "the best location in the nation." The term is a simple statement of a superlative fact—describing the industrial advantages of the Cleveland area's location in the market center of America.

Cleveland's compact layout is another convention advantage. All major hotels, the shopping district, transportation points, amusements, Lake Erie, and the Public Auditorium are all within a few minutes' walking distance. Any point in the city is easily accessible from the downtown area.

At the hub of the city's business activities is the Public Square, a small clearing of land which was purchased by the Connecticut Land Company in 1795 for \$1.76 and which is now a modern business and transportation center valued at more than \$20,000,000.00. Towering over the square is Cleveland's familiar landmark, the 52-story Terminal Tower, with an observation room on the 42nd floor that affords a splendid view of the city. It is the seventh tallest building in the world, the other six being in New York. Other parts of the Terminal unit are a railroad station, a large department store, a modern hotel and several shops.

Building attractions such as this aren't confined to the Public Square, however. Many huge office and civic buildings dot the Cleveland scene and have attracted the attention of the whole nation. The Mall, for example, is one of the most ambitious undertakings ever attempted. This plan of grouping public buildings around a spacious seventeen-acre downtown garden spot represents an investment of more than \$40,000,000.00. The Mall, which over-



—Photo by Miller-Ertler Studios

Terminal Tower

looks Lake Erie and extends into the heart of the business district, is made up of seven great buildings. America's best equipped convention plant—the \$10,000,000 Public Auditorium; the Federal Building; the Public Library; the new Board of Education Building; City Hall; Cuyahoga County Court House; and the lakefront Municipal Stadium seating 83,000 are included in the Mall Development.

Cleveland also ranks among the nation's outstanding cultural and educational centers. Western Reserve University, comprising various colleges, is one of Ohio's oldest and best collegiate institutions. Case Institute of Technology, adjoining the campus of Western Reserve, is among the country's top engineering schools. The two institutions occupy high ground overlooking beautiful Wade Park. Other Cleveland collegiate institutions are John Carroll University and Fenn, Ursuline and Notre Dame colleges.

Gems of the city's cultural treasures are the Cleveland Museum of Art and Severance Hall, both located in University Circle overlooking Wade Park on Cleveland's east side. The art institution is one of the most beautiful museum buildings in America and through its cooperation with the city's schools and colleges has become an essential factor in the educational life of Cleveland. Severance Hall is the \$2,500,000 home of the Cleveland Symphony

Orchestra and has done much to carry the story of Cleveland's education and cultural progress to the rest of the world. Other famous institutions in Cleveland include the Museum of Natural History, the Western Reserve Historical Society Museum, Dunham Tavern, the Public Library, the Health Museum, Brookside Zoo, Nela Park University of Light, and Cleveland Airport.

In addition to visits to Cleveland's many noted landmarks, there is a great variety of recreation and entertainment pleasures in store for the city's guests. Outdoor lovers can get their fill in the community's park system, swimming in Lake Erie, golf, tennis, American League baseball, horse racing, boating and numerous summer resorts.

Fall and winter season sporting attractions include professional and collegiate football, basketball, hockey, boxing and wrestling events.

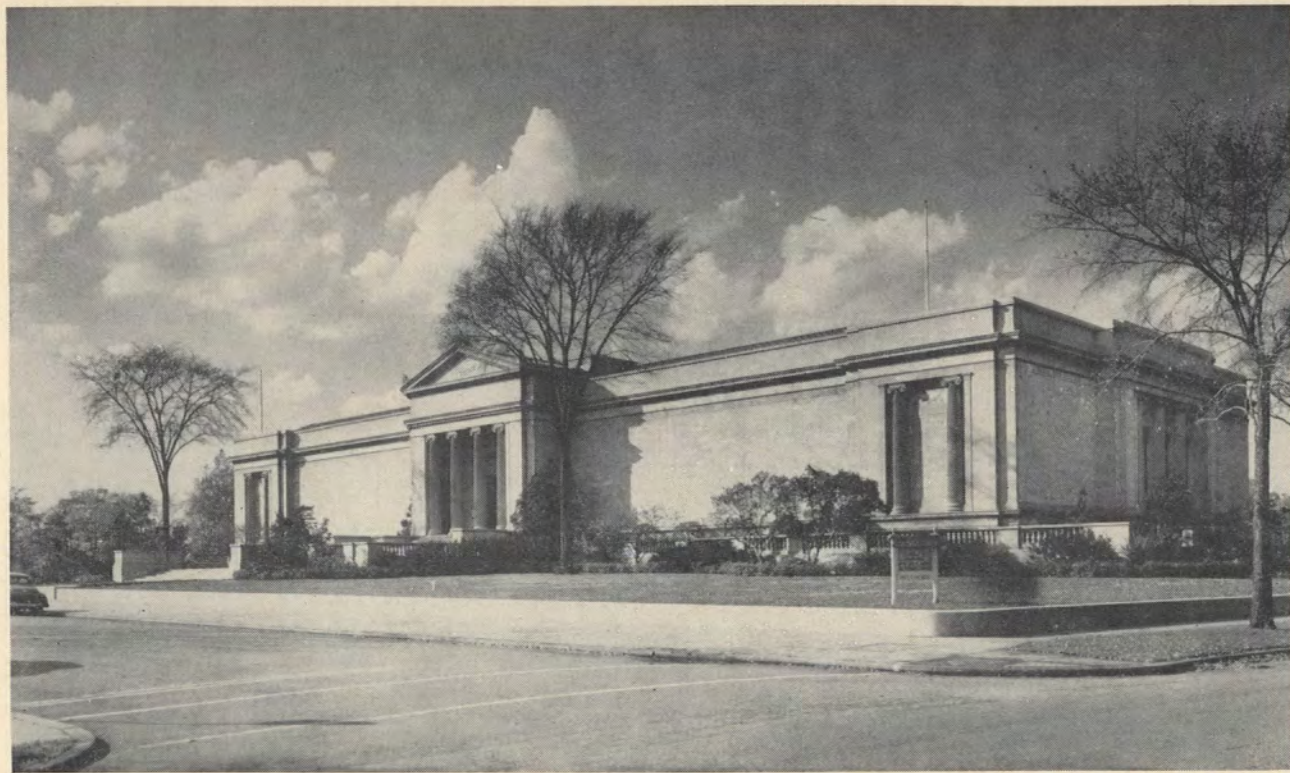
Cleveland's show houses present the cream of the nation's theatrical talent. In Playhouse Square, with its 12,000 seating capacity, theatres not only offer excellent productions, but they also are attractions in themselves.

With Cleveland in an especially fine mood to welcome its guests and with the city's traditionally kind and friendly spirits as a convention host in the offering, visitors attending this convention are in for a memorable experience.

DON'T RISK SLEEPING IN THE PARK

We have a commitment from the Hotel Statler. It expires September 9. After that the Statler may take applications for hotel rooms from anyone. After that, all reservations we send over are on an "if can handle" basis.

Please mail your registration and hotel reservation to us quickly. Under our contract with Statler, we cannot guarantee hotel rooms unless your reservation is in our hands by September 9.



—Photo by Miller-Ertler Studios

Cleveland Museum of Art

OHIO TITLE ASSOCIATION

— HOSTS —

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Ohio Title Association Cleveland, Ohio

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Title Insurance Company of Minnesota Cleveland, Ohio

JAMES E. SLATTERY

Title Insurance Company of Minnesota Cleveland, Ohio



Cleveland—Looking East from Terminal Tower

—Photo by Miller-Ertler Studios

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Henry E. Ford	Sandusky, Ohio
Milton S. Geiger	Alliance, Ohio
Russell F. Greeter	Cleveland, Ohio
Joseph C. Hughes, Vice President	Columbus, Ohio
G. Howard Lafferty	Warren, Ohio
J. Albert Laskey	Toledo, Ohio
Thomas J. McDermott	Mansfield, Ohio
Orla L. Pealer	Warren, Ohio
Harry J. Sands, Secretary-Treasurer	Cleveland, Ohio
Emmett V. Spitler	Bowling Green, Ohio
William O. Zaiser	Elyria, Ohio

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Mrs. Arthur E. (Mary) Wade	Cleveland, Ohio
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3608 Guardian Building	
<i>Secretary</i> —JOSEPH H. SMITH.....	Detroit, Mich.
3608 Guardian Building	

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Term Expiring 1957

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Secretary-Treasurer: Mrs. Ruth H. Artist, Platte County Pioneer Abstract Company, Wheatland



—Photo by Miller-Ertler Studios

Cleveland—Looking West from Terminal Tower

REGISTRATION _____

CONVENTION ACTIVITIES

_____ ENTERTAINMENT

REGISTRATION

The Registration Desk is a clearing house for all information covering all events, regular and special.

* * *

OUR HOSTS

THE OHIO TITLE ASSOCIATION

* * *

ENTERTAINMENT FOR OUR LADIES

Monday, September 26th

1:00 p.m. Ladies Luncheon Party

(Our ladies are asked to assemble in the Lounge, 7th floor, Halley's Department Store, across the street from Statler.)

Style Show—Courtesy of Halley's.

Entertainment by MYRUS.

ENTERTAINMENT WILL BE BIG FEATURE OF 1955 BANQUET

Your Cleveland Committee is going all out to be sure that everyone is well entertained during the Cleveland Convention of our Association which will be held at the Statler Hotel September 26th to 29th. The Committee has signed entertainment producer, Clint Noble, to present an outstanding show for us at the Annual Banquet.

Clint Noble, who has a wide reputation in the Mid-West as a theatrical producer, is well-known to many of our members as a result of his producing shows for the past several years for the Mortgage Bankers Association, who have also called on him for their Los Angeles convention in November.

51 TITLE COMPANIES

in

19 COUNTIES

in California and Michigan now use

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REDWOOD CITY, CALIFORNIA

(See our exhibit at the A.T.A. National Convention in Cleveland)

Noble has presented many stars on his shows who are now top national names as he has a gift of finding people many of whom become world-famous and he will present many stars of tomorrow at our Cleveland banquet.

One of the highlights of this evening's entertainment will be Joe Sodja, who was a featured guitarist for many years with the Fred Waring Orchestra and in recent years is climbing the ladder of success as a soloist. He had been recalled by the management of the Washington Mayflower Hotel for frequent appearances and received acclaim when he appeared on the show of the opening of the famous Fontainebleau Hotel in Florida this past season.

Clint Noble has his sights trained on an outstanding comedian to headline the show and a very happy evening is predicted for all those who can attend our banquet in Cleveland this year.

FOR OUR LADIES AND GENTLEMEN

Wednesday, September 28th

6:00 p.m. All delegates and guests are cordially invited to attend a reception and cocktail party, to be held in Foyer of Grand Ball Room.
Hosts: The Ohio Title Association

7:00 p.m. The Annual Banquet of the Association
Grand Ball Room

Invocation:

RIGHT REVEREND MONSIGNOR EDWARD J. SEWARD,
Chancellor of the Catholic Diocese of Cleveland, Ohio

HONORABLE ANTHONY J. CELEBREZZE, Mayor of the
City of Cleveland

Entertainment by Clint Noble, through courtesy of
Ohio Title Association

GOLF

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

ADVERTISING EXHIBITS

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

This excellent display is located in the Euclid Ball Room.

* * *

EQUIPMENT DISPLAY

How Much? When? How Expensive?

What Will It Do?

Will It Save Money?

Will It Increase Production?

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

* * *

EXHIBITORS IN COMMERCIAL EQUIPMENT DISPLAY

American Automatic Typewriter Company
Chicago, Illinois

Recordak Corporation
New York, New York

Remington Rand (Division of Sperry Rand Corporation)
New York, New York

Mark Larwood Company, Redwood City, California

Jack Nadel, Inc., Beverly Hills, California

* * *

THIS IS YOUR CONVENTION

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

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

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

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

Please make it your special job to watch for delegates who are, for the first time in their business career, attending their first convention. Let us all make these newcomers feel at home. Get them acquainted with others. Turn on your charm and make them thrice welcome.

Why not make up a luncheon and/or dinner party for all the delegates—and their ladies—from your state? Either Monday evening or Tuesday evening would be suitable.

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

CHURCH SERVICES

Church services in the downtown area are listed here for Sunday, unless otherwise noted.

BAPTIST—Euclid Ave. Baptist Church, Euclid Ave. at E. 18th St., 11 a.m.

CATHOLIC—St. John's Cathedral, East 9th and Superior. Masses on the hour.

CHRISTIAN SCIENCE—Second Church of Christ, Scientist, 1940 E. 6th St., 11 a.m.

EPISCOPAL—Trinity Cathedral, Euclid at E. 22nd St., 8 and 11 a.m.

JEWISH—Euclid Avenue Temple, 8206 Euclid Ave. Friday evenings at 5:30 p.m. Saturday services 11 a.m.

LUTHERAN—Trinity Evangelical Lutheran Church, 2049 W. 30th St. 10:30 a.m.

METHODIST—First Methodist Church, Euclid at E. 30th St., 10:45 a.m.

PRESBYTERIAN—Old Stone Church on Public Square, 10:45 a.m.

SERVICE CLUBS

EXCHANGE—Hotel Hollenden, Tuesday, 12 N.

KIWANIS—Hotel Cleveland, Thursday, 12 N.

LIONS—Hotel Carter, Thursday, 12:15 p.m.

OPTIMISTS—Hotel Cleveland, Wednesday, 12 N.

ROTARY—Hotel Statler, Thursday, 12 N.

* * *

GENERAL SESSIONS

Monday, September 26th

General Sessions in Grand Ballroom, Statler Hotel

10:00 a.m. Call to Order

LAWRENCE R. ZERFING, National President, American Title Association; *President*, Land Title Insurance Company, Philadelphia, Pennsylvania

Invocation

REVEREND CANNON, LAURENCE H. HALL, *Rector*, St. Paul's Episcopal Church, Cleveland

Address of Welcome

MARSHALL COX, President, Ohio Title Association;
Vice President, Land Title Guarantee and Trust Com-
pany, Cleveland, Ohio

Response to Address of Welcome

RALPH H. FOSTER, *President*, Washington Title In-
surance Company, Seattle, Washington

10:15 a.m. Report of National President

LAWRENCE R. ZERFING

10:30 a.m. Report of National Treasurer

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

10:35 a.m. Report of Finance Committee

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

10:40 a.m. Appointment of Committee on Resolutions Personnel of Committee:

ANDREW DYATT, *President*, The Landon Abstract
Company, Denver, Colorado

A. J. ACHTEN, *Owner*, Shawano Abstract Company,
Shawano, Wisconsin

W. A. LANGLOW, *Vice President*, Puget Sound Title
Insurance Company, Seattle, Washington

DRAKE MCKEE, *President*, Dallas Title & Guaranty
Company, Dallas, Texas

PAUL J. WILKINSON, Chairman; *Executive Vice Presi-
dent*, The Title Guarantee Company, Baltimore, Md.

Appointment of Nominating Committee of Title Insurance Section

JOHN D. BINKLEY, Chairman, Title Insurance Sec-
tion; *Vice President*, Chicago Title & Trust Company,
Chicago, Illinois

Appointment of Nominating Committee of Abstracters Section

HAROLD F. MCLERAN, Chairman, Abstracters Section,
Mt. Pleasant, Iowa

10:45 a.m. Eulogy to the Memory of Kenneth E. Rice

PAUL W. GOODRICH, *President*, Chicago Title & Trust Company, Chicago, Illinois

Eulogy to the Memory of Raymond S. McLain

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

11:00 a.m. Address

HONORABLE WALTER WILLIAMS, *Under-Secretary*, Department of Commerce, United States of America, Washington, D.C.

11:30 a.m. "Training Program Activities, Surveys Relating to Same and Application."

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

11:55 a.m. Introduction of Distinguished Guests

**Introduction of those attending their first convention
Announcements**

Adjournment of Morning Session

GENERAL SESSIONS

Monday, September 26th, Afternoon Session

Grand Ballroom, Statler Hotel

2:00 p.m. Call to Order

LAWRENCE R. ZERFING, National President, Presiding

Report of Judiciary Committee

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

2:15 p.m. "Land Titles and Bankruptcy"

JUDGE CARL D. FRIEBOLIN, Referee in Bankruptcy, United States District Court, Northern District of Ohio, Cleveland, Ohio

Discussion

2:45 p.m. Report of Legislative Committee

WALLACE A. COLWELL, Chairman; *Vice President*, Abstract and Title Guaranty Company, Detroit, Michigan

DON'T RISK SLEEPING IN THE PARK

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Please mail your registration and hotel reservation to us quickly. Under our contract with Statler, we cannot guarantee hotel rooms unless your reservation is in our hands by September 9.

GENERAL INDEX
REWRITES

BASIC ARBITRARY MAPS

TITLE PLANTS BUILT
and REORGANIZED

CITY & COUNTY
OWNERSHIP MAPS

PROGRESSIVE ARBITRARY
SYSTEMS INSTALLED

CENTRAL MAP
CONTROL SYSTEMS

MAP & PROPERTY
INDEX RACKS

PROPERTY INDEXES RELOCATED

I. Woody Wilson & Associates, Inc.

Title Engineering

514 - 20 Cooper Bldg.

Denver 2, Colo.

Serving the Title Industry, Realtors, County Assessors

**SEE OUR TITLE ENGINEERING EXHIBIT AT THE A.T.A. CONVENTION
IN CLEVELAND, SEPTEMBER 26th TO 29th**

3:00 p.m. "Federal Liens"

CLEMENT H. BARSCH, *Vice President-Chief Title Officer*, The Title Guarantee & Trust Company, Toledo, Ohio

Discussion

3:30 p.m. Report of Grievance Committee

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

Adjournment

GENERAL SESSIONS

Tuesday Morning, September 27th

Grand Ballroom, Statler Hotel

10:00 a.m. Call to Order

LAWRENCE R. ZERFING, *National President*, Presiding

Report of Committee on Federal Legislation

RAY L. POTTER, *Chairman; Vice President*, Burton Abstract and Title Company, Detroit, Michigan

10:15 a.m. Report of Planning Committee

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

10:30 a.m. Address

W. CARROLL KEESEY, *Vice President—Investments*, Fidelity Mutual Life Insurance Company, Philadelphia, Pennsylvania

11:15 a.m. "The Title Plant, Systems, Methods, Procedures and Equipment—Building and Re-Building"—A Panel Report of Committee on Title Plants and Photography

Members of Panel:

C. PERRY LIVERTON, *Chairman; Assistant Title Officer*, Commonwealth Title Company of Philadelphia, Philadelphia, Pennsylvania

RICHARD A. PHILLIPS, *Vice President*, American-First Title & Trust Company, Oklahoma City, Oklahoma

JAMES L. BOREN, *President*, Mid-South Title Company (Commerce Title Guaranty Company), Memphis, Tennessee

ARTHUR E. WADE, *Vice President*, Land Title Guarantee & Trust Company, Cleveland, Ohio

GEORGE B. GARBER, *Executive Vice President*, Washington Title Insurance Company, Seattle, Wash.

Moderator of Panel: C. PERRY LIVERTON

11:45 a.m. Announcements

Adjournment of Morning Session

GENERAL SESSIONS

Tuesday Afternoon, September 27th

Grand Ballroom, Statler Hotel

2:00 p.m. Call to Order

LAWRENCE R. ZERFING, National President, Presiding

**"Abstracter—Title Insurance Relations"—A Panel—
A Frank Open Discussion of the Future As We See It:
It:**

Members of Panel:

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

PERCY I. HOPKINS, JR., *President*, Palm Beach Abstract & Title Company, West Palm Beach, Florida

GORDON GRAY, *President*, Twin Falls Title & Trust Company, Twin Falls, Idaho

ROBERT J. JAY, *President*, St. Clair County Abstract Company, Port Huron, Michigan

J. MACK TARPLEY, *Vice President*, Kansas City Title Insurance Company, Kansas City, Missouri

A. B. WETHERINGTON, *President*, Title and Trust Company of Florida, Jacksonville, Florida

ROBERT W. STOCKWELL, *Director*, State Title Insurance Department, Union Title Company, Indianapolis, Indiana

GEORGE E. HARBERT, Moderator; *President*, Rock Island County Abstract and Title Guaranty Company, Rock Island, Illinois

3:00 p.m. "Efficiency and Perfection in the Escrow Department"

—A Playlet

Cast, Distinguished Philadelphia Thespians All:

John B. Waltz

Elmer S. Carl

Earle M. Frankhauser

Gordon Burlingame

Wilbur I. Diefenderfer

James M. Hart

Joseph J. Hurley

Andrew Sheard

Prologue by Mr. Burlingame

3:20 p.m. Report of Nominating Committee and Election of National Officers and Governors

3:30 p.m. Problems of Management, Personnel, Employee Relations, Fringe Benefits, the Coffee Break, etc.—An Open Forum

LAWRENCE R. ZERFING, National President, Presiding
All members are requested to present their questions and comments on topics falling into the general category of management. At your convenience please hand the same to any national officer or turn into the registration desk.

4:00 p.m. Adjournment of Afternoon Session

REMEMBER

This is YOUR Forum. Make the most of it. Tell your problems and troubles to the Convention. Don't be backward about this. Maybe the "Other Fellow" has already solved the situation that perplexes you.

Participation by everybody will make this spot of positive and constructive value to all.

SUGGESTED TOPICS

Elimination of Free Service
Publicity
Co-operation Between Competitors
Legislation Affecting Our Profession
Collection of Accounts
Plant Problems
Mechanical Processes and Systems
Reducing Operating Expenses
Cutting Corners
Elimination of Curbstone Competition
By-Products
Liability of Abstracter Under Certificate
Writing Title Insurance in Rural Sections
Business With Federal Agencies
Valuation Basis Charges
Charges Based on Time Covered by Certificate
Giving of Estimates
Pricing Copies of Abstracts
License and Bonding Laws
Standardization of Abstracting—State Wide, Regional, National
Application of Wage and Hour Laws
Profit Sharing Program
Pension Program
Fringe Benefits

Revision of Policy Forms
Plant Problems
New Plant Methods
By-Products
Losses of Past Twelve Months—Means of Prevention
Suits in Hand—Unusual Cases
Extension of Title Insurance to Rural Sections
New Decisions and Effects of Same Upon Title Insurance

Improving and Increasing Production of Abstracts and Policies
and Other Services to the Public
Is It Advisable to Close Our Doors to the Public Prior to 10:00
a.m. and After 4:00 p.m. and on Saturdays?
Production of Abstracts By Part-time Employees:
Working Part-Time In Office
Typing Abstracts At Home
Working In A New Employee With A Trained Experienced Em-
ployee As a Team.
Could We, Can We and Should We Stop Comparing? If So, in
What Departments and In What Steps Of Procedure?
AND Anything and Everything Else You Want Discussed.

The American Title Association

Founded in 1907

TITLE INSURANCE SECTION

JOHN D. BINKLEY, CHAIRMAN

CHICAGO TITLE AND TRUST COMPANY
111 WEST WASHINGTON STREET
CHICAGO 2, ILLINOIS

ERNEST J. LOEBBECKE, VICE-CHAIRMAN

TITLE INSURANCE & TRUST COMPANY
LOS ANGELES, CALIFORNIA

GEORGE C. RAWLINGS, SECRETARY

LAWYERS TITLE INSURANCE CORPORATION
RICHMOND, VIRGINIA

Executive Committee

GEORGE B. GARBER

WASHINGTON TITLE INSURANCE COMPANY
SEATTLE, WASHINGTON

MACLIN F. SMITH, JR.

TITLE GUARANTEE & TRUST COMPANY
BIRMINGHAM, ALABAMA

J. C. GRAVES

LOUISVILLE TITLE INSURANCE COMPANY
LOUISVILLE, KENTUCKY

JOHN H. KUNKLE

UNION TITLE GUARANTY COMPANY
PITTSBURGH, PENNSYLVANIA

Members of the Title Insurance Section American Title Association:

With no intention of infringing on the advertising methods of certain beverages or cigarettes, I think the Title Insurance Section program at the ATA Convention in Cleveland is a perfect blend . . . a blend of experienced speakers from our own industry and of eminent men from outside the Title Insurance field who will bring us fresh points of view and information.

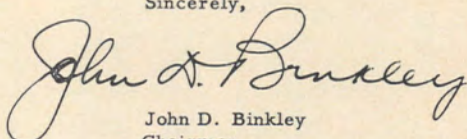
Legal problems, losses and claims and extension of title insurance from metropolitan areas, will be among subjects covered by our own friends and associates in talks or as participants in carefully constructed panels.

Our guest speakers -- second ingredient of this excellent blend -- are most relevant to our interests and concerns. Wednesday morning, September 28, Robert W. Buckley, Vice President of National Homes Acceptance Corporation, will discuss "Title Requirements of Volume Dealers in Mortgages." At the afternoon session, C. Wilson Randle, Partner in the management consultant firm of Booz, Allen and Hamilton, will address the meeting on "Executive Appraisal and Development." These are men and subjects of high caliber and distinction.

No day or session of the ATA Convention will be dull. But we think the Title Insurance Section on Wednesday, September 28, will be one of the liveliest.

We will be quite surprised if we don't see you there!

Sincerely,



John D. Binkley
Chairman
Title Insurance Section

TITLE INSURANCE SECTION

Wednesday Morning, September 28th

Session in Ballroom, Statler Hotel

10:00 a.m. Call to Order

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

Annual Report of Chairman

10:15 a.m. "Legal Problems"—A Panel Discussion

Members of Panel:

WILLIAM WOLFMAN, *Chief Counsel*, Title Guarantee and Trust Company, New York, New York

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

WILLIAM R. KINNEY, *Chief Title Officer*, Land Title Guarantee and Trust Company, Cleveland, Ohio

R. W. JORDAN, JR., *Vice-President-Counsel*, Lawyers Title Insurance Corporation, Richmond, Virginia

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

10:50 a.m. "Title Requirements of Volume Dealers in Mortgages"

ROBERT W. BUCKLEY, *Vice President*, National Homes Acceptance Corporation, Lafayette, Indiana

11:20 a.m. Reports of Chairmen of Regional Districts of Title Insurance Executives

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

Central States Region: THOMAS P. DOWD, Chairman; *Vice President*, Abstract and Title Guaranty Company, Detroit, Michigan

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

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Composition of Title Insurance Executives Districts by States

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

11:50 a.m. Report of Nominating Committee and Election of Officers of Section

12:00 noon Announcements
Adjournment of Morning Session

TITLE INSURANCE SECTION

Wednesday Afternoon, September 28th

Session in Ballroom, Statler Hotel

2:00 p.m. Call to Order

JOHN D. BINKLEY, Chairman

“Development of Title Insurance Outside the Metropolitan Area”—A Panel

Members of Panel:

C. J. McCONVILLE, *Vice President*, Title Insurance Company of Minnesota, Minneapolis, Minnesota

WALLACE A. COLWELL, *Vice President*, Abstract and Title Guaranty Company, Detroit, Michigan

JOSEPH A. WATSON, *Manager*, National Title Department, The Title Guarantee Company, Baltimore, Md.

MARSHALL COX, *Vice President*, Land Title Guarantee and Trust Company, Cleveland, Ohio

MODERATOR: CHESTER C. MCCULLOGH, *Assistant Vice President*, Chicago Title & Trust Company, Chicago, Illinois

2:40 p.m. Report of Committee on Standard Forms of Title Insurance

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

2:50 p.m. "Executive Appraisal and Development"

C. WILSON RANDLE, *Partner*, Booz, Allen and Hamilton, Chicago, Ill.

3:40 p.m. Losses and Claims

WILLIAM H. DEATLY, *President*, Title Guarantee and Trust Company, New York, New York

L. VERN HERBRUCK, *Vice President*, Title Insurance and Trust Company, Los Angeles, California

STEWART MORRIS, *Vice President*, Stewart Title Guaranty Company, Houston, Texas

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

LEO A. REUDER, *Exec. Vice President*, Title Insurance Company of Minnesota, Minneapolis, Minn.

Moderator: LYLE W. MALEY, *Vice President*, Chicago Title and Trust Co., Chicago, Ill.

4:15 p.m. Announcements

Adjournment of Section Meeting

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The American Title Association

Founded in 1907

ABSTRACTERS SECTION

HAROLD F. MCLERAN, CHAIRMAN
MOUNT PLEASANT, IOWA
LEONARD F. FISH, VICE-CHAIRMAN
DANE COUNTY TITLE COMPANY
MADISON, WISCONSIN
CHARLES P. ADAMS, JR., SECRETARY
GUARANTEE ABSTRACT & TITLE COMPANY
LUBBOCK, TEXAS

Executive Committee

J. ROBERT WILSON
CHARLSON & WILSON
MANHATTAN, KANSAS
HENRY W. WULFFE, JR.
KANKAKEE COUNTY TITLE & TRUST COMPANY
KANKAKEE, ILLINOIS
RICHARD B. WILLIAMS
MESA COUNTY ABSTRACT COMPANY
GRAND JUNCTION, COLORADO
WILLIAM A. JACKSON
COATES-SOUTHWEST TITLE COMPANY
OKLAHOMA CITY, OKLAHOMA

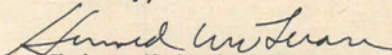
Dear Fellow Abstracters:

Another year has rolled around and soon it will be time to compare notes at our annual convention in Cleveland, Ohio.

Judging from the program responses, all of the problems haven't been solved this past year. Perhaps you will find the solution discussed on one of the programs. This is a friendly time to meet others of our profession and to discuss problems or to just plain visit. All indications point toward a worthwhile program and interesting entertainment.

Aren't you just about tuckered out from all of this heat, not to mention work? What better excuse can you give your customers. So hang the sign on the door and head for Cleveland! There's nothing like the cool lake breezes and an A. T. A. convention to put you on your feet. Be seein' you.

Sincerely,


Chairman Abstracters Section.

HFM:jk

ABSTRACTERS SECTION

Wednesday Morning, September 28th

Session in Pine Room, Statler Hotel

9:30 a.m. Visitation Period

Gather a few minutes before formal opening of Section Meeting. Shake hands with old friends. Make new friends. Your badge is your letter of introduction.

10:00 a.m. Call to Order

HAROLD F. MCLERAN, Chairman, Mt. Pleasant, Iowa
Annual Report of Chairman

10:20 a.m. "Survey Problems as Related to the Abstracter"

HAROLD A. PRESTON, *Owner*, Isabella County Abstract Company, Mt. Pleasant, Michigan

10:45 a.m. "As Others See Us"

MORTON McDONALD, Vice President, American Title Association; *President*, The Abstract Corporation, DeLand, Florida

11:05 a.m. Report of Committee on Abstracters Liability Insurance and Bond Protection

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

11:15 a.m. "Aerial Photography as Applied to Abstracts"

JUSTIN I. MILLER, *Owner*, Montgomery County Abstract Company, Independence, Kansas
Discussion

11:30 a.m. Report of Nominating Committee and Election of Officers of Section

**11:35 a.m. "Open Forum on Problems of Management"—A Panel Discussion Plus Questions from the Floor
Personnel of Panel—the Executive Committee,
Abstracters Section:**

J. ROBERT WILSON, *Partner*, Charlson & Wilson, Manhattan, Kansas

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

RICHARD B. WILLIAMS, *Manager*, The Mesa County Abstract Company, Grand Junction, Colorado

WILLIAM A. JACKSON, *President*, Coates-Southwest Title Company, Oklahoma City, Oklahoma

PRESIDING: HAROLD F. MCLERAN, Chairman

12:00 noon Announcements

Adjournment of Morning Session

ABSTRACTERS SECTION

Wednesday Afternoon, September 28th

Session in Pine Room, Statler Hotel

1:30 p.m. Visitation Period

2:00 p.m. Call to Order

HAROLD F. MCLERAN, Chairman

"Building and Remodeling a Title Plant in a Non-Metropolitan Area"

JOHN W. MAY, *President*, Inland Abstract & Title Co., Tavares, Florida

**2:10 p.m. "Public Relations for and by the Abstractor"—
A Panel**

Members of Panel:

LOUIS L. WHEELER, *President*, LaPorte County Abstract Corporation, Michigan City, Indiana

ALFRED S. HAWKINSON, *Partner*, The McPherson County Abstract Company, McPherson, Kansas

WILLIAM A. JACKSON, *President*, Coates-Southwest Title Company, Oklahoma City, Oklahoma

PRESIDING: HAROLD F. MCLERAN, Chairman

2:35 p.m. "Profitable Additional Services—Sidelines"

JAMES T. REID, *Secretary-Treasurer*, Holland Ferguson & Co., Rockford, Illinois

Discussion

3:00 p.m. "Abstract Paper and Covers". Report of National Survey on Type, Size, Weight and Cost with Display of Samples

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

Discussion

3:30 p.m. "Standard Content Showings in Abstracts"

JERRY W. MCCARTHY, *Manager*, Grand Traverse Title Company, Traverse City, Michigan

Discussion

4:00 p.m. Announcements

Adjournment of Section Meeting

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GENERAL SESSIONS

Thursday, September 29th

Ballroom, Statler Hotel

10:00 a.m. Call to Order

LAWRENCE R. ZERFING, National President, Presiding

Report of Committee on Membership and Organization

V. HUBERT SMITH, Chairman; *Manager*, Pioneer Abstract Company, McAlester, Oklahoma

10:10 a.m. Motion Picture, Colored, and with Sound

JAMISON FILM COMPANY, Dallas, Texas

Script Preparation, Costs, etc.

JOHN C. BUCKLEY, JR., *Sales Director*, Atlanta, Ga.

10:30 a.m. "Good Public Relations"

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

10:50 a.m. Report of Committee on Advertising and Publicity

WARREN THOMPSON, Chairman; *Public Relations Officer*, Chicago Title and Trust Company, Chicago, Ill.

11:05 a.m. "The Way We Dope It Out"

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

11:20 a.m. Report of National Secretary

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

11:30 a.m. Report of Committee on Resolutions

PAUL J. WILKINSON, Chairman; *Executive Vice President*, The Title Guarantee Company, Baltimore, Md.

Installation of President Elect

Unfinished Business

New Business

Adjournment

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IN THE PARK

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CONVENTION REGISTRATION AND HOTEL RESERVATION

AMERICAN TITLE ASSOCIATION

49TH ANNUAL CONVENTION, CLEVELAND, OHIO, SEPTEMBER 26-29, 1955

Send this form with check for Convention Registration payable to American Title Association.
Mail to national headquarters: 3608 Guardian Bldg., Detroit 26, Michigan.

(Please furnish given names and titles of registrants)

Name..... Title.....

Name..... Title.....

Name..... Title.....

Name..... Title.....

Company.....

City and State.....

.....Registrants in title profession, either sex@ \$17.50
.....Guests, not engaged in Title Profession, either sex.....@ \$12.50

(enclose check for this amount) -----> Total.....

(Use Other Side)

HOTEL RESERVATIONS

Make reservations for us in the HOTEL STATLER, as follows:

NUMBER OF ROOMS	TYPE OF ACCOMMODATIONS (Please Circle Rate Desired)						
	SINGLE	\$ 6.00	\$ 6.50	\$ 8.00	\$10.50	\$11.00	\$13.00
	DOUBLE (Double Bed)	\$ 9.50	\$10.50	\$11.50	\$12.50	\$13.50	\$16.00
	DOUBLE (Twin Beds)	\$11.00	\$12.00	\$13.00	\$13.50	\$15.00	\$16.00 to \$24.00
	SUITE: Living Room, Bedrm. & Bath for 1 or 2 persons		\$24.00	\$30.00	\$32.00		
	For each additional person in double or twin add \$2.50 per day						

NAMES OF PERSONS IN MY PARTY

(Please include name of firm, city and state and the FIRST names of all ladies and gentlemen. If this is the FIRST CONVENTION for any person listed, please indicate this fact by placing an "X" after his or her name.)

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If scheduled for arrival in late afternoon or evening, please so state here

Date of Arrival at Hotel.....

Date of Departure from Hotel.....

Signature.....

(Use Other Side)