

TITLE NEWS

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THE OFFICIAL PUBLICATION OF THE
AMERICAN LAND TITLE ASSOCIATION ©



MARCH, 1966



PRESIDENT'S MESSAGE

MARCH, 1966

Fellow ALTA Members:

Time does indeed fly! It is hard to realize that this month of March is the 6th month in our ALTA year and that, after March, there will be just 6 months ahead in our year. A good time to take inventory of activities to date and plans for the remaining time in the 1965-66 year. Has your ALTA committee met by some form of communication? A personal, a telephone conference, or at least a written exchange by mail, meeting of members? Has your committee chairman let you know what is expected, or sought, of you this year? Have you, as a committee member, offered to be of service to your chairman? We have enough time remaining in our year to accomplish much of benefit to ALTA. Let's communicate.

In December we enjoyed the opportunity to participate in a meeting of the Public Relations Committee at our ALTA Washington headquarters office; in January, a special meeting of the Executive Committee was held, also at our Washington headquarters office; and in February, a pre-organizational meeting at Charlotte, North Carolina virtually assured the addition to ALTA of another affiliated regional land title association (tentatively named Land Title Association of the Carolinas). Principally through the efforts and enthusiasm of N. Bruce Boney, Charlotte, North Carolina, a member of the Membership and Organization Committee, the formal organization of this new association and its first convention meeting in late May seem a reality.

In March, the annual mid-winter conference at Chandler, Arizona with the unusual resort atmosphere of the San Marcos, the first ALTA golf tournament, and (possibly) a new attendance record established.

Looking ahead to April: Texas, Arkansas and Oklahoma will hold state conventions; the Central States Regional Title Insurance group will meet; and on April 22-23 the first ALTA Management Seminar will be held at the Sheraton-O'Hare Motor Inn near Chicago.

Congratulations to Kee and Bill McAuliffe on the arrival on March 2 of Peter Michael, their seventh child.

Don B. Nichols

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EDITORIAL OFFICE: Premier Bldg., 1725 Eye St., N.W., Washington, D.C. 20006 296-3671

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ON THE COVER: the unsung heroes of the glamorous newspaper world are the feature editors who go along day after day seeking truthful and newsworthy items. Such a man is Jack Willmann, Real Estate Editor of The Washington, D. C. Post.

Jack frequently says that while other newspapers are interested in **things** his department is interested in **people**. The wisdom of this philosophy is evidenced by his recent election as President of the National Association of Real Estate Editors.

Our congratulations to this splendid newspaper man who has a word of advice for ALTA members—see page 2.

JAMES W. ROBINSON, *Editor*
FRANK H. EBERSOLE, *Assistant Editor and
Manager of Advertising*

A Top Newsmen Gives Tips:

HOW TO WORK WITH THE PRESS

John B. Willmann, Real Estate Editor of THE WASHINGTON POST, New President Of The National Association Of Real Estate Editors, In An Interview With TITLE NEWS, Gives Some Challenging And Thought-Provoking Comments And Tips On Title Company—Newspaper Relations That You Won't Want To Miss.

By Deane and David Heller

How well does your company work with the press? How much do home buyers and potential home buyers in your business area know about title insurance? Items on the Settlement Sheet? Abstracts of title? Closing costs? What is the public "image" of your company in your home town?

Important questions. New business, increased prestige, a better understanding on the part of the realty-buying public are the heady rewards for effective public relations where it helps most—in the individual title company's home town newspaper.

ALTA's Public Relations Committee is firmly of the opinion that many of the industry's public relation's problems are the result of a lack of information on the

John B. Willmann, Real Estate Editor of The Washington Post, and President of the National Association of Real Estate Editors, gives sound advice on how title companies can work with the Press.



part of customers and potential customers of the services performed by titlemen. A classic example, of course, is the *Reader's Digest* article of a couple of years back. Undoubtedly without malice, the article circulated to an audience of millions a mishmash of misconceptions, misdrawn conclusions and misinformation highly unfair and damaging to the title industry.

The *Readers' Digest* article was a shocker. But it did serve one good purpose. It alerted the title industry to the need for greater effort in getting the truth and the facts to the public.

On the national level, ALTA is doing its utmost with a series of

news releases, advertisements, feature stories and magazine articles to bring the facts about risks and legal complexities to opinion-molders and the public. But there is an important role for every title company to play *in its own community*.

Publicity Where It Helps— In The Home Town Newspaper

On the state and local levels, a bit more "public relations consciousness" can pay real dividends—both to the individual title company and to the industry as a whole. ALTA's Public Relations Committee believes that if each company makes a bit more of an effort in its own area of opera-

The increasing interest in real estate news, Editor Willmann declares, provides an excellent opportunity for title companies to work with real estate editors to tell factual stories about the title business to the public.



tions, the sum total of the efforts will not be a little thing—but rather a groundswell of favorable opinion that will have highly beneficial results to the entire industry.

The power of the press is enormous. In a major city, even a short news story may be read by hundreds of thousands of persons. It can affect the thinking of vast numbers in their attitude toward your company. It can win customers, influence people, and project a favorable image needed by every company if it is to grow and prosper.

So great is the power of the press in influencing people that no company can afford to ignore it. Every title executive will find it worthwhile—whether his company has a public relations staff or not—to know something about this great new force in the 20th-century business world. Fortunately, public relations and dealing with the press are fascinating, intriguing subjects.

Tips From An Expert

In an effort to be helpful, TITLE NEWS recently had an exclusive interview with John B. Willmann, Real Estate Editor of *The Washington Post*, and newly-elected President of the National Association of Real Estate Editors. Jack, a husky six-footer who once pitched a no-hit baseball game for Lycoming College, was asked to comment frankly on practical steps that the local title company can take in dealing with the press.

What kind of information do real estate editors want from title companies? What kind of photographs involving title company personnel

might the real estate editor be interested in? What are some “do’s” and “don’t’s” in dealing with the press?

“Newspapermen are always interested in N-E-W-S,” Mr. Willmann said. “And that can be interpreted broadly. For example, I don’t believe there’s a real estate editor in the country who wouldn’t be interested in a really well-written article on closing costs. The key to working successfully with your local newspaper is to keep the need for news in mind.”

A native of Williamsport, Pa., Jack graduated magna cum laude in journalism from Notre Dame, was a Navy officer on an attack transport during World War II, and now heads the National Association of Real Estate Editors, which has among its active members 82 editors from the nation’s top papers.

Jack frankly declares that many title companies lag behind other segments of the real estate fraternity in their news consciousness. “I don’t think I get two tips a year for stories from title company executives,” he says. “Although, in many cases, it would be entirely possible and proper to work title companies into stories of new developments and other activities with news value.”

Mr. Willmann noted the great increase in the public’s appetite for news concerning home-building, housing and realty news. “It’s grown up since the war,” he said. “Only a few years ago, the Real Estate Section in most papers consisted of a single page or part of a page. Today, however, many Real Estate Sections consist of 16 to 18 pages almost every week.

The public's appetite for real estate news has grown enormously. Real Estate Sections vary widely, of course, from city to city. Sections range from pure puffery to excellent coverage on the part of editors who do their best to turn out a worthwhile section."

Increasing interest in real estate news, Mr. Willmann believes, provides an excellent opportunity for title companies to work with real estate editors to tell factual stories about the title business to the public.

Title Story Complicated But Can Be Told

"Because of the complexity of land titles and real estate laws, the title industry's story is a bit more complicated in the telling than that of some other industries," Mr. Willmann said. "But there is great public interest . . . because everybody is a home buyer, past or prospective . . . and it can be successfully told." Then he added, "you'll just have to work a little harder and use a bit more imagination in developing good story ideas that Real Estate Editors will write and publish."

There is, however, Mr. Willmann adds by way of challenge, "a tremendous amount of drama and history in the files of title companies. Every title company has at least several good stories in its files if it will take the time and trouble to dig them out and make them available to realty writers and editors.

What IS News?

What *is* news? That's a deceptively simple question, but Jack Willmann points out that the an-

swer is anything but simple.

"Most of the time, we use the term to describe what newspapermen call 'hard news,'" he says. "That is a given event that is taking place at such and such a time. Names make news. People make news. But there are other types of news, too. Feature stories. A title story with a historical angle to it, if factually and interestingly written, and emphasizing the local angle, would probably be welcomed by almost every Real Estate Editor in America."

Photographs, Too

"And don't forget photographs," Mr. Willmann said. "Photographs are news, too. Busy people may not take time to read every story in a newspaper, but readership surveys show that they seldom miss a picture."

Jack said that he could visualize an occasional, important settlement ceremony involving title to land for a development or project as a news picture in which title company executives could legitimately be part of the picture. In fact the picture might better be of the architect's rendering of the building because photos of people signing documents has been overdone.

"I imagine that the title company would want to clear the picture idea with the other parties concerned," he said. "But most important companies are well aware of the value of news exposure. In most cases, I'd imagine that they'd be delighted to cooperate."

Ground-breaking ceremonies also offer picture possibilities, Mr. Willmann adds.

Head and shoulders of photo-

graphs of important new appointees in the individual title company are often welcome at newspaper offices, Mr. Willmann noted.

Another Feature Idea

"And here's an idea for a feature story," Mr. Willmann said. "I'd like to see a really good story worked up on the Settlement Sheet. What *are* the various items? What can a prospective home buyer expect when he comes to settle? It seems to me that a factual, informative story like this would be a great way for the title industry to tell its story. And, if it were well and factually done, I can't think that any Real Estate Editor wouldn't welcome it. Such a story would be a real service to the reader, and that, after all, is what the conscientious Real Estate Editor tries to print."

And Don't Forget The Short, Bright Item

"One thing that always has astonished me," the President of the National Association of Real Estate Editors declared, "is that when people bring or send stories to me, they always seem to have a news release three pages long. That's fine if the subject matter is important enough to warrant anywhere near that kind of space—and if I have that amount of space available in my section.

"But even professional public relations people seldom offer me a release that would fill less than six column inches of type. And that kind of short, bright story is the kind that the Real Estate Editor usually has the most need for. There are 'holes in the paper'

to fill. And don't underestimate the value of the short item. In a big newspaper, hundreds of thousands of people may read it. It might well get more readership than a longer story."

Get To Know The Real Estate Editor

Should title company executives make an effort to become personally acquainted with Real Estate Editors?

"I'd say yes," Jack Willmann advised. "When a newspaperman is personally acquainted with an individual or a company and knows them to be legitimate and reputable, it helps . . . all other things being equal."

What are some other tips on working with the press?

"The executive of the title company that doesn't have a public relations staff might do well to learn a few of the basics of the news release," Jack says. "The newspaper is a written media and for the most part, except in case of urgent deadlines on important stories, we like to have things in writing. Routine stories like new appointments, promotions, expansion of a company's activities . . . things like that. It's better to have them on paper than to try to take them over the 'phone. For one thing, there's simply not the time in most cases. Newspaper offices are busy places."

The News Release

What *are* the basics of the news release?

"Well, you ought to have it typed, double-spaced, on one side of the paper only," Jack says. "It ought to contain, in the upper left hand corner, the sender's name,

address, company title and 'phone number. Responsible newspapers are very leery of publishing a news release unless they know the sender personally or unless there's a 'phone number to call to check out the facts. There are always a few cranks who think it's a hilarious joke to make up a false news release and send it to the paper."

What else?

"Every release ought to contain the full details of the traditional who, what, when, where and why," Jack said. "That doesn't mean it has to be long. Look in any newspaper any day of the week and you'll see many items wrapping all that up in a single paragraph. The best length for any news release is to observe the old newspaper rule: 'write it for what it's worth.' If the real news value of the story requires a page or two pages to tell, the release can be that long. But, on the other hand, if the facts can be written in three or four paragraphs, then write only three or four paragraphs. Incidentally, your chances of getting the news release published in the paper are better if it comes in written in three or four paragraphs if that's all it's worth. Few editors have the time—to speak frankly—to cull through every three page release that comes in to get three paragraphs of real news that may be buried in it. We'd like to, but there aren't that many hours in the day. If a release comes in written for four paragraphs when it's worth only four paragraphs, it's chances of being published are much better.

"Another thing to keep in mind is the proper spelling of names,"

Jack said. "John Smith may really spell his name Jon Smythe. It makes everybody look bad if it gets in the 'paper spelled wrong. Figures should be correct, too. That goes for all factual information. Nothing makes an editor so gunshy of future press releases from a company or a person as having received a news release in which the names, facts or figures are wrong."

Praises Jim Robinson

"Like most newspaper men, I am frequently critical of public relations people," Mr. Willmann said, "but I'd like to make it crystal clear that none of this applies to ALTA's Jim Robinson. Jim is a top-notch. If all public relations people were as good as Jim, my job would be a lot easier."

Public relations, Mr. Willmann points out, is far too vast a subject to be covered in a single article. "But I believe that if title company executives became more news conscious, it would be good for their companies," Mr. Willmann said. "Don't overdo it, of course. It's important not to make a nuisance of yourself by trying to get a story in the paper every week. But too many good stories are missed. When there is a worthwhile story, feature, photograph or bright short item, most editors will be glad to have it."

Guide To Public Relations For ALTA Companies On Way

ALTA is grateful to John Willmann, Real Estate Editor of *The Washington Post* and President of

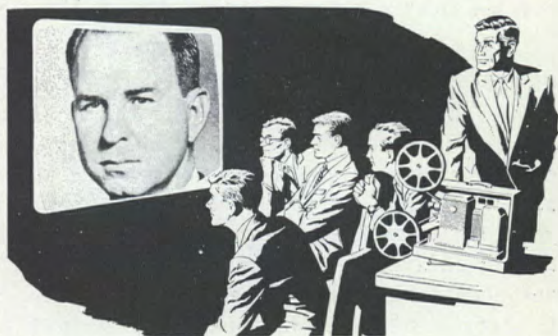
the National Association of Real Estate Editors, for taking the time to candidly and thoughtfully comment on the relationship of title companies to the press.

Your Public Relations Committee has prepared a "Thumbnail Guide To Public Relations For ALTA Mem-

ber Companies" that will reach you shortly.

If each ALTA member company will make even a slight effort in the public relations field, the sum total—for both the company and the industry—will, your Committee feels, be very worthwhile.

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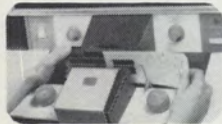
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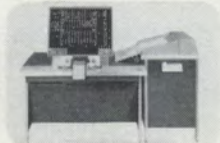


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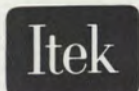
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R. E. LASSAR



S. R. WAGNER

What is your "executive attitude I.Q.?"

Members of the American Land Title Association attending the ALTA's first Management Seminar Friday and Saturday, April 22 and 23, 1966, at the Sheraton-O'Hare Motor Inn, Chicago, will have an opportunity to find out!

Through the cooperation of officers of the Small Business Administration, an outstanding array of professional talent has been confirmed for this pioneering effort in management instruction under the chairmanship of Alvin R. Robin, Chairman of the Abstracters Section. This will be an intensive study course with case histories, visual aids, professional instruction, and a question and answer period.

The first session of the two-day

Seminar will be "Functions of Management," presented by Sheldon R. Wagner, Associate Professor of Management and Personnel Administration, The College of Business Administration Roosevelt University, Chicago, Illinois. Professor Wagner is a Business Analyst and Management Training Consultant. Professor Wagner has been a contributor to and has had his work published in *Personnel Administration*, *The Journal of Marketing*, *Industrial Management*, *The Chicago Purchaser*, *The Illinois Certified Public Accountant*, *The Marquette Business Review*, and *The Journal of Teacher Education*. He is a member of the Advisory Council and a former Vice President of the National Council for Small Business Management Development



G. S. SWOPE

and holds memberships in the Academy of Management, The Industrial Management Society, The American Market Association, and The American Economic Association.

The first hour of the period, devoted to "Functions of Management," will involve a review of management principles. This will be followed by a discussion of an actual business situation which will allow those in attendance to determine how specific management and organization principles can be applied. The second part of this session will provide an opportunity for Seminar participants to actually evaluate their individual executive attitudes. This will be followed by a question and answer period.

Friday afternoon will be devoted to "Personnel Management," with all phases of this perplexing subject clearly outlined by William L. Davidson and George S. Swope of Manplan Associates, an organization specializing in management problems. Mr. Davidson has a distinguished record of accomplishment as an advisor to industry,



W. L. DAVIDSON

having served as Manager of Salary and Wage Administration, Crane Company; Personnel Director, Hubbard and Company; Assistant Director, Industrial Relations, Yale & Towne Manufacturing Company; Personnel Manager, Ball Brothers Co. Mr. Davidson received his B.A. from Beloit College and his Masters Degree from Northwestern University.

George S. Swope has an equally distinguished career as Director, Industrial Relations, Organization Planning, Crane Company; Director, Industrial Relations, Organization Planning, SCM, Inc.; Assistant Manager, Industrial Relations; Assistant Secretary, Inland Steel Company. Mr. Swope received his B.A. Degree from Yale University and his Masters from the University of Chicago.

These representatives of Manplan will emphasize the "How To" approach to personnel management, covering in detail such topics as recruitment, interviewing, compensation, (including job description and performance rating) employee training, and fringe benefits.

On Saturday morning ALTA

members will participate in an intensive course on "Management Use of Accounting Information," presented by representatives of Touche, Ross, Bailey & Smart, a leading Chicago accounting firm. Representing this firm will be William H. Frewert, CPA, Manager of Tax Department. A graduate of the School of Commerce of Northwestern University and the College of Law of DePaul University. He is a member of the Illinois State Bar Association, the American Institute of CPA's and the Illinois Society of CPA's. Mr. Frewert's presentation will not be a highly technical one. It will be tailored to the special situations of the ALTA members.

At the final session on Saturday afternoon, representatives of the firm of Touche, Ross, Bailey & Smart will discuss "Taxation: A Key Factor In Business Decisions." As the involvement with business by government at all levels expands, a basic knowledge of tax records, reporting forms, and current rules and regulations is imperative. ALTA members will benefit greatly from this session.

The luncheon speaker on Friday will be Richard E. Lassar, Area Administrator, Mid-Western Area,

Small Business Administration. Mr. Lassar is a Registered Professional Manager in the State of Illinois and a recognized authority in business management. He is a member of the Federal Executive Board, the Illinois Trade Expansion Committee, Chairman of Region VII Small Business Advisory Council, and Past President of Chicago Oil Burner Association. He is a lecturer and panel participant. He has appeared before more than 30 organizations in recent years.

Our own dynamic National President Don B. Nichols will be the luncheon speaker on Saturday. Don's willingness to take on this assignment is undoubtedly prompted by the fact that the Management Seminar itself is a natural development resulting from the regional meetings of abstracters, which were initiated under Don's guiding hand.

Members who haven't already registered for this Management Seminar may do so by writing to the ALTA office. The low registration fee of \$25 includes the cost of two luncheons as well as printed material which will be distributed during the Seminar. Sleeping room accommodations should be requested directly from the Sheraton O'Hare Motor Inn, 6810 North Mannheim Road, Des Plaines, Illinois. Once again the dates are Friday and Saturday, April 22 and 23, 1966.

Chairman Al Robin points out that, although the Management Seminar is sponsored by the abstracters section, *all* ALTA members who attend will benefit.

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ALTA PUBLICITY GETS A BACKHANDED COMPLIMENT



ALT A's famous "Seven Traps For Unwary Home Buyers", which, a year after its initial appearance, is still drawing mail daily into the Washington Office, got a sincere compliment recently . . . well, sort of.

Attorney Stanley B. Balbach, writing in the January, 1966, Journal of The American Bar Association, in lauding the formation of lawyer's guaranty title funds in such states as Florida and Illinois, and urging lawyers in all other

states to do the same, took time out to view ALTA's news release darkly.

Viewing the public relations of the American Land Title Association as an "obstacle", Mr. Balbach noted "the aggressive advertising program sponsored locally by local title insurance companies and nationally by the American Land Title Association."

"Recently," Mr. Balbach wrote, "we have seen news releases throughout the country carrying

headlines such as "Seven Title Traps—Outline For Home Buyers," followed by a story of "Cases of Everyday Tragedies", with examples in which individuals have lost their homes because of a risk that could not be discovered by an examination of the record title. The suggestion is made in the article that the members of the public write to the ALTA for a booklet describing these tragedies. The booklet has a scare picture of a wolf outside a house with a shaky title."

In his article, Mr. Balbach explores the "loss" by the bar of title assurance to private stock title insurance companies.

Members of the American Land Title Association might be interested to know that ALTA's celebrated news release: "Seven Traps For Unwary Home Buyers" has appeared in more than *one thousand* of the nation's top newspapers and business magazines. It

has been paid a great many compliments, but perhaps none so heartfelt as that of Mr. Balbach, who is none-too-friendly toward the interests of ALTA members.

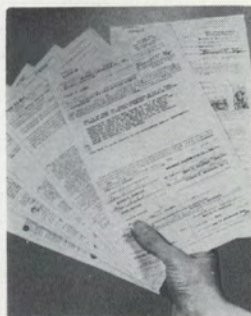
This backhanded compliment reminds us that it's time again to point out that the "Seven Traps" news release makes a splendid feature for the real estate pages of your local newspaper. If your newspaper has not yet published this story, it's a great one to help you inform the public of the benefits of title insurance. By all means, write to the ALTA office and we'll prepare, free, a version of the story directly written for your local newspaper.

The "Seven Traps" leaflet, too, is available from the ALTA office at the nominal cost of \$40.00 per thousand. Experience has shown that this story has drawn a fantastic public response. You might want to write for the release and order copies of the booklet today.

PLEASE DIRECT ALL
FUTURE REQUEST FOR
LAND TITLE COURSE, BY
WILLIAM GILL, SR. TO
AMERICAN-FIRST TITLE &
TRUST COMPANY, 219 PARK
AVENUE, OKLAHOMA CITY,
OKLAHOMA

New Copying Method Speeds Takeoff For Title Firm

Dane County Title Company maintains a Bruning 2000 R electro-static copying machine in the office of the Dane County Register of Deeds. Copies are 35% reductions from the original documents.



Five and a half by nine inch copies of legal size originals are obtained by Dane County Title Company from its Bruning 2000 R electro-static copying machine. Despite their small size, the Company finds the copies clear and easily read.

Copying speed and clarity are two increasingly important factors in the title and abstract business. Not only must records kept be complete and current, but the information they contain must be readily accessible so that there is no need to refer to original



Copies of instruments gathered in the previous day's take-off are sorted for posting the first thing each morning. Microfilming of each copy is done for security purposes only.

documents in future title searches.

Dane County Title Company, Madison, Wisconsin, has satisfied its needs in this regard with the installation of a new electrostatic copying machine. The new copier makes clear and legible copies a full 35 per cent smaller than the original legal-size documents. The reductions are as easy to read as the originals and so clear, the company finds, that the values of documentary stamps attached to the originals can be read on the copies.

The new electrostatic copier is housed in the Register of Deeds office, in the nearby County & Municipal Building, where previously the firm maintained a planetary camera for instrument copying. William W. Morrison, Plant Manager, and Title Officer for Dane County Title Company, is especially enthusiastic about the new copier. "We have been able to copy every document without the least difficulty," he said. "The copier has made it possible for us to trim a good deal of time from our takeoff system without changing the system itself," he said. The machine, however, has elim-



William W. Morrison shown here conferring with another Dane County Title employee is the man responsible for the record keeping in the Company.

inated the planetary camera, blow-back reproduction, and has reduced microfilming to merely a security function, totally separate from the takeoff system.

The company copies an average of 120 title transactions a day. This number may reach as high as 250 a day during peak periods. The number of sheets per document averages 2.4. They include recorded deeds, mortgages, satisfactions, and notices of lis pendens, old age assistance and probate proceedings.

These documents are now copied on a Bruning 2000R electrostatic copying machine manufactured by Charles Bruning Company, Mount Prospect, Illinois. Bruning is a division of Addressograph Multigraph Corporation. The machine makes 5½" x 9" copies from legal-size 8½" x 14" original documents. "The clarity of the copies is great!" exclaimed Morrison. "They're black on white, instead of gray on white as were some copies we had to work with previously. Toward the end of a day of reading poor copies a person's eyes can become very tired. That doesn't happen anymore," he said.

Takeoff commences with the arrival of a Dane County Title employee at the office of the Register of Deeds about an hour and a half before the office closes. Copying of the day's recorded documents begins immediately. They are obtained from the front desk, where all recorded instruments from the day are held for public inspection. In the hour and a half left to her, the operator of the Bruning copier runs copies of all pertinent documents, checks the Register of Deeds' record books for mortgage satisfactions and makes short notations on each document regarding subdivision name and block and lot numbers. Her work ends when the office closes, but the job has been completed by then.

With no intermediate steps other than security microfilming, speedily accomplished with an automatic camera, the day's copied instruments are ready for posting in Dane County Title's files.

Previously, Morrison explained, exposed film from the firm's planetary camera had to be processed at the end of the day. The following morning when the processed film was obtained blow-backs were made, two to a sheet of paper. Then the copies were cut apart on a paper cutter. After this a Dane County Title staff member returned to the Register of Deeds office to verify satisfactions on documents requiring them. As a result, posting of the previous day's recorded instruments was seldom finished until some time between 11:30 a.m. and 1 p.m., Morrison said. "Since we obtained the Bruning machine," he said, "all posting is complete before 10:30 in the morning."

Recorded instruments in the Register of Deeds office are filed in numerical sequence, lowest numbers first. Copies held by Dane County Title are filed in that same order. As copies are made on the Bruning copier, they stack up highest number first. The copies are then re-stacked in proper sequence as each is rubber stamped with the day's date, a procedure Dane County Title uses to provide an easily located identification.

After microfilming at the Dane County Title office, the copies are sorted into platted and unplatted properties. The firm files platted and unplatted instruments separately. Documents on platted properties are further sorted and filed by geographic location. This system, said Morrison, facilitates information retrieval in future title searches.

In posting, each platted copy is inserted in its proper sub-division folder, filed in each plat section. The number of the document and the lot number is entered in index columns inside the folder. Copies of all previous documents and abstracted information relating to each property is contained in the folders so that a title search can be made of all property in each title.

Dane County Title makes its copies on pre-punched paper. Two holes punched in the paper permits copies for platted filing to be fastened inside the folder. Documents involving unplatted property are checked against map records and the file designation is entered on the copies for posting. These documents are then filed together in numerical series of 100.



State Association

CORNER



ABOVE:

ALTA President Don B. Nichols and Mrs. Nichols (Vera Rose), share a joke with Harriet and George Garber. Mr. Garber is the ALTA Vice President.



LEFT:

Newly elected officers are (left to right) Bruce Little, Second Vice President; William W. Francis, First Vice President; Alan Brunet, President; Robert Erickson, Secretary-Treasurer.

First Convention For Nevada Land Title Association

Title insurance executives representing title insurance companies throughout Nevada attended the highly successful Nevada Land Title Association Convention held November 11-13 at the Tropicana Hotel in Las Vegas. Delegates heard convention chairman, William W. Francis, of First Title Insurance Company, of Las Vegas deliver the welcoming address followed by the introduction of Harold Wandesforde, N.L.T.A. President. Wandesforde acknowledged the attendance of Don B. Nichols, President of the American Land Title Association and George Garber, ALTA Vice-President at the convention.

Oscar H. Beasley, counsel for First American Title Insurance

Company, of Santa Ana, California, launched the informative program by delving into the subject of "Title Insurance — Losses — Endorsements".

Next on the program was the presentation of Robert Duff, executive of First American Title Insurance and Trust Company, in the parent offices in Santa Ana, California.

Duff defined condominium ownership and explained the cooperative structure. He explained many interesting legal aspects of acquiring title to condominium property and gave valuable pointers on how to avoid serious problems to the condominium buyer. In summation he detailed methods in which title companies can assist potential

Don Nichols (third from left) is pictured with William W. Francis, Alan Brunet and Robert Erickson.



condominium buyers.

The final speaker of the program was Floyd Cerini, of Title Insurance and Trust Company in Los Angeles. Cerini spoke on "Functions & Responsibilities of State Association". He outlined the necessary ingredients required to set up a new organization including all committees that must be included. In conclusion he indicated that the cooperation and understanding of all members is of primary importance.

Social highlights of the convention included the first annual N.L.T.A. Golf Tournament held at the Dunes Country Club. Winning participants were Franklin Richards of Pioneer Title Insurance Company in Las Vegas and Robert Niehoff of Chicago Title. Mrs. Harold Wandesforde welcomed all female delegates and convention guests to a ladies luncheon and fashion showing held in the Gourmet Room of the Tropicana Hotel, presenting another highly successful facet of the convention social calendar.

New officers elected at the final business session to represent N.L.T.A. for the coming year included Alan Brunet, of First Com-



Harold Wandesforde, retiring President, and Bill Francis stand as George Garber, Harley Carter and Don Nichols relax at the first Nevada Association Convention.

mercial Title in Reno, President, William W. Francis, of First Title Insurance in Las Vegas, 1st Vice President, Bruce Little, of Nevada Title in Las Vegas, 2nd Vice President, and Robert Erickson, of Pioneer Title in Reno, Secretary-Treasurer.

As the final curtain was drawn on this year's N.L.T.A. convention, all delegates and guests expressed extreme satisfaction with the informative and educational program, in addition to the enjoyable social activities.

Forgery on the Increase

By
Robert K. Maynard
Director of Public Relations
Lawyers Title Insurance Corporation
Richmond, Virginia



Forgers Had Their Most Active Year in 1965 In Fraudulent Real Estate Transactions, New Survey Shows. Multi-Million-Dollar Empire In Texas Built On Forgery . . . Gay Trips To Las Vegas . . . The Case Of The Adventurous Lady . . . Ingenious Swindles In Real Estate Stranger Than Fiction:

A multi-million-dollar empire in Texas built on forgery . . . the disgruntled husband who forged his divorced wife's name to a worthless deed . . . the dishonest real estate broker in Florida who swindled many home buyers—these are just three of a rising tide of forgeries which have come to be more and more of a hazard

in real estate transactions.

Forgers had a banner year in 1965, a survey conducted by Lawyers Title Insurance Corporation of Richmond reveals. Clever swindlers, using an ingenuity that would shame most fictional wrongdoers, are more active than ever before in the real estate field.

What's worse, forgery carried on

by supposedly reputable and "honest" businessmen is on the rise—and is exceedingly hard to detect—until the roof caves in on schemes they have concocted.

"Every home buyer, every builder, every banker needs to be made aware of these rising hazards, made possible by falsification via forgery of land records," George C. Rawlings, Board Chairman of Lawyers Title, declared. "Every honest person has a stake in being alert to help stop this trend. Forgery in real estate is much like forgery in passing bad checks in that it results in a 'hidden tax' on everybody by increasing the cost of doing business in real estate."

The most spectacular of real estate forgeries during 1965 occurred in the southwest, the survey shows. A son of a respected family—who had a taste for fast cars, fast living and trips to Las Vegas—concocted an elaborate and ingenious scheme that might have come straight from a novel.

A real estate dealer, the forger mortgaged properties. Then he got hold of printed mortgage release forms of the lending companies . . . and even duplicates of his lender's seals! Carefully practicing the signatures of the officers of the lending companies, he forged "releases" of the mortgage that looked authentic. These he recorded at the public record offices. In one case, the same property was mortgaged, "released," and mortgaged again seven times!

For months, the scheme was kept from coming to light because the forger kept up the payments due on the many mortgages. Fi-

nally, the scheme collapsed when one too many trips to Las Vegas exhausted his money.

"Fortunately for the lenders, they were protected by title insurance," Rawlings said. "Losses sustained by many title insurance companies will run to an estimated three million dollars. This incident, as do all of the other forgery cases revealed, dramatically shows the value of title insurance. An examination of the public records, even by a highly-skilled person, would not have shown anything wrong."

An "adventurous" lady in Georgia conducted an interesting forgery on a more modest scale. Needing money to finance her gay life, she noted that a house was unoccupied—because the owner and his wife were in Germany where he was on Army duty. The woman forged a deed from the absent owners to herself. Then she "sold" the house to a newly-married couple and departed. The forged deed, of course, conveyed no title to the house. Fortunately, the newly-marrieds were covered by title insurance.

In New Mexico, a disgruntled husband forged his wife's name to a deed and sold the family home. It was later learned that the wife was 3,000 miles away at the time the deed was allegedly signed and acknowledged in New Mexico!

A real estate broker in Florida who forged deeds, false affidavits by builders in Alabama and California regarding the satisfaction of mechanic's liens, the forgery of corporate resolutions authorizing the sale of property in Arizona . . . these and many other cases were noted in the survey.

IN THE NEWS

GARBER AND WARN PROMOTED

The promotion of two senior officers of Title Insurance and Trust Company, Los Angeles, California, has been announced by Ernest J. Loebbecke, Chairman of the Board and Chief Executive Officer.

Hale Warn, formerly Executive Vice President, Operations, was elected Senior Executive Vice President, and in this capacity will continue as head of operations for the five divisions in California and Nevada.

Concurrently, Loebbecke added that George B. Garber, formerly Senior Vice President, was elected Executive Vice President, National Operations, for the company.

A native of San Mateo, Cali-

fornia, Warn entered the title business in 1928 in the Redwood City office of California Pacific Title Insurance Company. He served in various capacities with that firm and in 1942 became vice president and manager of its Sacramento subsidiary, Capital City Title Company. In 1952, California Pacific acquired a substantial stock interest in Land Title Insurance Company of Los Angeles and at the request of California Pacific, Warn accepted a leave of absence and assumed the responsibilities of executive vice president of Land Title. In 1953, he was elected president of that company. In 1959, California Pacific was acquired by Title Insurance and Trust Company, and with the termination of his leave of absence, Warn was transferred to the home office of Title Insurance and Trust Company to serve in the capacity of executive vice president. In February, 1960, he was elected to the board of directors of Title Insurance and Trust Company and also serves as a member of its executive committee.

He served as president of the California Land Title Association during the 1959-1960 term. He is currently a member of the executive committee of that association,

GARBER



WARN



HERBRUCK



and also is a member of the board of governors of the American Land Title Association.

Garber, who also serves as President of the title firm's new subsidiary, Pioneer National Title Insurance Company, is responsible for all title operations outside California and Nevada.

Garber is a native of Oklahoma and is a 1936 graduate of the University of Washington Law School. Upon graduation, he entered the private practice of law until 1939, at which time he became affiliated with Washington Title Insurance Company. He was elected a vice president in June, 1947, was elected to the board of directors in January, 1949, elected executive vice president in December, 1951, and president in December, 1955.

In 1957, Garber was elected a vice president of Title Insurance and Trust Company and transferred to the home office in Los Angeles. In 1959, he was elected a senior vice president of the company, and in 1961, was elected to its board of directors.

Garber has been extremely active in community and professional affairs. He is presently serving as Vice President, American Land Title Association and is a member

of the Association's Board of Governors.

The appointment of Verne Herbruck, Senior Vice President, to head up all marketing responsibilities for Title Insurance and Trust Company, has also been announced by Ernest J. Loebbecke.

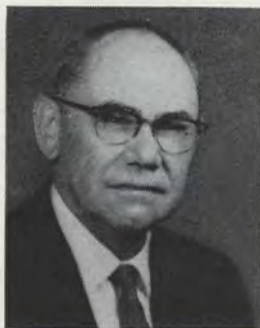
In his new assignment, Herbruck will devote his entire time and attention to expanding the company's sales effort, Loebbecke added.

Formerly manager of the company's Los Angeles and Orange Counties title operations, Herbruck is a veteran employee of the title firm. He joined the company in October, 1926, and has served in many capacities during the past thirty-nine years, including that of searcher, title officer, advisory title officer, training officer for title department employees, manager of branch operations, and manager of home office title operations.

Herbruck has been active in numerous civic and professional organizations. He is currently serving as 1966 President of Town Hall. He has served on many committees of the California Land Title Association and was 1962-63 president of that organization.

Also at T.I.

MOSHER



EVANS



The promotion of Albert W. Evans as manager of Alameda County operations for Title Insurance and Trust Company, has been announced by James D. Forward, Jr., Senior Vice President and San Francisco Division Manager.

Evans succeeds Merritt C. Mosher, Vice President and formerly manager, who is relinquishing his managerial responsibilities in anticipation of his formal retirement in September of this year.

Forward stated that Mosher will continue to serve Alameda County in an advisory capacity until his retirement date.

Mosher served the title insurance company and its predecessor title companies in Alameda County for the past 41 years.

Evans, a native of Berkeley, California, attended public schools in that city and joined the title insurance company in 1947. He has served as a searcher, a title officer and an escrow officer prior to his appointment as manager of the firm's Fremont office in March 1960. In January, 1961, he was named assistant manager of Alameda County operations and in November, 1962, was elected a vice president of Title Insurance and Trust Company.

The promotion of Richard G. Sleight, San Bernardino County Manager for Title Insurance and Trust Company, to Fresno Division Manager, was announced by Hale Warn, Senior Executive Vice President.

Succeeding Sleight as County Manager, is John J. Butler, Assistant Manager of Santa Clara County operations.

Warn added that the changes

will become formally effective as rapidly as it is possible to effect an orderly transition of assignments.

A veteran employee of the title company, Sleight has had service in searching, examining, and county administration. He joined the company in September, 1941, and progressed through the title department until his appointment as assistant manager in 1953 of the San Luis Obispo County Office. He held that position until April, 1960, when he was appointed manager of San Luis Obispo and concurrently was elected a vice president. In September, 1961, he was promoted to the managership of the Santa Barbara County Office, and in August, 1963, was promoted to the managership of the San Bernardino County Office, at which time he assumed the responsibilities formerly held by Allen C. McGurk, who was appointed manager of the Southern Division.

Butler, the newly appointed manager, has been an employee of the title insurance company since 1946, and has had extensive experience in title, escrow, systems and research, and management. In December, 1960, he was elected a vice president of Pioneer Title Insurance Company of Nevada and served as assistant manager of the then Washoe Division in Reno. In October, 1963, he was appointed assistant manager of the company's Santa Clara operations.

DIVISION TRANSFERRED

Metropolitan Title Guaranty Company announced recently that due to the increased activity of its newly enlarged office at 105 Court Street, Brooklyn, New York,

J. Jennings Mahran, Vice President and Chief Counsel, has transferred the activities of the legal division from the company's main office, 41 East 42nd Street, New York, to the Brooklyn office.

Mr. Mahran, a resident of Brooklyn, was formerly Associate Counsel in the New York State Banking Department. He is a member of the Brooklyn Bar Association, Brooklyn Real Estate Board, New York State Bar Association, New York County Lawyers Association and the Brooklyn Lawyers Club of the Federation of Jewish Philanthropies.

LOUISVILLE TITLE PROMOTES THREE

Louisville Title Insurance Company recently announced the promotion of three officers. The Board of Directors moved Charles A. Staebler, Jr., from Assistant Secretary to Secretary. Emery S. Graham and Charles I. Tucker, former Assistant Vice Presidents, became Vice Presidents.

The three officers are assigned to the company's National Division. Staebler joined Louisville Title in 1958 after receiving his law degree from the University of Louisville.

Graham, who began his career with Louisville Title in 1947 in the

Local Division, moved into the National Division in 1956. He is a graduate of the Jefferson Law School.

Tucker came with the company in 1956. The native Louisvillian is a 1954 graduate of the University of Kentucky School of Law.

WORKMAN NAMED MANAGER

Donald R. Workman has been named Manager of the Curry County branch of the Oregon Title Insurance Company. The appointment, effective January 1, 1966, was announced by Roy Vernstrom, President of O.T.I.

Workman and his family will move to Gold Beach after eight years in Klamath Falls, where he has been title examiner and most recently Assistant Manager at the Klamath Falls O.T.I. branch.

The new Curry County Manager succeeds David A. DeMartino, who has resigned to become Assistant Attorney General of Oregon for Insurance.

Workman has been with Oregon Title Insurance since 1948, during which time he has served in Portland, Oregon City and Klamath Falls, prior to his new assignment in Gold Beach.

In Klamath Falls he was assistant to Manager James A. Little, a

STAEBLER



GRAHAM



TUCKER



former manager of the O.T.I. Curry County branch.

HARBERT RETIRES

George E. Harbert, President and Manager of the Rock Island County Abstract & Title Guaranty Company, announced that L. Raymond Berger of Edwardsville, Illinois, has purchased all the common stock of the company and assumes the position of President and Manager, effective January 26, 1966.

Mr. Berger resigned from Chicago Title and Trust Company, with whom he has been associated for the past 13 years. He has served most recently as Manager of that firm's Madison County Office in Edwardsville, Illinois. He received a B.S. degree from the University of Illinois in 1950, an LL.B. degree from the John Marshall Law School in 1953 and an M.B.A. from the University of Chicago in 1962. He was admitted to the Illinois Bar in 1953.

George Harbert retires from the business scene following almost 50 years of service on community, state and national levels. He was graduated from Notre Dame University in 1918 with an LL.B. degree and was admitted to the Illinois Bar a year later, following his discharge from the U.S. Navy in World War I. Engaged in the private practice of law, he became employed by Chicago Title and Trust Company in 1923 and was named a title officer of this company in 1929. During this period he also taught an evening course in real estate law at John Marshall Law School.

In 1946 he purchased the DeKalb County Abstract Company

and served as its President until 1959 when the company was sold. In 1948 he purchased an abstract company in Boone County and operated that as a subsidiary of the DeKalb County Abstract Company until the sale of that company. In 1954 he acquired all the common stock of the Rock Island County Abstract & Title Guaranty Company and has acted as its President and Manager since that time.

Throughout his business career, Mr. Harbert has taken an active part in the affairs of both state and national title associations. He served as President of the Illinois Land Title Association in 1951-52 and recently served as Chairman of the Educational Committee of this association. Under his supervision, the committee completed an Abstracter's Manual which will be used as an instruction guide in teaching employees of abstract companies throughout the state.

On the national side, his contribution of time and service has been equally generous. He served as Chairman of the Abstracters Section of the American Land Title Association and held the positions of Vice President and President of this national association, completing his term as President in 1954.

Mr. Harbert is the author of a Case Book on Real Property and of a text book on real property published in 1942.

The Rock Island County Abstract & Title Guaranty Company and its predecessors have made abstracts for this community for nearly a hundred years.

The firm of Osborn & Curtis prepared abstracts for the public in the early 1870s. This firm was

succeeded by Curtis & Curtis, who were attorneys practicing in Rock Island. The company was incorporated under the name of Rock Island County Abstract Company in 1906 and Hugh Curtis, successor to the firm of Curtis & Curtis, was its principal stockholder. In 1920 the Rock Island County Abstract Company merged with the Moline Title & Abstract Company which had been incorporated in 1909, and the consolidated company became known as the Rock Island County Abstract & Title Guaranty Company. The Charter, as amended in 1920, authorized the company to issue title insurance policies and the company did issue such policies until 1931. In 1931 the deposit with the State was withdrawn and the company thereafter issued policies of the Chicago Title and Trust Company.

In 1955 the company purchased all of the stock of the Witter & Walker Title & Abstract Company and combined the operations of the two companies.

The company moved from the Rock Island Bank Building on January 1, 1960 to its present quarters and it now occupies the entire third floor of the Liberty Building located at 211—18th Street in Rock Island. The company has maintained an office in Moline throughout its history and in Moline its offices are located at 703 First National Bank Building.

ELECTIONS AT T.G.

Max Weiss has been elected a Senior Vice President of The Title Guarantee Company, New York, N.Y. it was announced by Herman Berniker, President. Mr. Weiss will be responsible for all

functions performed at the newly designated Head Office Region, excluding centralized departments, and will be located at the Head Office at 176 Broadway.

Mr. Weiss is a member of the Bar of New York State and received his Law Degree from St. Lawrence University.

He joined Lawyers Title Corporation of New York, a predecessor company in 1945 as a closing attorney. He was promoted to Assistant to Counsel in 1957. In 1961 he was elected Assistant Vice President and placed in charge of the administration of the Closing Department and in August 1964 was promoted to Vice President in charge of the New York Branch Office operation.

Other elections announced were as follows:

Lawrence H. Wachter, Jr.—Asst. Vice President, Riverhead Office as Manager

Felix J. Matheis—Asst. Vice President, Mineola Sales & Service

Anthony Sabato — Asst. Vice President, Staten Island Office Manager

Robert L. Behrman—Title Officer, Mineola Production

Frank W. Kosman—Title Officer, Mineola Production

Sidney Rosenthal—Asst. Counsel, Brooklyn Counsel Staff

Arthur Leepson—Asst. Title Officer, New York Office Production

Philip F. Sabato—Asst. Title Officer, White Plains Production

Philip K. Hansen—Asst. Title Officer, White Plains Production

Charles F. Dickens—Asst. Title

Officer, White Plains Index & Plant

Robert N. Jaeger—Asst. Secretary, New York, Territorial Sales & Service

Robert W. Martin—Asst. Secretary, New York Territorial Sales & Service

Edward P. Fahy—Asst. Secretary, New Jersey Sales & Service

HUNTER APPOINTED

Robert C. Hunter has been appointed Associate Counsel for the Title and Trust Division of Pioneer National Title Insurance Company, Portland, Oregon according to announcement of Herbert Altstadt, Vice President and Division Manager.

Hunter is a graduate of the University of Oregon School of Law and is a member of the Oregon State Bar. He is a member of the Multnomah County Bar Association, the Multnomah Club and the Exchange Club of Portland.

Hunter retired from the United States Army as a Lieutenant Colonel in the Judge Advocate Department in 1961.

He was employed by Title and Trust Company as a title examiner in 1962.

HUNTER



NEW EASTERN REGIONAL QUARTERS FOR CHELSEA TITLE

The November 15, 1965 opening of its newly established Eastern Regional Sales Office in the Fidelity-Philadelphia Trust Building, 123 South Broad Street, Philadelphia, Pennsylvania, was announced by Paul C. Burgess, President, Chelsea Title And Guaranty Company, Atlantic City, New Jersey.

The Regional Sales Office is headed by F. V. Westermaier, Jr., Vice-President. Its function will be to provide settlement facilities for customers who need access to a Philadelphia center city location, service to subsidiaries, approved attorneys, agents and branch offices located within the Region. In addition, this office will also service the following states: Virginia, Maryland, Delaware, Pennsylvania and Ohio. Washington, D.C. is included.

Westermaier has many years of experience in all phases of the title industry. He earned his Bachelor of Science Degree in Economics from the Wharton School, University of Pennsylvania, and studied at the University of Pennsylvania Law School. Currently, he is

WESTERMAIER



a Second Vice-President of New Jersey Chapter # 15, American Right of Way Association; a Past President, New Jersey Title Association, and a member of its Board of Governors; member, South Jersey Development Council; and a member, Delaware Valley Development Council.

PROMOTIONS AT WEST JERSEY TITLE

The organization meeting of the Board of Directors of West Jersey Title and Guaranty Company was held recently and the following officers were elected to serve for 1966:

Frank J. McDonough—President

Raymond B. Heston—Vice-President and Treasurer

Joseph E. Lewellen—Vice-President and Secretary

Edward A. Tobin—Vice-President and Senior Title Officer

Alvin C. Lewis—Vice-President and Title Officer

Jerome Weisberg — Vice-President in Charge of Sales

Marvin H. New—Vice-President

Myron P. Walker—Asst. Secretary & Asst. Title Officer

Marvin E. Wurtzel — Assistant Treasurer

Clare D. Meeker—Assistant Secretary

Helenclaire Donohoe — Assistant Treasurer

Mr. Alvin C. Lewis, who is in charge of the Woodbury Office, was advanced from the office of Assistant Vice-President and Assistant Title Officer.

Jerome Weisberg occupies the new office of Vice-President in Charge of Sales and will handle promotional activity in connection

with an expansion program.

Marvin H. New, a recent addition to the Title Company staff is President of Center City Agency, Inc., and in charge of the new Philadelphia office at 1522 Walnut Street.

Marvin E. Wurtzel became associated with the Title Company one year ago and is in charge of Accounting operations.

The two female members of the staff include Clare D. Meeker, Assistant Secretary, and Helenclaire Donohoe, Assistant Treasurer, who is in charge of the new Haddonfield office at 15 E. Euclid Avenue, both of whom are well qualified by long terms of service and are well known to the real estate fraternity of South Jersey.

BELL AND KRUG PURCHASE CORP.

Mr. Richard E. Bell, Jr., formerly with the Chicago Title Insurance Company, Home Title Division, has purchased the 41-year old Lawyers Abstract Corporation, 41 Schermerhorn Street, Brooklyn, N. Y.

Accompanying Mr. Bell into the new ownership will be Stewart L. Krug, of 250 Broadway, New York City.

Mr. Bell will be the new President of the firm. He has spent the previous five years with "Home Title" in their Manhattan, Brooklyn, and Staten Island offices.

Their new policy of operation will include abstracts of title, plus title insurance, if desired, through major title companies.

This system of complete abstracts of the history of the property will be given, even though title insurance is also given.

For the most part, the newly organized firm will be searching properties in New York City, New York State, and New Jersey.

BURKE ELECTED

Mr. James G. Schmidt, President of Commonwealth Land Title Insurance Company, Philadelphia, Pa. has announced the election of Joseph D. Burke to Vice President, National Title Division.

Mr. Burke joined the Company in 1960, and within the National Title Division has been placed in charge of the Company's activities in the states of Maryland, North and South Carolina, Tennessee and the District of Columbia. He received his Law degree from the Georgetown University in 1951 and is a member of the District of Columbia Bar and the Maryland State Bar. Mr. Burke has been active in the title insurance field since 1955 following several years of the private practice of law.

NEW COMPANY NAME

A new single company name, Dallas - Texas - National Title Co., designates the combined operation of three long-established title firms, as National Title & Abstract Co. joins Dallas Title Co. and Texas Title & Abstract Co., effec-

tive February 1, 1966.

In announcing the new name, W. H. Cothrum, Chairman of the Board and Chief Executive Officer, said the same general operating policies of the individual companies will be continued under the combined name.

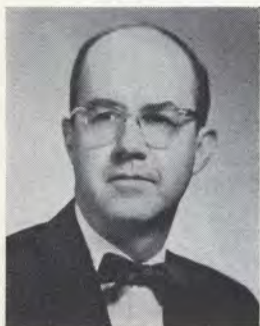
"A great many considerations were necessary before finalizing the name change," Cothrum observed. "Personnel and business values associated with each of the individual names through the years dictated the decision to include all three in the combined company name."

Sam W. French, a former National Title Co. executive, has been appointed Executive Vice President of the Dallas-Texas-National Title Co.

Another organizational change in the combined company creates an Executive Committee which will include representation of all branches through participation of George W. James (advisory), and Senior Vice Presidents R. A. Metcalf and Mrs. Sarah Townsend. Mrs. Townsend, a native Texan, gained her first business experience with the B. F. Goodrich Co. in their operation of the Lone Star Ordinance Plant in Texarkana. Before joining Dallas Title Co. in 1953, she acquired valuable knowledge related to the title industry through work and association with the Dallas National Bank Trust Department and the law offices of Locke, Purnell, Boren, Laney and Neely.

The downtown office of Dallas-Texas-National continues at 1301 Main with a new telephone number of RIVERSIDE 2-3401. Branch offices throughout Dallas County

BURKE



will remain in their present locations with their same telephone listings.

A distinctive new company symbol has been provided for use in all offices. The symbol features the initials "DTN" and will be prominent in all printed matter and display materials used by the company.

PROMOTIONS AND RETIREMENT

Two appointments to the legal staff of Security Title Insurance Company, Los Angeles, California, are announced by Bruce M. Jones, Vice President and Chief Counsel.

Hollis L. Carlile, a former Texan and a member of the California Bar, has been appointed an Associate Counsel. James N. Laichas, who has been a member of the Hartford Insurance Group in Los Angeles since 1951, joined Security Title's legal staff as Assistant Counsel.

Both men will have their headquarters in Security's home office in Los Angeles.

ALSO AT SECURITY

J. PIERCE GANNON

Security Title Insurance Company's first 50-year man, J. Pierce Gannon, Senior Vice President and manager of the company's Tulare County operations, retired December 31, 1965. Nearly one thousand friends and business associates attended a cocktail party in his honor in the Veteran's Memorial Building, Visalia.

Born in Santa Rosa and raised in Visalia, Gannon entered the title business in 1916 as a title searcher for the Visalia Abstract Company, predecessor of Security

Title.

During his title career he was Mayor of Visalia for six years and a member of the Visalia City Council for eight. He was also active in the California Land Title Association, representing his company on the Executive Committee.

Ernest J. Billman, President of Security Title, presented Gannon with a framed commemorative certificate on the eve of his retirement.

SPROULS ELECTED TO BOARD

The election of Walter A. Sprouls to the Board of Directors of New Jersey Realty Company, Newark, New Jersey parent company of New Jersey Realty Group, was announced recently. Sprouls is Executive Vice President and Title Officer of New Jersey Realty Title Insurance Company, a subsidiary firm of New Jersey Realty Company.

Sprouls, who lives at 403 Maple Street, Rutherford, has been Executive Vice President of the Title Company since 1963. He joined the company in 1939 and was named an Assistant Title Officer in 1950, Associate Title Officer in 1956 and Title Officer in 1963.

He was elected to the Board of the title company last year. A

GANNON



native of Jersey City, he is a graduate of Fordham University and a member of the Bar Association of Essex and Hudson Counties. He also belongs to the New Jersey Bar Association.

Sprouls is past president of the New Jersey Land Title Insurance Association and a member of the Legislative Committee of the American Land Title Association. He also has been associated with the New Jersey Practicing Law Institute.

GOODE AND KROCK ELECTED TITLE OFFICERS

John Goode of Norfolk, Virginia, and Mitchell S. M. Krock of Boston, Massachusetts, have been elected title officers of Lawyers Title Insurance Corporation.

Goode joined the Norfolk Branch Office of Lawyers Title in 1961, after nine years in private law practice. Goode, who received his undergraduate and law degrees from the University of Richmond, was named Assistant Title Officer in 1963.

Krock had been Assistant Title Officer in Lawyers Title's Boston Branch Office since it opened in 1962. A graduate of Harvard and Boston University Law School, Krock was engaged in private practice before joining Lawyers Title.

ALSO AT LAWYERS

Herbert A. Kenan, Lawyers Title Vice President, retired on December 31, 1965, after twenty years with the Company in Pittsburgh, Penn.

In 1923 Herb Kenan was graduated from Duquesne University Law School and was admitted to the Pennsylvania Bar.

He has been in the title insurance business for more than 45 years. He was first employed with Potter Title and Trust Company of Pittsburgh and served in various executive positions.

In 1933 Kenan was elected Vice President of the newly-formed Lawyers Title Company of Pittsburgh and two years later was named its President.

Lawyers Title Insurance Corporation acquired this company in 1944. The Pittsburgh company operated as a wholly owned subsidiary of Lawyers Title with Kenan as President until the company was made a branch office operation of Lawyers Title. In 1960 Kenan was named Vice President of Lawyers Title.

Kenan is presently vice chairman of the Board of Directors of the First Federal Savings and Loan Association of Pittsburgh. Recently he was elected a trustee of the newly-organized Pittsburgh Realty Investment Trust.

Kenan has been active in committee work of the Pittsburgh Real Estate Board and the Pittsburgh chapter of the Mortgage Bankers Association. He also was active in the American Land Title Association.

He is a member of the American Judicature Society, Lawyers Club of Allegheny County, Duquesne Club and St. Clair Country Club in Pittsburgh.

SATURDAY EVENING
POST
POSTER REPRODUCTIONS
\$1.25 EACH

New Name For Old Company



WHARTON T. FUNK

Lawyers Title Insurance Corporation of Seattle, Washington (not to be confused with Lawyers Title Insurance Corporation, Richmond, Virginia) has a new name! Wharton T. Funk, President of the Company, has announced that effective January 1, 1966 the firm's new name is Security Title Insurance Company of Washington.

At the same time, Funk (known as "Chum" to practically everyone in the Title business) announced the appointment of W. Sherwood Norton as Executive Vice President.

The Company was organized and commenced business in 1927 under the name Lawyers and Realtors Title Insurance Company. In July 1965 Lawyers Title Insurance Corporation became the wholly owned subsidiary of the General American Corporation joining in that

respect the Security Title Insurance Corporation of California which became a wholly owned subsidiary of General in 1964.

The Lawyers Title Insurance Corporation has been liquidated and all of its assets have been transferred to its successor Security Title Insurance Company of Washington which has also legally assumed all outstanding obligations and liabilities of the Lawyers Title Insurance Corporation including those incurred under its former name, Lawyers and Realtors Title Insurance Company.

W. Sherwood Norton, the newly appointed Executive Vice President is a veteran California Title Manager and specialist in Real Estate law. He is being transferred to Seattle from San Mateo, California where he has been serving as Vice President and Manager of area operations for Security Title Insurance Company.

W. SHERWOOD NORTON



NOVEL COURSE PLANNED IN OREGON

An unusual course for Titlemen is being offered by the Oregon Land Title Association in cooperation with Multnomah College. Restricted to only twenty students, the Seminar is designed to provide a method of improving and supplementing the knowledge of those individuals desiring to broaden their background in the Title Insurance Industry. Schedule for the course is as follows:

OREGON LAND TITLE COURSE

Moderator:

Roy N. Vernstrom
President, Oregon Title Insurance Company

Feb. 8 HISTORY OF ABSTRACTING AND TITLE INSURANCE

Herbert A. Alstadt
Vice President and Division Manager, Title and Trust Division of Pioneer National Title Insurance Company.

Feb. 15 TITLE PLANTS—Types, Building, Maintenance, Chaining and examining

John B. Eakin, Jr.
Vice President of Oregon Title Insurance Company and Manager of Multnomah County Branch

Feb. 22 INSTRUMENTS AFFECTING TITLE TO REAL PROPERTY

Dean Boyse
Assistant Vice President, First National Bank of Oregon, Mortgage Loan Department.

Mar. 1 TITLE OPERATIONS—The preliminary title report, recording the instrument, issuance of



VERNSTROM

the policy
E. Emerson Stickels
President and Manager, Title Abstract Company of Eugene

Mar. 8 THE TITLE INSURANCE POLICY

Kenneth R. Schramm
Vice President, Pacific Title Insurance Company

Mar. 15 ESCROWS

Robert O. Smith
Secretary and Treasurer, Union Title Insurance Company

Mar 22 TECHNIQUES OF BUSINESS DEVELOPMENT

C. H. McGirr
Assistant Vice President, Title and Trust Division of Pioneer National Title Insurance Company

Mar. 29 REGULATORY CONTROL

F. Frank Howatt
Actuary, Insurance Division, Department of Commerce, State of Oregon

Apr. 5 MANAGEMENT OF A TITLE INSURANCE COMPANY

Fred McMahon
President, Title Insurance Company

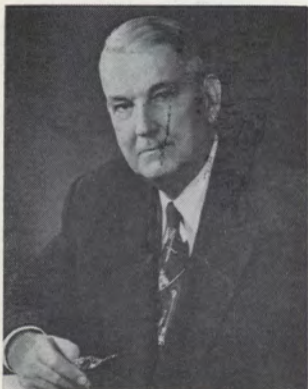
Apr. 12 SUMMARY AND REVIEW

Panel

Alabama Pioneer Honored



J. W. Goodloe presents certificate to Alfred L. Staples.



Alfred L. Staples is honored on the occasion of his "Golden Anniversary".

Alfred L. Staples, Mobile, Alabama Title man and civic leader, was honored recently in recognition of his fifty years on the Board of Directors of the Title Insurance Company.

J. W. Goodloe, President of the firm, presented the 85-year old Staples with a framed certificate in recognition of his "golden anniversary". The certificate expressed to Staples the Board's sincere appreciation for his devoted and invaluable service to the community.

Mr. Staples has received numerous business and civic honors during his long career including recognition of his work with the Mobile Carnival Association. A native of Mississippi, Staples has extensive interests in banking and real estate holdings in Jackson County, Alabama. He is a senior partner in the firm of Staples, Pake and Griffin and is President of the Home Savings and Loan Association.

Staples' Grandfather, Colonel Alfred Lewis, was a member of the Mississippi legislative assembly that voted for secession in 1861.



MEETING TIMETABLE



March 21, 22, 23, 24, 1966

MID-WINTER CONFERENCE

American Land Title Association
San Marcos Hotel & Country Club
Chandler, Arizona

April 14-15-16, 1966

Texas Land Title Association
Sheraton-Dallas, Dallas

April 28-29-30, 1966

Arkansas Land Title Association
Velda Rose Towers, Hot Springs

April 29-30, 1966

Oklahoma Land Title Association
Skirvin Hotel, Oklahoma City

May 1-2-3, 1966

Iowa Land Title Association
The Town House, Cedar Rapids

May 10-11-12-13-14, 1966

California Land Title Association
Arizona Biltmore Hotel, Phoenix, Arizona

May 22-23-24, 1966

Washington Land Title Association
Alderbrook Inn, Union

May 15-16-17, 1966

Pennsylvania Land Title Association
Skytop Lodge, Skytop

June 8-9-10-11, 1966

Oregon Land Title Association
Salishan Lodge, Gleneden Beach

June 15-16-17, 1966

Illinois Land Title Association
Belair Motel, St. Louis, Missouri

June 16-17-18, 1966

Land Title Association of Colorado and
Wyoming Land Title Association
Stanley Hotel, Estes Park, Colorado

June 16-17-18, 1966

New Jersey Title Insurance Association
Seaview Country Club, Absecon

June 23-24-25, 1966

Idaho Land Title Association
Flamingo Motel, Idaho Falls

June 26-27-28-29, 1966

Michigan Land Title Association
Boyne Highlands

July 10-11-12-13, 1966

New York Land Title Association
Otesaga Hotel, Cooperstown

August 18-19-20, 1966

Montana Land Title Association
Viking Lodge, Whitefish

August 25-26-27, 1966

Minnesota Land Title Association
Howard Johnson Motel, St. Paul

September 9-10, 1966

Kansas Land Title Association,
Ramada Inn, Topeka

September 25-26-27, 1966

Missouri Land Title Association,
Ramada Inn, Jefferson City

September 29-30; October 1, 1966

Wisconsin Title Association
Park Motor Inn, Madison

October 2-3-4, 1966

Ohio Title Association
Statler-Hilton Hotel
Cleveland

October 16-17-18-19, 1966

ANNUAL CONVENTION

American Land Title Association
Fontainebleau Hotel, Miami Beach, Florida

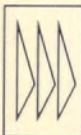
WORRIED ABOUT AUTOMATION?

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American Land Title Association

