

TITLE NEWS

THE OFFICIAL PUBLICATION OF THE
AMERICAN LAND TITLE ASSOCIATION ®



JUNE, 1966



PRESIDENT'S MESSAGE



June, 1966

Fellow ALTA Members:

This issue of Title News includes two articles of interest to those of you thinking ahead to our 60th annual convention at The Fontainebleau Hotel in Miami Beach, Florida, October 16-20. "Ginny" Weatherford, Chairman of Ladies' Activities for the convention, gives an excellent preview of the plans underway for the ladies entertainment to whet their appetites. "Jim" Kidd, General Convention Chairman, who greeted you on our front cover, has provided some advance information to help in your planning. The convention format this year for the period from Sunday, October 16 through Thursday, October 20 includes a "Surf Breaker" Sunday evening; General Sessions Monday morning, Workshops in the afternoon; Section Meetings on Tuesday morning with workshops in the afternoon; General Sessions on Wednesday and our Banquet that evening; Thursday morning the ALTA film, "A Place Under the Sun" will be our program. *If* you have seen it you *may* want to plan your sightseeing or sporting activity for the entire day, or some may prefer to return home on Thursday—the convention program will let you take your choice. More about the plans for Miami Beach next month.

In May, Vera Rose and I enjoyed our visits to attend the U. S. Chamber of Commerce annual convention in Washington, D. C.; the organizational planning meeting for the Dixie Land Title Association (Alabama, Georgia, and Mississippi) at Birmingham, Alabama; the annual land title association conventions of: California at Phoenix, Arizona; Pennsylvania at Skytop, Pennsylvania; Washington at Union, Washington; and Tennessee at Gatlinburg, Tennessee; and the organizational meeting of the Carolinas Land Title Association at Charlotte, North Carolina. At this last meeting in Charlotte, a constitution was adopted, officers elected, and membership and convention committees appointed. Congratulations to our first regional association President, Bruce Boney and all of the charter members of the Carolinas LTA.

In June we look forward to the Southwest Title Insurance Regional Conference at Colorado Springs, Colorado; the Eastern Title Insurance Regional Conference at Williamsburg, Virginia; and annual land title association conventions of Oregon at Gleden Beach, Oregon; Illinois at St. Louis, Missouri; the joint Colorado/Wyoming at Estes Park, Colorado; and Michigan at Harbor Springs, Michigan.

Don B. Nichols

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VOLUME XLV

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1966

ON THE COVER: James H. Kidd, Regional Vice President, Title Insurance Co. of Minnesota, Miami, Florida, has taken on a big job! But Jim is just the man for the job. He has been named General Chairman of the 1966 Annual Convention, scheduled for Miami Beach, Florida, October 16-20, 1966.

We are pleased to welcome this energetic executive to the cover of Title News. Mr. Kidd has already appointed all the necessary committees and has outlined a program of reception and entertainment that is guaranteed to make the 1966 Convention a huge success.

JAMES W. ROBINSON, *Editor*

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

PUBLIC RELATIONS IS EVERYBODY'S JOB



By Carroll R. West

Vice President of Title Insurance
and Trust Company

Editor's Note: Speech given at the 11th National Annual Seminar of the American Right of Way Association held in San Diego, June, 1965.

Carroll R. West was reared on a little hill farm in the Ozark Mountains. He attended a one-room school and later "worked his way" at Fox River Academy and the University of Nebraska.

Prior to World War II, he was in sales promotion and public relations with a major oil company. He enlisted in the Air Force shortly after Pearl Harbor. He attended Officers Training School and later served in the Asiatic-Pacific theater. At the close of the war he was a lieutenant colonel in charge of public relations for the 20th Air Force.

Upon his return from overseas, he accepted a position with Kiwanis International. Shortly thereafter, he was made assistant international secretary and in that capacity directed the activities and public relations programs of the organizations. He is the author of numerous booklets, magazine articles and pamphlets.

In the Fall of 1952, Carroll West accepted a position as vice president and manager of the public relations department of Title Insurance and Trust Com-

pany, which has its home office in Los Angeles and which has branches, subsidiary and affiliate companies throughout California, Oregon, Washington, Nevada, Alaska, Indiana and New York.

Active in civic and community affairs, West is past president of the Kiwanis Club of Los Angeles, He is also active in the Chamber of Commerce, Merchants and Manufacturers Association, and other civic organizations. He is a member of the Public Relations Council of the University of Southern California, the Mayor's Committee on Public Relations, and a member of the Public Relations Committee of Aid-United Givers.



One of the things that I remember best from my first "Elocution class," as it was called many years ago, was being told that a speaker should never apologize to an audience. Since that time I have read and heard the same admonition many times. So I am going to start by breaking all the rules in the book because I know how to lose an audience at any time. Poultry men tell me that they demand that their hens lay one egg every day. I do it differently—I usually prepare for about four days and then I lay a really big one.

Now for my first apology, I know very little about the right of way business. I've had the opportunity to work with some of you occasionally in the past on some problems and we've had the privilege of doing business with many of you for many years. But, I have never negotiated for an easement, or the purchase of land for right of way. As for our appraiser friends, I have never participated in the appraisal of a piece of property for right of way purposes. So you see, I am really an "expert away from home."

My second apology concerns the

title of my talk. In the printed program it reads "Public Relations is Everybody's Job." The reason for this is that some months ago your section chairman wrote me and asked for a title. He cannot be blamed if I gave him the wrong one because he had to get it in the program. However, once I started on this I found that the title should have been "Everybody's job is people." So what we are going to try to do is mix a little of both and see what we come up with.

During the next 20 to 25 minutes, perhaps we can take a new look at the philosophy of public relations, define its objectives, and outline the many possibilities and some functions of public relations.

What is the objective of public relations? Obviously, the objective of public relations is to help establish reputation for an enterprise. How do we establish reputation? First and foremost, of course, is quality products and good services. In today's economy, people demand better automobiles, better refrigerators, better medical service, better goods and services in all fields. But it takes more than that.

Paul Garrett, who retired as Vice President of General Motors, puts it this way, "It is not enough to do a good job, you must let the people know about it."

Fleishman, defined it this way, "The best reputation can be obtained through an algebraic equation, X plus Y equals Z . The X stands for good performance, the Y quantity is public recognition of your good job. Combine the two and a good reputation results."

Benjamin Fairless, who started out at the bottom rung of the

ladder and who retired as Chairman of the Board of United States Steel Corporation said, "In this great competitive world, public favor is a blessing which cannot be bought—it can only be earned."

What is this nebulous term "public relations"? There are so many definitions (all too many) relating to the skills required in the use of media, research, mass marketing, psychology and so on. Later, I will give you a short definition that I feel is clear, all encompassing and to the point. But first, may I tell you what public relations means to me.

Over a hundred years ago, the noted American naturalist and philosopher, Henry David Thoreau wrote, "If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured or far away."

Public relations means to me a different drummer—a different cadence—because it encompasses many vocations, because it cuts across every segment of an organizations activities. So frequently it is faced with a clear delineation of the difference between patience and procrastination—between integrity and opportunism.

Public relations means to me the opportunity and the responsibility to "sell" our private capitalistic system and freedom of the professions, both internally and externally.

Public relations means to me the opportunity and the responsibility to uphold, to fight for, if necessary, high standards of ethics and quality of products or services in the organization which we represent.

Public relations means to me the opportunity and the responsibility to participate in policy making decisions—to put out the public relations fires before they are started.

Public relations means to me the opportunity and the responsibility to learn, to continue to study, not only the techniques of public relations but also the broad fields of business administration, industrial relations, economics and human relations. (More about this later on.)

Public relations means to me the opportunity and the responsibility to participate in civic and community affairs—to give unselfishly of one's self in worthwhile endeavors.

Public relations means to me the job that is never done, for it is made up of ideas—ideas mean work and if our work is ever caught up or completed, it means that we have ceased to function effectively, public relations-wise.

Now I believe that all of these points can be wrapped up in the definition developed by the editors of PUBLIC RELATIONS NEWS: "Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and executes a program of action to earn public understanding and acceptance." I particularly like the last phrase, "to earn public understanding and acceptance."

So much for the philosophy of what public relations is—perhaps we should now take the negative side for a moment and talk about what public relations is not. Public relations is not the old time, long outmoded press agent. Good

relations with the press are important but it is not press agency. Public relations is not a sugar coating on a bitter pill—trying to make things appear that which they are not. Public relations is not the lobbyist of the stripe that has been exposed in some state and federal investigations. Good relations with local, state and federal officials is important, but it is not the "five percenter." Public relations is not the use of the powerful tools of public relations to serve ignoble ends. Public relations is no veneer to cover faulty performance. That is like putting on a clean shirt over dirty underwear—it improves the appearance but not the smell.

Now then we have covered some of the facets of what public relations is and is not, I would ask that you keep one basic principle in mind during the balance of this discussion. No company or organization or enterprise of any kind can choose whether it is going to engage in public relations or not. The day it opens its doors, it starts to have relations with the public. The question then is not "will it engage in public relations?" but rather, "will it develop a sound, constructive, and well planned program that will result in its having good relations with the public."

Since there is not enough time to cover all of the techniques of the so-called "tools" of public relations, we will cover only one area—one that I believe is of the greatest importance to those of you assembled here.

Stanley B. Allyn, who started work peddling papers, worked his way through school, and became president of the National Cash

Register Company said: "Today the most useful person in the world is the man or woman who knows how to get along with other people. Human relations is the most important science in the broad curriculum of living." So, in the balance of time allotted to me, I would like to discuss human relations and human behavior. To help prove Mr. Allyn's point on the importance of human relations, I will give you the results of three surveys.

Some years ago the Carnegie Institute of Technology conducted a survey of some five thousand business men and business women who had achieved great success. This was a carefully conducted survey to determine what factor was most responsible for the success of each of these people. The tabulation of the results of this survey showed that 85% of their success was due to superior ability to get along with people, whereas, only the remaining 15% was due to superior knowledge.

Dr. Daniel Starch of the well known Starch Surveys analyzed 50 lower executives and compared them with 50 top executives. The average top executives earned 20 times as much as the average lower executives. The top executives rated 87% on ability to handle people while the lower ones rated only 23%.

H. Chandler Hunt, the veteran business educator, in a survey of office workers found that only 24% of employees were held back from promotion because they did not know the details of the next higher job. Those that were not promoted, (79%) had glaring weaknesses in their human relationships, both in-

side and outside the organization.

So, while we are emphasizing the science of human relations outside our organizations, I hope there will be some ideas that will apply inside as well. Ideas that will have some bearing on your future and mine.

Before we get down to specifics in human behavior and human relations, I would like to recall one sentence from a letter written by George Washington to General Phillip Schuyler. General Schuyler was much distressed about the attitude of the colonists whose freedom he was fighting to gain, but also upon whom he was dependent for sustenance and maintenance of his army. General Washington wrote: "We must make the best of mankind as they are, since we cannot have them as we wish."

Perhaps too, we should remember a little prayer—a prayer I might add that has meant a great deal to me. I first read it in a book written by Dr. Walter Alvarez, formerly of the Mayo Clinic. In his book "How to Live With Your Nerves," Dr. Alvarez wrote "Lord give me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference."

In the science of human relationships perhaps we, too, can develop better understanding of the people with whom we deal, and perhaps we can learn to accept the things about others that we cannot change.

Now to get down to specifics. Some years ago I was privileged to attend a series of lectures by a nationally-known sales psychologist. In his first lecture he stated

that all customers or clients—all people—can be classified into six distinct types. He pointed out that within each category, people might vary like shades in a color wheel—more pronounced or less pronounced—but that there are six general types. It gave me a terrific shock because I realized that I, too, am a customer—a customer of a lot of people. But he made his point stick and I came to fully realize that all of us fall into one of six categories.

We're going to study each type individually to try to understand what makes him or her tick—why they are as they are. More important, we are going to try to find the key to each individual type—the key to their friendship and loyalty. During this discussion, I suggest that we remember that all human behavior is, basically, the result of three important factors: (1) Heredity, (2) Environment, and (3) Health—either physical or mental.

Before we analyze our six types of people and look for the key to their friendship and loyalty, let us indulge in some fantasy. Let us imagine that instead of being appraisers, right of way negotiators, lawyers and title insurers, we are going to engage in a new type of business. We have been granted a franchise for some type of product or service in a given geographical area. We have no salary, no drawing account—we are dependent entirely upon business and repeat business from people. We have to make calls and we have to make sales. We have a good product or a good service but it is in a field that is highly competitive. Let us now start out and meet some people—both men

and women—or, perhaps I should say, "let's look in the mirror."

THE SILENT TYPE: Recognize this fellow? He's the silent type. Well, I recognize him because I just looked in the mirror. I'm one of those birds and we're the worst kind of customers. Here's why. We never complain or argue with those who sell us goods or services. If we are not satisfied we just don't go back—and the supplier never knows why. He never realizes that he has lost a customer until it is too late. Why are we as we are? Time will not permit going into all of the possibilities as to why "The silent type." But let's look at some possibilities. Heredity? It could be that this fellow comes from the historically, silent stock of New England. It could be that his parents were of the silent type—that there was little or no conversation around the home so he never got into the habit of talking. Environment? Perhaps it could be that his parents were strict and rigid in their discipline—it could be that they believed and demanded that "children should be seen and not heard." Health? Yes, perhaps this individual is not well and the effort to talk is just too much. He does not want to complain—he just doesn't want to say anything. Those are just some of the possibilities as to why he is as he is.

Now what is the key to this customer's friendship and loyalty? Because he is one of the most dangerous types,—since you never know that he has been lost until it is too late, the key will have to be pretty broad in its nature. The key to this person is enthusiasm and good service—with perhaps a bit more emphasis upon enthusi-

asm. The silent type dislikes indifference for he feels that if his business is not wanted, he will take it elsewhere. Usually he is not particularly angry about it—he just quietly moves along to the competitor. However, if the service is too poor, he will move on and it is not likely that he will return. Yes, the key to the continued patronage of the silent type is enthusiasm and service. With this key, successfully applied, the silent type will be one of the most intensely loyal customers.

THE GOOD-NATURED TYPE:

Here's the type we all like and admire—the good-natured type. She came from an average family—her days were carefree and she enjoyed life to the fullest. She probably isn't bothered too much with the spark of ambition—the intense desire to get ahead—she more or less takes things as they come. Her health is good, she's full of vitality, she enjoys her friends and disregards her enemies. Naturally, she has few of them. If she is married, her husband probably looks upon her as the good-natured girl he married—always a girl.

But let's analyze this type and heed a bit of warning. By virtue of her very good nature, she will be good natured with our competitors as well as with us. If a competitor telephones or drops in and asks for just an order or two, she will, in her good-natured way say, "Sure." And if by some chance we fail to respond to her good nature, or, to give her the kind of service she expects, she will turn on us with a vengeance. Now, what is the key to the good-natured type?

The key to the good-natured type is cheerfulness, appreciation and good service. She will respond to

your enthusiasm but she expects appreciation for her patronage. Since she is good natured, she expects good service. If she does not receive it, she will "good-naturedly" turn to our competitor. If you haven't heard from her for a day or two, by all means call her—she expects it.

THE PRICE-MINDED TYPE:

Many of you have visited market places in other parts of the world. You have noted that there is no set of price for any goods or services. The price for which a product or service is sold depends upon the ability of the buyer to barter and upon the resistance of the seller to sell at a lower figure. It is all a part of a game. It is possible that our price-minded type is, through heredity, origin or environment, not too long removed from this way of life. It is possible too, that our price-minded type grew up in poverty, where pennies were the difference between survival or starvation. Whatever the reason may be, there is a key to the personality of the price-minded man or woman.

That key is explanation. The price-minded type is usually quite understanding if they know why a product or a service is priced at a certain figure. Let me give you an example. Not long ago a prominent man telephoned me and said that he was selling his home which he had purchased only three months before. He was furnished a title insurance policy and he wanted to know why he had to furnish a policy to the purchaser, when so little time had elapsed and nothing had happened to the property. Although I was busy, I took a few minutes to explain that the major part of

the cost of a title insurance policy went into the maintenance of our plant. I explained how the complete history of every inch of land in Los Angeles County, from the present back to the day that California became a state, was recorded on our books. I told him something of the thousands of happenings that affect property in Los Angeles County every day and how we record those happenings even though we may never have a title order on many of the parcels of land. When I had finished, he said simply and with conviction, "I thoroughly understand, I do not see how you can provide the insurance at so low a figure." Yes, explanation is the key to the price-minded type.

THE TIMID TYPE: Of all the types here is the one that probably requires more understanding than all the others. Heredity and environment can have much to do with timidity. But there are other causes. It could be fear—fear of people, fear of loneliness, fear of being unappreciated or unwanted, appearance, fear of life or fear of death. If I were to generalize about the timid type, I would say that mental health usually is the problem of this type. Whatever the cause may be, there is a key to the personality of the timid type.

The key is sincerity, tolerance and understanding. By being calm and sincere with the timid type, we will help to increase his or her confidence. By being tolerant, we will not be impatient and we will take the time to use the key to this personality. By so doing, we can win and keep the friendship of the timid type—they will be intensely loyal to us and to our company.

THE SELF-IMPORTANT TYPE: Here is one we meet most every day. Chances are, he is suffering from an almost unbelievable inferiority complex. The complex could be caused by many things. It could be background, race or religion. It could be that he or she "made it fast and made it the hard way." It could be that they "pulled themselves up by their own bootstraps," against seemingly unsurmountable odds. Whatever the underlying causes, this type usually has a subconscious and impelling desire for your esteem—to bolster their faltering ego. Of all the types, I believe that the self-important type deserves sympathy more than censure. And, it seems to me that there is a simple key to his or her personality.

The key—enthusiasm, praise and appreciation. Indifference to the self-important type is like a pitcher of ice water thrown in his face. He expects enthusiasm and appreciation at all times. By praise, I do not mean what is commonly known as "blarney." By praise, I mean the use of the powerful medium of compliments, — intelligent compliments that are carefully selected and timed. This fellow is no dummy—although he may not recognize his own subconscious behavior, he will be quick to sense the sincerity or insincerity of your compliments. By successfully using the key to the self-important type, we will win and keep them indefinitely. If satisfied, they are usually the best walking and talking advertisements of all. They will tell any and all about the virtues of you and your company.

THE ARGUMENTATIVE TYPE: Here is the one that invariably calls about a quarter of five.

That person usually calls when we are at our busiest and lets us have it with "both barrels"—at a hundred sixty words per minute. Unquestionably, this type, in the extreme, is the unhappiest person in the world. We may think that she doesn't like us, but, I assure you, she likes herself even less. She is filled with frustrations, either past or present, and she just has to take it out on someone. Since she cannot take it out on her boss or her customers, she does the next best thing and takes it out on the suppliers. This person too, needs understanding—a very deep understanding and intelligent use of the key that will unlock the door to friendship and loyalty. There is a very simple key to this type.

The key is to keep calm and be a good listener. Any lack of courtesy or loss of temper with the argumentative type will only add fuel to the fire. If we remember our little prayer and keep our serenity and listen, we can unlock the door to lasting friendship. Simple, courteous phrases like "you may be right," "we appreciate your bringing this to our attention," or "thank you for telling me—we will do our best"—those are the phrases that will help to put out the fires of argument. It's trite and it's old, but it's true that "no one ever won an argument and kept a customer."

Our time is up and we have only scratched the surface in analyzing the reasons behind the behavior of people. We have discussed a few of the keys to the six types of people—there are many more. I believe it can be summed up in the words of William J. Reilly. In his book *SUCCESSFUL HUMAN RELATIONS*, Mr. Reilly wrote, "Once

you've opened a person's mind by putting yourself in his place and helping him to be right, you are certain to win his confidence, if, of course you show him that you are thinking in terms of his interest as well as your own, and that you are eager to serve his interest."

The important thing to remember in human relations is that people like to be treated as individuals. It is an easy course to follow if we will always remember to ask ourselves these questions: "Do we really follow the Golden Rule; do we treat others as we would like to be treated?"

Charles Roth, put it this way, "If you want to have fine human relations, your attitude towards others will have to be right."

Now we return to reality. We're not a salesman with a franchise. We're right of way men and some of us are title men but we, too, are dependent upon people—their likes and dislikes—their good qualities and bad qualities. If, in our dealings with people, we are attentive, courteous, fair, honest, well-mannered, and zealous in our respective responsibilities, we will be practicing good human relations. It will be effective public relations.

Thank you for your attention.

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BILL MCAULIFFE AND BARBARA JEPSON REGISTER 131 ALTA MEMBERS FOR THE HISTORY-MAKING MANAGEMENT SEMINAR AT THE SHERATON-O'HARE MOTOR INN IN CHICAGO.



MANAGEMENT SEMINAR A GRAND SUCCESS

Alvin R. Robin, Chairman of the Abstracters Section, has scored another triumph! One hundred thirty-one ALTA members registered for the Management Seminar at the Sheraton-O'Hare Motor Inn in Chicago for the two-day course of intensive instruction on various phases of business management.

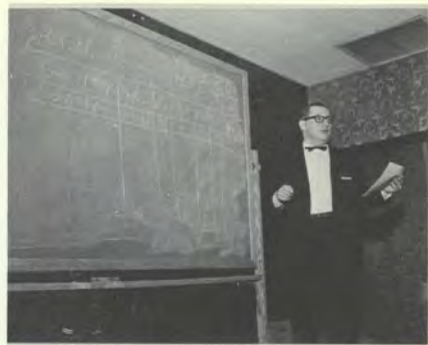
A natural outgrowth of the Regional Abstracter meetings conducted in 1964 and 1965, the Chicago Management Seminar was a successful experiment. Particularly gratifying is the fact that approximately 40% of those who attended were officers and employees of title insurance companies.



FIRST SESSION

(Functions of Management)

The first hour of this session involved a review of management principles. This was followed by a discussion of an actual business situation which allowed those in attendance to determine how specific management and organizational principles can be applied. The final portion provided an opportunity for seminar participants to actually evaluate their individual executive attitudes. A question and answer period permitted ALTA members to relate the techniques discussed to their own company problems.



SHELDON R. WAGNER SCORED A HIT WITH SEMINAR PARTICIPANTS



RICHARD E. LASSER, AREA ADMINISTRATOR, SMALL BUSINESS ADMINISTRATION, WAS THE LUNCHEON SPEAKER ON FRIDAY

ABOVE:
MEMBERS TOOK ALL THE LECTURES SERIOUSLY

BELOW:
GEORGE SWOPE (center) AND WILLIAM DAVIDSON OF MANPLAN ASSOCIATES DISCUSSED "PERSONNEL MANAGEMENT"



SECOND SESSION

(Personnel Management)

The representatives of Manplan emphasized the "How to" approach to personnel management and covered in detail such topics as Recruitment, Interviewing, Compensation (including job description and performance rating), Employee Training and Fringe Benefits.

A vast amount of good technical information was presented in a very limited time.

THIRD SESSION

(Management Use of Accounting)



RAYMOND J. REVERS OF TOUCHE, ROSS, BAILEY & SMART, CONDUCTED THE THIRD SESSION



CHARTS AND GRAPHS HELP OUTLINE ACCOUNTING PROCEDURES

The third session opened Saturday morning with a discussion of "Management Use of Accounting Information" conducted by Raymond J. Revers, Partner in the firm of Touche, Ross, Bailey & Smart. Mr. Revers was assisted by Irwin T. David and James O. Teeter, Senior Consultants of the same firm.

As Mr. Revers pointed out, "Ac-

counting information systems are becoming an increasingly important tool in today's business decisions and most management publications are emphasizing this topic."

There was a general feeling among those who attended that this third session was not tailored to the specific situations of abstracting firms and title insurance companies. Attendance at the Management Seminar, of course, represented a wide range of ALTA membership, from the smallest abstracting office to the largest title insurance company. In planning future management seminars, the officers will take into consideration this wide gap between the interests of large and small companies and special care will be exercised in determining the exact format for a discussion of accounting principles, possibly dividing the audience into two or more smaller groups.

PARTICIPANTS APPLAUD THE LUNCHEON SPEAKER





AL ROBIN (right) GIVES UNDIVIDED ATTENTION TO SEMINAR SPEAKER, WILLIAM H. FREWERT.



THE FOURTH SESSION WAS CONDUCTED BY WILLIAM H. FREWERT, ASSISTED BY GLENN J. HARTUNG AND JOHN P. BLY.

FOURTH SESSION

(Taxation: A Key Factor in Business Decisions)

The presentation of William H. Frewert, assisted by Glenn J. Hartung and John P. Bly, all of the firm of Touche, Ross, Bailey & Smart, gave evidence that these men had done their homework. The fourth session on taxation was especially designed to provide a day to day working knowledge of tax regulations and their influence on decisions throughout the year.

EVALUATION

What do ALTA members think of the first Management Seminar? Should it be repeated? What improvements in format can be made?

Immediately following the completion of the Seminar, every member who attended was asked to respond to a questionnaire seeking to evaluate the performance of the speakers and the general format of the meetings. Favorable response

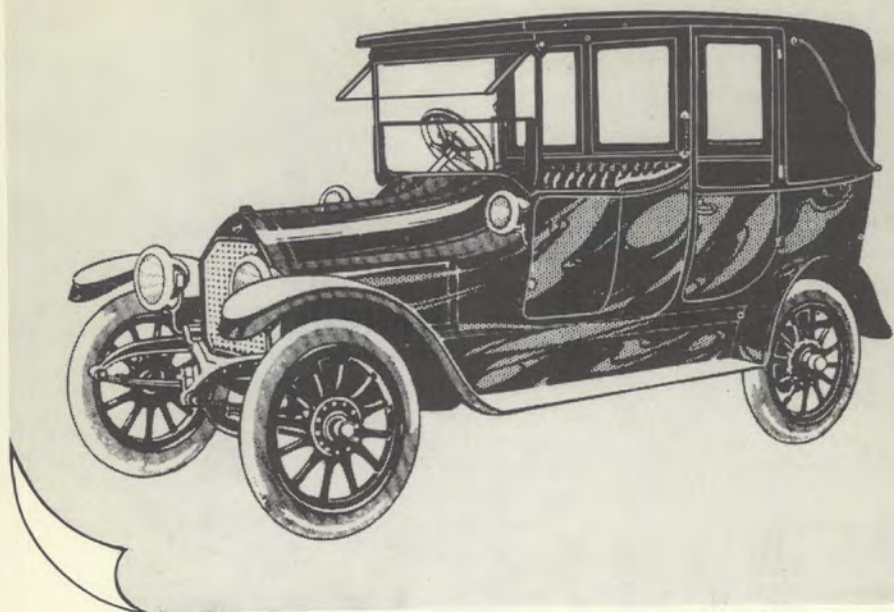
was overwhelming. *Everyone* who attended thought that Professor Sheldon R. Wagner, the first speaker, was superb!

Strong approval was given to the second and fourth sessions, "Personnel Management" and "Taxation: A Key Factor in Business Decisions". A definite need for some change in format is indicated by the response to "Management Use of Accounting Information".

Definitely, the Management Seminar should be repeated in future years.

ALTA PRESIDENT, DON B. NICHOLS, WAS THE LUNCHEON SPEAKER ON THE FINAL DAY OF THE SEMINAR.





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SURFBREAKER TO LAUNCH ANNUAL CONVENTION



JAMES KIDD APPOINTED GENERAL CHAIRMAN

The 60th Annual Convention of the American Land Title Association will be held in Miami Beach, Florida at the Fontainebleau Hotel, October 16-20, 1966. A combination of favorable circumstances promises to make this a convention which will be long remembered.

James H. Kidd, Regional Vice-President, Title Insurance Company of Minnesota, has been named General Chairman for the Convention. With Virginia Weatherford, serving as Chairman of the Ladies Hospitality Committee; with Morton McDonald as Chairman of the Reception Committee, and Percy I.

Hopkins, Jr., as Chairman of the Finance Committee, plans are already underway for a most unusual series of meetings.

Although the ALTA Executive



Committee and Board of Governors and various other committees will have been hard at work long before that time, the Convention officially opens Sunday evening, October 16, with a SURFBREAKER in the beautiful French gardens of the Fontainebleau. There in the soft glow of colored lights, abstracters and title insurance officers and their wives and guests will enjoy Florida hospitality in the balmy evening breeze on this exotic semi-tropical strip of land adjoining Miami, far from the snow and blustry winds "back home".

Business sessions begin at 9:00 a.m., Monday, October 17, in the west ballroom of the Hotel. ALTA's energetic and imaginative President, Don B. Nichols, promises an unusual beginning for the 1966 Convention. A welcome and key to the city will be extended by The Honorable Elliott Roosevelt, Mayor of the City of Miami Beach.

An invitation has been extended to Vice President Hubert Humphrey to participate in the Convention. Other outstanding speakers already confirmed include: Edward R. Annis, Past President of the American Medical Association; I.

WEST BALLROOM



HOTEL FONTAINEBLEAU

Austin Kelly, III, President, National Employee Relations Institute, Inc.; Otto Preisler, President-Elect, U. S. Savings and Loan League; Colonel John A. "Shorty" Powers (The Voice of the Astronauts), formerly Public Affairs Officer of the National Aeronautics and Space Administration; Professor Frank Goodwin, an outstanding human relations expert.

In addition, there will be workshops, panel discussions, and industry speakers as well as a well-rounded program of entertainment for all who attend. ALTA members are encouraged to come early and stay late. Bring your swimming trunks, golf clubs, and sport clothes.

You will be receiving an official notice and registration form for the 1966 Annual Convention about July 15. Please complete the registration form and return it immediately to the ALTA office. A record attendance is expected.

Watch for future issues of Title News for additional details regarding the convention. Please turn the page for a message of special interest to the wives and women guests of ALTA members.

Ladies Hospitality

By Virginia Weatherford

Convention time at Miami Beach may seem a long time away for those of you who are planning to attend. To the members of your convention committee, it is just around the corner. We hope to give you the warmest welcome and we are all working and planning for your enjoyment.

The order for beautiful weather has gone to the weatherman. But just in case the delivery is delayed, tuck one of those little plastic raincaps into your handbag. There might be a quick shower now and then. Also, if perchance the weatherman should get his temperature controls mixed up and it becomes warmer than it should be, the hotels and restaurants are always more than adequately cool. Pretty sweaters and jackets to match your gay resort dresses will be comfortable.

Summer spends the winter in Miami and casual is the mood for daytime linens and cottons. You may leave your dressy hats at home unless you love wearing them, but you might find it fun and practical, too, to have one of those whimsy straws for protection from wind and sun. Sandals and a beach robe over your bathing suit are required by the hotel folks when going to and from the beach and your room. Sunglasses and lotion are always handy.

Traditional convention evening clothes are appropriate. Everything from the "little black dress" to the elaborately embroidered or jeweled ones is "right".



Now that you know what to expect in the way of climate and you have planned just what to pack in your luggage, would you like a tiny peek into the future concerning the ladies activities?

We hope to take you to a beautiful country club in air conditioned buses for a delicious luncheon, then to Villa Vizcaya, the former estate of James Deering who transported works of art and building materials from all over the world. The Vizcayans, a group of charming ladies, will be our guides. Comfortable shoes would be my suggestion for this activity.

There are some surprises planned for your enjoyment at the Ladies Hospitality Suite, but it wouldn't be fun to reveal everything now. You might have to join us during the convention mornings to see what is happening!

Find that baby sitter, farm out the pets, close up the house, leave your cares up North and come join us for a while in friendship and fun at one of the world's most famous resorts. We'll see you at the Fontainebleau.



IN THE NEWS



MOBILE FIRM PROMOTES EIGHT

The Board of Directors of Title Insurance Company, Mobile, Alabama, recently approved the following promotions:

Herbert Baumer and Paul C. Burch were elected Vice Presidents. William M. Heard, Jr., was promoted to Assistant Vice President and Counsel. Mrs. Velma Seward McCorvey was elected Secretary of the Corporation.

Mrs. Rebecca B. Fountain, William E. Cooper, Jr., Roberdeau D. Geist, Jr., and James H. Chaillot, Jr., were elected Assistant Secretaries.

Baumer has served the Corporation in numerous capacities since 1928. He was elected Assistant Secretary in 1949 and is a member of the Optimist Club.

Burch joined the Company in 1937 and was elected Assistant Secretary and Plant Manager in 1957. He belongs to the Rotary Club.

Heard, who has degrees in business administration and law from the University of Alabama, has been on the legal staff of the firm since 1955.

Mrs. McCorvey, who is in charge of escrow services, was elected Assistant Secretary in 1944. She is a former President of the Pilot Club.

Cooper, who was employed by Title Insurance in 1951, received a degree in business administration from Spring Hill College in 1956.

Mrs. Fountain, who previously served as Assistant Secretary of the Company from 1933 to 1943, rejoined the firm in 1956.

Geist joined Title Insurance in 1954. He has been serving as Assistant to the Title Plant Manager.

Chaillot, who has been with the Company for a number of years, is presently serving as a director of the Jaycees' Azalea Trail activity.

DEAN OF TEXAS ABSTRACTERS RETIRES

Mr. Frank K. Stevens, President of the Brazoria County Abstract Company, Angleton, Texas, a Past President of TLTA, and Past Director of American Land Title Association, and for nearly sixty-five years an Abstracter of Brazoria County Land Titles, has announced his intention to retire and "get out and see the world, or part of it anyway." He will begin his tour immediately with a train trip across the mountains of upper Mexico to the Gulf of California and is planning trips to Bermuda and then to Europe later this year.

Mr. Stevens, in 1901 joined his Father Frank W. Stevens in the Brazoria County Abstract Company at Angleton and has participated in the Company's operations almost continuously up to the present time, having become President

of the Company upon the death of his Father in 1928. As a matter of historical interest Brazoria County Abstract Company was founded in 1873 and can now boast of ninety-three years continuous service, being one of the oldest abstract plants in Texas. From a small frame building adequate for the then records and two or three employees, the company quarters have expanded to a large masonry building housing some seventeen employees and complete copies of all land records of the County.

Upon retirement of Mr. Stevens, his son, Frank W. Stevens, is taking over the reins as President of the Company. Mr. D. E. Shepherd will serve as Vice President, Mrs. Willie H. Loving as Vice President of Title Insurance Section, and Miss Alice Reid as Secretary. We sincerely hope that the new officers of this fine old company will insist that "Mr. Frank" continue to attend the State Conventions and the Regional Meetings of our Association, that he take time out from his "world tour" to do so.

ASSIGNMENTS AT TRANSAMERICA

Dana G. Leavitt, President of Transamerica Title Insurance Company, Oakland, California, has announced the assignment of Howard Morrow as manager of the Company's Hayward office at 24123 Mission Blvd. Morrow, a graduate of the University of California, has managed the Company's San Leandro office since November, 1964. He replaces Dwight Russell who has been appointed manager of escrow operations for the Company's six offices in Contra Costa County with headquarters in Walnut Creek.

Also the appointment of Brian G. Lyttle as manager of its San Leandro California Office, replacing Howard Morrow who has become manager of the Company's Hayward California Office. Lyttle attended City College of San Francisco and has been on Transamerica's management staff since September, 1965. He resides with his wife and two children at 680 Fargo Avenue in San Leandro.

RICHARDS ELECTED V.P.

The election of Franklin D. Richards as Vice President of Title Insurance and Trust Company, Los Angeles, Calif., has been announced by Ernest J. Loebbecke, Chairman of the Board and Chief Executive Officer.

Richards, was named Division Counsel for the Sacramento Division of the title firm.

Richards, formerly Associate Counsel for the firm's Nevada title operations, is a native of Salt Lake City, Utah, and is a graduate of the University of Utah Law School. Prior to his affiliation with the company in January, 1954, he was in private practice in Salt Lake City and had also served as counsel for an abstract company. His legal background has included service with the Corps of Engineers and the Federal Reserve Bank.

RICHARDS



BURLINGAME ANNOUNCES APPOINTMENTS

Gordon M. Burlingame, President of The Title Insurance Corporation of Pennsylvania, Bryn Mawr, Pennsylvania, announced that at a recent meeting of the Board of Directors of that Corporation, the following appointments and promotions were made:

Thomas R. McKee was elected Title Officer and will continue to act as Manager of the National Department; Elmer G. Angstadt was elected Assistant Title Officer; William J. Hoolahan was appointed Assistant Manager of the Philadelphia Office; and Allen L. Boblitt was appointed Manager of the King of Prussia Office.

McKee joined The Title Insurance Corporation of Pennsylvania in 1962 as Manager of its Upper Darby Branch Office. In 1964, he was elected Assistant Title Officer and Manager of the Corporation's National Department. He entered the title insurance field in 1943 and is presently a resident of Chester, Pennsylvania.

Angstadt joined The Title Insurance Corporation of Pennsylvania in April of 1965 as an Examiner in the National Department. A veteran of World War II, he has more than 30 years' experi-

ence in the title insurance business.

Hoolahan, an alumnus of St. Joseph's College, in Philadelphia, has been associated with the title insurance industry for 5 years. He joined The Title Insurance Corporation of Pennsylvania in 1965.

Boblitt was formerly Settlement Department Manager in the Philadelphia Office of the J. I. Kislak Mortgage Corporation. He has a decade of experience in closing transactions. He joined The Title Insurance Corporation of Pennsylvania in 1966.

CHICAGO TITLE INSURANCE

John D. Binkley, President, Chicago Title Insurance Company, Chicago, Illinois, is pleased to announce that effective April 13, 1966 Coverly Fischer was appointed Chairman of the Board of the Home Title Division. Mr. Fischer will continue as Divisional Manager and as a Vice President of Chicago Title Insurance Company.

Alvah Rogers, Jr., has been elected a Vice President of Chicago Title Insurance Company and will continue to report to Mr. Fischer as the Assistant Manager of the Home Title Division.

ALSO AT CHICAGO TITLE

McKEE

ANGSTADT

HOOLAHAN



Chicago Title Insurance Company has opened a new Philadelphia Regional Office in the Fidelity-Philadelphia Trust Building at 123 South Broad Street, Philadelphia, Penn. Jerry Antalík has been named Manager of the office which will serve the areas of Pennsylvania, Delaware, Maryland, Virginia and the District of Columbia.

Mr. Antalík announced that Brokers Title Company, Castor and Cottman Avenues, Philadelphia, has been named an agent for Chicago Title Insurance Company. Verne F. Mockler, Jr., is President of Brokers Title.

Announcement is also made of a new Atlanta Regional Office with William Murdock as Manager. Located at the 10 Pryor Street Building, Atlanta, Georgia, this office serves North Carolina, South Carolina, Georgia, Alabama, Mississippi and the northern half of Florida.

LAND TITLE ABSTRACT COMPANY ELECTIONS

Land Title Abstract Company, Independence, Missouri — a subsidiary of Kansas City Title Insurance Company, Kansas City, Missouri—has announced the election of Sam C. Ellington as Executive Vice-President of the com-

pany. Floyd L. Snyder, Jr., President of Land Title, also announced the appointment of Raymond L. Thompson as Assistant Secretary in charge of plant operation.

Ellington, formerly Assistant Vice President at Land Title, joined the firm in 1958. He served in the examining department of both Land Title and Kansas City Title and in the National department of Kansas City Title.

Ellington attended school at Westminster College, Fulton, Missouri, and the University of Missouri at Kansas City School of Law. He and his wife, Mrs. Bee Ellington, and their two children live in Independence.

Thompson joined the firm in 1951 and served in the chain and tax search department of both Land Title and Kansas City Title. He and his wife, Mrs. Pat Thompson, and their two children live in Independence.

TRANSFER AND PROMOTION

Word has been received that Frank H. Briggs, Vice President of the Equitable Life Assurance Society and General Manager of Gateway Center, will soon be transferred to the Home Office at 1285 Avenue of the Americas, N.Y.C., and promoted to the position of Vice President in Charge

BOBLITT



ELLINGTON



THOMPSON



of Building and Administrative Services.

Mr. Briggs has directed the operation of Gateway Center from the original three buildings to its present eminence as Pittsburgh's number one office building complex. Since his arrival, The Equitable has added two office buildings totaling more than 600,000 square feet and it is rumored that another building is in the offing. The Pittsburgh Hilton and Gateway Towers have been added together with the 750-car Gateway Center Garage, Equitable Plaza plus the IBM Bridge and Plaza as well as the Fountain of the Three Rivers.

Mr. Briggs is past president of the Building Owners and Managers Association of Pittsburgh and past president of the Cornell Society of Hotelmen.

APPOINTMENTS AT OHIO TITLE

P. Warren Smith, President of Ohio Title Corporation and The Guarantee, Title and Trust Company, Cleveland, Ohio announced the appointment of Attorney Robert T. Williams as Vice President and Chief Title Officer of Ohio Title Corporation.

Williams will be located in Cleveland, the Home Office of the

WILLIAMS



company, 118 St. Clair Avenue, N.E.

Smith announced that Williams has also been appointed as Vice President of The Guarantee, Title and Trust Company, for which Ohio Title Corporation is exclusive managing Agent for the State of Ohio.

Williams is a graduate of Youngstown College School of Law, has been a practicing attorney and active in the title insurance field for 17 years.

ALSO AT OHIO TITLE

The Youngstown office of Ohio Title Corporation, formerly owned by Attorney Robert T. Williams and Attorney Robert A. Seidner of that city, was acquired by Gerald R. Wagner recently.

Wagner, a native of Thompson, Ohio, is a graduate of Arizona State University at Tempe, where he received his Bachelor of Science Degree. He acquired additional education at the College of Law at the University of Toledo. Upon graduation, he joined the teaching staff of Ledgement Local Schools in Thompson, Ohio, resigning to accept a position in the title insurance field in Sandusky—Port Clinton, Ohio area.

In early 1965, Wagner established a new office for Ohio Title

WAGNER



in Port Clinton, serving the Ottawa and Sandusky County areas in northwestern Ohio.

The Rotary Club and the Elks are among the service organizations in which Wagner has been an active member.

GILLILAND NEW PRESIDENT MBA

John A. Gilliland, First Vice President, Stockton, Whatley, Davin and Company, Jacksonville, Florida will be the next President of the Mortgage Bankers Association of America as a result of his nomination by the Association's Board of Governors May 7, 1966. Presently serving as Vice President of the Association, Mr. Gilliland, who will succeed Ewart W. Goodwin, President of the Percy H. Goodwin Company, San Diego, California, will be officially elected President at the Association's 53rd Annual Convention in Philadelphia next November.

Nominatd for Vice President was Clair (Bus) A. Bacon, President, Mortgage Investments Company, Denver, Colorado. For Second Vice President the Board of Governors nominated Lon Worth Crow, Jr., President, Lon Worth Crow Company, Miami, Florida. Robert H. Pease, Vice President, Draper and Kramer, Inc., Chicago, Illinois, was nominated for reelection as the Association's Treasurer.

A member of the Association's Board of Governors for many years, Mr. Gilliland has served MBA in many capacities. He has been an associate governor at large; regional vice president; chairman of the Membership, Educational, Conference, Public Relations, Membership Admissions, and

Ethics and Standards of Practice Committees; and a member of the Personnel and Salary Committee, and the Mortgage Bankers Washington Committee. At the present time he is the Association's First Vice President and is serving as chairman of the Executive Committee and as a member of the Editorial Committee. In addition, he has been President of both the Mortgage Bankers Association of Florida and the Mortgage Bankers Association of Jacksonville.

Mr. Gilliland is a director and a member of the Executive Committee of Stockton, Whatley, Davin and Company. He is also a director of the Security Federal Savings and Loan Association, the State Bank of Jacksonville, and the Title Trust Company of Jacksonville. Long active in community affairs, he has served as president of the Community Chest United Fund in 1957, president of the Navy League of Jacksonville in 1959, president of the Jacksonville Board of Realtors, and as a member of the Committee of 100. He is presently a trustee of Bartram School for Girls, a member of the Board of Directors of the YMCA, and a director of the Children's Home Society of Florida. He is a Mason, a member of the Meninak

GILLILAND



Club and Sigma Nu Fraternity, a past commodore of the Florida Yacht Club, past president of the River Club, a past captain and a past king of Ye Mystic Revellers, and is senior warden of Grace Episcopal Church and a member of the Finance Committee of the Episcopal Diocese of Florida.

INVESTORS TITLE APPOINTMENTS

Two staff appointments have been announced by Sam McCaffree President of The Investors Title Company, Inc., Olathe, Kansas.

Gerald E. Shaon, a graduate of Central Missouri State college and formerly with Arthur Andersen & Co. of Kansas City, has been named Comptroller.

H. Bert Harper has been named Field Services Representative. He was previously associated in a sales capacity with Jack Henry, Inc., of Kansas City, and another title company in Johnson County, Kansas.

The Investors Title Company, Inc., is the Greater Kansas City Agent for the Columbian Title and Trust Company of Topeka, Kansas.

HARPER



SHAON



NEW JERSEY LAND TITLE INSURANCE ASSOCIATION REAL ESTATE FORUM MEETS



Principal speakers at annual Real Estate Forum of New Jersey Land Title Insurance Association gather prior to program (Tuesday, April 19) at Pelican Room of Mutual Benefit Life Insurance Co. home office in Newark. From left are: Judge Victor S. Kilkenny of Appellate Division of Superior Court, William H. Donnelly, Standing Master of Superior Court, Assemblyman Frederick H. Hauser (D-Hudson), Chairman of Law Revision and Legislative Services Commission, Walter A. Sprouls, program chairman and a Vice President and Title Officer of New Jersey Realty Title Insurance Co.

RECORD CROWD AT TEXAS CONVENTION

CHARLES C. HAMPTON HONORED AS "TITLE- MAN OF THE YEAR"

The 56th Annual Convention of the Texas Land Title Association opened Thursday, April 14, at the Sheraton-Dallas Hotel in Dallas with a record attendance of more than 400 titlemen and women.

In addition to panel discussions and business sessions dealing with industry problems, convention participants were treated to speeches by Waggoner Carr, Attorney General of the State; Judge Elmore Whitehurst, U. S. Referee in Bankruptcy; Don B. Nichols, ALTA President; and William J. McAuliffe, Jr., Executive Vice President.

The coveted award "Titleman of the Year" was presented by William J. Harris, President, Houston Title Guaranty Company, to Charles C. Hampton, Texas State Manager, Lawyers Title Insurance Corporation, Dallas. The award is made by the Association each year to designate the man who has contributed most to the betterment of the title insurance industry over the past year or over the past several years.

Convention delegates were sorry to learn that Herbert Becker had resigned as Executive Secretary of the Texas Association to accept a position with one of the Oklahoma companies.

Elected to serve as President during the coming year was Elwood (Woody) Weylandt, President and Manager of Lawyers Title Agency



CHARLES C. HAMPTON

of Odessa, Inc. Kenneth J. Schunn was elected to fill the vacancy in the Executive Secretary's position.

Also at the 56th Convention, it was announced that the monumental task of writing and editing the handbook for Texas titlemen, a job to which Frank A. Stamper has devoted himself for the past three years, is now completed. The volume is designed as both a text for the teaching of the rudiments of the title business and also as an on-the-job training handbook for title employees. The handbook may be ordered from Frank Stamper, P. O. Box 966, Bellaire, Texas 77401. The cost is \$6.98 each, including packing and mailing.

NICHOLS IN WASHINGTON FOR CHAMBER OF COMMERCE MEETING



As though twenty State Conventions and 30,000 miles by commercial airline were not enough for the owners of two small abstracting companies, Don and Vera Rose Nichols found time to attend the Annual Convention of the U. S. Chamber of Commerce in Washington, D. C., May 1, 2, 3, and 4.

The action-packed program was filled with valuable information and thought-provoking ideas, many of which the ALTA President plans to put to good use in scheduling the Association's 60th Convention in Miami Beach.

MRS. DON B. NICHOLS (VERA ROSE) WAS WELL GUARDED BY TWO DISTINGUISHED GENTLEMEN AT THE U. S. CHAMBER'S ANNUAL BANQUET.



ALTA PRESIDENT, DON B. NICHOLS, GREETED J. RAYMOND DONLAN, VICE-PRESIDENT, CHICAGO TITLE AND TRUST COMPANY IN THE U. S. CHAMBER MEETING IN WASHINGTON. THEY AGREED THAT FRED WARING'S ENTERTAINMENT WAS SPLENDIDFEROUS.

Also attending the Chamber of Commerce meeting in Washington was J. Raymond Donlan, Vice President, Chicago Title and Trust Company, Belleville, Illinois. It was "old home week" in the nation's capitol as these Illinois titlemen compared notes regarding the program. Mr. Donlan is currently serving as President of the Belleville Chamber of Commerce.



ALICE HANDLES BOOKS BY THE TON

Robert E. Kniskern, President of Oneida County Land & Abstract Company in Rhinelander, Wisconsin, is a loyal and active member of the American Land Title Association. There is something else about Mr. and Mrs. Kniskern which is of interest to ALTA members. Alice is her name, the 18-year old Kniskern daughter who is known as "The Public Law 480 Lady" at the Duke University Library. That's because she is in sole charge of a barrage of printed materials from South Asia "which come by the ton" to the library under the provisions of the Act of Congress in the late 1950's.

Alice reads three of four exotic languages in which the incoming books, periodicals and other publications are printed.

She is working toward two master of arts degrees—one in history which she expects to receive at Duke this month and another in library science—which should be conferred by the University of North Carolina at Chapel Hill next September.

"Public Law 480 authorized the sale of certain American surplus commodities abroad," explains the Rhinelander coed. "As wheat, cotton, and other authorized items were purchased by the underdeveloped nations, our Government amassed large credits in local currencies of those countries."

Their credits had to be spent in the country where they were generated, according to the terms of the Act.

The Library of Congress in Washington got permission in 1962



to use this country's sizable "rupee credits" in India and Pakistan to buy publications in those countries on contemporary South Asian subjects.

Explains Her Work

During the more than four years that shipments have rolled in under the P. L. 480 plan, more than 5,500 titles on Indian subjects alone have been received and catalogued.

"It's a major job just to unwrap, sort, and shelve the books coming in on Library of Congress schedules," the young librarian states.

But because she can read titles and contents, and has good library science training, she is able to keep tabs on the huge array against the advance index cards sent by the Library of Congress.

"The publications are really quite valuable for widening our knowledge of Asia today," Miss Kniskern says, "especially in such fields as history, economics, anthropology, and political science."

PROPOSED AMENDMENT TO THE CONSTITUTION AND BY-LAWS OF THE AMERICAN LAND TITLE ASSOCIATION

In accordance with the provisions of Article XI, Section 1 of the ALTA Constitution and By-Laws it is recommended that Section 2 of Article III of the Constitution and By-Laws be amended as follows to permit title men located in a state with no state or territorial association to form a regional association, of two or more states, which may affiliate with the ALTA. (Additions underscored and deletion crossed out):

Submitted by the ALTA Committee on Constitution and By-Laws: Chester C. McCullough, Chairman; John J. Eagan; William R. Galvin; Richard H. Godfrey; Arthur L. Reppert; Joseph H. Smith.

Sec. 2. Affiliated Associations. With the approval of the Board of Governors any state, regional or territorial association of abstracters or of title insurers, or of both abstracters and title insurers but not more than one such association representing either such group in any state, region or territory may affiliate with this Association. (Region, as used herein, shall mean two or more states forming a continuous geographical area.) Its application for affiliation shall be accompanied by a certified copy of its constitution or articles of association or incorporation and of its by-laws, together with applications of those of its members in good standing who or which have applied for membership in this Association and a certification of their eligibility for membership therein. Any affiliated association may, at its option, undertake to collect and remit membership dues in this Association of those of its members who are or become members of this Association, and may also, at its option, require as a condition for membership therein or in this Association that a prospective member having his or its principal place of business in the state, region or territory represented by such association be or become

a member of both associations, but such requirement shall not affect membership in this Association of any existing member or of any prospective member who, by reason of multiple state or territorial operation, may be eligible to apply for membership in this Association from another state, region or territory. A member of such affiliated ~~state~~ title association without full voting rights therein may not, unless otherwise eligible, be elected to active membership in this Association.

Article XI, Section 1 of the Constitution and By-Laws provides as follows:

Motions or Resolutions for amendments or revision of the Constitution and By-Laws may be offered at any Mid-Winter Conference or Annual Convention by a vote of two-thirds of the active members in attendance thereat. Notice of such proposed amendments or revisions shall be sent to each member not less than thirty days prior to such next Annual Convention and posted in a conspicuous place at such next Annual Convention by twelve o'clock noon on the second day of such meeting.

Publication of this proposed amendment in Title News shall constitute official notice to members, as provided in Section 1 of Article XI of the Constitution and By-Laws.

LETTERS



OFFICE OF THE VICE PRESIDENT WASHINGTON

Dear Mr. Robinson:

The Vice President was honored to receive your recent letter inviting him to address the members of the American Land Title Association during their 60th annual convention which is scheduled for October 16-20 in Miami Beach.

The Vice President is hopeful that he can complete plans for his calendar for October sometime in mid-August. We will be back in touch with you at that time.

With best wishes.

Sincerely,

Ted Van Dyk

Assistant to the Vice President

Mr. James W. Robinson
Secretary and Director of Public Relations
American Land Title Association
1725 Eye Street, Northwest
Washington, D. C. 20006

STANDARD TITLE INSURANCE COMPANY Tulsa, Oklahoma 74101 April 25, 1966

Dear Mr. Robinson:

It is with a great deal of pleasure we announce that Mr. Herbert P. Becker, Jr., has joined our "official family" as Vice President.

"Herb," as he prefers to be called, comes to us from the Texas Land Title Association of Austin, Texas, where he was executive secretary of that fine organization for over four years. As you know, he did an excellent job for that association. Prior to that position he was agency supervisor for a large title insurance underwriter in Texas for almost four years covering 17 states. It is our intention for him to sell Standard Title throughout the 11 states in which we operate and feel that he can help us give our agents the type of service they are entitled to receive.

At any time he can be of service to you or your organization, please feel free to call on him.

Yours very truly,

R. C. Swann

Executive Vice President

HAVE YOU SEEN THIS EQUIPMENT?

BY

GERALD W. CUNNINGHAM, PRESIDENT, BLACK HAWK COUNTY ABSTRACT COMPANY, WATERLOO, IOWA, AND CHAIRMAN, ALTA COMMITTEE ON TITLE PLANTS AND PHOTOGRAPHY

The Title Plants and Photography Committee submits this partial list of machines now being successfully used in Title Plants.

3M Filmsort 1000 Processor-Camera 2 models. Press of the button, exposes and processes the film, military D size, pre-mounted in IBM Aperture card, in less than 1 minute. May shoot both sides of legal document on a single card. Fixed reduction 16 to 1.

3M The Quadrant Dry Silver Printer 2 models (legal or letter). Accepts aperture cards only (principally from the 1000 Processor-Camera). Fixed enlargement size, approximately 15 to 1—this blows-back the legal size to almost 100% of original. Load with roll of sensitized paper, no wet chemicals—heat processed. 10 seconds produces print ready to use. Warning: Print is not permanent, will fade in matter of months. Very good quality and inexpensive. Eliminates necessity of using microfilm readers or more expensive

enlargements.

3M Filmac 100 Reader-Printer with automatic winding. Very fast when using roll film. Multiple lens available.

IBM Magnetic Tape Selectric-Typewriter 2 models (1 or 2 tapes). Incorporates the IBM Selectric typewriter with console containing single and/or dual tape. Typing is recorded in IBM Magnetic Tape Cartridges and is ready for immediate playback. Stored information retrieved automatically and rapidly. Changes or corrections may be accomplished manually.

XEROX 914 Copier. Now other models particularly for the large volume user.

Contact your local representative for complete details, or write:

**3M Microfilm Products Division,
Minnesota Mining & Manufacturing Co.**

St. Paul, Minnesota 55119
IBM Office Products Division
590 Madison Avenue
New York, New York 10022
Xerox Corporation
Rochester 3,
New York 14603

HOW
WHERE
WHEN



DID IT HAPPEN

?

IT REALLY DOESN'T MATTER!

ALTA's new program of Voluntary Accidental Death and Dismemberment Insurance provides round-the-clock financial protection for Association members, their employees and their families.

EFFECTIVE DATE, JULY 1, 1966
24 HOUR PERSONAL ACCIDENT COVERAGE
CONSIDER THESE ADVANTAGES:

- . . \$10,000 to \$150,000 of coverage (select the amount you want in multiples of \$10,000)
- . . Can include eligible dependents
- . . Payable through payroll deduction
- . . Available to age 70
- . . Low cost—Individual employee pays only \$.77 annually per \$1,000 of protection or family pays only \$1.20 annually per \$1,000 of protection.

ALTA GROUP INSURANCE TRUST

1616 H Street, N.W., Washington, D. C. 20006

I Want To Know More About The 24-Hour Accident Insurance Now Being Offered

NAME:

ADDRESS:

CITY: STATE: ZIP:



MEETING TIMETABLE



June 3-4, 1966

South Dakota Title Association
Sylvan Lake Hotel, South Dakota

June 6-7, 1966

New Jersey Title Insurance Association
Seaview Country Club, Absecon

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 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 18-19-20, 1966

Minnesota Land Title Association
Ramada Inn, St. Paul

September 9-10, 1966

Kansas Land Title Association
Ramada Inn, Topeka

September 15-16-17, 1966

New Mexico Land Title Association
La Fonda Hotel, Santa Fe

September 15-16, 1966

Utah Land Title Association

September 25-26-27, 1966

Missouri Land Title Association
Ramada Inn, Jefferson City

September 29-30; October 1, 1966

Wisconsin Title Association
Midway Motor Lodge

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

November 4-5, 1966

Land Title Association of Arizona
Scottsdale, Arizona

November 10-11-12, 1966

Indiana Land Title Association

November 17-18-19, 1966

Florida Land Title Association

American Land Title Association

