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1977

Title News

In this issue: Anatomy
of a jointly-maintained,
multi-county title plant



a message from the Chairman, Abstracters & Title Insurance Agents Section

It is finally a beautiful 50-degree day in Wichita. I have always felt that one of the many advantages in living in this part of the country has been our four distinct seasons. This winter many of us have experienced more distinction than was really necessary. I hope the worst is over for all of us by the time this issue is delivered.

Hopefully, spring will bring not only moderating temperatures but badly needed moisture. The effects of such a severe winter are bound to last for some time. Perhaps the experience of another real energy crisis will spur the new administration and Congress to come to grips with the situation and give the country the tools with which to solve the problem.

The forecasts for housing indicate a banner year for the industry. This bodes well for the entire economy and especially those of us in related businesses. With increased activity on the way, let's resolve to make sure the service we provide our customers is of the highest caliber. That has to be the best deterrent to governmental interference in our profession.

The Mid-Winter Conference is over. The program was exceptional. I hope you were there. The Title Insurance and Underwriters Section and the Abstracters and Agents Section met in joint session for part of their program. I have always felt some frustration when both sections had simultaneous programs of interest to me. Even with all the new electronic marvels, it is still difficult to be in more than one place at a time. I trust others of you have felt the same way and that the joint meeting met with your approval.

The Planning Committee met to formulate long range plans for ALTA. The Government Relations Committee, the Research Committee, the Federal Legislative

Action Committee, the Public Relations Committee, TIPAC, the Special Committee on Indian Land Claims, the Liaison Committee with the Mortgage Bankers Association, the Executive Officers of Affiliated Title Associations, and, of course, the Board of Governors and the Executive Committee, all met during the course of the Conference. As you can see, the work goes on, and I am continually impressed with the many programs carried on by this Association.

The Organization and Claims Committee is in the middle of its fourth biennial abstractor-agent study. If you have not completed your questionnaire, do so now. We need every abstractor-agent member represented in the report.

State conventions will begin convening this month. Helen and I are looking forward to continuing the great experience of meeting with many of you on your home ground.

Until then,

A handwritten signature in cursive script that reads "Roger N. Bell".

Roger N. Bell

Title News



Features

Competitors discover plusses of sharing title plants by Stanley E. Dunin and Karl Dietrich	4
The benefits of title insurance , chapter three of <i>The Title Industry: White Papers, Volume I</i>	9

Departments

A message from the chairman, abstracters and title insurance agents section	inside front cover
Names in the news	13
ALTA action	14
Calendar of meetings	back cover

On the cover: This photograph of computer circuitry magnified thousands of times was provided by International Business Machines Corp. (IBM). The role computers play in the land title industry is rapidly expanding. They are an integral part of jointly-maintained multi-county title plants, a relatively new concept in the title business. A profile of just such a project is featured in this edition of *Title News* and begins on page 4.

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Competitors discover benefits of sharing title plants

Note: The trend toward jointly-maintained, multi-county title plants is due in large part to advances in techniques for computerized title plant maintenance. If a plant is to be shared by several companies and cover more than one county, accurate daily updates must be available to all users, quickly, simultaneously, and often in multiple copies. Such a service can be provided only by a computerized plant.

The authors would like to share their experience in joint computerized maintenance and in joint plant maintenance, so that other title companies may evaluate the benefits.

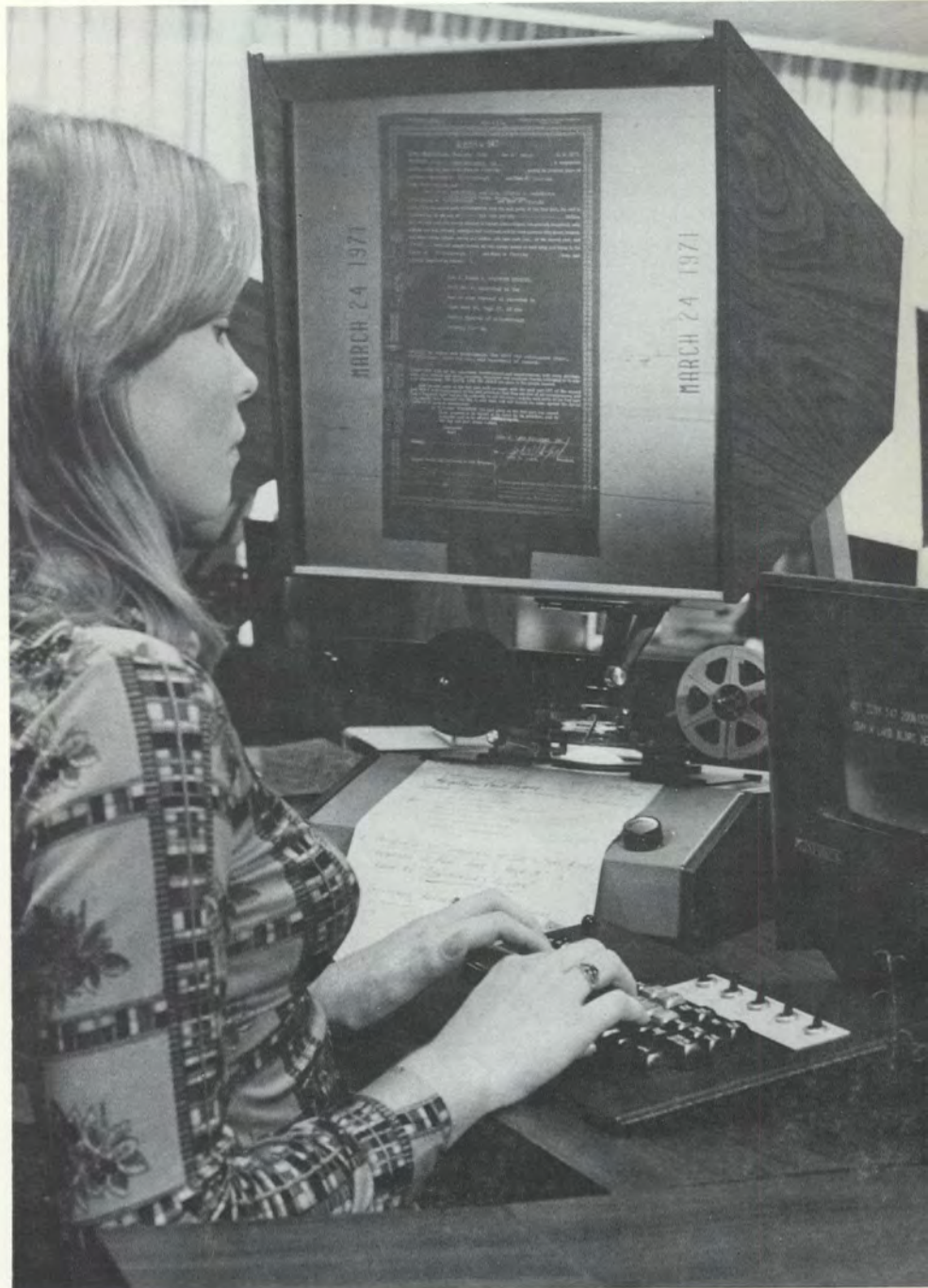
Since four competing title companies operating in the Denver, Colo. area pooled plant records and maintenance personnel in 1961, their share of the available title insurance activity has increased from 15 per cent to over 50 per cent today. The companies (SKLD) who entered into the jointly-maintained, multi-county title plant were Security Title Guaranty, Kansas Title (now Chicago Title), Lawyers Title and the Denver Company (now USLIFE).

This is especially significant since the basic rate structure in Colorado has not been increased since 1967, creating a situation where title companies have been hard pressed to show an adequate return on investment or even a profit. To maintain or increase market share, these participating companies have been forced to provide faster and more accurate service without increasing their internal costs.

In addition, the four original companies (SKLD) and two others

who joined in the early 1970's, Pioneer Title and Fidelity Title, have been able to achieve most of the following goals of joint plant maintenance:

- Direct reduction of current plant maintenance expenses
- Creation of funds to improve plant quality



TDI operator Sharon Ward keys recordings directly from microfilm at a data entry station.

by Stanley E. Dunin
President, Title Data, Inc.
and
Karl Dietrich
Vice President, Security Title
Guaranty

- Expanded basis for reduction of noncompetitive aspects, such as sharing of bases "starters"
- Investment opportunity in the sale of future memberships in the joint plant
- Inexpensive means of expanding into a new county

At the time the four merged, Security Title was established in Jefferson County only but was building title plants for two additional suburban counties of Denver, Adams and Arapahoe. The Denver Company had an operational plant in Denver County. Kansas Title and Lawyers Title both searched at county courthouses and did not maintain title plants.

Essentially, the merger did not result in savings in plant maintenance costs but did provide a means of dividing these costs among the four participants. An added bonus for the two companies without plants was decreased search costs and access to the prior policies issued by the two title companies with plants.

Until 1974, two other title companies, First American Title and Land Title Guarantee, were maintaining a separate joint plant in the Denver metropolitan area. Since they already owned a title plant, they did not wish to join SKLD as full members. Full membership requires the purchase of interest in the SKLD title plant. However, they agreed to subscribe to the indices produced after 1974. These two companies receive copies of all plant reports but perform all order production functions in their own separate locations and do not share base information with SKLD members.

As the number of participants increased, so did the number of counties maintained—to the current eight. This area includes all of the Denver metropolitan area, plus some smaller counties located in recreational areas of the Rockies.



Security Title Guaranty Vice President Karl Dietrich (left) and TDI Branch Managers Catherine Rooney and Dave McLaughlin peruse ledger card files. The cards were used to index the SKLD plant before computerization.

SKLD maintains a central location which houses the ledger portion of the plant, microfilm copies of source documents, computerized microfilm indices and various ancillary indices. All six of the member companies have individual offices in this location. Some of the user companies perform all the functions of searching, document retrieval, examination and policy preparation at this facility. Other members perform only the searching and document retrieval tasks there. Subsequent functions are performed at other locations.

Individual activity of the companies ranges from 200 to 1,300 orders (policies issued) per month. In the aggregate, the companies handle about 55-75 per cent of the available business. The eight counties maintained range in population from 5,000 to 500,000. Recordings in the counties range from 50 to 12,000 per month for an average of approximately 30,000 per month total for all counties.

SKLD chose to contract with a vendor since competitive bidding is available from several vendors with fixed price contracts tied to document recording volumes and because the responsibility for quality of the service is clearly assigned. Other reasons for choosing this method of maintenance include the fact that confidentiality of order processing is maintained and all users are assured equal service. Additionally, experience in computerized plant maintenance techniques is a speciality not generally found in a title company.

Because plant maintenance is the vendor's product, it is possible to train and retain personnel willing to make that field a career. In most title companies, plant maintenance is often an entry-level position and personnel are rapidly promoted to title examination or other non-plant activities.

(continued)

shared plant — (continued)

In 1971, SKLD contracted with Dynacomp, Inc. to convert their method of plant maintenance from the manual ledger card system to computerized indices. Then, in January of 1976, SKLD signed a five year contract with Title Data, Inc. (TDI) of Los Angeles, Calif. to continue the computerized indices and to implement additional features to increase accuracy and simplify searching.

Services provided by TDI include the daily update of the title plant, in the form of a lot book index to recorded documents; arbed property maps and a date down report of all open orders. One copy or more of the updated plant is delivered to each user company daily.

Early in the computerization stage, the updated plant was produced on paper. Eight copies were produced necessitating two complete print runs by the computer on multiple part paper. This method of plant delivery was changed to microfiche after the last two participants joined in 1974. It was partly due to the rapid increase in paper cost. These 4" x 6" sheets of film contain reduced images of the computer printouts. Technology now permits direct printing onto the microfiche by the computer instead of onto paper thus saving the cost of paper printout.

Each microfiche accommodates approximately 12,000 postings equivalent to about 6,000 instruments. For six of the counties in the SKLD group, one microfiche comfortably handles one month of recordings.

Since the viewers used to examine these microfiche are relatively inexpensive—about \$180—several of the companies request additional copies of the microfiche so each title examiner can have an individual set of indices.

The computerized plant requires a two-level search. Each daily update merges the plant postings from the beginning of the current month and thus constitutes a complete month-to-date index. At the beginning of each month, the total computerized plant from its beginning in 1971 to the current month is merged to provide a period-to-date index.



The equivalent of 6,000 instruments can be recorded on a microfiche such as the one being examined here by Karl Dietrich and Catherine Rooney. At left is a viewer used to read the fiche.

Daily county recordings are filmed by Takeoff, Inc., another jointly owned company, and copies are distributed to all user title companies and TDI. The microfilm copies of the daily recordings are available twice daily in Denver and once daily or once to twice weekly in other counties. As soon as they are received at TDI, preliminary processing is started. This includes locating map book and page numbers for subdivisions, running out metes and bounds descriptions and assigning arb numbers where necessary.

On the following day, TDI operators key the plant records in computer-readable form. Each entry is key verified, which means it is rekeyed by a different operator, as an accuracy check.

That night, an off-premises computer processes the information keyed. The updated plant, which contains all postings from the beginning of the month, is delivered to all user companies by 8 a.m. the following morning. For example, Monday's recordings will be included in the plant delivered on Wednesday morning.

Editing (checking for errors) and sorting are two important steps of computer processing. TDI's editing capability is one of the most important services it provides to SKLD member companies.

Postings to subdivisions are checked against a stored data bank of valid lots and blocks for each subdivision. Because of the close proximity of the counties and the history of annexations and de-annexations in the Denver area, sectional postings are checked to insure that they fall within the proper geographic limits of the county. Further checks are automatically made for valid dates, for presence of required information—such as grantor on a deed, duplicate entries and completeness. Every document received is accounted for.

The second important step in computer processing—sorting—is done in three main indices. Those indices are name or general index, property index, and assignment and releases index.

The three categories of the general index are names listed alphabetically, addresses listed alphabetically by street name (addresses can be considered sufficient for the

purpose of notice on liens in Colorado and therefore must be included in the plant) and patented mining claims (an important type of property in this state) are listed alphabetically by the claim name.

In the property index, subdivisions are listed by subdivision plat book and page, block and lot; arbed parcels are listed by section, township, and range and an arb number assigned to each separately owned parcel.

The assignment and releases index contains postings organized by the recorded book and page of the original document being referenced. In Colorado, a significant portion of releases of deeds of trust do not contain a legal description. For all such documents, rather than researching the original document to determine the proper legal description for posting, the posting is made to the book and page of the original document. In searching, this requires the examiner to first find the book and page of any open lien and then examine the A & R index to determine if it has been assigned or released.

The information picked from the documents includes the type of document; recording information; first and second party names; legal property descriptions, and dates. In addition, there is a column for remarks for variable information such as reference book and page numbers, instrument numbers of court cases, money amounts, documentary tax, etc.

Recently SKLD obtained complete sets of maps from the assessors for all undeveloped areas in the major counties. This permits the indexing of sectional property—property described by reference to U.S. surveys—by use of parcel numbers. During the preliminary processing of the daily recordings, TDI personnel check for conveyances affecting sectional property. If an entire parcel has been conveyed, the existing arb number is used for posting. If a portion of a parcel is being conveyed, the split is drawn on the map and a new arb number is

issued. The new map is reproduced from a vellum master and distributed to user companies.

TDI also maintains an open order file for each user company. For each order the information stored by the computer consists of the legal property description, names of buyers and sellers, address of property and recording book-and-page of open deeds of trust. During

the daily computer run, all recordings affecting open orders are printed on separate sheets. These open order datedowns are segregated according to company and delivered only to the appropriate company.

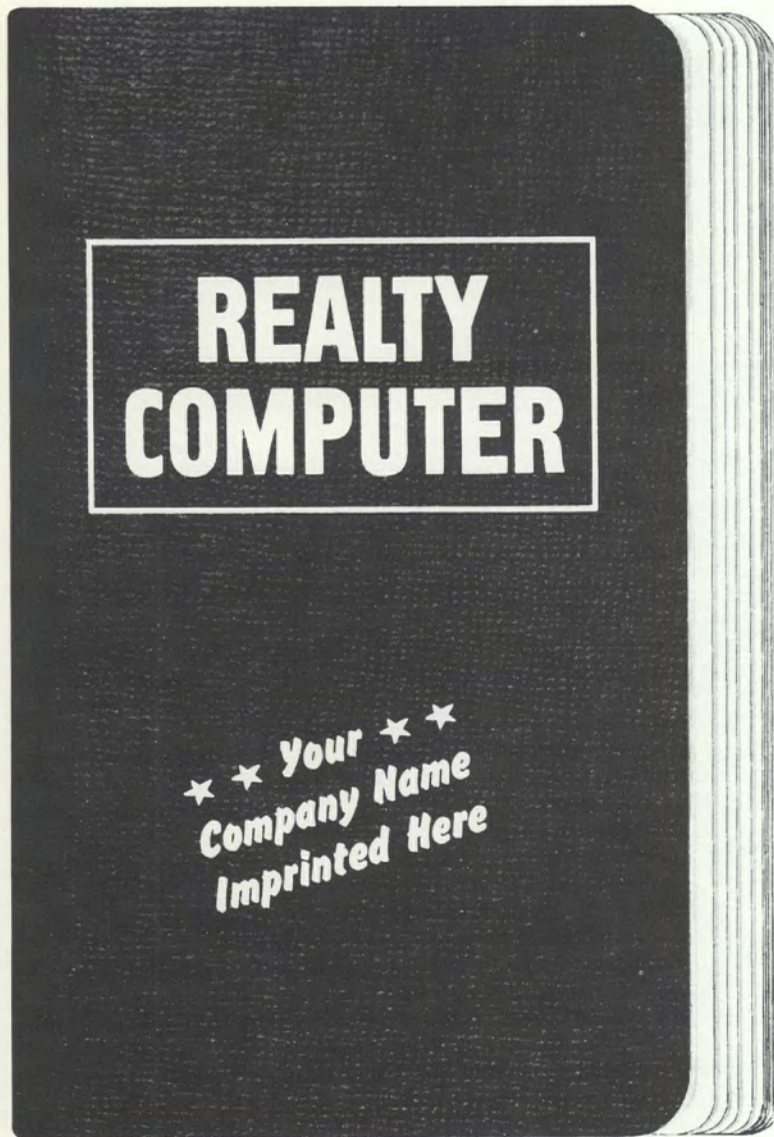
The ability of the computer to monitor the daily recordings is one of the strongest advantages

(continued on page 12)



TDI Vice President Shirley Wynn (left) and TDI President Stanley Dunin go over a computer printout of the daily keying.

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Editor's note: This is Chapter Three of *The Title Industry: White Papers, Volume I*. Reprints of chapters one and two, appeared in the February and March issues of *Title News*. The remaining two chapters will be reprinted in future issues.

Title insurance services provide a broad range of benefits to the many parties who have an interest in real estate transactions. These parties are: the purchaser of real estate, the lender, the seller, the real estate attorney, the real estate broker, the home builder and the community in general.

The purchaser of real estate

The purchaser of real estate, whether it be a 50-story office building or a single-family residence, inevitably runs the risk of serious financial loss in connection with the title to the property purchased. Not only is there a risk that the seller lacks title to the property because of a problem in the chain of title, but because of the myriad rights, claims, interests and encumbrances that our law recognizes in real property, there is always the risk that the seller does not own all of the interest in the property he is purporting to convey. Because of these risks, it is essential for the buyer to have a title search and examination performed before the purchase is consummated in order to identify precisely the nature of the title the seller can legally convey and the rights and interests of all other parties in the particular piece of property.

An attorney's opinion without title insurance can be obtained on these matters, but this alternative will provide the buyer with only limited protection for the following reasons:

- There are many title risks that cannot be revealed by even the most thorough search (*e.g.*, forgeries, documents incorrectly filed in the public records) and the attorney will not be liable for such risks.
- The attorney is generally liable to the buyer only if he is negligent in the search of examination — a standard that

The benefits of title insurance



is frequently difficult to establish.

- Recovering on a title loss may involve the costs and complexities of bringing suit against the attorney.
- The title loss to the buyer or his heirs may occur at a time when the attorney is no longer alive or financially able to pay any judgment that might be obtained against him.

Owner's title insurance eliminates all of these risks. For a single, one-time premium that is of modest amount in relationship to the value of the property, a buyer can receive the protection of a title insurance policy — a policy that is backed by the reserves and solvency of a company with unlimited life. A title insurance policy, unlike an attorney's opinion, will cover both claims arising out of title problems that could have been discovered in the public records and those so-called non-record defects that could not be discovered in the record even with the most complete search. Examples of these so-called non-record risks include: forgeries, instruments executed under an expired power of attorney, deeds delivered after the death of the grantor, undisclosed or missing heirs, mistakes in interpretation of wills, deeds by minors or persons of unsound mind, deeds by persons supposedly single but actually married, confusion of names in the chain of title and mistakes in recording.

A title insurance policy will not only protect the insured owner for as long as he has an interest in the property, but it will also protect his heirs or devisees for as long as they hold title to the property. Moreover, the title insurance company will not only satisfy any valid claims made against the insured's title, but it will pay for the costs and legal expenses of defending against a title claim.

The lender

The overwhelming majority of mortgage loans made in the United States are made by persons who are acting in a fiduciary capacity — by savings and loan associations, savings banks and commercial banks on behalf of their depositors, and by life insurance companies on behalf of their policyholders. Because they are lending other people's money — other people's savings or policyholders' funds — these financial intermediaries must be concerned with the safety of their mortgage investments. This concern for safety appears repeatedly in the laws governing the actions and investments of these financial intermediaries and is even written into the charters of many of these financial institutions.

A policy of title insurance securing the mortgagee's or lender's interest in his mortgage on a parcel of real property — which in the early years of a mortgage will generally represent a greater financial interest than that of the owner — provides a mortgage lender with a high degree of safety against the loss of capital as a result of a title problem. This protection remains in effect for as long as any part of the mortgage remains unsatisfied. By eliminating the risks of title loss, title insurance has been a major factor in encouraging financial intermediaries to commit their funds to the making of mortgages, rather than placing depositors' or policyholders' funds in other investments with less risk than a mortgage that is not protected by title insurance.

A lender's or mortgagee's policy of title insurance guarantees the lender that it has a valid and enforceable lien, that no other claimant — other than those

(continued)

specifically noted in the policy — has a prior claim and that the person to whom it is making a mortgage loan has title to the real estate that is pledged as security. In addition, a lender's policy obligates the title insurance company to pay for the defense of any claim filed against the title as insured that might supersede the lender's lien and to satisfy any such claim should it be upheld in court.

As is discussed in greater detail in the paper entitled "The Importance of Title Insurance in the Availability of Mortgage Funds," the existence of lender's title insurance has been a primary factor in the development of a nationwide secondary mortgage market. By making an insured title readily marketable in the event of foreclosure and by offering the lender a high degree of safety, backed up by the credit of a solvent insurance company, lender's title insurance has encouraged lenders with surplus funds to commit their assets to the purchase of mortgages on real estate located in areas of the country that are remote from their customary base of lending operations. The impact this development has had on the availability of mortgage funds — particularly for home mortgages — in areas that have traditionally been capital short has been enormous.

Finally, apart from providing protection to a lender's investment in a real estate mortgage, title insurance companies provide lenders with their in-depth expertise on a wide variety of title-related matters to facilitate the mortgage loan process and to resolve differences among the various parties in the transaction.

The seller

An owner of real property whose interest is insured by an owner's title insurance policy has the assurance that his title will be marketable and that if any question ever arises as to the title conveyed to the buyer, the title insurance policy will protect the owner from financial damage up to the face amount of the policy. In the absence of such protection, a seller would be personally liable to the buyer if the seller's title was not as warranted in the deed of conveyance.

Moreover, by facilitating the availability of mortgage money and by identifying title problems before the transaction is consummated so that they can be cleared up or dealt with in an appropriate manner, title insurance services facilitate real estate transactions and enable the seller to receive his money quickly.

The real estate attorney

Title insurance enables the real estate attorney to provide his client with substantially greater protection than would be afforded by the attorney's opinion alone. In the absence of title insurance protection, the real estate attorney might be concerned that, to the extent his opinion of title was broader in scope than was absolutely necessary, his potential liability for error would be increased. On the other hand, if his opinion were too limited in coverage, the attorney would be increasing his client's risk.

The attorney whose client obtains title insurance protection, however, does not face this dilemma since the attorney's personal opinion will be backed up with a guaranty of financial indemnity from a licensed, regulated corporate insurer that has perpetual existence, and adequate capital and reserves to respond to any claim under the policy. Moreover, the attorney knows that many potential risks — so-called non-record risks — that his client may face cannot be covered by his opinion, but are covered by a title insurance policy.

While the American Land Title Association recommends that every party to a real estate transaction be represented by his own counsel, the title insurance

industry believes that no real estate attorney can adequately protect his client's interests unless he brings to his client's attention the availability and benefits of title insurance. Indeed, at least six states now require that a purchaser be given adequate notice of the availability of owner's title insurance and that he sign a written waiver if he chooses not to obtain a title policy.

The real estate broker

The title insurance company and the real estate broker both seek to ensure that as many purchases as possible are closed to the satisfaction of all the principals in the transaction. From the broker's standpoint, the efficient and safe transfer of title will result in client satisfaction, increased prestige and continuing business. On the other hand, problems that are generated by title difficulties arising after the transaction is consummated or problems arising before the closing that are not dealt with in a satisfactory manner frequently result in buyer dissatisfaction.

While the real estate professional who arms himself with well-documented recommendations regarding title practices in his particular area can help to ensure that the home buyer is satisfied with his real estate transaction, most brokers recognize that the assistance that can be rendered in this regard by title insurance companies and their experienced professionals is invaluable. Apart from the security that title insurance offers once the transaction is completed, most brokers have experienced numerous instances in which abstractors or title insurance personnel, by fast and accurate verification of a title or by the prompt resolution of a title problem, have enabled them to close transactions that otherwise would have been delayed or, perhaps, would not have been closed at all. By helping to avoid such delays — which can cause significant problems and inconveniences as well as additional costs — title insurance companies have been able to facilitate the job of the real estate broker and to minimize the inconveniences and costs to the home buyer.



The home builder

By providing various title insurance services and information to the home builder, the title insurance industry can and does assist the builder in identifying and evaluating building and use restrictions, easements, etc., in removing title problems that may arise, and in facilitating prompt and needed disbursement of construction funds from the construction lender. All of these services ultimately redound to the benefit of the buyers of the newly constructed homes.

The community in general

Apart from the unique benefits title insurance offers to particular parties interested in a real estate transaction, title insurance companies can and do offer considerable assistance to public officials through the use of their title plants which are data banks of reorganized and indexed public

records that are maintained by title companies in many areas.

Much of the information contained in title plants is not readily available from other sources. By having access to this source of information about the date of recent sales, representative sales prices, ownerships, area maps, use restrictions, surrounding properties and a host of other matters pertinent to proposed projects, representatives from all levels of government have saved countless hours, with a resultant saving to the taxpayers, in planning public projects, right-of-way acquisitions and the like. In addition, title plant people frequently help recording officers to correct errors they discover in public indices and records.

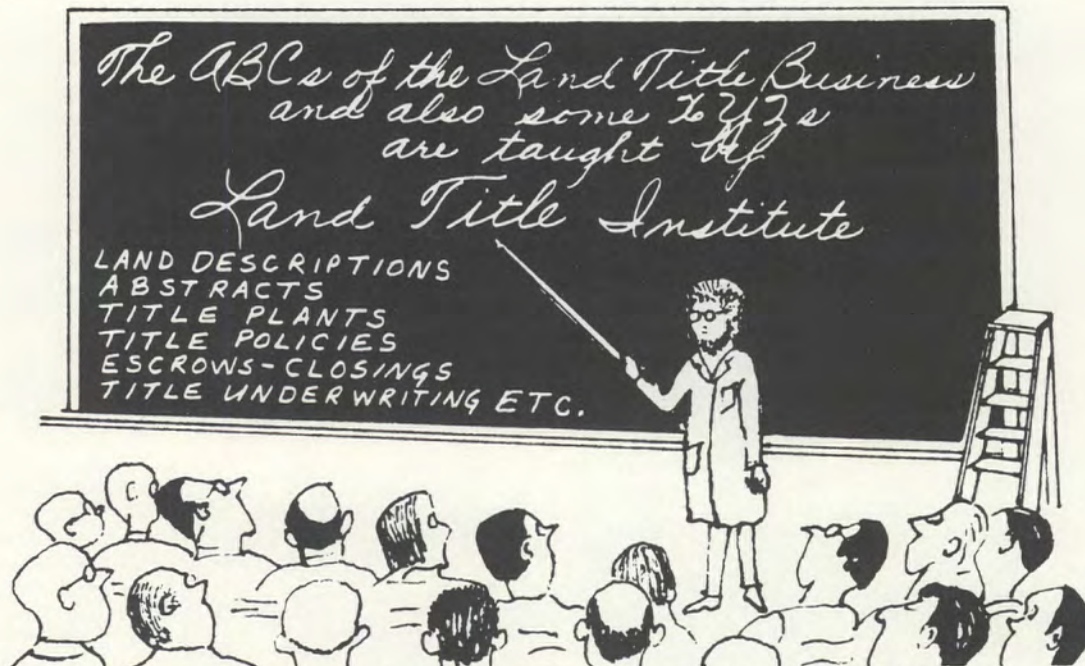
The same type of information is also of considerable value in the development of a community's long-range projections for the needs of its citizens. Access to title plants has helped many cities and towns determine more accurately their probable rate of growth and the most effective use of funds in providing for required

utility, educational and other public facilities.

Less tangible, but no less important, is the contribution made to economic stability through the quick, orderly and secure transfer of real estate. A property with an insured title is more readily saleable and those interested in buying, selling or investing in it — whether for residential, commercial or public use — can proceed with confidence and with minimum delay.

Long awarded honorary degree

Alvin W. Long, president of Chicago Title and Trust Co. and Chicago Title Insurance Co., was awarded an honorary doctor of laws degree at the commencement exercises of the John Marshall Law School where he addressed the 120th graduating class. Long was a member of the Class of 1949, and is presently vice president of the law school's board of trustees.



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shared plant — (concluded)

of a computerized plant. User companies have found that methods used to achieve this objective during the previous period of manual plant maintenance were not as reliable and were more costly.

TDI also issues monthly reports to SKLD. An order processing report indicates the number of new orders per month for each company and each county. A deed of trust and warranty deed report shows the number of recordings per month for each county.

To maintain good communication between the joint plant participants and TDI, a technical committee made up of a senior representative from each of the companies and TDI Assistant Branch Manager Catherine Rooney generally meets at least once per month. The committee, currently chaired by one of the authors of this article, Karl Dietrich, reviews status of special projects, decides on the solution to posting or abstracting problems and recommends changes in plant maintenance. TDI Branch Manager Dave McLaughlin participates in meetings of the SKLD Board of Directors and presents any proposals for modifications in the maintenance services.

Because of the economies resulting from centralization of plant maintenance functions and the division of such costs over several companies, it seems likely that the services will be extended to other counties in Colorado. Colorado does not have a statutory plant requirement, therefore entry into a county can be made on a go forward basis quite inexpensively.

There has been discussion of putting the computerized portion of the plant directly on the computer and performing the index retrieval functions online (through terminals connected to the computer). A study is being conducted to determine if the current depth of the computerized plant—about six years—will yield sufficient searching economies to warrant the increased costs of terminals and computer charges.

Sentry moves

Sentry Abstract Co., an agent for Commonwealth Land Title Insurance Co., has moved to a new location in Philadelphia. The new office, at 537 Court Street, is next door to the former one.

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Names in the News...

Left to right: (top row) Frank E. DeToro, Daniel Yankelovich, Charles E. Brodeur, George Eastman; (second row) Joel D. Houston, Douglas S. Harden, James M. Boyar, Marc S. Weisberg; (third row) Charles Jackson, Ray D. Martin, Jr.

Frank E. DeToro has been named assistant vice president of American Title Insurance Co. and will cover American Title service and sales for all of the New England states with the exception of Maine. He has been with American Title since 1972, most recently serving as Connecticut branch manager.

In other American Title personnel news, it was announced **Margaret M. Poole** has joined the company as assistant director of public relations. Prior to joining American Title, Mrs. Poole was special assistant to the dean of Wharton School, University of Pennsylvania in Philadelphia.

Commonwealth Land Title Insurance Co. announces the election of **Daniel Yankelovich** to its board of directors.

A researcher and author, Yankelovich was trained in psychology and sociology at Harvard and is author of *The New Morality* and other books. In the late 1950's, he started his own business and social research firm. Today his company Yankelovich, Skelly and White, Inc. is one of the largest of its type.

Also at Commonwealth, **Marc Weisberg** was promoted to vice president. He is associated with

company headquarters in Philadelphia where he is also associate counsel.

Martha A. Rogers of the Fairfax, Va., Commonwealth office was promoted to the position of assistant secretary.

Lawyers Title Insurance Corp. announces the election of a senior vice president, a branch counsel, assistant branch counsel and branch manager.

Charles E. Brodeur has been elected a senior vice president and transferred from the company's Troy, Mich., office to the home office in Richmond, Va. The Michigan native joined Lawyers Title in 1950 as an escrow closer.

Other elections are: **Virginia McBride** who was elected manager of the Mansfield, Ohio, branch office; **Frank Antonovitz**, branch counsel in Merrillville, Ind., and **Peter F. Welch** who was elected assistant branch counsel in Richmond, Va.

The vice president of the Arizona Land Title Association recently was named president and chief operating officer of Stewart Title and Trust of Tucson. **Charles Jackson** is an 18 year veteran of the title business and has been the company executive vice president since 1973.

Berks Title Insurance Co., a subsidiary of American Bank and Trust Co., has elected **Charles H. Neidert, Jr.**, assistant title officer. Neidert is currently with the Lancaster, Pa., office where he moved in 1976 from company headquarters in Reading.

The names of three recently appointed vice presidents for Title Insurance Company of Minnesota have been announced. They are **Douglas S. Harden, Joel D. Houston** and **Ray D. Martin, Jr.**

Harden has been appointed to the company's southeast regional office in Jacksonville, Fla.

Houston joined Houston Title Co., a subsidiary of Minnesota Title, in 1972. He will continue to serve as president of Houston Title. In addition to his duties as company vice president, Martin will now serve as manager of the Jacksonville office.

Title Insurance and Trust Co. and Pioneer National Title Insurance Co. have announced the appointment of **James M. Boyar** as vice president and Western region marketing manager.

Boyar, who has been with the company since 1963, will be responsible for the marketing and sales direction of operations in California, Nevada and Arizona.

Dale D. Robinson, vice president, has been named division manager of the realty tax and service division for the two companies. He has been with the division for 30 years, serving in both the Los Angeles and Seattle offices.

TI & T and PNTI also announced the appointment of **Richard L. Betzenderfer** as personnel manager. Betzenderfer is also a company vice president.

George Eastman has been appointed vice president and manager of San Francisco County operations for TI & T. Eastman joined the company as assistant manager of that office.

ALTA action...



The important role the lending community can play in improving the public's perceptions of title insurance was outlined in a *National Thrift News* article authored by ALTA President-Elect C. J. McConville. Appearing in the March 3 issue of the publication for savings and mortgage industry executives, the article discussed the methods ALTA uses to foster a better informed public about title insurance.

President-Elect McConville pointed out that since the home buying experience for most people is infrequent, it is unlikely that direct exposure to title services will produce the desired level of public understanding. In view of this, it remains for those connected with residential closings—such as lenders, real estate brokers, attorneys and builders—to make sure that buyers basically understand any title insurance they receive. The help that can be offered the buyer goes beyond the RESPA home buyer settlement information booklet and extends to answering specific questions the buyer might have about title insurance.

The article listed five responses that can be offered in answer to common consumer misconceptions. A better informed public will mean less public support for reform proposals that would cause more problems than they would solve.

At the request of Sen. Edward Brooke (R-Mass.), ALTA representatives met March 21 in Washington, D.C. to discuss northeastern Indian land claims.

ALTA Indian Land Claims Committee members at the meeting were Oscar H. Beasley, First American Title Insurance Co.;

Robert T. Haines, Chicago Title Insurance Co., and Hollis L. Carlile, Title Insurance and Trust Co. Also in attendance were ALTA Executive Vice President William J. McAuliffe, Jr., ALTA Director of Government Affairs Mark E. Winter and John C. Christie, Jr., special research counsel to ALTA.

In addition, Sen. Brooke invited Bruce Zeiser, vice president, Lawyers Title Insurance Co., Boston, and Henry Keyes, president, Massachusetts Title Insurance Co.

The ALTA Executive Committee approved the nomination of Ralph C. Smith, Commonwealth Land Title Insurance Co., to the Title Insurance Political Action Committee (TIPAC) Board of Trustees.

Other members of the board are Francis E. O'Connor of Chicago Title and Trust Co., Chicago; Gerald L. Ippel of Title Insurance and Trust Co., Los Angeles, and James G. Schmidt of Commonwealth Land Title Insurance Co., Philadelphia.

The TIPAC Board is in the process of increasing the number of its advisory trustees. The plan calls for each state to be assigned an advisory trustee in charge of TIPAC contributions.

ALTA Chairman of the Title Insurance and Underwriters Section Robert C. Bates and ALTA Executive Vice President William J. McAuliffe, Jr., will attend the Eastern Regional Title Insurance Executives meeting April 24-26 in Williamsburg, Va.

Executive Vice President William J. McAuliffe, Jr., will represent ALTA at the Chamber of Commerce of the United States annual meeting May 1-3. The Chamber's 65th annual meeting, it will be held at the Washington, D.C., Hilton.

Shulman manages new office

Herb Shulman, an assistant vice president of Commonwealth Land Title Insurance Co., will manage the company's newly opened office at 1 Pine St. in Morristown, N.J.

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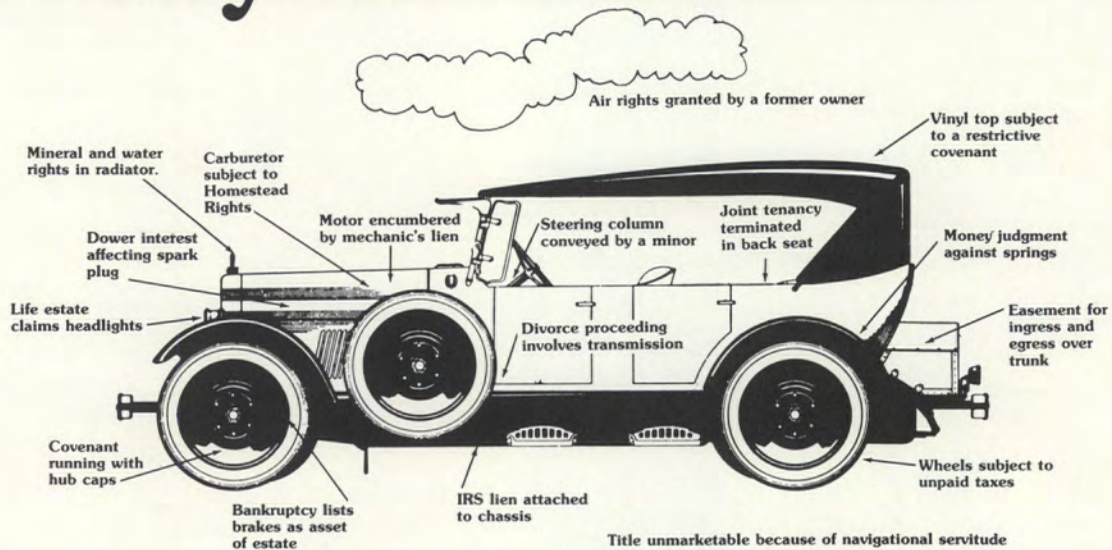
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April 14-16, 1977

Oklahoma Land Title Association
Skirvin Plaza Hotel
Oklahoma City, Oklahoma

April 28-30, 1977

Arkansas Land Title Association
Holiday Inn, Lake Hamilton
Hot Springs, Arkansas

May 1-3, 1977

Iowa Land Title Association
Eddie Webster's Inn
Des Moines, Iowa

May 5-8, 1977

Texas Land Title Association
St. Anthony Hotel
San Antonio, Texas

May 12-14, 1977

New Mexico Land Title Association
Four Seasons Motor Hotel
Albuquerque, New Mexico

May 12-14, 1977

Washington Land Title Association
Sheraton Hotel
Spokane, Washington

May 20-21, 1977

Tennessee Land Title Association
Omni International Hotel
Atlanta, Georgia

May 22-24, 1977

New Jersey Land Title Association
Seaview Country Club
Absecon, New Jersey

June 5-7, 1977

Pennsylvania Land Title Association
Hotel Hershey
Hershey, Pennsylvania

June 5-8, 1977

New England Land Title Association
Bretton Woods
Mount Washington, New Hampshire

June 11, 1977

ALTA Executive Committee Meeting
The Broadmoor
Colorado Springs, Colorado

June 16-18, 1977

Michigan Land Title Association
Grand Hotel
Mackinac Island, Michigan

Calendar of Meetings

June 16-18, 1977

Oregon Land Title Association
Sunridge Inn
Baker, Oregon

June 17-18, 1977

South Dakota Land Title Association
Kings Inn
Pierre, South Dakota

June 17-19, 1977

Illinois Land Title Association
Hyatt Regency Chicago
Chicago, Illinois

July 18-21, 1977

New York Land Title Association
Playboy Resort, Great Gorge
McAfee, New Jersey

July 28-30, 1977

Colorado, Idaho, Utah and Wyoming
Land Title Associations
Ramada Snow King Inn
Jackson, Wyoming

July 31-August 3, 1977

Society of Real Estate Appraisers
International Conference
Disneyland Hotel
Anaheim, California

August 11-13, 1977

Montana Land Title Association
Fairmont Hot Springs Resort
Butte, Montana

August 12-14, 1977

Kansas and Missouri Land Title
Associations
Crown Center Hotel
Kansas City, Missouri

August 25-27, 1977

Minnesota Land Title Association
Holiday Inn
Moorhead, Minnesota

September 7-10, 1977

Dixie Land Title Association
Coliseum Ramada Inn
Jackson, Mississippi

September 8-10, 1977

North Dakota Land Title Association
Grand Forks, North Dakota

September 11-13, 1977

Indiana Land Title Association
Hyatt Regency
Indianapolis, Indiana

September 22-23, 1977

Wisconsin Land Title Association
Telemark Lodge
Cable, Wisconsin

September 24-25, 1977

Carolina Land Title Association
Wrightsville Beach, North Carolina

September 29-30, 1977

Nebraska Land Title Association
Ramada Inn West
Omaha, Nebraska

October 12-15, 1977

ALTA Annual Convention
Washington Hilton
Washington, D.C.

November 10-12, 1977

Florida Land Title Association
Sonesta Beach Hotel and Tennis Club
Key Biscayne
Miami, Florida

November 30, 1977

Louisiana Land Title Association
Royal Orleans Hotel
New Orleans, Louisiana

March 7-10, 1978

ALTA Mid-Winter Conference
Hyatt Regency Hotel
Phoenix, Arizona

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