

JULY
1979

Title News

DO NOT REMOVE

In this issue: ALTA Public Service Announcements Widely Acclaimed





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

In my April message, I challenged each reader to drop me a line with a suggestion for, or a criticism of, the American Land Title Association.

One of the most provocative responses came from a titleman who did not wait to write. He used the telephone.

"We've got more trouble created from within the industry than from outside it," he commented.

He continued by cataloging a number of practices of industry members—some, rather peculiar to his locality and others nationwide—which he considers detrimental to the industry of which all of us are a part. There would be no point in repeating the list of criticized practices. Every reader of this message can produce a list particularly significant to him or her.

Perhaps it would be wise for all of us to reflect upon questions such as the following:

- Have we and other members of the title industry, in the name of competition, adopted practices which are not in the best interest of the total body of those who use our products and services?
- What are the likely results to us and to our industry of such practices?
- Have we, as an industry, become preoccupied with the thrust of government to the exclusion of concern with our self-created problems?
- Is there a solution, other than possible correction through government regulation, to those problems which we have brought upon ourselves?

The conclusion of such reflection well may be that one of the most important things for us to do, individually and collectively, in the time ahead is to look critically at ourselves, both as to the quality of the products and services which we deliver and the methods by which we are marketing those products and services.

Will you share your thoughts with me?

Sincerely,

J. L. Boren Jr.

Title News is published monthly by the American Land Title Association, 1828 L Street, N.W., Washington, D.C. 20036. Telephone (202) 296-3671

Editor: R. Maxine Stough

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Title News

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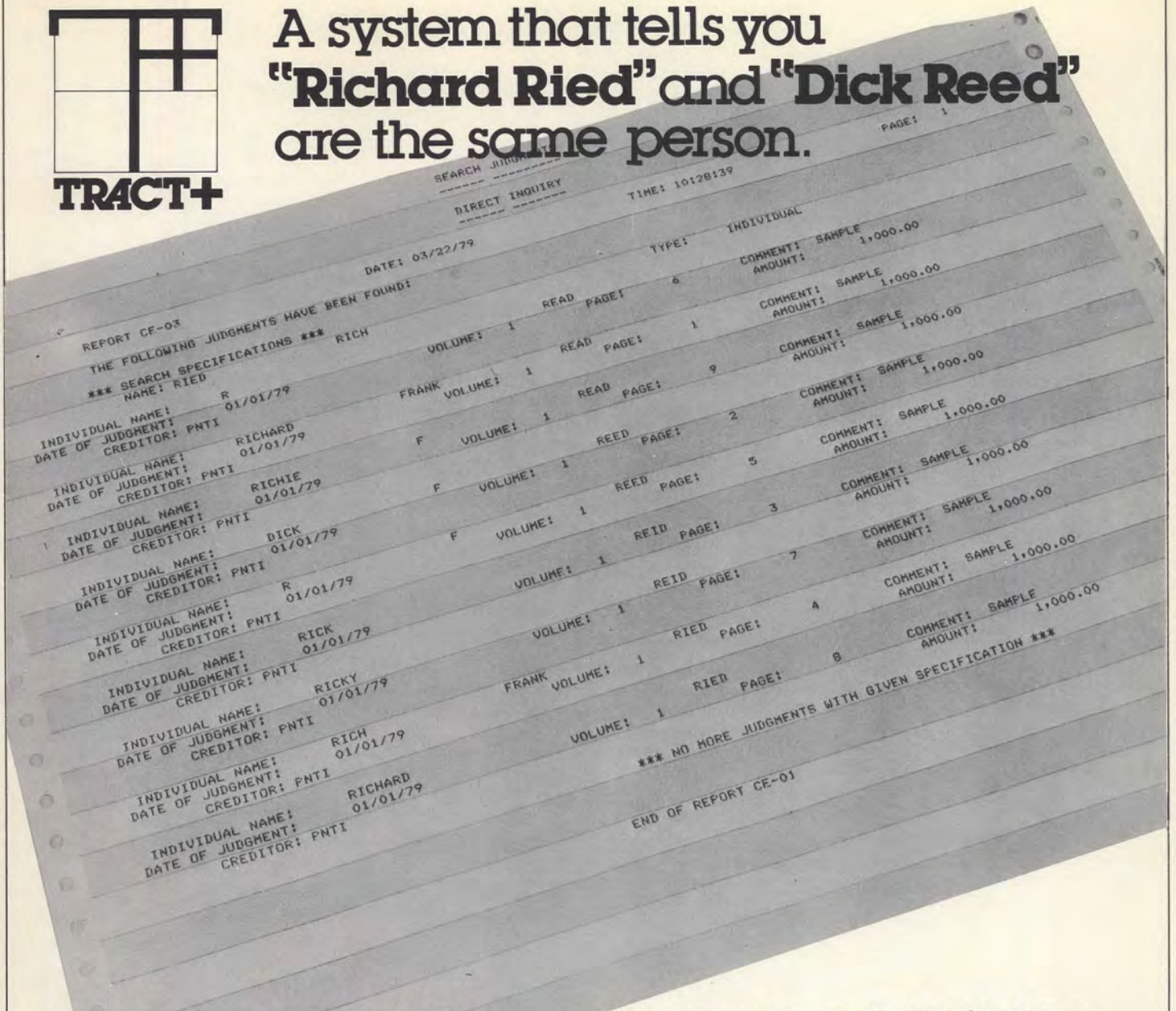
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Popularity of ALTA Radio Spots Grows

The mythical adventures of a retired Canadian Mountie who encounters land title problems in an amusing manner while searching for peaceful home ownership have won ALTA free public service broadcast time on two major national radio networks.

Both the Mutual Broadcasting System, which has more than 800 affiliated stations, and the Associated Press Radio Network, which has 665 affiliates, have accepted the 1979 ALTA public service radio spot package for broadcast. In addition, hundreds of additional local stations from coast to coast are airing the public service announcements (PSAs) offered by the Association.

As a result, millions of listeners are being informed of the need for land title protection in messages attributed to ALTA through this activity of the Association public relations program.

The success of the announcements has been achieved through three, 60-second spots in the package that highlight the homebuying experiences of Sgt. Braxton, Royal Canadian Mounted Police retired, and his lead dog, Zing, also retired. These spots are created and written by ALTA Director of Public Affairs Gary L. Garrity, and produced in conjunction with ADS Audio Visual Productions, Inc., Falls Church, Va.

In one of the spots, the indefatigable sergeant and his dog are visited at home by a previously undisclosed relative of a deceased former owner of the residence. The relative, in Dracula-like voice, advises that he has been abroad for several years

and mistakenly has been declared legally dead. After announcing that he has a claim against the property, the relative decides to wait for his money in the Braxton living room—and passes the time by releasing his pet bats from a cage for some exercise.

In another episode, Sgt. Braxton and Zing return home to find that a city work crew just dug up their rock garden under a previously undisclosed road easement. The foreman tries to be helpful by dumping the rocks in some “funny-lookin’ weeds” until the sergeant decides what to do with them, and the “weeds” turn out to be the sergeant’s prized ivy vines.

In the third spot, the sergeant is purchasing a home. While Braxton talks with the seller, a cowboy rides up on horseback, claiming to be the owner of the property under the will of his late uncle. After an argument, the cowboy chases sergeant, seller and dog from the real estate by firing .44 calibre bullets at their feet.

At the close of each spot, an announcer advises homebuyer listeners to take precautions against possible problems of land title—and suggests writing ALTA for free information on the subject.

Besides acceptance by the two radio networks, the popularity of the Braxton spots is underscored by praise from personnel at individual



In the Sgt. Braxton episodes, a knock on the door can only mean trouble. In this case, the caller bears a striking resemblance to Count Dracula and claims to be a previously undisclosed relative of the deceased former owner of the Braxton home. The ALTA radio PSA package is distributed to stations with this picture as the cover.



Pictured above are actors featured in other ALTA radio public service announcements. Top to bottom, they are Marion Ross of ABC-TV's "Happy Days," Phil Foster of ABC-TV's "Laverne and Shirley" and Joseph Campanella.

stations, as the following comments demonstrate.

Allen Collins, general manager, WHBI, New York City—"Good spots."

Ren Nichols, public service director, WVLC, Orleans, Mass.—"Spots draw good comments from our listeners."

Eva Collins, program director, WDOC, Prestonburg, Ky.—"Very good."

Alan Boyer, public service director, WCPE, Raleigh, N. C.—"Our audience has found them to be the most entertaining we've heard in a long time. Let me encourage you to keep up with further sagas of Sgt. Braxton and Zing."

Thom Thompson, program director, WSOL, Tampa, Fla.—"Have you thought about a full series with Sgt. Braxton and Zing? Good material."

Ralph Mitchell, II, program information director, KEPT, Shreveport, La.—"Sgt. Braxton is our announcers' favorite PSA."

William Hazzard, public service director, WCMB, Harrisburg, Pa.—"Creative, humorous, well produced."

Terry Phillips, public service director, WCVL, Crawfordsville, Ind.—"Gotta have more Sgt. Braxton and Zing!"

Pearl Miller, public service director, WICH, Norwich, Conn.—"Excellent."

Barry Wortel, program director, KTOE, Mankato, Minn.—"Good quality."

William Hale, public service director, WRTL, Rantoul, Ill.—"The Sgt. Braxton spots are the only ones we have ever run which we had requests to play (just as a request for a record)."

Tony Novitski, WTCH, Shawano, Wis.—"Good spots—entertaining."

Michael Hauxwell, news/PSA director, WGRY, Grayling, Mich.—"Sgt. Braxton is one of the funniest series out. Keep up the good work."

Tim Verthein, public service director, WMIN, St. Paul, Minn.—"Braxton spots are fantastic! Keep it up! Great stuff!"

Wayne Dais, PSA director, KSDN, Aberdeen, S.D.—"Very well produced and humorous."

Terry Benton, public service director, KYWN, Omaha, Neb.—"Great, send more."

Gigi McGrath, public affairs director, KCFM, St. Louis—"Great PSAs!"

Rocky Williams, PSA director, KBRS, Springdale, Ark.—"Sgt. Braxton spots are excellent."

Linda Bates, public service director, KNTD, Wichita Falls, Texas—"These are a welcome change from the usual!"

Tom Whiddon, program director, KBCR, Steamboat Springs, Colo.—"We love Sgt. Braxton."

Dave Stone, production director, KGRM, Boise, Idaho—"Well produced, thanks for some decent PSAs."



Country and western music star Roy Clark appears in an ALTA television public service announcement.



Emmy-award winning actress Nancy Marchant of CBS's "The Lou Grant Show" is featured in an ALTA television public service announcement.

Mike Donnell, program director, KPSH, Almagordo, N.M.—“Sgt. Braxton super again!”

Alan Richmond, program manager, KMJ, Fresno, Calif.—“We will air as many as possible for an indefinite period of time, please continue to send.”

John Frost, manager, KRNS, Burns, Ore.—“We’re all big Sgt. Braxton fans here at KRNS. Send us more.”

The ALTA radio package also includes PSAs featuring Phil Foster of ABC-TV’s “Laverne and Shirley;” Marion Ross of ABC-TV’s “Happy Days;” and Joseph Campanella, veteran actor.

In addition to radio, this spring ALTA sent stations the first of two 60-second television public service minidramas designed to call home-buyer attention to the importance of owner’s title insurance. A second minidrama will be distributed to stations this fall.

The 60-second television offerings are produced in conjunction with Planned Communication Services, Inc., New York City. Although a use report for the first 1979 minidrama has not been received at this writing, these announcements typically are

aired repeatedly by around 70 stations in approximately 35 states and reach millions.

Featured in the minidrama already distributed is a woman who makes a hit at parties with her impersonation of a famous movie actress—and who is persuaded by a neighbor to pose as his wife and sign the deed so he can sell his home without the consent of the spouse. Fireworks erupt when his real wife returns and discovers the deception.

Serving as the basis for the second minidrama is the story of an irritable old man who signs many wills during his lifetime. After his death, the unwary buyers of his home are shocked when a yardfull of his relatives assemble—each with a

(continued on page 19)



A woman performs her popular impersonation of a famous movie actress in an ALTA television public service minidrama. Later, she impersonates the wife of a neighbor and signs the deed so he can sell his home without the consent of his spouse.



Unwary buyers are shocked when a yardfull of relatives of a deceased former owner assemble—each with a claim against the property and each with a different will of the late individual. The camera records this climactic scene for another ALTA television public service minidrama.

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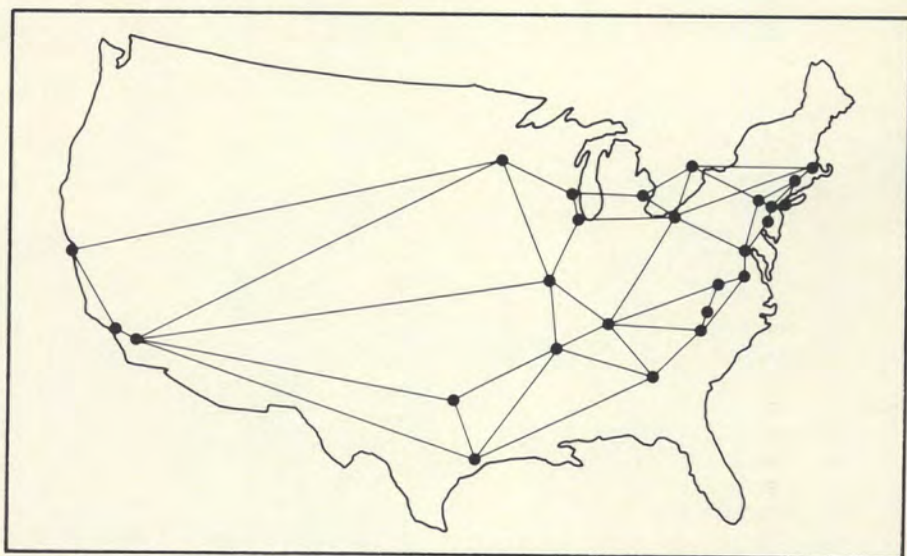
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The Birth and Life of ALTA's Indefatigable Sgt. Braxton

Editor's note: Of all the ALTA Public Relations Program's radio public service announcements, those featuring Sgt. Braxton and his lead dog Zing probably have been the most popular with station personnel.

Following is an interview with Braxton's creator, Gary L. Garrity who is ALTA's director of public affairs. Garrity discusses Braxton's creation, his personality and the reasons for the Mountie's wide popularity among radio station personnel.

Q. How and when did you come up with the character of Sgt. Braxton?

A. Sgt. Braxton was born three years ago when we were searching for an unusually entertaining and creative public service announcement that would improve ALTA visibility across the country in the face of growing competition for free public service air time.

Sgt. Braxton symbolizes the spirit of the serials in the golden age of radio, which were an important part of the national cultural fabric more than 30 years ago. His adventures are designed so that they entertain through the ear of the listener because of superior production. From the land title industry viewpoint, the Braxton success is impressive because the spots emphasize the need for title precautions in a humorous format. This brings a positive reaction from station personnel and listeners.

Q. Why is this positive reaction important?

A. With respect to station personnel, high acceptance means the spots are aired frequently in free time while they build a positive impression of the title industry. As for listeners, the announcements are valuable in reinforcing a positive climate of public opinion for the title business while reminding of the importance of land title protection.

Q. How would you describe Sgt. Braxton?

A. Sgt. Braxton is an appealing character and listeners enjoy making his acquaintance. Despite repeatedly

encountering land title problems that are hair-raising and amusing to the listener, he maintains his aplomb and endures to fight another day. Listeners are able to identify with the character as homebuyers while being entertained.

Q. Do you think being a retired Mountie adds to his appeal?

A. It gives him a strong identity and justifies his constant companionship with a retired lead dog who responds to him with monosyllabic barking. This "dialogue" helps move the Braxton episodes along.

Although he is a retired Canadian Mountie, Sgt. Braxton is involved in the adventure of homebuying in America and manages to represent a popular ideal in this country—perseverance in the face of adversity.

While the homebuying adventures in which Sgt. Braxton finds himself are bizarre, the title problems portrayed are real. This is the underlying justification for the Braxton spots—public interest information presented in an entertaining format.

Q. Do you think the ability of Americans to laugh at themselves has any relationship to the appeal of the Braxton spots?

A. The close relationship between comedy and tragedy has been detailed many times by observers of humor. By repeatedly landing in amusing but threatening situations where title problems are involved, Sgt. Braxton probably fulfills a basic concept of comedy. Although basically in the role of a straight man (dog), Zing adds an important element of comic relief. His single-bark answers to the questions of his master definitely contribute to the humor of the spots, as response from broadcasters clearly indicates.

Q. Why is Ed Walker, a Washington, D.C., radio-television personality, well suited for the part of Sgt. Braxton?

A. Ed has portrayed Sgt. Braxton in the series since its beginning. Besides his exceptional talent, Ed is ideally suited for the role because part of his broadcast activity focuses in the area of golden age radio nostalgia and he is thoroughly familiar with the radio serial art form.

Q. Do you think Sgt. Braxton will endure?

A. Station personnel around the country have urged that Sgt. Braxton be kept alive—something unusual in itself where public service activity is concerned. In light of this reaction, the ALTA Public Relations Committee and staff hope to bring Sgt. Braxton and Zing to the airwaves in new adventures next year and farther in the future as well.

Q. Do you see a time where Sgt. Braxton may have to change with the times if he is to remain a viable public relations tool?

A. If changes in the homebuying market so indicate, the situations encountered by Sgt. Braxton and Zing will be shaped accordingly.

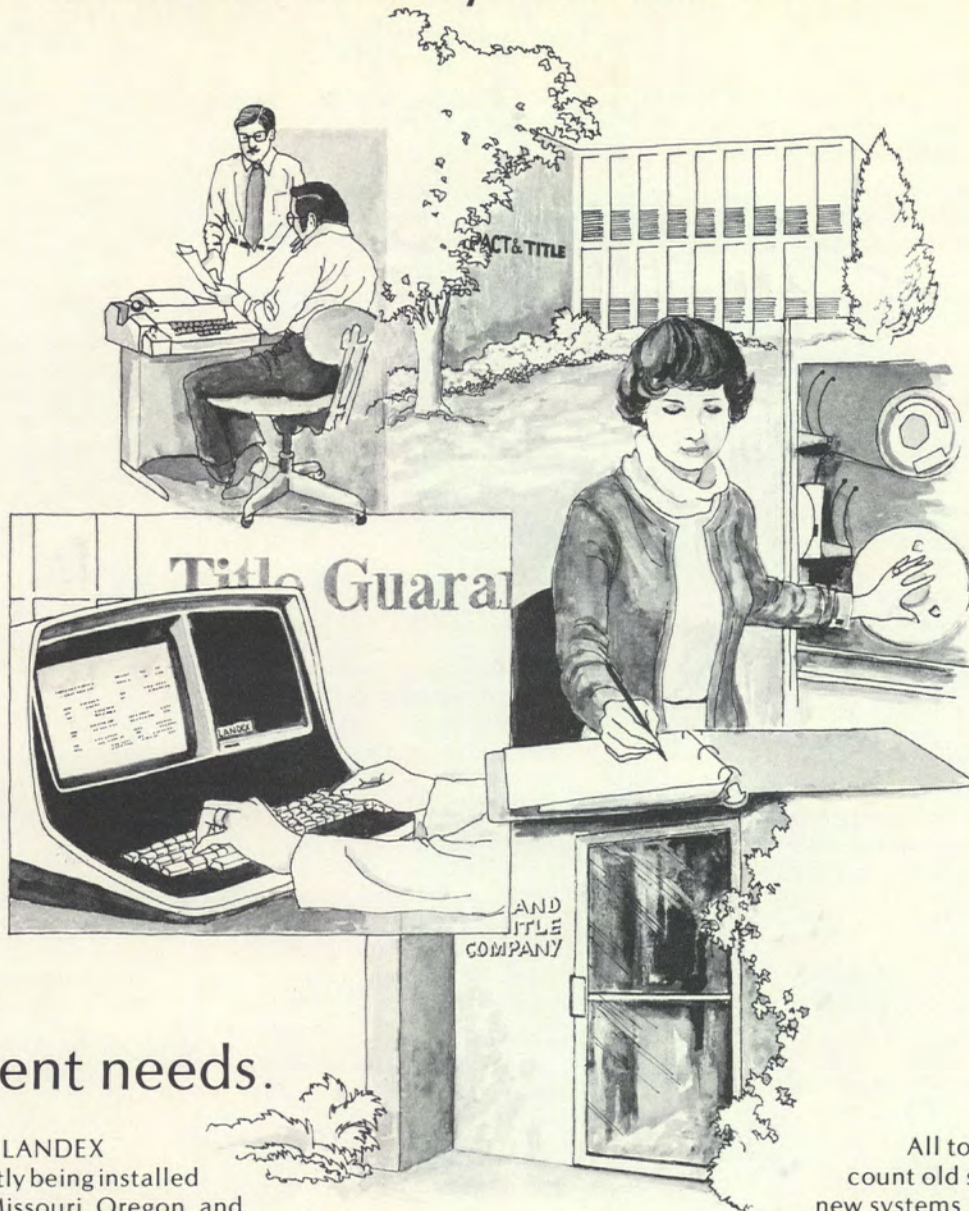
Q. How do you come up with different and exciting situations for the dynamic duo and what are the criteria for deciding what these will be?

A. Creating the Braxton situations involves applying creatively humorous insight into land title problems of individual homebuyers.

Q. This year, the Braxton spots are being used nationwide by two radio networks and are being broadcast by individual stations as well. To what do you attribute this popularity?

A. It's combining a worthwhile message with a well-produced and entertaining spot. I personally introduced Sgt. Braxton to leading network personnel here in Washington and did so with some confidence that they would get along famously. They did. Individual station popularity has resulted from broadcast personnel auditioning the spots and finding them far better in quality than the usual public service offerings they receive.

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ALTA Interviews

Senator Garn

In the following question and answer interview, Sen. Jake Garn (R-Utah) discusses the role the federal government should play in the real estate transfer process. Other questions that he answers relate to the lender-pay concept of settlement costs and controlled-business. He also identifies major issues he expects the Senate Banking Committee to focus on during the 96th Congress.

Sen. Garn, who is a native Utahn, was elected to the U.S. Senate in 1974. At the start of the 96th Congress, he was elected secretary of the Senate Republican Conference.

He is the ranking Republican on the Senate Banking, Housing and Urban Affairs Committee and serves on the Housing and Urban Affairs and Insurance subcommittees as ranking minority member. He is also on the Financial Institutions Subcommittee.

Appointed to the Senate Committee on Appropriations in the 96th Congress, Sen. Garn has assignments on the following subcommittees: Defense, Public Works, Agriculture and Related Agencies, Foreign Operations, State, Justice, Commerce and Judiciary.

Sen. Garn is a former insurance executive and served in the U.S. Navy as a pilot.

ALTA: The U.S. Department of Housing and Urban Development (HUD) at present is actively reviewing the Real Estate Settlement Procedures Act (RESPA) and will submit its recommendations to Congress in 1980. The two principal purposes of RESPA are to educate the consumer with regard to the real estate settlement process and to provide advance disclosure on related settlement costs. How do you evaluate the present RESPA law, and what role should the federal government play in the real estate transfer process?

Sen. Garn: Congressional enactment of the original RESPA occurred immediately before I took office. Responding to consumers and members of the settlement industry who were outraged by the increased complexity, delays and costs caused by this Act, I recommended repeal of RESPA's most cumbersome and unnecessary provisions. I am particularly interested in RESPA because my bill containing the amendments which became law was the first piece of legislation bearing my name.

With respect to the federal government's role in the settlement area, I believe that it should be restricted to insuring that consumers receive clear, accurate and basic information about the settlement procedure, encouraging the use of a simple uniform settlement statement, and setting up model recordation systems prompting states to improve their own systems.

Real estate settlement procedures and services differ from state to state, and indeed, often differ from one locality to another within the same state. This unique aspect of real estate makes federal legislation in this area fundamentally inappropriate. Particular problems and needs encountered in the settlement industry should best be resolved by state legislative action.

ALTA: As part of the RESPA review, HUD is to report to Congress on whether or not lenders should pay the cost of some or all settlement services normally paid by the borrowers. What impact do you think this lender-pay scheme would have on the homebuying public? How will mortgage lenders seek to recoup the amounts they will have to spend for settlement costs? What would lender-pay do to interest rates?

Sen. Garn: The question illustrates many of the evaluations and problems which need to be explored before enactment of a lender-pay scheme.

I am troubled with many aspects of lender-pay. This concept was proposed under the theory that settlement costs would be reduced if lending institutions, rather than consumers, were bargaining for settlement services. Also, it was proposed to relieve the consumer from "front-end" expenses at closing. However, mortgage lenders would increase their interest rates on the loans to recover settlement costs. Initial payment of the settlement costs would actually be

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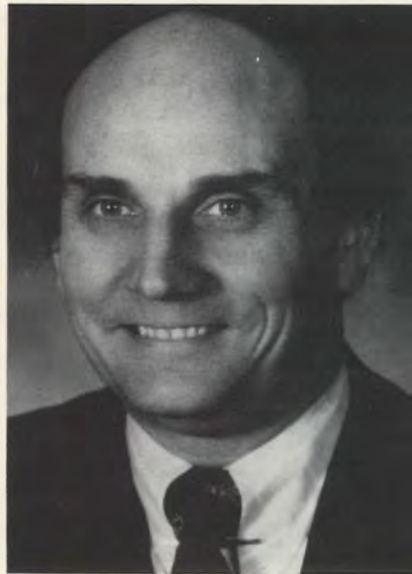
A lender-pay scheme may result in undesirable anti-competitive effects. Lender-pay may prompt institutionalization of settlement services, thereby eliminating small law firms and title companies from the industry.

Mortgage lenders are concerned that requiring them to pay settlement costs would force a drastic reduction of their available mortgage pool, and interfere with deposit requirements they may have.

On the other hand, lender-pay might prove to be a useful method of handling settlement services for some people. If enacted, it should at least permit consumers to choose between front-end payments or increased interest rates.

ALTA: In recent years, since the passage of RESPA, the problem of controlled-business has increased in severity. Controlled-business has been defined as arrangements whereby a person or entity who is in a position to refer real estate business refers such business to a company in which that person or entity directly or indirectly has a financial or ownership interest. Do you believe that legislation should be fashioned to deal with the controlled-business problem?

Sen. Garn: RESPA prohibits referral fees. Section 8 of the Act makes it unlawful to receive payments, commissions, fees, gifts or special privileges for the referral of settlement business. Section 8 does not preclude payment by title insurance companies, attorneys, lenders and others for goods furnished and services actually rendered where the payment bears a reasonable relationship to the value of the goods or services.



With regard to "controlled businesses," I might note that real estate settlement transactions involve many parties and businesses necessary to the transfer of real property, including lawyers, appraisers, title companies, real estate brokers and surveyors. In small communities, there may be only a few businesses to service the settlement needs of the community. Federal legislation should not destroy the ability of businesses in smaller cities to handle land transfers.

Finally, I would note that the special information booklet distributed to consumers upon written application of the loan repeatedly advises homebuyers to shop around for all settlement services and costs. It emphasizes that "suggested" agents, attorneys, or institutions should be compared with others contacted independently by the consumer.

ALTA: Now that the 96th Congress is well underway, what do you envision to be the major housing issues to be considered by the Senate Banking Committee?

Sen. Garn: There is no doubt that inflation is the major housing issue of the 96th Congress. As long as it continues at its double-digit pace, we must find ways of bringing it under control.

The Banking Committee, recognizing the need to show fiscal restraint, recommended reduced funding levels for federally assisted housing programs, increases in the maximum mortgage limits and an expansion of the graduated mortgage payments program.

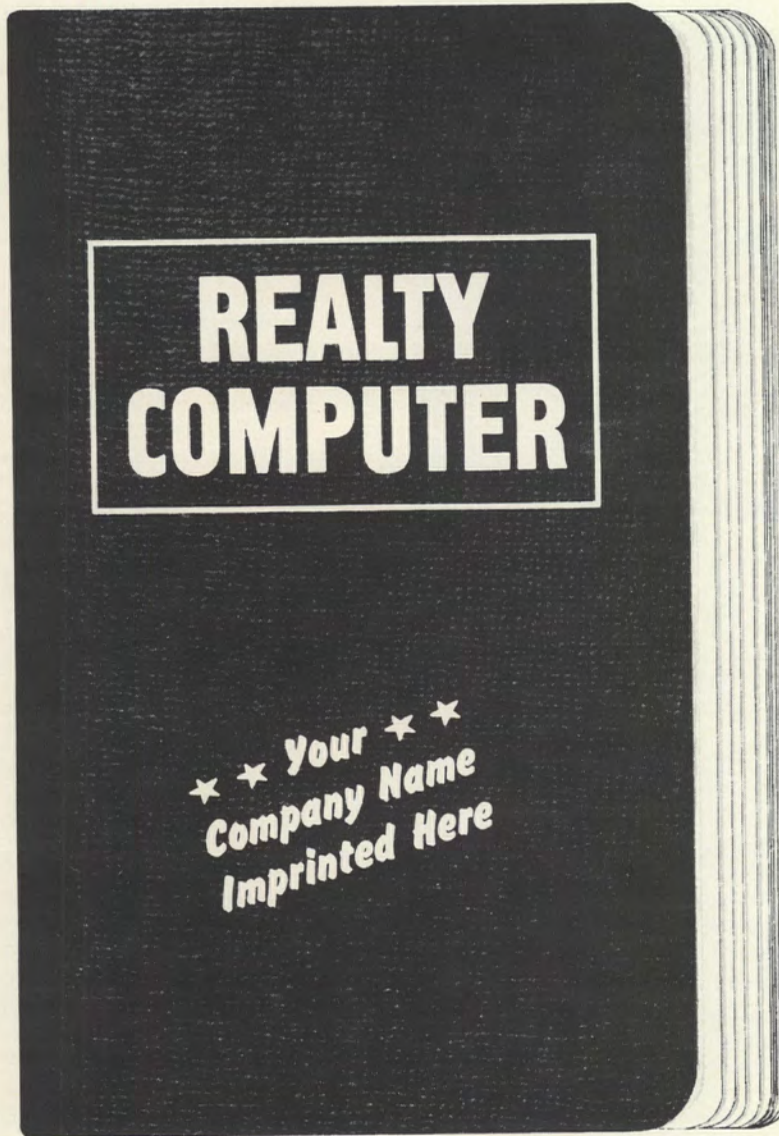
I was sorry that the committee's efforts at reducing federal expenditures fell short of adopting a provision to repeal the Davis-Bacon Act requirements which contribute to higher costs. However, I intend to again bring this up before the full Senate for a vote.

The committee also has taken steps to reduce many of the cumbersome and costly requirements associated with the Interstate Land Sales Disclosure Act.

In short, the Banking Committee has not been inclined to create new programs but to concentrate on making the existing programs more effective. I expect the committee to be active in its oversight role of HUD and Farmers Home Administration (FmHA) programs.

I anticipate the committee will continue to closely monitor activity associated with the tax-exempt municipal bond issue because of its impact on the housing market. Housing issues are complex and will continue to demand congressional attention.

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Lawyers Title Insurance Corp. has announced the election of two assistant vice presidents, a state counsel and a branch counsel.

Elizabeth M. Griggs has been elected assistant vice president, general accounting in the home office, Richmond, Va. Griggs has been with the company 45 years. In Columbus, Ohio, **Douglas R. Taylor** has been elected assistant vice president, sales.



E. Griggs



D. Taylor

The two recently elected counsels are **Charles A. Meyer**, Tennessee state counsel, and **Jack E. Cowart Jr.**, Jacksonville, Fla. branch counsel. Meyer, a 19-year veteran of the title insurance business, is also vice president and title officer of Mid-South Title Insurance Corp., a Lawyers Title subsidiary.



C. Meyer



J. Cowart

Several new appointments were made within Commonwealth Land Title Insurance Co. **Thad A. Allen** of Spring, Texas, has been appointed a vice president. A titleman with 15 years of experience, Allen will work out of Commonwealth's Houston office.

In Illinois, **John Howe** has been appointed assistant vice president and manager and works out of the Oakbrook, Ill., office. In addition to his Commonwealth responsibilities, Howe lectures on the title insurance industry and the real estate profession at colleges throughout

Names in the News...

Illinois. **Patrick M. McNeely** is another newly appointed assistant vice president. McNeely works at Commonwealth's Charlotte, N.C., office.



J. Howe



T. Allen

Chicago Title Insurance Co., Atlanta, Ga., has named **Howard L. Stillwell Jr.** manager of special accounts. Stillwell is an active leader in the Georgia title industry. His current posts include president of the Dixie Land Title Association, treasurer of the Georgia Title Insurance Association, and director of the Mortgage Bankers Association of Georgia.

Otis L. Tennant, a vice president of Chelsea Title & Guaranty Co., recently observed his 50th anniversary with the company and with its predecessor firm, Tampa Abstract & Title Insurance Co. Tennant began his career with the company while in high school. Since 1967, he has been in charge of public relations for Chelsea Title.

At Transamerica Title Insurance Co. ten new promotions were announced. **Harley D. Brown** was elected a senior vice president. In his new position, Brown will be in charge of directing title and escrow services in Michigan's urban counties, while retaining his responsibilities as manager of the Colorado and Utah offices. He has



P. McNeely



J. Naylor

been with the company 21 years. **Dwight P. Russell** also was elected a senior vice president for Transamerica. Russell is managing the company's Washington and Alaska offices and is responsible for directing title and escrow services in these states. Russell is a 20-year veteran of Transamerica.

Elected to the office of vice president were **Ronald H. Erhardt**, **Paul F. Dickard Jr.**, and **Gary L. Opper**. With this promotion, Erhardt is the manager of the company's Arizona branches, and has operating control of title and escrow services in the state. Dickard manages the company's Texas operations and directs title and escrow services in 25 Texas branch offices. Opper is the current manager of the company's Michigan operations and directs title and escrow services in 20 Michigan branch offices.

In the San Francisco area, four of the company's managers were promoted to vice presidents. The four new vice presidents are **John W. Boyan**, director of marketing; **Jerrel L. Guerino**, title and underwriting counsel; **Edwin P. Lynch**, director of systems and procedures; and **Richard P. Pauletich**, Northern California regional manager. Boyan evaluates marketing activities and coordinates business planning and development. Guerino is responsible for providing title counsel and reviewing procedures in the insurability and underwriting of title policies. Lynch directs title plant development, data processing systems support, and feasibility analyses of title plant conversions. Pauletich directs title and escrow services in 18 California counties.

Elected to the position of assistant vice president of Utah operations was **James Naylor**, formerly in charge of escrow operations for Colorado.

Indiana Titleman Is Dead at 61

Gerald H. Ewbank, owner of Ewbank Abstract Office, Lawrenceburg, Ind., and senior partner of the law firm Ewbank, Meyer & Kramer, died June 8, at the age of 61.

Mr. Ewbank represented the third generation of family owners of Ewbank Abstract Office, which was established by his grandfather in 1885.

A well known leader in both the legal and title professions, Mr. Ewbank was a past president of the Indiana Land Title Association and the Indiana and Dearborn County bar associations, and was a member of the U.S. Supreme Court Bar Association. He was a fellow of the American Bar Foundation as well as a member of its House of Delegates. He received his education and legal training at the University of Indiana.

Mr. Ewbank is survived by his wife, Eleanor, six children, and four grandchildren. His son, Robert J. Ewbank, is an attorney at the Ewbank Abstract Office.

Bankruptcy Laws Discussed at PLTA Meeting

Topics of discussion at the recent Pennsylvania Land Title Association annual convention in Lancaster, Pa., ranged from the state's new bankruptcy laws to an update of the Pennsylvania Land Title Institute which is the new PLTA educational unit.

Guest speakers included ALTA President Roger N. Bell and ALTA Executive Vice President William J. McAuliffe Jr.

Joseph D. Burke of Commonwealth Land Title Insurance Co. is the newly elected PLTA president. Vice president is Frank Finch of Chicago Title Insurance Co. F. Victor Westermaier of Chelsea Title and Richard Burroughs of Title Insurance Corporation of Pennsylvania were elected treasurer and secretary respectively.

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"A Title Man for Title People"

First American Board Chairman Parker Dies

George A. Parker, chairman of the board of The First American Financial Corp. and its principal subsidiary, First American Title Insurance Co., died June 2 after a long illness. He was 81.

Mr. Parker started working as a young boy with the company he later was to head. After graduating from Santa Ana College and the University of Southern California Law School,

he rejoined the firm and began his ascendance through the company ranks. He became secretary of the company in 1928, president in 1943, and was made board chairman in 1963.

Mr. Parker served as secretary to the Orange County Bar Association for 42 years and was a member of the California Land Title Association executive board. He had been president of the Santa Ana Chamber

of Commerce and a chairman of the Santa Ana Civil Service Commission.

He is survived by his wife, Dorothy Mead Parker, one son, C. E. Parker, and four grandchildren.

A nephew of Mr. Parker's, D. P. Kennedy, is president of the First American Financial Corp. and First American Title Insurance Co. and is a member-at-large of the ALTA Executive Committee.

Former ALTA Finance Chairman Succumbs



Former board chairman of Title Insurance and Trust Co. (TI) and Pioneer National Title Insurance Co. (PNTI), Hale Warn, is dead at the age of 69. He died July 1 in San Francisco after a lengthy illness.

A San Mateo, Calif., native, Mr. Warn began his long and distinguished career in the title insurance business in 1928 when he joined the Redwood City office of the California Pacific Title Insurance Co.

In 1942, he was made vice president and manager of California Pacific Title's Sacramento subsidiary, Capital City Title.

Subsequent to California Pacific Title's acquisition of substantial

interest in the Los Angeles firm of Land Title Insurance Co., Mr. Warn was made executive vice president of Land Title Insurance Co., followed in 1953 by his election as director and president.

When California Pacific Title was acquired by TI in 1959, he moved to TI's corporate office as executive vice president. Seven years later, he was elected a senior executive vice president and became president of TI in 1968. His election as chairman of the TI and PNTI board occurred in 1972—a post he held until his retirement in 1975. He remained on the board of directors until April 1978.

Mr. Warn was active in ALTA and the California Land Title Association (CLTA). He served both on the ALTA Board of Governors and Executive Committee (1969-72). Over a period ranging from 1966 to 1972, Mr. Warn chaired four ALTA committees. They are the Finance Committee, Membership and Organization Committee, the Special Committee to Study Voting Procedures and the Constitution and ByLaws Committee. He also served on the Planning Committee (1965-66) and the Retirement Committee (1970-72).

He was president of CLTA during the 1959-60 term and is one of only 11 persons elected as a CLTA honorary member—a distinction he was awarded in 1975.

Mr. Warn is survived by his wife Mary, a son, a daughter, five grandchildren and one great grandchild.

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Sperry Rand Steel	\$14 ea.	\$12 ea.
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Comprehensive Real Estate Exposition Slated

An International Real Estate Marketplace Seminar and Exposition will be held at the Opryland Hotel and Convention Center in Nashville, Tenn., Oct. 17-20. The event is under the sponsorship of the National Association of Corporate Real Estate Executives (NACORE) with the goal of bringing together the buying, selling, consulting and exchange segments of the real estate industry for mutual learning and exchange of information.

According to NACORE President Joseph R. Bagby, the Marketplace is a response to a growing need for a central information source for the real estate industry. This need, he says, has arisen because of the complexity of real estate transactions today, the number of professions now a part of real estate activity, and the impact of multinational corporations. Exhibitors and participants at the Marketplace will represent an estimated 50 categories of professionals active in real estate, land use, and services. They include land planners, builders and building suppliers, legal services, development planners, site selection experts, computer services

representatives, government agency representatives, mortgage bankers, brokers, real estate investment trust officers, corporate real estate people and title companies.

The program for the three days will involve general sessions, workshops, seminars, and exhibits. Located on the exhibit floor will be several communication centers which participants may use for seminars and exhibits not needing the time or area provided by a full exhibit space.

Pre-registration for participation at the three-day Marketplace is \$99 per person; a scheduled use of one of the communication centers is \$75 additional, and \$500 for an exhibit space which includes seminar and Marketplace participation for two persons.

Inquiries regarding seminar registration should be directed to Adelin Browne, director of conventions, NACORE, 7799 Southwest 62nd Avenue, South Miami, Fla. 33143.

CLTA Convention Recapped

The California Land Title Association recently met for its annual convention in Rancho Mirage, Calif. Program topics focused on key issues facing the industry and new association officers were elected.

Among speakers during the business program was Charles J. Weissburd, chief deputy of the Los Angeles Department of Registrar-Recorder. The title of Weissburd's speech was "What You Always Wanted To Know About Recording But Were Afraid To Ask." Speaking on title companies

and their services was Roger L. McNitt, formerly California deputy insurance commissioner and currently a practicing attorney with Fredman, Silverberg & Lewis, Inc. Other key speakers included Roger N. Bell, president of ALTA, giving a report from ALTA, and Gerald L. Ippel, executive vice president of Title Insurance and Trust Co., Los Angeles, speaking on the ALTA Title Insurance Political Action Committee (TIPAC) program for 1979.

A wide range of topics concerning the title industry was covered in the remaining seminars of the business program. These included the impact of Proposition 13, the interdependent relationship between escrow officers and title people, suggestions for changes in the CLTA Insurance Policy, and a report on CLTA activities during the past year.

The election of new CLTA officers for the 1979-1980 term of office was also a main event of the convention. David R. Porter was elected president of CLTA. Porter is senior vice president and western region manager for the Title Insurance and Trust Co., Los Angeles.

The new first vice president is Steven R. Walker from the Western Title Insurance Co. in San Francisco, where he is vice president and chief legal officer.

Richard J. Shramm was elected second vice president. Shramm is senior vice president and region manager for Chicago Title Insurance Co., Los Angeles.

CLTA's new treasurer is Darrel E. Pierce, the secretary-counsel of Inter-County Title Co. in Placerville.

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Cancer Claims CTI Exec



Edward F. Healey, vice president and regional general counsel of Chicago Title Insurance Co., died June 8, at the age of 62. He had been ill with cancer.

A member of Chicago Title's New York staff, Mr. Healey had been with

the company since 1955. Before joining Chicago Title, he was employed by Home Title Guarantee Co. He was a member of the ALTA Title Insurance Forms Committee.

Mr. Healey graduated from Fordham University and Fordham Law School, and was admitted to the New York State Bar in 1946.

He is survived by his wife and one daughter.

Public Relations—(concluded)

claim against the property and each carrying a different version of his will.

Also in the realm of television, at the beginning of this year, ALTA sent stations a package of three, 30-second public service announcements in which celebrities advise learning the facts on homebuyer precautions in advance—and suggest writing the Association for free information. Featured are Nancy Marchant, Emmy-award-

winning actress on CBS's "The Lou Grant Show;" Roy Clark, country and western music star, and Eric Estrada, star of NBC's "CHIPS."

The ALTA celebrity television spots have been aired in free time by some 200 stations from coast to coast. This includes visibility in the District of Columbia.

By combining an informative message emphasizing land title precautions with a creative entertainment approach, ALTA public relations capability once again is reaching a vast nationwide audience with television and radio offerings that favorably identify the land title industry and counter misinformation.

Members of the ALTA Public Relations Committee include Chairman H. Randolph Farmer, Francis E. O'Connor, LeNore Plotkin, James Robinson, Edward Schmidt, Bill Thurman and Thomas Watson.

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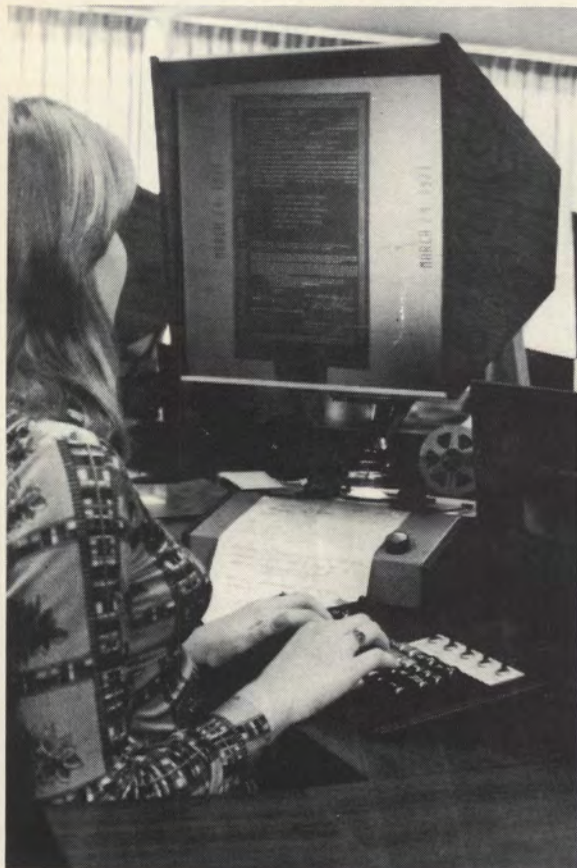
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August 2-4, 1979

Idaho Land Title Association
North Shore Lodge and Convention Center
Coeur D'Alene, Idaho

August 8-15, 1979

American Bar Association
Dallas, Texas

August 9-11, 1979

Montana Land Title Association
Sheraton Inn
Great Falls, Montana

August 10-11, 1979

Kansas Land Title Association
Glenwood Manor Motor Hotel
9200 Metcalf
Overland Park, Kansas

August 16-18, 1979

Minnesota Land Title Association
Thunderbird Inn
Minneapolis, Minnesota

September 7-9, 1979

Missouri Land Title Association
Sheraton St. Louis Hotel
910 North Seventh Street
St. Louis, Missouri

September 8-11, 1979

Indiana Land Title Association
Sheraton West
Indianapolis, Indiana

September 9-11, 1979

Ohio Land Title Association
Sawmill Lodge
Huron, Ohio



September 12-15, 1979

Washington Land Title Association
Admiralty Resort
Port Ludlow, Washington

September 13-15, 1979

North Dakota Title Association
Jamestown, North Dakota

September 19-21, 1979

Nebraska Land Title Association
Holiday Inn
Columbus, Nebraska

September 25-28, 1979

New York State Land Title Association
Kutsher's Country Club
Monticello, New York

September 26-28, 1979

Wisconsin Land Title Association
Pfister Hotel
Milwaukee, Wisconsin

September 26-29, 1979

Dixie Land Title Association
The De Soto Hilton
Savannah, Georgia

October 5-7, 1979

Palmetto Land Title Association
Palmetto Dunes Hyatt
Hilton Head Island, South Carolina

October 6-10, 1979

American Bankers Association
New Orleans, Louisiana

October 14-17, 1979

ALTA Annual Convention
Hyatt Regency San Francisco
San Francisco, California

October 19, 1979

Nevada Land Title Association
Hyatt Lake Tahoe
Incline Village, Nevada

October 28-November 2, 1979

U.S. League of Savings Associations
Chicago, Illinois

November 15-17, 1979

Florida Land Title Association
Bahia Mar Hotel & Yachting Club
Ft. Lauderdale, Florida

December 5, 1979

Louisiana Land Title Association
Royal Orleans
New Orleans, Louisiana

December 6-7, 1979

National Title Underwriters Association
Annual Meeting
Royal Orleans Hotel
New Orleans, Louisiana

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