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[20927001]

H. Marshall Schwarz was named chairman and chief executive officer of U.S. Trust Corp. , a private-banking firm with assets under management of about \$ 17 billion .

[20927002]

Mr. Schwarz , 52 years old , will succeed Daniel P. Davison Feb. 1 , soon after Mr. Davison reaches the company 's mandatory retirement age of 65 .

[20927003]

Mr. Schwarz , who is president of U.S. Trust , will be succeeded in that post by Jeffrey S. Maurer , 42 , who is executive vice president in charge of the company 's asset-management group .

[20927005]

As a result , U.S. Trust 's earnings have been hurt .

[20927006]

But Mr. Schwarz welcomes the competition in U.S. Trust 's flagship businesses , calling it " flattery . "

[20927007]

Mr. Schwarz says the competition " broadens the base of opportunity for us . "

[20927008]

Other firms " are dealing with the masses .

[20927010]

U.S. Trust recently introduced certain mutual-fund products , which allow it to serve customers with minimum deposits of \$ 250,000 .

[20927011]

Previously , the company advertised at the \$ 2 million level .

[20927012]

" We have always taken smaller accounts , but now we are looking for smaller accounts that will grow . " Mr. Schwarz says .

[20927013]

" Our bread and butter is still the \$ 2 million to \$ 20 million account , " he says .

[20927014]

The new services allow U.S. Trust to cater to the " new wealth . " Mr. Schwarz says .

[20927015]

Quarterly net income this year has risen just over comparable periods in 1988 , when year-end net was below the 1987 level .

[20927016]

In this year 's third quarter , for example , net was \$ 10.5 million , or \$ 1.05 a share , compared with \$ 10.3 million , or \$ 1.02 a share , a year earlier .

[20927017]

Assets as of Sept. 30 fell to \$ 2.46 billion from about \$ 2.77 billion .

[20927018]

" We will have a reasonably flat year this year , " Mr. Schwarz says .

[20927019]

Mr. Schwarz also said costs associated with U.S. Trust 's planned move to midtown Manhattan from Wall Street will continue to be a drag on earnings through 1990 .

[20927020]

Mr. Schwarz 's great-grandfather founded the New York toy store F.A.O. Schwarz , but his family no longer has ties to the company .

[20927021]

Mr. Schwarz 's father was a U.S. Trust trustee until 1974 .

[20927022]

U.S. Trust also created a four-member office of the chairman , effective Feb. 1 .

[20927023]

It will include Messrs. Schwarz and Maurer .

[20927024]

Donald M. Roberts , 54 , treasurer , and Frederick S. Wonham , 58 , who takes responsibility for the funds-service group , were named vice chairmen and will serve in the office of the chairman .

[20927025]

Mr. Roberts continues as treasurer , and Mr. Wonham remains responsible for the offices of comptroller , planning , marketing and general services .

[20927026]

Frederick B. Taylor , 48 , also was named a vice chairman and chief investment officer , a new post .

[20927027]

He previously held similar responsibilities .

[20927028]

Mr. Taylor also was named a director , increasing the board to 22 , but is not part of the new office of the chairman .

[20927029]

