

At the end of his tenure as Undersecretary, Mr. Luce had intended to return to private practice, either in Walla Walla or Seattle. Three trustees of Consolidated Edison made an appointment to see him one day, and unexpectedly offered him the position as Chairman of the Board. After two weeks of consideration, he accepted, and moved his family to Bronxville.

Reorganization of the giant utility has been the chief responsibility of the new Chairman. Much of his time is spent, he says, in answering complaints and trying to improve the "image" of Consolidated Edison—not an easy task, but one Mr. Luce finds "challenging."

The executive's day begins even before he arrives at his office at 7:45 a.m. He reads in the car, both coming and going between Bronxville and New York. Leaving his office at 7:30 p.m. he works almost every evening at home. Mr. Luce keeps an apartment in the city and uses it when official duties require his presence in the evening.

Mr. Luce looks back somewhat nostalgically on his years in the Law School, and retains his admiration for Dean Garrison, who has, after his years as Dean gone on to be one of the most distinguished members of the bar of the City of New York.

Mr. Luce would not like to see the Law School curriculum "diluted" by the addition of too many so-called "practical" courses. He does, he says, see that some efforts to show that the courses taken do relate to real practice and to each other might be advantageous. Perhaps an institute conducted by executives could give students a view of how corporations really operate, and might be of value to the executives themselves.

Although the Luce family spends its vacations in the Northwest, they do keep close ties in Wisconsin. Three of their four children have attended Wisconsin State University-Platteville, and the oldest will return to the Law School this fall after two years in military service.



W. Perry Neff

W. Perry Neff (Class of 1954), senior administrative officer in the Fiduciary Division of the Chemical Bank New York Trust, is described in his bank's publication as "a man of action in many fields . . . an avid sailor, an executive in the Amateur Athletic Union, a devoted family man and an expert Public Relations man, as well as a top banker."

The Fiduciary Division, which is Mr. Neff's responsibility, consists of three departments. 1) The Personal Trust Department, which includes trusts, estates, and agency accounts, has 700 employees and assets of \$16 billion; 2) The Pension Department consisting of pensions and profit-sharing plans for corporations, has 100 employees; 3) The Corporate Trustee Administration Department, which acts as trustee for the bond indentures for corporations, employs 200-300 people.

Mr. Neff joined the New York Trust Company in 1957, after four years of private practice in Madison, and was head of an Estate Administrative Group at the time of the merger of New York Trust Co. with the Chemical Corn Exchange Bank. He became head of the Fiduciary Division in 1967.

The Chemical Bank New York Trust is the 6th largest bank in the United States. It has about 12,000

employees, and operates 142 banking branches in Manhattan. The bank is deeply involved in the life of the city, using much of its personnel and resources in projects designed to benefit the economic life of the city. At present, 50% of all people hired by the bank are black or Puerto Rican. Officers of the bank act as consultants to many different agencies. Low cost mortgage money for urban redevelopment is made available. Employees of the bank are available to new firms in the ghetto areas to teach business practices and accounting principles.

Our visit with Mr. Neff was terminated by a bomb scare—one of many received in the Park Avenue Office building—which necessitated the evacuation of the building. This is another sign, said Mr. Neff, that "New York is in trouble."

Mr. Neff, with his wife and four children, lives in Oyster Bay, one hour and 40 minutes from his office by bus, train, subway and foot. The tiring effects of such constant travel are mitigated, he says, by the fact that he never comes into New York on weekends, and takes six weeks vacation every year.

He would not want his life to be different.

Effland Honored

Prof. Richard Effland, (Class of 1940), Arizona State University Law School, was honored by the Arizona State Alumni Association with its distinguished teacher award at the Founders Day Dinner in Tempe on March 12.

Nominated by the Student Bar Association, Mr. Effland was cited for his sound legal scholarship, his provocative teaching and his wit and warmth in the classroom.

Mr. Effland joined the Faculty at Arizona State in 1967 after many years as a Faculty member at the University of Wisconsin Law School. An honors graduate of the Law School, he was elected to Coif. He is a member of the Joint Committee of the American Bar Association and the Conference of Commissioners on Uniform State Laws, on the Uniform Probate Code project. He serves as reporter for the project.