ly, especially those of fuel and educational supplies. The result: soaring tuitions. Princeton is now at $3,500, up from last year's $3,200; Cornell, Columbia and Amherst all hover in the $3,300-plus range. The University of Rochester, beneficiary of huge chunks of Xerox and Eastman Kodak stock (down 55% to 65% from 1973 peaks), has seen its endowment wither to $300 million from $400 million, its tuition rise to $3,275 from $2,925. Among elementary and secondary schools, austerity prevails. In an effort to trim $6 million from expenditures, Atlanta authorities are considering selling unused school property, freezing employment, abolishing overtime and eliminating some summer school. Around the country, there are far more teachers than jobs; 107,000 teacher-graduates could not find academic posts last year.

PUBLISHING. Newspaper and magazine advertising is slightly ahead of 1973, but salesmen are pessimistic about 1975: automobile advertising, for example, is off 16% from last year. Big-city papers dependent on national advertising are hurting; the New York Times's image has been behind 1973 every month this year. Some publications have instituted hiring freezes, and the St. Petersburg Times will chop in half a traditional quarterly cost-of-living pay bonus for employees. Magazines reported on the block—Redbook, Woman's Day—remain unsold, and publishers like yoby Enterprises are holding off on major new magazine ventures.

Nearly all book publishers are planning deep cutbacks in the number of titles that they bring out, although the effects will not be noticed until 1976 because of current contracts. Rich, commercially proven authors will get richer, but the first works of young talent will go begging. Prices soar: James Michener's bestselling Centennial has been boosted by Random House from $10.95 to $12.50.

THE NUCLEAR FAMILY. Already battered by the sexual, social and moral revolutions of recent years, the nuclear family seems destined for more stress as the economy weakens. The safety valves—going on vacations, sending children to camp, even hiring babysitters—are becoming too expensive for many middle-income Americans and almost impossible for the swelling ranks of the unemployed. Paradoxically, an increase in marital stability may result—though at a price. Solid marriages should hold up, say psychologists, as families band together to combat adversity, and bad marriages will tend to last too. Reason: divorce is too expensive. One Manhattan couple who could not afford a legal separation devised a cheap interim solution: a sheet suspended from the ceiling divides their apartment into his and hers living quarters.

INFLATION

Ache in the Sweet Tooth

Few of the pains of inflation have so infuriated consumers as the ache in their sweet tooth caused by the astounding rise in sugar prices. Since January, the store price of a 5-lb. bag of sugar has rocketed from 90¢ to $3.45; wholesale sugar prices have been raised seven times in the past six weeks. Consumers have tried to strike back by organizing sporadic regional boycotts, and last week Carol Tucker Foreman, executive director of the Consumer Federation of America, which claims 30 million members, announced plans for a nationwide boycott from Dec. 1 to 10. Even some grocery chains are urging shoppers to buy substitutes rather than sugar.

The boycotts have had little effect so far, though, because only about one-fourth of all sugar used in the U.S. is sold directly to consumers. The rest is bought by industries that produce a wide range of edibles: candy, bread, soft drinks, cereals and canned vegetables. The sugar-price explosion has driven up the price of these goods too, but, even so, some industrial users are hurting. The Associated Retail Bakers of America claims that many small bakers face financial ruin unless they can get an emergency federal subsidy to help them pay the inflated cost of sugar.

The rise has prompted a flurry of federal investigation. Last week, as its first official act of consequence, the Government's 3½-month-old Council on Wage and Price Stability held two days of hearings about sugar prices. The council, which has no authority to order price rollbacks, carefully refrained from fixing blame. But it did present a study made by its staff that concluded that all sections of the sugar industry—cane and beet growers and refiners—have made "very large windfall gains." For example, Amstar Corp., the nation's largest sugar refiner, has recorded a 221% rise in profits so far this year, and Great Western United Corp., the biggest U.S. beet-sugar processor, has raised its profits by a spectacular 1,120% over 1973 levels. Before the hearings, Council Director Albert Rees said that "the price of sugar is about 2½ times the sustainable price."

A federal grand jury in San Francisco is about to complete a 14-month investigation of sugar-pricing practices and is widely expected to return indictments against several sugar companies soon. The Justice Department has announced that it is conducting a separate investigation of possible sugar price fixing.

False Rumors. Refiners insist that much of the price rise has been forced by the soaring cost of raw sugar, especially cane, and that their bolting profits are largely one-shot gains resulting from the sale of inventories that have risen in value enormously. Indeed, the basic cause of the price runaway goes deeper than any possible profiteering. Since 1971, world sugar production has fallen behind surging demand, forcing many countries to draw from reserve stocks, which are now seriously depleted. The shortages have been aggravated by chill autumn rains that ruined much of this year's sugar-beet crop in Western Europe and the Soviet Union; Western Europe, once a major exporter of sugar, will certainly become a major importer. All that has brought huge gains to sugar-cane growers in Brazil, Cuba, the Philippines, Hawaii and Argentina, but grief to consumers in the mainland U.S., which imports about half of the 11.5 million tons of sugar it uses each year. Wild speculation on commodity exchanges has driven up sugar prices further. Some of the speculation has been fueled by false rumors that oil-rich Arabs have been buying up and hoarding enormous quantities of sugar.

Though all U.S. sugar refiners have
enjoyed big profit gains, the increases have been much greater for beet than for cane processors. The cane refiners have to buy their raw material on the world market at inflated prices. The beet processors negotiate much more profitable supply contracts with farmers in the Western states by agreeing to split the earnings on sales of refined sugar. Beets are much easier and less costly to process than cane, but beet sugar sells for almost as much as cane sugar, with which it is largely interchangeable. Henry Clayton, a management consultant to beet-processing Great Western, candidly admits that that company's 1,120% profit rise has indeed been a windfall. Says he: "In commodity fields, you need a windfall from time to time because you have a lot of lean years."

Some consumers in the Southwest are driving into Mexico to load up on sugar at a government-set ceiling price of $8 per lb. For the rest of the nation, there is no significant price relief in sight.

ENERGY
Henry Ford's Offering

With auto sales in their worst slump since 1958, it hardly seemed appropriate for anyone—let alone an auto executive—to favor proposals that would make driving more expensive. Yet that is what Ford Motor Co. Chairman Henry Ford II is doing. He wants a 10c-per-gal. hike in federal gasoline taxes, with the resulting $1 billion raised annually going to assist the poor and unemployed. "This country's in a recession and we're in trouble," Ford said last week after chairing a meeting of the Detroit Economic Club. "The leadership in Washington has got to take some substantive stands."

The proposal immediately squashed off the mozzarella Ford against almost everyone else in the auto industry. A Chrysler spokesman said that it was "not in the country's best interest and would increase transportation costs and add to inflationary pressures." Richard Gerstenberg, who stepped down last week as General Motors chairman, had reservations basically unchanged from a month ago, when he called proposals for a gasoline-tax increase discriminatory and a "terrible thing." He prefers a tax on imported oil that would spread the burden more evenly among all petroleum users.

Ford is concerned over mounting social unrest as unemployment rises and benefits for the jobless shrink under mounting pressure on benefit funds. Among other things, he would have the Government use revenues from an increased gas tax to extend unemployment compensation from 39 weeks to a full year. As he told the Detroit News in announcing his plan: "We have to think about the social consequences if things continue in the old way. You can't expect people to sell apples on the street corners as they did in the 1930s."

Another reason for a high gasoline tax, though one that Ford did not mention, is that it would discourage consumption and so reduce U.S. dependence on exorbitantly priced imported oil.

Ford has yet to completely explain how his plan would funnel money from motorists into the pockets of the unemployed. Yet he feels that immediate action is necessary. "I don't know what they are thinking in Washington or whether they know we're in real trouble," he says. "There's no time left." The auto industry already is in a depression, according to Ford; he predicts sales of 8.4 million next year, down about 600,000 from projections for this year and sharply below the 11.4 million sales of 1973. Workers laid off at his company already total 39,900, with more to come.

For all his riches, Hunt, a tall figure with a crown of wispy white hair and heavy-lidded, milky blue eyes, was widely known as a slow man with a dollar. His clothes were apt to be rumpled and his cars often battered and inexpensive. He used to go around his home turning out lights, "felt like a sucker paying $3 for a hotel breakfast," and preferred to fly tourist class. His one indulgence was a showcase residence in Dallas—an oversized version of George Washington's Mount Vernon home. Typically, he bought it at a bargain-basement price of $60,000 during the Depression. For years, when he drove downtown to his office on the 29th floor of the First National Bank in Dallas, he parked his car several blocks away to save a 50c parking fee, and carried his lunch in a brown paper bag.

The son of a Confederate veteran of the Civil War, Hunt was born on a farm in Ramsey, Ill. He left school early and for several years roamed the country as a cowboy, a tin miner and lumberjack. In 1921 Hunt turned up in El Dorado, Ark., just after oil had been discovered. One story is that he won his first oil well in a game of five-card stud. He proved a deft hand at swapping and buying oil leases, and by the end of the 1920s he was a millionaire.

In 1930 Hunt moved into the big leagues; he struck a hard bargain with legendary Wildcatter Columbus ("Dad") Joiner, an amiable man with a poor head for figures, and gained control of a vast newly discovered oilfield in East Texas. From then on Hunt expanded his business interests to include pecan growing, asphalt production and H.L.H. products, which marketed a big line of food items. At one point it was estimated that he personally earned $1 million a week.

Right-Winger. In the early 1950s Hunt emerged as one of the nation's most controversial champions of right-wing causes. He was convinced that Communists, socialists and liberals (he made no distinction between them) were out to bring down the nation. Hunt was an ardent supporter of Red-Baiting Senator Joseph McCarthy; he was willing to accept the enormous tax breaks of the oil-depletion allowance but opposed spending for public welfare. He spent millions to propound his views through radio programs and published a book, Apoca, outlining his version of the perfect national constitution. Among other things, wealthy individuals would get multiple votes.

In his later years, Hunt, who is survived by five sons and five daughters from two marriages, gave up smoking, drinking and his passion for gambling; he often had $50,000 and more riding on a single afternoon's sports events. A few years ago, he remarked wistfully that he wished he could "wake up stone-broke ... to see if I could create lots of wealth again." Few bets would have been placed against him.

OILMAN H.L. HUNT

ENTREPRENEURS
Just a Country Boy

He played many parts in his long life, but the image he most preferred to project was that of a simple down-home country boy with a fifth-grade education. Yet when Oil Titan H.L. (for Haroldson Lafayette) Hunt died of an undisclosed illness in a Dallas hospital last week at the age of 85, he had amassed an estimated personal fortune of $2 billion, putting him on a par with J. Paul Getty and Howard Hughes as one of the world's richest men. The exact extent of his wealth is unknown because Hunt never invested in anything that he could not own outright, and he had no outside stockholders in the businesses he did control. Claiming to have no interest in money itself, he once remarked: "Money ... is just something to make bookkeeping convenient."