

## Invited to White House

## Rixman honored for price freeze

Great Scott Supermarket Chairman Jack Rixman has extended a voluntary price freeze on 100 private label food items through Wednesday, May 7.

Rixman, chairman of 35 metro area Great Scotts including the store at 13 Mile and Orchard Lake roads, was lauded by President Carter last month.

The Farmington Hills resident was one of 25 national supermarket chain leaders invited to the White House and honored for complying with a voluntary freeze suggested by Esther Peterson, special assistant for consumer affairs, last March.

"We had a very good meeting," Rixman said. "It's not often you're called to Washington to be complimented for something you've done."

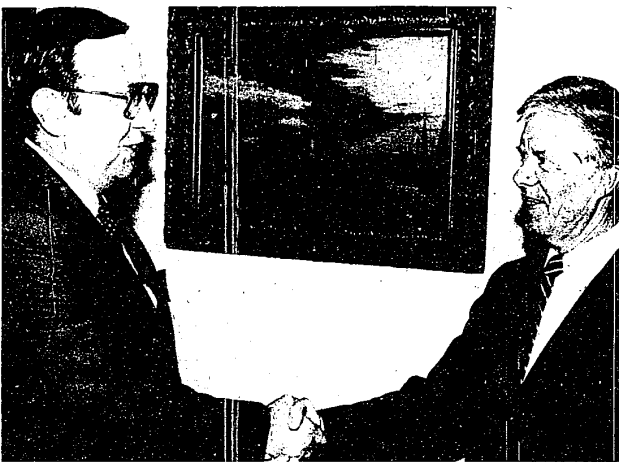
"The president was most cordial. He realized our efforts alone would not lead to a control of inflation but (the freeze) was in the national interest. He was very appreciative of that."

Following the first 30-day period, A&P, Farmer Jack and Meijer discontinued their price freeze programs. Chatham extended its program through April. Kroger didn't join the voluntary freeze, opting for its own "cost-cutter" program.

Rixman doubts he'll continue the freeze beyond next week on Meadowdale, Camelot and Moneyworth items. "It depends on cost increases. Increases are generated by the manufacturer all the way down to the grower level. You can't point a finger at one group," Rixman said.

THE CHAIN hasn't documented whether more consumers are buying private label goods since the freeze.

"Frankly I doubt if we can continue to absorb price increases beyond May 7."



Great Scott Chairman Jack Rixman gets a congratulatory handshake from Jimmy Carter.

In his April 3 talk to food industry representatives, Carter noted that average food price increases in 1979 were 9.5 percent, while overall inflation was 13.5 percent.

"I know the retail food industry already believes it is doing its share to help keep food prices down, but I'm going to ask you to do more," Carter

told the group.

The president said he would use the example of the supermarkets partici-

pating in voluntary price freezes to go after other supermarkets, food manufacturers and others in the food chain process.

## Mercy has 10 awards

Our Lady of Mercy High School in Farmington Hills took 10 awards for journalism in the 1980 Scholastic Writing competition sponsored for the 30th year by the Detroit News.

Finalists were chosen from more than 6,000 entries which were judged by 125 journalists and editors.

Key winners in the journalism category were Kitty Kozlowski for a news story, Stephanie Tanguay for a feature story, and Mary Claire Hughes for an editorial column.

These winners will receive an engraved dictionary, a gold key and a certificate of merit.

Honorable mentions went to Linda Quillen, Lori Baughman, Clare Cylkowski, Kitty Kozlowski and Margaret

Stathos. Commendations went to Martha Russell and Lori Baughman.

Twelve students won awards in literary writing.

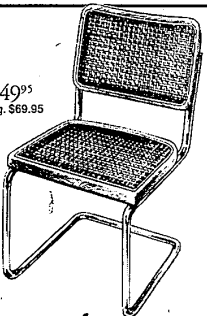
Key winners for short stories went to Lisa Berich and to Debbie Gendernalik. They will also receive an engraved dictionary, gold key and certificate.

Autobiographical articles by Clare Cylkowski, Laurie Domaleski and Lucia Kemenu won keys. Honorable mentions for poetry went to Lucia Kemenu, Marianne James, Sharon Lutz, Laurie Domaleski, Margaret Stathos and Carole Healy. A commendation went to Lucia Kemenu.

Literary writing awards will be sent to New York City for national competition.

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