

# Mall takes on new flavor

By APRIL KORNILLER

The Pine Lake Mall in West Bloomfield Township is more than just a place to get groceries and prescription drugs, according to a mall spokesman.

Even though it is technically known as a neighborhood convenience center, it has the character and flavor of a high-fashion mall," said Barry Payne of Pine Lake Mall, Inc.

Pine Lake Mall with 108,000 square feet of floor space fits comfortably into the neighborhood convenience center category meshing covering less than 150,000 square feet.

It contains many stores which answer more than just daily shopping needs — such as an interior decorator, a light fixture shop, an art gallery and several specialized clothing stores.

The mall is located on 17 acres at the corner of Orchard Lake and West Long Lake roads.

Twenty-one shops are located in four buildings grouped around a central landscaped courtyard with a grocery and drugstore to the south.

The brick is light tan and finished off with an angled mansard roof.

Benches and planter boxes are scattered throughout the open-air

mall to give it a park-like atmosphere.

Mall promoters are planning to take advantage of the open mall design by holding a sidewalk sale and an art show in July. A grand opening is planned for September or October.

THERE ARE A TOTAL OF 23

## What's inside

Following is a listing of stores in the Pine Lake Mall, located at the corner of Orchard Lake and West Long Lake roads, West Bloomfield.

The mall is open from 9 a.m. to 9 p.m., Monday through Saturday, with individual stores often open longer hours or on Sunday.

### PINE LAKE MALL

Brayton's—women's wear  
Christian Science Reading Room  
Cunningham's  
Dazzle—youth women's wear  
Design with Light—light fixture gallery  
F.D.M. Optical  
Forever Young—women's wear  
Heritage House—Coney Island  
Howard Keating Real Estate

stores in the mall, which opened in September 1973.

A 24th store has leased space, but is not opened yet, and five or six others are under discussion, according to Payne.

The maximum store capacity of the "mini-mall" is approximately 40.

Irv Grumet—mens wear  
Jo-Ann Fabrics  
Kitchen Stuff 'n Such—kitchen accessories  
Kroger  
Michael's of West Bloomfield—beauty parlor  
Pants Station  
Pine Lake Bicycle  
Pub 36 Bar—cream  
Rock 'N Bach—record store  
Sally's Custom Interiors—interior decorators  
Sam Iaconis Hair Styling for Men  
Stone Fox Limited—women's wear  
Stuart Art Gallery  
Trifles and Treasures—gift shop  
Anthony House—restaurant and cocktail lounge (not yet open for business)



Twenty-three stores open at open-air Pine Lake Mall

## Dean lauds new ethics

Much of the mess in America and its public life results from the general inclination of professionals to ignore matters outside their areas of expertise.

The charge was made by Dr. Edward A. Carlin, dean of Michigan

State University's University College, which provides basic courses for undergraduates.

Carlin recently spoke at the morning commencement of MSU students receiving advanced and professional degrees.

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### VIRGINIA

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### GEORGIA

44 elegant rooms plus pool, restaurant & banquet facilities. Has QUALITY INN franchise. \$150,000 down, others.

### OHIO

57 rooms, pools, restaurant & owners apt. Books show over \$24,000 profit after all expenses & mortgage payments. \$75,000 down, others.

### FLORIDA

80 rooms with over 200' ocean frontage. An unusual opportunity for \$150,000 down, others.

### MICHIGAN

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## Veterans urged to list benefits

"If you haven't done so, tell your survivors what benefits they might be entitled to in event of your death," the Veterans Administration periodically reminds the nation's more than 29 million veterans.

Officials insist there are good reasons for this advice. "Too often," they pointed out, "the veteran and his wife neglect to discuss the subject of death, resulting in unnecessary burden on survivors in times of great emotional stress."

Not only should the veteran and his wife discuss locations of important family documents, they

should make sure they are protected from fire, theft and damage. It also was emphasized that survivors should be briefed on what to do in case of the veteran's death.

THE VETERAN'S family should be told of possible survivor's benefits such as VA's dependency and indemnity compensation for service-connected death, or nonservice-connected death pensions for widows, or just for children in cases where a widow may be ineligible because of excessive income.

Burial benefits for wartime and certain peacetime veterans should not be overlooked. These include a maximum \$250 burial allowance, plus a plot not exceeding \$150 for veterans buried outside national cemeteries. In place of these benefits, there is an \$800 burial allowance for veterans who die of service-connected disabilities.

VA officials further stressed the importance of keeping track of GI insurance policy numbers, claim numbers for inclusion in all correspondence with VA, commercial insurance policies, social security numbers and naturalization papers — all important in claiming various survivor benefits.

"And don't forget to turn to VA offices and veterans service organizations where assistance is available," VA officials advised.

## Rates rise on GI loans

There is now a higher interest rate on homes purchased with GI loans, but the alternative was increasing probability of unavailability of financing at lower rates, the Veterans Administration said recently.

The maximum allowable interest rate on mortgages was increased on May 13 from 8½ to 8¾, under a joint agreement by VA and the Department of Housing and Urban Development.

"Had the maximum, interest rate remained at 8½ percent during the current market situation," VA officials explained, "veterans would have found it difficult, if not impossible, to obtain VA-backed loans from private lenders."



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