# Community Values

In late 1926, the Judson Bradway Co., realtors, had a branch office in the little building at the northwest corner of W. Maple Road and Cranbrook. In the background are some houses which were built that year. Today, the First Federal Savings of Detroit has a smart-looking colonial style branch office on the site. Note how the serpentine fence complements the structure. The example serves once again to illustrate what is being done to establish and maintain our community values.



# Legal Notices

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# Mackie Plans

# Crime Decreases; Accidents Rise

# Mackie Plans Support of Fast Speeds State Highway Commissions decreased and traft of the will support legislation to accidents increased in Birmingham ham in 1962. State Highway Commissions decreased and traft of the will support legislation to decident increased in Birmingham ham in 1962. The support legislation to accident increased in Birmingham ham in 1962. The support legislation to maintain and the will approximately 30 per cent when the three year of the maximum speed limit. The support of the maximum speed limit on free-ways died in committee instruction of the will expected to be made to the support of the support of

# In a nationwide survey, 3600 car owners just test-drove five leading compacts. 74.5% preferred Valiant.



"Like to test-drive the 1963 compacts?" That's what Nationwide Consumer Testing Institute-a completely independent company-recently asked 3600 typical drivers in 18 cities across the country.

The Nationwide Consumer Testing Institute supervised the entire program. They purchased the cars-each with exactly the same equipment. They set up the test courses. They asked the questions. And they certified the results.

People were asked to test-drive two compacts. Some picked Corvair and Valiant. Some picked Falcon and Valiant. Some wanted to try Rambler or Chevy II. The course included all kinds of normal driving—everything from city traffic to highway cruising to bumpy roads.

Drivers circled the course twice (once in each car) with trained interviewers firing questions all the way. Which of these cars do you prefer for acceleration? Ride? Steering? Styling? Finally: which is the best all-around value?

# The surprising results:

Here are official results from across the country, as reported and attested by Nationwide Consumer Testing Institute.

Compact preference	Rambler	Valiant	Chevy II	Valiant	Corvair	Valiant	Falcon	Valiant	Average	
									compacts	Valiant
Interior styling	25%	75%	30%	70%	27%	73%	44%	56%	33%	67%
Exterior styling	24	76	48	52	39	61	41	59	38	62
Quality of workmanship	38	62	40	60	36	64	44	56	40	60
Acceleration	17	83	48	52	21	79	25	75	28	72
Passing power	17	83	45	55	21	79	24	76'	27	73
Roominess	35	65	56	44	30	70	44	56	41	59
Steering	26	74	31	69	37	63	29	71	31	69
Ride	27	73	33	67	29	71	26	74	29	71
DECT ALL ADOLLED WALLE	17	02	24	66	24	76	27	73	25.5	74.59

Two things were not tested\_price and warranty. But remember that Valiant is just about the lowest-priced car made in the U.S.A. today. And only Valiant at its low, low price tag carries America's longest and best new-car warranty-5 years or 50,000 miles.\* Ask your Plymouth-Valiant Dealer for your own independent test drive in The New Valiant.

er Authorized Plymouth-Valant Dealer's Warranty against defects in material and workmanning on 1955 cars has been expended in incides parties replacement perit, without charge the required parts or labor, jet 5 years or 5000 miles, wholever comes first, or the segies beck, band and internal parts; that comes and internal parts (cateding massed circle), bringer 1950 comes miles, wholever parties and internal parts (retaining massed circle), bringer and differential comes and internal parts (cateding massed circle). Since parties of the parti

# The conclusion:

# Best all-around compact anybody has come up with yet...VALIANT!













