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## North Carolina Joins Declaration Of War On Traffic Deaths During Summer

### 'Slow Down and Live' Safety Program to Begin 6 P. M. Today

A joint declaration of war on traffic deaths by the governors of 24 northeastern and southern states will take effect tonight (Friday) when police and traffic court officials from Maine to Texas launch the 1954 summertime highway safety program, "Slow Down and Live."

Designed to curb the normal summertime rise in highway fatalities brought on by increased vacation travel, the 1954 campaign is patterned after one conducted last year by 11 northeastern states from Maine to Maryland.

Principal efforts in the slow-down program will be made by state, county and local police departments working closely with traffic courts throughout the participating states. Emphasis will be placed on arrest and conviction of speeders, who are considered by highway safety experts the number one cause of automobile fatalities. The campaign will start at 6 p. m. today and run through the Labor Day weekend.

The joint declaration, signed last month by Governor William B. Umstead and the 23 other state heads, says in part, "We are convinced that the many courteous, cautious drivers suffer at the hands of those who are obsessed with the 'in a hurry' complex. This state of mind manifests itself in excessive speed, in speed too fast for conditions, in following too closely, in failing to yield the right of way and in improper passing."

Coordinating the program in North Carolina will be Major C. A. Speed, director of the State Motor Vehicles Department's highway safety division.

Major Speed indicated that merchants, civic groups, radio and television stations, and others throughout the state will cooperate in an extensive educational program to acquaint the driving public with "Slow Down and Live."

### Free Baby Care Course Planned

A free course in baby care was announced by the Red Cross this week, to be held in Moore County as soon as classes can be formed. Mrs. Catherine Eastwood, of California, who is spending a few months in Southern Pines, is specially trained in this service.

According to Mrs. Audrey K. Kennedy, executive secretary of the Moore County Red Cross Chapter, three 12-hour classes are being planned for different sections of the County.

All who are interested in taking this course are asked to call or write the chapter headquarters in Southern Pines, and to register as soon as possible. Dates and locations of the classes, which are to begin in June, will be announced.

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## Over 45,000 Books Loaned Last Year By Bookmobile

### Newland Phillips Buys Motor Agency From R. M. Pearse

#### Will Continue To Operate As County Oldsmobile Agency

Newland W. Phillips of Southern Pines has bought Pearse Motors, Inc., at 795 S. W. Broad St., Oldsmobile agency for Moore County, and is now operating it as Phillips Motor Sales. Transfer of ownership was effective Monday of this week.

Mr. Phillips said that he plans to carry a complete line of Oldsmobiles and a select group of used cars. Three salesmen will extend activities of the firm throughout Moore County. They are Alex Morgan of Southern Pines, who has been with the company; Herman Russell, formerly with Mid South Motors in Aberdeen, who has been living in Hamlet, but will return to live in Aberdeen and serve as salesman in the Aberdeen - Pinehurst - Pinebluff area; and Earl Lewis of Eagle Springs who will cover West End, Robbins, Carthage and the upper end of the county.

Pearse Motors has been owned and operated by Robert M. Pearse of Pinehurst. He said that he plans to relax for a few weeks, but is not expecting to move his residence from the Sandhills. He said he might have a more definite announcement of his plans later.

Mr. Phillips has had eight years of experience in the automobile business as a partner with his brother, T. Roy Phillips of Carthage, in the Phillips Motor Co. there.

Formerly a Carthage resident, he moved to Southern Pines in 1950 and has a home at 525 E. Massachusetts Ave. In March of this year, he severed his connection with the auto agency in Carthage.

Mr. Phillips is owner and developer of the Golfcrest area just outside the town limits halfway between the Southern Pines Country Club and the Highland Pines Inn, and says he will continue with his Golfcrest activities. He is president of the Phillips-Russell Hosiery Mills at Carthage.

A native of Moore County, the Southern Pines man is the son of Mr. and Mrs. Thomas J. Phillips of Route 2, Bennett, in upper Moore. His wife is the former Louise Craft of Pittsboro. They have four children—Eugene, 11; Jerry, 6; Margaret Ann, 4; and Robert, 2.

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