

A suggested call for a coast wide meeting.

Called by the Highway Committee, or the Coast Club, or as thought best.

The reaction to the Call should vitalize public sentiment, and spread information.

The Call will also establish a leadership.

The meeting, if well led, will lead to results.

#### AT THE MEETING:

Have a wall map with the highway travel movements shown in colors.

Have Coast OST finance statement.

Have anything from OST headquarters needed.

Detail speakers to keynote; don't throw open to Tom, Dick and Harry.

Offer resolution headed, OUTLINE FOR DISCUSSION. This will serve to lead the open discussion, also promote open discussion which makes people say it was a good meeting. Finally, probably with amendments, the resolution can be adopted.

If a Mississippi chapter is to be organized seek as many nominations for President and Secretary as possible, then elect. Then ask the people go home and designate their representative on the board thru their chamber of commerce, or otherwise, from the cities agreeing to coordinate. At the meeting of the board elect vice-president, treasurer. One officer or director from each city, or two if desired.

#### MEETING PROGRAM:

Temporary officers

Keynote speakers

Outline resolution and discussion

Organize Mississippi chapter

Permanent officers take charge

Agree on city quotas based on \$2,000 for bal. of 1928. (Quota principle is 10¢ per capita)

Agree definitely when the several quotas are to be paid.

Seek proper inclusion in the travelog

Is route marking desired?

Will Coast welcome and participate in motorcade to St. Augustine?

#### THE WESTERN ORGANIZATIONS:

Automobile Club of Southern California, income \$1,600,000 annually.  
California, Inc.

All-Year Club of Southern California

San Diego Club

Tucson. Gateway Club, El Paso.

Bdwy. of America. U.S.66