

DOWNTOWN

AS THE GATEWAY ARCH . . . approaches its majestic summit of 630 feet . . . final sections will add only inches in height, compared to earlier 12-foot high sections. Here's the build-up schedule for the last three sections: Station No. 3 will place both legs at 628'2". No. 2 will reach 629'2". No. 1 will start at 629'9" and rise 3" higher to station 0, the 630-foot summit. Progress report: North leg—602 feet; south leg—606 feet.

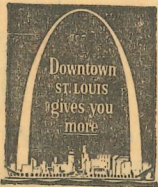
Fascination with numbers . . . reminds us that 630 has a special meaning for Radio Station KXOK . . . what's more 1764, the birthday year of St. Louis, takes on important significance at the Visitors Center, where the Bicentennial Women's Committee answer everytime someone dials CH 1-1764. And did you know . . . if you dial CH 1-NEWS, you'll reach the St. Louis Press Club?

AIRPORT BAGGAGE WEIGH-IN . . . is on its way out. Yes, they've eliminated the home battle with the bathroom scale. American Airlines inaugurated the new baggage allowance plan this month. Now, there is no weight limit . . . you may check two big pieces . . . even carry small bags aboard to slip under the seat.

Learning to be a banker . . . sounds easy, but it requires training not available in any college or university. Yearly more than 1,000 bank employees here attend special classes at the American Institute of Banking . . . now located in handsome new custom-designed offices in the Paul Brown Building. Helping to provide this very important banking education are such financial institutions as Bank of St. Louis, Boatmen's National Bank, First National Bank in St. Louis, Mercantile Trust Co. and St. Louis Union Trust Co.

CRICKET, ANYONE . . . Come on downtown to the big outdoor stage on 8th Street at 12 noon tomorrow. There'll be an honest-to-goodness cricket match in the street sponsored by the Missouri Cricket Association. See the Prince Gardner Cricket Club vs. the Kutis Cricket Club. It's another free Bicentennial one-hour show . . . with added fillip . . . a bagpiper in kilts to entertain you.

Special message . . . to the distaff side of the Downtown working force . . . ladies, you're invited to join Downtown Activities Unlimited. If you work Downtown, you're eligible to participate in parties, tours, concerts, theatre-nights and special events . . . planned especially for you. New 1965-66 series begins Sept. 1. Write Downtown St. Louis, Inc., 407 North 8th Street or call MAin 1-5747 for complete details.



Come on down, Downtown

DOWNTOWN ST. LOUIS, INC.



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SIGNATORIUM SHEETS . . . for you to sign to have your name recorded for posterity . . . in the sealed capsule to be placed in the final section of the Gateway Arch . . . are available now throughout the St. Louis area. Everyone's invited to sign. You do not have to be a St. Louis resident. Call CH 1-1764 to find out where there's a "Signatorium" closest to your home or business. Hurry . . . deadline is Oct. 20. Progress report: North leg—628 feet 2 inches; south leg—629 feet 2 inches.

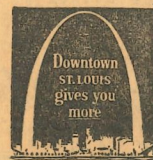
Better yet . . . come on Downtown to the Old Courthouse . . . sign the "Signatorium" there . . . and take a last final look at the great Arch before they close the gap. If you represent an organization or want "Signatorium" sheets for your employees to sign, stop at the Visitors Center, 9th and Locust, or call CH 1-1764 to have a "Signatorium" mailed to you.

JUDICIAL HISTORY . . . recorded at the Old Courthouse where the famed Dred Scott slavery case was first tried . . . is a well-known fact, but did you know that . . . in this same block Louis Dembitz Brandeis, justice of the U. S. Supreme Court, began his law practice in 1878? It's a fact . . . read the commemorative plaque at Broadway and Chestnut on the Chestnut Street side of the Crest House restaurant.

They said he was on his way . . . and they meant it . . . the "Man from Broadstreet's." If you've been wondering about this mystery man, the secret is out. He's at Greenfield's . . . it's now official . . . Greenfield's is changing its name to Broadstreet's and there's a store-wide special event underway for the occasion. Stop in soon . . . Broadstreet's at 6th and Locust.

NIBBLEDEBUCKS, FRITTERCRITTERS . . . are caged at Stix, Baer & Fuller Downtown at First National Bank's clever display for "Salute to St. Louis." Don't miss it . . . only three more days. There's a giant piggy bank at Mercantile Trust Co.'s "Money-Go-Round". See General American Life Insurance Co.'s "Weatherball" . . . the incredible "Telstar" at Southwestern Bell Telephone Co.'s exhibit.

Enroute to Istanbul . . . from Saigon via the Gateway to the West . . . that big Pan American Jet Clipper dipping low over Downtown and encircling the Arch a few days ago was not off course. It was the San Francisco crew aboard . . . taking a look-see at the new Downtown with local guests on a courtesy flight. Yes, people are traveling thousands of miles to see the Gateway Arch. Lucky you . . . it's right here at your doorstep.



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