

**S0342 Downtown St. Louis, Inc.  
Records, 1958-1979  
32 Folders**

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Related collections:

S0703 Downtown St. Louis, Incorporated, Addenda, 1928-1978

S0791 Downtown St. Louis Partnership Addenda, Downtown St. Louis Inc.

Downtown St. Louis, Inc. was founded in 1958 by a group of St. Louis businessmen who were interested in the revitalization of downtown St. Louis. In the late fifties and early sixties many large suburban shopping centers were constructed in all areas of St. Louis County which took away much of the commercial shopping and entertainment business from downtown St. Louis. Many businesses left the area and large blocs of office space were empty.

This brought representatives of St. Louis's largest businesses together into Downtown St. Louis, Inc. and other organizations in an attempt to keep alive the business activity of the central city area.

Since its founding the organization has actively pushed construction and renovation projects such as the completion of the Gateway Arch and Gateway Mall, the Old Post Office and the Convention Plaza. Activities such as luncheons, contests and travel tours have also been promoted.

The first officers of the board of directors were Sidney Maestre, president; William P. Chrisler, Jr., Gordon Heiss and Clarence M. Turley vice-presidents; Harry F. Harrington, treasurer; and Arthur E. Wright, Jr., secretary. Gordon L. Hopper was the first executive director, followed by Arthur E. Wright, Jr. as interim director. Edward A. Ruesing, the present executive director, was appointed in 1971. Leona Wischmeyer, administrative assistant, has been employed by the organization since its founding in 1958.

The papers consist of newsletters (1958-1974); subject files of correspondence, reports, maps and news releases; and photographs of some of the promotions arranged by Downtown St. Louis, Inc.

**FOLDER LIST**

**BOX 1**

1. Board of Directors 1974-75, Agenda and minutes of directors' meetings Summaries of recorded cash receipts and disbursements May 1974-June 1975
2. Convention Center January 1966-May 1973, Correspondence, news releases, reports, legislative bills, maps

3. Gateway Mall November 1962-April 1967, Correspondence, news releases, Gateway Mall design competition forms

**BOX 2**

4. Jefferson National Expansion Memorial, Correspondence 1960-64

5. Jefferson National Expansion Memorial, Correspondence 1965-68

6. Jefferson National Expansion Memorial, Steel Setting Ceremony January 1963

7. Jefferson National Expansion Memorial, Strut Setting Ceremony June 1965

8. Jefferson National Expansion Memorial, Topping Out Ceremony October 1965

9. Jefferson National Expansion Memorial, Opening Day of the Train System July 23, 1967

10. Jefferson National Expansion Memorial Dedication Day May 25, 1968

**BOX 3**

11. Jefferson National Expansion Memorial - newspaper clippings 1962-70

**BOX 4**

12. *Downtown Newsletter* 1958-1968

13. *Downtown Observer* 1971-74

14. Old Post Office 1959-1960

15. Old Post Office 1961

16. Old Post Office 1962-63

17. Old Post Office 1964

18. Promotions 1972-74

19. Security Committee 1972-74

**BOX 5**

20. Old Post Office newspaper clippings 1959-64

21. Convention Center newspaper clippings 1972

**BOX 6**

22. Special Benefit District 1970-74

23. Traffic and Parking Committee (1) 1971-74
24. Traffic and Parking Committee (2) 1972-74
25. Annual Reports, 1971-1979; Riverfront Times, Vol 1 No. 5 1978;

**BOX 7**

**Photographs**

26. Salute Week 1960
27. Salute Week 1962
28. Salute Week 1963
29. Salute Week 1964
30. Lucille Ball, 1965; Miss Downtown St. Louis 1966
31. Salute Week 1965 (includes Charlotte Peters lookalikes)
32. Gala Night 1973 (includes Lucie Arnaz)