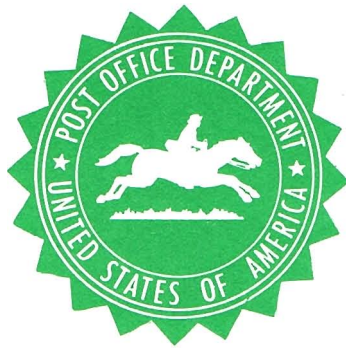


**THE UNITED STATES
OF AMERICA**

Commemorates

**THE NEW YORK WORLD'S FAIR
April 22, 1964**



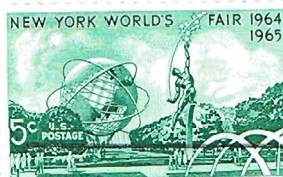
*World's Fair
New York, New York 11380*

FIRST DAY COVER



FIRST DAY OF ISSUE

New York World's Fair Stamped Envelope
Issued at New York World's Fair Post Office
April 22, 1964



FIRST DAY OF ISSUE

New York World's Fair Commemorative Stamp
Issued at New York World's Fair Post Office
April 22, 1964

Program



Opening Day, New York World's Fair

NATIONAL ANTHEM	Richard Tucker
WELCOME	Thomas J. Deegan, Executive Vice President, New York World's Fair Corporation
INVOCATION	Francis Cardinal Spellman
REMARKS	Honorable Robert F. Wagner, Mayor of New York
REMARKS	Honorable Nelson A. Rockefeller, Governor of New York
REMARKS	Robert Moses, President, World's Fair Corporation
ADDRESS	Mrs. Indira Gandhi, representing exhibiting nations of the world
DEDICATION	Honorable John A. Gronouski, Postmaster General Dedication of Commemorative Stamp and Embossed Envelope
ADDRESS	Honorable Harry S. Truman
"HAIL TO THE CHIEF"	Marine Band
ADDRESS	The President
BENEDICTION	Bishop W. B. Donegan Rabbi Julius Marx

Singer Bowl

New York World's Fair

11 A. M.

April 22, 1964

The post office that will service the greatest of all World's Fairs is no ordinary post office. A working laboratory exhibit of the most advanced technologies in mail processing, it is distinct from any other of the more than 34,000 post offices and 10,000 additional postal stations and terminals.

Here, on one relatively small work floor, we will show millions of Fair visitors how mail is processed by hand in the smallest communities—and by the latest high speed electro-mechanical devices and machines yet developed for the major cities.

The business of the Post Office Department is the public's business. The mails remain this country's principal medium of communication. The World's Fair postal exhibit will be a visual demonstration of the mechanization necessary to move the mails in the immediate future.

The Honorary Postmaster of the World's Fair is the Honorable James A. Farley. When Mr. Farley accepted President Johnson's appointment as Honorary Postmaster, the honor actually was ours. During his seven years as Postmaster General under President Franklin D. Roosevelt, Jim Farley earned the lasting title of "Mr. Postmaster" in the minds and hearts of postal workers throughout the nation. Many of the great advances in the postal service were instituted during his term of office.

Being an exhibitor, as well as a service agent at this Fair, we have a double stake in the stamp and envelope designs which we are issuing today.

The World's Fair five-cent stamp shows a scene of the Main Mall of the Fair. It was designed by Mr. Robert J. Jones of the Bureau of Engraving and Printing. Mr. Jones has done a wonderful job of capturing the breathtaking beauty and scope of the Fair, and we hope that the stamp will stimulate attendance here at Flushing Meadows. I think, too, that the stamp will serve as an instrument of international goodwill for the United States. Its design depicts much of the greatness of America: its scientific progress, its beauty, its serenity and its self-confidence.

The maroon, embossed five-cent envelope shows a stylized Unisphere, the Fair's symbol. It was designed for us by Mr. Paul D. Kennedy, of the International Paper Company.

Both the stamp and the embossed envelope are on sale here at the Fair today, and throughout the rest of the United States tomorrow.

During the months ahead, they will be seen by millions of people the world over. I hope they encourage many of them to come to see for themselves what a magnificent Fair this is.



John A. Gronouski
Postmaster General