

Fair Gets Post Office, Stamp and ZIP (11380)

By DAVID HALBERSTAM

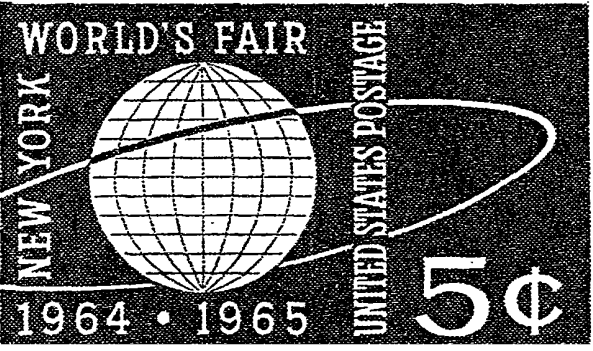
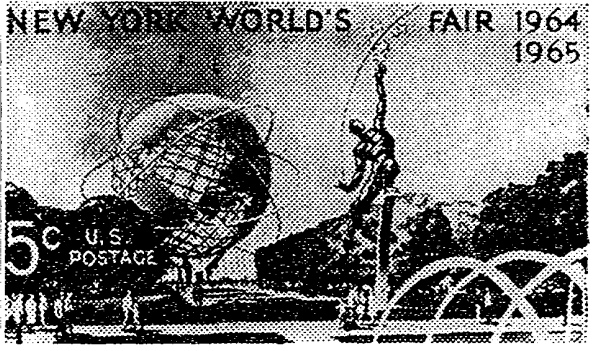
New York Times (1857-Current file); Mar 12, 1964; ProQuest Historical Newspapers The New York Times (1851-1963)

The Fair Gets Everything It Needs to Send a Letter



The New York Times

The new United States Post Office building that was dedicated yesterday at the Fair in Flushing Meadow. When mailing to World's Fair, include the ZIP code number, 11380.



Fair's new stamp depicts the main mall Design appearing on embossed envelope

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Postmaster General John Gronouski paid tribute yesterday to the World's Fair, its new post office, its new stamp and embossed stamped envelope, and most of all, to the ZIP code.

He dedicated the new post office at the fair, and unveiled its new stamps, but his mind seemed to be on numbers—the ZIP numbers that he wants Americans to use as part of their addresses. His dedication speech was a spirited defense against past and potential critics of the ZIP code, and he made it very clear that the ZIP code is here to stay.

"It is absolutely essential" to modern postal service, Mr. Gronouski said. "Scrapping it is about as silly as going back to the pony express."

Criticism Recalled

An undercurrent of criticism against the ZIP code was heightened two weeks ago when Sean P. Keating, regional director for the department, said publicly that postal clerks were ignoring the numbers because they were "probably erroneous."

Mr. Gronouski was introduced yesterday by Mr. Keating, who did not discuss the ZIP code, but instead paid tribute to Mr. Gronouski. Mr. Keating, speaking with a heavy Irish brogue, noted that since that publicity of the last two weeks, he had done considerable re-

Gronouski Says Code Is Here to Stay as He Dedicates Model Postal Building

search into his family history. Nodding toward Mr. Gronouski, Mr. Keating said he was pleased to report that although his ancestors came from Ireland he had "discovered before moving to Ireland, my ancestors came from Poland."

Dignitaries Turn Out

Despite the cold, an occasional snow flurry, the mud outside the post office and the difficulty in finding buildings at the fair, it was quite a festive day. In addition to Mr. Gronouski, James A. Farley, the honorary postmaster of the fair; Robert Moses, president of the World's Fair Corporation, and the New York Post Office Band were there.

The post office building — ZIP code 11380—is a gift of the World's Fair Corporation to the Post Office Department. It is a relatively simple structure, but it will be filled with some of the most modern postal machinery in the country and will serve as a laboratory for teaching new postal techniques.

Ramps have been built in the building to permit visitors to walk around and see the inside of a post office at work.

The 5-cent stamp is more tra-

ditional. It is green on white and shows the main mall of the fair. The maroon envelope stamp features a stylized Unisphere.

During his address Mr. Gronouski said that despite published reports, ZIP code numbers were being used, particularly by companies with heavy mail. This, he said, was already lightening the load for regular personal mail.

Although some postal officials privately note that the department is not ready to apply the ZIP code effectively to personal mail, they are hoping to start people thinking in ZIP terms now so that in two years they will be better at remembering ZIP numbers.

But it was clear yesterday that there are still many ZIP code gaps. For example, after the ceremony Mr. Moses was asked what the fair's ZIP code was. Mr. Moses smiled, slightly embarrassed, and admitted he did not know.