

The 1964 New York World's Fair Commemoratives and their First Day Covers

PURPOSE & SCOPE: This is a "Traditional" First Day exhibit of the 1964 New York World's Fair stamp and stamped envelope.

TREATMENT: This exhibit begins with a study of both the stamp and stamped envelope. Photos of essays (ex Robert J. Jones, stamp designer) are followed by Post Office Department Postal Bulletins and Philatelic Releases. These documents relate to the printing and issue of the stamp and envelope. Errors of both the stamp and stamped envelope are included.

The section on First Day covers begins with a comprehensive look at the covers issued by Fleetwood. This is warranted by the fact that Fleetwood had been designated as the "Official" issuer of First Day Covers by the World's Fair Corporation. They were the only issuer **authorized** to utilize copyrighted symbols in their cachets, including the Unisphere, although others did so without any consequences from the World's Fair Corporation. The FDCs are then arranged by cachet design beginning with those which are similar on both the stamp and

stamped envelope FDCs. Following are those FDCs on which the cachet is unique to the stamp, then unique to the stamped envelope. First cachets are indicated by the symbol **●**. Covers showing special services, auxiliary markings, foreign destinations, and unofficial cities, etc. are included throughout this section. The World's Fair Post Office operated during the Fair and was established as a sub-station of the Flushing, N.Y. Post Office. There were 14 unique postal markings utilized during the Fair; these are indicated by the symbol **✉**. Promotional FDCs saw a significant increase in use for this issue for two reasons. First Fleetwood desired to recoup the cost of being the "Official" FDC issuer and second the Fair was not recognized by the Bureau of International Exhibitions so many nations did not exhibit at the Fair. The World's Fair Corporation then sought to attract trade and tourism exhibitors increasing the commercial appeal of advertising via FDCs. The exhibit concludes with contemporaneous commercial uses of both the stamp and stamped envelope.

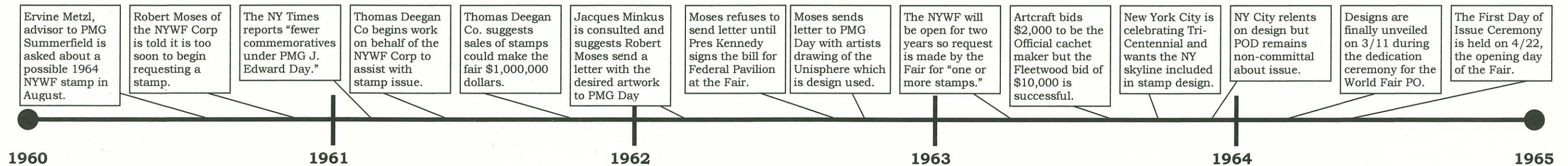
PERSONAL STUDY & RESEARCH: Personal study of these issues over the past 20 years has led to numerous discoveries especially in the area of the original artwork upon which cachets are based. Also in the design of the stamp and stamped envelope and the influences which played a role in their creation.

CONDITION & RARITY: The material shown was chosen specifically for condition and rarity. Much of the material included, especially the pre-production material, hand drawn/hand painted FDCs, and the errors are either unique or exist in populations of fewer than twenty. As a result of these factors this exhibit could not be duplicated.

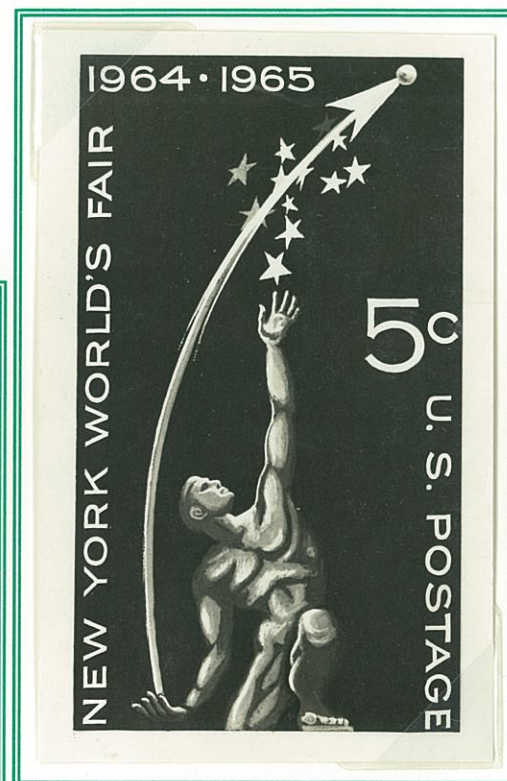
Items of special significance are highlighted with a double line blue-green border.

Timeline of events leading to the issue of the stamp and stamped envelope.

This illustrates some of the political and World's Fair Corporation influences which led to the photo essays below, the issue of a stamp AND an envelope and the chosen design.



William K. Schrage
Rocket Thrower

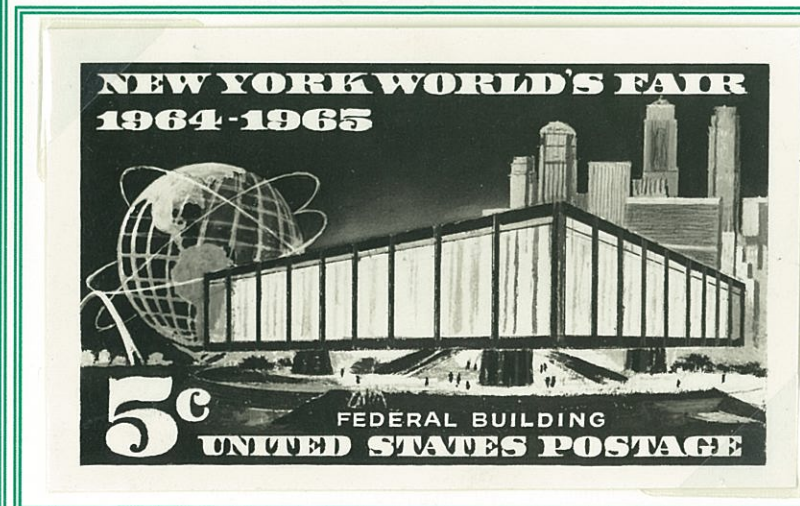


This set of four photos of essays is the only privately held set known. These essays are based on the original POD design requests; however the design ultimately chosen is based in large part on Robert Moses request.

Robert J. Jones
Fair scenes & symbols / New York Skyline



Victor S. McCloskey Jr.
Federal Building & Unisphere / New York Skyline



Robert J. Jones
Unisphere & Rocket Thrower / New York Skyline

