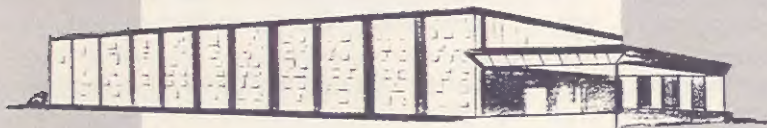




UNITED STATES
POST OFFICE
CEREMONIES



APRIL 15, 1963

GROUNDBREAKING AT THE NEW YORK WORLD'S FAIR 1964-1965

Excerpts from remarks by U.S. Post Office and World's Fair officials at the U.S. Post Office groundbreaking ceremonies, New York World's Fair, Monday, April 15, 1963.

RICHARD C. PATTERSON [Chief of Protocol]: Ladies and gentlemen, our first speaker graduated from Notre Dame with highest honors. He's been active in public relations, has spent a great deal of time in the newspaper field and is at present professor of journalism at Notre Dame. It is my great pleasure to present Mr. James F. Kelleher, Special Assistant to the Postmaster General.

JAMES KELLEHER: Thank you very much Ambassador, ladies and gentlemen. We are very pleased to see you all here today to mark what is for us a very significant

start. Over the two-year span of the Fair the Post Office Department will have the obligation and the privilege of providing special mail service for the hundreds of exhibitors and millions of visitors who will be present at the Fair. This building will be unique in many ways because it is the only building being built for participants by the Fair authorities, as a key service to the Fair and its patrons. It is a unique building because it will be the first ever occupied by the United States Post Office Department which has been specifically designed. It will be equipped and furnished with the dual purpose of providing mail service and giving the public an opportunity to see how that mail service is provided. In this building we will have a working model of every kind of mechanized equipment used in post offices throughout the country today and to be used in the foreseeable future. We will equip this building with the kind of machinery that

Cover: Rendering of U. S. Post Office at New York World's Fair. Postal officials describe it as the first in the country specifically designed for both exhibit and operational purposes.

we project for some 200 large post offices around the country in the next ten years, to handle more efficiently through the aid of machines, some 60 percent of the country's mail volume.

This post office will be so constructed that the handling of the mail within the post office will be fully visible to the public and millions of visitors to the Fair will have the opportunity to actually see their mail being processed from the time they purchase stamps to the time their mail is dispatched by any of a half-dozen means of transportation to destinations all over the world. There will be many special aspects to our Fair postal service, including seven-day service throughout the Fair to all of the exhibitors, the best in each type of mail service that's available in all parts of the country, and the best of our international service, including multi-lingual clerks to serve the millions of people Mr. Moses tells us to expect from overseas.

Postmaster General Day is quite anxious to have you know that we look forward to making this Fair post



Discussing the artist's rendering of the U.S. Post Office at the Fair are: (left to right) Postmaster John Hogan, Mr. Robert Moses, Mr. Sean Keating and Borough President Mario Cariello.



A bulldozer, with the able assistance of Patrick Kelleher, son of James F. Kelleher, breaks ground for the U.S. Post Office at the Fair. Looking on are: (left to right) John Hogan, Postmaster of Flushing; Sean Keating, Regional Director of the New York Post Office; Mario Cariello, Borough President of Queens; James F. Kelleher, Special Assistant to the Postmaster General; Sydney W. Bishop, Assistant Postmaster General of the United States; and Robert Moses, president of the World's Fair.

office an example of the improving service we are attempting to give to the country as a whole. Mr. Moses, Mr. Day asked me particularly to bring you the message that after much expectation on the part of the World's Fair Corporation, our Post Office Staff Advisory Group will be meeting in Washington in July. We are sure that their favorable attention then will be directed to your application for a special commemorative stamp to mark the New York World's Fair. Now, at least, we have some place to sell it should they recommend it. Thank you all very much.

RICHARD PATTERSON: Thank you very much Mr. Kelleher. Our next speaker is very popular around New York City. Starting long ago, before he entered the Federal Service, he was director and deputy commissioner of many departments and then Commissioner of the Board of Standards and Appeals. Now, as you know, he is Regional Director of the New York Office of the Post Office Department. I have great pleasure in presenting Mr. Sean Keating.

MR. KEATING: Ambassador Patterson, Mr. Moses, ladies and gentlemen. These oratorical Irishmen like Jim Kelleher don't leave anything for anybody else to say. I have three purposes in being here: first, to bring the benediction of a brogue; second, to thank Commissioner Moses and the World's Fair Corporation for the cooperation they have given us; and third, to view with John Hogan, the Postmaster of Flushing, the problems with which we are going to be confronted during the years the World's Fair is in progress.

RICHARD PATTERSON: Thank you Mr. Keating. And now we are to present the Assistant Postmaster General of the United States, who hails from Denver and was a practicing lawyer in Cheyenne Wells, Colorado. For six years he was Deputy District Attorney in Cheyenne Wells. He was counsel in the Law Department of the Prudential Insurance Company in California, and has had long and great experience in law and in public life. It's an honor, therefore, for me to present Sidney W. Bishop,



Assistant Postmaster General of the United States.

SIDNEY BISHOP: Mr. Ambassador, Mr. Borough President, Mr. Moses, ladies and gentlemen. To anybody connected with the building phase of the post office this is the most exciting time when the mind and the muscle of man work to make a tangible reality of a project such as the World's Fair. It's a privilege for us to participate. I would like to take this opportunity to thank Mr. Moses and the World's Fair Corporation for their fine cooperation, that which makes it possible for us to bring the finest kind of mail service to the exhibitors and to the public who will be here in millions, to participate in the Fair. We estimate at least ten million people will use the World's Fair Post Office. On behalf of Postmaster General Day and the Post Office Department, we thank you.

RICHARD PATTERSON: Thank you very much. Mr. Cariello, the Borough President of Queens is here, and ladies and gentlemen, I asked him to come forward to say a few words.

MARIO CARIELLO: Thank you very much Ambassador Patterson. President Moses, Mr. Bishop, Mr. Kelleher, Sean Keating, other distinguished members of the World's Fair and good citizens. As Borough President of Queens, I'm very happy to be at this ceremony marking the groundbreaking of another post office in this great borough. I want, at this time, to thank Mr. Moses for his wonderful cooperation. We are working very closely for the success of the Fair and for the utilization of these grounds, after the Fair, as a beautiful "Central Park" of Queens. Thank you very much.

RICHARD PATTERSON: Thank you, Mr. President. And now, my friends, I give you the Honorable Robert Moses, president of the New York World's Fair 1964-1965.

ROBERT MOSES: In an enterprise of this kind, there has to be a certain amount of give and take and I think that the agreement that was made between the Postmaster General, Mr. Day, and his associates and the Fair, is most

reasonable. It was arrived at in the most friendly way. I don't know the relative importance of one kind of communication over another in the total scale, but it remains a fact that the post office is the avenue for world communication and domestic communication.

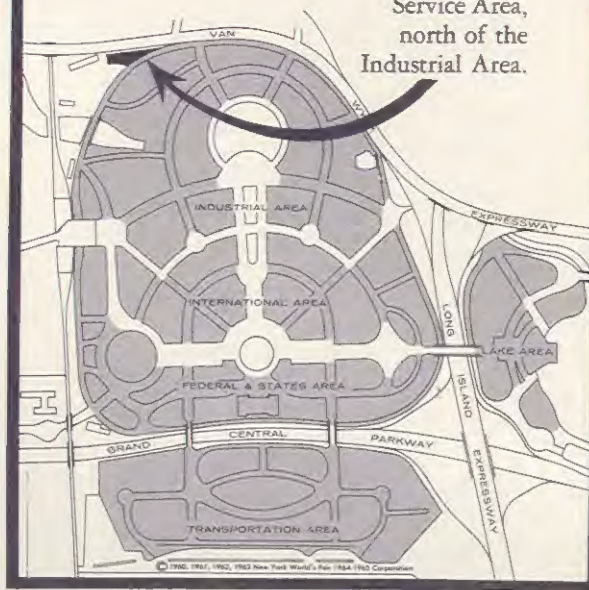
I hesitate to compare it with radio, television, Telstar or any other method of communication, but it remains the basic way — the method most people use for messages not conveyed over the telephone. It's been the most efficient communication agency in the world since the days of Benjamin Franklin. Though the cost of mailing has gone up somewhat, so has the cost of everything else gone up.

You're not only going to have a service for the Fair, but as has been indicated, you're going to have an exhibit which will rank with any other exhibit in the Fair. These are facilities which the post office will use afterwards.

We're delighted about this building, and I can't say too much by way of thanks to Mr. Day and his associates, Congressman Delaney, Mr. Keating and to others who worked on this project.

THE U. S. POST OFFICE

will occupy
a 23,354 sq. ft. site
in the
Service Area,
north of the
Industrial Area.





U. S. POST OFFICE DEPARTMENT

J. EDWARD DAY, *Postmaster General, Washington, D.C.*

SEAN P. KEATING, *New York Regional Director*

JOHN HOGAN, *Postmaster of Flushing*

FRANK VIOLA, *Design Engineer*

NEW YORK WORLD'S FAIR 1964-1965 CORPORATION

Flushing 52, N. Y.

Tel. 212-WF 4-1964

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ERNESTINE R. HAIG, *Secretary of the Corporation and
Assistant to the President*

WILLIAM WHIPPLE, JR., *Chief Engineer*



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