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## **DELIVER THE JOY! LORD & TAYLOR HOLIDAY WINDOWS TO UNVEIL HISTORY OF DELIVERY AND U.S. POSTAL SERVICE HOLIDAY ORNAMENTS STAMPS**

WASHINGTON – New York shoppers will be doubly delighted when Lord & Taylor unveils “Deliver The Joy,” its 2004 Christmas Windows depicting the U.S. Postal Service’s celebrated history of delivering holiday joy. Also highlighted will be the Postal Service issuance of the 2004 Holiday Ornaments stamps.

The Holiday Ornaments stamps will be issued at 5:30 p.m. Nov. 16, as part of the Lord & Taylor Christmas Window Unveiling at its flagship location, 424 Fifth Avenue, in New York City.

“Holiday cards, letters and gifts carry seasonal messages, but the season’s greetings really begin on the outside, on the envelope or package,” says the Postal Service’s Deputy Postmaster General, John Nolan. “Over 140 million *Holiday Ornaments* stamps will grace a bevy of envelopes and packages as they travel across the country this holiday season, and it is our hope that the stamps will deliver love, peace and joy.”

“Every year our Fifth Avenue holiday windows are our gift to the City of New York. Thanks to the U.S. Postal Service, this year we are delighted to add a very exciting element with the unveiling of the Holiday Ornaments stamps,” says Jane Elfers, President and Chief Executive Officer of Lord & Taylor. “We are honored to have them lighting up our façade.”

Nolan will join Elfers, the Brass Menagerie, the Navy Junior ROTC Color Guard from the High School of Graphic Communication Arts, and soloist Frances Haywood from the Abyssinian Baptist Church Sanctuary Choir for this historic stamp dedication and windows unveiling in front of the store’s Fifth Avenue doors. After Nolan flips the switch to dedicate the Holiday Ornaments stamps, the Lord & Taylor windows will come alive, showcasing six window scenes of animated figures with painstakingly rendered period detail. The scenes will depict the mode of delivering



U.S. Mail in a specific historic time when delivery was done by horse, steamboat, stagecoach, steam locomotive, biplane and truck. Stamps from yesteryear will appear on the right side of each window, making each scene appear to be a giant holiday postcard.

**Window 1**, Year 1773, Boston Harbor, MA, delivery by horse: In Colonial Times, in line with the European practice of using coffee houses and taverns as mail drops, mail is brought to local taverns. Ben Franklin, Joint Postmaster General for the Crown, is outside.

**Window 2**, Year 1835, St. Louis, MO, Mississippi River, delivery by steamboat: In 1811, fast moving steamboats began traveling the rivers. Steamboats had to deliver the letters and packets to local postmasters within three hours of docking in daylight or two hours after sunrise the next day. The scene: Cargo (including a horse) and mail being loaded onto the stern of a double-decker steamboat tied to the dock.

**Window 3**, Year 1840s, Colorado Rockies, delivery by stagecoach: Beginning in 1785, the Continental Congress encouraged the use of stagecoaches to transport mail between Post Offices to subsidize the growth of stagecoach lines. Stagecoaches were used until 1845. The scene: Passengers are getting out of the stagecoach, making a brief stop at an isolated stone hut that is the Post Office to drop off and pick up mail. A blacksmith is repairing the shoe of one of the horses.

**Window 4**, Year 1889, Hudson River Valley, NY, delivery by steam locomotive “The Iron Horse:” Congress on July 7, 1838, designated all United States railroads as post routes, and railroad mail service increased rapidly. The route agents opened the pouches from the local offices and separated mail for other local points and sent the rest on to their Post Offices. The scene: Inside a Hudson River Valley train station where a locomotive has just stopped to drop off and pick up new mail, packages and passengers.

**Window 5**, Year 1920, Mid-Western Plains, Omaha, NE, delivery by biplane: Scheduled airmail service began May 15, 1918. Those early mail planes had no instruments, radios, or other navigational aids. Pilots flew “by the seat of their pants” using dead reckoning. The scene: The start of transcontinental mail delivery. A biplane flies above the plains. Below, a farmhouse where the family is dressed up, getting ready to go out. A boy is pulling the horse out of the barn while a child is making snow angel wings on the newly-fallen snow.

**Window 6**, Year 1930, New York City, NY, delivery by truck: An act of Congress on March 3, 1863, provided that free city delivery be established at Post Offices where income from local postage was more than sufficient to pay all expenses. For the first time, Americans had to put street addresses on their letters. The scene: The mailman is in the foyer of an art deco home delivering the mail and packages. Seen through the front door is his parked truck. The house is being decorated for the holidays. The maid is resting by the chair as strings of lights are being put on the tree.

From 5:45 p.m. to closing on Tuesday, Nov. 16, Lord & Taylor customers will receive a collectible stamped and postmarked envelope—the official first day cover of the Holiday stamps—as a gift, with any Lord & Taylor purchase. A special postmark, “Deliver the Joy! Lord & Taylor

Station,” will be available at the in-store Post Office on the main floor Wed., Nov. 17, through Sat., Nov. 20, from 10 a.m. to 3 p.m. Inside the in-store Postal Station, plaster figures, once part of the Smithsonian National Museum of American History, will be displayed. The figures showcase the attire worn by Postal employees over the years. Many depict the uniforms of the most widely recognized—Postal carriers.

Lord & Taylor is also featuring U.S. Postal Service merchandise in its catalogue and trim-a-home shops. Customers can buy replicas of the Santa Holiday Ornaments stamps in red, blue, green and purple, a boxed set of 2004 holiday greeting cards depicting the stamp, and a silk scarf with the ornament images on a black and white striped background. All are available in all 54 Lord & Taylor stores.

The four Holiday Ornaments stamps feature painted glass Santa ornaments made in 1999 in Lauscha, Germany, for D. Blumchen & Company of Ridgewood, NJ. The ornaments were photographed by Sally Andersen-Bruce, and hand-painted by designer Derry Noyes. The stamps are available in a 37-cent pane of 20, double-sided convertible booklet of 20, vending booklet of 20 and ATM sheetlet and convertible book of 18.

To see the *Holiday Ornaments* stamps, visit the Postal Service website at [www.usps.com/shop](http://www.usps.com/shop). You will also find many other stamp designs, as well as philatelic items available online.

Current U.S. stamps, as well as a free comprehensive catalog, are available by toll-free telephone order at 1-800-STAMP-24. Beautifully framed prints of original stamp art delivered to your home or office are available online at [www.postalartgallery.com](http://www.postalartgallery.com).

Since 1775, the U.S. Postal Service has connected friends, families, neighbors and businesses by mail. An independent federal agency, the Postal Service makes deliveries to more than 141 million addresses every day and is the only service provider to deliver to every address in the nation. The Postal Service receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of more than \$68 billion, it is the world's leading provider of mail and delivery services, offering some of the most affordable postage rates in the world. Moreover, today's postage rates will remain stable until at least 2006. The U.S. Postal Service delivers more than 46 percent of the world's mail volume—some 202 billion letters, advertisements, periodicals and packages a year—and serves seven million customers each day at its 38,000 retail locations nationwide.

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