

FOR IMMEDIATE RELEASE
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DELIVER THE JOY!
**NEW HOLIDAY ORNAMENTS STAMPS ISSUED BY U.S. POSTAL SERVICE AND
LORD & TAYLOR UNVEILED ITS CHRISTMAS WINDOWS SALUTING THE U.S.
POSTAL SERVICE**

NEW YORK, NY – New York shoppers received two bargains today when Lord & Taylor unveiled “Deliver The Joy,” its 2004 Christmas Windows celebrating the U.S. Postal Service’s history of delivering holiday joy and the U.S. Postal Service issuance of the Holiday Ornaments stamps.

The first-day-of-issue ceremony took place at Lord & Taylor flagship store at 424 Fifth Avenue at 39th Street, New York City, as hundreds gathered to witness the festive occasion. The stamps are available at the Lord & Taylor flagship store and New York City Post Offices today and at Post Offices nationwide beginning tomorrow.

“Holiday cards, letters and gifts carry seasonal messages, but the season’s greetings really begin on the outside, on the envelope or package,” said John Nolan, Deputy Postmaster General, U.S. Postal Service. “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,” said Jane Elfer, President & Chief Executive Officer of Lord & Taylor. “We are honored to have them lighting up our façade.”

The celebration began with music by the Brass Menagerie Band, followed by the presentation of colors by 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 sang the National Anthem. A warm New York welcome was given by Jane Elfers, President and Chief Executive Officer, Lord & Taylor. Nolan joined Elfers in front of the store's Fifth Avenue doors and flipped the switch to dedicate the Holiday Ornaments stamps. After which, Lord & Taylor windows came 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 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 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.

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, designed by Derry Noyes and hand-painted by designer Diane S. Boyce. 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. 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.

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.