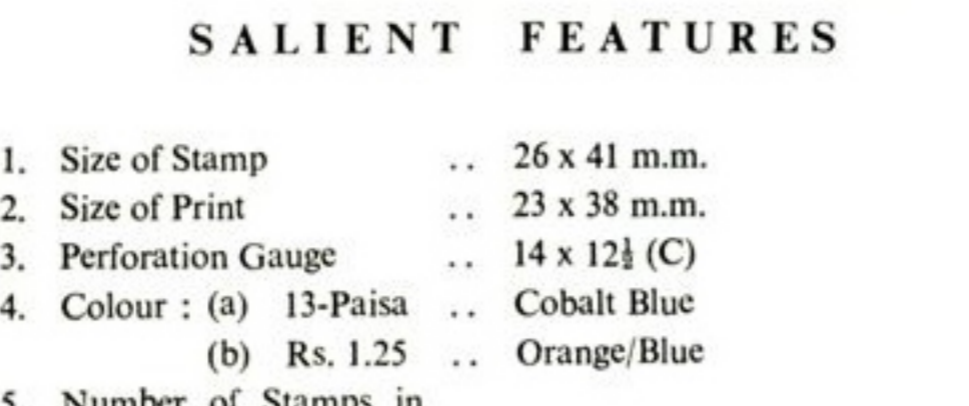


NEW YORK WORLD'S FAIR

1964 - 65



COMMEMORATIVE POSTAGE STAMPS
APRIL 22, 1964



SALIENT FEATURES

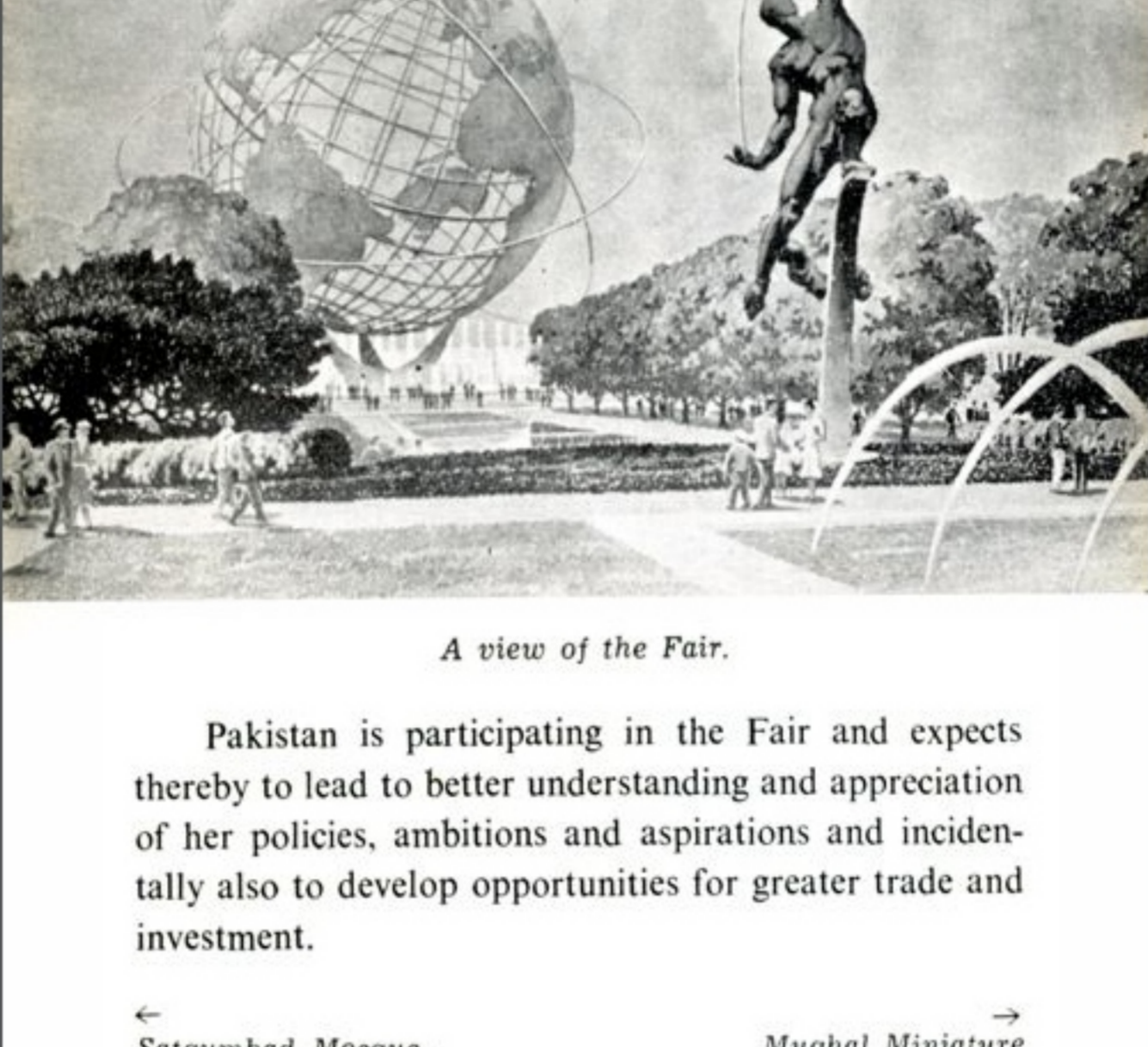
1. Size of Stamp .. 26 x 41 m.m.
2. Size of Print .. 23 x 38 m.m.
3. Perforation Gauge .. 14 x 12½ (C)
4. Colour : (a) 13-Paisa .. Cobalt Blue
(b) Rs. 1.25 .. Orange/Blue
5. Number of Stamps in each sheet .. 80
6. Process of Printing .. Recess
7. Quantity printed .. (a) 13-Paisa 15,00,000
(b) Rs. 1.25 5,00,000
8. Printers .. The Pakistan Security Printing Corporation Ltd., Karachi.
9. Design

13-paisa : Depicts the Fair symbol the 'UNISPHERE', and the Pakistan Pavilion; the two are placed side by side and are in white shaded blue against a blue background.

Rs. 1.25 : Depicts the Pakistan Pavilion in blue, superimposed on an orange background consisting of a large 'UNISPHERE' in white shaded with orange.



THE New York World's Fair 1964-65, an international event of first rate importance, commencing from Wednesday, the 22nd April, 1964, is intended to present "to the world the largest and the most comprehensive show-case of human accomplishments" over the years. It covers an area of 646 acres, will run to Sunday, October 18, 1964; and will reopen the following year on Wednesday, April 21, 1965, and run to Sunday, October 17, 1965 when it will finally close.

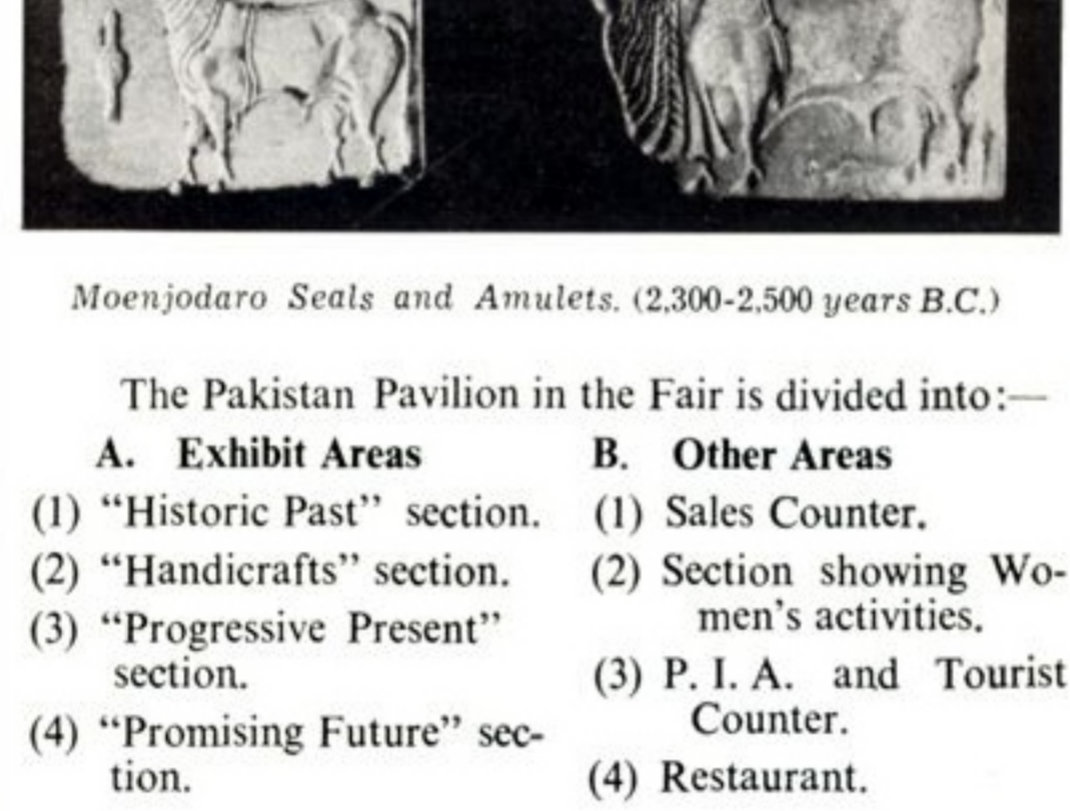


A view of the Fair.

Pakistan is participating in the Fair and expects thereby to lead to better understanding and appreciation of her policies, ambitions and aspirations and incidentally also to develop opportunities for greater trade and investment.

← Satgumbad Mosque, Dacca.

→ Mughal Miniature painting.

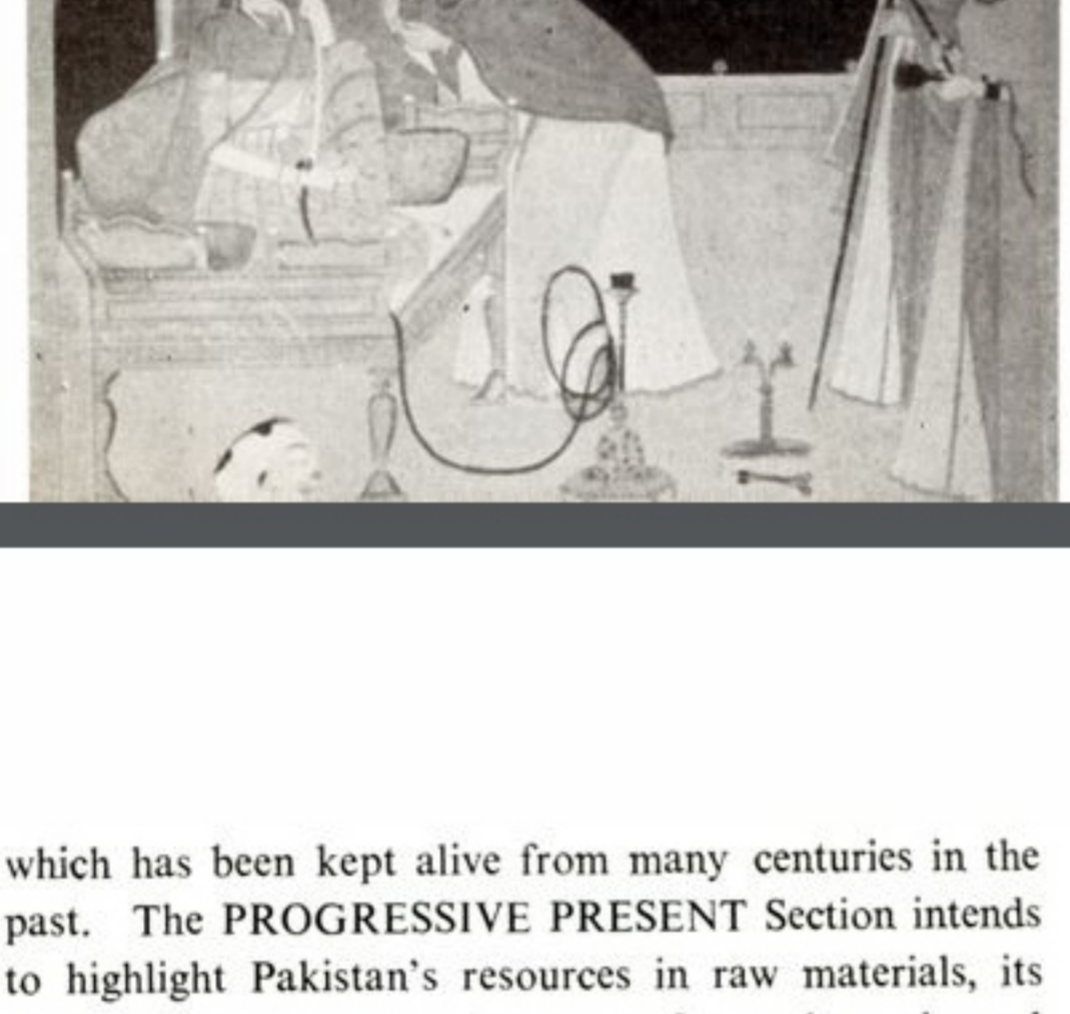


Moenjodaro Seals and Amulets. (2,300-2,500 years B.C.)

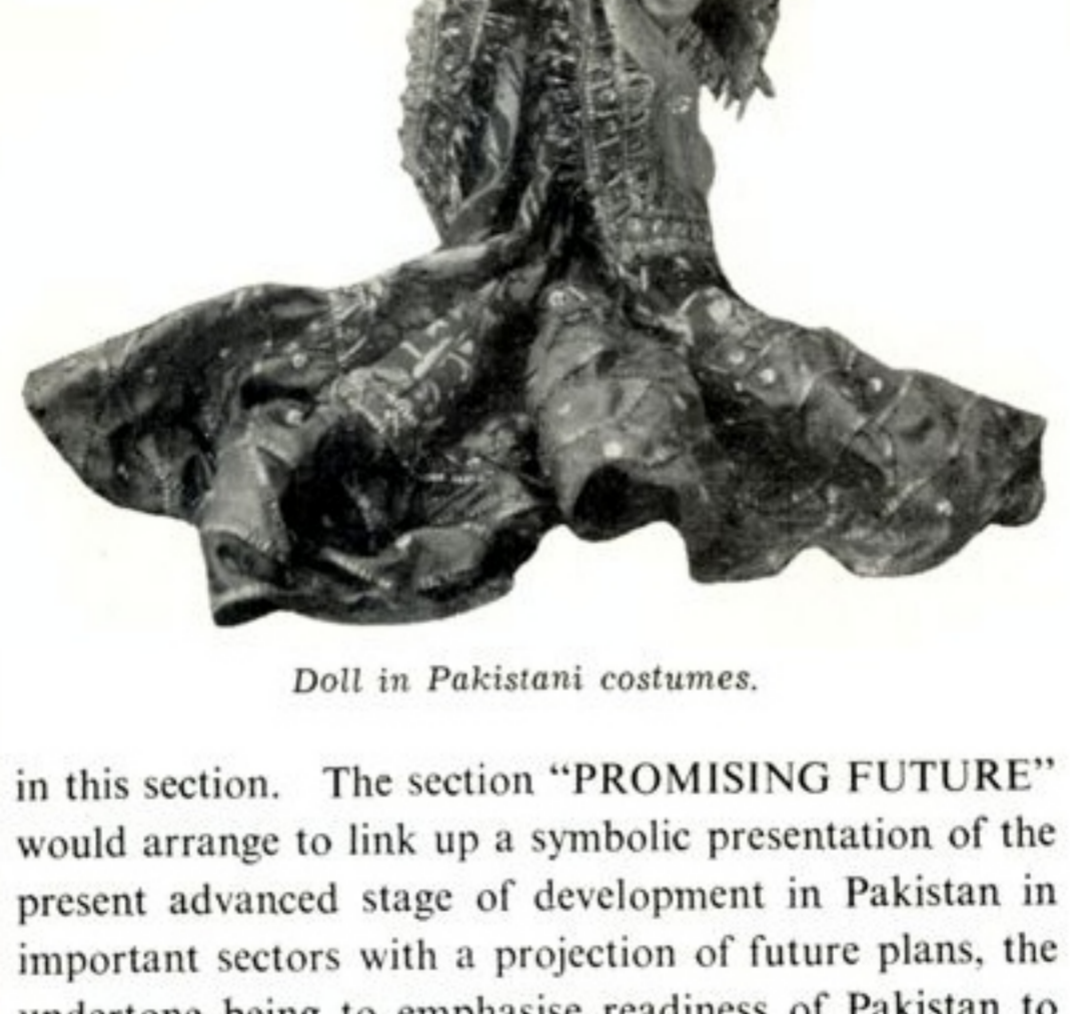
The Pakistan Pavilion in the Fair is divided into:—

- | | |
|------------------------------------|---|
| A. Exhibit Areas | B. Other Areas |
| (1) "Historic Past" section. | (1) Sales Counter. |
| (2) "Handicrafts" section. | (2) Section showing Women's activities. |
| (3) "Progressive Present" section. | (3) P. I. A. and Tourist Counter. |
| (4) "Promising Future" section. | (4) Restaurant. |

The HISTORIC PAST Section will present pieces of antiquities giving prominence to the Muslim cultural heritage and yet not ignoring the earlier civilizations. The HANDICRAFTS Section will display craftsmanship of embroidery, wood, ivory, marble and brass work,



which has been kept alive from many centuries in the past. The PROGRESSIVE PRESENT intends to highlight Pakistan's resources in raw materials, its capacity to turn them into manufactured goods and efforts being made to export them to various destinations all over the world. Jute and Jute manufactures, Textiles, Machinery, Leather and Leather manufactures, Fish and Prawns, Sports Goods, Carpets and Surgical Instruments will constitute the main subjects of exhibits



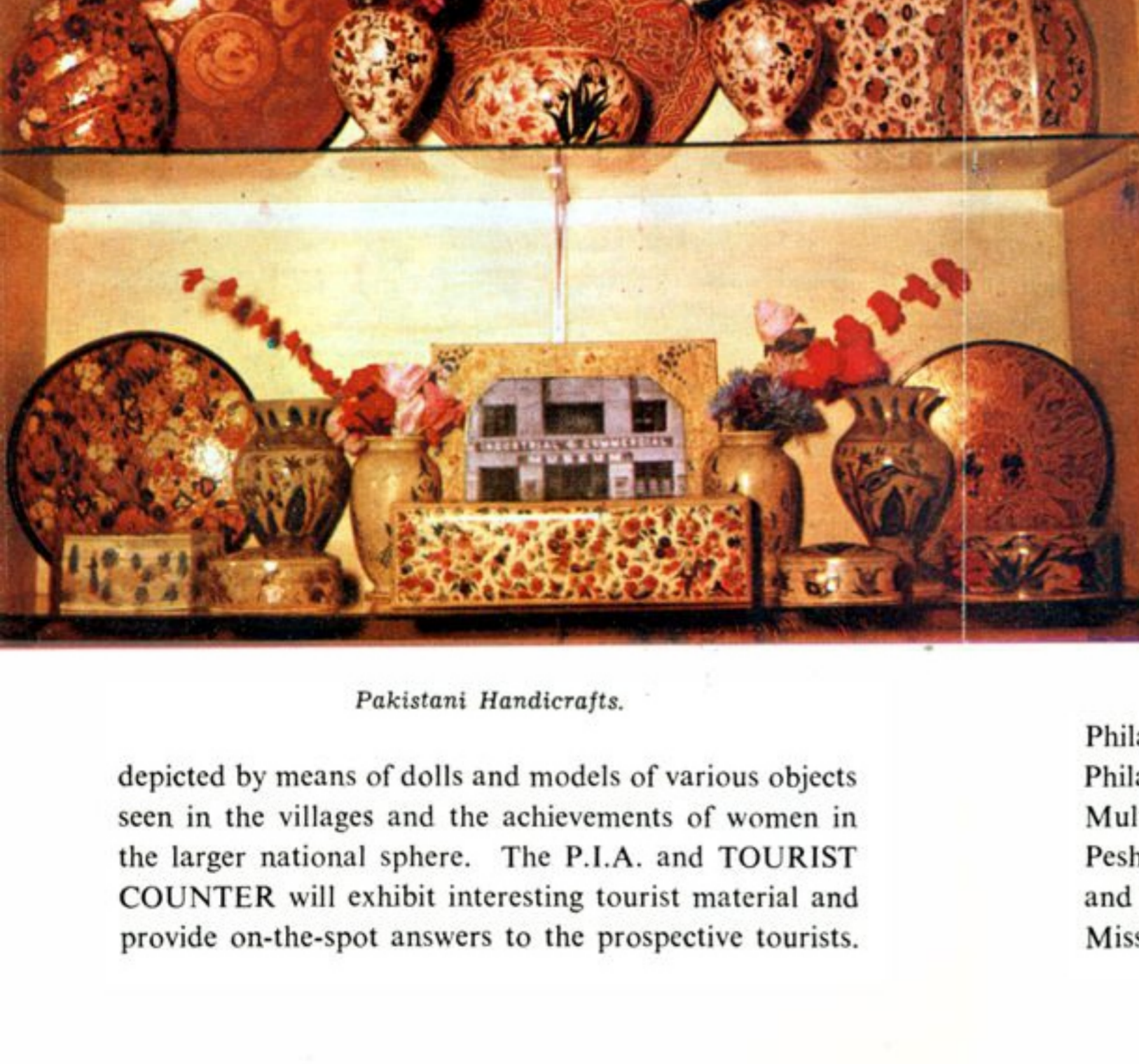
Doll in Pakistani costumes.

in this section. The section "PROMISING FUTURE" would arrange to link up a symbolic presentation of the present advanced stage of development in Pakistan in important sectors with a projection of future plans, the undertone being to emphasise readiness of Pakistan to fruitfully absorb foreign investments in larger measure. The RETAIL SALE BOOTH is sponsored by the W.P.I.D.C. Its purpose is to sell to the visitors small

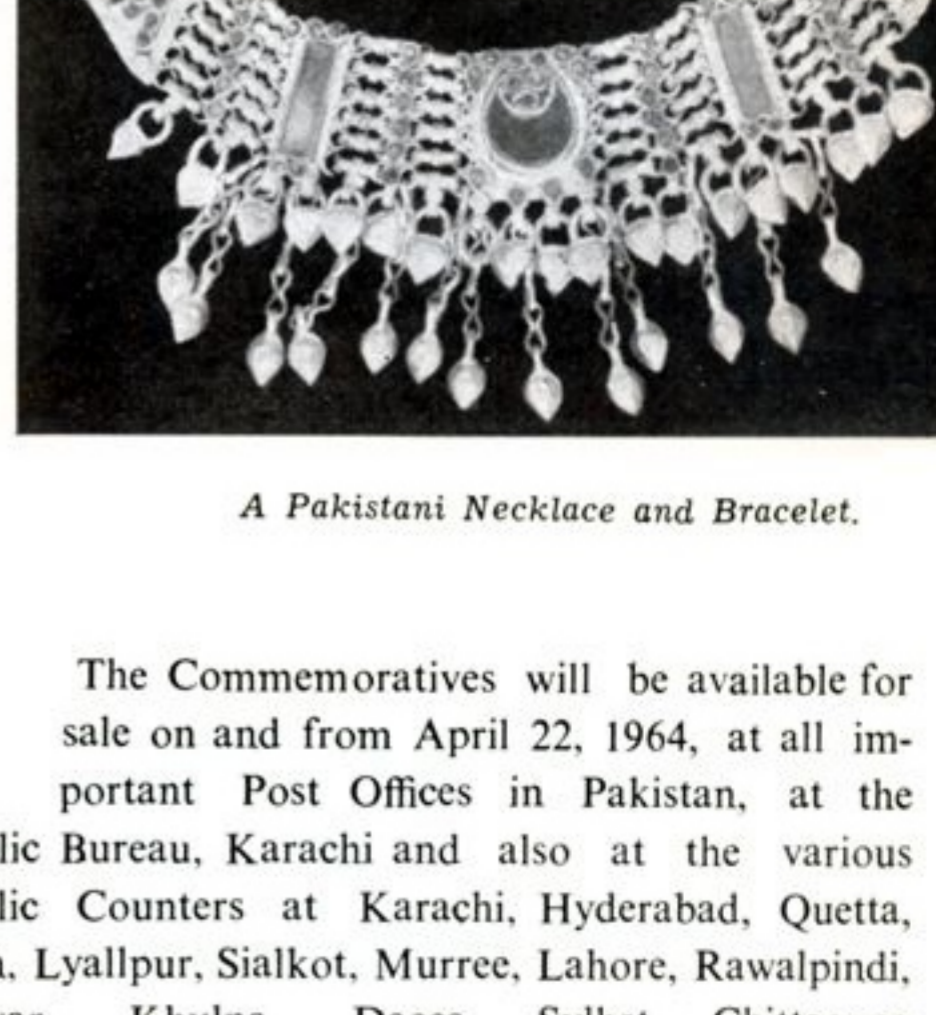
souvenirs of Pakistan handicrafts for creating commercial demand for them. Items on sale will be hand-woven textiles, embroidery, brasswares, zari work, marble art, replicas, jewellery etc. collected from all over the country. In the SOCIAL ACTIVITIES section, the A.P.W.A. has planned to put up a diorama of a typical scene of women working in the villages, women's activities being

Tourist literature about Pakistan's landscape, snow-bound mountains, green valleys, fertile plains, oriental bazars and other similar sights will be available from this section.

A Pakistani restaurant will be an important feature of the Pakistan Pavilion. It is in two parts—out-door and in-door—and will seat 80 persons at a time. It will serve such typical Pakistani dishes as chicken tikka, kababs, pulao, curries and other oriental delicacies.



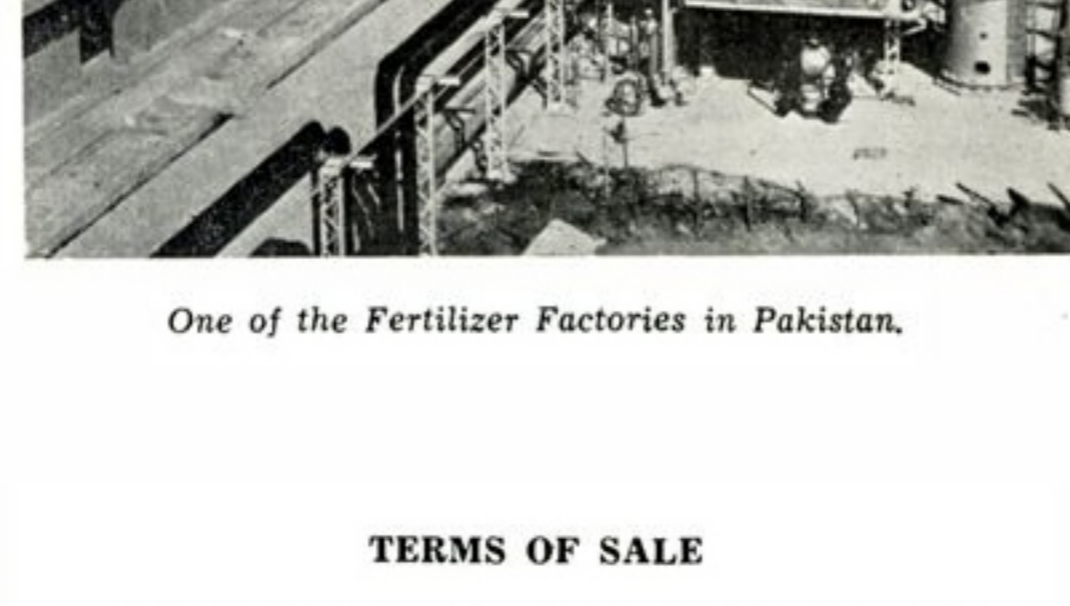
Pakistani Handicrafts.



A Pakistani Necklace and Bracelet.

depicted by means of dolls and models of various objects seen in the villages and the achievements of women in the larger national sphere. The P.I.A. and TOURIST COUNTER will exhibit interesting tourist material and provide on-the-spot answers to the prospective tourists.

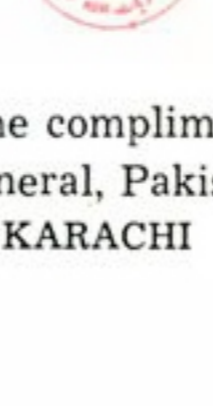
The Commemoratives will be available for sale on and from April 22, 1964, at all important Post Offices in Pakistan, at the Philatelic Bureau, Karachi and also at the various Philatelic Counters at Karachi, Hyderabad, Quetta, Multan, Lyallpur, Sialkot, Murree, Lahore, Rawalpindi, Peshawar, Khulna, Dacca, Sylhet, Chittagong and Rajshahi and at some of the Pakistan Diplomatic Missions abroad.



One of the Fertilizer Factories in Pakistan.

TERMS OF SALE

Overseas orders for the supply of the New Stamps and First Day Covers may be addressed, with full particulars, to the Manager, Philatelic Bureau, G.P.O. Karachi, and should be accompanied by a Bank Draft or crossed cheque encashable in Pakistan.



With the compliments of
the Director-General, Pakistan Post Office
KARACHI

N.S.C.