ZIP Code Campaign Public Service Announcements:

“What’s Yours” 1967

Transcript provided by Smithsonian National Postal Museum

Woman: Mine is 30949.

Man: Mine is 02446.

Child: Mine is 60635.

Announcer: What’s yours? You ZIP Code, that is! You should know it, because your ZIP Code is now the most important part of your mailing address. Here’s why. The post office now faces an avalanche of two hundred million new pieces of mail every day. To handle this enormous job efficiently, they have devised the modern ZIP Code system. ZIP Code enables our postal workers to sort mail far more swiftly and deliver it by more direct routes. So use ZIP on every mailing address, and add your own ZIP number to your return address so that others can easily ZIP their mail to you. When you don’t know a ZIP number, call your post office, or look it up in their national ZIP directory. The sooner we all use ZIP Code, the sooner we’ll all enjoy better, more efficient mail service.

[End]