ZIP Code Television Public Service Announcement

“Help!”

Transcript provided by Smithsonian National Postal Museum

Narrator: Here is a message from the United States Post Office.

Post Office employee: Help!

Narrator: The Post Office is flooded with mail. The mail load keeps getting bigger. It now pours in at the rate of over two hundred million new letters and packages a day. Just sorting this avalanche of mail takes longer and longer and can slow up mail delivery. Your mail. That’s why ZIP Code was created. When you add ZIP Code to the address, postal workers can sort the mail far more quickly and efficiently. And the post office can use its new electronic machines that read ZIP numbers and sort mail with space age speed. So add ZIP Code to every mailing address. If you don’t know the right ZIP, call your post office or look it up in their ZIP directory. Include your own ZIP Code in your return address. That makes it easy for others to ZIP mail to you.

[Text]: Always use ZIP Code on both mail addresses and return addresses. Mail moves the country – ZIP Code moves the mail!

Narrator: Remember, mail moves the country, and ZIP Code moves the mail!

[End]