ZIP Code Television Public Service Announcement

“Shop Early”

Transcript provided by Smithsonian National Postal Museum

[Typing sounds]

Narrator: Christmas mail control center, Washington, D.C.

[Text]: W. Marvin Watson Postmaster General

Watson: We have the people, the plans, and the equipment to deliver your holiday mail on time, but we still need your help. Please shop early,

[Text]: Shop early

Watson: mail early,

[Text]: Mail early

Watson: and use ZIP Code.

[Text]: Use ZIP Code

[End]