

Mr. ZIP



The cartoon figure, Mr. ZIP, was adopted by the Postal Service as the trademark for the Zoning Improvement Plan or ZIP Code, which began on July 1, 1963. However, the figure originated several years earlier. It was designed by Harold Wilcox, son of a letter carrier and a member of the Cunningham and Walsh advertising agency, for use by Chase Manhattan Bank in New York in a bank-by-mail campaign. Wilcox's design was a child-like sketch of a postman delivering a letter. The figure was used only a few times, then filed away.

The American Telephone and Telegraph Company acquired the design from the Cunningham and Walsh agency and kindly made it available to the Post Office Department without cost.

Post Office Department artists retained the face but sharpened the limbs and torso and added a mail bag. The new figure, dubbed Mr. ZIP, was unveiled by the Post Office Department at a convention of postmasters in October 1962. Mr. ZIP, who has no first name, appeared in many public service announcements and advertisements urging postal customers to use the five-digit ZIP Code that was initiated on July 1, 1963. Within four years of his appearance, eight out of ten Americans knew who Mr. ZIP was and what he stood for.

With the introduction of the nine-digit ZIP Code, or ZIP+4, in 1983, Mr. ZIP went into partial retirement. His image still was printed on the selvage of some sheets of stamps, but that practice ended in January 1986. Mr. ZIP still is used occasionally by the Postal Service.

An advertisement featuring a cartoon character of Mr. ZIP. He is wearing a cap and a suit, and is carrying a large mail bag labeled 'U.S. MAIL'. A speech bubble next to him says: "Don't tie up mail service ...use ZIP CODE". Below the speech bubble, it says: "Mail moves the country— ZIP CODE moves the mail!". At the bottom, there is a small logo and the text: "advertising contributed for the public good".

Advertisement distributed for free to magazines by The Advertising Council, Inc., in 1968, as a public service

A promotional cartoon for the ZIP Code. It features a cartoon character of Mr. ZIP running while carrying a large mail bag. The text reads: "MAIL MOVES THE COUNTRY" and "ZIP CODE MOVES THE MAIL". Below the cartoon, it says: "Detail of Post Office Department promotional cartoon, May 1968".

Mr. ZIP and the 5 Little Digits

Hi, folks - I'M **MR. ZIP** YOUR NEW LETTER CARRIER!




I SERVE 10 NATIONAL POSTAL AREAS MORE THAN 190,000,000 PEOPLE!
IMAGINE....



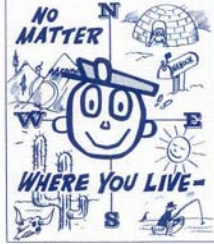
AND I GIVE 'EM **ALL** ACCURATE, COMPLETE AND **FASTER MAIL SERVICE** WITH THE HELP OF-

JUST **5** LITTLE DIGITS!
FR INSTANCE... **20500** WHAT ARE THEY?

THAT'S **ZIP CODE TALK** IT'S THE NUMBER FOR THE **WHITE HOUSE** WHY, EVEN A POSTAL CLERK IN **KWIGILLINGOK, ALASKA**, CAN MAIL DIRECTLY TO PRESIDENT JOHNSON - WITH THESE NUMBERS!



NO MATTER WHERE YOU LIVE -



Your Address HAS 5 LITTLE DIGITS!



SO DO YOUR NEIGHBORS AND THE FIRMS WITH WHICH YOU CORRESPOND. USE **BOTH** YOURS AND THEIRS EVERY TIME YOU WRITE -

IN YOUR RETURN ADDRESS AND IN THEIR ADDRESS.



MAIL EARLY IN THE DAY AND -



I'LL TAKE IT FROM THERE -



RIGHT TO THE POST OFFICE WHERE IT IS... CANCELLED SORTED SACKED



WITH OTHER MAIL BEARING THE SAME ZIP ADDRESS



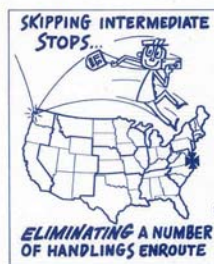
OR IF IT IS VOLUME MAIL ALREADY PRESORTED TO ZIP CODE... IT BYPASSES THE POST OFFICE... AND HEADS FOR THE TRANSPORTATION TERMINAL



THEN WE'RE OFF- BY LAND, SEA OR AIR-



SKIPPING INTERMEDIATE STOPS... ELIMINATING A NUMBER OF HANDLING ENROUTE



TO THE DISTANT SECTIONAL CENTER OR LARGE POST OFFICE RIGHT THROUGH THEIR BUSIEST OPERATIONS -



DIRECTLY TO THE STATION OR BRANCH OF DESTINATION -



AND DELIVERED AS ADDRESSED!



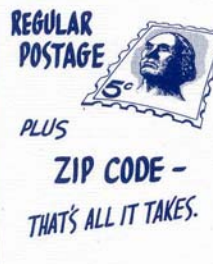
JUST **5** LITTLE DIGITS DID IT!

NOW- WHAT ABOUT YOU... FOR YOUR **ZIP CODE** ASK YOUR POSTMAN... OR ...CALL THE POST OFFICE

ZIP CODE IS THE LAST WORD... IN MAIL ADDRESSES!



REGULAR POSTAGE PLUS ZIP CODE - THAT'S ALL IT TAKES.



OR...FOR EVEN FASTER SERVICE..... SEND IT **AIR MAIL!**



REMEMBER- YOUR ADDRESS INCLUDES **5** LITTLE DIGITS USE ZIP CODE FOR BETTER MAILING!



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GPO : 1964 O - 733-400

Post Office Department promotional material featuring Mr. ZIP, 1964