**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.
Mr. ZIP and the 5 Little Digits

Hi, folks! I'm Mr. ZIP. Your new letter carrier!

I serve over 10,000 postal areas more than 150 million people! Imagine.

And I give you all accurate, complete, and faster mail service with the help of.

Just 5 Little Digits!

That's ZIP code talk. It's the number for the White House.

Why even a postal clerk in Kwilullonok, Alaska, can mail directly to President Johnson—with these numbers!

Your Address has 5 Little Digits!

No matter where you live, you'll take it from there.

Your return address is in your return address.

Use both yours and theirs every time you write.

Mail early in the day.

And—

I'll take it from there.

Right to the post office where it is...

With other mail bearing the same ZIP address.

If it is volume mail already presorted to ZIP code, it bypasses the post office.

Or... if even faster service... send it air mail.

5 Little Digits did it!

Just 5 Little Digits.

Remember—your address includes.

ZIP code for better mailing!

Post Office Department promotional material featuring Mr. ZIP, 1964