

# Notices Going Out To Help Mail ZIP

By MICHAEL WRIGHT

Atlanta postmen were delivering 200,000 notices to postal patrons Monday announcing the start of the Zoning Improvement Plan Code program.

"The notice delivered to each resident, business firm, and box holder gives the new five-digit ZIP Code Number to be used in their return address," Postmaster Burl Sanders said at a Monday press conference.

ZIP Code, a five-digit coding system, is intended for all classes and types of mail, he said.

"The first digit identifies the geographical area," the postmaster reported. "The second and third digits, together with the first, identify the major city or sectional center, and the fourth and fifth digits identify the post office or other delivery unit."

C. Banks Gladden, Regional Director of the Atlanta region of the Post Office Department, said that the new program for distributing mail was "born of necessity" and may forestall postal rate increases.

"The postal service now handles nearly 70 billion pieces of mail annually," Mr. Gladden said. "With the ZIP Code mail will be handled faster and at a lower cost."

**ZIP CODE** will not reduce the number of postal employees, he reported. "Using this new system the Post Office Department will not have to hire additional people to handle increased volumes of mail."

Public co-operation is expected, Mr. Gladden said, "because our goal is to reduce operating costs."