

Longman & Martinez Paint Makers (L184 / D+)

Bob Szymanski (LM0145)

In the series of advertising postcards with perfin, another frequently found card is that of the Longman & Martinez Paint Makers. I searched the internet for more information on this company but was only able to discover that they were in business in the early 1890's and at least through the mid 1930's. These dates were discovered only through other philatelic advertising covers and some non-philatelic advertising materials.

Maybe Carter White Lead Paint was so successful, or thought that Longman & Martinez was, that both companies made liberal use of these beautiful post cards with their respective perfins. You will note

The cards shown are as follows:

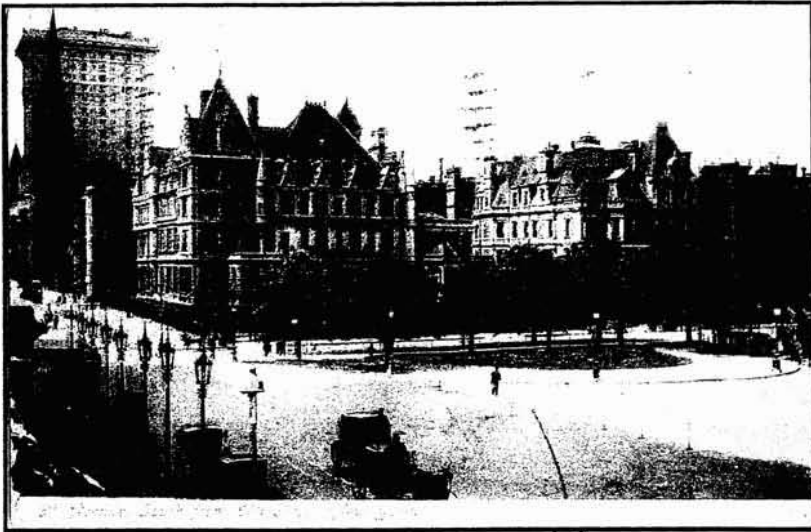
Date	Scott#	View
03-11-09	331	5th Ave. @ 59th St
03-29-09	331	Park Row with Post Office
04-03-09	331	Broadway with City Hall
08-09-09	331	Union Square (2 copies)
10-09-09	331	St. Patrick's Cathedral
04-23-10	331	US Customs House
04-28-10	331	Gillender Building
11-12-20	525	Equitable Building

I would certainly appreciate hearing from anyone with other copies of this L&M perfin on postcards.

that all views are of New York, New York - the location of this company. But, unlike Carter White Lead Paint, not one mention is made that any of these buildings used Longman & Martinez's paints. Note that on the April 28, 1910 card there is a typewritten note (in red) that "...this card is not good if used by anyone else!..." I've never seen that kind of advertising slogan before! You would think that they would want anyone to use their product, wouldn't you!

Most notably these views turn back the clock nearly 100 years! It has been a long time since St. Patrick's Cathedral was the largest building in its area!

Maybe others will help fill in the 10-year gap between the first seven and the last card!



184

POST CARD

NEW YORK, N.Y.
MAR 11
3 PM
1909

U.S. POSTAGE
8

Dear Sir:—We write to 100,000 property-owners every year, many in your place. They will give you preference if you use the L & M. Paint, because we tell them facts. Costs only \$1.20 per gallon when you prepare it for use.

Longman & Martinez,
Paint Makers — New York.
1071 E 29 St
J. S. Bowen—Agt.—Parkside

Mr. John Hartman,
Parkside, Pa.

No. 3 12754 Published by The American News Company, New York

LITHO-CHROME
TRADE-MARK
GERMANY

POST CARD

NEW YORK, N.Y.
MAR 29
6:30 PM
1909

U.S. POSTAGE
2

Dear Sir:—

4 Gallons L. & M.
and 3 gallons Oil make
7 gallons superb paint
at \$1.23 per gallon.

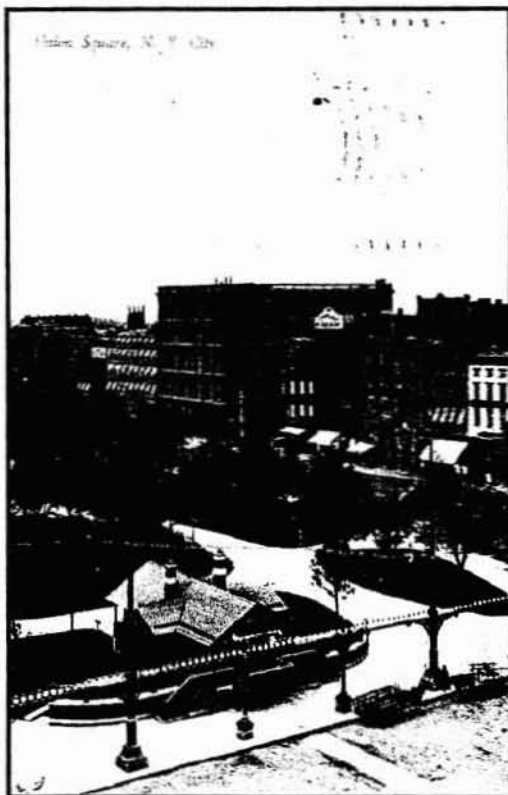
Results guaranteed.

Yours truly,
Door-Parker Hardware Co.
Hoosick Falls, N. Y.

Mr. T. W. Gardner,
Hoosick Falls,
N. Y.

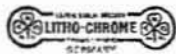
P. F. D. #3.

No. 3 12751 Published by The American News Company, New York, Leipzig Berlin Dresden



Madison Square, N. Y. 1909

No. 8 12740 Published by The American News Company, New York, Lithographed in Berlin, Germany.



POST CARD
4



Dear Sir: -

4 Gallons L. & M.
and 3 gallons Oil make
7 gallons superb paint
at \$1.23 per gallon.

Results guaranteed.

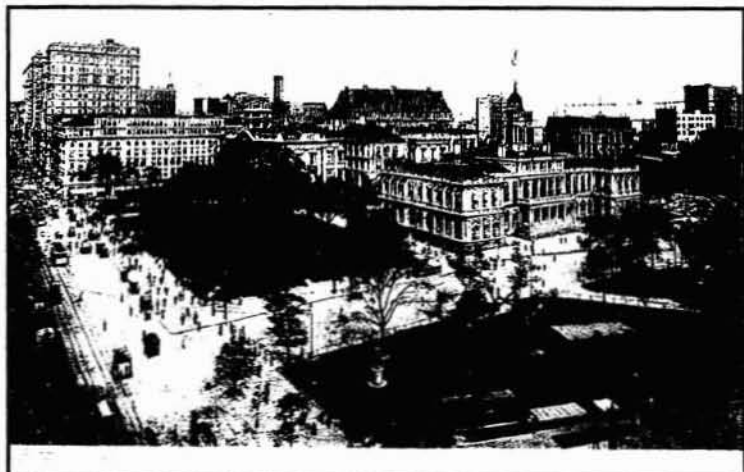
Yours truly,

O. F. Walker,
Canaan, N. Y.

Mr. Geo. Steinwald,

Canaan,

N. Y.



order of
M. is
paint.
White

will cover a black surface
Therefore when you influ-
ence a house-owner to use
it, you get his future
painting work, because its
cost is only about \$1.20
per gallon, and it wears
like gold.

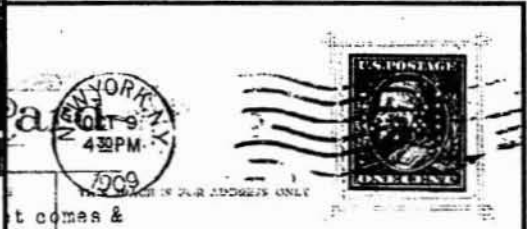
Longman & Martinez,
Paint Makers - New York
City, N. Y.

Mr. J. A. Smith

Burlington
Vt.

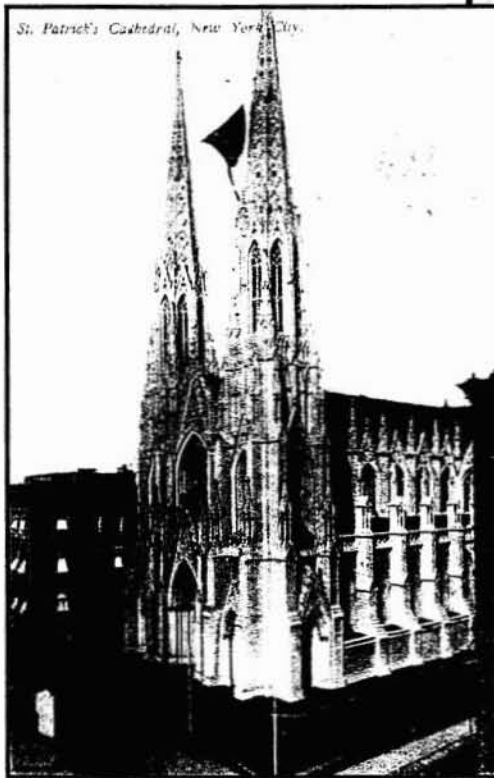


U. S. Custom House, New York.



It comes & penetrates crevices left bare by worn out painted surfaces. A coat of L. & M. durable paint prevents damage by winter weather, & saves future painters, carpenters, & masons' work, caused by water penetrating & damaging the walls. A gallon of L. & M. costs about \$1.25, & saves hundreds. If you only need a gallon, anybody can apply it. Longman & Martinez, M'f'rs Sold by Harry D. Cornell, Hillsdale, N. Y.

Mr. H. W. Johnson
Hillsdale
N. Y.



St. Patrick's Cathedral, New York City.



Dear Sirs - Present cost for Linseed Oil only adds two or three dollars to cost for painting our house now when L. & M. Paint is used. It won't be less for a year. Besides L. & M. only costs about \$1.35 per gallon when ready-for-use. It stands scrubbing. Wears for many years. Use L. & M. Home Finishes in small places. Make old furniture, wagons, everything about a house new.

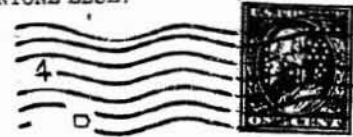
Mr. Adam Hahn
Hanover #4, Pa.

P. A. & S. SMALL CO., YORK, PA.
Wholesale Distributors.

Equitable Building
New York



THIS CARD IS NO GOOD IF USED BY ANYONE ELSE!



Dear Sir: -During May, before June 1st, this card endorsed by you, will entitle you, and positively no one else, to an allowance of 25 cents, on one single gallon of L. & M. Paint that you purchase with view of painting your house. Only an allowance on one single gallon will be made by any dealer who furnishes the L. & M. Paint, and sends your name, with this card and quantity purchased, to us. P. A. & S. SMALL CO., YORK, PA. Wholesale Distributors.

Mr. Wm. Minchbaug,

Springvale, Pa.

Pa



Sillender Building, New York.

Copyright 1911, by the Equitable Building Corporation, N. Y.

The New Equitable Building
Built on the site of the old Equitable Building which was destroyed by fire on January 9, 1911, this 28 story office building occupies the entire square block. The ground area being 49,000 square feet and the building cost \$1,500,000 and \$14,000,000.



Dear Sir:

We expected that before this you would have ordered at least 100 gals. of L. & M. Semi-paste Paint from your Dealer, and earned that five per cent commission.

You will then stick to the L. & M. because it backs your reputation—profitably to your customers.

Let us hear from you.

Yours truly,

LONGMAN & MARTINEZ
PAINT MAKERS, NEW YORK

Success Postal Card Co., Phila., New York. No. 1092.