

User of Pattern S171.5 Identified

Paul H. Gault (#744)

Most of the U.S. perfin that are seen on picture postcards are illegal usages. Some articles on legitimate usages on advertising picture postcards have appeared in *The Perfin Bulletin* (61:91-97, 61:131-132, 61:201-202 and several others).

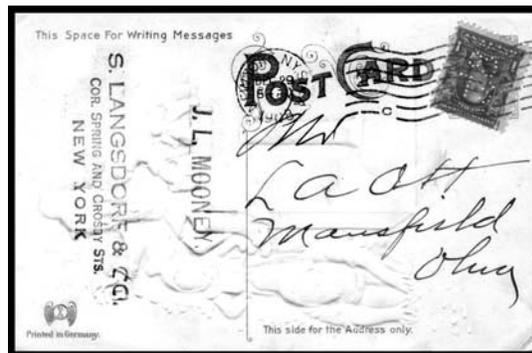
I recently obtained a New Year's greeting postcard with pattern **S171.5** (SL/Co). The "A" rated perfin is in the 1-cent Benjamin Franklin issue of the 1902 series. This previously unidentified pattern was mailed in New York City on December, 29, 1908, by J. L. Mooney of the S. Langsdorf & Co. doing business at the corner of Spring and Crosby Streets,

New York, NY. Brad Baker, U.S. Catalog Chairman has confirmed my identification and will include this new information in the U.S. Catalog's next Additions & Corrections .

A search of the World Wide Web shows that S. Langsdorf & Co. were publishers of picture postcards on a very wide range of subjects starting in the early 1900's. (It appears they are not in business today.) Their cards are highly prized by postcard collectors, with many of them listed in the popular Internet auctions.



Colorful Front of New Year's Greeting Card



Address Side of Card
Note User is S. Langsdorf & Co.,
New York, NY



Stamp Cropped from Card
(Shown 120% of Actual
Size for Clarity)