



METROPOLITAN  
POSTCARD CLUB  
FALL 2015  
INTERNATIONAL  
POSTCARD SHOW

Midtown Holiday Inn  
440 West 57th Street  
New York City

Hours:  
Friday, Nov 6th noon – 7 pm  
Saturday, Nov 7th 10 am – 6 pm

Admission:  
One Day \$7.00  
Two Days \$9.00

Member Discount  
Students: Free Admission

212-620-9697  
www.metropostcard.com

POSTCARD & EPHEMERA CENTER AT BRIMFIELD ACRES NORTH  
BRIMFIELD PAPER & POST CARD MARATHON



3 GREAT SHOW WEEKS IN 2015  
MAY 8 TO MAY 16 • JULY 10 TO JULY 18 • SEPT 4 TO SEPT 12

OPENING TIME 10 A.M. — CLOSING TIME 6 P.M. DAILY  
FREE ADMISSION  
(Except on Tuesday)  
Tuesday Field Show Day — Open at 1 P.M.

THE POST CARD & EPHEMERA CENTER  
BRIMFIELD ACRES NORTH FIELD ON ROUTE 20  
74 PALMER ROAD (RTE.20) BRIMFIELD, MA 01069

Modern Indoor Space (Heated & Air Conditioned)  
Featuring Supplies for Dealers & Collectors, Price Guides, Postcards, Trade Cards,  
Old Books, Postal History, Maps, Magazines, Posters & Prints, Advertising Items,  
Antique Smalls, and All types of Printed Ephemera

For more information, directions, dealer inquiries, etc.  
Phone: 203-592-0192 E-mail: cartophilians@sbcglobal.net  
Promoted by Jose Rodriguez & The Cartophilians  
Dealer Space May Be Available — Inquiries Invited.



To get to the Garden State Postcard Club show from Manhattan, take the #46 Lakeland bus from Port Authority to Baldwin Road. Turn left on Baldwin Road crossing route 46 and follow Baldwin Road a short distance to the PAL Center which is on the left.

METRO MEETING SCHEDULE 2015

**September 13th** Album Competition

We invite you to enter our Annual Album Competition. All entries receive a free pass to the November Show.

**October 11th** — Meeting & Fundraiser • **November 6th & 7th** — Fall Show

**December 13th** — Holiday Party

All meetings and events now take place at the Midtown Holiday Inn  
440 West 57th Street NYC (between 9th & 10th Avenues) 9 a.m. to 4:30 p.m.



SEPTEMBER/OCTOBER 2015

LEONARD LAUDER — A POSTCARD JOURNEY

Most people are aware of Leonard Lauder as a successful businessman, a collector of fine art and postcards, an author and a philanthropist. Few are aware that he is currently the oldest living member of the Metropolitan Postcard Club having been active in the Club since he was a teenager. When asked about this his response was as follows: "You're quite right. I think I am the longest living member of the Club—and hope to continue to be the longest living member of the Club. So, here's my story." — RK

I have been a collector of picture postcards since childhood. Between 1938 and 1944, I lived in Miami Beach and became fascinated with the incredible art deco hotels and the way the artists interpreted them on the postcards. Adjoining buildings seemed to disappear, leaving only open space; the beach was always in sight; the colors of the lines were so vibrant that each card was my own version of a Van Gogh. I would stroll along Collins Avenue at the age of seven and walk into each



Leonard Lauder with his collection of postcards.

hotel. Standing on my tiptoes, I would reach over the desk and ask for or pick up a handful of postcards. They were my treasures.

I also went to a school where instead of collecting and trading baseball cards,

we did the same thing with Miami Beach hotels. It was fun and cost nothing. As time went on, my parents would send me postcards from their travels, especially from their trips abroad.

Sometime in 1946, at the age of 13, I wandered into the office of a stamp dealer who was located on the fifth floor of an old building on West

42nd Street in New York City. I was on a search for postcards that stamp dealers had no use for. (The very fact that my parents had no problem in letting me wander around the city at age 13 never ceases to amaze me). I bought a number of German Gruss Aus postcards—for one penny each. There was a man named Walter Czubay who was looking through the same box that I was. He took pity on me and started to explain what to look for when going through a large box of postcards. I was a good and quick student, and I loved to learn.

Walter was the one who invited me to come out to Brooklyn to attend one of the early meetings of his Metropolitan Postcard Club. They were held in the home of one of the members, Edith Towey. I met several other members who did all they could to teach me what they knew. I came to know Ben Shiffrin, who collected old exposition cards; Ben Papell, who collected Detroit Publishing Company postcards; and Ed Rohrlack, who collected all cards published by Raphael Tuck. There were no dealers there because dealers didn't even exist yet. No money changed hands. Everything was by exchange. Since I was the youngest person there, they sometimes forgave me if I wasn't able to give them a proper exchange. The best gift I ever received was from our hostess, Edith, who gave me a mint Detroit of the Japanese cherry blossoms in Washington. I loved it. I loved the colors, the composition, etc. To put it mildly, I was "hooked."



# METRO NEWS

SEPTEMBER/OCTOBER 2015

Rod Kennedy Editor  
Miriam Berman Design

The New York Metropolitan Postcard Club as a benefit of membership publishes METRO NEWS bimonthly. Opinions expressed by authors do not necessarily represent the policy or position of the Club. Contributions of typed articles and photos are welcome. Articles may be edited for style and length.

Ad rates: Half page \$40; quarter page \$20; eighth page \$15. Please make checks payable to the Metropolitan Postcard Club and mail to our address at the bottom of this page.

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Metropolitan Postcard Club  
of New York City

Annual dues are \$20.00 per person.  
All dues are payable to:  
The Metropolitan Postcard Club  
219 West 16th Street #2B  
New York City, NY 10011

## BULLETIN BOARD

OUR BULLETIN BOARD is a place where members can post requests, messages or announcements. To participate please send your post to Rod Kennedy at: stadiatins@earthlink.net

### Club Achieves Not-for-Profit Status

We have recently been granted 501(c)(3) tax-exempt status by the IRS that means that your donations of money and or postcards to the Club can now be taken off your taxes. Also, please consider remembering us in your will. —RK

### New Rochelle Postcard Show and Exhibit

As part of our community outreach program, Barbara Davis, New Rochelle Community Relations Coordinator and I have scheduled a postcard show and exhibit on Sunday, January 10th at the New Rochelle Public Library. It will feature an exhibit of New Rochelle postcards put on by the library and a postcard show put on by the Club. This is great opportunity to have a fun daytrip out of the City and do some postcard missionary work as well. The library is two blocks from the Metro North Station in New Rochelle and a 30 minute ride from Grand Central Terminal. There is plenty of parking available as well. —RK

### Facebook Page

Please continue to visit and LIKE us on our Facebook Page. Many cool postcards and albums are already posted and new ones are being posted all the time. Our address is Metropolitan Postcard Club of New York City. —Marilyn Stern

### November Show

The November show is right around the corner, so if you are a dealer and haven't already signed up and want to exhibit, please make your commitment now as space is limited. Mail in your application or call me at 732 915 5415. Thanks. —Jo Ann Vincent



### Postcards in Bergdorf Goodman's Windows

This summer Bergdorf Goodman used postcards in their Fifth Avenue windows to showcase their pricy attire. The postcards were actually blow-ups of vintage postcards and clouds in spinner displays. If anyone happens to have a postcard sighting in the community or in the media, please contact me or send an image. Thanks. —RK

LEONARD LAUDER — A POSTCARD JOURNEY (con't)



Collecting postcards in the 1940s and 1950s was quite a bit different than it is today. There were of course fads, some of which I embraced. I became a passionate collector of

Union Oil cards, which were full-color cards that were distributed free at the Union gas stations whenever you got a full tank of gas. They were beautiful, and I vowed to collect every one I could. As I mentioned before, I collected Detroit and Tuck Oilettes. I had no interest in what seemed to be everyone's passion: lighthouses, cats, etc.

The most fascinating collector was the Metropolitan's founder, Joe Nardone, who collected Real Photos of main streets in the United States. Although they were cheap at that time, only costing pennies, to find one good Real Photo postcard of a main street meant plowing through thousands of cards in antique shops.

Finding, buying, and collecting postcards during those early years of the Metropolitan Club was one of the best periods of my life. Since there were no dealers, one had to dig up cards from stamp dealers, used-book shops, antique shops, attics, heirs, etc. etc. It had the excitement of being a nonstop treasure hunt.

On my first business trip to Europe, I stumbled on the postcard collecting pastime in England and France. There were shops there devoted to old postcards. In London there were open air markets, such as Camden Passage and Portobello Road, where postcards abounded. Prices were negligible and the hunt exhilarating.

Since I was a European and American history buff, I managed to discover in some of these antique malls Real Photo postcards of historical events that seemed to escape the dealers' notice.



*The Club was the foundation of my postcard passion and has never disappointed.* —Leonard Lauder



Top left: Advertising card for the Mele department store, about 1900. Center, from top: Arrest of conspirator in assassination of Archduke Franz Ferdinand in Sarajevo, in June 1914; Czar Nicholas II and his family in a rowboat, before 1917; the Hindenburg disaster in Lakehurst, NJ, in 1937; the entry of Adolf Hitler into Vienna in 1938. Bottom right: Boulogne-sur-Mer. Publicité locale hors concours, about 1905; Two men and a woman, about 1900.

Imagine the discovery of the assassination of the Archduke Ferdinand in Sarajevo in June 1914; the Hindenburg disaster in Lakehurst, NJ, in 1937; the entry of Adolf Hitler into Vienna in 1938, all of which wound up on postcards. Here again, although there were no

official dealers at that point, these cards came from the early dealers in ephemera. To be able to find a rare card that only I seemed to know the value of was a thrill.

I left the hobby for a number of years when I enlisted in the U.S. Navy and was sent to sea. This was followed by my marriage and children. When I reengaged with the hobby, it had changed. Postcard clubs were no longer swap meets, but everyone had things for sale. Still, it was just as much fun, as we were still pioneers. And I still had plenty to learn. There was hardly a meeting of the Metropolitan Club when someone didn't teach me something new. The Club was the foundation of my postcard passion and has never disappointed.

I've recently donated most of my postcards to the Museum of Fine Arts, Boston, and to the Curt Teich Postcard Archives of the Lake County Discovery Museum, in Wauconda, IL, near Chicago. Both of these places are dedicated to the preservation of the gifts. A word of advice: Don't simply give your collection away to the local public library. They soon forget who gave it to them and the next generation of librarians will clean house. Make sure that you donate your collection to a person or place that is dedicated to preserving the collection.

The amazing thing about postcard collecting is that it's never over. There are always new categories to discover,



new cards to fill in the gaps, new friends, and new horizons.

—Leonard Lauder