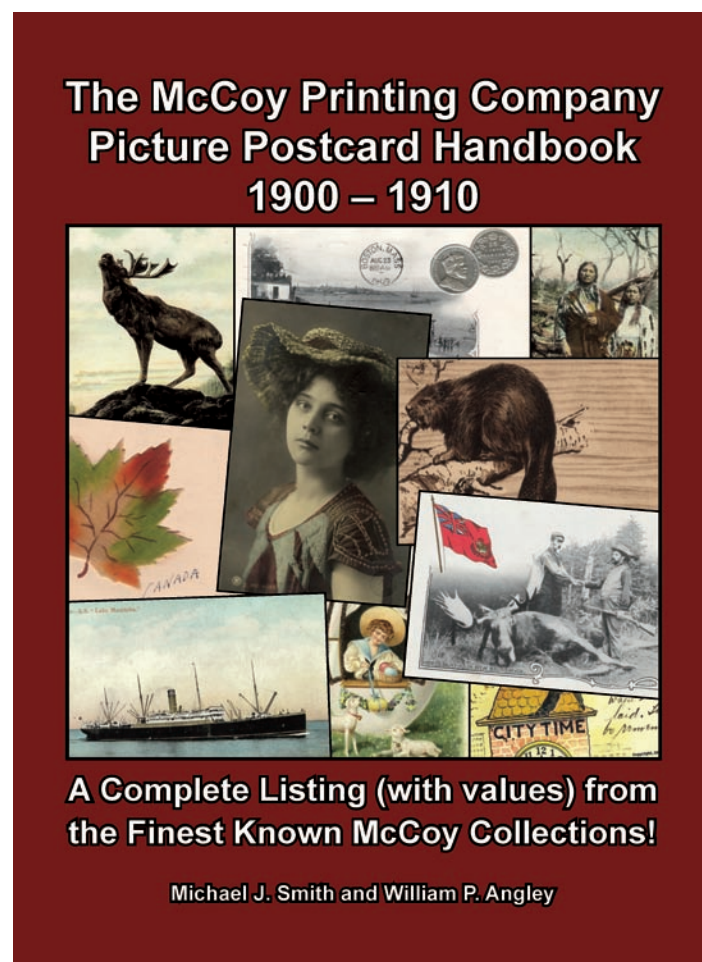


# The “Real McCoy” Has Arrived!

Lonzo Fisher McCoy was a wunderkind. In a short lifespan of only 35 years, he started five successful businesses and, in his “spare time,” won awards as a calendar salesman for The Osbourne Art Co., Newark, New Jersey.

His first business venture, The McCoy Printing Company, is the focus of this handbook. The postcards published by McCoy from 1900 to 1910 were some of the finest of the period, and they’re all inside:

- Early views from across Canada and Maine, including the famous “Acadian Series.”
- Patriotic and heraldic cards with full colour symbols (flags, crests, etc.) embossed onto early views, including the ever popular “coin cards.”
- Disaster postcards of the April 1906 San Francisco earthquake.
- Glamour, pretty ladies and special greeting postcards (Christmas, Easter, Birthdays), including artist-signed delights.
- Novelty postcards with humorous verses, comic scenes, cartoons, real couples in funny poses, etc.



**ISBN 978-0-9731924-3-8**

**Winner of a Silver Medal at CHICAGOPEX 2009!**

**BOOK DETAILS** → 6.5 by 9 inches soft cover, coil binding; 222 pages overall with an **Index of Cities and Towns** so you can locate all the postcards from the old homestead.

**PRICE** → Please send cheque or money order for **\$34.95 CDN** (post paid to Canadian address) or **\$34.95 US** (post paid to USA address) to:

Mike Smith  
10 Inverness Street N.,  
Kincardine, Ontario N2Z 1J4

**NOTE:** e-mail [msmith67@rogers.com](mailto:msmith67@rogers.com) or phone 519-396-4440 if you have any questions.