

# The Much Anticipated Third Edition is Here!

A year in the making, the third edition of *The W. G. MacFarlane Picture Postcard Handbook 1901–1910* is finally here. Inside this much-expanded handbook you'll find:

- A detailed history of MacFarlane's souvenir view book and postcard publishing business, including the particulars of his rapid expansion in the USA and failure of his company in 1908.
- Listings for over 5,700 of some of the most collectible postcards ever published in Canada during their golden age (1900–1914).
- Almost 1,400 postcard illustrations and each one in the card's colour of issue.
- Several appendices loaded with additional information, including one containing more than 500 of MacFarlane's USA views.

## The W. G. MacFarlane Picture Postcard Handbook 1901–1910



Includes bonus section with MacFarlane's USA view cards!

Over 5,700  
cards listed!

Third Edition

by Michael Smith  
Edited by Roger Miller

Every image in  
colour of issue!

**BOOK DETAILS** → 8.5 by 11 inches, laminated soft cover, spiral bound, 372 pages loaded with thousands of postcards, and *every page printed in full colour!*

**PRICE AND ORDERING** → **C\$60** (postpaid to a Canadian address); **US\$60** (postpaid to a USA address). Cheque, Money Order or *Interac*® e-Transfer preferred. *Please contact Mike Smith for details:*

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*Don't delay as only a limited number of copies have been printed.  
Order yours today!*