

# 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\$80** (postpaid to a Canadian address); **US\$80** (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!*