

The Second Edition is Here!

W.G. MacFarlane was one of Canada's most prolific publishers in the early part of the 20th century. Souvenir view albums with expertly photographed scenes from across North America were his first successful product. When W.G. wisely got on the picture postcard bandwagon in 1902, even he was probably surprised at how fast that segment of his business grew. Company branch offices soon sprang up in Buffalo, Berlin, Munich, Leipzig, New York City, Vienna and Switzerland.

This handbook is has something in it for everyone. Beginner collectors will be fascinated by the variety and quality of MacFarlane postcards, while seasoned collectors will no doubt dive right into the patriotic, artist-signed, novelty and other special series.

First Edition holders will be pleased to learn that this edition includes over 1400 MacFarlane regular view cards and 12 new "fancy" series.

The W.G. MacFarlane Picture Postcard Handbook 1902-1910



Second Edition

Now with the MacFarlane View Cards!

by Michael J. Smith

Edited by Wayne R. Curtis

ISBN 978-0-9731924-4-5

BOOK DETAILS → 6.75 by 9 inches soft cover, spiral bound; **238 pages** overall with: **Part 1:** Intro; **Part 2:** Patriotic, Heraldic & Royalty Postcards (39 series); **Part 3:** Special Series Postcards (52 series); **Part 4:** Regular View Cards (12 groups); **Appendix 1:** MacFarlane Back Types (60 designs), and an **Index** of Cities and Towns. *This edition also has 12 pages in glorious colour, a price guide and earliest known usage for each series.*

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