To Booksellers of

DETROIT	KANSAS CITY	ST. PAUL
CLEVELAND	SEATTLE	AKRON
ST. LOUIS	INDIANAPOLIS	PROVIDENCE
BALTIMORE	ROCHESTER	OMAHA
PITTSBURG	LOUISVILLE	DAYTON
MILWAUKEE	PORTLAND	WORCESTER
BUFFALO	TOLEDO	RICHMOND
MINNEAPOLIS	COLUMBUS	NEW ORLEANS
CINCINNATI	DENVER	DALLAS

SUPPLEMENTING the tremendous and sustained national advertising for MARGARET MITCHELL'S

GONE WITH THE WIND

a special campaign has been ordered for the above cities, to include the leading local daily or Sunday book pages for at least the next four weeks. Continuation beyond that point, and possible expansion, will depend upon the results you obtain.

> Your cooperation is urged. Not in many years have you had such opportunity for quick, certain, sustained profits. See that stock is always available and give this book feature window and counter display.

No book outlet is too small to share in the golden windfall from GONE WITH THE WIND. We have reports of a small rural drugstore selling FIFTY copies in one day! Many dealers have sent in their tenth, fifteenth, twentieth consecutive order in an effort to catch up with the demand.

Wire Your Order Today to

THE MACMILLAN CO., NEW YORK CITY