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