



Celebrate Your Community's History of the Great Depression with

LITTLE HEATHENS

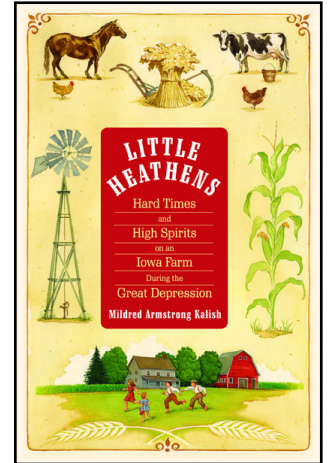
Hard Times and High Spirits on an Iowa Farm during the Great Depression

by Mildred Armstrong Kalish

LITTLE HEATHENS, a **Midwest Connections Pick**, provides many great opportunities for your bookstore and your community to celebrate your unique local history of the Great Depression years. These are good ways to sell books, too!

MBA encourages you to promote **LITTLE HEATHENS** throughout the summer and into the fall, but it's a book you will sell on a year-round basis. Here is list of possible events. You can use them as a springboard to create promotions that work best for your store and your community.

A sign kit with full-color signs and recipe cards is available FREE from Bantam Books while supplies last. You also can print out these same materials from the PDF files available on the MBA website.



Earn up to \$75 in Midwest Connections rebates from MBA for promoting LITTLE HEATHENS, too! Complete details are at www.midwestbooksellers.org/members/heathens.html.

- **A Gallery of Old Photos:** Invite customers to submit copies of favorite family photos from the 1930s with a brief description or story. Post them on your website and in-store. Provide your customers with an incentive to participate, such as discount coupon.
- **Memorabilia on Display:** Create a display of memorabilia from the time period -- ask antique stores or your local historical society/museum to partner with you in setting up this display.
- **Local Historians:** Contact your local historical society. Ask if there is someone in the community who can give a talk about the impact of the Great Depression on your community.
- **Coffee Time and Discussion:** invite people to have Applesauce Cake and Cotton Tops (use the recipe cards in the sign kit), coffee, and conversation about living through the Great Depression.
- **Inter-generational History Programs:** Invite several people to share stories and to read from **LITTLE HEATHENS** to 3-6th graders. Prepare a few of the recipes in the book for everyone to sample. This is an event that could be held at the library and worked into a summer program. This book makes a great gift from grandparents to grandchildren.
- **Reminiscing with Those Who Were There:** Take your show on the road to your community's retirees. Contact the retirement centers and residences in your community. Ask if you can host a reading and discussion. Read several of the passages from the book and generate discussion amongst people. If possible, bring along some Applesauce Cake.
- **A Perfect Primary Source for Schools:** Don't forget to promote this book to teachers for the coming school year. These first-person stories and anecdotes are perfect for the classroom.
- **An Old-Time Bake Sale:** Host a **LITTLE HEATHENS** bake sale to raise funds for your local historical society. Have friends of the bookstore prepare family favorites from the Depression. Donate a % of the book sales to the historical society.

A Midwest Connections Pick for May 2007

LITTLE HEATHENS ***Hard Times and High Spirits on an Iowa Farm During the Great Depression***
Mildred Armstrong Kalish

Bantam Books / Random House, Inc. / **on sale 5/29/2007**

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