



A MIDWEST CONNECTIONS PICK for July!

KEEPING THE HOUSE

A Novel by Ellen Baker

Also a MBA bookseller at J.W. Beecroft Books & Coffee



*"I defy you not to love Dolly Magnuson, the newlywed 1950s Midwestern housewife at the heart of *Ellen Baker's KEEPING THE HOUSE. Struggling with the challenges of creating a perfect home and fitting in with the Pine Rapids Ladies Aid, she soon becomes enthralled with discovering the secrets of the grand abandoned Mickelson house, all the while baking Salmon Puff and wearing a pressed housedress. A great family saga set against the first fifty years of the twentieth century unfolds, replete with war-time heroism, forbidden love and lost ideals. As you follow three generations of wonderful characters and savor page-turning passages, you will race to finish reading this book, only to discover that you really miss Dolly when you are through. (* Ellen is one of our staff members here at J.W. Beecroft, and of course we are extremely proud of her. I also I thoroughly enjoyed KEEPING THE HOUSE, and I can't wait to handsell it this summer!)"*

- Carrie Sutherland, J.W. Beecroft Books & Coffee, Superior, WI

KEEPING THE HOUSE by Ellen Baker [Random House] is a **MIDWEST CONNECTIONS PICK** for July. This debut novel will be published on July 10.

For newlywed Dolly Magnuson, being a housewife in 1950s Pine Rapids, Wisconsin, is not as easy as *Good Housekeeping* and *Ladies' Home Journal* make it look. As she adapts to her new life - keeping the house, supporting her husband's career, fretting over dinner menus, and quilting with the Ladies Aid - her loneliness and restless imagination are seized by an abandoned house set high on the hill overlooking the town. Dolly quickly learns that her dream house belongs to the once-prominent Mickelson family. In flashbacks to 1896 and World Wars I and II, their family's fascinating story of cursed love, loss, sacrifice, and betrayal plays out until it intersects with Dolly's own life, bringing emotional upheaval to all of them.

Ellen Baker was born in Grand Rapids, MN, and holds degrees from Lawrence University and the University of Minnesota. She lives in Superior, WI, and is a bookseller at MBA member J.W. Beecroft Books & Coffee in Superior. The book is set primarily in Wisconsin. Visit her website at <http://www.ellenbakernovels.com/> Ellen will be appearing at area bookstores during the summer and fall. Check the MBA Bookstore Events website or contact MBA for more information.

Please read this unforgettable debut novel as soon as you can. We know you'll love it as much as we do! It quickly will become one of your hand-sell favorites and top book club recommendations. It's a great choice for summer reading, too.

Send your comments and reviews about **KEEPING THE HOUSE** to us, too. We're eager to share your endorsements with your fellow MBA booksellers and with your customers!

KEEPING THE HOUSE by Ellen Baker

Random House / Random House, Inc.

Fiction/First Novel

Hardcover, \$24.95

ISBN-13 978-1-4000-6635-3, ISBN-10 0-4000-6635-2

On sale July 10

Order books from your Random House rep or your preferred wholesaler.

MIDWEST CONNECTIONS marketing information on the next page...



author photos © JoAnn Jardine

Sell More Books with MBA's



REGIONAL MARKETING PROGRAM

Featuring

KEEPING THE HOUSE

A Novel by

Ellen Baker

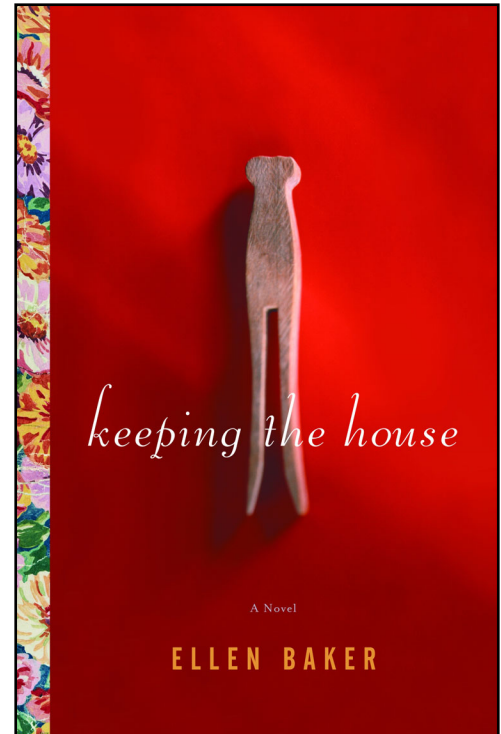
Random House

"Ellen Baker's first novel is a wonder! KEEPING THE HOUSE is a great big juicy family saga; a romantic page-turner with genuine characters written with a perfect sense of history, time and place. Her portrayal of the American housewife is hilarious and heartbreaking."

- Fannie Flagg, author of *Can't Wait to Get to Heaven*

"Ellen Baker's first novel is a quilt that grids a small Midwestern town in the middle of the last century. Under this writer's deft hands, each square is a story, a mystery, an indiscretion, a tale of the great house and grand family who once ruled there. Even more, it captures the roles of women then, living embodiments of demure ideals, and those who couldn't fit the pattern."

-- Jacquelyn Mitchard, author of *The Deep End of the Ocean*



MIDWEST CONNECTIONS Marketing Plans for *KEEPING THE HOUSE*

- \$75 in REBATES from MBA for display photos, ads, features in your newsletters, e-newsletters, and on your store website
- Ellen Baker tentatively expected to attend the MBA Trade Show in October
- Author events in MBA bookstores
- All author events promoted on the MBA Bookstore Events website www.midwestbooksellers.org/events
- Banner ads for the book on the MBA website and MBA Bookstore Events website
- Informal author meetings with MBA booksellers -- refreshments provided by MBA
- Reading copies of **KEEPING THE HOUSE** sent to MBA stores by Random House. Also available from MBA
- Sell sheet on the book available as a PDF file on the MBA website
- Flyer / sign materials available as PDF files on the MBA website (to come)
- "Ellen Baker and her story" guide available as a PDF file on the MBA website

- Print ad you can run in your local paper – earn a rebate from MBA for your ad!
- Midwest Connections shelf-talkers for in-store displays – earn a display rebate, too!

Questions? Check the website or contact MBA!

Go to the MBA website in the **Members Area** for more details: www.midwestbooksellers.org
Member login name ***mbamember*** and password ***shoplocally***. Click on the Midwest Connections banners to get to the Midwest Connections page.

Contact Susan Walker at:
UMBAoffice@aol.com or
susan@midwestbooksellers.org
Phone 612-926-5868 or 800-784-7522

Promote **KEEPING THE HOUSE** and author Ellen Baker!

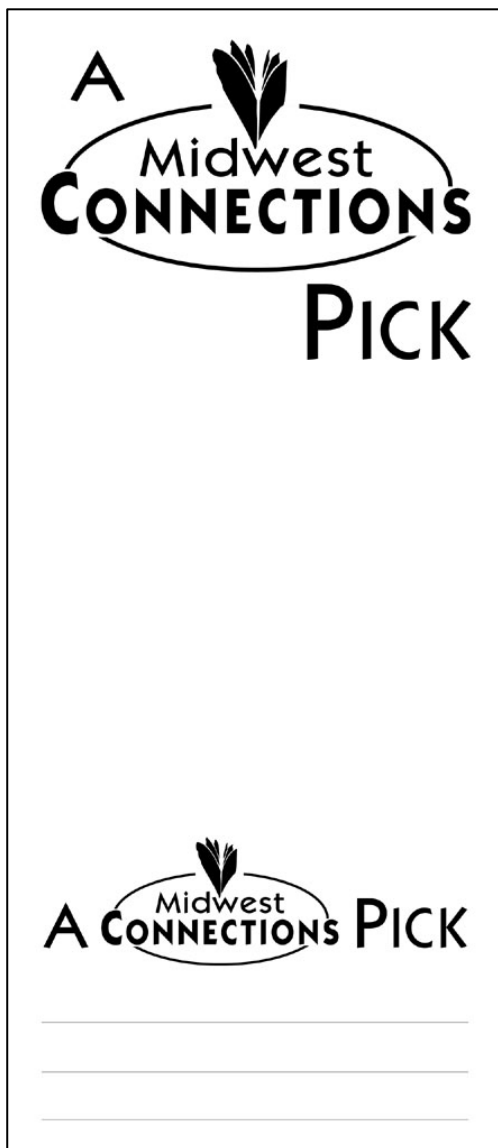
Your store can earn promotional rebates worth \$75 from MBA!

HERE'S HOW -

In order to be eligible for rebates, your store must promote *KEEPING THE HOUSE* in at least three ways between July 10, 2007, and October 31, 2007. The list of possible promotions is on the checklist on the rebate form - see the next page.

YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES IN ORDER TO RECEIVE REBATES. To claim your rebates from MBA, you must provide verification of display, or newsletter/website promotion of *KEEPING THE HOUSE*. **YOU ALSO MUST REPORT YOUR SALES OF *KEEPING THE HOUSE* to MBA.**

Use the checklist and rebate form on the next page to help verify your promotions. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist/rebate form, all info, photos, samples of ads, etc. to the MBA office by November 10, 2007.

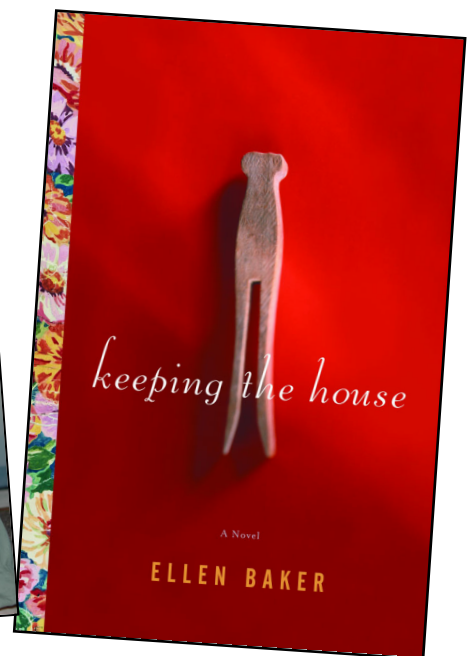


This shelf-talker is available as a ready-to-use PDF files at www.midwestbooksellers.org. Go to the Members Area MIDWEST CONNECTIONS page and click on [KEEPING THE HOUSE by Ellen Baker](#)

Shelf-talker (left) - shown here at 70% of actual size

A sign/flyer; an "Ellen Baker and her story" guide; and a B&W print ad to which you can add your own store info will be available soon as PDF files at the MBA website www.midwestbooksellers.org. JPG files of the book cover and author photo also are available.

Go to the Members Area MIDWEST CONNECTIONS page and click on [KEEPING THE HOUSE by Ellen Baker](#).



KEEPING THE HOUSE by Ellen Baker [Random House]
Rebate Request Form

Deadline November 10, 2007

In order to be eligible for rebates for promoting **KEEPING THE HOUSE**, your store must promote this book in at least three of the following ways between July 10, 2007, and October 31, 2007. **YOU MUST DOCUMENT YOUR PROMOTIONAL ACTIVITIES AND REPORT YOUR SALES TO GET YOUR REBATES.**

Use this checklist and rebate form to compile your documentation. **PROVIDE ADDITIONAL DOCUMENTATION, AS NOTED ON THE FORM.** Send checklist, all information, photos, samples of ads, etc. to MBA, 3407 West 44th Street, Minneapolis, MN 55410 by November 10, 2007.

STORE NAME _____	CONTACT _____
ADDRESS _____	DATE _____
CITY _____	STATE _____ ZIP _____
PHONE _____	FAX _____ E-MAIL _____

REQUIRED! Report your store's sales of *KEEPING THE HOUSE* for July through October 2007.

- ___ Display **KEEPING THE HOUSE** on its own in a table, window or counter display, using the Midwest Connections shelf-talkers provided by MBA. Download and print promo materials from the MBA website. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- ___ Display this book prominently along with other Midwest Connections titles as part of your store's MIDWEST CONNECTIONS PICKS table, window or other displays, using Midwest Connections promo materials. DOCUMENT DISPLAY(S) WITH 5+ PHOTOS SUBMITTED TO MBA.
- ___ Advertise this book in a local publication in your community using the print ad format available from The MBA website. SEE SAMPLE AD. SEND AN AD TEARSHEET FROM YOUR PAPER TO MBA.
- ___ Feature, review, and/or advertise **KEEPING THE HOUSE** in your store's newsletter or E-newsletter, including a photo of the book cover. SEND COPY OF NEWSLETTER/E-NEWSLETTER TO MBA.
- ___ Feature, review and/or advertise the book on your store's website, including a photo of the book cover. PROVIDE DOCUMENTATION OF WEBSITE PROMOTION TO MBA.
- ___ Review, discuss or advertise **KEEPING THE HOUSE** on your local radio station. DOCUMENT TO MBA.
- ___ Host an event or informal stock signing at your store with author Ellen Baker. SEND MBA DETAILS OF YOUR EVENT OR STOCK SIGNING.
- ___ Promote **KEEPING THE HOUSE** to local reading groups or book clubs. DOCUMENT READING GROUP/CLUB ADOPTION TO MBA.
- ___ Hand-sell this book in your store as a "staff pick" or recommended title. DOCUMENT WITH PHOTOS OR INFORMATION ABOUT HOW STORE HANDLES "STAFF PICKS."
- ___ Send your bookseller recommendation or review of **KEEPING THE HOUSE** to Susan Walker at MBA [UMBAoffice@aol.com]. MBA will share your recommendation with Random House.
- ___ OTHER promotion of this title - PLEASE DESCRIBE AND DOCUMENT TO MBA.

You **ALSO** can earn the following rebates from MBA. In all cases, you **MUST** provide appropriate documentation by **November 10** in order to receive your store's rebates. **REQUIRED!** You **MUST** report your store's sales of **KEEPING THE HOUSE** for the months of July through October 2007.

- ___ **\$25 rebate** for featuring, reviewing, or advertising this book in your store newsletter or E-newsletter or on your store's website, including a photo of the book cover.
- ___ **\$25 rebate** for displaying **KEEPING THE HOUSE** in a table, window, or wall display, either on its own or as part of your MIDWEST CONNECTIONS PICKS titles display with other Midwest Connections books.
- ___ **\$25 rebate** for running a print ad on **KEEPING THE HOUSE** in your local newspaper or similar publication, including a photo of the book cover.