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Reliable news for healthy living, saving money, and having fun!

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**Breast Cancer Awareness Month**

**October 5**

World Teacher Day

**October 10** Indigenous Peoples’ Day

**October 10**

World Mental Health Day

**October 31** Halloween



October 2022

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Suzie Smith!

You are this month’s
Mystery Winner!

We have a
**$10.00 Starbucks
gift card**
reserved just for you!

Come by our store to
claim your prize!

Scan to see our website

Dear Friends,

Your personal message goes here.

The personal message is important because it allows you to connect in a very personal way with your clients. This personal connection is sorely lacking in most businesses. Topic ideas:

Your hobbies

Something interesting happening this month. Wish them “Merry Christmas” or “Happy Thanksgiving.”

A thought from your heart

Appreciation for your clients and their referrals. Remind them that you will bend over backwards to provide their referrals with World Class Service.

Mention that month’s “special offer” insert

Your Friend,

Your Signature

Your Name

*“You’ll love your new floors or I’ll replace them free!”*

~Jim Armstrong & Mick
[www.JimbosFloors.com](http://www.JimbosFloors.com)

**Jimbo’s Floors**

Month at a Glance!

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Trick-or-treating, Jack-O'-Lanterns, and creepy costumes are some of the best traditions of Halloween. Here are some of the most common traditions and their origins from *Mental Floss*.

## **Carving Halloween Jack-O'-Lanterns**

## Jack-O-Lanterns, which originated in Ireland using turnips instead of pumpkins, are supposedly based on a legend about a man name Stingy Jack who repeatedly trapped the Devil and only let him go on the condition that Jack would never go to Hell. When he died, however, Jack learned that Heaven didn’t really want his soul either, so he was condemned to wander the Earth as a ghost for all eternity. The Devil gave Jack a lump of burning coal in a carved-out turnip to light his way. Eventually, locals began carving frightening faces into their own gourds to scare off evil spirits.

## **Seeing Ghosts**

## Celtic people believed that during the festival Samhain, which marked the transition to the new year at the end of the harvest and beginning of the winter, spirits walked the Earth. Later, the introduction of All Souls Day on November 2 by Christian missionaries perpetuated the idea of a mingling between the living and the dead around the same time of year.

## **Wearing Scary Costumes**

## With all these ghosts wandering around the Earth during Samhain, the Celts had to get creative to avoid being terrorized by evil spirits. To fake out the ghosts, people would don disguises so they would be mistaken for spirits themselves and left alone.

## **Going Trick-or-Treating, the Pagan Way**

## Some sources argue that our modern trick-or-treating stems from belsnickling, a tradition in German-American communities where children would dress in costume and then call on their neighbors to see if the adults could guess the identities of the disguised guests. In one version of the practice, the children were rewarded with food or other treats if no one could identify them.

## **Getting Spooked by Black Cats**

The association of black cats and spookiness dates all the way back to the Middle Ages, when these dark kitties were considered a symbol of the Devil. Centuries later, accused witches were often found to have cats, especially black ones, as companions. People started believing that the cats were a witch’s “familiar”—animals that gave them an assist with their dark magic — and the two have been linked ever since.

**You are protected by Jimbo’s Floors “Zero Regrets Guarantee!” You’ll love your new floors or I’ll replace them FREE!**

If at any time during the first 30 days after installation you decide you don’t like your new flooring for whatever reason, just let me know. I’ll replace the materials free of charge. (With an outrageously good guarantee like this, I can’t include the cost of installation, so you’ll have to cover that.)

It’s just part of Jimbo’s 100% Iron-Clad Triple Guarantee!

(NOTE: see the HA instructions for this month if you don’t have the Jim Armstrong Marketing Website to direct them to.)

**Answer to last month’s quiz: C. Pesto**

Congratulations to last month’s winner: **Client Name**

Come by our store to claim your prize!


### Who Else Wants to Win

### Dinner for Two

### at the City Café!

### Take our Trivia Challenge and *you could win too!*

This month’s Mega Trivia question:

In 1950, Zenith introduced the first TV remote control. What was it called?

 A) Couch Potato B) The Zapper

 C) Lazy Bones D) Channel Chaser

To enter, go to [www.JimbosFloors.com](http://www.JimbosFloors.com) and click on “Mega Trivia Contest.” Take your best guess…your chances of winning are better than you think!

Halloween Traditions and Their Origins



Shop Excess Inventory to Save Money



For more than two years, there has been no shortage of, well, shortages. Supply chain issues and labor shortages have made some essential products difficult to find.

But while retailers are experiencing shortages of some items, the combination of rising inflation and the lifting of some pandemic-related restrictions have left them with an excess of some products, including clothing and big-ticket items like furniture and appliances. Per *Lifehacker*, some stores looking to recoup their costs and clear their shelves before new merchandise arrives are having some serious sales lately. Here’s what to know.

## **Pay attention to news involving retailers**

## The issue of retailers having excess inventory made headlines when Target warned its investors of an upcoming short-term hit in profits following markdowns to clear out extra inventory. And the big-box store isn’t alone: Walmart, Macy’s, the Gap, and Kohl’s are also reporting higher-than-usual inventory levels and having sales to get it off their shelves.

## **Don’t expect dedicated ‘inventory reduction’ sales**

## Sometimes, retailers will publicize “inventory reduction” sales — designed to move older merchandise before new stuff comes in — towards the end of the year. But don’t expect most stores to announce this type of sale right now: Instead, pay more attention to what appear to be the usual seasonal sales, as they’ll include the discounted, overstocked items.

## **Look for sales on in-season items**

## Typically, a store’s seasonal merchandise goes on sale as the season is ending. But given the excess inventory situation right now, some retailers are offering in-season products at off-season prices.

## **Check out off-price retailers**

## Some stores have a business model based on buying goods other retailers were unable to move and selling them to consumers at a discount. Given the current situation, we can expect to see more inventory and, potentially, prices even lower than usual, at stores like TJ Maxx, Marshalls, Burlington, Ross, and Gabe’s, and websites like Overstock.com.

Congratulations to our

**Susan Johnson!**

Susan is a 3rd time returning client, and she recently purchased new laminate for her kitchen and dining room. She always has a big smile on her face and is a lot of fun to work with. *Thanks, Susan!*

As always, our clients of the month receive **2 movie passes for Movies-8!**

*Watch for your name here in a coming month!*

Come by our store to
claim your prize!

“My new laminate floors in my kitchen and dining room are beautiful. I was treated with respect and courtesy as a single woman raising a daughter. I genuinely felt that Jim Armstrong and his staff display concern for my flooring needs and were a guiding light for me. I recommend his service to anyone looking for a supportive, positive experience.”

~Marsha Avalos, School Teacher, Yuba City

“We Recently went to Jimbo’s Floors for new tile for our bathroom, and we’re thrilled with the results! This is our third time using Jimbo’s. Jim will never make you feel uncomfortable for asking questions and he’ll do anything in his power to accommodate your needs. When you do business with Jim and the staff at Jimbo’s Floors, you will be treated like royalty. Our experience was painless and very professional. Jim is not only our flooring expert, he’s a friend. That’s how he makes you feel.”

~Marvin and Sandy Moeller, owners of Sierra Landscaping, Yuba City

Thank You for the Kind Words!



**Your Company Name**

123 Address, Someplace, ZZ 555555

555.555.5555 Phone ⚫ 555.555.5555 Fax

email@yourcompanyname.com

**YourCompanyWebsite.com**

**Be sure to stop by to pick out and schedule
your new floor installation, and
from our families to yours have a great month!**

**Welcome to our new and returning clients!**

Click on the text box and Insert names

**A gigantic THANK YOU to all who referred us last month…**

Insert names

Get a

with my

**Referral Rewards Program**

As you probably know, advertising is very expensive. Instead of paying the newspaper or another place to advertise, we’d rather reward you. So we’ve assembled the Referral Rewards Program.

Every time you refer someone who becomes a client, we will send you a gift certificate for two passes to the **Movies-8 Cinema.**

And Hey! What’s a movie without popcorn? The gift certificate will also cover a big box of hot, buttered popcorn and sodas!

*Come by our store to
claim your prize!*

Can You Escape the Haunted House?

