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

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**November 8** Election Day **November 11** Veterans Day

**November 24** Thanksgiving Day **November 25** Black Friday

Calendar

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

Did you know there were no forks at the first Thanksgiving? That first dinner was consumed using only knives and spoons. Here are some other fun facts from *Trivia Today* about the holiday.

**The Original Thanksgiving Lasted for Three Days**

When the Pilgrims and Wampanoag Indians celebrated the first Thanksgiving in November 1621, they spent three glorious days feasting on venison, goose, duck, oysters, fish, and eel with cranberries and pumpkin -- but no turkey. Only five women are believed to have been present at the celebration among the 50 Pilgrims and 90 Native Americans.

**Thomas Jefferson Canceled Thanksgiving During His Presidency** George Washington was the first to declare Thanksgiving a holiday, but it was on a year-to-year basis, so presidents had to re-declare it every year. Thomas Jefferson was so adamantly against Thanksgiving that he refused to declare it a holiday during his presidency, and many say that he called the holiday “the most ridiculous idea ever conceived.” It wasn’t until 1863, when Abraham Lincoln proclaimed Thanksgiving a federal holiday, that it was officially scheduled to fall on the fourth Thursday of every November.

**The Origin of Turkey Pardons Is Fuzzy**

The White House has a tradition of pardoning one lucky turkey each year. No one knows when U.S. presidents began offering their turkeys a presidential pardon. It is believed to have begun in 1947 with President Harry Truman. However, some historians believe that it actually started in the 1860s with Abraham Lincoln after his son Tad begged him to spare his pet turkey's life.

**Macy’s First Thanksgiving Parade Featured Live Animals**

The first Macy’s Thanksgiving Day Parade in New York took place in 1914 when Macy’s employees dressed in vibrant costumes and marched to the flagship store on 34th Street. The parade used floats instead of balloons, and it featured monkeys, bears, camels, and elephants all borrowed from the Central Park Zoo. It was also originally called the Macy’s Christmas Parade but was renamed the Macy’s Thanksgiving Day Parade in 1927.

**Felix The Cat Was The First Balloon Used In The Macy's Thanksgiving Parade**

Felix the Cat was a star of the silent film era and had a comic strip in newspapers around the nation when he made his Thanksgiving Day Parade debut in 1927, the first year for cartoon character balloons. Without a plan to deflate this massive balloon, NYC parade organizers simply let Felix fly off into the sky. Unfortunately, the Felix the Cat balloon got caught in some telephone wires and caught fire. In 2016, after a nearly 90-year hiatus, Felix made a triumphant return to the parade.

**Here at Jimbo’s Floors, we pride ourselves on our Lifetime Installation Warranty!**

Buying flooring is not like buying any other piece of interior décor, such as a sofa or a lamp. Why?

Because unlike other products, flooring is installed or “manufactured” in your home. This makes the installation critical. I offer a lifetime installation warranty at Jimbo’s Floors as part of our 100% Iron-Clad Triple Guarantee!

You NEVER have to worry about something going wrong with the installation. If it does, I’ll fix it FREE! And I’ll do it quickly.

**Answer to last month’s quiz: C. Lazy Bones**

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:

What state is home to the foggiest place in the United States?

A) Maine B) Oregon

C) Washington D) Texas

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!

Things You Didn’t Know About Thanksgiving



Questions to Ask When You Feel Overwhelmed by Career Choices



“Do what you love” is career advice that’s easy to give, but notoriously hard to follow. For one thing, we can’t always accurately predict what kind of job we’ll love until we’re actually doing it. For another, we may love doing a lot of things: solving math problems, helping others, interior decorating, eating pie, playing with dogs. That doesn’t exactly help narrow down the field.

There are far better queries we can make when we’re trying to choose a career path, according to *Quartz*’s Sarah Todd. Here are three questions to ponder in order to help select the profession that’s right for you, whether you’re preparing to enter the workforce for the first time or mulling a career change.

## **1. What Can I Do Better Than Others?** Think about what you are really good at, and how you can use the skills where you have an edge in order to get results.

## **2. What Problems Do I Want to Solve?**

## This question is productive because it helps you identify your values and the issues you care about, without confining you to a narrow role. For example, if you love planning trips abroad and organizing restaurant outings for your friends to sample different global cuisines, you might determine, “I want to help people better understand cultures outside their own.” From there you can consider different career options that appeal to you, whether it’s working in marketing or communications for an airline or for a company like Airbnb, leading group tours, teaching a foreign language, or starting your own travel website.

## **3. How Do I Want To Be Known**

## Think of five qualities you’d like to be known for, including anything from “compassionate” to “intelligent,” “ethical,” “creative,” or “cool.”

If you want people to think you’re a helpful, trustworthy, caring person, for example, you might want to consider a job in a classic “helping” field, like being a kindergarten teacher. If it’s also important to you that others perceive you as glamorous and worldly, however — no judgement! — you might look in another direction, as teaching five-year-olds doesn’t typically offer much of a jet-setting life.

The questions narrow down your choices and help you think more clearly about the kinds of professions that will help you stay true to your sense of self. As new options arise throughout your career, think about how they fit — or not — with your answers. A good fit doesn’t guarantee a wise career move, but it can serve as a gut-check as to whether this is a move that ultimately gets you to your goals.

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!



When the night winds whistle through the trees

And blow the crisp brown leaves a-crackling down,

When the autumn moon is big and yellow-orange and round,

When old Jack Frost is sparkling on the ground,

It’s Thanksgiving time!

**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 Decode the Secret Message?

Text

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

**Your Company Name**

123 Address, Someplace, ZZ 555555

555.555.5555 Phone ⚫ 555.555.5555 Fax

email@yourcompanyname.com

**YourCompanyWebsite.com**