



Thanksgiving Will Soon Be Here

And you will want to get out and enjoy the greatest health builder there is in all the world—fresh air and exercise.

Did you ever stop to think how few cosmetics were needed when one has an "out-door" pink in their cheeks—and how people respond to the vivacious vitality of the out-door woman?

Beachy Hig Shoes give the comfort and protection you need in out-door shoes.

Or if you prefer low shoes and wool hose we have them in all styles.

Beachy Shoe Co.



THANKSGIVING

SEVEN GOOD WAYS

For the benefit of Blackfoot people who want to help the editor and don't know how, we are submitting the following seven good ways:

First of all give him the news; he wants it. Give to him, even though, sometimes it does not get into the paper. He hasn't time always to tell you why some pieces of news are not used; but ten to one he has a perfectly good and impersonal reason. Give him the news

even though you may not be especially interested in it. Some folks never think to give the editor news except when they are concerned in it one way or another.

Second; don't give him a piece of news and tell him you want it printed just as it is written. There's a right and a wrong way to do even such a simple thing as writing an article for a country paper. One editor had to leave town because he printed every piece of news just as it was handed in—spelling, punctuation and all—and printed it with the name of the person who gave it to him.

Third: Don't try to play a joke through the paper unless you explain it to the editor. A thing in cold type looks a lot different and sounds different from a thing repeated by word of mouth, when the voice, a facial expression and a gesture, perhaps, helps to show its meaning.

Fourth: Don't worry for fear the editor is making too much money; you should want him to be prosperous. He can and will give you a better paper. He will be the less likely to have to compromise with his conscience over certain kinds of advertising. And, anyhow, he can't make a big fortune out of his paper—he will be lucky if he keeps going.

Fifth: Be ready to tell your editor when something in the paper pleases you. Once in a while you tell your preacher he has a good sermon, so tell the editor something about his paper.

Sixth: Get your copy to him early. Take it to him for the next week the day after the previous publication, if you can. It takes time to set type and make a paper. Did you ever wonder what the editor did all the time between publication days? You would know if you were publishing a newspaper yourself.

Lastly: Go in some day when the paper is being printed. Go in several times during the day, and you will have more of a realization of what a job it is to make a weekly paper.



TURKEY DAY

When Governor Bradford sent four hunters into the wild Massachusetts forests to bag a supply of meat for our Pilgrim fathers' first Thanksgiving feast, they returned with nearly a week's supply.

And it was MOSTLY wild turkey.

Right then was established a precedent. Not because turkey was so plentiful—but because the huntsmen outdid themselves in the desire to secure the choicest morsels for the "day of days."

So we should all have turkey on Thanksgiving. We can supply you. The nicest, plumpest and tenderest birds in town.

Let Us Have Your Order Early

The Central Market
"THE QUALITY SHOP" Phone 168

MORELAND NEWS.

On Tuesday of last week George Lovell and party returned from a hunting trip on Lost River. They failed to bring back any deer.

On Wednesday evening a crowd of our young people enjoyed a wienie roast.

John Williams of Thomas passed through Moreland Wednesday of last week on his way to Blackfoot.

Last Thursday Mr. and Mrs. Harrison McKnight, Mrs. Ida McBride and daughter and Mrs. Wm. McKnight motored to Idaho Falls to spend the day with Mrs. J. M. Jor-

dan. Mrs. Justise Furnice has been ill the last three weeks but is much improved at this time.

Mrs. Rilla Clements Hall soon leaves for Marysville, Cal., to spend



The Spirit of Christmas



How many friends, relatives and acquaintances will you remember this year at the holiday time?

The list grows longer each year, doesn't it? But, oh! the joy of remembering each and every one. Grandparents, Aunts, Uncles, Cousins, Club Members, Friends in a distant town, the Acquaintance you made this summer on your vacation, your Employees or Employer, or your Customers.

All of them will appreciate the thought that you remembered them at this season of the year.

We take pleasure in being able to offer you an inexpensive means to extend your greeting to every one.

You are invited to come in and enjoy our CHRISTMAS AND NEW YEARS CARDS with us.

INDIVIDUAL DESIGNS EXPRESSIVE SENTIMENTS
THE FINEST WORK FOR EVERYONE

The Bingham County News

the winter. Mr. and Mrs. James Corenbon and babe are in Twin Falls on business. Bishop W. T. England is on the sick list. We hope he will be around in a few days. Mr. Wm. Dalton is visiting relatives and friends for a few days. Mrs. Ida McBride is in Idaho Falls visiting. Mr. and Mrs. Frank Decker are rejoicing over the arrival of a fine baby girl born November 11. Mother and child are doing nicely. The stork visited the home of Mr. and Mrs. Ligar Jordan and left a fine babe. All concerned are doing fine. Sunday services were well attended both in the morning and afternoon. Mr. O. H. McBride and Sons and John Bense have gone to Lost River. Mrs. Wheelley is visiting her daughters, Mrs. Wheeler and Mrs. Hatch. Mrs. Ida Wheeler made a business trip to Blackfoot on Monday. Mrs. Harrison McKnight went to Wapello Sunday as a home missionary. Sunday night a car driven by Edward Grimmett, turned over and resulted in what might have been a serious accident. Miss Pearl Grimmett's collar bone was broken and Miss Edna McKnight was slightly bruised and cut about the body. Mr. Aukeman of Groveland was pinned under the car and quite badly hurt.

Breaking the Shackles of Time

CLOCKS are as much a matter of course as suspenders or sausages. But it took energy and initiative to get the first clock on the kitchen shelf and start it going. The Yankee pack peddler was sole distributor and transporter. His lean, lanky, loose jointed legs set the limits for most distribution problems in those days.

Modern transportation with progressive sales methods—and advertising—have broken the shackles of time. They make a quick job of what used to take years. Through advertising, many an article has been introduced simultaneously in stores all over the country.

This newspaper does you a two-fold service. It not only brings you news of the world, but also news of what to buy, where to buy and how to buy.

The advertisements are news columns of merchants and manufacturers who have important stories to tell you.

Take advantage of them. Read the news of good things to be had—and where to get them.

Make Sure You Get All the News