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## 2024 Work Truck Line Up



**Crownline**  
By Ground Zero

**\$3,858**  
Installed

2024 Crownline 8' RubRail Bed Single Wheel



**Crownline**  
By Ground Zero

**\$8,935**  
Installed

2024 Crownline 8' Arm Bed Single Wheel



**norstar**

**\$11,775**  
Installed

Norstar SD 8' Skirted Bed Single Wheel



**Crownline**  
By Ground Zero

**\$5,945**  
Installed

2024 Crownline 8' Spike Bed

## Toolboxes & Accessories



**\$780-\$1,600**  
Carryout



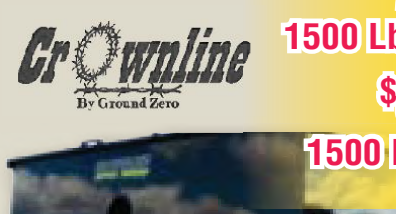
2010-2022 Ranch Hand & Cattleman Bumper Replacements




**\$2,250**  
1 Ton  
**SOLD OUT!**



GWS Portable Feed Bin



**Crownline**  
By Ground Zero

**\$2,542**  
1500 Lb. Manual Chute  
**\$3,215**  
1500 Lb. Auto Chute

2024 Crownline Feeder Available In 3 Sizes 1,000 Lb., 1,500 Lb., 2,000 Lb.

Don't Miss These Deals! Call Us Today!



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**UPCOMING EVENTS** with Red Beard Custom Printing.

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Cushing

Visit our Facebook for deals leading up to Christmas.

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**MISCELLANEOUS**

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table saw, 10" blade, with roller base.

\$275

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offers reliable handyman and home repair services including maintenance, plumbing fixes, drywall, and small projects. Honest pricing and quality work.  
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10 inch \$50  
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50's - 60's  
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**WANTED**  
Grandpas & Grandmas  
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One sign or an entire collection. Gas pumps also.  
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Turn of the century armoire \$340  
50's bedroom set: headboard, footboard, vanity, 4 drawer dresser \$150  
Vanity with mirror and dresser \$125  
8 drawer dresser with bookshelf \$125  
Elaine hope chest \$110  
Call [405-334-3094](tel:405-334-3094)

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**Quality Work Reasonable Price**

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 #DIGITAL

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**OKLAHOMA'S *Choice* WEEKLY**

**CLASSIFIEDS**

# Visibility Isn't Optional Anymore

By Anesa K. Chastain Jones - Advertising Insights with Anesa Oklahoma's *Choice* Weekly

Let's get one thing straight: If people don't see you, they can't buy from you. And no, "we've always done it this way" is not a strategy, it's a warning label.

Right now, businesses are facing tighter wallets, louder competition, and shorter attention spans. That's not fear-mongering. That's reality. The brands that survive, and grow, are the ones that stay visible even when it feels uncomfortable to spend.

**Here's the hard truth most people don't want to hear:** When business slows down, cutting advertising is usually the fastest way to disappear.

**Advertising Is Not an Expense, It's an Amplifier** Advertising doesn't magically fix a broken business. But it does amplify whatever you already are.

- Solid product + consistent advertising = growth
- Good service + visibility = trust
- Silence + hope = being forgotten

- Hope is not a marketing plan.
- Consistency Beats "One Big Ad" Every Time

**I see this constantly:** Someone runs one ad, once, expects fireworks... and then declares advertising "doesn't work." That's like going to the gym one time and being mad you don't look like a fitness model by Tuesday. Advertising works when it's repeated, recognizable, and strategic. Familiarity builds confidence. Confidence drives action.

If You're Waiting for "The Perfect Time," You're Already Late There is no perfect time. There's only now or not at all. Every week you're quiet, your competitors are training customers to remember them instead of you.

**And here's the kicker:** When the market turns back around (and it always does), the businesses that stayed visible are the ones positioned to surge, while everyone else is scrambling to be noticed again.

**Advertising Insights with Anesa:** If you're spotting the gaps, that means you already have the solutions.

**And if you're reading this thinking, "She's talking to me," yes. I am.**

**Advertising isn't about noise. It's about presence. And presence is everything.**

Oklahoma's *Choice* Weekly

Tap into OKLAHOMA'S *Choice* WEEKLY.

Download the app NOW!

SCAN ME



**H**ello 2026!

I am so excited to see what 2026 will bring! What's that saying New Year, New Me! It never seems to stick. Did you know? Creating a new habit can take an average of 66 days, and for some things it could be up to 254 days! So, that new routine might be harder to make a habit than you thought. Give yourself a little grace if you go off track and get back on track as soon as you can. I am all about that soft life this year, we deserve to be kind to ourselves.

I always think after the New Year is the perfect time to make bigger purchases, like Vacuums or Carpet cleaners. They clearance out everything to make room for new models, so you can get a good deal. Y'all, know I live for a deal! Plus, you can read online all about it and see the pros and cons of the item, then you know what you are getting. If your just aren't ready to make that purchase, you can refresh your current Vacuum or Carpet cleaner. How? Easy, by giving it a deep clean. \*Always check manuals for do's and don'ts\*, I love my Shark Vacuums because you can take them apart very easily and comb out the bristles, Wash or replace the filters. It is amazing how much dust they collect! It's kind of

weird gross but cool to see. Doing this on the regular can extend the life of your Vacuum or carpet cleaner. While you are combing out, grab your broom and do it too!

Another thing, I am suggesting for the New Year. Treat yourself to a few of your favorite cleaning products, pick your favorite smells, giving yourself cleaning products you enjoy will make you more likely to clean. Also buy your favorite scented candle for cleaning time. I discovered I accidentally trained my kids into cleaning with a candle! I light a candle when we are cleaning every time. The other day my oldest lit a candle and everyone just started cleaning. It was a magical moment and I said nothing. I hope it is just something that follows them for their whole lives, it will serve them well.

Adding to the gifts to treat yourself list. Anti-Fatigue Mats, for wherever you do your standing, even if you aren't chronically ill these are awesome! They help you stand in place longer, so the stove, sink area, even your office space. It's a comfort thing, if your legs and feet don't hurt you'll be able to stand and move longer, which means getting more done. That is something we all want.

I might also suggest that you take a little time and start those 2026 files. I know some of us still have 2025 out, gearing up for taxes. Setting them up before you need them now, you will be able to just add things as needed and find them when they are needed again. Think about how clean it will keep your desk or mail basket will be.

Starting the year off, with a clean space can give you a fresh start to the new year. Remember to be kind to yourself and others.

*Happy Cleaning*

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This digital edition features video and audio elements. Tap play, turn on your sound, and experience Oklahoma's

*Choice*  
Weekly like never before.



LAND - MINERALS - HOMES - EQUIPMENT



**WIGGINS**  
Upcoming Auctions

### Valenda Mauck- ONLINE ONLY AUCTION

Monday  
Jan  
19

Lincoln Town Car | Lift Chairs | Vizio TV  
Kenmore Refrigerator | Kenmore Washer &  
Dryer | Quilts & Afghans | Vintage Sewing  
Machines | Bedframes | Dressers  
Nightstands | Adjustable Bed Base | Vanity  
Dresser | Smoking Stand | Ping Pong Table  
Ammunition | & Much More!  
Ames, Major Co., OK

### J & S Roustabouts Service Company, LLC- ONLINE ONLY AUCTION

Tuesday  
Jan  
27

J&S Roustabouts Service Company  
Liquidation | Bison, Garfield Co., OK  
Shipping Containers | Service Trlr | Gin Pole  
Bed | 3 Pt. Implements | Tool Bed | Skids  
Pipe | Cat Walks | Shelving | Kimray Oil Field  
Parts | Welders | Plate Steel | Propane  
Tanks | Oxygen-Acetylene Unit | Tools/Oil  
Field Tools | Job Box | Antiques/Collectibles  
License Plates | & More!

### Nicole Martens

Thursday  
Feb  
12

41.7 +/- Acres of Improved Bermuda  
(Offered in Tracts) | Excellent Home Site  
Potential/Livestock Opportunity  
Easy Access to Hwy  
Fairview Area, Major Co., OK

WigginsAuctioneers.com  
580.233.3066



## BUSINESS LIQUIDATION AUCTION

OK STATE RESTAURANT SUPPLY  
10:00 A.M. Tuesday, January 20, 2026

8209 West 6th St. Stillwater, OK  
Complete Restaurant Supply Liquidation  
*Most items are new never used or new  
in the box NIB*

NIB overstock and used items; **True** fridge; **Delfield** fridge;  
2 **Perlick** bottle coolers; solid copper hood; NIB 6' hood;  
**Vulcan** flash bake pizza oven; warming cabinet; 2 **Lang**  
warmers; NIB **Dukers** fryer; 3 bay steam table; 4 bay steam  
tables; NIB display racks; meat grinder; NIB **Dukers** 3 burner  
griddle; ice bin; NIB **Sierra** gas oven; NIB **Dukers** fryer;  
NIB refrigerated display case; 6 burner griddle; ss tables;  
sheet pan rack; NIB ss tables; NIB small wares; NIB chairs;  
**Dukers** 3 burner grill; **Wittco** hot cabinet; steamer; **Air Temp**  
vapor oven; **True** 2 dr fridge; pizza warmer display; 2 dwr  
refrigerated unit; cold salad bar; pizza oven; **Beverage Air**  
refrigerated display case; 2 well steam table; pressure fryer;  
steam table; Cappuccino machines; ice dispensers; multiple  
deep fryers; Panini press; meat slicer; plate warmer; under  
counter dish washer; roller toasters; display chaffing dishes;  
counter top fryers; microwaves; heated displays; **Avantco** 50"  
beer bottle cooler; 2 dr cooler; mixer attachments; ice water  
dispenser; heated sauce pots; hot cabinets; refrigerated well;  
coffee makers; many ovens; **Doyon** proofer oven; juice press;  
mixers; mixer pans; pots; chip warmer; dishwashers; fryers;  
hot displays; juice disp; food warmers; kitchen ware; steam  
table pans; **Dukers** 2 burner grill; NIB ss supplies; can rack;  
wire shelving; 2 ea. 3 bay sinks; 2 bay sinks; tea dispensers;  
**Crescor** 2 door oven; **Flav-R-Savor** 2 hot holding display  
cabinets; ice cream freezer; 2 milk coolers; **True** under counter  
fridge; 2 ea. **True** 2 door fridge; salad bar; 2 **Alto-Shaam** halo  
heat ovens; **Beverage Air** fridge; 3 dwr fridge unit; used fridge;  
Ice cream machine; **Super Systems** oven; dough sheeters;  
fridge; heat lamps; steamers; mixer; trays; toaster; ice well  
bar; plates; cups; saucers; baskets; trays; S&P; toasters; muffin  
pans; serving trays; **Hobart** mixers; huge misc.; wire racking;  
scales; food service supplies; plastic goods; restaurant supply  
items; glassware; flatware; trays; tabletops; folding tables and  
bases; office supplies; desk chairs; some equipment for service;  
pictures; retail shelving 72' of 4' double sided retail shelving  
w/end caps; warehouse racking; 60' 12' sections industrial  
shelving; 24' sections industrial shelving; 12' industrial in  
shop; **Doosan** Pro5 fork lift; **Craftsman** 60 gal air compressor;  
hydraulic press; pallet jack; electric maintenance lift; misc.

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There is a 3% convenience fee to use a credit/debit card.  
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**MISTY CROUSE**

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EST. 2006  
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BRISTOW, OKLAHOMA  
**PORTABLE SAWMILL**

I can mill your logs up to a 38" wide cut and 21' long at your location or mine. Rates by the hour.

Will consider milling your trees in exchange for your extra logs if you have the timber.

I have Oak, Sycamore, Pecan, and Eastern Red Cedar in stock to mill to your specifications.

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Buying all horses - good, bad, pretty, ugly!! Special interest in riding horses. Bring to 2621 W. 116th St. Located next to Payne County Livestock Sale or call 405-547-8337 952-836-8811

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Saanen, nubian, alpine, weanlings. \$125  
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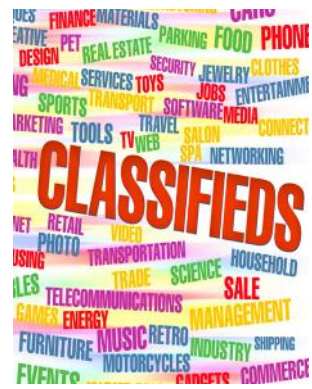
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All types of roofing, post frame buildings, barn home design and construction.  
Call today for a free estimate!  
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**LARGE 8X20**

Chicken house - holds 60 chickens, solid built, several extras. Paid \$7,000 to build one year ago take \$3,500  
Call 918-968-5046

**6X20 GOOSENECK TRAILER**

Custom shop built, rubber bumper, 2 - 7,000lb axles and dual brakes, full top, led lights. Finished, never used. \$10,000  
Call 580-336-5066  
Leave Message

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Whether you're looking to sell fast, find great deals, or make the perfect trade, we make it easy and effective.

Let's get your ad in front of the right people!

Call 918-528-7689 today!



**CARS**  
TAKING BIDS ON 200-300 Classic Car Collection. Rebuild or parts, not crusher prices. 15 acres available if interested, with cars. Rural area, blacktop, 2 accesses to property.  
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The Right *Choice!*

Oklahoma's *Choice* Weekly

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19th Annual

# Pick of the Day Farms

## FALL PAIR & SPRING BRED HEIFER SALE

### Saturday, February 7, 2026

12 noon • Southern Oklahoma Livestock Auction (SOLA), Ada

*485 head sell!*

### 350 COMMERCIAL ANGUS PAIRS & SPRING BRED HEIFERS



#### INCLUDES 100 FEMALES OF PENNER RANCH ORIGIN

65 with November & December 2025 calves at side. 35 Spring Bred Heifers due to start calving February 15th to proven calving-ease Tehama Patriarch sons from Penner Ranch.

#### *plus* 250 ANGUS-BASED COMMERCIAL BRED HEIFERS

70 with November & December 2025 calves. 180 Spring Bred Heifers due to begin calving February 15th to proven calving-ease Angus bulls.

### *Attention, New Buyers:*

To speed up the registration process, please bring a letter of credit from your bank, or contact the SOLA office prior to the sale to register: (580) 436-5033

# Pick of the Day Farms

The Jason Borders Family  
Jason Borders (580) 618-0946



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MANAGER

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