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CONSIGNMENTS

**SATURDAY**  
**JULY 11, 2026**  
**9:00AM**

**WHERE: FIRELAKE ARENA**  
**18145 OLD RANGELINE ROAD**

**SPECIAL DISCOUNTED ROOM RATES AVAILABLE**  
**AT THE FIRELAKE HOTEL & GRAND CASINO HOTEL**

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TUBING  
2-3/8", 2-7/8", 3-1/2"

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AKL SERVICES, INC.  
Cushing, OK

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**Call 918-528-7689**

**COLLECTORS GOLF BALLS**

Spalding #3 Top Flite #2  
Buick Open 1991 enclosed in plexiglass case \$20  
Wilson 90 Ultra 4  
Buick Southern Open not enclosed \$10  
[785-515-0454](tel:785-515-0454)

**LEER MODEL 180XL**

Camper Shell  
Off 2017 4 door Silverado 1500, sliding tinted windows with screens, dome and stop lights, keys, mounting hardware, red.  
Call or Text [405-780-0056](tel:405-780-0056) \$300

**MEMORY LANE CONSIGNMENT**

Handmade items, books, glassware, games, tools, furniture, guitars, CD's, DVD's, 3D printed items, purses/bags, framed art, puzzles, clothes and so much more to explore.

107 W. Main St.  
Oilton, OK

Monday Closed  
Tuesday 9am-5pm  
Wednesday 9am-5pm  
Thursday 10am-4pm  
Friday 9am-5pm  
Saturday 9am-5pm  
Sunday Closed

Facebook.com/MemoryLaneConsignment

**ROCK CRYSTAL VASE**  
10 inch \$50

Cutty Sark 1869 Model Ship 20X15 \$150  
Excellent Condition

1912 Model Buick ERTL Die Cast Metal in Box \$20

Cloud 9 Harlequin Sleeping bag, 33X76 - \$40  
[785-515-0454](tel:785-515-0454)



**LANE DVD/CD CABINET**

Walnut, 30X12.5X12.5  
Excellent Condition \$150

1969 Apollo 11 Moon Metal in case with documentation \$150

Garmin GPS Navigator in box \$20  
[785-515-0454](tel:785-515-0454)

**LADIES ROPERS**

Smooth wine, Spanish kip skin, 6.5-7  
Justin Boot Fort Worth Like New Sale Price \$60

LONGHORN WESTERN HAT  
Three X Beaver, light brown rust, excellent condition, 7-7 1/8 \$40

NOCONA WESTERN BOOTS  
Chocolate Brown, Excellent Condition.  
10.5EE, \$50  
[785-515-0454](tel:785-515-0454)

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Need help understanding how insurance works?  
Health/Life/Dental/Vision/Medicare Products  
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Western Wear,  
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Hats, boots, Levis, belts, buckles, shirts, suits, sport coats - major labels, excellent condition.  
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Call [405-878-1400](tel:405-878-1400) OR  
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[www.OklahomaInsuranceQuotes.net](http://www.OklahomaInsuranceQuotes.net)

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offers reliable handyman and home repair services including maintenance, plumbing fixes, drywall, and small projects. Honest pricing and quality work.  
Call [918-285-6827](tel:918-285-6827) for estimates.

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RV Lots for rent, great camping, waterfront park, all utilities, cellars, no more set up - tear down.  
Lake Eufala  
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Text Pictures of Mower for Price - # [832-410-0933](tel:832-410-0933)  
Shawnee, OK

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table saw, 10" blade, with roller base.  
\$275  
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50's & 60's  
Taking bids on lots:  
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or bid on all.  
15 Acres available with all  
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**GOLDEN BUZZAROUND**

Mobility Scooter  
Everything works  
\$500 Cash Only  
Perkins  
[405-385-6256](tel:405-385-6256)

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**WANTED**

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Older Model Ford F150  
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Will pay top dollar!  
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One sign or an entire collection. Gas pumps also.  
Call or Text  
[405-808-8948](tel:405-808-8948)

**FURNITURE**

**FOR SALE**

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)

**WORK WANTED**

**LOUIE'S LANDSCAPING**

Lawn Care Service  
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Fencing Any Kind  
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**Quality Work Reasonable Price**

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**CONCRETE MIXER TRUCK DRIVERS CLASS**  
**A OR B CDL** 5 Day Weeks,  
Paid Holidays, Insurance Available. Apply in Person  
Must Bring MVR  
Monday-Friday 8am-4pm  
329044 E. 1070 Rd.  
McCloud,OK  
[405-391-2919](tel:405-391-2919)

**ACCOUNT SALES REPRESENTATIVE**

Oklahoma's Choice Weekly is seeking a passionate and results-driven Sales Representative to join our dynamic sales team. As a key member of our organization, you will be responsible for selling advertising space within Oklahoma's Choice Weekly, both in print and digital formats. This is an exciting opportunity to play a vital role in the success of local businesses by creating customized advertising solutions and building long-term relationships.

**Key Responsibilities:**

Prospect, identify, and reach out to potential clients to promote advertising opportunities.

Present advertising solutions to businesses that align with their marketing objectives.

Manage client accounts from initial contact through ad sales and campaign execution.

Build strong, lasting relationships with clients by offering excellent customer service and follow-up.

Meet or exceed monthly and quarterly sales targets.

Collaborate with the creative and management teams to ensure client satisfaction.

Stay up-to-date with industry trends, competitive offerings, and new advertising opportunities.

Represent Oklahoma's Choice Weekly in a professional and positive manner at local events, meetings, and networking opportunities.

Call  
Oklahoma's Choice Weekly  
General Manager/Graphics Director,  
Anesa K. Chastain Jones  
at 918-285-1314,  
email: [graphics@oklahomaschoiceweekly.com](mailto:graphics@oklahomaschoiceweekly.com)

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WIC supports 53% of all infants born in the U.S. Someone you know may be eligible.

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God Bless  
Find Us On Google & Facebook

Tap into OKLAHOMA'S *Choice* WEEKLY.

Download our new app NOW!

**SCAN ME**

# Are You Building a Brand or Just Joining the Crowd?

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

Every few weeks, social media hands businesses a new trend. Sometimes it’s a meme. Sometimes it’s a challenge. Sometimes it’s a viral image that suddenly seems to appear on every timeline. Recently, it was the Empire State Building. For a few days, businesses from nearly every industry placed their logos on the same image and shared it with their followers. It was everywhere. Some of those posts generated likes, comments, and shares. They got people talking for a little while. There’s nothing inherently wrong with participating in a trend. Social media is meant to be social, and showing a little personality can be a good thing. The question is whether the trend is helping your business or simply helping the trend. That’s an important distinction. As advertisers, we often see businesses chase whatever is popular at the moment because everyone else is doing it. It’s easy to feel like if every other company is posting something, you should too. But effective marketing isn’t about keeping up with every trend. It’s about giving people a reason to remember you. When someone scrolls past your post, does it reinforce who your company is? Does it remind people what you do? Does it reflect your personality, your expertise, or your values? Or could your logo be removed and replaced with almost any other business? The strongest brands are recognizable even before someone sees the company name. Their voice, their style, and their message become familiar over time because they’re consistent, not because they chase every viral moment. That doesn’t mean you should ignore trends altogether. If a trend genuinely fits your business, your audience, or your sense of humor, join the conversation. Have fun with it. Just make sure it still sounds like your business and not everyone else’s. Marketing should always have a purpose beyond collecting a few extra likes. Likes don’t necessarily create customers. Recognition does. Trust does. Consistency does. The businesses that stand the test of time aren’t usually the ones that posted every viral trend. They’re the ones that consistently reminded customers who they are, what they stand for, and why they deserve their business. So the next time a trend takes over your social media feed, pause for just a moment before hitting “Post.”

Ask yourself one simple question: Is this building my brand, or am I simply joining the crowd? If the answer is “both,” you’re probably on the right track. If it’s only the second one, it might be worth taking a few extra minutes to make the post uniquely yours.

**Advertising Insight: Virality is temporary. Brand recognition is lasting. Every post should strengthen your business, not just your engagement.**

## Oklahoma’s *Choice Weekly*

ANESA K. CHASTAIN JONES,  
General Manager/Graphics Director,  
918-285-1314, [graphics@oklahomaschoiceweekly.com](mailto:graphics@oklahomaschoiceweekly.com)

**GOT SOMETHING  
TO SELL?**

**CLASSIFIEDS  
WORK!**

✓ Vehicles

✓ Equipment

✓ Livestock

✓ Real Estate

✓ Garage Sales

✓ Farm & Ranch

✓ Household Items

*Up to 30 Words*

**FREE**

*Call or Text*

**918-528-7689**

**OKLAHOMA’S *Choice* WEEKLY**

**Buy More • Sell More • Trade More**



CONSTRUCTION

**WALL SAND AND GRAVEL**  
Top quality sand mined from our local plant in Perkins Ok.  
Concrete Sand \$11 ton  
Mason \$10  
Wash \$7.50  
Fill \$6  
Delivery available.  
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**2-14FTX80FT**  
put together double wide to be moved .  
4 bedroom, 3 bath,  
central heat and air.  
\$10,000 obo.  
Call [918-225-5586](tel:918-225-5586)

**UPCOMING AUCTIONS**  
**Cabinetry Shop Liquidation Auction**  
Tuesday, July 13th at NOON  
Augusta, KS 67010  
Pick up on Wednesday, July 14th 9AM-5PM  
**Homag Trim Bander | Toyota Forklift | Air Compressor | Tools Shelving | Nails, Screws & Hardware | Pallet Jacks AND MUCH MORE!!!!**  
**Commercial/Industrial Facility and Residential in Hays, KS**  
Online Only July 20 at 12:00 PM  
1325 & 1327 Rome Rd, Hays, KS 67601  
1101 East 16th Street • Wellington Kansas 67152 • 620-326-7315 • Theurer.net

OKLAHOMA'S  
Choice WEEKLY

**Affordable Family Apartments**  
Subsidized rent may be available to those who qualify.

|                   |                             |              |
|-------------------|-----------------------------|--------------|
| Sayre, OK         | Columbia Village            | 580-928-3225 |
| Cushing, OK       | Eastbrook Apartments        | 918-225-3902 |
| Guthrie, OK       | First Capital Apartments    | 405-282-5077 |
| Blackwell, OK     | Jefferson Park Apartments   | 580-363-3531 |
| Elgin, OK         | Meadow Park Estates         | 580-492-4765 |
| Guthrie, OK       | Noble Heights Apartments    | 405-282-5250 |
| Cordell, OK       | North Glen Apartments       | 580-832-5624 |
| Marlow, OK        | Park Lane Apartments        | 580-658-5753 |
| Stillwater, OK    | Whispering Hills Apartments | 405-377-9141 |
| Oklahoma City, OK | Capitol Square Villas       | 405-427-7705 |

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# Real Estate and Estate Auction

Thursday, July 16, 2026 **STARTS @ 9:31 A.M.**

**For more information and pics: [www.chuppsauction.com](http://www.chuppsauction.com)**

**ADDRESS:** 13594 SH 9E • Eufaula, OK 74432  
**DIRECTIONS:** On the South Side of Eufaula, OK, Take Hwy 9e 7.7 miles East. Auction on Rt. (S) - (Longtown Area) Parking Area Available

**½ ACRE LOT w/ SHOP + TINY HOME**  
Versatile ½-Acre Property featuring an 11' x 36' Tiny Home and a spacious 40' x 43' Shop with a 13' x 22' addition. The well-equipped shop offers 3-phase electric, an office, a bathroom with shower, and three overhead doors—one 13' x 12' door and two 9' x 7' doors—making it ideal for a business, workshop, or storage needs. No Reserve - Sells Absolute!

**OPEN HOUSES:** Monday, June 29th & July 6th from 4-6 pm

TERMS: 10% down day of sale, min \$10,000, non refundable, close in 30 days. No buyer contingencies, 10% Buyers Premium, no reserve, absolute auction!

**- THE CHUPP TEAM -** Dale - MARIA - JUSTIN Coldwell Banker Select (918) 630-0495 (918) 640-5024

**Car Lift- Motorcycle - Rare Race Car - Trailer - Backhoe Lathes - Milling Machines - Drill Presses - Rivet Setter Saws - Welders - Shop Fans - Rolling Carts - Organizers - Fuel Tanks Motor Stand - Stump Grinder - Ladders - Pallet Shelving - Mowers Hand Tools - Metal Signs - Household Furniture and MUCH MORE!!!**

**\*\* AUCTION STARTS @ 9:31 AM \*\* REAL ESTATE WILL SELL @ 10:01 AM \*\***  
**\*\* LIVE ONSITE & ONLINE BIDDING on Lots 2 - 86 START @ 10:31 AM \*\***

**ESTATE OF: STEPHEN WARD OWNER: SALLY WARD**

**Auctioneer's Note:** Stephen enjoyed working on Vintage Cars and many know him from his time at Ward's Construction. LOTS OF TOOLS & SUPPLIES in this AUCTION. DON'T MISS IT! Follow us on Facebook or visit our website for more info and pictures at [www.chuppsauction.com](http://www.chuppsauction.com)

**TERMS:** Cash - Credit Cards - Check with Proper ID - OK Sales Tax Applies unless exemption is shown. NOT RESPONSIBLE FOR ACCIDENTS. ANY ANNOUNCEMENTS DAY OF SALE SUPERSEDES PREVIOUS ADVERTISING.

**CHUPPS AUCTION & REAL ESTATE**

Stan Chupp (918) 638-1157 Dale Chupp, Realtor Coldwell Banker Select (918) 630-0495 Jonathan Miller (918) 237-7582

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**FREE DUMP**  
Rock, Dirt, Concrete, Demolition  
Conveniently located just west of Perkins we have plenty of capacity for all your dumping needs.  
WALL SAND AND GRAVEL  
[405-332-1832](tel:405-332-1832)

# Auction

**Saturday, July 18 - 9:30 AM**  
**1 Mile East of Cambridge KS on Hwy 160**  
**Case SV250 Skid Steer, John Deere Wagon, Shop Tools, Equipment, Vtg Signs, Furniture, and Much More!!!**

**Hope to see you there!**  
**See list and photos at:**  
**Roth Auction Service LLC Facebook page**  
**Roth Auction Service LLC**  
Web 620-262-7296  
[RothAuction@cox.net](mailto:RothAuction@cox.net)  
[www.rothauction.us](http://www.rothauction.us)

# OSU SURPLUS AUCTION

**OSU FACILITIES MANAGEMENT**  
**8:00 A.M. Saturday, July 11, 2026**  
**Viewing at 7:00 A.M.**  
**402 North Willis St., Stillwater, OK 74078**  
**OSU Facilities Management Warehouse**

**COMPUTERS-LAB EQUIPMENT-MISC.:** Centrifuges; Microscopes; Lab equipment; HVAC units; Commercial Freezers; Household Fridges; Mini Fridges; Assorted shop tools; Miscellaneous motors- machines; Warmer-cooler units; Ventilation system; Medical equipment; Mechanical equipment; Laptops; Monitors; All-In-Ones; Speakers; Computer speakers; Hard Drive cases; Server Racks; Printers; Keyboards; Mice; Computers; Assorted Cables & Wires; Cameras; Televisions; Projectors; Projector Screens; Light Fixtures; Kitchen utensils; Office fans; Lamps; Assorted File Cabinets; File cabinet system; Work benches; Hutches; Tables; Hydraulic Desks; Veri-Desks; Wall mount cabinets; Standing cabinets; Steelcase desks; Office desks; Wood desks; Bookshelves; Office Chairs; Class Chairs; Wooden Chairs; Stools; White Boards; Tac Boards; Cubicle walls; Rolling chair mats; Love seats; Sofas; Office supplies; Misc.

**TERMS:** Cash, check, VISA/MC/Discover/ on day of sale. There is a 3% convenience fee to use a credit/debit card. Driver's license required to register. Oklahoma Tax Comm. requires a copy of tax exempt certificate for exempt purchases. All items sell as is with no warranty. Descriptions are accurate to best of knowledge. Announcements made day of sale will supersede all other advertising. Seller or Auction Co. not responsible for accidents.

*Purchaser acknowledges that items purchased could be subject to United States laws and regulations, including those that relate to the export of items subject to export controls under the Export Administration Regulations, 15 CFR 730-774, and/or sanctions administered by the U.S. Department of Treasury's Office of Foreign Asset Controls. Purchaser agrees that it is Purchasers responsibility to comply with any applicable laws or regulations regarding the export of the item(s).*

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[nicholauction@gmail.com](mailto:nicholauction@gmail.com)

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Rock, Dirt, Concrete, Demolition  
Conveniently located just west of Perkins we have plenty of capacity for all your dumping needs.  
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|                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>LRA</div> <div>LIPPARD</div> <div>REAL ESTATE AND AUCTION</div> <div>580-237-7174</div> </div> |                                                                                                                                                                                                                                                                                                                                                                  |
| <div> <div>SUN</div> <div>July 12th</div> <div>6PM</div> <div>Online Only</div> </div>                    | <div> <div>Winchester- Sharps – Ruger – Colt – Whitney – Kimber – Sculptures – Bronze – Ammo – German Daggers – Rifles – Shotguns – Revolvers – Pistols – Reloading Items</div> <div>Firearm Auction</div> <div>2609 N Van Buren Enid OK</div> <div>LippardAuctions.com 580-237-7174</div> </div>                                                                |
| <div> <div>MON</div> <div>July 13th</div> <div>6PM</div> <div>Online Only</div> </div>                    | <div> <div>Tractors – New Holland Swather – Tillage – Dodge Feed Truck – Hay Equip – Trucks – ATV's – Service Trailer – Mowers – Tools – Gates</div> <div>Equipment Auction</div> <div>2700 N 54th Enid OK</div> <div>LippardAuctions.com 580-237-7174</div> </div>                                                                                              |
| <div> <div>MON</div> <div>July 13th</div> <div>6PM</div> <div>Online Only</div> </div>                    | <div> <div>Vintage Farm Implements – Cistern Wells – Oil Lamps – JT Toys – Texaco Toys- Furniture – Lionel Railroad – Primitives- Ertl – Sausage Press</div> <div>Woods- Peach – Smith Auction</div> <div>4218 N 4th Enid OK East Shop</div> <div>LippardAuctions.com 580-237-7174</div> </div>                                                                  |
| <div> <div>WED</div> <div>July 15th</div> <div>6PM</div> <div>Online Only</div> </div>                    | <div> <div>Advertising / Street Signs – Barber Chair/Pole – Diecast – Harley Davidson – Baseball Memorabilia – Yard Art – Man Cave</div> <div>Pendleton Auction</div> <div>4212 N 4th Enid OK (Storage location)</div> <div>LippardAuctions.com 580-237-7174</div> </div>                                                                                        |
| <div> <div>FRI</div> <div>July 17th</div> <div>1PM MST</div> <div>Online/Live</div> </div>                | <div> <div>160± Acres – 125×80 Shop – Home – Water – Fiber Internet – Recreational Alamosa Area</div> <div>No Reserve Land Auction</div> <div>5066 Road 112 North, Mosca, CO</div> <div>LippardAuctions.com 580-237-7174</div> </div>                                                                                                                            |
| <div> <div>MON</div> <div>July 20th</div> <div>6PM</div> <div>Online Only</div> </div>                    | <div> <div>Crocks – Vintage Mixing Bowls – Native American Items – Chalkware – Marbles – Salesman Samples – Hen on Nest – Coca Cola – Stained Glass Windows – Local Enid- Baskets – Furniture &amp; Outdoor Furniture – Milk Bottles</div> <div>Atkinson Estate Auction</div> <div>421 S Wilson Enid OK</div> <div>LippardAuctions.com 580-237-7174</div> </div> |
| <div> <div>MON</div> <div>Aug 3rd</div> <div>6PM</div> <div>Online Only</div> </div>                      | <div> <div>PATIO HOME * LARGE MODEL TRAIN COLLECTION * WOOD WORKING TOOLS * HOUSEHOLD ITEMS</div> <div>Dwight and Luella Unruh Auction</div> <div>1108 Blue Stem Rd. Enid, Oklahoma</div> <div>LippardAuctions.com 580-237-7174</div> </div>                                                                                                                     |

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• Build Sales

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More - Trade More

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weekly.com](http://www.oklahomachoiceweekly.com)**

A 3D rendering of a white cartoon character, possibly a mascot, holding a large red megaphone in its right hand and a newspaper in its left hand. The newspaper is titled "CLASSIFIEDS EMPLOYMENT". The character is standing on a small white base. The background is a solid black.

**H**ello July! I hope y'all had as much fun as I did, celebrating America! Man, that heat sure makes a person melt. I hope everyone weathered the storms too. I thought the heat would be the perfect time to discuss laundry stripping. I know we've talked about it before but recently my youngest asked why his socks weren't white? Well, being a little boy is part of the answer, the other half is Cushing's hard water builds up on fabric. I took this opportunity to teach him how to strip his laundry. He will probably be mortified to hear me tell you guys

about how nasty that water was. It was two soaks bad. He enjoyed the science behind it and seeing how gross it was. Might be a fun project with the kids.

As a refresher Stripping is a time-consuming process, that basically gets out everything from dirt to build up on fabric, even extra fabric dye. This isn't something you want to do all the time; it is more of a every so often thing. The reason I think about this is in the summer is we use sunscreen and extra deodorant which builds up on fabric, add in hard water, and your white shirt could be beige before you know it.

The laundry stripping recipe is a 1:1:2 ratio of Borax, washing soda, and powdered laundry detergent. So, for a standard bathtub that's filled about ½ full of hot water, add: ¼ cup Borax Detergent Booster, ¼ cup Washing Soda, ½ cup powdered laundry detergent, Optional – ¼ cup Calgon (not the bubble bath, the water softener). Dish gloves come in handy here to stir and mix all ingredients with the water. Then once this is dissolved, add your Laundry. (If fabric is delicate strip at your own risk.) Submerge your planned items, and come back to stir every hour for about 5

hours. Your water is probably going to be disgusting; that's the magic of stripping! Now for the last step. Drain the tub, squeeze out all the water you can and throw it in the washer, no need to add any detergent. Run the extra rinse cycle. If it is a load of whites, you can even bleach them after this.

I always recommend Stripping your towels when they start to get less absorbent or they lose their fluff. It really helps reset them to brand new! This is also a great way to give new life to hand-me-downs! Or if you want to re-sell some of your clothes, it can help to make them look brand new.

You know when a show you are enjoying season ends and then it doesn't get renewed, It can be heartbreaking because what happened? Right now, I am ending this season of my life, and I wanted to be sure to give closure to everyone reading. Nothing is wrong, I love my OCW Friends, it is just time for me to move on and do something different. Keep an eye out, I have plans Cushing!

Remember to be kind yourself, you are doing your best. Be kind to others, you never know what battle they are fighting.

*Happy Cleaning*

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