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Facebook.com/MemoryLaneConsignment

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Cloud 9 Harlequin Sleeping bag, 33X76 - \$40
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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

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SCAN ME

If Everything Is Important, Nothing Is Important

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

Make the logo bigger. Make the phone number bigger. Make “SALE” bigger. Bold that. Put a box around this. Can we make that red? And maybe add an exclamation point!

Congratulations.

Now nothing is big.

It happens all the time in advertising. A business has a lot to say, and understandably, every piece of information feels important. The phone number is important. The website is important. The list of services is important. The logo is certainly important. Then there is the sale, the deadline, the address, the financing information and the call to action. Before long, everything in the advertisement is competing for attention.

The problem is not necessarily that there is too much information. The bigger problem is that the reader has no idea which information matters most.

Good graphic design relies on something called **visual hierarchy**. That may sound like design-school terminology, but the idea is actually very simple. Your eye needs to know where to go first.

Every effective advertisement needs a boss.

Maybe the boss is “50% OFF.” Maybe it is “NOW HIRING.” It could be a photograph of the product, an upcoming event date or a headline announcing “AUCTION SATURDAY.” Whatever the most important message is, the design should make that message obvious. Something else should come second, something should come third, and some information is perfectly capable of doing its job without screaming for attention.

That order is what guides a reader through an advertisement.

One of the easiest ways to destroy that order is to make everything bigger. When businesses want something noticed, the immediate solution is often to increase its size. Then something else needs more attention, so that gets bigger too. Eventually six different elements are competing for first place, and the advertisement becomes a shouting match.

Graphic designers have far more tools than size. Placement, contrast, type weight, color, spacing, photography and white space can all be used to direct attention. Those elements quietly tell the reader, “Look here first. Now look here. Next, read this.”

When visual hierarchy is working properly, the reader should not even notice it happening. The eye simply follows the path the design created.

Your Logo Probably Doesn’t Need to Win

Here comes the dangerous part.

Your logo does not necessarily need to be the biggest thing in your advertisement.

There. I said it.

A logo has an important job. It identifies the business. However, unless the purpose of the advertisement is to provide people with the exciting opportunity to stare at your logo, it probably is not the primary message.

If you are having a 50% off sale, “50% OFF” may deserve more attention. If you are selling a house, the photograph of the house may be the strongest element. If you are announcing a grand opening, “GRAND OPENING” probably deserves center stage.

Your logo still matters. It simply does not have to tackle everything else in the advertisement

and pin it to the ground.

The same principle applies to phone numbers, websites and addresses. These things are necessary because they tell an interested customer what to do next. They do not necessarily need to be the first thing a person notices. A giant phone number is not particularly useful if nobody noticed what you were selling in the first place.

White Space Is Not Wasted Space

Another common temptation appears whenever there is an empty spot in an advertisement.

We paid for that space. We should put something there!

Not necessarily.

White space, which simply means an area without competing text or graphics, can be one of the hardest-working parts of a design. It separates information, gives the reader’s eye somewhere to rest and helps important elements stand out.

It also keeps seven unrelated things from looking like they are fighting in a Walmart parking lot.

Sometimes adding another photograph, another badge, another line of copy or another graphic does not make an advertisement more valuable. It simply gives the reader one more thing to process.

Sometimes the most valuable thing you can add to a design is nothing.

Information and Communication Are Not the Same Thing

Imagine having ten seconds to tell someone something important. Would you try to give that person 37 separate pieces of information?

Probably not.

Yet businesses frequently ask advertisements to do exactly that.

Every service gets listed. Every product gets mentioned. Every certification gets included. There are multiple phone numbers, an address, a website, a QR code, social media icons, hours of operation and a paragraph explaining the history of the company since 1947.

Technically, everything is there.

But what did the reader actually learn?

That is the difference between **information** and **communication**.

An advertisement can contain an enormous amount of information while communicating almost nothing. If readers cannot quickly determine what you are offering and why they should care, having every possible detail on the page will not solve the problem.

This is also why removing something from an advertisement can sometimes make it stronger. Editing is part of design. Deciding what does not need to be there can be just as important as deciding what does.

Try the Squint Test

There is a wonderfully simple graphic-design trick that anyone can try.

Look at your advertisement and squint.

Seriously.

Do not try to read it. Just look at the overall design and notice which elements remain visually dominant when the smaller details become difficult to see.

What stands out?

That is approximately where the visual power of your advertisement lives.

Now ask yourself whether that is the thing you most want a potential customer to notice.

If the answer is yes, the design is probably headed in the right direction. If your eye immediately goes to something relatively unimportant, you may have discovered a problem. If the headline, photograph, logo, phone number, website, starburst, border and six different boxes are all demanding equal attention, you have discovered an even bigger one.

Decide What Wins

Before an advertisement is designed, there is one question worth answering:

If the customer remembers only one thing from this ad, what should it be?

That answer should drive the design.

Give the most important message the strongest position. Then decide what the reader needs to know next, and what comes after that. Let the supporting information actually support instead of forcing every element to compete for the lead role.

Not everything needs to shout.

Some information can speak normally. Some can whisper. Some can sit quietly at the bottom of the advertisement and wait for the person who needs it.

The goal of graphic design is not to make every element noticeable at the same time. It is to organize information so the right things are noticed in the right order.

Because when everything in an advertisement is fighting to be seen, the customer should not have to referee the fight.

Give their eyes somewhere to go. **If everything is important, nothing is important.**

Oklahoma’s *Choice* Weekly

ANESA K. CHASTAIN JONES,
General Manager/Graphics Director,
918-285- 1314, graphics@oklahomaschoiceweekly.com

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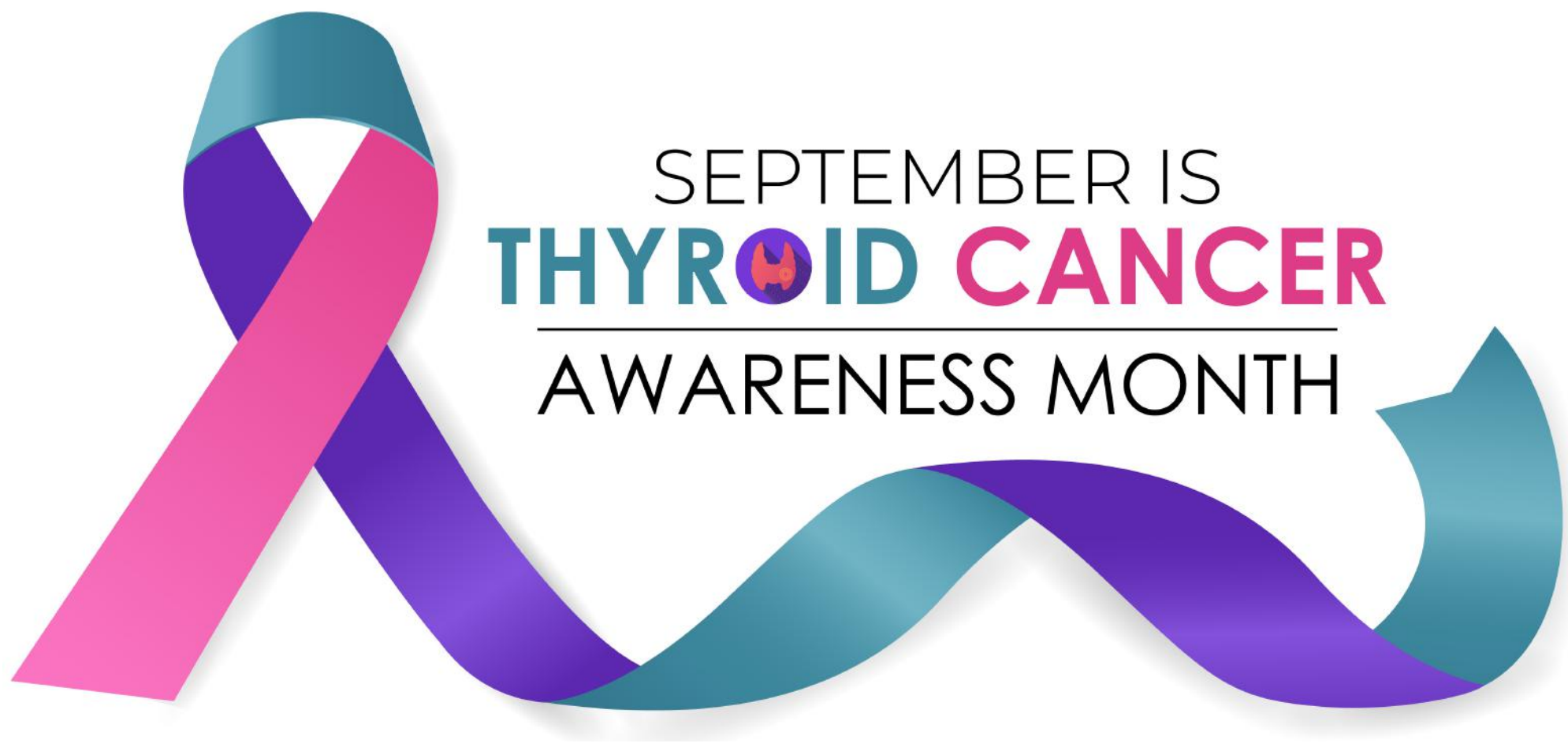
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SEPTEMBER IS

THYROID CANCER

AWARENESS MONTH

Know Your Neck

The thyroid is a small gland located at the base of the neck. Thyroid cancer can occur in both women and men, although it is diagnosed nearly three times more often in women.

In 2026, an estimated 45,240 people in the United States will be diagnosed with thyroid cancer, and approximately 2,320 people will die from the disease. 2026 estimates: American Cancer Society.

There are four main types of thyroid cancer: papillary, follicular, medullary and anaplastic. Papillary is the most common.

Know The Signs

Possible signs of thyroid cancer include a lump or swelling in the neck, persistent hoarseness or other voice changes, trouble swallowing, trouble breathing, or pain in the front of the neck.

Many of these symptoms can also be caused by conditions that are not cancer. Thyroid nodules are common and are usually not cancerous. If you notice a concerning change, talk with your healthcare provider.



Know your neck. Notice changes.

Sources: American Cancer Society, Key Statistics for Thyroid Cancer and Signs and Symptoms of Thyroid Cancer; National Cancer Institute, Thyroid Cancer Treatment (PDQ®). Accessed August 2026.



In the United States, suicide claims more than 48,000 lives annually, according to the most recently reported statistics from the Centers for Disease Control and Prevention. The Government of Canada reports that suicide is the second leading cause of death among youth and young adults ages 15 to 34 years.

WARNING
SIGNS *to*
RECOGNIZE

The signs that someone is thinking about suicide may appear in conversations, actions or social media posts. If you notice any of the warning signs listed below, it's important to connect and start a conversation. Let the person know you are concerned, listen attentively without judgment, let them know you care, and offer to help them find professional help. For more information and resources, visit sprc.org or 988lifeline.org.

- Comments about attempting suicide, feeling unbearable pain; feeling hopeless, worthless or trapped; or feeling like a burden to others
- Increased alcohol or drug use
- Loss of interest in personal appearance or hygiene
- Withdrawal from family, friends or community
- Saying goodbye to family or friends
- Giving away prized possessions
- Changes in eating or sleep patterns
- Expressing rage or exhibiting reckless behavior
- Becoming violent or being a victim of violence

Source: Suicide Prevention Resource Center

Disclaimer: The content presented here is intended for informational purposes only and does not constitute or substitute for medical or clinical advice, consultation, diagnosis, intervention or treatment from a licensed healthcare professional.



9-8-8 Lifeline

If you or someone you know is struggling emotionally or thinking about suicide, calling or texting 9-8-8 can connect you with a trained counselor who can help, or go to 988lifeline.org.



A Note

September is Suicide Prevention Month.

There are plenty of statistics we could put on this page. There are warning signs to learn, resources to share and numbers to call. All of those things are important.

But I think there is something equally important that all of us can do.

Pay attention to each other.

Life gets busy. We pass people every day without knowing what kind of day they're having or what they may be carrying with them.

So check in.

Make the phone call. Send the text. Invite someone to lunch. Sit and listen a little longer. Ask how someone is doing and take the time to hear the answer.

And don't assume the people who seem strong never need someone checking on them, too.

Sometimes kindness looks like a grand gesture.

More often, it looks like simply letting another person know:

I see you. I'm glad you're here. You matter to me.

None of us can know how much a few sincere words might mean to someone at exactly the moment they need to hear them.

This month, and every month, let's be a little more intentional about taking care of one another.

You never know what a difference you might make.

Take care of each other.

OKLAHOMA'S *Choice* WEEKLY

988

SUICIDE & CRISIS
LIFELINE

Together We Can Save Lives

Homemade Funnel Cakes

There are certain smells that instantly tell you you've arrived at the fair. Corn dogs frying, caramel in the air and somewhere nearby, a funnel cake disappearing underneath a mountain of powdered sugar.

The good news? You don't actually need a midway, carnival tickets or a Ferris wheel to get one.

These **Homemade Funnel Cakes** are crispy around the edges, soft inside and ridiculously easy to make at home. Finish them the traditional way with plenty of powdered sugar, or load them up with strawberries, chocolate sauce, caramel or whatever makes you happy.

Ingredients

2 cups all-purpose flour
2 tablespoons granulated sugar
1½ teaspoons baking powder
½ teaspoon salt
2 large eggs
1½ cups whole milk
1 teaspoon vanilla extract
Vegetable or canola oil, for frying
Powdered sugar, for serving

Optional toppings: Fresh strawberries, whipped cream, chocolate sauce, caramel sauce or cinnamon sugar.

Kitchen Safety

Hot frying oil deserves some respect.

Use a deep, heavy pan with enough room above the oil to help prevent spills and splatters. Keep the oil around 375°F, never leave it unattended, and keep children and pets away from the cooking area.

If cooking oil ever catches fire, do not use water. Turn off the heat if it can be done safely and cover the pan with a metal lid or baking sheet to smother the flames.

Make It Your Own

Powdered sugar is the fairground classic, but there's no rule saying you have to stop there.

Try topping warm funnel cakes with fresh strawberries and whipped cream, chocolate or caramel sauce, cinnamon sugar or even a scoop of vanilla ice cream.

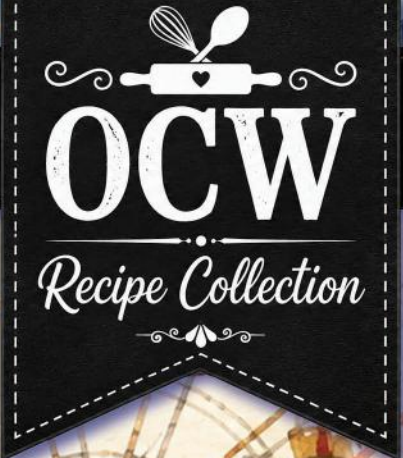
You can also set out several toppings and let everyone build their own although handing children powdered sugar and chocolate sauce does technically qualify as choosing chaos.

Directions

- 1. Heat the oil.** Pour about 1½ to 2 inches of oil into a deep, heavy skillet or Dutch oven. Heat the oil to 375°F. Use a cooking thermometer to monitor the temperature while frying.
- 2. Mix the dry ingredients.** In a medium bowl, whisk together the flour, granulated sugar, baking powder and salt.
- 3. Mix the wet ingredients.** In a separate large bowl, whisk the eggs, milk and vanilla until well combined.
- 4. Make the batter.** Gradually add the dry ingredients to the wet ingredients, whisking just until smooth. The batter should be pourable but thick enough to form ribbons when drizzled.
- 5. Make the funnel cake.** Transfer some of the batter to a squeeze bottle, piping bag or funnel with the opening covered. Working carefully over the hot oil, drizzle approximately ½ cup of batter into the skillet in overlapping circles and zigzags to create the classic funnel-cake shape.
- 6. Fry until golden.** Cook for approximately 1–2 minutes per side, or until golden brown. Carefully turn the funnel cake using tongs or a slotted utensil.
- 7. Drain and finish.** Remove from the oil and place on a paper-towel-lined plate or wire rack to drain briefly.

While still warm, dust generously, and we mean generously, with powdered sugar.

Serve immediately.





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Oklahoma's Choice Weekly

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SEPTEMBER 13TH 1P.M. - PADEN, OK

Auctioneers Note: Due to the passing of Ron Freeze the decision has been made to sell the farm and the equipment to the highest bidders to settle the estate.

Property Location: 100095 N 3600 Rd. Paden, OK 74860.
From Paden – From downtown Paden go North on Main-street to 3rd St, then go East on 3rd to Cedar St/N3620, then go north on Cedar St/N3620 2 ¾ Miles to E1010 Rd. Then go 2 miles West on E1010 to N3600rd/N Old 52nd Rd, then go north ½ mile. From Hwy 99/377 – Take E1010 road 5 miles East of Hwy 99/377 to N3600rd/N Old 52nd Rd, then North ½ mi. Watch for signs.

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OKLAHOMA'S CHOICE WEEKLY - PAGE 7

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GARBER * CROPLAND
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LippardAuctions.com 580-237-7174

MON
SEPT 14th
10AM
Online/Live

80± ACRES * CROPLAND * HARPER COUNTY * OKLAHOMA * MAY/ LAVERNE AREA
Huston Trust Auction
N1820 Rd & HWY 270/412 Laverne OK

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TUES
SEPT 15th
1PM
Online/Live

LAKE LAWTONKA PROPERTY
2.42± ACRES * EVENT CENTER
GET AWAY LAKE PROPERTY
ELK RIDGE EVENT CENTER, LLC NO RESERVE AUCTION
23260 State Highway 58 Lawton, OK.

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TUES
SEPT 15th
6PM
Online Only

2003 Thunderbird Car – Statues - Bronzes – Household – Kitchenware – Holiday Décor – Appliances – Tools – Furniture – Native Art – Lots More!
Judy Pearce Estate Auction
741 Riva Ridge Ct, Edmond OK

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TUES
SEPT 15th
6PM
Online Only

3 BED-1 BATH- HOME
ENID OK
PAM Enterprises LLC Auction
429 W Palm St Enid, Ok

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WED
SEPT 16th
6PM
Online Only

Skid Steer – Skid Steer Attachments – Pick ups – Trailers – Forklift – Tractor – Pipe – Renegade Post Pounder
Mueggenborg Equip Auction
7645 W Purdue Enid OK

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TUES
SEPT 22nd
1PM
Online/Live

720± ACRES * SUMNER COUNTY, KS
SOUTH HAVEN AREA CROPLAND
GRASS PASTURE
OFFERED IN 5 TRACTS
AUSTIN TRUSTS AUCTION
No Reserve * Live Off Site with Online
South Haven Community Building
207 Main South Haven, KS.

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TUES
SEPT 22nd
6PM
Online Only

3 Bed—1 Bath * MOVE-IN-READY
Denetta Chapman Auction
2106 N. Quincy Enid, Ok

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WED
SEPT 23rd
10AM
Online/Live

320± Acres Garfield & Noble County, OK * Cropland * Pasture * Home
Morton Building * Offered in 3 Tracts
H.B. Evans Estate Auction
On-Site 6401 CR 20 Billings, OK, 74630

LippardAuctions.com 580-237-7174

MON
OCT 5th
6PM
Online Only

Chicaro's Bar and Restaurant
Event Venue & Equipment
Daren and Lenora McGowen Auction
117 W. Oxford Ave. Enid, Oklahoma

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REAL ESTATE AUCTION

Starts @ 9:33am

ADDRESS: 68741 S 225 Road Wagoner, OK 74467

and



CHUPPS

MOVING AUCTION

Thursday, September 10, 2026

REAL ESTATE WILL SELL @ 10:01AM

59 ACRES with HOME Offered in 2 TRACTS

TRACT 1: 40 ACRES

TRACT 2: 19 ACRES

HOME

ONSITE and ONLINE BIDDING!

Tract 1: 40 Acres of opportunity with fenced and cross-fenced pasture, two stocked ponds, a scenic creek, and scattered shade trees, making this property ideal for livestock, recreation, or peaceful country living. The 1,700± sq. ft. home, built in 1998, offers 3 bedrooms and 2 bathrooms and is ready for your finishing touches. Additional improvements include a fenced backyard and storm cellar. An older home on the property is considered to have no value, but the newer septic system provides an excellent opportunity for a second homesite, guest house, or future build. With a beautiful mix of pasture, water features, and mature trees, this property offers endless possibilities.

Tract 2: 19 Acres offering the perfect blend of open pasture and natural beauty! This fenced and cross-fenced property features a productive hay meadow, mature trees, and a scenic creek, making it ideal for livestock, recreation, or building your dream country retreat. The property includes a 1-bedroom cabin, along with a rural water tap and electric service available on-site (currently inactive), providing a great foundation for future improvements. Whether you're looking for a weekend getaway, hunting property, or a place to build, this versatile acreage offers endless possibilities.

TERMS: 10% down day of sale, non-refundable, close in 30 days. 5% Buyers Premium, no buyer contingencies.

OPEN HOUSES:

Monday, Aug 24th & 31st from 4:00 - 6:00 pm

Tractor w/ Loader, Trailers, Field Implements, Zero Turn Mower, Chute, Pasture Sprayer, Pipeline Welder, Gas Bottles, Playhouse, Gun Safe, Cattle Panels, Feed Troughs, Tools, Household & Patio Furniture, Household Appliances, Pedal Car Fire Engine, Exercise Equipment and MORE!

WE WILL BE RUNNING 2 RINGS ALL DAY!

AUCTION STARTS @ 9:33AM - REAL ESTATE SELLS @ 10:01AM - LIVE ONSITE & ONLINE BIDDING ON LOTS 2 - 55 STARTS @ 11:01AM



www.chuppsauction.com

BID

Auctioneer's Note: Lee & Isaura are moving and selling their property and items that they are not taking with them. Lots of Totes still filled. Don't miss this sale! Follow us on Facebook for updates or visit our website for pictures at 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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Warning Signs Of Drowsy Driving

When taking to the open road on a driving vacation, the temptation to keep going as long as possible is significant. A fun destination undoubtedly awaits, and that can compel drivers to stay behind the wheel for hours on end. But failure to rest when driving long distances can be dangerous and increase the risk of drowsy driving.

Drowsy driving poses a notable threat to drivers, their passengers and their fellow motorists. According to the National Highway Traffic Safety Administration, drowsy driving contributed to 633 deaths in 2023. The NHTSA notes drowsy driving accidents often involve only a single driver who runs off the road at a high rate of speed with no evidence of braking. But vacationers may fit that mold, too, particularly if they awake early to start a road trip and/or if they drive late into the night while passengers are asleep.

Though it's undeniably tempting to drive as long as possible when taking a driving vacation, it's important that drivers learn to spot the warning signs of drowsy driving and get out from behind the wheel when such indicators appear. The National Sleep Foundation notes the following are some signs of drowsy driving.

- Difficulty focusing on the road. The difficulty with focus may be accompanied or exacerbated by frequent blinking or heavy eyelids.
- Some drowsy drivers find themselves starting to daydream while behind the wheel. Drivers also may have wandering eyes and disconnected thoughts.
- Difficulty remembering the last few miles driven.
- Missing an exit or ignoring traffic signs. Ignoring traffic signs can be particularly dangerous. The NHTSA notes most crashes involving drowsy driving occur between midnight and 6 a.m. Missing traffic signs during these times of day, when other drivers may have reduced visibility due to lack of daylight, can increase accident risk significantly.
- Yawning repeatedly or rubbing your eyes. These are telltale indicators that a driver is too tired to stay behind the wheel.

- Finding it hard to keep your head up or nodding off.
- Drifting from your lane, tailgating vehicles in front of you, or hitting a shoulder rumble strip.
- Feeling restless and irritable, or becoming aggravated with common annoyances such as sitting in traffic.



The NHTSA urges anyone embarking on a long road trip to get a good night's sleep the night before the trip begins. It's also important that drivers taking prescription medications read the prescription packet to determine if the medicine could make them drowsy. If so, it might be best to let others handle driving responsibilities.

Drivers who begin to feel drowsy should let others who are alert get behind the wheel. If signs of drowsy driving appear when driving alone, the NHTSA urges drivers to pull over and take a 20-minute nap in a safe place, such as a well-lit designated rest stop.

More information about drowsy driving can be found at [nhtsa.gov](https://www.nhtsa.gov).



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