

THE RUBY CATTLE COMPANY

FUNCTIONAL | PREDICTABLE | PROFITABLE

Bull Sale

A large, semi-transparent 'RR' logo is centered over the image. The top 'R' is a simple block letter, while the bottom 'R' is a stylized script letter. A horizontal bar is positioned below the top 'R', and a diamond-shaped frame is positioned below the bottom 'R'. The background is a close-up photograph of a bull's head, showing its eye and ear.

FEBRUARY 2, 2019

LAMONI LIVESTOCK AUCTION FACILITY
LAMONI, IOWA

Sale Location

Lamoni Livestock Auction
900 E. Main Street - Lamoni, IA 50140
Office: 641-784-3323

Updates

Visit www.rubycattleco.com for updates

Sale Schedule

Open House - Saturday, January 26, 2019

Join us at the farm for lunch and refreshments
10:00 am - 3:00 pm

Friday, February 1, 2019

Bulls on Display 1:00 pm

Saturday, February 2, 2019

Lunch is available at the Sale Facility
Sale Begins at 12:00 pm CST





Ruby Cattle Co.

Nate, Leslie & Creed Ruby
1170 Elk Street, Murray, IA 50174
Nate Cell: (515) 450-0112
Leslie Cell: (515) 450-0259
rubycows@grm.net

Dear Fellow Cattlemen and Cattlewomen,

I would like to take this opportunity to welcome you to our 8th Annual Bull Sale. We appreciate you taking the time to view our offering. Without a doubt, this is the best set of bulls we have assembled to date. We work tirelessly to produce cattle that are the right kind to maximize profits for our customers in today's markets. Rest assured these bulls are ready to go to work and provide the most return, with the least amount of input.

These bulls are the best of the best from our Embryo Transfer and AI programs, coupled with some of the most proven herd bulls around. Our cowherd is run like any commercial cowherd. With moderate feed prices and pasture land at a premium, we demand that our cows be efficient and able to convert forage into pounds. Much like yours, our pastures are fescue, and efficient, sensibly framed cattle have proved their economic value now, more than ever. We demand the dams of these bulls be good footed, good uddered, slick off in the spring, and have good dispositions. You will see the same traits in these bulls. We realize there are many bull sales as to which you can find a bull and we thank you for your consideration. We want to emphasize the fact that when you buy one of our bulls, you are not just buying a bull, but buying into a program that is committed to providing you the best product available anywhere. Every year we have people come through that have been to other sales and tell us that our bulls are as good or better than anywhere they have been.

All of the bulls have been ultrasounded and that data is available. They have also been fertility tested and will be ready to go to work. We provide you with this information so our bulls can be as transparent as possible. We want you to be informed as you can be about your new purchase. Again this year, our bulls were developed on Purina's new AR Developer product. We have stayed with this program as we have had many reports how impressed buyers were that their bulls didn't melt after turnout and they stayed good on their feet and legs. Our bulls have also been BVD-PI tested negative.

There is no better time than now to invest in top genetics for your herd. Heavy cattle at the livestock markets are bringing home the biggest checks, and we are confident we have the bulls to add those pounds. As you look through the offering, we believe we have several great maternal sires available as well. Looking forward, the daughters from these bulls will add to your bottom line for years to come. We also invite you to come see the bulls on the side of their dams in the summer, which is where we feel they are the most impressive, and you get to see the factory that stands behind them. Please feel free to call us with any questions regarding the sale offering. We look forward to doing business with you!

We sincerely thank you for your interest,

Nate, Leslie, and Creed Ruby

*I*NNOVATION — AgMarketing, LLC —

Cattlemen,

Welcome to the Annual Ruby Cattle Company Bull sale where the main focus is on Functional, Predictable and Profitable cattle! It is an honor and privilege to represent a program with such dedication and devotion to the beef cattle business and their customer base as that of Ruby Cattle Company. There is no denying the thought and preparation that goes into this offering all the way from the early stages of breeding through development and the customer service that comes along with it. Strong emphasis is put on phenotype, foot quality, udder quality, performance, and longevity. The beef business is their business and they make their living the same way you do. Ultrasound data, performance records, and scrotal measurements will also be available on the bulls in order to provide you with all of the necessary information to aid you in your selection process based on your individual production goals.

The yearling bulls in the offering are from the most proven and tested cow families that the program has to offer. Many full and maternal brothers will highlight this offering from sire groups that call home to Murray, Iowa. The influence of sires such as Battle Cry and Gentleman's Jack are generations deep within the Ruby Cattle Company program. Other sire groups represented within the offering that offer tremendous potential from a phenotype, genomics, and performance standpoint would be the Significant, CEO, Aftershock, and Pays To Dream sired bulls. In the 2018 sale the Significant sire group took the breed by storm with the popular Turnpike and Economy bulls that are now employed by top seedstock producers in North America. Sisters to Economy highlighted the bred heifer offering in late November during the 2018 Livin' The Dream Production Sale. Another stout set of Significant x Yetti flush mate brothers will be featured in this sale!

Also a stout and rugged set of coming two-year-old bulls will also be offered. These bulls have been hand selected from the fall calving program and are ready for heavy service. Many of these bulls are from the same sire groups as the yearling bulls and from top cow families that have built the foundation of the Ruby Cattle Company cowherd. We are confident that you will like what you see in this set of bulls!

Consider this your invitation to join us on Saturday, February 2nd in Lamoni, Iowa at the Lamoni Livestock Auction Facility. The sale will begin at 12:00 PM and lunch will be available at the sale facility. The bulls will be available for viewing the day of the sale and the day prior starting at 1 PM. If you would like to view the bulls before this please contact Nate or Leslie Ruby to set up a time to stop by Murray Iowa prior to sale day to view this impressive set of bulls!

We sincerely thank you for your interest,
The Sale Management Team



FUNCTIONAL | PREDICTABLE | PROFITABLE

SATURDAY, FEBRUARY 2, 2019
NOON - LAMONI, IOWA

Bull Sale

AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

Graham Blagg - 530-913-6418
INNOVATIONAGMARKETING.COM

MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395
Joel Edge - 319-540-1731
Mitchell Armitage - 405-641-9438
Jared Gillespie - 712-621-6671
Jeremie Ruble: 406-581-7940
Michael Dikeman, ASA Rep - 785-726-7315

LAMONI LIVESTOCK AUCTION

Office - 641-784-3323
Jared Miller - 515-608-0953
Jason Allen - 641-782-0790

ACCOMMODATIONS

Cobblestone Inn & Suites - Lamoni, IA
641-784-4000
Super 8 Motel - Lamoni, IA
641-784-7500

HEALTH

Bulls have been vaccinated under veterinary recommendations. All bulls have been tested negative for BVD. Sale vet will assist buyers on health status for specific states.

TERMS & CONDITIONS

All bulls sell under the terms and conditions of the American Simmental Association. Terms of sale are cash or check payable immediately upon conclusion of the sale and before animals will be removed.

INSURANCE

Insurance will be available through Jame Secondino of American Livestock Insurance, Ph. 812-208-0956.

RETAINED INTEREST

Ruby Cattle Co reserves 1/3 semen interest in all bulls selling unless otherwise noted.

EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Spring 2019 numbers.

RISK

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction. Insurance will be available sale day.

UPDATES AND SALE ORDER

Additional information and sale order can be found at the InnovationAgMarketing.com website and on their Facebook page.

ANNOUNCEMENTS

Announcements made sale day and from the auction block during the sale take precedence over printed material in the catalog or other printed material associated with this sale. Anyone attending this sale, attends at their own risk. Breeders or any of the sale force will not be held responsible for any injury while attending this sale.

LIABILITY

Neither owners nor sale management assume any liability for any accidents that may occur to the animal after it is sold. All persons who attend the sale do so at their own risk and owners or sale personnel assume no liability for accidents.

SALE DAY LOAD OUT

All bulls loaded out sale day will receive \$100 off the purchase price. Bulls are allowed to stay at the farm free of charge until April 1, 2019.

GRAPHIC DESIGN AND CATALOG PRODUCTION

THM Promotions - Tracy McMurphy
806-679-0231

TRUCKING

We encourage everyone to travel as convenient as possible. We will make every effort to assist with trucking arrangements.

THE BATTLE CRY SIRE GROUP

Battle Cry is the most consistent bull we have ever used. Period. They start small, are vigorous at birth, have explosive growth, and combine all that with a great look that set them apart from the other sire groups. We calved the first daughters this past year and they are great mothers who are able to calve on their own, as would be expected by his top 15% MCE EPD. With the consistency of his calving ease and birthweights, we decided to try him on some heifers and we got along great calving those out as well. We will breed more that way this year. Battle Cry himself is top 2% WW and top 4% YW, top 25% CE, top 35% BW and top 35% TI. There is good reason that nearly half of our offering are sired by Battle Cry. They flat work! By this group of bulls with confidence, they will make you some fancy calves that will hammer down the scales when you sell them, and also leave you a tremendous group of replacement females. Make sure to check out the Battle Cry sired Fall bulls, we think it may be the best set of bulls we have ever brought to town. They are Beef Bulls!

LOT 1



What a great way to start the offering with two full brothers that I feel are a couple of the best Purebred Battle Cry sons we have raised to date. Their powerful donor dam is a direct daughter of the immortal 418P and has really hit her stride in the donor pen. She had a top selling open heifer in last falls Livin the Dream sale and as much as I loved that heifer, I may like these brothers more. If you want a combination of elite phenotype combined with basic beef cattle fundamentals, these two studs are where the rubber meets the road. They are great structured combined with great feet. They are long bodied, stout made that weigh well, and still combine that with softness of body and center dimension that is required in todays world. Buy with confidence here.



RUBYS BATTLE CRY 8114F

BD:2/4/18

ASA: 3465068

TATTOO: 8114F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

HTP SVF IN DEW TIME

RUBY NFF RHYTHM 012X

RHYTHM 418P

- BLACK
- POLLED
- PB SM
- ADJ. BW: 101
- ADJ. WW: 759

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	0.8	71	102.6	0.2	6.4	18.7	54.1	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	36.3	-0.38	-0.25	-0.11	0.71	110.7	64.1	



Rhythm 418P - Maternal Granddam of Lot 1

LOT 2



2

RUBYS BATTLE CRY 7E27

BD:9/17/17

ASA: 3401358

TATTOO: 7E27

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

HTP SVF IN DEW TIME

RUBY NFF RHYTHM 012X

RHYTHM 418P

- BLACK
- POLLED
- PB SM
- ADJ. BW: 84
- ADJ. WW: 780

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	0.8	71	102.6	0.2	6.4	18.7	54.1	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	36.3	-0.38	-0.25	-0.11	0.71	110.7	64.1	



RUBY SWC Battle Cry 431B - Sire of Lots 1 - 34

Here are two of the best Purebred Battle Cry sons we have raised to date!

LOT 3



This next group of Battle Cry sons are all from dams that come from our great Rhythm cow families. When we combine predictability from both sides of the pedigree, these are the results that we expect. This group of bulls represents the elite phenotype you would expect from this combination, yet what you can't see in this catalog are the feet, udders, and fertility of the dams behind these bulls that are the reason the Rhythm cow family has been so successful. Here is a great group of bulls to raise those high selling steer calves and herd building replacement females.



RUBY NFF BATTLECRY 8138F

BD:2/17/18 ASA: 3464961 TATTOO: 8138F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2124Z
 RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 672

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	0.6	67.2	101	0.21	6.8	21	54.5	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9.4	30.2	-0.41	-0.37	-0.11	0.66	103.4	59.7	



RUBY NFF Rhythm 2124Z - Dam of Lot 3

Sons from the great Rhythm cow families



THE BATTLE CRY SIRE GROUP



LOT 4

4 RUBYS BATTLE CRY 7E15

BD:9/14/17 ASA: 3401327 TATTOO: 7E15

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RUBYS WIDE OPEN 909W
RUBYS RHYTHM 258Z
 RUBYS RHYTHM U857

- BLACK
- POLLED
- PB SM
- ADJ. BW: 84
- ADJ. WW: 738

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.1	71.8	103.8	0.2	6.6	12.4	48.2	15.2

DOC	CW	YG	MARB	BF	REA	API	TI
9.3	36.8	-0.39	-0.14	-0.11	0.73	113.5	66.3

5 RUBY NFF BATTLE CRY 7E96

BD:11/6/17 ASA: 3401313 TATTOO: 7E96

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RUBYS WIDE OPEN 909W
RUBY NFF RHYTHM A313
 RHYTHM 418P

- BLACK
- POLLED
- PB SM
- ADJ. BW: 95
- ADJ. WW: 745

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.3	3.2	79	118.6	0.25	4.6	16.5	55.9	16.8

DOC	CW	YG	MARB	BF	REA	API	TI
10.6	39.1	-0.39	-0.25	-0.11	0.73	106.3	65.5



LOT 5

THE BATTLE CRY SIRE GROUP



LOT 6

6 RUBYS BATTLE CRY 7E12

BD:9/12/17

ASA: 3401298

TATTOO: 7E12

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

SS EBONY'S GRANDMASTER
RUBYS RHYTHM B407
DOUBLE R SHESTHEONE K18

- BLACK
- POLLED
- PB SM
- ADJ. BW: 84
- ADJ. WW: 692

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	0.9	67.8	98.2	0.19	6.1	17.8	51.6	16
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	30.6	-0.43	-0.24	-0.11	0.77	107.6	62.2	



LOT 7

7 RUBYS BATTLE CRY F810

BD:2/22/18

ASA: 3465034

TATTOO: F810

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

HTP SVF IN DEW TIME
RUBYS RHYTHM U857
DRAKE RHYTHM

- BLACK
- POLLED
- PB SM
- ADJ. BW: 87
- ADJ. WW: 779

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	0.4	69.1	98.2	0.18	7.9	13.9	48.4	16
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	32.2	-0.44	-0.21	-0.12	0.74	112.1	64.1	



LOT 8

8 RUBY NFF BATTLE CRY 854F

BD:1/10/18

ASA: 3464974

TATTOO: 854F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2124Z
RHYTHM 418P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 93
- ADJ. WW: 664

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	0.6	67.2	101	0.21	6.8	21	54.5	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9.4	30.2	-0.41	-0.37	-0.11	0.66	103.4	59.7	

LOT 9



These three brothers result from one of the most successful matings to date at our place. A full sister topped our very first Fall Born online Sale at \$20,000 and was one of the most unique creatures we have produced. They are stout made cattle with extra power and growth; yet still maintain the elite Battle Cry phenotype that sets them apart from the pack. Take a close look at the 891F bull. He is something special!



RUBYS BATTLE CRY 891F

BD:1/28/18 ASA: 3464986 TATTOO: 891F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

ADKINS MR RIGHT ON
FCC2 ROSETTA 324A
 FCC ROSETTA 535U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 95
- ADJ. WW: 791

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.3	1.7	74.3	106.5	0.2	4.4	16.5	53.5	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	29.9	-0.24	0.04	-0.06	0.56	107.9	66.3	

Sons from one of our most successful matings



THE BATTLE CRY SIRE GROUP

LOT 10



10 RUBYS BATTLE CRY 8116F

BD:2/5/18 ASA: 3465054 TATTOO: 8116F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

ADKINS MR RIGHT ON
FCC2 ROSETTA 324A
 FCC ROSETTA 535U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 91
- ADJ. WW: 788

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.3	1.7	74.3	106.5	0.2	4.4	16.5	53.5	14.9

DOC	CW	YG	MARB	BF	REA	API	TI
10.3	29.9	-0.24	0.04	-0.06	0.56	107.9	66.3

11 RUBYS BATTLE CRY 842F

BD:1/9/18 ASA: 3464985 TATTOO: 842F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

ADKINS MR RIGHT ON
FCC2 ROSETTA 324A
 FCC ROSETTA 535U

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 81
- ADJ. WW: 710

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.3	1.7	74.3	106.5	0.2	4.4	16.5	53.5	14.9

DOC	CW	YG	MARB	BF	REA	API	TI
10.3	29.9	-0.24	0.04	-0.06	0.56	107.9	66.3

LOT 11



THE BATTLE CRY SIRE GROUP

The Miss Cleo cow family brings quality bulls to the bull sale year after year. I always tell people that the udder and feet quality of the Cleo's is second to none. Combine that with growth and look of Battle Cry, and you have a winning combination. Buy these bulls with confidence. 856F and 837F are full brothers in blood.

12 RUBYS BATTLE CRY 8125F

BD:2/10/18 ASA: 3464919 TATTOO: 8125F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

CNS PAYS TO DREAM T759

RUBYS EXCELLENCE 440B

RUBYS EXCELLENCE 017X

- BLACK
- POLLED
- PB SM
- ADJ. BW: 86
- ADJ. WW: 781

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	0.9	72.8	106.3	0.21	8.1	16.1	52.5	13.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	35.9	-0.43	-0.09	-0.12	0.77	114.1	69.1	



LOT 12

13 RUBYS BATTLE CRY 856F

BD:1/10/18 ASA: 3464957 TATTOO: 856F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

3C LAVA L375-BZ

RUBYS MISS CLEO Y102

DOUBLE R MISS CLEO L27

- BLACK
- POLLED
- PB SM
- ADJ. BW: 94
- ADJ. WW: 751

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.5	2.8	79.9	113.8	0.21	4	14.4	54.3	17.4
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	34	-0.45	-0.15	-0.12	0.79	111.3	68.5	



LOT 13

14 RUBYS BATTLE CRY 837F

BD:1/9/18 ASA: 3464910 TATTOO: 837F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

3C LAVA L375-BZ

RUBYS MISS CLEO B441

DOUBLE R MISS CLEO L27

- BLACK
- POLLED
- PB SM
- ADJ. BW: 93
- ADJ. WW: 817

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.2	2.5	78.1	110.4	0.2	4.8	11	50	17.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	33.5	-0.44	-0.17	-0.12	0.75	110.2	66.9	



LOT 14

LOT 15



One of my favorite Purebred bulls in the offering. Backed by the great Rhythm and Black Star cow families, we really love what this bull offers genetically. He is also double bred Built Right, whose semen is near impossible to find due to the quality of his daughters. I am sure this bull will leave behind a great harem of daughters in what ever pasture he roams. Check him out!

15 RUBY NFF BATTLE CRY 7E3

BD:9/7/17

ASA: 3522195

TATTOO: 7E3

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

RUBY NFF YUKON Y108

NFF CENTERFOLD B114

NFF BUILT RIGHT W082

- BLACK
- POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 727

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	0.9	67.5	98	0.19	7.1	17.8	52.5	17.4
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	35.5	-0.4	-0.21	-0.11	0.72	113.2	62.8	

One of our favorite Purebreds in the offering

THE BATTLE CRY SIRE GROUP

LOT 16



Try to find a purebred Simmental bull with more look than this one! Tremendous looking bull here that started small and one that I would use on heifers. This bulls dam had a popular Uno Mas Bull in last years sale. If you believe in lining up proven cow families, then dig into this ones pedigree. You will find H25, the dam of Broker 3 times!

16 RUBYS BATTLE CRY 826F

BD:1/6/18 ASA: 3465023 TATTOO: 826F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RUBYS YUCATAN 160Y
RAH 316C
 JM ISABELLA W2

- BLACK
- POLLED
- PB SM
- ADJ. BW: 72
- ADJ. WW: 659

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	-0.9	69.1	98	0.18	7.7	17.7	52.1	16.4

DOC	CW	YG	MARB	BF	REA	API	TI
8.5	37.7	-0.33	-0.12	-0.10	0.64	119.6	67.7

17 RUBYFSC BATTLE CRY 8107F

BD:2/1/18 ASA: 3464951 TATTOO: 8107F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

CNS PAYS TO DREAM T759
RUBYS BLACKBIRD 449B
 RUBYS BLACKBIRD 40T

- BLACK
- POLLED
- PB SM
- ADJ. BW: 94
- ADJ. WW: 690

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.8	3.3	80.9	118.1	0.23	6.5	12.6	53	12.5

DOC	CW	YG	MARB	BF	REA	API	TI
5.9	31.5	-0.35	-0.04	-0.09	0.67	109.7	71.1

LOT 17



Another very attractive made purebred bull out of an awesome Pays To Dream female. Keep digging behind that and you will find one of the best looking Meyer 734 daughters that I have ever laid my eyes on as his granddam.

THE BATTLE CRY SIRE GROUP

LOT 18



I think this is one of the longest bodied, biggest framed Battle Cry sons in the offering. His dam always brings us a good one and a full sister was one of our best heifer calves in the 2017 calf crop.



18 RUBYS BATTLE CRY 821F

BD:1/5/18 ASA: 3465009 TATTOO: 821F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

- BLACK
- POLLED
- PB SM
- ADJ. BW: 95
- ADJ. WW: 769

CNS PAYS TO DREAM T759
RUBYS TABBY 361A
RS&T MISS TABBY 19T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.9	73.8	110.3	0.23	7.7	16.9	53.7	13.8

DOC	CW	YG	MARB	BF	REA	API	TI
10.1	33.6	-0.38	-0.05	-0.10	0.73	115.4	69.5

19 RUBY SWC BATTLE CRY F814

BD:2/26/18 ASA: 3465030 TATTOO: F814

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 80
- ADJ. WW: 588

NFF UPGRADE Z083
NFF WICKED B125
NFF WICKED Z119

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	1.1	77.2	112.8	0.22	6.3	17.3	55.8	15.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.8	45.1	-0.34	-0.11	-0.10	0.77	118.3	70.9

LOT 19



The dam of this Bull is just starting to make an impact in our herd, and I think she is going to cut a wide swath for years to come. Here is a long bodied, high performing bull that will add lots of pounds to his calves. A full sister was a high seller at the Cowtown Classic sale in Fort Worth last January.



*NFF Wicked B125
Dam of Lot 19*

THE BATTLE CRY SIRE GROUP

I am going to be very generic about the footnotes on this group of 3/4 blood Battle Cry sons. I could write the same think about every bull so I may as well write it once! Here is a group of attractive made, good footed, big bodied, stout, high performing Battle Cry sons. Many people think that the 3/4 Simmental, 1/4 Angus cattle are the best thing going and I tend to agree. Pick and choose through this group, but they are impressive top to bottom.

20 RUBYS BATTLE CRY 845F

BD:1/9/18 ASA: 3465075 TATTOO: 845F

- MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y
- RUBYS YUCATAN 160Y
RUBYS REV ROSE 4B27
 FCC REVOLUTION ROSE 933W
- BLACK
 - POLLED
 - 3/4 SM 1/4 AN
 - ADJ. BW: 84
 - ADJ. WW: 694

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	0.9	72.2	103.5	0.2	4.4	19.3	55.3	16.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.3	31.5	-0.28	-0.02	-0.08	0.56	108.2	64.9

Soggy made, loose built, and wide centered. A triple digit yearling weight supports this 3/4-blood herd sire prospect.



LOT 20

21 RUBYS BATTLE CRY 7E40

BD:9/20/17 ASA: 3401342 TATTOO: 7E40

- MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y
- HTP SVF IN DEW TIME
RUBYS RITA 169Y
 S S MISS RITA R011 1R5
- BLACK
 - HOMOZYGOUS POLLED
 - 3/4 SM 1/4 AN
 - ADJ. BW: 83
 - ADJ. WW: 722

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	0.4	75.8	109.3	0.21	7.4	10.8	48.7	13.5

DOC	CW	YG	MARB	BF	REA	API	TI
12.6	33.6	-0.24	0.03	-0.06	0.6	112.9	68.6

7E40 is sure to turn heads on sale day! We have admired this proud headed, big footed, athletic 3/4-blood for his combined style and power.



LOT 21

22 RUBYS BATTLE CRY 7E18

BD:9/14/17 ASA: 3401324 TATTOO: 7E18

- MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y
- RUBY NFF EXCALIBUR 002X
F C C JUANADA 13Z
 FCC JUANADA 913T
- BLACK
 - POLLED
 - 3/4 SM 1/4 AN
 - ADJ. BW: 97
 - ADJ. WW: 688

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	2.4	77	112.4	0.22	4.4	14.4	52.8	14.6

DOC	CW	YG	MARB	BF	REA	API	TI
9	36.6	-0.26	-0.07	-0.07	0.64	101.6	64.3

Bold, powerful, square, and ready for heavy service. A surefire option to add pay weight to your calf crop!



LOT 22



LOT 23

23 RUBYS BATTLE CRY 7E88

BD:10/28/17 ASA: 3401316 TATTOO: 7E88

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

AJE/PB MONTECITO 63W
RUBYS MS BROADSIDE 343A
RUBYS MS BROADSIDE 910W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 84
- ADJ. WW: 691

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	1.5	73.4	108.7	0.22	5.1	12.8	49.5	12.3

DOC	CW	YG	MARB	BF	REA	API	TI
11.7	35.9	-0.28	-0.07	-0.08	0.65	110.3	68.2

This 3/4-blood Battle Cry x Montecito is sure to turn heads on sale day! Big topped, wide pinned, square built, and athletic. There is no denying his substance and eye-appeal.



LOT 24

24 RUBYS BATTLE CRY 7E64

BD:10/4/17 ASA: 3401301 TATTOO: 7E64

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

PVFS RUBY MADDEN 126Y
RUBYS DIXIE ERICA 3185A
FCC DIXIE ERICA 975T

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 79
- ADJ. WW: 764

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.1	-0.8	69.9	101.7	0.2	6.5	15.9	50.8	12.5

DOC	CW	YG	MARB	BF	REA	API	TI
7.7	29.6	-0.26	0.04	-0.07	0.56	113.4	67.5

7E64 has been a standout among this stout and rugged set of strong-aged fall bulls. He is a moderate, wide based, thick topped, bold bodied powerhouse with added style and eye-appeal. A favorite of many early visitors!



LOT 25

25 RUBYS BATTLE CRY 7E14

BD:9/14/17 ASA: 3401306 TATTOO: 7E14

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

ADKINS MR RIGHT ON
RUBYS ROSETTA 3191A
FCC JUANADA 921W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 94
- ADJ. WW: 667

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.9	2.2	75.4	107.3	0.2	5.5	17.1	54.8	15.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.6	22.7	-0.26	0.01	-0.06	0.49	107.9	65.9

7E14 is much like his paternal brothers in terms of capacity, density, and overall muscle shape. The Battle Cry sire group is saturated with tough built, heavy structured, powerful cattle the offer durability and performance!

26 RUBYS BATTLE CRY 7E24

BD:9/17/17 ASA: 3401296 TATTOO: 7E24

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RUBYS WIDE OPEN 909W
RUBYS ROSETTA 4B5
 FCC ROSETTA 948W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 78
- ADJ. WW: 715

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.7	0.6	75	111.5	0.23	6.2	13.6	51	14.9

DOC	CW	YG	MARB	BF	REA	API	TI
8.8	33.7	-0.24	0.03	-0.07	0.55	114.6	68.2

7E24 is a strong aged, powerful, rugged built stud that is by the great Battle Cry and from a productive Wide Open sired female that is from the "Rosetta" Angus cow family. A great option if you plan to retain daughters.



LOT 26

27 RUBYS BATTLE CRY 7E10

BD:9/12/17 ASA: 3401309 TATTOO: 7E10

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RUBY NFF EXCALIBUR 002X
RUBYS JUANADA 3143A
 FCC JUANADA 918W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 75
- ADJ. WW: 691

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	0.7	74.1	107.5	0.21	5.9	15.9	52.9	17

DOC	CW	YG	MARB	BF	REA	API	TI
9	36.6	-0.25	-0.07	-0.06	0.66	111.4	65

7E10 is a long sided, bigger framed son of Battle Cry that is thick made, big testicled, and ready for heavy service!



LOT 27

28 RUBYS BATTLE CRY 885F

BD:1/27/18 ASA: 3465072 TATTOO: 885F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RUBYS YUCATAN 160Y
RUBYS ROSETTA 4B10
 FCC ROSETTA 968W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 100
- ADJ. WW: 709

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8	2.4	80.2	115.9	0.22	2.8	14.2	54.2	16

DOC	CW	YG	MARB	BF	REA	API	TI
7.9	31.5	-0.27	0.03	-0.07	0.56	109	68.4

885F is from a Yucatan sired dam that traced to the Rosetta cow family. He is soggy made, big footed, and tough built.



LOT 28

THE BATTLE CRY SIRE GROUP

LOT 29



Here are two sons that are not going to blow you away with performance, but we still think they have lots of value. Our moderate framed cows are our most profitable and if you want to add some moderation to your herd, and keep well above average phenotype intact, these bulls will do that for you. Female maker deluxes here!



Double R Shestheone K18
Dam of Lot 29

*Visitors are
always welcome
at the farm to
view the bulls
anytime before
February 1st!*

LOT 30



29 RUBYS BATTLE CRY 802F

BD:1/1/18 ASA: 3464922 TATTOO: 802F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

SILVEIRAS STYLE 9303
RUBYS RHYTHM 2120Z
DOUBLE R SHESTHEONE K18

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 91
- ADJ. WW: 607

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	1.6	75.5	110.8	0.22	7.1	12.2	49.9	15
DOC	CW	YG	MARB	BF	REA	API	TI	
14.5	27.1	-0.29	-0.06	-0.08	0.55	106.2	64.8	

30 RUBYS BATTLE CRY 808F

BD:1/2/18 ASA: 3465037 TATTOO: 808F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

SVF STEEL FORCE S701
FCC2 JUANADA B432
FCC JUANADA 916T

- BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 89
- ADJ. WW: 646

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0	71.6	103.4	0.2	6.3	14.5	50.2	12.3
DOC	CW	YG	MARB	BF	REA	API	TI	
8.5	25.7	-0.3	-0.12	-0.07	0.61	101.9	63.4	

THE BATTLE CRY SIRE GROUP

LOT 31



Once again, these next four SimAngus bulls are ones that are all so similar, one footnote describes them all. They come small, grow great, are big middled and easy doing. If you're after feed efficiency in your herd, these are the type of bulls that will take care of that. They are backed by efficient, moderate cows with great udders and feet. Buy with confidence here!

LOT 32



This moderate framed, thick made son of Battle Cry is massive in his rib shape and big hiped. His dam is a productive and picture perfect daughter of OCC Eureka 865E. If you are wanting to incorporate a SimAngus bull that will add pounds at weaning and enhance the maternal longevity of your cowherd be sure to check out the Battle Cry sired bulls that are out of Foundation Angus females.

31 RUBYS BATTLE CRY 7E43

BD:9/21/17 ASA: 3401356 TATTOO: 7E43

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

O C C PAXTON 730P
FCC ROSETTA 968W
 FCC ROSETTA 973T

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 69
- ADJ. WW: 733

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.4	-2	68.5	100.4	0.2	5.3	15.8	50	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
7.8	26.4	-0.12	0.08	-0.03	0.42	122.2	68.6	

32 RUBYS BATTLE CRY 7E29

BD:9/18/17 ASA: 3401350 TATTOO: 7E29

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

O C C EUREKA 865E
KJB CLEO 857X
 JAUER EMBLAZON 911 7020

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 79
- ADJ. WW: 713

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0	73.4	106.4	0.21	3.4	17	53.6	15.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	30	-0.14	0.05	-0.03	0.49	115.9	68.2	

THE BATTLE CRY SIRE GROUP



33 RUBYS BATTLE CRY 7E21

BD:9/16/17 ASA: 3401369 TATTOO: 7E21

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

O C C GREAT PLAINS 943G
KJB ROSETTA 980T
 FCC ROSETTA 744R

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 78
- ADJ. WW: 723

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	-0.4	68.8	101.3	0.2	6.5	19.1	53.4	14.6

DOC	CW	YG	MARB	BF	REA	API	TI
11.9	30.5	-0.12	0.1	-0.02	0.48	116.3	67.3

34 RUBYS BATTLE CRY 811F

BD:1/4/18 ASA: 3465078 TATTOO: 811F

MR HOC BROKER
RUBY SWC BATTLE CRY 431B
 SWC RUBY YETTI 143Y

RITO 2 878 OF 2536 BVND 878
B/F FOREVER LADY FD 132P 18U
 B/F FOREVER LADY FD 132P

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 94
- ADJ. WW: 737

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	1.6	78.2	118	0.25	8.4	17	56.1	12.2

DOC	CW	YG	MARB	BF	REA	API	TI
9.1	34.2	-0.17	0.19	-0.03	0.6	116.6	73



THE GENTLEMEN JACK SIRE GROUP

Gentleman's Jack was the high selling bull in this sale 2 years ago to Ben Danner and family of Muscatine, Iowa. We really loved what that bull brought to the table so we used him hard in our herd. They are deep bodied cattle that are easy keeping with great structure. I would expect the longevity of these bulls and their offspring to be tremendous. This group of bulls brings a bit more frame to the table, so if your looking for a shot of extension, these guys will do it. The female counterparts to these bulls were really well received in our Livin The Dream female sale and our high selling heifer was a Jack. On top of the growth these bulls offer, please look at this sire group for what they can do for the maternal side of your operation. With their tremendous soundness, looseness of structure, softness, and easy fleshing appearance, I think the females from these bulls will be great cows for a long time.

LOT 35



These next 6 bulls are all Jack half-blood bulls. They are very similar and consistent in their type and kind. They are big-bodied cattle that are good footed and athletic, combined with extra efficiency from their moderate Angus dams. The udder quality of their dams is second to none as well. If you want to tie into a group of no nonsense, complete made cattle that true beef bulls, take a look at this group of SimAngus brothers.

35 RUBYS JACK 851F

BD: 1/10/18 ASA: 3465083 TATTOO: 851F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

O C C PRIORITY 882P
FCC JUANADA 193Y
 FCC JUANADA 916T

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 85
- ADJ. WW: 676

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.4	-0.6	57.9	86.5	0.18	5	22.3	51.2	13.4
DOC	CW	YG	MARB	BF	REA	API	TI	
11.9	15.1	-0.17	0.24	-0.03	0.39	121.9	65.6	



RUBY/SWC Gentleman's Jack - Sire of Lots 35 - 45

THE GENTLEMEN JACK SIRE GROUP



LOT 36

36 RUBYS JACK 852F

BD:1/10/18

ASA: 3464924

TATTOO: 852F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

WERNER WAR PARTY 2417
RUBYS EISA ERICA 2115Z
 PF EISA ERICA 2479

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 77
- ADJ. WW: 716

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.4	-1	63.2	98.2	0.22	9.1	27.7	59.2	12.3

DOC	CW	YG	MARB	BF	REA	API	TI
13	36.5	-0.2	0.29	-0.03	0.7	127.4	71.5

37 RUBYS JACK 892F

BD:1/29/18

ASA: 3465064

TATTOO: 892F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

O C C PAXTON 730P
FCC JUANADA 507U
 FCC JUANADA 3214

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 76
- ADJ. WW: 748

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.5	-2	56.5	84.4	0.17	4.5	21.9	50.1	13.3

DOC	CW	YG	MARB	BF	REA	API	TI
11.8	19	-0.19	0.24	-0.03	0.5	124.9	66.5



LOT 37

38 RUBYS JACK 8104F

BD:2/1/18 ASA: 3464934 TATTOO: 8104F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

O C C UNBELIEVABLE 851U
FCC JUANADA 103Y
 FCC JUANADA 852S

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 92
- ADJ. WW: 747

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.8	-0.3	56.8	86.9	0.19	3.7	23.7	52.1	11.6

DOC	CW	YG	MARB	BF	REA	API	TI
12.1	17	-0.18	0.32	-0.03	0.45	121.3	66.7

8104F is a heavy weaning son of Gentleman's Jack that adjusted at 747 pounds! He is a dense made, thick-topped half-blood that is sure to add heterosis!



LOT 38

39 RUBYS JACK 813F

BD:1/4/18 ASA: 3464895 TATTOO: 813F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

O C C GREAT PLAINS 943G
FCC JUANADA 742P
 O C C JUANADA 881H

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 90
- ADJ. WW: 656

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	0.3	57.4	83.3	0.16	6.8	23.7	52.3	13.2

DOC	CW	YG	MARB	BF	REA	API	TI
10.6	19.2	-0.17	0.31	-0.03	0.45	120.6	65.6

813F is a good-looking homozygous polled half-blood that is great built, athletic, and three-dimensional. His dam is a Great Plains sired descendent of the famed Juanada cow family.



LOT 39

40 RUBYS JACK 8111F

BD:2/4/18 ASA: 3464988 TATTOO: 8111F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

O C C EMBLAZON 854E
FCC JUANADA 918W
 FCC JUANADA 742P

- BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 80
- ADJ. WW: 686

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.8	-1.1	57.3	82.9	0.16	6.4	22.2	50.8	15.1

DOC	CW	YG	MARB	BF	REA	API	TI
12	20.5	-0.16	0.28	-0.02	0.48	127.6	66.4

Powerful, deep bodied, and backed by a Juanada female that is sired by the maternal legend, OCC Emblazon 854E!



LOT 40

THE GENTLEMEN JACK SIRE GROUP

LOT 41



A Purebred Jack son here that has stood out to early visitors. This stout made, blaze faced son of the great Firefly is sure offer eye appeal and great maternal genetics when you put him to work. The Firefly bulls have always been popular in past bull sales and this one is no exception. Buy with confidence!



JSF Firefly W46 - Dam of Lot 41

41 RUBY HILB JACK 8109F

BD:2/3/18 ASA: 3465012 TATTOO: 8109F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

STF/RP SAVVY SR49
JSF FIREFLY W46
CASONS MISS AMANDA

- BLACK
- POLLED
- PB SM
- ADJ. BW: 89
- ADJ. WW: 764

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	2.4	69.2	105.9	0.23	4.8	19.1	53.6	12.4
DOC	CW	YG	MARB	BF	REA	API	TI	
13.3	32.5	-0.41	-0.06	-0.12	0.69	108.6	66.3	

42 RUBY NFF JACK 844F

BD:1/9/18 ASA: 3464972 TATTOO: 844F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

SILVEIRAS STYLE 9303
RUBY NFF RHYTHM Y1201
RHYTHM 418P

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 92
- ADJ. WW: 710

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	1.2	62.3	95.9	0.21	6.2	20.1	51.2	14.5
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	26.1	-0.31	0.05	-0.07	0.64	109	61.6	

LOT 42



The past high seller, Gentleman's Jack, sires this 3/4-blood baldy bull. He is bigger framed and offers tremendous length of side. The dam of 844F raised the high selling female in the 2017 Livin' The Dream Sale. He traces to the legendary 418P female on the bottom side of his pedigree. Strong maternal ties support his pedigree.



*Rhythm 418P
Maternal Granddam of Lot 42*

43 RUBYS JACK 846F

BD:1/9/18 ASA: 3465082 TATTOO: 846F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

3C MACHO M450 BZ
RUBYS MISS GRANITE 7104T
 JAUER682GRANITE81725150

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 103
- ADJ. WW: 704

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.5	3.4	67	99.6	0.2	4.5	20.6	54	11.4

DOC	CW	YG	MARB	BF	REA	API	TI
12	25.8	-0.31	0.18	-0.07	0.6	103.7	64.2

848F is another standout from the Jack sire group. He offers added stoutness and length of side with tremendous wide and thickness. He is sure to add pounds at weaning!



LOT 43

44 RUBYS JACK 817F

BD:1/4/18 ASA: 3464981 TATTOO: 817F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

STF MR MOMENTUM H508
RS&T MISS TABBY 19T
 GW MISS LUCKY DICE 578M

- BLACK
- POLLED
- PB SM
- ADJ. BW: 97
- ADJ. WW: 720

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	2.4	66	105.2	0.24	5.5	23.6	56.5	14.7

DOC	CW	YG	MARB	BF	REA	API	TI
11.9	33.2	-0.37	0.04	-0.09	0.74	118.4	67.3

A smooth made, long sided Purebred son of Gentleman's Jack that is backed by an excellent STF MR. Momentum H508 dam. He adjusted with an impressive 720 lb. weaning weight.



LOT 44

45 RUBY CF JACK 840F

BD:1/9/18 ASA: PENDING TATTOO: 840F

TLLC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
 SWC RUBY YETTI 143Y

3C MACHO M450 BZ
RUBYS TREASURE MAP 719T
 S S MISS RITA R011 1R5

- HOMOZYGOUS BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 89
- ADJ. WW: -

PROJECTED EPDS

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	1.3	64.1	96.5	0.20	6.6	21.7	53.7	13.4

DOC	CW	YG	MARB	BF	REA	API	TI
8.9	30.7	-0.30	0.18	-0.08	0.59	113.5	65.6

840F is a rugged made, big hipped, wide based 3/4-blood son of Gentleman's Jack that is from a super productive 3C Macho dam that doesn't miss!



LOT 45

THE AFTER SHOCK SIRE GROUP

We used Aftershock mainly as a heifer bull on our virgin heifers. He did everything we were after and more. They calved extremely well, were small and vigorous and have continued to grow very well with great muscle expression and an attractive look. If the API figure is something that interests you, take a look at this sire group; they are strong in that department. Also, most of these sons are heifer safe if you are looking to breed some heifers this year.



CLRS After Shock 604A - Sire of Lots 46 - 54

46 RUBYS AFTERSHOCK 812F

BD:1/4/18 ASA: 3464963 TATTOO: 812F

- HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S
- PVFS RUBY MADDEN 126Y
RUBYS MS TRAVELER 646D
 RUBYS MS TRAVELER 133Y
- BLACK
 - POLLED
 - PB SM
 - ADJ. BW: 83
 - ADJ. WW: 763

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-1	65.1	99.3	0.21	7.3	22.2	54.7	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	36.2	-0.31	0.19	-0.09	0.63	141.2	74.7	

A bull that we missed on picture day. Don't discount him because of that. He's a stout made, attractive bull that came easy and grew well. Top CE and BW Epds along with top API and TI figures. Backed by another great bull producing cow family as well.



LOT 47

47 RUBYS AFTERSHOCK 860F

BD:1/11/18 ASA: 3465085 TATTOO: 860F

- HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S
- RUBY NFF INCENTIVE 307A
RUBYS ROSETTA 5C1
 RUBYS ROSETTA 3191A
- BLACK
 - POLLED
 - 3/4 SM 1/4 AN
 - ADJ. BW: 93
 - ADJ. WW: 638

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	1.2	70	103.8	0.21	7.5	21	56	17
DOC	CW	YG	MARB	BF	REA	API	TI	
13.9	23.3	-0.19	0.27	-0.05	0.38	129.6	71	

This is not the biggest or highest performing bull in the sale but one of the stoutest, biggest topped bulls we are offering. He was born unassisted out of a first calf heifer and he is backed by lots of calving ease genetics. We think he will work well as a heifer bull and is one that will moderate frame size and increase cow efficiency.



LOT 48

48 RUBYS AFTERSHOCK 822F

BD:1/5/18 ASA: 3464947 TATTOO: 822F

- HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S
- CNS PAYS TO DREAM T759
RUBYS ELINE 678D
 RUBYS ELINE 237Z
- BLACK
 - POLLED
 - PB SM
 - ADJ. BW: 90
 - ADJ. WW: 767

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	1.3	68.1	102.6	0.22	7.4	17.7	51.7	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.9	32.9	-0.3	0.12	-0.07	0.68	131.2	71.1	

49 RUBY SWC ASHOCK 8164F

BD:3/3/18 ASA: 3465065 TATTOO: 8164F

HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S

MR NLC UPGRADE U8676
SWC RUBY YETTI 143Y
 JM MISS OLIVIA-L36

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 80
- ADJ. WW: 815

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-0.1	74.2	112.3	0.24	8.5	18.9	55.9	16.3

DOC	CW	YG	MARB	BF	REA	API	TI
14.3	38.1	-0.39	-0.11	-0.11	0.71	125.9	71.5

Here is the natural calf out of the Yetti 143Y Donor. He's one of the youngest bulls in the offering, but you'd never know it. He has performed extremely well and is one of the longest bodied, stoutest made bulls in the offering. Being a maternal brother to Battle Cry and Gentleman's Jack, you can't go wrong here. He offers a different twist to the sire side than most of the Yetti's we have offered.



LOT 49

50 RUBYS AFTERSHOCK 7E8

BD:9/12/17 ASA: 3401294 TATTOO: 7E8

HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S

SS EBONYS GRANDMASTER
RUBYS RHYTHM 4B19
 RUBYS RHYTHM 2125Z

- BLACK
- POLLED
- PB SM
- ADJ. BW: 77
- ADJ. WW: 774

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	-0.5	67.1	101.2	0.21	6.5	19.6	53.1	18.5

DOC	CW	YG	MARB	BF	REA	API	TI
15.2	32.9	-0.3	0.12	-0.07	0.69	137.9	72.7

Another stout made Aftershock son that combines the likes of the great Incentive and Rhythm cow families. Predictability built in.



LOT 50

51 RUBY NFF AFTERSHOCK 7E34

BD:9/19/17 ASA: 3522196 TATTOO: 7E34

HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S

GW PREDESTINED 701T
NFF BLACK STAR B030
 NFF BLACK STAR Y109

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 78
- ADJ. WW: 810

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	0.4	77	116.5	0.25	6.5	17.4	54.8	18.3

DOC	CW	YG	MARB	BF	REA	API	TI
15.3	28	-0.24	0.3	-0.06	0.56	138.2	77.1

One of the highest performing Aftershock sons in the offering. Big, stout, long bodied, strong aged bull.



LOT 51



LOT 52

52 RUBYS AFTERSHOCK 7E6

BD:9/10/17 ASA: 3401347 TATTOO: 7E6

HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S

S A V FINAL ANSWER 0035
RUBYS CINDA 105Y
 PSF CINDA 56M

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 85
- ADJ. WW: 585

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.7	0.5	70.6	106.8	0.23	7.4	17	52.2	18.6
DOC	CW	YG	MARB	BF	REA	API	TI	
16.5	26.1	-0.21	0.18	-0.06	0.38	129.1	69.9	

The Final Answer genetics have always been popular and this bulls dam is one of the nicest Final Answer daughters we have.



LOT 53

53 RUBYS AFTERSHOCK 7E1

BD:9/1/17 ASA: 3401292 TATTOO: 7E1

HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S

PVFS RUBY MADDEN 126Y
RUBYS ROSETTA 4B48
 FCC ROSETTA 14X

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 72
- ADJ. WW: 716

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-1.4	61.3	94.7	0.21	6.3	23.3	53.9	16
DOC	CW	YG	MARB	BF	REA	API	TI	
12.4	31	-0.22	0.23	-0.06	0.52	130.2	68.9	

Two 3/4 brothers here out of Madden dams. If your looking for a pair of quality bulls to turn out together, these guys fit the bill. High calving ease without giving up performance.



LOT 54

54 RUBYS AFTERSHOCK 7E17

BD:9/14/17 ASA: 3401302 TATTOO: 7E17

HOOK'S YELLOWSTONE 97Y
CLRS AFTER SHOCK 604 A
 HOOKS SARITA 4S

PVFS RUBY MADDEN 126Y
RUBYS KIMBERLY 3176A
 KIMBERLY

- BLACK
- POLLED
- PB SM
- ADJ. BW: 81
- ADJ. WW: 775

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	0.2	66.7	102.1	0.22	5.4	25.5	58.7	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	32.7	-0.39	0.17	-0.10	0.73	135.6	73.9	

THE CEO SIRE GROUP

CEO is a bull we purchased with Werning Cattle out of the CDI program in North Dakota. We had been looking for a larger framed bull with extra extension and performance. This first group of sons is proving that CEO is doing just that. What we appreciate about this sire group is that even with the added extension and length of body in his offspring, they still maintain softness and capacity that is so important for cattle to thrive out in range conditions. Progeny from these cattle are going to be able to handle some feed if you want add some extra pounds before weaning. If you're looking for a bull that is a little bigger framed than some of our cattle in the past, take a look at this sire group. We know you will like what they have to offer.

LOT 55



This baldy CEO son has always been one of my favorites. He started small at 79 pounds and has been a good performer. His granddam is the great foundation of our herd, K18, and his young Upgrade sired dam is doing a great job for us. This stud is one of the most complete bulls in the sale and you have to love him on paper as much as you love him on the hoof.

55 RUBYS CEO 8142F

BD:2/19/18 ASA: 3464921 TATTOO: 8142F

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

MR NLC UPGRADE U8676

RUBYS RHYTHM 202Z

DOUBLE R SHESTHEONE K18

- BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 79
- ADJ. WW: 713

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	0.2	73.7	113.7	0.25	5.5	22.4	59.1	14
DOC	CW	YG	MARB	BF	REA	API	TI	
16.8	38.9	-0.53	0.03	-0.12	1.14	124.9	75.1	



CDI CEO 281D - Sire of Lots 55 - 61



LOT 56

56 RUBYS CEO F863

BD:3/6/18 ASA: 3465006 TATTOO: F863

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D
HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y
RUBYS LINDA 341A
X517P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 91
- ADJ. WW: 769

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.2	72.4	115.7	0.27	5.8	29.4	65.5	12.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12	42.3	-0.46	0.18	-0.09	1.14	131.2	78.8	

Two flush mate brothers out of the up and coming CEO and out of one of my favorite young cows. The 341A cow made her way to the donor pen by earning it. She records BW 4 at 120, WW 3 at 109, YW 3 at 110, REA 3 at 116, and MARB 3 at 118. That is flat getting it done! These two sons are stout made, long bodied bulls that will add pounds and eye appeal to their calves. I would keep every daughter you can as well.



LOT 57

57 RUBYS CEO F854

BD:3/1/18 ASA: 3465050 TATTOO: F854

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D
HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y
RUBYS LINDA 341A
X517P

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 98
- ADJ. WW: 841

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.2	72.4	115.7	0.27	5.8	29.4	65.5	12.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12	42.3	-0.46	0.18	-0.09	1.14	131.2	78.8	

F854 is a Homozygous Black and Homozygous Polled son of CEO that offers a three-dimensional body type and build. He is backed by a role model daughter of PVFS RUBY Madden 126Y.



LOT 58

58 RUBYS CEO 8166F

BD:3/4/18 ASA: 3464965 TATTOO: 8166F

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D
HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y
RUBYS KAYE 631D
RUBYS KAYE 364A

- BLACK
- POLLED
- PB SM
- ADJ. BW: 84
- ADJ. WW: 864

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	0.1	73	113.3	0.25	5.8	25.3	61.7	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
14	35	-0.37	0.24	-0.07	0.96	137.3	79.5	

Unassisted out of a first calf heifer, here is a bull backed by the great Kaye cow family. A bigger framed bull with lots of performance.



Turnpike - Maternal Brother to Dam of Lot 59



LOT 59

We really like these two brothers that both descend from the great Miss Cleo 240Z cow that produced the \$70,000 Turnpike bull last year. Two long bodied, sound made bulls with great feet and athleticism. Check out their growth EPDs, they are sure to add pounds!

59 RUBYS CEO 8120F

BD:2/7/18 ASA: 3464937 TATTOO: 8120F

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

PVFS RUBY MADDEN 126Y

RUBYS MISS CLEO 698D

RUBYS MISS CLEO 240Z

- BLACK
- POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 763

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.2	68.4	107.1	0.24	6	24.3	58.4	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10	36.9	-0.46	0.16	-0.10	1.02	132.4	75.1	

60 RUBYS CEO 8121F

BD:2/7/18 ASA: 3465001 TATTOO: 8121F

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

SS EBONYS GRANDMASTER

RUBYS MISS CLEO 6157D

RUBYS MISS CLEO 456B

- BLACK
- POLLED
- PB SM
- ADJ. BW: 91
- ADJ. WW: 749

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9	2.2	74.4	117.3	0.27	5.1	21.9	59.1	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	38.2	-0.39	0.21	-0.07	1.06	130.7	76.7	



LOT 60

61 RUBYS CEO 8134F

BD:2/15/18 ASA: 3465056 TATTOO: 8134F

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

MR NLC UPGRADE U8676

FBW PATTY 735Z

WHITESTONEFOREVRLADYW357

- BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 79
- ADJ. WW: 696

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.7	0.5	74	117	0.27	0.3	23.5	60.4	13.7
DOC	CW	YG	MARB	BF	REA	API	TI	
11.7	40.9	-0.37	0.32	-0.07	1.03	122.4	76.1	



LOT 61

A 3/4 blood CEO son out of a great SimAngus Upgrade sired female. We love big bodied cattle and this is one of the softest middled bulls in the offering. Here is a bull with a great disposition that will add pounds and quality to his calves.

THE PAYS TO DREAM SIRE GROUP

We have used Pays to Dream for several years with great success. They are low input, complete made cattle that make great offspring of both sexes. We never have any problems with the Pays To Dream sired cattle and maybe that is his biggest attribute. They are consistent and we know what we are going to get year in and year out. We never used much of Dream On himself, but we used several sons, and at the end of the day, I truly believe the Pays to Dream will go down as the best Dream On son or derivative, and that includes Dream on himself. The producing ability of his daughters, coupled with udder and feet quality leads me to believe they will be around and impacting our herd for years to come.

LOT 62



One of the most unique bulls we have ever raised here. Here is a Pays to Believe son out of the great 2124Z donor, who has made her mark in our operation and the breed in a short amount of time. This bulls full sister was a high selling lot in our Livin The Dream female sale going to the Young family in Canada and a maternal sister by Battle Cry was also another high seller to Moore Land and Cattle in Illinois. Here is an athletic, stout made, huge bodied bull that is monster legged and shaggy haired. This Purebred bull has always had a club calf look to him, while still being very maternal bred. He is one that sure stands out in a crowd. If your looking to purchase a bull that can sell some semen, this guy fits that bill. Take a long look here.

62 RUBY NFF PTB 883F

BD:1/26/18 ASA: 3464948 TATTOO: 883F

CNS PAYS TO DREAM T759
LLSF PAYS TO BELIEVE ZU194
 LLSF URABABYDOLL U194

AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2124Z
 RHYTHM 418P

- HOMOZYGOUS BLACK
- POLLED
- PB SM
- ADJ. BW: 83
- ADJ. WW: 662



LLSF Pays To Believe ZU194 - Sire of Lot 62



*Ruby NFF Rhythm 2124Z
 Dam of Lot 62*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.9	1.2	59.5	88	0.18	5.1	22.1	51.8	12.4
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	27.1	-0.37	-0.08	-0.09	0.69	103.4	60.9	

LOT 63



*CNS Pays to Dream T759
Sire of Lots 63 - 66*

LOT 64



*Ruby NFF Excalibur 002X
Maternal Grand sire of Lot 63 - 65*



63 RUBYS PTD 831F

BD:1/7/18 ASA: 3464979 TATTOO: 831F

CNS DREAM ON L186
CNS PAYS TO DREAM T759
MLF BL JESSIE K336

RUBY NFF EXCALIBUR 002X
RUBYS ROSETTA 3147A
FCC ROSETTA 948W

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 87
- ADJ. WW: 749

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	1.5	58.1	89.6	0.2	6.1	18.4	47.4	12.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	25.3	-0.29	0.19	-0.06	0.65	110.2	61.7	

64 RUBYS PTD 848F

BD:1/9/18 ASA: 3464893 TATTOO: 848F

CNS DREAM ON L186
CNS PAYS TO DREAM T759
MLF BL JESSIE K336

RUBY NFF EXCALIBUR 002X
RUBYS MISS GRANITE 445B
RUBYS MISS GRANITE 531R

- BLACK
- POLLED
- PB SM
- ADJ. BW: 86
- ADJ. WW: 715

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.6	58.9	92	0.21	6.9	20.5	49.9	13.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.5	28.6	-0.32	0.14	-0.07	0.69	121	66	

THE PAYS TO DREAM SIRE GROUP



LOT 65

CNS Pays To Dream has worked well in our program, as well as many other programs across the country. 803F is a prime example of why the Pays To Dream cattle excel in every facet of the industry. Backed by a top producing Excalibur daughter!

Visitors are always welcome at the farm to view the bulls anytime before February 1st!



LOT 66

Everyone loves a baldy and no exception here. Add in the powerful cow family behind him and you have a winner all the way around. His dam is a first calf Madden daughter out of the great 2124Z donor. Here is a bull that is heifer safe and one that when used on your heifers, will not give up any quality. Cool looking, great structure, calving ease and backed by a premier cow family, what's not to love about this one?

65 RUBY CF PTD 803F

BD:1/1/18

ASA: 3464982

TATTOO: 803F

CNS DREAM ON L186
CNS PAYS TO DREAM T759
 MLF BL JESSIE K336

RUBY NFF EXCALIBUR 002X
RUBY CF TREASURE 2114Z
 RUBYS TREASURE MAP 719T

- BLACK
- POLLED
- PB SM
- ADJ. BW: 91
- ADJ. WW: 723

66 RUBYS PTD 7E65

BD:10/8/17

ASA: 3401291

TATTOO: 7E65

CNS DREAM ON L186
CNS PAYS TO DREAM T759
 MLF BL JESSIE K336

PVFS RUBY MADDEN 126Y
RUBY NFF RHYTHM 5C75
 RUBY NFF RHYTHM 2124Z

- BLACK
- POLLED
- PB SM
- ADJ. BW: 79
- ADJ. WW: 721

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	2.1	62.7	96.8	0.21	7.7	20.4	51.6	12.4

DOC	CW	YG	MARB	BF	REA	API	TI
8	31.7	-0.34	0.14	-0.08	0.73	118	67.5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	-0.4	51.9	81.3	0.18	8.5	23.7	49.6	11.3

DOC	CW	YG	MARB	BF	REA	API	TI
8.6	24.1	-0.42	0.09	-0.10	0.71	118.8	64.1

THE SIGNIFICANT SIRE GROUP

If you attended our sale last year, you know what kind of impact the Significant bull made in our program. He is the sire of the \$70,000 Turnpike that topped this sale last year along with the \$26,000 Economy along with several other standout sons. Semen was impossible to come by for the next breeding season so our numbers were limited in this sire group for this year, but quality is not. These bulls are what we come to expect from the Significant bull, stout made cattle with extra muscle and body depth with great feet and legs. If you want to add pounds in one generation, these are the bulls that can do that. They are true performance cattle. Buy with confidence here.



Here are three full brothers to the second high selling bull in last years sale. You will notice that the dam of these bulls is none other than the great Yetti 143Y cow, who is also the dam of Battle Cry and Gentleman's Jack. If you believe in cow families like we do, don't let these bulls slip by. Three full brothers that will work for the most discriminating operation!

67 RUBY SWC SIG F858

BD:3/4/18

ASA: 3465062

TATTOO: F858

GW-WBF SUBSTANCE 820Y

WBF SIGNIFICANT B132

WBF HEBE X376

MR NLC UPGRADE U8676

SWC RUBY YETTI 143Y

JM MISS OLIVIA-L36

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 84
- ADJ. WW: 713

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	1.7	78.4	122.4	0.27	7.7	21.9	61.1	14.9

DOC	CW	YG	MARB	BF	REA	API	TI
17.8	44.2	-0.45	-0.05	-0.11	0.98	123.9	74



E760 - Full sister to Lot 67



68 RUBY SWC SIG F855

BD:3/2/18 ASA: 3464994 TATTOO: F855

GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
 WBF HEBE X376

MR NLC UPGRADE U8676
SWC RUBY YETTI 143Y
 JM MISS OLIVIA-L36

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 95
- ADJ. WW: 822

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	1.7	78.4	122.4	0.27	7.7	21.9	61.1	14.9

DOC	CW	YG	MARB	BF	REA	API	TI
17.8	44.2	-0.45	-0.05	-0.11	0.98	123.9	74

69 RUBY SWC SIG F859

BD:3/4/18 ASA: 3464991 TATTOO: F859

GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
 WBF HEBE X376

MR NLC UPGRADE U8676
SWC RUBY YETTI 143Y
 JM MISS OLIVIA-L36

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 809

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	1.7	78.4	122.4	0.27	7.7	21.9	61.1	14.9

DOC	CW	YG	MARB	BF	REA	API	TI
17.8	44.2	-0.45	-0.05	-0.11	0.98	123.9	74



THE SIGNIFICANT SIRE GROUP



LOT 70

70 RUBYS SIGNIFICANT 7E30

BD:9/18/17 ASA: 3401321 TATTOO: 7E30

GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
 WBF HEBE X376

S S INCENTIVE 9J17
RUBYS RHYTHM 2125Z
 RUBYS RHYTHM X0401

- BLACK
- POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 78
- ADJ. WW: 699

71 RUBYS SIGNIFICANT 7E69

BD:9/27/17 ASA: 3401373 TATTOO: 7E69

GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
 WBF HEBE X376

SRS J914 PREFERRED BEEF
RUBYS PASSION R504
 DOUBLE R MISS 47C M10

- BLACK
- POLLED
- PB SM
- ADJ. BW: 88
- ADJ. WW: 776

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	1.5	74	116.5	0.27	6.3	19.4	56.3	15.3	8.9	3.1	68.4	108.2	0.25	4.4	25.8	59.9	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	DOC	CW	YG	MARB	BF	REA	API	TI		
20.6	39.4	-0.31	0.25	-0.06	0.9	126.9	73.4	13.4	38	-0.45	0.03	-0.11	0.93	125	68		



LOT 71

YEARLING BULLS

LOT 72



We've never had a lot of Waylon sired cattle, but we should have had more. This is one of my favorite bulls in the offering. Don't judge him on his picture, he has a very mild temperament and was not interested in showing off on picture day. This SimAngus bull is what we love about the percentage cattle. They come easy, grow well, are big bodied, and stout made. Here is a high calving ease bull with great marbling genetics and high indexes.

LOT 73

The Maddens have been a mainstay here for several years, and this will be the last direct son to sell. Check out the CE and BW Epds that this bull offers without sacrificing growth or quality. If you need to add some milk back in your replacements, buy this bull, the Madden daughters milk as hard as any and this bull is top 3% of the breed for his Milk EPD.



*PVFS Ruby Madden 126Y
Sire of Lot 73*

72 RUBYS WAYLON 887F

BD:1/27/18 ASA: 3465024 TATTOO: 887F

GAR-EGL PROTEGE
BALDRIDGE WAYLON W34
BALDRIDGE BLACKCAP T163

SS EBONY'S GRANDMASTER
RUBYS EVA 312A
PVFS/MTV EVA 7028T

- BLACK
- POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 72
- ADJ. WW: 735

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	-1.4	61.9	96.5	0.22	9.9	20.2	51.1	18.6

DOC	CW	YG	MARB	BF	REA	API	TI
12.8	37.7	-0.18	0.61	-0.03	0.69	152.3	77.8

73 RUBY NFF MADDEN 836F

BD:1/8/18 ASA: 3465080 TATTOO: 836F

PVFS MADDEN 917W
PVFS RUBY MADDEN 126Y
PVFS LUCY 7018T

CONNEALY RIGHT ANSWER 746
A & B MAYFLOWER 2100
A & B MAYFLOWER 9134

- BLACK
- POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 77
- ADJ. WW: 749

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
18.6	-2.2	59.8	94.9	0.22	8.3	30.1	59.9	11.7

DOC	CW	YG	MARB	BF	REA	API	TI
10.2	16.9	-0.05	0.41	-0.01	0.15	135.9	73.8

LOT 74



74 RUBYS RELENTLESS 7E53

BD:9/27/17 ASA: 3401351 TATTOO: 7E53

YARDLEY UTAH Y361
W/C RELENTLESS 32C
 MISS WERNING KP 8543U
 STF/RP SAVVY SR49
JSF FIREFLY W46
 CASONS MISS AMANDA

- BLACK
- POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 713

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7	3.9	68.3	96.7	0.18	2.7	19.2	53.3	14.6

DOC	CW	YG	MARB	BF	REA	API	TI
12.9	21	-0.42	0.03	-0.10	0.66	109.6	65.2

One of the most striking phenotype bulls that we have ever raised here. Coupled with his great looks, is an awesome set of feet and legs with extra body and softness. If you are an operation that raises show cattle, this bull is one that needs to be on your radar. Here is the sire to raise a great looking set of replacement females that will have the ability to raise great offspring themselves, look at this bull. He is back by our great Firefly donor, one of the best looking Purebred cows I have seen. Don't miss this bull!

Striking and Bold!



W/C Relentless 32C - Sire of Lot 74



JSF Firefly W46 - Dam of Lot 74

COMMERCIAL FEMALES

We are proud to offer an elite set of commercial SimGenetic bred heifers. Russell Boles, a long time supporter and friend of Ruby Cattle Company has elected to offer these females from the heart of his program. These females are sired by bulls produced in the Ruby program that Russell has purchased over the years. The females represented in this group are good footed, easy keeping, and big bodied. They come from a low-input, productive cowherd.

The 40+ bred heifers in this offering will begin calving around sale time and will sell in groups based on calving dates. The majority of the females in the offering are AI bred to RUBYS INCENTIVE 540C, the high selling bull from the 2016 bull sale. 540C was a standout herd sire prospect that offers calving ease with huge growth.

A great opportunity to assemble a set of young females that will be profitable brood cows and enhance the maternal base of your cow herd! For more information please contact Russell Boles at (641) 344-8950.

Females



In The Yards!



2017 Grand Champion Pen of Five



2018 Res. Grand Champion Pen of Five



2017 Grand Champion Pen of Three



2018 Res. Grand Champion Pen of Three



Ruby Cattle Company
1170 Elk Street
Murray, IA 50174

Presorted
First Class
US Postage
PAID
SlateGroup



SIMMENTAL | SIMANGUS™
Bulls

