

Livin' the Dream

SPRING EDITION - VOL. I

APRIL 25, 2020 | MURRAY, IOWA

NEW START TIME! - 5:00 PM





SPRING EDITION - VOL. I

21 ELITE FALL BORN SHOW HEIFER PROSPECTS | 27 FALL BRED HEIFERS | 19 SERVICE AGE BULLS





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

Greetings everyone.

What interesting times we are living in right now. I really hope that in the near future, we can put this all in the rear-view mirror and have a great story of perseverance to tell our families for years to come! Nonetheless, the hand we are dealt right now is not ideal for anyone, but it is up to us whether we let it get the best of us, or we can make the best of a situation we do not have much control over. I am an optimist, so I will choose the latter. I think it is important we all use common sense during this ordeal so we can get past it as soon as we can. Enough about what is out of our control, let's talk about the cattle.

Without question, this is the best set of open females that we have assembled to date. With aggressive AI and ET programs, we can present to you some of the best our cow herd has to offer. You will notice our top cow families are represented; the Rhythm's, the Yetti's, the Cleo's, and the Juanada's. Also well represented is our stable of herd sires, Battle Cry, Gentleman's Jack, Turnpike, Currency, and Echo. Top to bottom, we think there is something for everyone, regardless of budget or competition level.

The bred group is something special as well. We think the quality is as deep as any group we have offered. They all sell safe to Oval F Echo, as we have had great luck using him on heifers and love the quality of his offspring. We ran Echo as the natural service sire, the dates listed are their estimated due dates based on ultrasound. We hope you can get a big return right out of the gate. Rest assured, these heifers will work for a living when they leave here. They have been born and raised in fescue country and their dams have thrived in this environment or they wouldn't be here. The same can be said about the bull offering. These bulls are the younger cut of our spring bulls as well as a few select consignments from past customers. If you are still in need of a quality herd sire, we have them here.

With all that is going on, we do encourage everyone to please come visit before the sale if possible as we will be limiting attendance on sale day. The cattle will be available for viewing anytime between now and sale day. The sale will be broadcast online on LiveAuctions.tv and you can bid there. We have several phone numbers listed for sale day contacts if you wish to be on the phone with someone as well. Rest assured, we will try our best to accommodate your needs. Please do not hesitate to call with any questions, we look forward to hearing and seeing you!

We sincerely thank you for your interest,

Nate, Leslie, and Creed Ruby

In this time of rapidly changing COVID-19 guidance from State and Government officials, please watch our Website and Facebook page for updates. We are consciously following the guidelines from the Iowa Health Department. Please make plans to view the offering prior to sale day if we are forced to limit the number of attendees in the sale facility. LiveAuction.TV will provide a live broadcast and we have a larger number of sale staff available to assist you with your purchases. Please reach out to us in the days leading up to the sale so that we have an ample amount of time to discuss the offering with you.

We appreciate your business, support, and friendship!



Cattlemen.

It is with great pleasure that we welcome you to the "Livin' the Dream" Spring Edition Vol. I at Ruby Cattle Co. With spring in full swing, the new calf crop on the ground and crops going in the ground, it's hard not to be optimistic about new beginnings and the promises they bring. This year's bull market place has been steady and better than that of a year ago and substantial interest in Simgenetics has been noticed. Most places across the country are well blessed with winter and spring moisture and thus the demand for these pairs and bred females is as bullish as it has been for some time. You're interested in the right program for these times if you're browsing this book and the information in it. Nate and Leslie have endured a multitude of cycles in the last 15 plus years and it's evident that they want to earn your seedstock or commercial business as they continue their focused approach through their journey.

We believe that Nate Ruby will be thought of as one of the truly great stockmen of his time. His disciplined approach to fundamentals like feet, fertility, udder quality, testicle size, structure, and build has allowed this program to grow and flourish while maintaining a running cowherd with grit and longevity. The cow families behind this program are not young in genetics but they are damn sure proven in years of existence and that folks is what buys land and builds programs in any financial times we may be experiencing as a nation. Let's not forget about the data that is reported within this program, the contemporary and sire groups that back the information, and the genetic and numeric improvement the Ruby program has experienced by doing their due diligence. This is a well-rounded outfit with the same outlook, and knowledge or diversity that elevates their marketing.

This offering is highlighted by the fall open heifer calves that have created a stir on the internet over the past 3 or 4 years with record participation nation-wide from new and loyal customers alike. This group of cattle would be the deepest, densest quality set of opens ever offered for appraisal at 1170 Elk Street. The phenotype is backed by impressive genetics and numbers alike as Nate continues to forge the ideal look with trait leading prediction indicators. These heifers are not AGE ADVANTAGED like so many of the open heifers marketed today, they will be respected by evaluators and will be admired without question as Senior Yearling bred cattle a summer from now. These girls are legit and fit for any progressive seedstock program or junior family.

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The fall bred is the right kind as they always have been. They will be productive and adapt to any climate or environment that they are introduced in as they enter their productive years. All of them sell bred to the outcross, junior herdsire, Oval F Echo. The bull pen in the offering is loaded with talent and promise and comes at the right time of the year just at turn out. For those that did not get a bull bought in the early stages of the bull run or tested bulls and need to replace a herdsire this set will fit the bill for breeder or commercial interest for sure.

April 25th weekend will mark this highlighted, much anticipated event, and could serve as that much needed getaway for Spring 2020. Plenty of hand sanitizer will be available as well as open space to turn the kids loose and enjoy great fellowship and cattlemen to cattlemen interaction. If you choose to stay home, please do not hesitate to call any of the Ruby Family or Sale Staff for your buying interest. The sale will be on LiveAuctions.TV for real time online bidding. We are here to accommodate any and all interest, so don't hesitate to reach out to any of the sale resources. Take care, stay healthy, and enjoy the stock.

We sincerely thank you for your interest,

Sale Location

Ruby Cattle Company
1170 Elk Street - Murray, IA

Sale Schedule

Friday, April 24, 2020
Cattle on Display 1:00 pm

Videos and Updates

Visit www.rubycattleco.com or
www.innovationagmarketing.com for
sale videos and sale updates.

Saturday, April 25, 2020
Sale Begins at 5:00 pm CDT

Livin' the Dream

APRIL 25, 2020 - AT THE FARM IN CRESCO, IOWA

SALE DAY PHONES

Nate Ruby - 515-450-0112
Leslie Ruby - 515-450-0259
Miles Eddy - 507-841-1787
Graham Blagg - 530-913-6418
Chad Lukavsky - 641-344-1009
Branden Cline - 641-344-0686
Tim Loudon - 641-344-6347
Kiersten Jass - 515-408-4918
Shelby Dooley - 641-216-3267
Sam Ruble - 573-259-9844
Jeremie Ruble - 406-581-7940

AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

Graham Blagg - 530-913-6418
INNOVATIONAGMARKETING.COM

RING STAFF

Mitchell Armitage, Special Assignment - 405-641-9438
Austin Brandt, Lee AgriMedia - 712-621-1829
Kelly Schmidt, Special Assignment - 406-599-2395

ACCOMMODATIONS

Cobblestone Inn & Suites in Lamoni, IA - 641-784-4000
Super 8 Motel in 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 2020 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.

AD 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.

ONLINE BIDDING

Watch and bid online at LiveAuctions.tv

LIVE ON THE INTERNET. LIVE AUCTION. VIDEO BIDDING.
LiveAuctions.TV

APRIL 25, 2020 - MURRAY, IOWA

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Lot 1 **RUBYS RHYTHM 9G42**

What a great way to kick off the first "Livin' the Dream" Spring Edition! Here is a female that you have to admire for her killer look, flawless design and impeccable pedigree. She really combines all the things that we are looking for when making a show heifer that can compete at any level and go into the donor pen and work with any bull you mate her to. Her dam came from our good friends and customers at Moore Land and Cattle and was produced from a heifer purchased from us several years back. In fact, the granddam of this heifer, Ruby NFF Uh Oh 803U, was arguably the finest daughter ever produced by the immortal 418P. If your serious about the showing and serious about a future donor that can be a high revenue maker, here she is!

1

RUBYS RHYTHM 9G42

BD: 11/4/19 • ASA: 3700262 • TATTOO: 9G42

PB SM | BLACK | POLLED

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

SVF STEEL FORCE S701

MOORE AW NAW 128A

RUBY NFF UH OH 803U

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|-----|------|-------|-------|--------|------|-------|------|------|
| 14 | -0.8 | 65.2 | 93.1 | 0.17 | 6.2 | 16.9 | 50.4 | 14.1 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 7.1 | 39 | -0.42 | -0.35 | -0.113 | 0.83 | 104.8 | 60.6 | |



Rhythm 418P - Legendary matriarch and maternal great granddam of Lot 1



Lot 2 **RUBY NFF RHYTHM 9G44**

2 **RUBY NFF RHYTHM 9G44**

BD: 11/16/19 • ASA: 3700315 • TATTOO: 9G44

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

MR HOC BROKER

AJE/PB MONTECITO 63W

RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 2124Z

SWC RUBY YETTI 143Y

RHYTHM 418P

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|------|------|-----|------|-----|------|
| 12.5 | 0.1 | 61.9 | 96.6 | 0.22 | 7.2 | 26.1 | 57 | 15.3 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|-------|--------|------|-------|------|
| 7.5 | 37.4 | -0.39 | -0.29 | -0.117 | 0.68 | 107.4 | 60.4 |

I absolutely love this mating. The 2124Z donor has cemented herself as one of the elite donor cows in the breed as she can transmit eye appeal as consistently as any female we have worked with. The Battle Cry's out of her have been some of her best. This heifer is as freaky necked as you can make a purebred while still maintaining body depth, rib shape, and elite structure. The Battle Cry cattle only get better with age, and time will be on this one's side. A top shelf show heifer prospect that will make the real good ones when she goes into production.



Ruby NFF Rhythm 214Z - Dam of Lot 2 & 3



*Ruby NFF Rhythm 810F - Full Sister to Lot 2
Purchased by Moore Land & Cattle*

Lot 3 **RUBY NFF RHYTHM 9G47**



*Ruby NFF Up The Ante 9171G - Maternal Brother to Lot 2 & 3
Purchased by Shoal Creek Land & Cattle and Purdue University*



*Ruby NFF Rhythm 9172G - \$25,000 Maternal Sister to Lot 2 & 3
Purchased by Shoal Creek Land & Cattle*

Lot 4 **RUBY NFF RHYTHM 9G15**



*Ruby NFF Rhythm 862F - Full Sister to Lot 4
Purchased by Sara Johnson*

3 RUBY NFF RHYTHM 9G47

BD: 9/27/19 • ASA: 3700274 • TATTOO: 9G47

PB SM | BLACK | HOMOZYGOUS POLLED

HTP/SVF DURACELL T52
HPF QUANTUM LEAP Z952
RP/MP RIGHT TO LOVE 015U

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

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|----|------|-----|-----|------|------|------|
| 12.8 | 0.5 | 59 | 90.6 | 0.2 | 6.5 | 27.4 | 56.9 | 15.8 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 5.8 | 32.4 | -0.45 | -0.1 | -0.115 | 0.83 | 117.7 | 63.4 |

This Quantum Leap daughter has been one of my favorites all along. I will be the first to admit she didn't picture to the best of her ability, but if you like big footed, big boned, big centered cattle that are stout made with a great look, she is one to take a look at. She has a little bit of chin, but so did her sister, the great 4B1 donor, and she will grow into it as well. This great female has a bright, bright future ahead of her. Gear her for Junior Nationals or State Fair in 2021 and she will be a force to be reckoned with. Don't miss this one, come see her in person!

4 RUBY NFF RHYTHM 9G15

BD: 10/17/19 • ASA: 3700294 • TATTOO: 9G15

PB SM | BLACK | HOMOZYGOUS POLLED

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

AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2123Z
RHYTHM 418P

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|------|------|-----|------|-----|------|
| 10.5 | 1.5 | 57.8 | 96.3 | 0.24 | 6.7 | 20.1 | 49 | 13.8 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|----|-------|-------|--------|------|-------|------|
| 10.7 | 33 | -0.43 | -0.01 | -0.101 | 0.88 | 114.1 | 62.7 |

The Pays To Dreams out of the 2124Z and 2123Z donors have been some of our best the last several years and this one is no exception. She wasn't too interested in getting her picture taken but several early visitors have picked her out thus far. Good looking, sound, big boned, big bellied and a great pedigree are all ingredients for success. Her is another female that will make a killer bred. We like her a lot!



Lot 5 **RUBY SWC YETTI 9G36**

We all work hard and put in all the hours trying to make the "one". They don't come along often, but when they do, man are they rewarding! Here is one that we think checks the boxes. She may be as complete of a female as we have raised. Awesome looking, big belled, stout made, great at the ground and a disposition good enough for a first-year exhibitor. We love her on paper as well, she combines high calving ease, low birth numbers with breed leading growth and very balanced index numbers. Her dam has raised as many big-time herd sires as any cow in the country and certainly needs no introduction. Whether you are an established breeder or new to the breed, the genetic merit of this female combined with her truly elite phenotype, puts this girl on another level. If you can't tell, we like this one a great deal and know you will too.

5

RUBY SWC YETTI 9G36

BD: 11/3/19 • ASA: 3700330 • TATTOO: 9G36

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

MR NLC UPGRADE U8676

RUBY'S CURRENCY 7134E

SWC RUBY YETTI 143Y

RUBYS JILL 035X

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|------|-------|--------|------|-------|------|------|
| 12.5 | 1.1 | 80.3 | 124.3 | 0.28 | 6.8 | 21.5 | 61.5 | 14.3 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 14.4 | 44.4 | -0.5 | -0.08 | -0.122 | 1.08 | 123.4 | 75.7 | |



Lot 6 **RUBY SWC YETTI 9G25**



Ruby SWC Battle Cry 431B
Maternal Brother to Lots 5 - 13



Ruby/SWC Gentleman's Jack
Maternal Brother to Lots 5 - 13



Lot 7 **RUBY SWC YETTI 9G46**

In case you can't tell, the Yetti x Turnpike mating flat worked! We love the look that these heifers offer, combined with big feet and legs, big center body, and they are also as stout as you can make one without sacrificing movement and structure. With a push to put more real-world product back in these cattle, we think this pair of females are right for the future and are ready to compete. The Yetti daughters get it done in production as well. We love these girls on paper too, top 25% calving ease with breed leading growth! Check them out!

6

RUBY SWC YETTI 9G25

BD: 10/22/19 • ASA: 3700320 • TATTOO: 9G25

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

MR NLC UPGRADE U8676

RUBYS TURNPIKE 771E

SWC RUBY YETTI 143Y

RUBYS MISS CLEO 240Z

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|-------|-------|--------|-----|-------|------|------|
| 12.3 | 2 | 82.6 | 131 | 0.3 | 7.4 | 23.2 | 64.5 | 13.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.2 | 41 | -0.52 | -0.17 | -0.134 | 1 | 116.4 | 74.1 | |

7

RUBY SWC YETTI 9G46

BD: 10/17/19 • ASA: 3700275 • TATTOO: 9G46

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

MR NLC UPGRADE U8676

RUBYS TURNPIKE 771E

SWC RUBY YETTI 143Y

RUBYS MISS CLEO 240Z

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|-------|-------|--------|-----|-------|------|------|
| 12.3 | 2 | 82.6 | 131 | 0.3 | 7.4 | 23.2 | 64.5 | 13.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.2 | 41 | -0.52 | -0.17 | -0.134 | 1 | 116.4 | 74.1 | |

Lot 8 **RUBY SWC YETTI G9065**



Ruby SWC Economy E766
Maternal Brother to Lots 5 - 13

Relentless
x
Yetti

Lot 9 **RUBY SWC YETTI G9061**



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The Relentless females have cut a wide swath in the show ring this last year, and here are a couple more daughters that are capable of adding more purple to those accolades. I don't know if you can make purebred Simmental cattle any better necked than what these two females are. The best part is they still combine their freaky front ends with body depth, rib shape, sound structure, and balance. The G9065 female is another one we are all chasing when we are making the mating decisions to produce these cattle, I think she is something special. If you want to get noticed when you walk in the ring, these sisters will get you the attention you desire!

8

RUBY SWC YETTI G9065

BD: 10/4/19 • ASA: 3700301 • TATTOO: G9065

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

YARDLEY UTAH Y361

MR NLC UPGRADE U8676

W/C RELENTLESS 32C

SWC RUBY YETTI 143Y

MISS WERNING KP 8543U

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|-----|-------|------|------|
| 12.1 | 1.6 | 68.6 | 96.7 | 0.18 | 5.8 | 21.9 | 56.1 | 13.1 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.8 | 21.8 | -0.47 | -0.07 | -0.111 | 0.8 | 113.3 | 67.4 | |

9

RUBY SWC YETTI G9061

BD: 10/1/19 • ASA: 3700291 • TATTOO: G9061

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

YARDLEY UTAH Y361

MR NLC UPGRADE U8676

W/C RELENTLESS 32C

SWC RUBY YETTI 143Y

MISS WERNING KP 8543U

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|-----|-------|------|------|
| 12.1 | 1.6 | 68.6 | 96.7 | 0.18 | 5.8 | 21.9 | 56.1 | 13.1 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.8 | 21.8 | -0.47 | -0.07 | -0.111 | 0.8 | 113.3 | 67.4 | |



CDI CEO 281D - Sire of Lots 10 and 11

CEO
x
Yetti



Another pair of Yetti daughters with a different twist on the sire side. We get several semen requests each year for CEO semen, but it is not yet on the market. A high seller in Wernings sale this year was a CEO son. We love the look, the balance, and completeness of these Yetti daughters. The are as nice haired as any purebreds you will find and have the running gears that are built for the long haul. Here are two highly competitive females, backed by a great donor, an up and coming sire, and have the ability to be big time revenue generators when you put them in production.

10 RUBY SWC YETTI G9055

BD: 11/8/19 • ASA: 3700317 • TATTOO: G9055

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

MR NLC UPGRADE U8676

CDI CEO 281D

SWC RUBY YETTI 143Y

HOOK'S BEYONCE 82B

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|-----|------|
| 10.3 | 1.2 | 80.9 | 126.8 | 0.29 | 5 | 22.6 | 63 | 11.5 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.4 | 40.4 | -0.54 | -0.12 | -0.129 | 1.08 | 113.1 | 75 | |

11 RUBY SWC YETTI G9054

BD: 9/25/19 • ASA: 3700346 • TATTOO: G9054

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

MR NLC UPGRADE U8676

CDI CEO 281D

SWC RUBY YETTI 143Y

HOOK'S BEYONCE 82B

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|-----|------|
| 10.3 | 1.2 | 80.9 | 126.8 | 0.29 | 5 | 22.6 | 63 | 11.5 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.4 | 40.4 | -0.54 | -0.12 | -0.129 | 1.08 | 113.1 | 75 | |

Lot 12 **RUBY SWC YETTI 9G14**



Ruby SWC Yetti 9125G - Full Sister to Lot 12 & 13
Purchased by Moore Land & Cattle.

Lot 13 **RUBY SWC YETTI 9G38**



Echo
x
Yetti

The Echo females were well received in our fall female sale and our replacement pen is loaded with awesome Echo daughters. If you have talked to me about these cattle, you know I am pretty high on them. They are some of the biggest and best shaped footed cattle I have seen. This pair of sisters exemplify what we like about these Echo females, they are attractive, big bodied cattle that are stout made, yet still smooth and athletic in their design. These girls will show competitively and will make even better cows. Some good stuff offered in these two flushmates.

12 **RUBY SWC YETTI 9G14**

BD: 10/17/19 • ASA: 3700328 • TATTOO: 9G14

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

MR NLC UPGRADE U8676

OVAL F ECHO E709

SWC RUBY YETTI 143Y

OVAL FYIN Y26

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|------|------|
| 13.7 | 0.6 | 78.6 | 116.7 | 0.24 | 7.4 | 19.5 | 58.8 | 15.8 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.9 | 43.8 | -0.38 | -0.07 | -0.109 | 0.81 | 126.7 | 74.5 | |

13 **RUBY SWC YETTI 9G38**

BD: 10/23/19 • ASA: 3700285 • TATTOO: 9G38

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

MR NLC UPGRADE U8676

OVAL F ECHO E709

SWC RUBY YETTI 143Y

OVAL FYIN Y26

JM MISS OLIVIA-L36

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|------|------|
| 13.7 | 0.6 | 78.6 | 116.7 | 0.24 | 7.4 | 19.5 | 58.8 | 15.8 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.9 | 43.8 | -0.38 | -0.07 | -0.109 | 0.81 | 126.7 | 74.5 | |



R
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Lot 14 RUBYS LINDA 9G45

This Echo daughter has been one of my favorites all along. Her dam made a big splash in our operation this spring at our bull sale as she produced the high selling "Outer Limits" as well as two other really good sons. When the dust settled, her first 3 sons averaged \$18,333 at public auction! Not a bad start for a first calf heifer! This female is a unicorn in our minds as it is so hard to produce these high API cattle that look like this. I will be the first to admit, she didn't have her best day on picture day but we hope you can see what she can offer. Take a peak at her on paper. Top 2% CE, top 25% BW, top 1% WW, top 2% YW, top 15% MCE, top 25% MARB, top 10% REA, top 5% API and top 1% TI. I am not sure where else you go in the country to find a female that looks like this, that combines this kind of genetic profile and backed by a truly great young cow. Help yourself here! We are retaining the right to 2 IVF cycles in the future on this female.

14 RUBYS LINDA 9G45

BD: 10/26/19 • ASA: 3700302 • TATTOO: 9G45

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

WS ALL-AROUND Z35

OVAL F ECHO E709

RUBYS LINDA 721E

OVAL FYIN Y26

RUBYS LINDA 341A

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|------|--------|------|-------|------|------|
| 16.7 | 0.6 | 89.6 | 134 | 0.28 | 7.8 | 14.9 | 59.7 | 17.3 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 15.9 | 51.2 | -0.39 | 0.12 | -0.092 | 1.04 | 148.4 | 85.8 | |



Lot 15 RUBYS ROSETTA 694D

Here is a definite player in the percentage division! We absolutely love this female. She is super attractive, long bodied, big boned, square made, and great on the move. She is the female that when you walk by the pen, you jump the fence to see who she is. She really does command your attention! Her grandam, 535U was one of the most potent Angus cows on this place. The Jack females were a highlight of our fall sale a couple of years back and went on to do big things. Here is a female that will be competitive on the Foundation side and the best part about her is you can make purebreds out of her when she enters production.

15 RUBYS ROSETTA 694D

BD: 10/6/19 • ASA: 3700300 • TATTOO: 9G10

3/4 SM 1/4 AN | HOMOZYGOUS BLACK | POLLED

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

RUBYS ABSOLUT 317A
RUBYS ROSETTA 694D
FCC ROSETTA 535U

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|------|--------|------|-------|------|------|
| 12.9 | 1 | 63 | 93.1 | 0.19 | 3.8 | 20.8 | 52.3 | 12.2 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 9.1 | 32.3 | -0.31 | 0.1 | -0.071 | 0.71 | 109.2 | 63.8 | |

16 RUBY TILL LILLY 9G29

BD: 10/11/19 • ASA: 3700290 • TATTOO: 9G29

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

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

HC POWER DRIVE 88H
TILL'S LILLY 157Y
DBO DAY LILLY 803

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|-------|------|------|------|------|
| 11.4 | 1.8 | 61.2 | 96.1 | 0.22 | 5.6 | 22.9 | 52.8 | 16.8 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.4 | 29.6 | -0.42 | -0.01 | -0.11 | 0.73 | 121 | 64.5 | |



Lot 16 RUBY TILL LILLY 9G29

This purebred Jack female is one of the biggest bodied, stoutest hipped females in the offering. She combines that with an awesome look, big feet and legs, great athleticism and a wonderful disposition. Her dam produced the high selling female in Battle Cry's first calf crop in our fall "Livin' the Dream" sale, so she has cow power built in as well. Don't miss her!



Lot 17 **RUBY NFF EBONY'S CHARM G9066**

Blast from the Past!! Here is a mating that we made a while back that took a bit of time to find a recip, but man are we glad she did! Everyone loves a baldy, and man, when they look like this, it doesn't get much better. She is a cool looking, big bodied, stout made female, that when coupled with her outcross pedigree, has a lot of value in many breeding scenarios. She will be an awesome breeding piece, and in the meantime, a really fun junior project.

17 **RUBY NFF EBONY'S CHARM G9066**

BD: 10/24/19 • ASA: 3700283 • TATTOO: G9066

PB SM | BLACK | POLLED

PVFS MADDEN 917W

PVFS RUBY MADDEN 126Y

PVFS LUCY 7018T

LMF MOVIN FORWARD

RUBY PRS EBONY'S CHARM

SVF NJC EBONY'S CHARM R29

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|------|--------|------|-------|-----|------|
| 12.6 | 0.3 | 54.1 | 81.5 | 0.17 | 4.4 | 32 | 59 | 15.2 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 4.9 | 27.9 | -0.39 | 0.04 | -0.105 | 0.65 | 121.1 | 64 | |



Ruby PRS Ebony's Charm - Dam of Lot 17



Lot 18 RUBYS ROSETTA 9G67

This female is no accident. Her dam has raised one of the best open females in every sale offering since we have had her. In our first online fall sale, 324A produced the high selling female sired by Battle Cry at \$19000. Two falls ago, she produced another Battle Cry female that won several shows for Dalton Lukavsky this past summer. Power is in the blood and she goes back to the same 535U female as the lot 15 female. This Blaze faced bombshell is sure on my favorites list. She is awesome from the profile. Her neck hooks up high on her shoulder, she's got the big sweeping belly, she is dead on square hipped, and the angles of her shoulder and ankles are right. She is one of the youngest in the sale, and also the greenest, but has one of the brightest futures. Awesome phenotype, awesome cow family, awesome future!

18 RUBYS ROSETTA 9G67

BD: 11/4/19 • ASA: 3700293 • TATTOO: 9G67

3/4 SM 1/4 AN | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

ADKINS MR RIGHT ON

RUBYS TURNPIKE 771E

FCC2 ROSETTA 324A

RUBYS MISS CLEO 240Z

FCC ROSETTA 535U

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|------|------|
| 8.1 | 3.2 | 76.6 | 115.3 | 0.24 | 3.1 | 18.8 | 57.2 | 12.5 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.9 | 28.9 | -0.31 | 0.19 | -0.067 | 0.73 | 110.6 | 70.9 | |

19 RUBYS RITA 9G16

BD: 10/7/19 • ASA: 3700318 • TATTOO: 9G16

3/4 SM 1/4 AN | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

HTP SVF IN DEW TIME

RUBYS TURNPIKE 771E

RUBYS RITA 169Y

RUBYS MISS CLEO 240Z

S S MISS RITA R011 1R5

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|-----|-------|------|------|
| 11.3 | 2.6 | 77.7 | 119.2 | 0.26 | 5.9 | 19.1 | 57.4 | 14.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.9 | 34.6 | -0.32 | 0.15 | -0.071 | 0.8 | 119.1 | 72.2 | |



Lot 19 RUBYS RITA 9G16

The stoutest made, biggest bellied female in the offering. I love the extra dimension this one brings to the table yet handles herself so well on the move. She has great presence and loves to show herself off. Her dam is one of the best daughters of our foundation Angus donor, 1R5. Here is one we should not be letting go of.

Lot 20 RUBYS JUANADA 9G40



Rubys Turnpike 771E - Sire of Lots 20 and 21

Lot 21 RUBYS ROSETTA 9G59



R Turnpike

I really like what this pair of Turnpike daughters bring to the table. They are both descendants of really good Ohlde bred Angus females. Mating those cows with Turnpike allows for greater size and performance in these heifers. Here are two cool looking, sound made females, that are soft middled and have great attitudes. Two complete made, well balanced females that will be great junior projects and make even better cows.

20 RUBYS JUANADA 9G40

BD: 10/14/19 • ASA: 3700298 • TATTOO: 9G40

1/2 SM 1/2 AN | BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

O C C UNBELIEVABLE 851U

RUBYS TURNPIKE 771E

RUBYS JUANADA 301A

RUBYS MISS CLEO 240Z

FCC JUANADA 919W

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|-------|------|-------|------|------|
| 13.8 | 1.3 | 71.6 | 111.9 | 0.25 | 4.6 | 20.8 | 56.2 | 15.4 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 10.8 | 31.9 | -0.15 | 0.29 | -0.03 | 0.55 | 130.8 | 73.3 | |

21 RUBYS ROSETTA 9G59

BD: 11/6/19 • ASA: 3700312 • TATTOO: 9G59

3/4 SM 1/4 AN | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

ADKINS MR RIGHT ON

RUBYS TURNPIKE 771E

RUBYS ROSETTA 3191A

RUBYS MISS CLEO 240Z

FCC JUANADA 921W

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|--------|-----|-------|------|------|
| 11.8 | 0.7 | 68.7 | 103.5 | 0.22 | 5 | 20.5 | 55.8 | 15.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.1 | 27 | -0.3 | 0.21 | -0.063 | 0.7 | 123.8 | 70.3 | |



Lot 22 RUBYS RHYTHM 8F39



We are bringing the good stuff in this bred heifer offering and what a way to lead this deal off! This heifer is a result of one of the most successful SimAngus flushes we have done to date. We sold two really nice full sisters last spring and a full brother sold well in our bull sale. One of those sisters won the Western Regional for Lauren Trauernicht. Here is one that is cut out of the same mold. This good looking, stout made, big bodied female will make a great addition to any herd.

22 RUBYS RHYTHM 8F39

BD: 10/3/18 • ASA: 3561145 • TATTOO: 8F39

1/2 SM 1/2 AN | BLACK | POLLED

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

HTP SVF IN DEW TIME
RUBY NFF RHYTHM 012X
RHYTHM 418P

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|------|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 12.6 | 0.9 | 58.7 | 89.8 | 6.7 | 16.1 | 0.19 | 6 | 45.4 | 17.9 | 20.9 | -0.09 | 0.24 | -0.05 | 0.23 | 126.1 | 63.6 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/29/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-----|------|
| 12.2 | 1.4 | 73.2 | 106.8 | 5.9 | 13.4 | 0.21 | 10.9 | 49.9 | 18.0 | 35.8 | -0.19 | 0.2 | -0.05 | 0.51 | 128 | 70.5 |



Ruby Rhythm 893F - Full Sister to Lot 22



2019 AJSA Western Regional Grand Champion - Full Sister to Lot 22

Lot 23 RUBYS RHYTHM 8177F



If you like them good looking, I hope this one has your attention. A member of the great Rhythm family and a granddaughter of our foundation donor K18. The Absolut's are flat working in production and are raising the good ones. Her is a great opportunity to add some money making, top producing genetics to your herd.

23 RUBYS RHYTHM 8177F

BD: 3/9/18 • ASA: 3464915 • TATTOO: 8177F

PB SM | BLACK | POLLED

SS/PRS HIGH VOLTAGE 244X

SS EBONYS GRANDMASTER

RUBYS ABSOLUT 317A

RUBYS RHYTHM B401

SVF NJC MAGNETIC LDY M25

DOUBLE R SHESTHEONE K18

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|----|------|------|-----|------|------|-----|------|------|------|------|-------|-------|------|-------|------|
| 10.2 | 1 | 53.9 | 79.3 | 4.6 | 23.7 | 0.16 | 12 | 50.6 | 16.9 | 35.2 | -0.5 | -0.28 | -0.11 | 0.85 | 102.7 | 54.2 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/9/2020. BULL CALF.

Projected EPDs for the pregnancy currently being carried

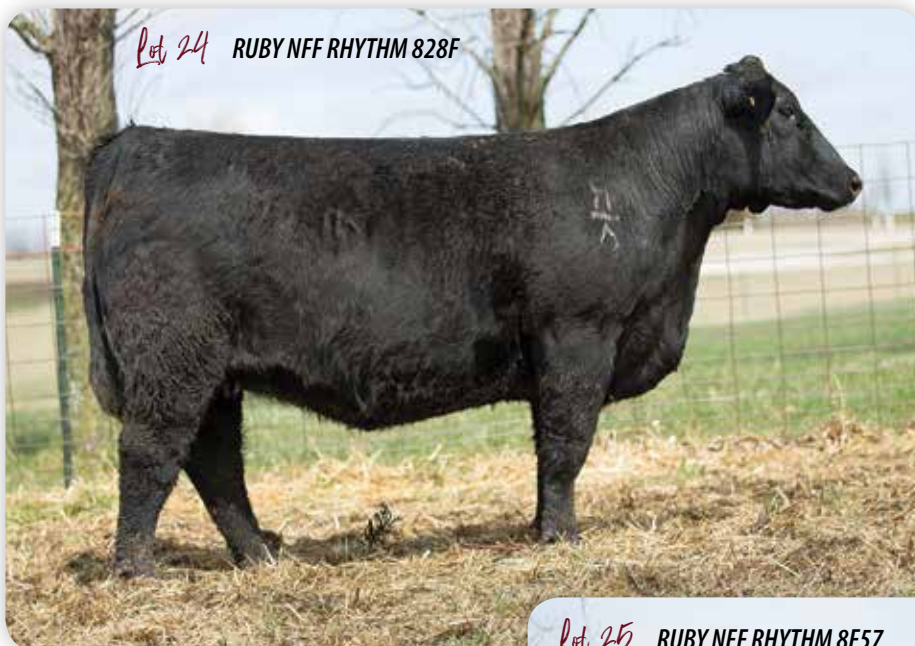
| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|-----|------|------|------|------|-------|-------|-------|------|-----|------|
| 11.0 | 1.4 | 70.8 | 101.6 | 4.9 | 17.2 | 0.2 | 13.9 | 52.5 | 17.5 | 42.9 | -0.39 | -0.06 | -0.11 | 0.82 | 122 | 68.2 |



Double R She's the One K18 - Maternal Granddam to Lot 23



Ruby's Absolut 317A - Sire of Lot 23



Rhythm



Ruby NFF Rhythm 862F - Full Sister to Lot 25
Purchased by Sara Johnson



R

24 RUBY NFF RHYTHM 828F

BD: 1/6/18 • ASA: 3465020 • TATTOO: 828F

PB SM | BLACK | POLLED

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

3C LAVA L375-BZ
RUBY NFF RHYTHM W938
RHYTHM 418P

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|----|------|-------|-----|------|-----|------|------|------|------|-------|-------|------|-----|-------|----|
| 7.6 | 3 | 79.5 | 127.1 | 1.2 | 18.2 | 0.3 | 11.4 | 57.9 | 16.2 | 41.4 | -0.45 | -0.03 | -0.1 | 0.9 | 120.2 | 73 |

A big, stout, high performing 418P granddaughter here. If you like your cattle big framed, this one fits the bill. Even with the added frame, she is big middled and stout made. PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/9/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|------|------|------|------|-------|------|------|------|-------|------|
| 9.7 | 2.4 | 83.6 | 125.5 | 3.2 | 14.4 | 0.27 | 13.6 | 56.1 | 17.2 | 46.0 | -0.37 | 0.07 | -0.1 | 0.84 | 130.9 | 77.8 |

25 RUBY NFF RHYTHM 8F57

BD: 10/1/18 • ASA: 3561116 • TATTOO: 8F57

PB SM | BLACK | HOMOZYGOUS POLLED

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

AJE/PB MONTECITO 63W
RUBY NFF RHYTHM 2123Z
RHYTHM 418P

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|------|-----|------|------|-----|------|------|------|-------|-------|-------|------|-------|------|
| 10.4 | 1.8 | 59.5 | 98.9 | 6.6 | 18.2 | 0.25 | 6.1 | 47.9 | 13.4 | 32.1 | -0.46 | -0.01 | -0.09 | 0.95 | 113.5 | 63.3 |

The 2123Z donor sometimes get overshadowed by her more well known sister, but her producing ability is every bit as strong. This baldy heifer is a prime example of that. We love the added foot and bone this female brings to the table and think the heifer calf she is carrying by Echo will be a good one! PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/18/2020. HEIFER CALF

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|----|
| 11.1 | 1.8 | 73.6 | 111.4 | 5.9 | 14.4 | 0.24 | 10.9 | 51.1 | 15.8 | 41.4 | -0.37 | 0.08 | -0.09 | 0.87 | 127.7 | 73 |



Lot 26 **RUBY SWC YETTI 8F58**

This Paydirt x Yetti mating has been a home run. Both bulls and heifers have been high quality and this female is no different. Full Sisters have sold to top breeders Swain Select Simmentals and Moriando Farms. One brother was a high seller in our bull sale. She is cool looking, big bodied, stout made and combines her great looks with a really good set of EPDs. She will flat work in production. She does have a nervous disposition, but has never been aggressive, we just wanted to make it known.

26 RUBY SWC YETTI 8F58

BD: 9/23/18 • ASA: 3561130 • TATTOO: 8F58

3/4 SM 1/4 AN | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

BASIN PAYWEIGHT 1682

MR NLC UPGRADE U8676

CCR PAY DIRT 2340C

SWC RUBY YETTI 143Y

CCR MS SINGLETARY 2340Z

JM MISS OLIVIA-L36

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|----|
| 12.5 | 0.8 | 78.4 | 123.4 | 7.8 | 23.3 | 0.28 | 12.3 | 62.4 | 12.5 | 44.2 | -0.29 | 0.17 | -0.08 | 0.71 | 121.7 | 76 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/18/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-----|------|
| 12.2 | 1.3 | 83.1 | 123.6 | 6.5 | 17.0 | 0.26 | 14.0 | 58.4 | 15.3 | 47.4 | -0.29 | 0.17 | -0.08 | 0.75 | 137 | 81.4 |



*Ruby SWC Yetti 8F25 - Full Sister to Lot 26
Purchased by Swain Select Simmentals*

There is no better way to add consistency to your cowherd than buying cattle with the same genetics. These next seven heifers afford the opportunity to do just that. They are all CEO sired females out of top producing Madden females in our herd. There are several 3/4 bloods and a couple purebreds, but the quality and consistency runs deep in this group of females. They are sensible in their frame size and are the big middled, easy keeping kind that you expect to be around for a long time. The Madden daughters have great udders and raise big calves, and we expect the same out of these lady's. I cant think of a better set of females to package together to make a cowherd better. Breed them to make bulls, or breed them to make show heifers, they will work either way. This is a group I hate to see go. Note that the lot 31 female is top 3% WW and top 2% YW EPD female.



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Lot 27 RUBYS ROSETTA 8F71

27 RUBYS ROSETTA 8F71

BD: 10/4/18 • ASA: 3561125 • TATT00: 8F71

3/4 SM 1/4 AN | BLACK | POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBYS ROSETTA 4B48

HOOK'S BEYONCE 82B

FCC ROSETTA 14X

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|----|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 10 | 0.6 | 69.9 | 109.5 | 2.4 | 24.5 | 0.25 | 10.7 | 59.4 | 12.8 | 36.3 | -0.35 | 0.19 | -0.07 | 0.89 | 116.9 | 71.4 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/23/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 10.9 | 1.2 | 78.8 | 116.7 | 3.8 | 17.6 | 0.24 | 13.2 | 56.9 | 15.5 | 43.5 | -0.32 | 0.18 | -0.07 | 0.84 | 134.7 | 79.2 |



Lot 28 RUBYS ROSETTA 8F15

28 RUBYS ROSETTA 8F15

BD: 9/12/18 • ASA: 3561166 • TATTOO: 8F15

3/4 SM 1/4 AN | BLACK | POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBYS ROSETTA 6D87

HOOK'S BEYONCE 82B

KJB ROSETTA 852X

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|-------|-----|------|------|------|-----|------|------|------|------|-------|------|-----|------|
| 14.5 | -2.6 | 71.4 | 113.2 | 4.8 | 24.4 | 0.26 | 12.5 | 60 | 12.7 | 37.6 | -0.3 | 0.24 | -0.07 | 0.77 | 132 | 78.1 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/19/2020. BULL CALF.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 13.2 | -0.4 | 79.6 | 118.5 | 5.0 | 17.5 | 0.25 | 14.1 | 57.2 | 15.4 | 44.1 | -0.29 | 0.2 | -0.07 | 0.78 | 141.8 | 82.3 |



Lot 29 RUBYS ROSETTA 8F28

29 RUBYS ROSETTA 8F28

BD: 9/16/18 • ASA: 3561142 • TATTOO: 8F28

3/4 SM 1/4 AN | BLACK | POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBYS ROSETTA 3186A

HOOK'S BEYONCE 82B

FCC ROSETTA 974T

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|----|
| 9.6 | 1.4 | 64.4 | 97.3 | 1.9 | 24.3 | 0.21 | 11.3 | 56.5 | 14.7 | 23.7 | -0.34 | 0.24 | -0.07 | 0.72 | 118.5 | 68 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/23/2020. BULL CALF

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 10.7 | 1.6 | 76.1 | 110.6 | 3.5 | 17.5 | 0.22 | 13.5 | 55.4 | 16.4 | 37.2 | -0.31 | 0.2 | -0.07 | 0.75 | 135.2 | 77.3 |



Lot 30 RUBYS KIMBERLY 8F53

30 RUBYS KIMBERLY 8F53

BD: 9/20/18 • ASA: 3561138 • TATTOO: 8F53

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBYS KIMBERLY 3176A

HOOK'S BEYONCE 82B

KIMBERLY

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 9.8 | 0.5 | 66.7 | 106.1 | 2.6 | 27.3 | 0.25 | 11.1 | 60.6 | 14.1 | 41.5 | -0.41 | 0.18 | -0.09 | 0.88 | 128.9 | 74.4 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/14/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 10.8 | 1.2 | 77.2 | 115.0 | 3.9 | 19.0 | 0.24 | 13.4 | 57.5 | 16.1 | 46.1 | -0.35 | 0.17 | -0.09 | 0.83 | 135.1 | 78.4 |

31 RUBY NFF ANNIE 8F77

BD: 10/8/18 • ASA: 3561155 • TATTOO: 8F77

3/4 SM 1/4 AN | BLACK | POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBY NFF ANNIE 6D66

HOOK'S BEYONCE 82B

A & B ANNIE 2170

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 9.7 | 1.6 | 84.4 | 133.6 | 3.5 | 22.6 | 0.31 | 11.2 | 64.8 | 11.8 | 35.5 | -0.39 | 0.17 | -0.08 | 0.99 | 118.1 | 78.6 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/29/2020. HEIFER CALF

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 10.8 | 1.7 | 86.1 | 128.7 | 4.3 | 16.6 | 0.27 | 13.5 | 59.6 | 15.0 | 43.1 | -0.34 | 0.17 | -0.08 | 0.89 | 135.3 | 82.8 |



Lot 31 RUBY NFF ANNIE 8F77

32 RUBYS CINDA 8F12

BD: 9/11/18 • ASA: 3561114 • TATTOO: 8F12

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBYS CINDA 6D37

HOOK'S BEYONCE 82B

RUBYS CINDA 105Y

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-----|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 10.1 | 0.8 | 80.9 | 124 | 3.6 | 22.9 | 0.27 | 11 | 63.3 | 13.7 | 35.5 | -0.44 | 0.13 | -0.09 | 0.96 | 130.3 | 80.8 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/18/2020. BULL CALF.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 11.0 | 1.3 | 84.3 | 123.9 | 4.4 | 16.8 | 0.25 | 13.4 | 58.8 | 15.9 | 43.1 | -0.36 | 0.15 | -0.09 | 0.87 | 136.1 | 81.7 |



Lot 32 RUBYS CINDA 8F12

33 RUBYS ROSETTA 8F8

BD: 9/10/18 • ASA: 3561167 • TATTOO: 8F8

3/4 SM 1/4 AN | HOMOZYGOUS BLACK | POLLED

W/C EXECUTIVE ORDER 8543B

PVFS RUBY MADDEN 126Y

CDI CEO 281D

RUBYS ROSETTA 6D78

HOOK'S BEYONCE 82B

FCC ROSETTA 71X

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|----|-----|------|-------|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 11 | 0.5 | 73.9 | 113.5 | 2.8 | 21 | 0.25 | 11 | 57.9 | 13.1 | 31.5 | -0.37 | 0.17 | -0.08 | 0.87 | 119.3 | 73.3 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 11/3/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 11.4 | 1.2 | 80.8 | 118.7 | 4.0 | 15.8 | 0.24 | 13.4 | 56.1 | 15.6 | 41.1 | -0.33 | 0.17 | -0.08 | 0.83 | 135.9 | 80.1 |



Lot 33 RUBYS ROSETTA 8F8



Lot 34 RUBYS EVA 8155F

Here is a big, stout, CEO daughter here that had some big time scan data. She scanned with over 6% IMF for a 170 ratio while still maintaining a 106 REA ratio. If you want to add some top growth and marbling genetics to your herd, this one can do just that. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/19/2020. BULL CALF.**

34 RUBYS EVA 8155F

BD: 2/26/18 • ASA: 3465094 • TATTOO: 8155F

3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

S S INCENTIVE 9J17

CDI CEO 281D

RUBYS EVA 507C

HOOK'S BEYONCE 82B

RUBYS EVA 312A

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|-----|------|------|------|------|-------|------|-------|-----|-----|------|
| 10.5 | 0.1 | 71.1 | 118.7 | 4.8 | 22.4 | 0.3 | 13.8 | 57.8 | 13.9 | 47.8 | -0.28 | 0.31 | -0.07 | 0.9 | 129 | 75.9 |

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 11.2 | 1.0 | 79.4 | 121.3 | 5.0 | 16.5 | 0.27 | 14.8 | 56.1 | 16.0 | 49.2 | -0.28 | 0.24 | -0.07 | 0.84 | 140.7 | 81.4 |

35 RUBY NFF CENTERFOLD 8F14

BD: 9/11/18 • ASA: 3561162 • TATTOO: 8F14

PB SM | BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

RUBY NFF INCENTIVE 307A

CDI CEO 281D

RUBY NFF CENTERFOLD 6D53

HOOK'S BEYONCE 82B

NFF CENTERFOLD B114

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|------|-----|------|------|------|------|------|------|------|------|-------|------|-------|------|
| 14.6 | -2.1 | 62.4 | 99.1 | 6.7 | 23.1 | 0.23 | 12.1 | 54.2 | 15.4 | 29.9 | -0.4 | 0.16 | -0.08 | 0.81 | 139.3 | 74.6 |

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|-------|-----|------|------|------|------|------|------|-------|------|-------|-----|-------|------|
| 13.2 | -0.2 | 75.1 | 111.5 | 5.9 | 16.9 | 0.23 | 13.9 | 54.3 | 16.8 | 40.3 | -0.34 | 0.16 | -0.08 | 0.8 | 140.4 | 78.5 |



Lot 35 RUBY NFF CENTERFOLD 8F14

This CEO daughter did not want to show herself off on picture day, but she is one I really like. She is a very complete and well-balanced female that is moderate framed and easy keeping. Lots of cow power here. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 11/8/2020.**



Ruby's Currency 7134E
\$435,000 Maternal Brother to Lot 36

Rubys Jill 9126G - Maternal Sister to Lot 36
Owned with Shoal Creek Land & Cattle

CEO
x
Jill



R
◇

36 RUBYS JILL 8F50

BD: 9/18/18 • ASA: 3561097 • TATTOO: 8F50

PB SM | BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

HTP SVF IN DEW TIME

CDI CEO 281D

RUBYS JILL 035X

HOOK'S BEYONCE 82B

RUBYS JILL 815U

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|-----|------|------|------|-------|------|------|------|-------|------|
| 7.8 | 1.5 | 80.6 | 120.4 | 2.4 | 16.5 | 0.25 | 14 | 56.8 | 14.3 | 48.6 | -0.47 | 0.13 | -0.1 | 1.02 | 127.2 | 78.9 |

A great opportunity to buy a maternal sibling to the great Currency. Here is a long bodied, larger framed heifer that has breed leading growth genetics. Don't miss her!
PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/4/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|------|------|------|------|-------|------|------|-----|-------|------|
| 9.8 | 1.7 | 84.2 | 122.1 | 3.8 | 13.6 | 0.24 | 14.9 | 55.6 | 16.2 | 49.6 | -0.38 | 0.15 | -0.1 | 0.9 | 134.3 | 80.7 |

37 RUBYS JILL 8F83

BD: 11/8/18 • ASA: 3561157 • TATTOO: 8F83

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

JF RANCHER 222Z

CDI CEO 281D

RUBYS JILL 675D

HOOK'S BEYONCE 82B

RUBYS JILL 815U

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|------|------|------|------|-------|------|------|------|-------|------|
| 9.7 | 1.8 | 74.4 | 111.6 | 4.1 | 20.7 | 0.23 | 12.4 | 57.8 | 13.1 | 46.3 | -0.41 | 0.22 | -0.1 | 0.87 | 128.8 | 77.5 |

We like this goggle eyed baldy female. She was born later in the fall and isn't carrying as much condition as some, but the quality is there. Comes from the same cow family that produced Currency. PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/29/2020. HEIFER CALF

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|------|------|-------|------|
| 10.8 | 1.8 | 81.1 | 117.7 | 4.6 | 15.7 | 0.23 | 14.1 | 56.1 | 15.6 | 48.5 | -0.35 | 0.19 | -0.1 | 0.83 | 134.9 | 79.9 |



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◇

Lot 38 RUBYS DIXIE ERICA 8200F

The Badlands daughters have been some of the best females we have offered in our sales, and this one is at the top. Her is a cool looking, complete made female backed by a high producing Angus cow. A full brother to this female was our highest ratioing growth bull a couple years ago. Power in the blood!

38 RUBYS DIXIE ERICA 8200F

BD: 4/1/18 • ASA: 3465066 • TATTOO: 8200F

1/2 SM 1/2 AN | BLACK | POLLED

MR HOC BROKER
RUBY SWC BADLANDS 462B
SWC RUBY YETTI 143Y

O C C PRESTIGE 672P
FCC DIXIE ERICA 509U
O C C DIXIE ERICA 963H

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 12.1 | 0.5 | 62.3 | 108.7 | 4.5 | 18 | 0.29 | 8 | 49.1 | 13.6 | 19.7 | -0.14 | 0.18 | -0.05 | 0.41 | 118.7 | 66.1 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/24/2020. HEIFER CALF

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|-----|-------|------|
| 12.0 | 1.2 | 75.0 | 116.3 | 4.8 | 14.3 | 0.26 | 11.9 | 51.7 | 15.9 | 35.2 | -0.21 | 0.17 | -0.05 | 0.6 | 124.3 | 71.8 |



39 RUBY NFF QUEEN 8162F

BD: 3/3/18 • ASA: 3464950 • TATTOO: 8162F
1/2 SM 1/2 AN | BLACK | POLLED

MR HOC BROKER
RUBY SWC BADLANDS 462B
SWC RUBY YETTI 143Y

KESSLERS FRONTMAN R001
A & B QUEEN 2228
A & B QUEEN 0182

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|----|-----|------|-------|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 10 | 1.3 | 62.6 | 104.1 | 4.5 | 22.4 | 0.26 | 8.5 | 53.6 | 12.8 | 28.9 | -0.21 | 0.17 | -0.06 | 0.62 | 112.1 | 65.2 |

Another stout made Badlands daughter with big time scan data. 184 IMF ratio and a 111 REA ratio combined with a 106 WW ratio and 112 YW ratio. Outstanding performance all the way around. Buy with confidence. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/14/2020.**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|-----|-------|------|
| 10.9 | 1.6 | 75.2 | 114.0 | 4.8 | 16.5 | 0.25 | 12.1 | 54.0 | 15.5 | 39.8 | -0.25 | 0.17 | -0.06 | 0.7 | 121.2 | 71.4 |



Lot 39 RUBY NFF QUEEN 8162F

40 RUBYS COWGIRL BABY 8F72

BD: 10/8/18 • ASA: 3561119 • TATTOO: 8F72
PB SM | BLACK | POLLED

MR HOC BROKER
RUBY SWC BADLANDS 462B
SWC RUBY YETTI 143Y

PVF-BF BF26 BLACK JOKER
COWGIRL BABY 316N
COWBOY BABY

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|----|-----|------|------|-----|------|------|-----|------|------|----|-------|-------|-------|------|------|------|
| 6 | 3.5 | 51.7 | 82.8 | 3.3 | 21.2 | 0.19 | 8.2 | 46.9 | 16.1 | 31 | -0.48 | -0.28 | -0.11 | 0.76 | 91.8 | 49.3 |

Attractive made blaze faced female here. Her dam was 16 years old when she went to town and was a great producer for us. A maternal sister was a top seller at the Iowa Beef Expo several years back. The heifer calf she is carrying will be a nice coupon to cash in down the road. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/18/2020. HEIFER CALF**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|-----|-----|------|-------|-----|------|------|------|------|------|------|-------|-------|-------|------|-------|------|
| 8.9 | 2.7 | 69.7 | 103.3 | 4.2 | 15.9 | 0.21 | 12.0 | 50.6 | 17.1 | 40.8 | -0.38 | -0.06 | -0.11 | 0.77 | 116.4 | 65.8 |



Lot 40 RUBYS COWGIRL BABY 8F72

41 RUBYS ROSETTA 8F68

BD: 9/29/18 • ASA: 3561126 • TATTOO: 8F68
1/2 SM 1/2 AN | BLACK | POLLED

MR HOC BROKER
RUBY SWC BADLANDS 462B
SWC RUBY YETTI 143Y

O C C TRANSFORMER 987T
FCC ROSETTA 14X
FCC ROSETTA 535U

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|------|-----|------|------|-----|-----|------|------|-------|------|-------|------|-------|------|
| 11.2 | 0.7 | 55.8 | 92.4 | 4.2 | 16.2 | 0.23 | 8.6 | 44 | 13.1 | 22.3 | -0.12 | 0.14 | -0.05 | 0.39 | 109.8 | 59.9 |

These Badland females are full of quality and this one is no different. Stout made, deep bodied and good looking. They will make great cows. This one has a bit faster disposition, but no aggressive behavior. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/29/2020.**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|------|------|-------|------|-------|------|
| 11.5 | 1.3 | 71.8 | 108.1 | 4.7 | 13.4 | 0.23 | 12.2 | 49.2 | 15.6 | 36.5 | -0.2 | 0.15 | -0.05 | 0.59 | 119.9 | 68.7 |



Lot 41 RUBYS ROSETTA 8F68



Lot 42 **RUBY NFF CHARM 8F33**



RUBY PRS Ebony's Charm - Dam of Lot 42

Lot 43 **RUBYS EMPORIA 8F55**



Battle Cry

42 **RUBY NFF CHARM 8F33**

BD: 9/17/18 • ASA: 3561168 • TATTOO: 8F33

PB SM | BLACK | HOMOZYGOUS POLLED

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

LMF MOVIN FORWARD
RUBY PRS EBONY'S CHARM
SVF NJC EBONY'S CHARM R29

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|----|-----|------|------|-----|-----|------|------|-------|-------|------|------|-------|------|
| 11.2 | 0.4 | 60.1 | 87 | 6.3 | 20 | 0.17 | 7.6 | 50 | 14.4 | 25.5 | -0.43 | -0.23 | -0.1 | 0.61 | 104.8 | 59.3 |

Here is a cool looking Battle Cry daughter out of the Ebony's Charm donor. She will transmit eye appeal into her calves. She has a nervous disposition. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/23/2020. HEIFER CALF.**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|-----|------|------|------|------|-------|-------|------|-----|-------|------|
| 11.5 | 1.1 | 73.9 | 105.4 | 5.7 | 15.3 | 0.2 | 11.7 | 52.2 | 16.3 | 38.1 | -0.36 | -0.04 | -0.1 | 0.7 | 122.7 | 70.6 |

43 **RUBYS EMPORIA 8F55**

BD: 9/21/18 • ASA: 3561137 • TATTOO: 8F55

3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

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

RUBYS YUCATAN 160Y
RUBYS 3171A
G A R GRID MAKER N106

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|----|-----|------|------|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 12 | 0.8 | 68.5 | 97.8 | 6.9 | 18.5 | 0.18 | 8.4 | 52.7 | 14.4 | 29.3 | -0.36 | 0.14 | -0.08 | 0.76 | 117.3 | 68.3 |

Here is a prime example why we love the Battle Cry females. He makes them cool looking while still having muscle shape and stoutness without sacrificing structure and athleticism. They are good mothers that have been low maintenance females for us. This one will be no different. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/19/2020. BULL CALF.**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 11.9 | 1.3 | 78.1 | 110.8 | 6.0 | 14.6 | 0.21 | 12.1 | 53.5 | 16.3 | 40.0 | -0.32 | 0.15 | -0.08 | 0.77 | 134.6 | 77.4 |

The Gentleman Jack's made a big splash here a couple falls ago in our female sale and we have continued to use him hard. These three daughters are peas in a pod. They are great looking, big bodied females that are square made and great structured cattle. We love the quiet nature of the Jack's as well. These three girls are backed by some of the real good cow families in our herd. Once again, here are three high quality half-sisters that would be a great addition to any program.

44 RUBYS CLEO 8F3

BD: 9/10/18 • ASA: 3561101 • TATTOO: 8F3

1/2 SM 1/2 AN | BLACK | HOMOZYGOUS POLLED

TLLC ONE EYED JACK

O C C EUREKA 865E

RUBY/SWC GENTLEMAN'S JACK

KJB CLEO 857X

SWC RUBY YETTI 143Y

JAUER EMBLAZON 911 7020

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 17.7 | -1.8 | 64.4 | 98.1 | 5.4 | 20.8 | 0.21 | 11.1 | 52.9 | 14 | 31.6 | -0.17 | 0.24 | -0.06 | 0.57 | 132.4 | 71.7 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/23/2020.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 14.8 | 0.0 | 76.1 | 111.0 | 5.3 | 15.7 | 0.22 | 13.4 | 53.6 | 16.1 | 41.1 | -0.23 | 0.2 | -0.06 | 0.68 | 131.2 | 74.7 |



Lot 44 RUBYS CLEO 8F3

45 RUBYS ROSETTA 8F11

BD: 9/21/18 • ASA: 3561112 • TATTOO: 8F11

1/2 SM 1/2 AN | BLACK | HOMOZYGOUS POLLED

TLLC ONE EYED JACK

O C C GREAT PLAINS 943G

RUBY/SWC GENTLEMAN'S JACK

KJB ROSETTA 601U

SWC RUBY YETTI 143Y

FCC ROSETTA 982N

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 17.5 | -2.1 | 56.5 | 93.1 | 8.6 | 24 | 0.23 | 12.6 | 52.2 | 12.8 | 35.3 | -0.07 | 0.33 | -0.04 | 0.49 | 133.4 | 70.1 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/23/2020. BULL CALF.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 14.7 | -0.2 | 72.1 | 108.5 | 6.9 | 17.3 | 0.23 | 14.2 | 53.3 | 15.5 | 43.0 | -0.18 | 0.25 | -0.04 | 0.64 | 131.7 | 73.9 |



Lot 45 RUBYS ROSETTA 8F11

46 RUBYS RITA 8F46

BD: 9/18/18 • ASA: 3561120 • TATTOO: 8F46

PB SM | BLACK | POLLED

TLLC ONE EYED JACK

CNS PAYS TO DREAM T759

RUBY/SWC GENTLEMAN'S JACK

RUBYS RITA 442B

SWC RUBY YETTI 143Y

RUBYS RITA 053X

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|-----|------|------|------|-------|------|-------|------|-------|------|
| 12.1 | 2.4 | 68.1 | 103.4 | 5.9 | 17.5 | 0.22 | 4.1 | 51.5 | 11.2 | 33.7 | -0.36 | 0.12 | -0.08 | 0.75 | 118.9 | 70.4 |

PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/23/2020. HEIFER CALF.

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|-----|------|------|------|-------|------|-------|------|-----|------|
| 12.0 | 2.1 | 77.9 | 113.6 | 5.5 | 14.1 | 0.23 | 9.9 | 52.9 | 14.7 | 42.2 | -0.32 | 0.14 | -0.08 | 0.77 | 130 | 76.3 |



Lot 46 RUBYS RITA 8F46



Lot 47 RUBYS ROSETTA 8F59



Oval F Echo E709 - Service Sire to the entire Bred Female offering

47 RUBYS ROSETTA 8F59

BD: 9/24/18 • ASA: 3561151 • TATTOO: 8F59
3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

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

RUBY SWC BATTLE CRY 431B
RUBYS ROSETTA 6D81
FCC ROSETTA 968W

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|------|------|----|-----|------|-----|-----|------|------|------|------|-------|-------|------|-------|------|
| 12.8 | -0.6 | 66.8 | 99 | 5.3 | 18.4 | 0.2 | 7.4 | 51.8 | 13.2 | 35.9 | -0.2 | -0.02 | -0.08 | 0.36 | 108.9 | 64.5 |

If you want a female that has the ability to raise some show heifers, here she is. Extra bone, hair, softness and eye appeal. Her Battle Cry sired dam is one of the most impressive beasts in our fall herd and the cow family behind this one is as good as it gets. I really like this one! **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 10/24/2020.**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 12.3 | 0.6 | 77.3 | 111.4 | 5.2 | 14.5 | 0.22 | 11.6 | 53.1 | 15.7 | 43.3 | -0.24 | 0.07 | -0.08 | 0.57 | 130.3 | 75.5 |

48 RUBYS JUANADA 8F35

BD: 9/17/18 • ASA: 3561172 • TATTOO: 8F35
PB SM | HOMOZYGOUS BLACK | POLLED

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

RUBYS ABSOLUT 317A
RUBYS JUANADA 6D13
F C C JUANADA 13Z

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|----|-----|------|------|-----|------|-----|-----|------|------|------|-------|------|-------|------|-----|------|
| 13 | 0.7 | 59.1 | 90.7 | 6.9 | 19.7 | 0.2 | 9.9 | 49.2 | 11.6 | 26.8 | -0.42 | 0.07 | -0.09 | 0.78 | 118 | 66.4 |

The Pays to Dream females have been very productive cattle for us. Couple those genetics with Absolut, who's daughters have been raising the good ones and you have a recipe for success. This Juanada family member will get the job done. **PE 11/25/2019 TO 2/11/2020. CONFIRMED SAFE IN CALF TO OVAL F ECHO E709 (ASA: 3237099). ESTIMATED DUE DATE 9/23/2020. HEIFER CALF.**

Projected EPDs for the pregnancy currently being carried

| CE | BW | WW | YW | MCE | Milk | ADG | Doc | MWW | Stay | CW | YG | Marb | BF | REA | API | TI |
|------|-----|------|-------|-----|------|------|------|------|------|------|-------|------|-------|------|-------|------|
| 12.4 | 1.3 | 73.4 | 107.3 | 6.0 | 15.2 | 0.22 | 12.8 | 51.8 | 14.9 | 38.7 | -0.35 | 0.12 | -0.09 | 0.78 | 129.9 | 74.4 |

Just in time for spring breeding seasons!

Be sure to bring your semen tank to the sale to pick up semen on your favorite Ruby Cattle Company herd sire.



We love customer success stories and this bull is a great example of one from our Fall "Livin' The Dream" Sale. Sam and Lindsey Ruble purchased this bulls dam a couple years ago as a bred heifer with this bull in utero. She was out of the highly successful Significant x Yetti flush that produced daughters who went to breeders herds across the country. This bull has checked all the boxes. He came easy, he grew well, he's attractive, long bodied, stout, athletic, smooth made and great footed. He is most definitely a breeder quality bull. This mating has been flat potent, as a full sister in blood was a top seller in our fall sale. The guesswork is done here, if you are still hunting a bull with unlimited genetic potential, here he is. Rarely do bulls of this quality surface this late, so take advantage!



RUBY SWC Yetti E755 - Dam of Lot 49



Oval F Echo E709 - Sire of Lot 49

49 SLR GUS

BD: 2/9/19 • ASA: 3680531 • TATTOO: G903

HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL FYIN Y26

WBF SIGNIFICANT B132
RUBY SWC YETTI E755
SWC RUBY YETTI 143Y

- PB SM
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 87
- ADJ. WW: 828
- ADJ. YW: 1351

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|-----|------|-------|-------|--------|------|-------|------|------|
| 12 | 1.3 | 79.2 | 117.8 | 0.24 | 5.8 | 17.9 | 57.5 | 16 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 16 | 48.3 | -0.34 | 0.07 | -0.096 | 0.83 | 131.6 | 77 | |



Lot 50 RUBYS ECHO 9214G

50 RUBYS ECHO 9214G

BD: 3/27/19 • ASA: 3594698 • TATTOO: 9214G

HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

HTP SVF IN DEW TIME

RUBYS MISS CLEO 964W

DOUBLE R MISS CLEO L27

- PB SM
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 89
- ADJ. WW: 697
- ADJ. YW: 1100

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|------|--------|------|-------|------|------|
| 11.7 | 1 | 72.4 | 99.7 | 0.17 | 5.9 | 15.4 | 51.5 | 19.1 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.1 | 37.8 | -0.31 | 0.01 | -0.084 | 0.68 | 130.1 | 70.7 | |

This is the youngest bull we kept in this calf crop and his dam is also the granddam of Turnpike. He lost his dam about a month before weaning but he did really well despite of his bad luck. He is a long bodied, smooth made bull that will last a long time. The Cleo cow family have great feet and udders.

51 RUBYS ECHO 9169G

BD: 3/1/19 • ASA: 3594739 • TATTOO: 9169G

HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

CNS PAYS TO DREAM T759

RUBYS ROSETTA 7101E

RUBYS ROSETTA 4B10

- PB SM
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 86
- ADJ. WW: 659
- ADJ. YW: 1070

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|------|--------|------|-------|-----|------|
| 12 | 0.4 | 65.3 | 93.3 | 0.17 | 5.5 | 17.4 | 50 | 15.9 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.7 | 35.9 | -0.21 | 0.49 | -0.066 | 0.48 | 148.6 | 79 | |

An Echo son out of a first calf heifer. If you want to add some eye appeal to your calves, here is your guy. He ratioed 147 for IMF and is top 1% for Marb EPD. He is also top 5% API and top 10% TI. Can use on heifers with some caution as well.

52 RUBYS ECHO 9129G

BD: 2/9/19 • ASA: 3594775 • TATTOO: 9129G

HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YIN Y26

RUBY SWC BATTLE CRY 431B

RUBYS RITA 734E

S S MISS RITA R011 1R5

- 3/4 SM 1/4 AN
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 83
- ADJ. WW: 685
- ADJ. YW: 1080

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|------|------|--------|------|-------|------|------|
| 10 | 0.3 | 70.7 | 103 | 0.2 | 3.8 | 17.2 | 52.5 | 14 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.3 | 45.9 | -0.2 | 0.22 | -0.065 | 0.58 | 119.4 | 71 | |

Long bodied, bigger framed Echo son here. He offers a balanced set of EPD's and goes back to the great 1R5 Angus cow.





Lot 53 **RUBY NFF TURNPIKE 9200G**



RUBY NFF Rhythm 2124Z - Dam of Lot 53



RUBYS Turnpike 771E - Sire of Lot 53 & 54

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53 RUBY NFF TURNPIKE 9200G

BD: 3/20/19 • ASA: 3594709 • TATTOO: 9200G

WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 240Z

AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z

RHYTHM 418P

- PB SM
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 90
- ADJ. WW: 642
- ADJ. YW: 1153

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|-------|------|-------|------|------|
| 11.2 | 1.8 | 67.4 | 111 | 0.27 | 6.2 | 27 | 60.6 | 16 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 10.4 | 36.7 | -0.49 | -0.18 | -0.12 | 0.94 | 114.1 | 65.2 | |

One of the most physically impressive bulls from the 2019 calf crop in this Turnpike x 2124Z son. Here is a cool looking, big bodied, bull that is stout made and can get out and cover some ground. The Turnpikes out of 2124Z have really worked well thus far. If you want to add eye appeal, performance, and marketability, this guy can get it done. He is breeder quality and I would turn him out in a heartbeat. Once again, bulls like this don't usually surface this late, so if you are needing a real good one, take a peak here.

54 RUBYS TURNPIKE G952

BD: 3/2/19 • ASA: 3624145 • TATTOO: G952

WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 240Z

S A V FINAL ANSWER 0035

RUBYS KAYE 364A

RUBYS KAYE 711T

- 3/4 SM 1/4 AN
- HOMOZYGOUS BLACK
- HETEROZYGOUS POLLED
- ADJ. BW: 84
- ADJ. WW: 715
- ADJ. YW: 1095

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|------|------|------|
| 13.7 | 1.2 | 75.4 | 117.6 | 0.26 | 8.6 | 21.9 | 59.5 | 19.5 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 16.6 | 32.2 | -0.31 | 0.15 | -0.069 | 0.74 | 134 | 73.2 | |

A Turnpike that goes back to the great Kaye cow family that has been such good bull producers here. Long bodied and athletic. He has a more nervous disposition.

Lot 55 RUBY NFF BATTLE CRY 9107G



R

55 RUBY NFF BATTLE CRY 9107G

BD: 2/3/19 • ASA: 3594795 • TATTOO: 9107G

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

CNS PAYS TO DREAM T759

RUBY NFF RHYTHM 4B1
RUBY NFF RHYTHM 2124Z

- PB SM
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 76
- ADJ. WW: 528
- ADJ. YW: 936

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|------|-------|-------|-----|------|------|------|
| 11.8 | 0.7 | 67.4 | 103.2 | 0.22 | 6.8 | 20.5 | 54.1 | 13.7 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 7.4 | 40.5 | -0.4 | -0.16 | -0.11 | 0.8 | 111 | 65.3 | |

A Battle Cry son out of the great 4B1 donor of Kiersten Jass and Circle T. Full brothers to this guy were very popular in our sale in February, including Change Of Pace, that is now a member of the powerful herd sire battery at Schaeffer Show Cattle in Hagerstown, Indiana.



Change Of Pace
Full Brother to Lot 55 owned by
Schaeffer Show Cattle



Ruby NFF Rhythm 9115G
Full Brother to Lot 55
Purchased by Sophie Easley



Ruby NFF Rhythm 4B1
Dam of Lot 55

Lot 56 RUBY SWC PAYDIRT G959



Ruby SWC Yetti G957 - Full Sister to Lots 56 & 57
Purchased by MM Cattle Co. and Moriondo Farms



Ruby SWC Paydirt 8F56 - Full Brother to Lots 56 & 57



CCR Pay Dirt 2340C - Sire of Lots 56 & 57

Lot 57 RUBY SWC PAYDIRT G955



If you need a couple full brothers to turn out, here you go. A full brother was a high seller in our bull sale. These Paydirts are really good cattle, as are the Yettis. High calving ease, low birth weight, and tons of growth in these bulls.

56 RUBY SWC PAYDIRT G959

BD: 3/9/19 • ASA: 3624157 • TATTOO: G959

- BASIN PAYWEIGHT 1682
- CCR PAY DIRT 2340C
- CCR MS SINGLETARY 2340Z
- MR NLC UPGRADE U8676
- SWC RUBY YETTI 143Y
- JM MISS OLIVIA-L36
- 3/4 SM 1/4 AN
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 91
- ADJ. WW: 661
- ADJ. YW: 966

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|----|-------|------|-----|------|------|------|
| 12.5 | 0.7 | 77 | 123.5 | 0.29 | 7.8 | 23.9 | 62.4 | 12.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|--------|------|-------|------|
| 12.5 | 47.2 | -0.24 | 0.18 | -0.084 | 0.57 | 121.6 | 75.4 |

57 RUBY SWC PAYDIRT G955

BD: 3/6/19 • ASA: 3624165 • TATTOO: G955

- BASIN PAYWEIGHT 1682
- CCR PAY DIRT 2340C
- CCR MS SINGLETARY 2340Z
- MR NLC UPGRADE U8676
- SWC RUBY YETTI 143Y
- JM MISS OLIVIA-L36
- 3/4 SM 1/4 AN
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 83
- ADJ. WW: 745
- ADJ. YW: 880

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|-----|------|
| 12.5 | 0.5 | 76.7 | 115.3 | 0.24 | 7.8 | 22.7 | 61 | 12.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|----|-------|------|--------|------|-------|----|
| 12.5 | 35 | -0.32 | 0.17 | -0.083 | 0.67 | 120.5 | 75 |

Lot 58 **RUBY SWC CEO G962**



*Ruby SWC Yetti 9125G - Maternal Sister to Lots 58 & 59
Purchased by Moore Land & Cattle*



Ruby SWC Yetti E760 - Maternal Sister to Lots 58

Lot 59 **RUBYS CEO 9132G**



CDI CEO 281D - Sire of Lots 58 & 59

58 RUBY SWC CEO G962

BD: 3/15/19 • ASA: 3624163 • TATTOO: G962

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

MR NLC UPGRADE U8676

SWC RUBY YETTI 143Y

JM MISS OLIVIA-L36

- PB SM
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 98
- ADJ. WW: 716
- ADJ. YW: 988

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|------|-------|------|-----|------|------|------|
| 10.2 | 1 | 80.4 | 125.3 | 0.28 | 5 | 20.3 | 60.4 | 11.8 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|-------|--------|------|-------|------|
| 12.4 | 40.4 | -0.53 | -0.13 | -0.129 | 1.03 | 113.1 | 74.3 |

Here is a larger framed, long bodied bull. If you want to add some frame to a group of cows and performance, here is your guy.

59 RUBYS CEO 9132G

BD: 2/10/19 • ASA: 3594772 • TATTOO: 9132G

W/C EXECUTIVE ORDER 8543B

CDI CEO 281D

HOOK'S BEYONCE 82B

RUBY NFF EXCALIBUR 002X

RUBYS MISS CLEO 207Z

RUBYS MISS CLEO S601

- PB SM
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 88
- ADJ. WW: 685
- ADJ. YW: 1147

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|----|-----|------|-------|------|-----|------|-----|------|
| 8 | 2.2 | 77.5 | 117.9 | 0.25 | 2.6 | 17.3 | 56 | 15.7 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|-------|--------|------|-----|------|
| 12.3 | 34.1 | -0.46 | -0.03 | -0.105 | 0.94 | 119 | 72.3 |

A more moderate framed CEO son. He is one of the stoutest in the offering. He goes back to the great Miss Cleo cow family. His granddam is also the dam of Wide Open.



We purchased the sire of these bulls from the famed NLC Simmental Ranch in South Dakota and we couldn't be happier with what he has done in his first calf crop. He is a great footed bull that is a great breeder. He gains weight while out with cows, he sheds off early, sires light birthweight, vigorous calves that are stout made and eye appealing. Look through these four sons and you find all these traits that combine great sets of EPD's on top of it. We are planning on incorporating him in our AI an ET program this spring. Here are four beef bulls ready for use!

Cash
Flow



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60 RUBY NFF CASH FLOW 9205G

BD: 3/22/19 • ASA: 3624360 • TATTOO: 9205G

BCLR CASH FLOW C820
MR NLC CASH FLOW 7125E
MS NLC 144Y 4122B

S A V PIONEER 7301
A & B BLACKBIRD 2012
A & B BLACKBIRD 7126

- 1/2 SM 1/2 AN
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 88
- ADJ. WW: 658
- ADJ. YW: 1145

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|-------|------|-------|------|------|
| 13 | 0.3 | 69.2 | 115.3 | 0.29 | 6.9 | 19.7 | 54.3 | 14.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 11.8 | 34.9 | -0.09 | 0.33 | 0.006 | 0.67 | 132.7 | 74.2 | |

61 RUBY NFF CASH FLOW 9199G

BD: 3/20/19 • ASA: 3594710 • TATTOO: 9199G

BCLR CASH FLOW C820
MR NLC CASH FLOW 7125E
MS NLC 144Y 4122B

CONNEALY CONSENSUS 7229
A & B LASS 2136
A & B BLUE LASS 7030

- 1/2 SM 1/2 AN
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 89
- ADJ. WW: 675
- ADJ. YW: 1249

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|------|------|
| 13.4 | 0.2 | 71.2 | 124.7 | 0.33 | 6.1 | 25 | 60.6 | 14 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 13.9 | 25.1 | -0.13 | 0.59 | -0.006 | 0.57 | 148.7 | 83.3 | |



62 RUBYS CASH FLOW 9203G

BD: 3/21/19 • ASA: 3594706 • TATTOO: 9203G

BCLR CASH FLOW C820

MR NLC CASH FLOW 7125E

MS NLC 144Y 4122B

O C C UNBELIEVABLE 851U

FCC ROSETTA 70X

FCC ROSETTA 702P

- 1/2 SM 1/2 AN
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 92
- ADJ. WW: 677
- ADJ. YW: 1174

63 RUBYS CASH FLOW 9204G

BD: 3/21/19 • ASA: 3594705 • TATTOO: 9204G

BCLR CASH FLOW C820

MR NLC CASH FLOW 7125E

MS NLC 144Y 4122B

GO BIRTHSTONE 36B

NFF TR MISS BIRTHSTONE D209

GO MS EXCITEMENT 99B

- 1/2 SM 1/2 AN
- BLACK
- HOMOZYGOUS POLLED
- ADJ. BW: 82
- ADJ. WW: 620
- ADJ. YW: 1117

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 13.7 | 0.3 | 64.5 | 106.7 | 0.26 | 4.7 | 18.5 | 50.7 | 14.8 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|-------|------|-------|------|
| 13.8 | 25.6 | -0.08 | 0.42 | 0.013 | 0.57 | 136.2 | 73.2 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|------|-------|------|-----|------|------|------|
| 16.5 | -1 | 62.6 | 104.5 | 0.26 | 9.6 | 20.1 | 51.3 | 13.6 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|-------|------|-------|------|
| 13 | 42.5 | -0.11 | 0.38 | 0.003 | 0.79 | 137.3 | 73.4 |



Rub 63 RUBYS CASH FLOW 9204G

64 TLLC MARGINE 34G

BD: 3/9/19 • ASA: 3701706 • TATTOO: 34G

IRISH WHISKEY
BFJV MARGIN D9040
 MOORE FANTASIA 16B
 WAGR DRIVER 706T
TLLC MISTY 34Y
 41L

- 1/2 SM 7/16 MA 1/16 AN
- BLACK
- POLLED
- ADJ. BW: -
- ADJ. WW: -
- ADJ. YW: -

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|-----|------|-------|-------|--------|------|------|------|------|
| 8.3 | 1.9 | 55.2 | 75.2 | 0.13 | 4.3 | 12.7 | 40 | 5.8 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 7.7 | 12.2 | -0.56 | -0.08 | -0.134 | 0.77 | 76.5 | 52.9 | |

If your program is searching for a bull to add power, shape, and expression then be sure to look up 34G. Backed by a productive Driver daughter, this double bred half-blood offers a moderate birth weight with exceptional performance and dimension.



Lot 64 TLLC MARGINE 34G

65 TLLC BROKER 558G

BD: 3/23/19 • ASA: 3701707 • TATTOO: 558G

MR HOC BROKER
TLLC BROKER 85A
 LONG'S MISS SWEET TREAT
 WAGR DRIVER 706T
TLLC KUHN 15Y
 27P

- 3/4 SM 1/4 MA
- BLACK
- POLLED
- ADJ. BW: -
- ADJ. WW: -
- ADJ. YW: -

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|-----|------|-------|-------|--------|------|------|------|------|
| 9.5 | 1.6 | 57.4 | 77.7 | 0.13 | 3.3 | 16.2 | 45 | 10.4 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 4.8 | 15.9 | -0.54 | -0.09 | -0.127 | 0.79 | 87.6 | 54.7 | |

558G is a really cool made Baldy bull that is super attractive and offers a tremendous build. He is long bodied, long spined, and possesses a very moderate birthweight. We believe that he will make outstanding replacement females for any program!



Lot 65 TLLC BROKER 558G

66 WFB RELENTLESSLY DREAM 911G

BD: 2/20/19 • ASA: 3701013 • TATTOO: 911G

YARDLEY UTAH Y361
W/C RELENTLESS 32C
 MISS WERNING KP 8543U
 WLE FUSION S770
RUBYS DREAM TIME 356A
 PSF DREAM TIME 38L

- PB SM
- BLACK
- POLLED
- ADJ. BW: 78
- ADJ. WW: -
- ADJ. YW: -

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|------|--------|------|-------|------|------|
| 10.3 | 2.6 | 67.8 | 91.7 | 0.15 | 3.5 | 19.4 | 53.5 | 11.3 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.5 | 21.5 | -0.43 | 0.11 | -0.107 | 0.69 | 113.7 | 69.1 | |

The Relentless cattle have been popular and here is one that adds a powerful cow family on the bottom side. The dam of this bull is a full sister to Excalibur that is one of the most impressive Simmental cows I have seen. This bull will add eye appeal and if you want to make some show heifers, he should do that as well. He was one of the best haired purebred bulls that I have seen. Don't miss him!

67 WFB BEACON 902G

BD: 1/18/19 • ASA: 3701012 • TATTOO: 902G

HOOKS SHEAR FORCE 38K
HOOK'S BEACON 56B
 HOOKS ZAFIRAH 41Z
 WFB EXCITE DOES IT RIGHT
WFB KIDD DID IT RIGHT
 WFB Y53R

- PB SM
- BLACK
- POLLED
- ADJ. BW: 76
- ADJ. WW: -
- ADJ. YW: -

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|-------|-------|--------|------|-------|------|------|
| 13.4 | -0.2 | 66.7 | 100.4 | 0.21 | 8.7 | 19.1 | 52.1 | 17.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.2 | 33.8 | -0.44 | 0.29 | -0.067 | 1.18 | 147.3 | 77.7 | |

The Beacon cattle have been popular across the country. This bull was unassisted out of a really nice first calf heifer that offers 2 shots of the Rhythm cow family. We think this bull can be used on heifers if needed. Top 15% for CE and BW and a 76 pound birth weight.

CHAMPION

JUNIOR BREEDING HEIFER

2020 Fort Worth Stock Show Junior Show Grand Champion Simmental Heifer, 2019 National Western Stock Show Junior Show Division I Champion, 2019 FWSS Reserve Division Champion, Third Overall Purebred Simmental at the South Central Regional Simmental Show in Stillwater, Oklahoma.

This female was marketed through the Cowtown Classic with Shipwreck Cattle Company and purchased by Bar QH Simmentals of Illinois as the high selling lot! Congratulations Bodie Shipman & Bar QH Simmentals!



2019 San Antonio Livestock Exposition Reserve Grand Champion Simmental Female

Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company. Congratulations Morgan Culpepper!



2019 San Antonio Livestock Exposition Grand Champion Simmental Female

Purchased as lot 28 in the 2018 "Livin' The Dream" Production Sale. Congratulations Morgan Culpepper!



2019 Houston Livestock Show and Rodeo Reserve Champion Simmental Heifer

Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company. Congratulations Morgan Culpepper!



Champion Futurity Foundation Heifer Iowa Junior Simmental Field Day, Reserve Supreme Foundation Heifer Iowa Junior Simmental Field Day, Supreme Champion Breeding Heifer Red Rock Classic Knoxville, IA, Several time top 5 female IJBBA Jackpots, Reserve Supreme Breeding Heifer Wayne County Fair, Supreme Champion Heifer Unionville, MO \$1000 to win Jackpot!

Congratulations Dalton Lukavsky!



Reserve Champion Futurity Foundation Heifer Iowa Junior Simmental Field Day, Supreme Champion Female Benton FFA Jackpot Vinton, IA, Reserve Supreme Champion Female Iowa County Fair'

Congratulations Ty Becker!



2019 Sioux Empire Farm Show Supreme Grand Champion Female.

WAWC Miss Valerie 155F. Her dam, RUBYS Princess 3108A was purchased as a bred heifer by Willie Weis as lot 71 in the 2014 "Livin' The Dream" Production Sale Bred by Willie Weis. Congratulations to Austin Foss!



Champion Futurity Heifer Iowa Simmental Field Day. Supreme Champion Heifer Page County Fair.

Congratulations Ethan Fast!



Supreme Champion Female Marion County, Iowa.

Congratulations Cody Metcalf!



2019 AJSA Western Regional Classic Grand Champion Percentage Female

Purchased as lot 13 in the 2019 Fall Born online sale. Congratulations to Lauren Trauernicht!



2018 AJSA Summer Classic

Grand Champion Bred & Owned Purebred Simmental

Shown by Kiersten Jass. The first born daughter of the 2015 Livin' The Dream high selling female that was Reserve Grand Champion Purebred at the 2016 AJSA Summer Classic.



2018 Iowa State Fair Grand Champion Percentage Simmental

Shown by Tanner Curtin. Her dam was a high seller in 2014.

Purchased by Recks, Lashmett, and Weis.

Congratulations to all involved!



2018 Iowa State Fair Grand Champion Purebred Simmental

Bred & Owned by Kiersten Jass! This heifer's dam was the high seller in 2015 and went on to be Reserve Grand Champion at the AJSA Summer Classic in Des Moines, IA as well as several other major feats during her career!



2017 Kansas Beef Expo Reserve

Grand Champion Prospect Steer Ring B and 5th Overall Ring A.

Raised by Chance Ferguson and was out of a bred heifer purchased from Ruby Cattle Co. Congratulations to all involved!



2016 AJSA Summer Classic

Reserve Grand Champion Purebred Simmental

Shown by Kiersten Jass! This female went on to endure an extremely successful career in the show ring. In production she continues to impress with her first natural born calf by Innocent Man following in her footsteps. She was Reserve Grand Champion Bred & Owned at the 2017 AJSA Summer Classic, Grand Champion Bred & Owned at the 2018 AJSA Summer Classic, Grand Champion Purebred at the 2018 Iowa State Fair, and Supreme Grand Champion Female at the Minnesota State Fair!



Melissa Geffert purchased a bred heifer, 475B, an own daughter of the legendary 418P as a bred heifer in the 2015 Livin' The Dream Sale. That bred heifer went on to produce County O, the 2018 Embryos on Snow \$117,000 1/3 interest herd sire prospect that is owned by some of the top cattlemen in the business!

Bred by Geffert Cattle Co. and Rafter W.

Owned by Griswold, Bob May, Brock May, and Osborn



Ruby Cattle Company

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Murray, IA 50174

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Livin' the Dream

SPRING EDITION - VOL. I

21 ELITE FALL BORN SHOW HEIFER PROSPECTS

27 FALL BRED HEIFERS | 19 SERVICE AGE BULLS

NEW START TIME! - 5:00 PM

