



RUBY CATTLE COMPANY

Livin' The Dream

RUBY CATTLE CO.

Nate, Leslie & Creed Ruby
1170 Elk Street, Murray, IA 50174
Nate Cell: 515-450-0112
Leslie Cell: 515-450-0259
Miles Eddy: 507-841-1787
rubycows@grm.net
www.rubycattleco.com

SALE LOCATION

Ruby Cattle Company
1170 Elk Street - Murray, IA

SALE SCHEDULE

Thanksgiving Day - Thursday, November 26, 2020

Cattle on display all day

Friday, November 27, 2020

Cattle on display all day

Sale Begins at 3:00 pm CST





Dear Fellow Cottlemen and Cottewomen,

I would like to take this opportunity to invite and welcome you to the latest edition of our Livin' The Dream sale. I am confident that this is the deepest set of cattle that we have offered to date. There is no doubt we take a great amount of pride producing the animals in this sale. We try to do it the right way by designing matings that leave us excited for the results, regardless of sex. Proven genetics and cow families are a big part of our operation, and when we find something that works, we tend to stick with it. Please be confident that your purchase is bred to produce when she goes into production.

The open heifers have as much quality and potential top to bottom of any group that we have assembled. I truly believe there are more potential big-time donors than ever before. We think the look, the soundness, and the body of these females will make them competitive in the showing and the genetics behind them will make them profitable in your pasture. As always, the Rhythm cow family is very well represented as are some new, up and coming families. The bred group is special this year. The Rhythms will always be a strong presence here, but we are especially proud of the 7 half sibs sired by Badlands. You can drive your wheels off to find a better set of sibs. Please note that the dams of all the sale heifers, are real, live, functioning cows that must work for a living and that feet, udders, and fertility are all very important to us.

Something I think worth noting is the ability of our genetics to work for other operations. We work hard to make our genetics as predictable as possible and if you flip to the back of this book, you will notice some highlights over the past year produced from animals purchased in this very sale. We love when cattle we sell make it to the backdrop, but especially when cattle we raise produce those champions and high sellers. Our cattle working outside of our operation is of the utmost importance to us.

In closing, I would like to thank you for your consideration. We know that there are many sales around the country and we are very grateful for those that have done business with us in the past and those that are giving us an opportunity if you haven't bought anything here before. We stand behind these cattle and if you ever have any questions or concerns, please do not hesitate to call. We look forward to seeing you sale day or if you are ever in the area, please stop buy. Also, please mark your calendars for our bull sale on February 1st, 2020. I have never been more excited about a set of bulls, they are special and will be available to view sale day.

Thanks for your consideration and safe travels!

Note, Ruby



11.27.2020

AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

Innovation AgMarketing, LLC
Graham Blagg - 530-913-6418
INNOVATIONAGMARKETING.COM

MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395
Mike Sorenson - 641-745-7949
Craig Talkington - 785-623-1789
Jeremie Ruble - 406-581-7940
Austin Brandt - 712-621-1829

ACCOMMODATIONS

Headquarters: AmericInn and Suites,
111 Ariel Circle, Osceola, IA 50213
641-342-9400 or 800-634-3444

Lakeside Casino, 777 Casino Drive,
Osceola, IA 50213 641-342-9511

DIRECTIONS TO THE SALE

The sale facility is located west of Osceola 10 miles on Highway 34 to County Rd R15. Then go south 5 miles on R15 to Elk St. West one mile on Elk St. East of Creston 20 miles on Highway 34 to County Rd R15. **DO NOT USE GPS DIRECTIONS!**

INSURANCE

Insurance will be available through JJame Secondino Krieger
812-208-0956.

UPDATES AND SALE ORDER

Additional information and sale order can be found at the Innovation AgMarketing website and on the Ruby Cattle Co. Facebook page.

TERMS & CONDITIONS

All cattle sell under the Terms & Conditions of the American Simmental Association. Payment must be made in cash or check payable immediately upon conclusion of the sale and before animals will be removed.

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.

EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Fall 2020 numbers.

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.

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.

TRUCKING

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

CATALOG PRODUCTION

THM Promotions - Tracy McMurphy 806-679-0231

PHOTOGRAPHY AND VIDEOGRAPHY

Brad Hook 641-344-3193



INNOVATION

— AgMarketing, LLC —

Dear Friends and Summertime Enthusiasts.

Livin' The Dream is what we all desire to accomplish on a day to day/ lifetime basis in this awesome nation we live. You hear countless success stories derived from the ground up that have happened for years. Immigrants moving here 200 years ago to the successful billionaire business men and women that chose to enter the work force and not pursue a college degree, or those that went to college, mastered their education based profession and made the right investment paths along the way or took on ownership and development of the profession of choice. Regardless of your dream path or results, it was or is yours to live day in and day out because we all have the freedom to do just that in the United States of America. The Ruby Family and team are in the midst of living out theirs, and plan to continue the pursuit with drive and ambition like no one else knows, but rest assured, Nate Ruby knows exactly why he gets to do what he has mastered and enjoys. Nate, Leslie, and Creed live this life because of those that have given it all to protect what is ours as a nation and allows us the greatest life known, production agriculture.

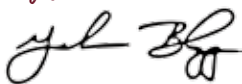
The pastures around 1170 Elk Street are the foundation of the land base that Nate and Leslie have put together over the last 15 plus years. This operation is nearly 5 fold of what it was in the beginning and there's no plan to stop expansion of this very progressive operation. Sweat equity would not be a canned phrase, it's literally day to day at Ruby Cattle Co, but Nate will humbly tell you he married diligence and perseverance and hired it as well in Miles Eddy. Fortitude, grit, and ambition to make each calf crop better physically, genetically, and health wise is a constant mission for the operation. For, they know and understand the more bulletproof the product and customer service, the more likely you will be back as a repeat customer and that's what has been the key in the success and expansion for this family operation is repeat business. Ask Dennis Moore of Illinois about the service, ask him about his level of respect for this young, aggressive, successful couple, and ask him why he continues to do business with them for over 15 years, and he will tell you of the genuine respect he has for their work ethic and dedication to the business.

Nate is one of the truly good cowboys of his generation. He knows, understands, and is a continuous student of this endeavor. He has an eye for great seedstock thus allowing him to blend pedigrees and numeric values to achieve a more predictable end result. The one thing you will notice is the youth in this offering would be predominantly sired by the proven likes of sons of Yeti 143Y, Battle Cry and Jack. These 2 maternal brothers have proven to be sires of phenotypic excellence nationwide with both bull and female progeny getting the job done in the productive phases. Battle Cry progeny have won many divisions, state fairs, and Texas Majors and the Battle Cry sons have been acquired by many elite operations across the country with the most recent notable by Schaeffer-Tice Show Cattle of Indiana, with the purchase of Change of Pace in the 2020 Bull Sale.

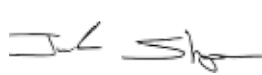
Operations like Shoal Creek, MO and High Ridge, NC have made significant investments in this program for many years as well. They have selected both bulls and females over the years. These programs have purchased stock both for phenotype and curve bending spread. The spread is assisted by Nate's dedication to turn in every ounce of data that can be recorded into the association. He comprehends the process of order in the data flow as he has studied the end game of submitting it time and again. Nate Ruby is a student of his business but one of the true masters of the game. This full circle operation needs no further introduction to the beef business and very few pats on the back as the results and the people behind the results are the driving force in acquiring the Ruby Brand.

Please join us over the Thanksgiving Holiday weekend on Friday, November 27, for one of the most looked to events of every fall. The hospitality will be second to none and the cattle will speak for the program.

Enjoy the Stock



Abraham Blazy



Jerod Shipman



Tim Anderson

VISIT THESE WEBSITES FOR UPDATES AND VIDEOS OF THE LOTS
RUBYCATTLECO.COM & INNOVATIONAGMARKETING.COM

ONLINE BIDDING PROVIDED BY:





Lot 1 RUBY NFF RHYTHM 060H



RUBY NFF RHYTHM 2124Z - DAM OF LOTS 1-3



RUBY NFF RHYTHM 9172G

\$25,000 MATERNAL SISTER OWNED BY SHOAL CREEK LAND & CATTLE

We can't think of a better way to kick off this years edition of The Livin' The Dream than with this pair of baldy bombshells! What an impressive pair of sisters here. Cool looking, sound, stout, complete with added presence and great hair. These girls will get you noticed on any stage and will compete at any level. Backed by one of the most potent cow families on the farm is an added bonus. They will be big time producers after their show careers are over. With their outcross pedigrees, think of the mating options. Lot 1 has already seen the winners circle as she was named Reserve Winter Calf Champion at the Iowa State Simmental Show in August. Big time quality ready for big time results.

1

RUBY NFF RHYTHM 060H

Homozygous Polled | Homozygous Black | PB SM

BD: 2/23/20 ASA: 3760905 TATTOO: 060H
 ADJ. BW: 81

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	0.8	65	107.7	0.27	5.8	23.1	55.5	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10	33.8	-0.44	-0.17	-0.113	0.8	114.2	66.7	

R
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Lot 2 RUBY NFF RHYTHM 086H

2

RUBY NFF RHYTHM 086H

Homozygous Polled | Homozygous Black | PB SM

BD: 3/1/20 ASA: 3768713 TATTOO: 086H
 ADJ. BW: 78

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

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



RUBY/SWC GENTLEMAN'S JACK - SIRE OF LOTS 1-3

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	0.8	65	107.7	0.27	5.8	23.1	55.5	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10	33.8	-0.44	-0.17	-0.113	0.8	114.2	66.7	

*The Legendary Rhythm
 Cow Family*



RHYTHM 418P - LEGENDARY MATERNAL GRANDDAM OF COUNTLESS FEMALES THROUGHOUT THE OFFERING!



R
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Lot 3 RUBY NFF RHYTHM 058H

3

RUBY NFF RHYTHM 058H

Homozygous Polled | Homozygous Black | PB SM

BD: 4/28/20 ASA: 3768723 TATTOO: 058H
ADJ. BW: 72

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	0.8	65	107.7	0.27	5.8	23.1	55.5	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10	33.8	-0.44	-0.17	-0.113	0.8	114.2	66.7	

A bit of a different age twist here. We usually don't have many this age, but we had a cooperator that stuck a couple in late and we were lucky enough to get a really nice younger heifer to offer. Big legged, cool looking, lots of hair, this one will make an awesome show heifer like her sisters and get you into a different division. Make sure you find this one sale day!



RUBY NFF UP THE ANTE 9171G
POPULAR MATERNAL BROTHER OWNED BY SHOAL CREEK LAND & CATTLE



Lot 4 RUBYS RHYTHM 010H

4

RUBYS RHYTHM 010H

Polled | Black | PB SM

Lot

BD: 1/20/20

ASA: 3768671

TATTOO: 010H

ADJ. BW: 74

Sire **WBF SIGNIFICANT B132**
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

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



RUBYS TURNPIKE 771E - SIRE OF LOT 4



RUBYS TURNPIKE 917G FULL BROTHER TO LOT 4

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	0.2	74.3	121.3	0.29	6.9	26.4	63.5	15.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.5	33.6	-0.52	-0.07	-0.125	0.97	129.1	76.3

A granddaughter of the great 2124Z, her full brother was the lot 1 bull from last years bull sale that sold to the progressive Landes program in Missouri. Here is one of the prettiest Turnpikes you will find at this age, yet still combines that with the foot quality, looseness of structure, body depth, and power that we have come to expect from that sire group. Here is heifer that will be competitive in the show ring, yet offers the ability to produce those cool looking show heifers as well as sale topping commercial bulls. Don't miss this one, she is hard to let go!

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Lot 5 RUBYS RHYTHM 003H

5

RUBYS RHYTHM 003H

Polled | Black | 1/2 SM 1/2 AN

BD: 1/20/20 ASA: 3768644 TATTOO: 003H
 ADJ. BW: 77

Sire **GAMBLES HOT ROD**
SILVEIRAS STYLE 9303
 SILVEIRAS ELBA 2520

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



2019 AJSA WESTERN REGIONAL GRAND CHAMPION
 FULL SISTER TO LOT 5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.8	61.7	93.4	0.2	6.4	13.8	44.6	19.2

DOC	CW	YG	MARB	BF	REA	API	TI
9.7	19.3	-0.1	0.24	-0.026	0.25	129.3	66.3

This mating is no stranger to our sale pen or the winners circle. This heifers full sister was successfully campaigned by the Trauernicht Family the last two years, winning several shows, highlighted by being crowned the Champion Percentage Female at the 2019 Western Regional. This heifer reminds us so much of her popular sister. Cool looking, angular, sound as they come, great hair, and huge middled. This one is built for the long haul, and will be an awesome bred one. Predictability is bred in here.



RUBY RHYTHM 893F - FULL SISTER TO LOT 5 OWNED BY TY BECKER

R

THE OPEN HEIFERS



Lot 6 RUBYS RHYTHM 0138H



RUBY'S CURRENCY 7134E - \$435,000 SIRE OF LOT 6

Lot 7 RUBYS RHYTHM 097H

RUBY NFF
RHYTHM 810F
3/4 SISTER TO
DAM OF LOTS
7-10 OWNED BY
MOORE LAND &
CATTLE



RESERVE
CHAMPION 4-H
SIMMENTAL
FEMALE 2018
IOWA STATE FAIR
DAM OF LOTS
7 - 10



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6

RUBYS RHYTHM 0138H

Polled | Black | PB SM

BD: 3/1/20 ASA: 3768750 TATTOO: 0138H
ADJ. BW: 81

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11	1.8	81.1	123.1	0.26	4.7	16.2	56.7	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.6	42.4	-0.44	-0.02	-0.107	0.97	132.6	77.2	

I really like this heifer, and I think when all the dust has settled, she will prove to be one of the best purebreds in the offering. With that being said, she is a bit skinnier due to a poorer recip, but if you can appreciate a later maturing, great structured female, who's best friend will be time, take a hard look here. She's long necked, smooth and soft, and sound as a cat. Her dam is proving to be one of the most productive 418P daughters as well. If your hunting one for a state fair or later, make some time to study this one.

7

RUBYS RHYTHM 097H

Polled | Black | PB SM

BD: 3/17/20 ASA: 3768652 TATTOO: 097H
ADJ. BW: 78

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	2.2	81.1	121.7	0.25	5.6	20.5	61	17.1
DOC	CW	YG	MARB	BF	REA	API	TI	
13.9	47.5	-0.36	-0.07	-0.096	0.86	124.7	75.5	

We love the power, bone, and foot size coupled with the smoothness, body, and look of this Echo daughter. Her dam is a Battle Cry x 418P daughter that was the Reserve Champion 4-H Simmental female of the 2018 Iowa State Fair. If you want to see what kind of cow power Echo is putting into his daughters, take a trip through our bred pen, we really like them.



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Lot 8 RUBYS RHYTHM 048H

Study the pedigrees here and you will notice we tied two of our most potent cow families together on this trio of heifers. The Rhythms and Yettis have proven themselves time and time again. These sisters also have two shots of Yetti right up front in their pedigree. The 048H female is special. She is big footed, huge legged, big bodied, stout made, yet super extended through her front 1/3 and that great bald face. The pieces are all here for this one to mature into an absolute force in the show ring. Don't miss out on this one! The two other sisters are pretty salty in their own right. Both are extremely attractive made females that are big bodied and great on the move. These two are going to be competitive in the show ring, but most importantly, great producing cows.

8

RUBYS RHYTHM 048H

Polled | Black | PB SM

BD: 2/22/20 ASA: 3768742 TATTOO: 048H
ADJ. BW: 82

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

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	2.3	75.6	119.8	0.28	4.9	21.5	59.3	11.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.7	40.8	-0.42	-0.16	-0.11	0.85	110.2	70.8	



RUBY NFF RHYTHM 9115G

3/4 SISTER TO DAM OF LOTS 7-10. OWNED BY SOPHIE EASLEY

9

Lot

RUBYS RHYTHM 047H

Polled | Black | PB SM

BD: 2/22/20 ASA: 3768717 TATTOO: 091H
ADJ. BW: 84

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

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	2.3	75.6	119.8	0.28	4.9	21.5	59.3	11.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.7	40.8	-0.42	-0.16	-0.11	0.85	110.2	70.8	

A stylish, smooth shouldered February Purebred that is sired by Gentleman's Jack and backed by 715E, the Battle CRY x 418P daughter shown by Justin McConahay. Power in the blood!



Lot 9 RUBYS RHYTHM 047H

10

Lot

RUBYS RHYTHM 073H

Polled | Black | PB SM

BD: 2/28/20 ASA: 3768673 TATTOO: 073H
ADJ. BW: 79

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

Dam RUBY SWC BATTLE CRY 431B
RUBY NFF RHYTHM 715E
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	2.3	75.6	119.5	0.27	4.9	21.9	59.7	12
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	40.6	-0.41	-0.16	-0.11	0.84	110.3	70.8	

073H is the third flush mate from the Gentleman's Jack sired flush out of 715E. This set of flush sisters exemplify skeletal quality, balance, and body dimension. Backed by the two foundation matriarchs of the Ruby program, Yeti 143Y and Rhythm 418P.



Lot 10 RUBYS RHYTHM 073H



DOUBLE R SHESTHEONE
K18 - FAMOUS MATERNAL
GRANDDAM TO LOT 11

11

Lot

RUBYS RHYTHM 002H

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 1/1/20 ASA: 3768729 TATTOO: 002H
ADJ. BW: 86

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

Dam S A V BISMARCK 5682
RUBYS RHYTHM 204Z
DOUBLE R SHESTHEONE K18

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	1.6	71.1	110	0.24	5.4	20.5	56	13.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12.1	29.8	-0.34	-0.04	-0.078	0.71	107.4	66.2	

If you like bigger framed, more extended females, this one will be right up your alley. With her added extension, she is big footed, huge legged, good bodied and square made. She is backed by a highly productive Bismarck x K18 daughter. Take this Rhythm family member home, have some fun in the show ring, and put her to work in your herd.



Lot 11 RUBYS RHYTHM 002H

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THE OPEN HEIFERS



Lot 12 RUBY NFF RHYTHM 005H

Here is the natural calf of the B068 donor cow. B068 is as close to her great dam as any daughter we have retained. B068's full sister was a sale topper a few years back and later raised Tanner Curtain's dominant SimAngus female a couple years back. This Battle Cry daughter is good looking, square, stout made, with great feet. Complete and fault free come to mind when describing here. Lots of cow power in this one.



2018 IOWA STATE FAIR GRAND CHAMPION PERCENTAGE SIMMENTAL FEMALE - DAM IS A FULL SISTER TO DAM OF LOTS 12-16



KCC1 EXCLUSIVE 116E
\$120,000 1/2 INTEREST SIRE OF LOTS 13-16



Lot 13 RUBY NFF RHYTHM H056

12 RUBY NFF RHYTHM 005H

Polled | Black | PB SM

BD: 1/1/20 ASA: 3768683 TATTOO: 005H
ADJ. BW: 74

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

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	0.9	73.5	113.2	0.25	5.8	21.7	58.4	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	40.5	-0.41	-0.31	-0.111	0.8	111	66.9	

13 RUBY NFF RHYTHM H056

Polled | Black | PB SM

BD: 3/4/20 ASA: 3768917 TATTOO: H056
ADJ. BW: 78

Sire MR TR HAMMER 308A ET
KCC1 EXCLUSIVE 116E
TKCC VICTORIA 57A

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	0.9	69.7	108.9	0.24	5	21.4	56.2	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	28.3	-0.52	-0.09	-0.108	1.02	127.1	70.9	

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THE OPEN HEIFERS

A great opportunity here to pick and choose from the Exclusive x B068 litter of heifers. This was our first calf crop out of Exclusive and we were happy with the results. Good looking cattle with extra stoutness that are good footed and athletic. We think that also describes these heifers perfectly. There are some differences in them, but the quality is deep. The H056 female is the combination female of the group that offers great balance, coupled with added eye appeal. We think she is really special. The H059 heifer is the powerhouse of the group, yet is still free wheeling and cool looking. The H064 and H065 females are the result of a split embryo. They too, are cool looking, stout made heifers with great presence. They are a bit later in their maturity pattern, but give them some time, and they will give big sisters a run for their money. What a great set of flushmates here.

14

RUBY NFF RHYTHM H059

Polled | Black | PB SM

BD: 2/25/20 ASA: 3768911 TATTOO: H059
ADJ. BW: 76

Lot
Sire MR TR HAMMER 308A ET
KCC1 EXCLUSIVE 116E
TKCC VICTORIA 57A

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	0.9	69.7	108.9	0.24	5	21.4	56.2	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	28.3	-0.52	-0.09	-0.108	1.02	127.1	70.9	



Lot 14 RUBY NFF RHYTHM H059

15

RUBY NFF RHYTHM H064

Polled | Black | PB SM

BD: 3/17/20 ASA: 3768913 TATTOO: H064
ADJ. BW: 67

Lot
Sire MR TR HAMMER 308A ET
KCC1 EXCLUSIVE 116E
TKCC VICTORIA 57A

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	0.9	69.7	108.9	0.24	5	21.4	56.2	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	28.3	-0.52	-0.09	-0.108	1.02	127.1	70.9	



Lot 15 RUBY NFF RHYTHM H064

16

RUBY NFF RHYTHM H065

Polled | Black | PB SM

BD: 3/17/20 ASA: 3768914 TATTOO: H065
ADJ. BW: 55

Lot
Sire MR TR HAMMER 308A ET
KCC1 EXCLUSIVE 116E
TKCC VICTORIA 57A

Dam SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	0.9	69.7	108.9	0.24	5	21.4	56.2	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	28.3	-0.52	-0.09	-0.108	1.02	127.1	70.9	



Lot 16 RUBY NFF RHYTHM H065

R
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Lot 17 RUBY SWC YETTI 026H

R
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17

Lot

RUBY SWC YETTI 026H

Homozygous Polled | Homozygous Black | PB SM

BD: 1/18/20 ASA: 3768648 TATTOO: 026H
ADJ. BW: 87

Sire WBFS SIGNIFICANT B132
RUBY S CURRENCY 7134E
RUBYS JILL 035X

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	1.2	87.2	133.8	0.29	6.5	19	62.5	13.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	44.9	-0.51	-0.11	-0.124	1.09	124.3	80.5	

The Currency x Yetti mating flat out works. Combine the power of Yetti with the eye appeal of Currency, great things happen. We love the feet, the bone, the looseness of structure this heifer combines with body depth, stoutness and true cow power. She is extended fronted, great at the point of her shoulder and also long, square hipped. The breeding value alone of his female rivals any in the offering. This is the kind we should be keeping to put in our donor program. A full sister was the high selling lot in our Livin The Dream Spring Edition to the fine folks at Diamond A Farms. Add this female to your donor lineup, you will be glad you did.



RUBY SWC YETTI 9G36 - \$20,000 FULL SISTER TO LOT 17 THAT TOPPED THE SPRING 2020 LIVIN' THE DREAM SALE. OWNED BY DIAMOND A FARMS

18

RUBYS ROSETTA 0115H

Homozygous Polled | Black | 1/2 SM 1/2 AN

BD: 3/15/20 ASA: 3768739 TATTOO: 0115H
ADJ. BW: 81

Lot

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

Dam O C C UNBELIEVABLE 851U
FCC ROSETTA 70X
FCC ROSETTA 702P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	1.3	79.2	127.6	0.3	4	16.5	56.1	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.4	33.2	-0.15	0.37	-0.015	0.66	137.1	80.9	

A SimAngus Currency sired female out of one of our very best Ohlde bred Angus females. We love the added extension this female offers and as long bodied as she is, still is very deep and bold in her body depth and rib shape. Here I one that is going to get better every day of her life and make an outstanding cow in the end.



Lot 18 RUBYS ROSETTA 0115H

19

RUBYS PRIDE 051H

Homozygous Polled | Black | PB SM

BD: 2/15/20 ASA: 3760907 TATTOO: 051H
ADJ. BW: 78

Lot

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

Dam HTP SVF IN DEW TIME
RUBYS PRIDE 219Z
RUBYS PRIDE W919

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	1.1	75.2	104.9	0.19	6	19.9	57.4	12.8
DOC	CW	YG	MARB	BF	REA	API	TI	
5.9	28.8	-0.37	0.04	-0.088	0.71	119.7	75.3	

The look and presence of the Battle Cry cattle is undeniable. He has stood the test of time in our operation by producing females like this one. 051H has been one of my favorites since the very beginning, and remains so today. She is ultra cool through her front end, great balance combined with added dimension, and is absolutely deadly on the move. Her dam has been a big time producer for us over the years. She raised a \$20,000 Absolut sired heifer calf a few years back as well. This purebred female has big time potential.



Lot 19 RUBYS MISS CLEO 051H

20

RUBYS MISS CLEO 015H

Homozygous Polled | Black | PB SM

BD: 1/3/20 ASA: 3768681 TATTOO: 015H
ADJ. BW: 81

Lot

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

Dam 3C LAVA L375-BZ
RUBYS MISS CLEO B441
DOUBLE R MISS CLEO L27

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.8	2.5	78.5	112.7	0.21	5.2	20	59.2	15.9
DOC	CW	YG	MARB	BF	REA	API	TI	
8.9	33.1	-0.48	-0.16	-0.132	0.77	112.8	71	

The combination of cow power from the Cleo cow family and added eye appeal from Battle Cry really worked here. Here is a super complete and well balanced female that covers all the basics and does it with style and added look. Her dam is a full sister to the Yucatan bull that was a past sale topper and left us with many great females. This heifer has always been super quiet as well. A great show heifer prospect that will go on and be another high producing, money generating female.



Lot 20 RUBYS MISS CLEO 015H



THE OPEN HEIFERS



Lot 21 RUBYS MISS CLEO 072H



RUBYS MISS CLEO 648D
DAM OF LOTS 21-22

Lot 22 RUBYS MISS CLEO 022H



The 648D female was the top selling Bred Heifer at the Iowa Beef Expo a couple years ago to my Brother and Sister-In-Law. She is laying down the foundation for their cow herd and this young donor has done a great job in her early career. 648D herself is a Battle Cry out of Wide Opens dam. The 022H female is one that is hard to find a fault in. She is cool looking, stout made, big bodied, big footed, and super on the move. Her completeness and pedigree really gets me excited to think what she can produce when she goes into production. 072H is cut out of the same mold when we talk about completeness. She is probably the tightest throated of the sisters, yet still has the rib shape and depth of body to go along with it. She is clean jointed and good on the move and as is the case with the Gentleman's Jacks, time will be her friend. 083H is the natural calf by Turnpike. She is the sister that takes the cow power to the next level. Super stout, athletic and combines it with above average phenotype. The Turnpike bred cattle are some of our best, and this one will be one of the best.

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21

RUBYS MISS CLEO 072H

Homozygous Polled | Black | PB SM

BD: 2/18/20 ASA: 3768758 TATTOO: 072H
ADJ. BW: 73

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

Dam RUBY SWC BATTLE CRY 431B
RUBYS MISS CLEO 648D
RUBYS MISS CLEO S601

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	0.9	72.3	105.4	0.21	5.3	20.2	56.3	11.5

DOC	CW	YG	MARB	BF	REA	API	TI
9.2	33.1	-0.43	-0.04	-0.111	0.79	117	73

22

RUBYS MISS CLEO 022H

Homozygous Polled | Black | PB SM

BD: 1/26/20 ASA: 3768676 TATTOO: 022H
ADJ. BW: 77

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

Dam RUBY SWC BATTLE CRY 431B
RUBYS MISS CLEO 648D
RUBYS MISS CLEO S601

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	1.1	83.8	122.5	0.24	5.8	18.7	60.6	16

DOC	CW	YG	MARB	BF	REA	API	TI
12.6	40.3	-0.48	0.04	-0.11	1.04	132.5	81.5



Lot 23 RUBYS ISABELLA 001H

Another female her that has been an attention grabber from a young age. Her dam, 316C has been an elite bull producing cow for us and this is her first daughter. If you dig into this heifers pedigree, you will notice two shots of the great H25 cow, Brokers dam. This heifer is long, flat necked, flat shouldered, big barreled, and big legged. She is really nice haired and can get out and cover some ground. Once again, phenotype and genotype collide here, and after a successful show career, you will have a big time cow prospect.

23

RUBYS ISABELLA 001H

Homozygous Polled | Homozygous Black | PB SM

Lot

BD: 1/1/20

ASA: 3768674

TATTOO: 001H

ADJ. BW: 80

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

Dam RUBYS YUCATAN 160Y
RAH 316C
JM ISABELLA W2

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	1.4	67.1	97.4	0.19	5	19.4	52.9	13.5
DOC	CW	YG	MARB	BF	REA	API	TI	
7.7	36.1	-0.37	0.16	-0.09	0.8	127.7	73.6	



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Lot 24 RUBYS ROSETTA 0118H

What a flush of sisters here out of a standout donor that has quietly become one of the most potent breeding pieces in our donor arsenal. The 324A donor has raised several high sellers and show champions, most notably Dalton Lukavsky's many time winner in 2019. All three of these females are high quality, it just comes in a slightly different package. The solid black sister, 0118H, is one of the most complete females we have raised to date in my opinion. Her look and presence is second to none. She deep sided, square made, got the squishy pasterns, and still has some dimension to her with the right kind of muscle shape. She is built for the long haul, and has the quality to compete at any level. The blaze faced 0134H female has grabbed many peoples attention thus far as well. She is monster legged, yak haired, big bellied, stout made and extended fronted. She will be a fun one to show, but the mating possibilities are fun to think about as well. She should make some big time Purebreds, and I think mated to a club calf bull, those high, high dollar show steers. The bald faced 0112H with the extra chrome is one that you sure have to appreciate as well. She is probably the combination heifer of the first two. She has that cool look from the side, yet combines it with added pin with and substance of bone. She will be a fun one to show as well, and also a very intriguing breeding piece. We have ramped up our ET efforts on the 324A donor and when you see these sisters we hope you understand why. She is flat getting it done. Here's your chance to get in on an up and coming cow family!

24

RUBYS ROSETTA 0118H

Homozygous Polled | Homozygous Black | 3/4 SM 1/4 AN

BD: 3/18/20 ASA: 3760906 TATTOO: 0118H
ADJ. BW: 72

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	2.2	72.4	109	0.23	2.3	18.4	54.5	10.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.9	26.7	-0.26	0.2	-0.06	0.57	109.3	71.2	



2019 IOWA JUNIOR SIMMENTAL SHOW RESERVE GRAND CHAMPION PERCENTAGE SIMMENTAL SHOWN BY DALTON LUKAVSKY

THE OPEN HEIFERS

25

RUBYS ROSETTA 0134H

Homozygous Polled | Homozygous Black | 3/4 SM 1/4 AN

BD: 3/17/20 ASA: 3768743 TATTOO: 0134H
ADJ. BW: 83

Lot

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.4	2.2	72.6	109.2	0.23	2.3	18.7	55	10.2
DOC	CW	YG	MARB	BF	REA	API	TI	
11	26.8	-0.26	0.2	-0.06	0.57	109.6	71.3	



Lot 25 RUBYS ROSETTA 0134H

26

RUBYS ROSETTA 0112H

Homozygous Polled | Homozygous Black | 3/4 SM 1/4 AN

BD: 3/13/20 ASA: 3768680 TATTOO: 0112H
ADJ. BW: 78

Lot

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.4	2.2	72.6	109.2	0.23	2.3	18.7	55	10.2
DOC	CW	YG	MARB	BF	REA	API	TI	
11	26.8	-0.26	0.2	-0.06	0.57	109.6	71.3	



Lot 26 RUBYS ROSETTA 0112H

27

RUBYS TABBY 050H

Polled | Black | PB SM

BD: 1/23/20 ASA: 3768697 TATTOO: 050H
ADJ. BW: 85

Lot

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	2.2	73.8	119.1	0.28	5.9	21.5	58.3	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
9.5	27.4	-0.4	0.05	-0.093	0.74	125.6	75.3	



Lot 27 RUBYS TABBY 050H

The Tabby 361A cow has been a great producer for us as well. She has raised a couple high selling females and bulls the last few years and this heifer is one of her best. This heifer is one of the biggest legged females in the whole offering. She still maintains an attractive look, extra body depth, and great athleticism on the move. If you believe in consistent producing cows and cow families, here is one that checks the boxes.

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Lot 28 RUBYS CINDA 063H

A trio of flushmates here to the Culpepper family's heifer that did a bunch winning in Texas. You have seen the famous sister several times in our sale books, and here is the opportunity to buy a full sister. These three baldy sisters all possess the same look and eye appeal that made their sister so successful. Like their sister, they are big bodied, square made, sound cattle with a whole lot of future ahead of them. With their similarities, there are subtle differences as well. You can choose which one suites you best, but rest assured, no matter which one you pick, you can't go wrong.

28

Lot

RUBYS CINDA 063H

Homozygous Polled | Homozygous Black | PB SM

BD: 2/15/20 ASA: 3768754 TATT00: 063H
ADJ. BW: 76

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

Dam OVAL F RINGLEADER R579
RUBYS CINDA 3101A
RUBYS CINDA 147Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	2	66.8	101	0.21	3.9	17	50.3	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.9	27.1	-0.35	0.07	-0.091	0.62	121.7	70.5	



2019 SAN ANTONIO LIVESTOCK EXPOSITION GRAND CHAMPION PUREBRED
SIMMENTAL FEMALE - FULL SISTER TO LOTS 28 - 30

THE OPEN HEIFERS



Lot 29 RUBYS CINDA 079H

29

RUBYS CINDA 079H

Homozygous Polled | Homozygous Black | PB SM

BD: 2/28/20 ASA: 3768690 TATTOO: 079H
ADJ. BW: 75

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

Dam OVAL F RINGLEADER R579
RUBYS CINDA 3101A
RUBYS CINDA 147Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	2	66.8	101	0.21	3.9	17	50.3	13.3

DOC	CW	YG	MARB	BF	REA	API	TI
10.9	27.1	-0.35	0.07	-0.091	0.62	121.7	70.5

30

RUBYS CINDA 085H

Homozygous Polled | Homozygous Black | PB SM

BD: 3/8/20 ASA: 3768642 TATTOO: 085H
ADJ. BW: 79

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

Dam OVAL F RINGLEADER R579
RUBYS CINDA 3101A
RUBYS CINDA 147Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	2	66.8	101	0.21	3.9	17	50.3	13.3

DOC	CW	YG	MARB	BF	REA	API	TI
10.9	27.1	-0.35	0.07	-0.091	0.62	121.7	70.5



Lot 30 RUBYS CINDA 085H





Lot 31 RUBYS RITA 098H

31

Lot

RUBYS RITA 098H

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 3/27/20 ASA: 3768620 TATTOO: 098H
ADJ. BW: 73

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam RUBY/SWC GENTLEMAN'S JACK
RUBYS RITA 849F
S S MISS RITA R011 1R5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	0.4	77.7	117.6	0.25	5.4	16.8	55.6	12.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	46.2	-0.22	0.21	-0.058	0.71	124.2	76.9	

Hello there, blaze faced darlin'! This one is bound to catch your eye when you step in the pen. This Echo x Gentleman's Jack female goes back to one of our real good foundation Angus cows, 1R5, who raised lots of good ones in her lifetime at the ranch. This one is bred to be a bit later on the maturity scale, but give her some time, and she will be as good as any as all the pieces are there. Bright future here!



Lot 32 RUBYS EMERSON 031H

32

Lot

RUBYS EMERSON 031H

Homozygous Polled | Homozygous Black | 3/4 SM 1/4 AN

BD: 2/1/20 ASA: 3768628 TATTOO: 031H
ADJ. BW: 83

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

Dam HCCO CLASSIC 431C
DAF EMERSON E4013
RACHEL R&R 4013

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.1	80.3	122.9	0.27	4.8	17	57.1	10.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	33	-0.33	0.18	-0.081	0.71	124.9	81.1	

Another eye appealing Gentleman's Jack out of a really nice female that we purchased from Diamond A Farms. Look at the bred heifer offering and you will find the 928G female. She is one of the better bred in the offering and is a maternal sister to this female. Once again, give this one some time and you will love how she matures. These blaze faced Jacks are the right kind.



DAF EMERSON E4013
DAM OF LOT 32

33

Lot

RUBYS MS BIRTHSTONE 0135H

Homozygous Polled | Black | 1/2 SM 1/2 AN

BD: 3/7/20 ASA: 3768650 TATTOO: 0135H
ADJ. BW: 83

Sire WBF SIGNIFICANT B132
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

Dam GO BIRTHSTONE 36B
NFF TR MISS BIRTHSTONE D209
GO MS EXCITEMENT 99B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.7	2.2	92	152.2	0.38	7.9	16.3	62.3	13.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	45.6	-0.18	0.27	-0.034	0.76	132.7	85.5	

We don't have many halfbloods in the offering, but we really like the ones we are offering. This Turnpike daughter has been one that has always grabbed our attention. She is the definition of cow power. Her structure is second to none, combined with true dimension and performance. She is long fronted and long bodied with great presence. Show her under a cow judge that raises bulls, and you will do well. Don't overlook this one!



Lot 33 RUBYS MS BIRTHSTONE 0135H





Congratulations to our Junior Customers!



50th Anniversary Simmental Open Show Reserve Purebred Calf Champion - Lot 1



2020 Iowa Jr. Simmental Show 5th Overall Foundation Heifer - Congratulations Dalton Lukavsky!



2020 Iowa Jr. Simmental Show Champion Purebred Heifer - Congratulations Ty Becker!



Back to Basics Show Champion Simmental Congratulations Elli Blackford!



Back to Basics Show Reserve Champion Female Congratulations Elli Blackford!



Many Times Champion Female in Nebraska Congratulations Logan Buhrman!



Many Times Champion Female Congratulations Lauren Trauernicht!



Many Times Champion Female in Florida Congratulations Tyler Getzlaff!



Lot 34 RUBY SWC YETTI 9201G

Yetti obviously needs no introduction if you have followed our program. This list of herdsires working in different operations is long and distinguished, and her ability to produce true breeding AI sires are rivaled by few cows in the breed. Her daughters are finding their way into top programs across the country as well. She has raised several good females over the years. and this may be a big statement, but I truly believe this is one of the best 2 or 3 daughters, if not the best daughter she has produced to date. Great looking, big bodied, stout made with great feet are all ingredients for a recipe of success. She has a full brother that will be a highlight in our bull sale so you know her bull calves will have value as well. We believe the Guardian bull will be a great compliment to these Turnpike daughters. Here is a future donor in any program in the country bred up for a big return. Make sure your last bidder on Black Friday! *AI BRED 5/25/20 CLRS Guardian 317G (ASA: 3563436)*

RUBY SWC YETTI 9G36 - MATERNAL SISTER TO LOT 34 THAT TOPPED THE SPRING 2020 LIVIN' THE DREAM SALE. OWNED BY DIAMOND A FARMS



BATTLE CRY - MATERNAL BROTHER TO LOT 34



RUBY SWC YETTI E760 - 3/4 SISTER IN BLOOD TO LOT 34

34

RUBY SWC YETTI 9201G

Homozygous Polled | Homozygous Black | PB SM

BD: 4/1/19 ASA: 3594708 TATTOO: 9201G
 ADJ. BW: 87 ADJ. WW: 523 ADJ. YW: 875

Sire WBF SIGNIFICANT B132
RUBYS TURNPIKE 771E
 RUBYS MISS CLEO 240Z

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	1.4	79.6	127.3	0.3	6.6	19.8	59.6	12.6

DOC	CW	YG	MARB	BF	REA	API	TI
10.8	34.1	-0.53	-0.18	-0.135	0.91	114.6	74.2



RUBY SWC YETTI G957 - MATERNAL SISTER TO LOT 34 OWNED BY MARK MORIONDO



RUBY SWC GENTLEMAN'S JACK D666 MATERNAL BROTHER TO LOT 34





Lot 35 RUBY MAGNETIC LADY 9224G

This Turnpike daughter is the natural calf of the Magnetic Lady cow family. We sold Magnetic Lady a few years ago but we still run her for her new owners. This is one of the best daughters she has raised to date. Cool looking, big bodied, and stout made. *AI BRED 5/10/20 CLRS Guardian 317G (ASA: 3563436)*



RUBYS MAGNETIC LADY 328A - DAM OF LOT 35



RUBY BRUP MAG LADY 945G - POPULAR SALE HEIFER FROM 2019 SALE THAT WAS PURCHASED BY NLC SIMMENTAL RANCH

35 RUBYS MAGNETIC LADY 9224G

Polled | Black | PB SM

BD: 2/1/19 ASA: PENDING TATTOO: 9224G
 ADJ. BW: - ADJ. WW: - ADJ. YW: -

Sire *Lot* WBF SIGNIFICANT B132
RUBYS TURNPIKE 771E
 RUBYS MISS CLEO 240Z

Dam SS/PRS HIGH VOLTAGE 244X
RUBYS MAGNETIC LADY 328A
 SVF NJC MAGNETIC LDY M25

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.15	2.55	83.9	126.6	0.27	6.95	21.8	63.7	11.8

DOC	CW	YG	MARB	BF	REA	API	TI
9.4	37.65	-0.58	0.04	-0.15	1.02	123	79.2

THE BRED HEIFERS



Lot 36 RUBY NFF RHYTHM G951



2020 AJSA SUMMER CLASSIC GRAND CHAMPION COW/CALF PAIR - FULL SISTER TO LOT 36

Lot 37 RUBY NFF RHYTHM 9110G

RHYTHM 418P
LEGENDARY
MATERNAL
GRANDDAM TO
LOTS 36 & 37



RUBY NFF
RHYTHM 862F
3/4 SISTER TO
LOT 37
OWNED BY
SARA JOHNSON



36

RUBY NFF RHYTHM G951

Homozygous Polled | Homozygous Black | PB SM

BD: 2/28/19 ASA: 3624143 TATTOO: G951
ADJ. BW: 75 ADJ. WW: 609 ADJ. YW: 814

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

Donor SVF/NJC BUILT RIGHT N48
RUBY NFF RHYTHM Y106
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.3	2	77	115.7	0.24	5.5	23.9	62.4	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	38.5	-0.39	-0.28	-0.117	0.68	107.6	68.3	

A tried and true mating here. Battle Cry x Built Right x 418P. A full sister was the champion purebred cow calf at this years National Classic. If your cow herd needs some eye appeal, this one can fix that. AI BRED 5/4/20 Oval F Echo E709 (ASA: 3237099)

37

RUBY NFF RHYTHM 9110G

Homozygous Polled | Homozygous Black | PB SM

BD: 2/4/19 ASA: 3594792 TATTOO: 9110G
ADJ. BW: 89 ADJ. WW: 540 ADJ. YW: 757

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

Donor SVF/NJC BUILT RIGHT N48
RUBY NFF RHYTHM Y106
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	1.7	60.4	91.5	0.19	6.4	22.1	52.2	16.9
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	25.1	-0.44	-0.03	-0.109	0.72	118.9	65.1	

Pays to Dream has worked well here over the years and here is one we really like. Back on a Built Right x 418P donor, the cow power is there as well. Her Battle Cry heifer will be special. AI Bred 5/11/20 RUBY SWC Battle Cry 431B (ASA: 2871257)

THE BRED HEIFERS



Lot 38 RUBY NFF RHYTHM 9159G



RUBY NFF RHYTHM 9172G - \$25,000 FULL SISTER TO LOT 38 OWNED BY SHOAL CREEK LAND & CATTLE



RUBY NFF UP THE ANTE 9171G - POPULAR FULL BROTHER TO LOT 38 OWNED BY SHOAL CREEK LAND & CATTLE

Lot 39 RUBYS RHYTHM 8F49



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38

RUBY NFF RHYTHM 9159G

Homozygous Polled | Homozygous Black | PB SM

BD: 2/26/19 ASA: 3594749 TATTOO: 9159G
ADJ. BW: 74 ADJ. WW: 585 ADJ. YW: 910

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1.1	77.5	126.7	0.31	6.3	21.6	60.3	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	43.6	-0.48	-0.12	-0.113	1.07	128.6	75.1	

Here is a full sister to one of last years high selling opens to Shoal Creek. This one got bit by the color bug, but if you look past that, you will see a cool, stout made bred with lots of pieces and cow power to use in a good breeding program. Breed her to something that will take off the extra chrome and you will like what she can do.
AI BRED 5/31/20 Oval F Echo E709 (ASA: 3237099)

39

RUBYS RHYTHM 8F49

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 9/18/18 ASA: 3561169 TATTOO: 8F49
ADJ. BW: 80 ADJ. WW: 527 ADJ. YW: 851

Sire W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK'S BEYONCE 82B

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.5	1.3	86.8	135.5	0.3	4.8	21.2	64.6	10.8
DOC	CW	YG	MARB	BF	REA	API	TI	
15.5	40.3	-0.35	0.33	-0.067	0.98	126.9	85.3	

Here is a big, stout bred female. If you like your females with some more size, here is one that fits the bill. She is a deep bodied, stout made female that is a member of the Rhythm cow family. *AI BRED 5/3/20 Oval F Echo E709 (ASA: 3237099)*

THE BRED HEIFERS

Lot 40 RUBYS RHYTHM 963G



CDI CEO 281D - SIRE OF LOTS 39 & 40



40

RUBYS RHYTHM 963G

Homozygous Polled | Black | PB SM

BD: 1/22/19 ASA: 3594835 TATT00: 963G
 ADJ. BW: 95 ADJ. WW: 620 ADJ. YW: 924

Sire W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
 HOOK'S BEYONCE 82B

Dam MR NLC UPGRADE U8676
RUBYS RHYTHM 202Z
 DOUBLE R SHESTHEONE K18

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9	3.5	92.3	141.5	0.31	3.6	21.6	67.7	12.4
DOC	CW	YG	MARB	BF	REA	API	TI	
17.5	34	-0.65	0	-0.132	1.32	121.6	84	

We don't have many Upgrade cows, but the ones we have are pretty good, and this one's dam is really nice. She was a former Calf Champion at the Iowa State Fair. This CEO daughter is one the most eye appealing females in the bred offering. One of Brad Hook's favorite bred females that came through the picture pen. High quality female with a cow family to boot. *AI BRED 5/27/20 CLRS Guardian 317G (ASA: 3563436)*

41

RUBYS RHYTHM 9179G

Homozygous Polled | Homozygous Black | PB SM

BD: 3/9/19 ASA: 3594729 TATT00: 9179G
 ADJ. BW: 87 ADJ. WW: 530 ADJ. YW: 911

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

Dam BROOKS ABOVE PAR
RUBYS RHYTHM U854
 DOUBLE R SHESTHEONE K18

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	2	74.8	125.9	0.32	2.6	14.4	51.7	21.1
DOC	CW	YG	MARB	BF	REA	API	TI	
16.4	39.9	-0.41	-0.02	-0.106	0.83	134.9	73.5	

A cool looking, stout made Cash Flow daughter of an Above Par x K18 daughter that has raised several good ones for us over the years. Longevity is built in here. *AI BRED 5/23/20 Oval F Echo E709 (ASA: 3237099)*

Lot 41 RUBYS RHYTHM 9179G



DOUBLE R SHESTHEONE K18
 MATERNAL GRANDDAM OF LOT 41





Lot 42 RUBYS JILL 933G



RUBY CURRENCY

\$435,000 FULL BROTHER AND SIRE OF IMPACT WITHIN THE BREED!



RUBY JILL 912G

\$17,000 HALF INTEREST FULL SISTER OWNED WITH SHOAL CREEK LAND & CATTLE

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42

RUBYS JILL 933G

Homozygous Polled | Black | PB SM

BD: 1/5/19 ASA: 3594862 TATTOO: 933G
 ADJ. BW: 99 ADJ. WW: 622 ADJ. YW: 939

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

Dam HTP SVF IN DEW TIME
RUBYS JILL 035X
 RUBYS JILL 815U

A full sister to the great Currency. Long and attractive up front and stout made. She has a disposition second to none as well. Her Guardian heifer calf should be intriguing. We sold half interest in a full sister last year to Shoal Creek and that female is at the very top of our replacement pen. *AI BRED 5/12/20 CLRS Guardian 317G (ASA: 3563436)*

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	3.6	89.6	136.5	0.29	4.3	16.8	61.6	17.5
DOC	CW	YG	MARB	BF	REA	API	TI	
18	48.9	-0.42	0.24	-0.11	0.97	143.6	86.8	

THE BRED HEIFERS

Lot 43 RUBYS JUANADA 919G



CLRS GUARDIAN 317G - \$85,000
SERVICE SIRE TO MANY FEMALES IN
THE OFFERING!



43

RUBYS JUANADA 919G

Polled | Black | 3/4 SM 1/4 AN

BD: 1/2/19 ASA: 3594874 TATTOO: 919G
ADJ. BW: 85 ADJ. WW: 502 ADJ. YW: 902

Sire WBFS SIGNIFICANT B132
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

Dam PVFS RUBY MADDEN 126Y
RUBYS JUANADA 689D
FCC JUANADA 58X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	0.9	71.1	113.7	0.27	3.7	21.8	57.3	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
8.6	40.7	-0.24	0.22	-0.074	0.58	124.9	73.5	

A striking daughter of Turnpike that is backed by the famed Juanada cow family. She is bold in her rib cage, soft bodied, and sets to the surface with confidence. This mating to the \$85,000 Guardian is sure to make for a quick return on investment!
AI BRED 5/25/20 CLRS Guardian 317G (ASA: 3563436)

44

RUBYS JUANADA 977G

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 1/26/19 ASA: 3594823 TATTOO: 977G
ADJ. BW: 103 ADJ. WW: 777 ADJ. YW: 1082

Sire WBFS SIGNIFICANT B132
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

Dam CNS PAYS TO DREAM T759
RUBYS JUANADA 676D
FCC JUANADA 929W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.6	4.7	82.2	133.3	0.32	3.2	17.3	58.3	13.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	26.5	-0.42	0.16	-0.09	0.84	112.3	73.8	

Here is the highest performing female from the 2019 calf crop. If you like big cows, this is your heifer. She is big, but proportional. Stout legged, big footed, wide based with lots of horsepower. Her Pays to Dream dam is one of our most impressive looking young cows. Tremendous amount of cow power here.
AI BRED 5/7/20 CLRS Guardian 317G (ASA: 3563436)

Lot 44 RUBYS JUANADA 977G



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Lot 46 RUBYS JUANADA 9184G



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OVAL F ECHO E709 - SIRE OF LOT 45

The Juanada Cow Family

45

RUBYS JUANADA 9145G

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 2/21/19 ASA: 3594761 TATTOO: 9145G
 ADJ. BW: 87 ADJ. WW: 584 ADJ. YW: 819

Lot
 Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
 OVAL FYINY26

Daughter CCR COWBOY CUT 5048Z
RUBYS JUANADA 783E
 FCC REVOLUTION ROSE 678R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	1.6	79.6	109.5	0.19	4.6	18.9	58.7	18
DOC	CW	YG	MARB	BF	REA	API	TI	
13.9	40.4	-0.19	0.34	-0.029	0.77	135.7	78.9	

A moderate, stout made Echo x Cowboy Cut daughter here. Whether your making bulls or females, this one can get it done. The granddam of this one was a very special Angus cow. AI BRED 5/30/20 CLRS Guardian 317G (ASA: 3563436)

46

RUBYS JUANADA 9184G

Polled | Black | 1/2 SM 1/2 AN

BD: 3/12/19 ASA: 3594724 TATTOO: 9184G
 ADJ. BW: 72 ADJ. WW: 553 ADJ. YW: 847

Lot
 Sire SS/PRS HIGH VOLTAGE 244X
RUBYS ABSOLUT 317A
 SVF NJC MAGNETIC LDY M25

Daughter O C C PREMIUM 701P
FCC JUANADA 503U
 FCC JUANADA 853S

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.9	-1.5	63.2	90.4	0.17	7.1	24.4	56	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	18.8	-0.21	0.18	-0.042	0.45	125.8	70.4	

The Absolut cattle may have been a bit before their time, but the good ones never got out of style. Our Absolut's are some of our good producing cows and this one will be no different. AI BRED 4/28/20 Oval F Echo E709 (ASA: 3237099)



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Lot 47 RUBY NFF BLACKBIRD 9193G

This is one I really love. This Absolut daughter's combination of eye appeal, body depth, muscle shape all lead me to believe she will be a top notch show heifer producer. Her Currency could really ring the bell! *AI BRED 5/16/20 Ruby's Currency 7134E (ASA: 3282185)*

47

RUBY NFF BLACKBIRD 9193G

Polled | Black | 1/2 SM 1/2 AN

BD: 3/16/19 ASA: 3594715 TATTOO: 9193G
 ADJ. BW: 81 ADJ. WW: 618 ADJ. YW: 961

Lot

Sire SS/PRS HIGH VOLTAGE 244X
RUBYS ABSOLUT 317A
 SVF NJC MAGNETIC LDY M25

Dam S A V FINAL ANSWER 0035
A & B BLACKBIRD 2210
 A & B BLACKBIRD 8306

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-0.4	78.7	116.8	0.24	10	24	63.3	12.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	42.8	-0.14	0.15	-0.038	0.58	124.7	77.4	



RUBYS ABSOLUT 317A - SIRE OF LOT 46 AND 47

48

RUBYS MISS CLEO 9195G

Homozygous Polled | Black | PB SM

BD: 3/17/19 ASA: 3594713 TATTOO: 9195G
 ADJ. BW: 87 ADJ. WW: 605 ADJ. YW: 856

Lot

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

Dam SS EBONYS GRANDMASTER
RUBYS MISS CLEO 6157D
 RUBYS MISS CLEO 456B

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	2	78	123.4	0.28	5.4	19.7	58.7	21.4
DOC	CW	YG	MARB	BF	REA	API	TI	
12	28.1	-0.42	0.19	-0.057	1.13	147.3	80.9	

I love the combination of eye appeal, stoutness, soundness, and softness in this Cash Flow daughter. One of the most complete made females in the offering.
AI BRED 4/28/20 Oval F Echo E709 (ASA: 3237099)



RUBYS TURNPIKE 771E
 POPULAR AI SIRE AND
 PRODUCT OF THE FAMED
 CLEO COW FAMILY!

49

RUBYS MISS CLEO 907G

Homozygous Polled | Black | PB SM

BD: 1/1/19 ASA: 3594886 TATTOO: 907G
 ADJ. BW: 86 ADJ. WW: 581 ADJ. YW: 894

Lot

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

Dam 3C LAVA L375-BZ
RUBYS MISS CLEO B441
 DOUBLE R MISS CLEO L27

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.1	2.3	79.4	114.4	0.22	4.7	20	59.6	15.9
DOC	CW	YG	MARB	BF	REA	API	TI	
8.9	39.2	-0.42	-0.06	-0.121	0.75	117.9	74	

A baldy Battle Cry bred that is sure to catch your eye. She is out of a full sister to the Yucatan bull that was a high seller several years back for us. If foot and udder quality are important in your operation, the Miss Cleo's are second to none in those departments. *AI BRED 6/9/20 Oval F Echo E709 (ASA: 3237099)*



Lot 48 RUBYS MISS CLEO 9195G

50

RUBYS MISS CLEO 9111G

Homozygous Polled | Black | PB SM

BD: 2/4/19 ASA: 3594791 TATTOO: 9111G
 ADJ. BW: 95 ADJ. WW: 649 ADJ. YW: 963

Lot

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

Dam RUBYS ABSOLUT 317A
RUBYS MISS CLEO 785E
 RUBYS MISS CLEO 207Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	3.7	83.5	121.6	0.24	4.6	20.3	62	17.4
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	49.6	-0.34	-0.08	-0.096	0.83	121	74.4	

Yet another example why we like these Echo females. It all starts at the ground and they have an added advantage there. Here is another big footed and big legged female with added look and softness. *AI BRED 5/10/20 CLRS Guardian 317G (ASA: 3563436)*



Lot 49 RUBYS MISS CLEO 907G



Lot 50 RUBYS MISS CLEO 9111G



THE BRED HEIFERS



*JSF FIREFLY W46 - DAM
OF LOT 51 AND MATERNAL
GRANDDAM OF LOT 52*



Lot 51 RUBYS FIREFLY 9173G



Lot 52 RUBYS FIREFLY 9196G



Lot 53 RUBYS MISS 9213G

51

Lot

RUBYS FIREFLY 9173G

Polled | Black | PB SM

BD: 3/16/19
ADJ. BW: 93

ASA: 3594735
ADJ. WW: 597

TATTOO: 9173G
ADJ. YW: 981

Sire WBF SIGNIFICANT B132
RUBY'S CURRENCY 7134E
RUBYS JILL 035X

Damn STF/RP SAVVY SR49
JSF FIREFLY W46
CASONS MISS AMANDA

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.2	3.5	86	136.4	0.31	3.7	19	62	14.4

DOC	CW	YG	MARB	BF	REA	API	TI
15.4	38.4	-0.51	0.05	-0.11	1.11	124.5	80.5

Cool looking, big bellied, stout made, sound, cow family are all positive attributes that this one has going for her. She would have been a featured open last year but didn't like the halter much. Nonetheless, here is one that can make a positive impact in any herd. *AI BRED 5/12/20 Oval F Echo E709 (ASA: 3237099)*

52

Lot

RUBYS FIREFLY 9196G

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 3/17/19
ADJ. BW: 89

ASA: 3594712
ADJ. WW: 600

TATTOO: 9196G
ADJ. YW: 847

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

Damn SILVEIRAS STYLE 9303
RUBYS FIREFLY 673D
JSF FIREFLY W46

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.7	2.1	74.6	115.3	0.25	4.8	17.1	54.3	20.1

DOC	CW	YG	MARB	BF	REA	API	TI
12.7	29.3	-0.22	0.26	-0.042	0.63	132	73.7

We love these Cash Flow sired cattle. We acquired him a couple years back from the great NLC program in South Dakota. We shouldn't be selling any of these daughters but we have started using him in our AI and ET programs so we will make more. They are good looking, good footed, early to shed cattle that sure cover the beef cows basics with the extras. Buy these things up, you will like them.

AI BRED 5/11/20 Oval F Echo E709 (ASA: 3237099)

53

Lot

RUBYS MISS 9213G

Polled | Black | 1/2 SM 1/4 CS 1/8 AN 1/8 MA

BD: 3/26/19
ADJ. BW: 77

ASA: 3594700
ADJ. WW: 454

TATTOO: 9213G
ADJ. YW: 813

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

Damn
969W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
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DOC	CW	YG	MARB	BF	REA	API	TI
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A different twist on the bottom side of this ones pedigree. She is sired by Cash Flow out of clean, maternal bred Club Calf genetics, including Who Made Who, Strictly Business and the immortal Meyer 734. *AI BRED 6/9/20 CLRS Guardian 317G (ASA: 3563436)*

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THE BRED HEIFERS



Lot 54 RUBYS ROSETTA 908G

54

Lot

RUBYS ROSETTA 908G

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 1/1/19 ASA: 3594885 TATTOO: 908G
ADJ. BW: 78 ADJ. WW: 555 ADJ. YW: 842

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.9	1.1	81.7	123.6	0.26	4.7	18.4	59.2	13
DOC	CW	YG	MARB	BF	REA	API	TI	
6	32.3	-0.28	0.06	-0.073	0.59	113.7	74.6	

The product of two heavily used sires produced right here, Battle Cry and Wide Open. She is what you would expect from that mating, cool looking, stout made, sound, and extra rib shape. Write it down, this one will raise something real good, sooner rather than later. *AI BRED 5/6/20 Oval F Echo E709 (ASA: 3237099)*



Lot 55 RUBYS TABBY 9130G

55

Lot

RUBYS TABBY 9130G

Polled | Black | PB SM

BD: 2/9/19 ASA: 3594774 TATTOO: 9130G
ADJ. BW: 85 ADJ. WW: 584 ADJ. YW: 892

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	1.2	79.4	123.5	0.28	7.8	21.9	61.5	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
7.1	27.2	-0.4	-0.12	-0.099	0.71	120.4	75.2	

This is a full sister to a high selling female a few years back. The Tabby 361A cow really does a good job for us. The Battle Cry daughters are making really good, highly productive cows. *AI BRED 5/11/20 Oval F Echo E709 (ASA: 3237099)*



Lot 56 RUBY CF BLACKBIRD 9108G

56

Lot

RUBY CF BLACKBIRD 9108G

Polled | Black | PB SM

BD: 2/4/19 ASA: 3594794 TATTOO: 9108G
ADJ. BW: 86 ADJ. WW: 611 ADJ. YW: 852

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.3	2.7	81.2	121.8	0.25	5.3	18.3	58.8	9.8
DOC	CW	YG	MARB	BF	REA	API	TI	
4.4	42.6	-0.35	-0.01	-0.097	0.76	109.3	75.7	

You won't find many purebred bred females that look like this available for sale. As much eye appeal as you can put in one, still big bellied and stout. This is the kind Echo really works on. *AI BRED 5/11/20 Oval F Echo E709 (ASA: 3237099)*

THE BRED HEIFERS



Lot 57 RUBYS PRIDE 923G

RUBYS TURNPIKE 771E
SIRE OF LOTS 57 & 58



57

RUBYS PRIDE 923G

Polled | Black | PB SM

BD: 1/3/19 ASA: 3594871 TATTOO: 923G
ADJ. BW: 79 ADJ. WW: 618 ADJ. YW: 964

Sire WBFSIGNIFICANT B132
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

Dam CNS PAYS TO DREAM T759
RUBYS PRIDE 679D
RUBYS PRIDE W919

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	0.7	78.5	125.8	0.3	7.5	22.3	61.5	14
DOC	CW	YG	MARB	BF	REA	API	TI	
10.1	24.2	-0.53	0.12	-0.096	1.1	133.5	82	

We really like the results of the Turnpike x Pays to Dream mating. Here is a well balanced, very complete female. Goes back to the Pride cow family that has a really good open in this offering as well. *AI BRED 5/30/20 CLRS Guardian 317G (ASA: 3563436)*

58

RUBYS FLOWER 9154G

Homozygous Polled | Black | 3/4 SM 1/4 AN

BD: 2/24/19 ASA: 3594753 TATTOO: 9154G
ADJ. BW: 72 ADJ. WW: 564 ADJ. YW: 847

Sire WBFSIGNIFICANT B132
RUBYS TURNPIKE 771E
RUBYS MISS CLEO 240Z

Dam TNT TANKER U263
MS NLC TANKER Z2104
BHA FLOWER 299

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.3	84.2	131.4	0.29	7.3	20.2	62.2	12.6
DOC	CW	YG	MARB	BF	REA	API	TI	
11.6	37.4	-0.42	0.07	-0.089	0.99	116.7	77.5	

A 3/4 blood Turnpike female here that I would take a thousand of. Moderate, stout, cool looking, and out of a high producing cow from the Dunsmore family. Bull or heifer, we're excited for her Guardian calf. *AI BRED 5/6/20 CLRS Guardian 317G (ASA: 3563436)*



Lot 58 RUBYS FLOWER 9154G

R

THE BRED HEIFERS



OVAL F ECHO E709
SIRE OF LOTS 59 - 62



59

RUBYS JUANADA 9190G

Homozygous Polled | Heterozygous Black | 3/4 SM 1/4 AN

BD: 3/16/19 ASA: 3594718 TATTOO: 9190G
ADJ. BW: 84 ADJ. WW: 578 ADJ. YW: 884

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam RUBY SWC BATTLE CRY 431B
RUBYS JUANADA 6106D
FCC JUANADA 990W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	0.2	79.9	113.8	0.21	5.1	19.9	59.8	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.1	31.4	-0.30	0.03	-0.057	0.77	116.2	73.9	

One of my absolute favorites in the bred division. We love the extra big feet and legs and softness of these Echo daughters. Throw in the Battle Cry on the cow side to add some extra eye appeal and the results are more than favorable. This is the keeping kind, but we always part with some good ones, and this one is one of the best in the pen. *AI BRED 5/31/20 CLRS Guardian 317G (ASA: 3563436)*

60

RUBYS ROSETTA 9123G

Polled | Black | 3/4 SM 1/4 AN

BD: 2/6/19 ASA: 3594781 TATTOO: 9123G
ADJ. BW: 76 ADJ. WW: 565 ADJ. YW: 809

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam PVFS RUBY MADDEN 126Y
RUBYS ROSETTA 7160E
FCC ROSETTA 966W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.5	-1.8	66.9	93.8	0.17	6.5	23.1	56.4	15.4
DOC	CW	YG	MARB	BF	REA	API	TI	
6.4	38	-0.22	0.21	-0.056	0.63	131.5	73.3	

A more moderate package here backed my a moderate, efficient cow family. The granddam of this heifer is not very big, but has produced several nice calves for us. This one will be no different. *AI BRED 5/11/20 CLRS Guardian 317G (ASA: 3563436)*



THE BRED HEIFERS

Lot 61 RUBY LP FANTASY 9157G



MATERNAL SISTER TO DAM OF LOT 61



61

RUBY LP FANTASY 9157G

Polled | Black | PB SM

BD: 2/25/19 ASA: 3594750 TATTOO: 9157G
ADJ. BW: 94 ADJ. WW: 629 ADJ. YW: 858

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam MR HOC BROKER
RUBYS SHEZA FANTASY 430B
SVF SHEZA FANTASY N906

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.1	3.1	74.8	104.8	0.19	2.4	18.7	56	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
8.5	39	-0.39	-0.04	-0.101	0.82	113	70.3	

A bigger framed Echo x Broker x Sheeza Fantasy. We used Currency on a couple of these females and think he will compliment this one really nice.

AI BRED 5/22/20 Ruby's Currency 7134E (ASA: 3282185)

62

RUBYS RITA 9138G

Polled | Black | 3/4 SM 1/4 AN

BD: 2/7/19 ASA: 3594768 TATTOO: 9138G
ADJ. BW: 95 ADJ. WW: 640 ADJ. YW: 983

Sire HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YIN Y26

Dam PVFS RUBY MADDEN 126Y
RUBYS RITA 6182D
SANDPOINT RITA 5082

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.9	82.1	123.3	0.26	5	22.1	63.1	14.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10.5	54.9	-0.15	0.46	-0.052	0.66	138.3	83.9	

A big, stout made Echo daughter that we really like. Extra substance of bone, stoutness and cow power. This is the kind that can make those high growth, power bulls or fancy show heifers, depending on how you want to breed her. Her dam was a Marbling and REA leader in her contemporary group. AI BRED 5/8/20 CLRS Guardian 317G (ASA: 3563436)

Lot 62 RUBYS RITA 9138G



R



Lot 63 RUBYS EMERSON 928G

63

Lot

RUBYS EMERSON 928G

Homozygous Polled | Black | 5/8 SM 3/8 AN

BD: 1/5/19 ASA: 3594867 TATTOO: 928G
 ADJ. BW: 101 ADJ. WW: 555 ADJ. YW: 828

Sire W/C UNITED 956Y
W/C EXECUTIVE 187D
 MISS WERNING KP 8543U

Dam HCCO CLASSIC 431C
DAF EMERSON E4013
 RACHEL R&R 4013



DAF EMERSON E4013 - DAM OF LOT 63

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9	2	78.4	115.2	0.23	5.7	18.8	57.9	11.8

DOC	CW	YG	MARB	BF	REA	API	TI
8.7	39.7	-0.24	0.18	-0.068	0.63	111.8	74

This female came to us on board a bred heifer from Diamond A Farms. If you can appreciate moderate, stout, heavy structured, good looking ones, then take this one home. She has got the goods! *AI BRED 5/7/20 CLRS Guardian 317G (ASA: 3563436)*



W/C EXECUTIVE 187D - SIRE OF LOT 63

R
◇

THE BRED HEIFERS



Lot 64 RUBYS CINDA 8F82

CDI CEO 281D - SIRE OF LOT 64 AND 65



64

RUBYS CINDA 8F82

Homozygous Polled | Homozygous Black | 10/19/18

BD: PB SM ASA: 3561160 TATTOO: 8F82
ADJ. BW: 84 ADJ. WW: 524 ADJ. YW: 730

Sire W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK'S BEYONCE 82B

Dam PVFS RUBY MADDEN 126Y
RUBYS CINDA 6D38
RUBYS CINDA 105Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.8	1.4	76.5	113.8	0.23	3.5	23.5	61.7	12.6
DOC	CW	YG	MARB	BF	REA	API	TI	
9.9	29.6	-0.47	0.09	-0.094	1.01	121.9	78	

This CEO sired female is one I really like. Moderate, deep and eye appealing. Lots of cow power here. AI BRED 4/17/20 Oval F Echo E709 (ASA: 3237099)

65

RUBYS REVOLUTION ROSE 997G

Polled | Black | 1/31/19

BD: 3/4 SM 1/4 AN ASA: 3594805 TATTOO: 997G
ADJ. BW: 102 ADJ. WW: 602 ADJ. YW: 884

Sire W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK'S BEYONCE 82B

Dam RUBY NFF EXCALIBUR 002X
FCC2 REVOLUTION ROSE316A
FCC REVOLUTION ROSE 516U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
5.6	4.4	89.3	138	0.3	-0.2	17.2	61.8	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	29.1	-0.45	0.08	-0.059	1.19	104.6	75.9	

Another stout made CEO daughter. Her Excalibur sired dam is one of the most impressive beasts that roam our pastures. Lots of performance bred in here. AI BRED 5/27/20 CLRS Guardian 317G (ASA: 3563436)



Lot 65 RUBYS REVOLUTION ROSE 997G

R



R
◇

Lot 66 RUBY NFF LASS 976G

66

Lot

RUBY NFF LASS 976G

ANGUS

BD: 1/26/19
ADJ. BW: 68

AAA: PENDING
ADJ. WW: -

TATTOO: 976G
ADJ. YW: -

Sire SITZ TRAVELER 8180
SAV FINAL ANSWER 0035
SAV EMULOUS 8145

Dam SS INCENTIVE 9J17
RUBY NFF LASS 7103E
C & C LASS 5054

The lone Angus in the offering but one we like a great deal. Eye appealing, yet big bodied, stout made, and easy fleshing. I'm sure the SimAngus baby she is carrying will be a good one. *AI BRED 5/12/20 CLRS Guardian 317G (ASA: 3563436)*



SAV FINAL ANSWER 0035 - SIRE OF LOT 66

The Angus



CATTLE COMPANY

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Bull Sale



FEB 6, 2021



2017 Grand Champion Pen of Five



2018 Reserve Grand Champion Pen of Five



2018 Reserve Grand Champion Pen of Three



2017 Grand Champion Pen of Three

CHAMPION

JUNIOR BREEDING HEIFER

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 San Antonio Livestock Exposition Reserve Grand Champion Simmental Female
 Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company.
 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!



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 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 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!



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.

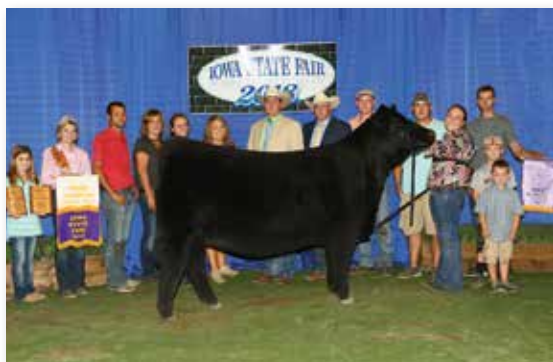


2018 Iowa State Fair Grand Champion Percentage Simmental

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





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LIVIN' THE DREAM

ANNUAL PRODUCTION SALE

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