



RUBY CATTLE COMPANY

NATIONAL WESTERN 
Stock Show
DENVER
RESERVE CHAMPION
PEN OF THREE
PERCENTAGE 
SIMMENTAL
PEN 




FUNCTIONAL
PREDICTABLE
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The Bull Sale





Ruby Cattle Co.

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

Dear Fellow Cattlemen and Cattlewomen.

I would like to take this opportunity to welcome you to this year's edition of our bull sale. This will be our twelfth year of having a bull sale and are so thankful for our past customers and supporters of our program. We appreciate you taking the time to view our offering. Without a doubt, this is the best set of bulls we have assembled to date. We work tirelessly to produce cattle that are the right kind to maximize profits for our customers in today's markets. Rest assured these bulls are ready to go to work and provide the most return, with the least amount of input.

These bulls are the best of the best from our Embryo Transfer and AI programs. We have also made significant investments in our herd bull lineup to ensure we are offering only the best genetics. Our cowherd is run like any commercial cowherd. With increasing feed prices and pastureland at a premium, we demand that our cows be efficient and able to convert forage into pounds. Much like yours, our pastures are fescue, and efficient, sensibly framed cattle have proved their economic value. We demand the dams of these bulls be good footed, good uddered, slick off in the spring, and have good dispositions. You will see the same traits in these bulls.

We realize there are many bull sales as to which you can find a bull and we thank you for your consideration. We want to emphasize the fact that when you buy one of our bulls, you are not just buying a bull, but buying into a program that is committed to providing you the best product available anywhere. In the last few years, we have made a big push to maximize the growth genetics in these cattle, while not sacrificing maternal traits in the process. We have also utilized genomics testing on our entire cowherd and expect those higher accuracies to be of value. All the bulls have been ultrasounded and that data is available. They have also been fertility tested and will be ready to go to work. We provide you with this information so our bulls can be as transparent as possible. We want you to be informed as you can be about your new purchase. Our bulls have also been BVD-PI tested negative and their dams have all been tested negative for Johnes disease.

Last year, we started on a different feed program with our bulls. We heard nothing but positive comments. This group only received about 100 pounds of a pelleted, high fiber creep feed per calf this summer. We did this leading up to weaning, to ensure a smooth transition on feed. They did not see a kernel of corn until they were weaned, and they have been fed a higher forage, TMR diet with a feed wagon. We felt this was a logical move with longevity in mind and of the utmost importance. We listen to our new customer as to why they are looking to make a move somewhere different and the majority of the time, feet, legs, and bull longevity are significant factor. By reducing starch consumption, we realize you may not see weights as heavy as your accustomed to, but we promise these bulls have more genetic growth potential than any we have ever sold. Utilize the EPDs and the individual ratios we have provided you, that data is as honest as we can make it.

There is no better time than now to invest in top genetics for your herd. We are getting ready to once again come into a great time in beef production. With a tremendous number of cows getting sold and heifers going to feedlots, the inventories are looking very favorable for the future. As we mentioned, we have made a big push towards high growth genetics, but when you look through the offering, we believe we have several great maternal sires available as well. Looking forward, the daughters from these bulls will add to your bottom line for years to come. We also invite you to come see the bulls on the side of their dams in the summer, which is where we feel they are the most impressive, and you get to see the factory that stands behind them. Please feel free to call us with any questions regarding the sale offering. We look forward to doing business with you!

We sincerely thank you for your interest,

Nate, Leslie, and Creed Ruby

INNOVATION

— AgMarketing, LLC —

Cattlemen.

It is certainly a fact that there has been plenty of volatility in the cattle marketplace for all classes of stock over the past 5 to 7 years. There has been plenty of adversity dealt to the commercial cattlemen as well, whether it's packer driven, economy related, or a major climate disaster, we have had it all handed to the industry one way or every way. One thing is for certain, however, amidst all of the ups and downs and drastic swings, Ruby Cattle Company has stayed the course with their goals and intentions towards their pledge to make cattle predictable and fool proof.

Waiver, is not in Nate Ruby's vocabulary when it comes to his seedstock program. He is more than aware that each and every decision he makes influences his customer base and the industry for years to come. He knows that the ultimate goal is to provide the United States and the World population with the best and safest food protein known to man and those that are primarily responsible to do so would be you, his customer base and those that plan to invest in one or several of the outstanding bulls and bred females that will be offered on February 6.

Nate has always been a steward of performance in the industry... true, raw, visual performance measured by a scale, pay weight if you will. Over his years in the business, he has submitted as much, measured, and recorded data as any one breeder in the industry. This program has been built with Nate's eye, but with data as well. Now, with genomics, this program is taking the step necessary to the next level in ensuring your investment is in a product backed with integrity and merit. He has been relentless in acquiring new genetics with bigger spread number profiles and outcross genetics when possible. He realizes that carcass merit is more and more important with each improving generation.

Ruby Cattle Company is intensely focused on the future of their bull business as it is the future of your business and the outcome of your end product as well no matter what market endpoint your operation has. Please add Murray, Iowa to your bull shopping list if your serious about the bottom line of your commercial based operation. If you are a discriminating breeder, it would be a great opportunity to see what the other team is doing from a positive perspective as you too may find something that works for you as well. It's a program of discipline and dedication that was started from scratch a short 20 years ago and it has built the ranch land base and provided for essential investments along the journey. It's one to tie to for the long haul.

We sincerely thank you for your interest,

Sale Schedule

Friday, February 5, 2021
Bulls on Display 1:00 pm

Saturday, February 6, 2021

Bulls on Display at 9:00 am
Lunch served at 12:00 pm
Sale Begins at 2:00 pm CST

New Sale Location

Ruby Cattle Company
1170 Elk Street, Murray, IA 50174

Updates

Visit www.rubycattleco.com or
www.innovationagmarketing.com for updates

THE RUBY CATTLE COMPANY BULL SALE

New Time: 2:00 pm | New Location: At the Farm

SALE DAY PHONES

Nate Ruby - 515-450-0112
Leslie Ruby - 515-450-0259
Miles Eddy - 507-841-1787

AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

Graham Blagg - 530-913-6418
Jered Shipman - 806-983-7226
Tim Anderson - 605-682-9343
INNOVATIONAGMARKETING.COM

MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395
Austin Brandt - 712-621-1829
Jeremie Ruble - 406-581-7940
Mitchell Armitage - 405-641-9438

ACCOMMODATIONS

AmericInn by Wyndham Osceola - 641-342-9400
11 Ariel Cir, Osceola, IA 50213

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

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: 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 2021 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.

FREE YARDAGE

Bulls are allowed to stay at the farm free of charge until April 1, 2021.

TRUCKING

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

AD AND CATALOG PRODUCTION

THM Promotions - Tracy McMurphy : 806-679-0231



Bid Live Online cci.live

"Gavel's Down, The Best in Online Marketing"

(516) 366-0734 CCI.live.schedule@cci.live



2019 National Western Reserve Champion Pen of 3 Simmental Bulls



2018 National Western Reserve Champion Pen of 5 Simmental Bulls



2018 National Western Reserve Champion Pen of 3 Simmental Bulls



2017 National Western Champion Pen of 5 Simmental Bulls



2017 National Western Champion Pen of 3 Simmental Bulls

THE TURNPIKE SIRE GROUP



8

1 RUBY SWC TURNPIKE 9202G

BD: 3/21/19 ASA: 3594707 TATTOO: 9202G

WBF SIGNIFICANT B132 MR NLC UPGRADE U8676
RUBYS TURNPIKE 771E SWC RUBY YETTI 143Y
 RUBYS MISS CLEO 240Z JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 84 | ET | 731 | ET | 1191 | ET | 2.19 | 102 | 0.22 | 96 | 16.19 | 109 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.3 | 1.2 | 83.9 | 132.1 | 0.3 | 6.1 | 19.9 | 61.8 | 12.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9 | 30.5 | -0.51 | -0.15 | -0.103 | 1.05 | 113 | 75.9 | | | | |



Rubys Turnpike 771E - Sire of Lots 1 - 21

SIRE OF SIGNIFICANCE - TURNPIKE

In his first calf crop last year, Turnpike produced as many, or more sale toppers than any bull in recent history. He sires sons that are good footed, athletic, long bodied, stout made cattle that shed early and have added frame. He works on a wide variety of cows and is a breed leading performance sire. His first daughters are getting ready to calve and are right at the top of our replacement pen. The Turnpike females in our November female sale were really well received as well. Turnpike has done everything we thought he would do and he will continue to be a heavily used sire here. These sons will add pay weight to your calf crop and leave you daughters that will bring in the big calves when you put them in production.

THE TURNPIKE SIRE GROUP

One of the most successful Yetti flushes to date, and that is saying something! 143Y is one of the most consistent herd sire producers in our breed and a couple of these brothers are sure to add to that list. Lot 1 has always been a favorite. He is one of the best looking Turnpike sons we have raised, yet still has that performance, stoutness, and athleticism we love. He was the last born spring bull calf in 2019 and we held him over to highlight this sale. Lot 2 is this years version of his older brother that is maybe even a rib longer. Ask anyone who has been in the business very long and they will always tell you that weight is in length, and these brothers are as long as they come.

2 RUBY SWC TURNPIKE 023H

BD: 1/6/20 ASA: 3768738 TATTOO: 023H

WBF SIGNIFICANT B132 MR NLC UPGRADE U8676
RUBYS TURNPIKE 771E **SWC RUBY YETTI 143Y**
 RUBYS MISS CLEO 240Z JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 98 | ET | 702 | ET | 1427 | ET | 2.81 | 97 | 0.23 | 88 | 17.08 | 124 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.8 | 2.5 | 91.4 | 143.6 | 0.33 | 6.4 | 19.9 | 65.5 | 12.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.1 | 38.6 | -0.5 | -0.12 | -0.117 | 1.03 | 115.6 | 79.4 | | | | |



Lot 2

3 RUBY SWC TURNPIKE 020H

BD: 1/6/20 ASA: 3768698 TATTOO: 020H

WBF SIGNIFICANT B132 MR NLC UPGRADE U8676
RUBYS TURNPIKE 771E **SWC RUBY YETTI 143Y**
 RUBYS MISS CLEO 240Z JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 85 | ET | 631 | ET | 1300 | ET | 3.05 | 105 | 0.27 | 104 | 14.28 | 104 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.8 | 1.8 | 83.6 | 132.7 | 0.31 | 6.4 | 19.9 | 61.7 | 12.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.1 | 33.9 | -0.5 | -0.12 | -0.117 | 0.96 | 113.9 | 75.6 | | | | |



Lot 3

4 RUBY SWC TURNPIKE 009H

BD: 1/1/20 ASA: 3768762 TATTOO: 009H

WBF SIGNIFICANT B132 MR NLC UPGRADE U8676
RUBYS TURNPIKE 771E **SWC RUBY YETTI 143Y**
 RUBYS MISS CLEO 240Z JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | ET | 562 | ET | 1193 | ET | 2.51 | 86 | 0.15 | 58 | 13.8 | 100 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.8 | 1.2 | 76.2 | 122.1 | 0.29 | 6.4 | 19.9 | 58 | 12.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.1 | 29.3 | -0.5 | -0.12 | -0.117 | 0.9 | 112.2 | 71.9 | | | | |



Lot 4

THE TURNPIKE SIRE GROUP



Lot 5

The Turnpikes on the great 2124Z have been some of the best. Combine the elite phenotype of their dam with the power and performance of Turnpike, and what great results! Put the baldy brother on a group of Angus cows and name your price for those daughters. We think with his extra white, your baldy percentage should be higher than most. The solid black brother is a spitting image of the bull that Moore and Warren Livestock selected as the high selling bull in our April Livin the Dream sale. Pick and choose or take them both, they are both dang good.

5 RUBY NFF TURNPIKE 9G26

BD: 9/20/19 ASA: 3746659 TATTOO: 9G26

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

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

6 RUBY NFF TURNPIKE 9G48

BD: 9/28/19 ASA: 3700276 TATTOO: 9G48

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

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 90 | ET | 733 | ET | 1129 | ET | 2.45 | 90 | 0.3 | 103 | 15.2 | 104 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.5 | 2 | 77.3 | 127.4 | 0.31 | 6.5 | 20 | 58.7 | 16.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.7 | 32.9 | -0.49 | -0.13 | -0.111 | 0.97 | 119.9 | 71.8 | | | | |

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 98 | ET | 802 | ET | 1271 | ET | 2.29 | 84 | 0.21 | 88 | 14.33 | 95 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.5 | 2.4 | 81.3 | 136.2 | 0.34 | 6.5 | 20 | 60.6 | 16.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.7 | 40.2 | -0.49 | -0.13 | -0.111 | 1.06 | 121.2 | 73.9 | | | | |



Lot 6

Rubys NFF Rhythm 2124Z
Dam of Lots 5 & 6



THE TURNPIKE SIRE GROUP

7 RUBYS TURNPIKE 014H

BD: 1/3/20 ASA: 3768752 TATTOO: 014H

WBF SIGNIFICANT B132

O C C LINEBRED 661L

RUBYS TURNPIKE 771E

FCC REVOLUTION ROSE 939W

RUBYS MISS CLEO 240Z

FCC REVOLUTION ROSE 858S

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 82 | 97 | 654 | 99 | 1279 | 111 | 2.62 | 89 | 0.34 | 136 | 13.74 | 103 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 13.9 | 0.3 | 78.6 | 123.8 | 0.28 | 4.5 | 21.2 | 60.4 | 13.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 9.7 | 38.1 | -0.16 | 0.19 | -0.037 | 0.59 | 124.8 | 76.8 |

Maybe the stoutest, biggest middled bull in the whole offering. His dam is a bull producing machine!



Lot 7

Two SimAngus bulls here that are very similar bred on the cow side. You couldn't get a set of twins to look more alike. If you want to add some consistency to a calf crop, buy both of these guys and turn them out.

8 RUBYS TURNPIKE 9G32

BD: 9/21/19 ASA: 3700336 TATTOO: 9G32

WBF SIGNIFICANT B132

O C C PAXTON 730P

RUBYS TURNPIKE 771E

KJB ROSETTA 854X

RUBYS MISS CLEO 240Z

FCC ROSETTA 744R

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 92 | 103 | 723 | 111 | 1305 | 116 | 2.65 | 109 | 0.28 | 127 | 16.22 | 111 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 12.6 | 1.4 | 86.9 | 139.8 | 0.33 | 4.2 | 19.4 | 62.8 | 12.9 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 8.5 | 38.7 | -0.21 | 0.18 | -0.037 | 0.74 | 123.5 | 80.3 |



Lot 8

9 RUBYS TURNPIKE 9G34

BD: 9/22/19 ASA: 3700268 TATTOO: 9G34

WBF SIGNIFICANT B132

O C C EUREKA 865E

RUBYS TURNPIKE 771E

KJB CLEO 857X

RUBYS MISS CLEO 240Z

JAUER EMBLAZON 911 7020

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 84 | 94 | 639 | 98 | 1165 | 103 | 3.09 | 127 | 0.34 | 155 | 12.63 | 87 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 13.9 | 0.7 | 76.3 | 122.9 | 0.29 | 4.4 | 21.2 | 59.3 | 16.6 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|--------|------|-------|------|
| 10.6 | 37.9 | -0.21 | 0.19 | -0.042 | 0.72 | 130.5 | 75.5 |



Lot 9

THE TURNPIKE SIRE GROUP



These next four Turnpike sons are all out of Madden x Angus dams. These 3/4 blood bulls are long, stout and big bodied. Lots of milk in the Madden females, yet they are short teated and have small, snug udders.

10 RUBYS TURNPIKE 9G23

BD: 9/19/19 ASA: 3700260 TATTOO: 9G23

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

PVFS RUBY MADDEN 126Y
RUBYS REV ROSE 6D60
 FCC REVOLUTION ROSE 939W

11 RUBYS TURNPIKE 9G80

BD: 10/23/19 ASA: 3700295 TATTOO: 9G80

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

PVFS RUBY MADDEN 126Y
RUBYS JUANADA 3177A
 FCC JUANADA 13X

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 85 | 95 | 635 | 97 | 1193 | 106 | 2.53 | 104 | 0.19 | 86 | 13.48 | 93 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.7 | 1.4 | 83 | 136.7 | 0.34 | 4 | 24 | 65.4 | 13.4 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9 | 40.8 | -0.35 | 0.19 | -0.075 | 0.9 | 125.5 | 79.8 | | | | |

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 90 | 101 | 745 | 114 | 1205 | 107 | 2.22 | 91 | 0.24 | 109 | 14.63 | 100 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.7 | 1.8 | 79.5 | 124.6 | 0.28 | 4.6 | 24.2 | 63.9 | 13.2 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.6 | 40.6 | -0.31 | 0.26 | -0.071 | 0.81 | 123.8 | 78.1 | | | | |



New Location!

Join us at the farm in Murray, Iowa for our Annual Bull Sale.

THE TURNPIKE SIRE GROUP



12 RUBYS TURNPIKE 9G50

BD: 9/30/19 ASA: 3700314 TATTOO: 9G50
 WBF SIGNIFICANT B132 PVFS RUBY MADDEN 126Y
RUBYS TURNPIKE 771E RUBYS ROSETTA 3186A
 RUBYS MISS CLEO 240Z FCC ROSETTA 974T

13 RUBY NFF TURNPIKE 013H

BD: 1/3/20 ASA: 3768647 TATTOO: 013H
 WBF SIGNIFICANT B132 PVFS RUBY MADDEN 126Y
RUBYS TURNPIKE 771E RUBY NFF ANNIE 6D66
 RUBYS MISS CLEO 240Z A & B ANNIE 2170

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | 98 | 673 | 103 | 1173 | 104 | 1.5 | 61 | 0.2 | 91 | 14.16 | 97 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 13.7 | 1.2 | 81.6 | 130.5 | 0.31 | 5.1 | 22 | 62.8 | 15.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 8.9 | 33.7 | -0.32 | 0.19 | -0.069 | 0.77 | 129.4 | 78.5 |

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 89 | 106 | 680 | 103 | 1322 | 115 | 2.59 | 88 | 0.21 | 84 | 13.54 | 102 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-----|------|-----|------|------|------|
| 11.9 | 2.7 | 88.7 | 143 | 0.34 | 5.6 | 24.8 | 69.1 | 15.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 7.8 | 37.2 | -0.35 | 0.16 | -0.078 | 0.84 | 126.6 | 80.8 |



THE TURNPIKE SIRE GROUP



Lot 14

14 RUBYS TURNPIKE 0110H

BD: 2/22/20 ASA: 3768712 TATTOO: 0110H

WBFSIGNIFICANT B132 TNT TANKER U263
RUBYS TURNPIKE 771E MS NLC TANKER Z2104
 RUBYS MISS CLEO 240Z BHA FLOWER 299

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | 104 | 745 | 112 | 1197 | 104 | 2.99 | 102 | 0.31 | 124 | 13.84 | 104 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 9.3 | 3.3 | 93.9 | 148.1 | 0.34 | 5.7 | 20.5 | 67.4 | 13.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.4 | 49.1 | -0.39 | -0.04 | -0.09 | 1.03 | 108.3 | 77.1 | | | | |



Lot 15

15 RUBYS TURNPIKE 075H

BD: 2/8/20 ASA: 3768704 TATTOO: 075H

WBFSIGNIFICANT B132 CNS PAYS TO DREAM T759
RUBYS TURNPIKE 771E RUBYS RITA 2118Z
 RUBYS MISS CLEO 240Z SANDPOINT RITA 5082

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 93 | 110 | 712 | 107 | 1329 | 116 | 4.16 | 142 | 0.17 | 68 | 14.42 | 109 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.6 | 3.3 | 85.8 | 137 | 0.32 | 6.5 | 19.8 | 62.7 | 11 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 7.9 | 40.1 | -0.4 | 0.2 | -0.08 | 1.03 | 115.5 | 78.6 | | | | |



Lot 16

16 RUBYS TURNPIKE 9G35

BD: 9/22/19 ASA: 3700297 TATTOO: 9G35

WBFSIGNIFICANT B132 MR ISHEE SUPERSTOUT 014
RUBYS TURNPIKE 771E RUBYS EVA 455B
 RUBYS MISS CLEO 240Z PVFS/MTV EVA 7028T

BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 86 | 96 | 715 | 109 | 1165 | 103 | 2.3 | 94 | 0.17 | 77 | 16.73 | 115 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.8 | 2.1 | 86.4 | 132.5 | 0.29 | 6.4 | 21 | 64.1 | 17.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 17.1 | 31 | -0.54 | 0.16 | -0.119 | 1.02 | 139 | 84.1 | | | | |



THE TURNPIKE SIRE GROUP

17 RUBYS TURNPIKE 9G76

BD: 10/18/19 ASA: 3700343 TATTOO: 9G76

WBF SIGNIFICANT B132

HTP SVF IN DEW TIME

RUBYS TURNPIKE 771E

RUBYS JILL 035X

RUBYS MISS CLEO 240Z

RUBYS JILL 815U

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | 98 | 734 | 112 | 1216 | 108 | 2.78 | 114 | 0.16 | 73 | 13.75 | 94 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.8 | 2.7 | 94.3 | 142.5 | 0.3 | 5.2 | 16.5 | 63.7 | 16.1 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12 | 43.6 | -0.49 | 0.18 | -0.113 | 1.08 | 138 | 87.7 | | | | |



Lot 17

18 RUBYS TURNPIKE 9G60

BD: 10/7/19 ASA: 3700278 TATTOO: 9G60

WBF SIGNIFICANT B132

RUBYS ABSOLUT 317A

RUBYS TURNPIKE 771E

RUBYS MISS CLEO 6D67

RUBYS MISS CLEO 240Z

RUBYS MISS CLEO A324

BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 96 | 107 | 700 | 107 | 1242 | 110 | 2.12 | 87 | 0.17 | 77 | 14.37 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 7.5 | 4.6 | 91.8 | 142 | 0.31 | 4.3 | 21.5 | 67.3 | 13.1 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.8 | 44.2 | -0.52 | 0.05 | -0.119 | 1.13 | 116.6 | 80.7 | | | | |



Lot 18

19 RUBYS TURNPIKE 9G81

BD: 10/23/19 ASA: 3700304 TATTOO: 9G81

WBF SIGNIFICANT B132

S A V FINAL ANSWER 0035

RUBYS TURNPIKE 771E

RUBYS CINDA 105Y

RUBYS MISS CLEO 240Z

PSF CINDA 56M

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 92 | 103 | 683 | 104 | 1164 | 103 | 2.44 | 100 | 0.28 | 127 | 11.93 | 82 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.5 | 2.2 | 82.5 | 131.7 | 0.31 | 6.6 | 17.9 | 59.1 | 15.1 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.7 | 34 | -0.34 | 0.12 | -0.079 | 0.75 | 119.4 | 75.4 | | | | |



Lot 19

THE TURNPIKE SIRE GROUP



RHYTHM 418P
Matriarch of the Rhythm Cow Family



20 RUBYS TURNPIKE 9G79

BD: 10/20/19 ASA: 3700266 TATTOO: 9G79

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

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

21 RUBYS TURNPIKE 9G69

BD: 10/14/19 ASA: 3700270 TATTOO: 9G69

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

HTP SVF IN DEW TIME
RUBYS RHYTHM
RUBYS RHYTHM S647

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 92 | 103 | 750 | 115 | 1154 | 102 | 2.73 | 112 | 0.2 | 91 | 14.38 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.3 | 2.8 | 85.4 | 130 | 0.28 | 4.9 | 15.9 | 58.6 | 17.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 11 | 32.3 | -0.45 | -0.02 | -0.104 | 0.9 | 124.5 | 76.7 | | | | |

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 86 | 96 | 677 | 104 | 1075 | 95 | 2.21 | 91 | 0.17 | 77 | 15.89 | 109 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.4 | 2.4 | 77.5 | 114.9 | 0.23 | 6.8 | 19.7 | 58.4 | 17.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.8 | 22.7 | -0.53 | -0.04 | -0.114 | 0.95 | 123.9 | 73 | | | | |



THE CASINO SIRE GROUP



17

22 RUBY SWC CASINO 9G41

BD: 9/24/19 ASA: 3700271 TATTOO: 9G41

CFCC BLACK JACK 001

MR NLC UPGRADE U8676

KR CASINO 6243

SWC RUBY YETTI 143Y

MALSONS SAVANNAH 27Y

JM MISS OLIVIA-L36

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 95 | ET | 631 | ET | 1150 | ET | 2.46 | 90 | 0.26 | 108 | 16.77 | 112 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.1 | 1.6 | 82.9 | 134.4 | 0.32 | 5.1 | 23.5 | 64.9 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.8 | 43.5 | -0.06 | 0.1 | -0.031 | 0.4 | 106.6 | 75 | | | | |



KR Casino 6243 - Sire of Lots 22 - 27

SIRE OF SIGNIFICANCE - CASINO

Here's the Beef!! If you asked me to describe the ideal beef bull, I would save my breath and just take you to the bull pen and show you this litter of flushmates. I truly think that this is one of the most, if not the most impressive set of brothers we have ever offered for sale. Obviously their powerful donor dam needs no introduction and the Casino bull has been making the good ones across the country. These are STOUT made, easy fleshing, good looking bulls with great feet and legs. Their growth numbers put them in top 20% of the breed, yet they are built to make some awesome females as well. I am not sure which one I like the best, but they are all good and we think that you will like them too, they are hard to miss!

THE CASINO SIRE GROUP



23 RUBY SWC CASINO 9G30

BD: 9/21/19 ASA: 3700310 TATTOO: 9G30

CFCC BLACK JACK 001 MR NLC UPGRADE U8676
KR CASINO 6243 **SWC RUBY YETTI 143Y**
 MALSONS SAVANNAH 27Y JM MISS OLIVIA-L36

24 RUBY SWC CASINO 028H

BD: 1/8/20 ASA: 3768705 TATTOO: 028H

CFCC BLACK JACK 001 MR NLC UPGRADE U8676
KR CASINO 6243 **SWC RUBY YETTI 143Y**
 MALSONS SAVANNAH 27Y JM MISS OLIVIA-L36

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 94 | ET | 718 | ET | 1213 | ET | 2.8 | 102 | 0.24 | 100 | 17.12 | 114 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.1 | 1.9 | 85.4 | 137 | 0.32 | 5.1 | 23.5 | 66.2 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.8 | 45.3 | -0.06 | 0.1 | -0.031 | 0.43 | 107 | 76.2 | | | | |

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 87 | ET | 737 | ET | 1349 | ET | 4.36 | 150 | 0.32 | 123 | 15.02 | 109 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.1 | 2 | 87 | 137.5 | 0.32 | 5.1 | 23.5 | 66.9 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.8 | 48 | -0.07 | 0.1 | -0.031 | 0.47 | 107.1 | 76.9 | | | | |



THE CASINO SIRE GROUP



25 RUBY SWC CASINO 007H

BD: 1/1/20 ASA: 3768665 TATTOO: 007H
 CFCC BLACK JACK 001 MR NLC UPGRADE U8676
KR CASINO 6243 **SWC RUBY YETTI 143Y**
 MALSONS SAVANNAH 27Y JM MISS OLIVIA-L36

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 89 | ET | 735 | ET | 1254 | ET | 3.03 | 104 | 0.41 | 158 | 14.7 | 107 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.1 | 2.2 | 89.7 | 141.4 | 0.32 | 5.1 | 23.5 | 68.3 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.8 | 48.9 | -0.07 | 0.1 | -0.031 | 0.48 | 107.7 | 78.2 | | | | |

26 RUBY SWC CASINO 021H

BD: 1/6/20 ASA: 3768709 TATTOO: 021H
 CFCC BLACK JACK 001 MR NLC UPGRADE U8676
KR CASINO 6243 **SWC RUBY YETTI 143Y**
 MALSONS SAVANNAH 27Y JM MISS OLIVIA-L36

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 85 | ET | 599 | ET | 1160 | ET | 3.62 | 124 | 0.22 | 85 | 12.48 | 91 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.1 | 1 | 76.2 | 122.2 | 0.29 | 5.1 | 23.5 | 61.5 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.8 | 39.2 | -0.06 | 0.1 | -0.031 | 0.35 | 104.7 | 71.6 | | | | |



THE MAKING BANK SON



Big time performance SimAngus bull here out of the Chestnut Making Bank that is a herdsire at Hoffman Ranch. Big bodied, stout made with a bit more frame. He was the high performing bull of the 2019 fall calf crop.

27 RUBY SWC MAKING BANK 9G17

BD: 9/17/19 ASA: 3746660 TATTOO: 9G17

BARSTOW BANKROLL B73
CHESTNUT MAKING BANK 207
BUSSMUS QUEEN 14

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 74 | ET | 813 | ET | 1287 | ET | 2.96 | 109 | 0.28 | 97 | 14.05 | 96 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.1 | 2.5 | 92.4 | 145.9 | 0.33 | 5.1 | 23.5 | 69.6 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.8 | 50.6 | -0.07 | 0.1 | -0.031 | 0.5 | 108.4 | 79.6 | | | | |



Chestnut Making Bank 207 - Sire of Lot 27

The highest performing bull of the 2019 calf crop!

THE BATTLE CRY SIRE GROUP



28 RUBY NFF BATTLE CRY 035H

BD: 1/24/20 ASA: 3768748 TATTOO: 035H

MR HOC BROKER

AJE/PB MONTECITO 63W

RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 2124Z

SWC RUBY YETTI 143Y

RHYTHM 418P

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 97 | ET | 647 | ET | 1176 | ET | 2.19 | 75 | 0.23 | 88 | 13.27 | 96 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.9 | 0.7 | 72 | 115.6 | 0.27 | 7 | 22.2 | 58.1 | 14.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 7.3 | 34.4 | -0.39 | -0.27 | -0.103 | 0.73 | 106.5 | 66 | | | | |



Ruby SWC Battle Cry 431B - Sire of Lots 28 - 36

SIRE OF SIGNIFICANCE - BATTLE CRY

The Battle Cry's have headlined our sales for several years, and even though there are not as many as we once offered, the quality runs as deep as ever. It is dang hard to duplicate the look that Battle Cry puts into his progeny. He is sire that has the rare ability to not only sire eye appeal, but offers breed leading growth alongside of it. His daughters calve easy, are good mothers, and we will lean on them to raise the next generation of good-looking power bulls in our operation. Battle Cry's maternal brother, Gentleman's Jack has also had a profound impact here. He produces cattle with a great look that are smooth made and soft sided. The females out of the Jack genetics will always be worth a premium. Sort through this group of bulls, there is something for everyone, but at the end of the day, they are just good stock!

THE BATTLE CRY SIRE GROUP



The last several years we have offered several full brothers to these two bulls. They have been sale toppers and went to progressive programs across the country. These two 2124Z sons represent some of the best of this predictable mating. They are long necked, big bodied, sound made bulls that have that breeding bull look. Their presence is second to none so if you need to add some eye appeal to your operation, here you go.

29 RUBY NFF BATTLE CRY 025H

BD: 1/28/20 ASA: 3768663 TATTOO: 025H

MR HOC BROKER AJE/PB MONTECITO 63W
RUBY SWC BATTLE CRY 431B RUBY NFF RHYTHM 2124Z
 SWC RUBY YETTI 143Y RHYTHM 418P

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 87 | ET | 573 | ET | 1121 | ET | 2.45 | 84 | 0.16 | 62 | 14.34 | 104 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.9 | 0.3 | 67.1 | 108.6 | 0.26 | 7 | 22.2 | 55.7 | 14.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 7.3 | 29.6 | -0.39 | -0.27 | -0.103 | 0.67 | 105.5 | 63.5 | | | | |



Ruby NFF Rhythm 2124Z - Dam of Lots 28 - 29



THE BATTLE CRY SIRE GROUP



30 RUBY NFF BATTLE CRY 087H

BD: 2/10/20 ASA: 3768730 TATTOO: 087H

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

SILVEIRAS STYLE 9303
RUBY NFF RHYTHM Y1201
RHYTHM 418P

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 91 | 108 | 718 | 108 | 1379 | 120 | 2.15 | 73 | 0.25 | 100 | 12.95 | 97 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11 | 1.6 | 83.3 | 127.4 | 0.28 | 6.9 | 22.4 | 64 | 14.9 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.5 | 38.2 | -0.23 | -0.1 | -0.061 | 0.62 | 106.9 | 70.6 | | | | |

31 RUBYS BATTLE CRY 039H

BD: 1/30/20 ASA: 3768687 TATTOO: 039H

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

RUBYS YUCATAN 160Y
RUBYS JUANADA 411B
FCC JUANADA 919W

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 90 | 107 | 813 | 123 | 1419 | 124 | 2.48 | 85 | 0.25 | 100 | 14.97 | 113 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.6 | 1.6 | 93.6 | 135.8 | 0.26 | 6.7 | 27.7 | 74.5 | 18 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 13.4 | 45.6 | -0.21 | 0.11 | -0.053 | 0.71 | 131 | 82.5 | | | | |



THE BATTLE CRY SIRE GROUP



32 RUBYS BATTLE CRY 034H

BD: 1/22/20 ASA: 3768657 TATTOO: 034H

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

RUBYS ABSOLUT 317A
RUBYS JUANADA 6166D
 RUBYS JUANADA 301A

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 86 | 102 | 690 | 104 | 1276 | 111 | 2.01 | 69 | 0.31 | 124 | 11.94 | 90 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.3 | 1.6 | 83.3 | 119.3 | 0.22 | 4.5 | 24.5 | 66.2 | 12.1 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.3 | 39.9 | -0.23 | -0.07 | -0.071 | 0.56 | 102.1 | 71.2 | | | | |

33 RUBYS BATTLE CRY 059H

BD: 2/4/20 ASA: 3768633 TATTOO: 059H

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

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

HETEROZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 92 | 109 | 702 | 106 | 1279 | 111 | 2.42 | 83 | 0.18 | 72 | 13.55 | 102 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 9.4 | 3.1 | 83.3 | 122.5 | 0.25 | 5.3 | 23.7 | 65.3 | 13.9 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.4 | 37.7 | -0.34 | -0.2 | -0.098 | 0.67 | 103.8 | 70.5 | | | | |



THE BATTLE CRY SIRE GROUP

34 RUBYS BATTLE CRY 9G8

BD: 9/14/19 ASA: 3700267 TATTOO: 9G8

MR HOC BROKER SILVEIRAS STYLE 9303
RUBY SWC BATTLE CRY 431B **RUBYS CINDA 147Y**
 SWC RUBY YETTI 143Y PSF CINDA 3H

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 97 | 108 | 746 | 114 | 1249 | 111 | 2.5 | 102 | 0.24 | 109 | 14.9 | 102 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 8.9 | 3.1 | 86.6 | 132 | 0.28 | 4.3 | 23 | 66.2 | 13.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.3 | 40.1 | -0.23 | -0.01 | -0.071 | 0.58 | 104.8 | 72.8 | | | | |



Lot 34

35 RUBYS BATTLE CRY G9060

BD: 9/30/19 ASA: 3700289 TATTOO: G9060

MR HOC BROKER ANKONIAN WERNER WILD FIRE 96
RUBY SWC BATTLE CRY 431B **PF EISA ERICA 2479**
 SWC RUBY YETTI 143Y CIRCLE S EISA ERICA 4177

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | ET | 630 | ET | 1107 | ET | 2.62 | 96 | 0.21 | 88 | 14.86 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.4 | -0.1 | 72.2 | 113.9 | 0.26 | 7.4 | 19.5 | 55.5 | 11.9 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.5 | 42.7 | -0.09 | 0.14 | -0.027 | 0.51 | 116 | 71.6 | | | | |



Lot 35

36 RUBYS BATTLE CRY 008H

BD: 1/1/20 ASA: 3768678 TATTOO: 008H

MR HOC BROKER RUBYS WIDE OPEN 909W
RUBY SWC BATTLE CRY 431B **RUBYS ROSETTA 4B5**
 SWC RUBY YETTI 143Y FCC ROSETTA 948W

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 89 | 106 | 660 | 100 | 1117 | 97 | 2.15 | 73 | 0.16 | 64 | 11.8 | 89 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.2 | 2.1 | 87.3 | 133.3 | 0.29 | 4.4 | 20.1 | 63.7 | 13.2 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 6.1 | 35.5 | -0.21 | 0.05 | -0.055 | 0.58 | 111.6 | 75.7 | | | | |



Lot 36

THE GENTLEMEN'S JACK SIRE GROUP



One of my favorites in the fall bunch. You will love the look, the softness, the athleticism of this baldy stud!

37 RUBYS JACK 9G22

BD: 9/19/19 ASA: 3700258 TATTOO: 9G22

TLLC ONE EYED JACK RUBYS ABSOLUT 317A
RUBY/SWC GENTLEMAN'S JACK **RUBYS RITA 6109D**
 SWC RUBY YETTI 143Y RUBYS RITA 2118Z

BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 96 | 107 | 722 | 110 | 1098 | 97 | 2.85 | 117 | 0.27 | 123 | 13.48 | 93 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.4 | 2.2 | 73.8 | 104.4 | 0.19 | 5.6 | 23.9 | 60.7 | 9.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.8 | 29.9 | -0.37 | 0.12 | -0.082 | 0.78 | 113.8 | 74.1 | | | | |



Ruby/SWC Gentlemen's Jack - Sire of Lots 37 - 39

One of my favorite bulls in the fall group!

THE GENTLEMEN'S JACK SIRE GROUP



Lot 38

One of the stouter ended, bigger topped Jack sons we have offered. His dam is a full sister to the immortal K18.

K18
Full Sister to Dam of Lot 38



38 RUBYS JACK 068H

BD: 2/5/20 ASA: 3768746 TATTOO: 068H

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

HC POWER DRIVE 88H
RUBYS RHYTHM W933
DRAKE RHYTHM

HETEROZYGOUS BLACK | POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 93 | 110 | 694 | 105 | 1149 | 100 | 2.1 | 72 | 0.18 | 72 | 12.77 | 96 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.3 | 3 | 72.7 | 111 | 0.24 | 5 | 18.7 | 55 | 13.2 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.8 | 27.1 | -0.48 | -0.1 | -0.108 | 0.89 | 108.4 | 67.7 | | | | |

39 RUBYS JACK 049H

BD: 2/2/20 ASA: 3768745 TATTOO: 049H

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

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 87 | ET | 657 | ET | 1012 | ET | 2.57 | - | 0.18 | - | 11.82 | - |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.5 | 2.5 | 75.6 | 119 | 0.27 | 4.7 | 22 | 59.8 | 11.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.4 | 33.9 | -0.4 | -0.1 | -0.093 | 0.82 | 107.5 | 70.1 | | | | |

27



Lot 39

This bulls full sister was a sale highlight this last fall in our Livin The Dream Sale. If you want to make some real good females, look in here. He is linebred Yetti with a shot of Rhythm on the bottom side!

Ruby's Rhythm 048H
Full Sister to Lot 39



THE CURRENCY SIRE GROUP



28

40 RUBY SWC CURRENCY 9G55

BD: 10/4/19 ASA: 3700324 TATTOO: 9G55

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

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 80 | ET | 651 | ET | 1104 | ET | 3.56 | 130 | 0.2 | 83 | 14.83 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.7 | 0.7 | 81.8 | 124.9 | 0.27 | 6.4 | 19.1 | 60 | 12.9 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 14.7 | 36.8 | -0.47 | -0.06 | -0.105 | 1.01 | 119.2 | 77 | | | | |



Ruby's SWC Currency 7134E- Sire of Lots 40 - 45

SIRE OF SIGNIFICANCE - CURRENCY

We really love our Currency sired cattle and you will be seeing more and more of them in our operation. The one thing they all have in common is docility. They are great acting bulls that are easy to handle and have a very friendly demeanor. They come small, grow well, are long bodied, heavy, and athletic. They check all the boxes for low maintenance cattle that can offer a big return. They are later maturing cattle, and the older they get, the more and more you like them. We recommend these brothers to anyone with the utmost confidence of customer satisfaction.

THE CURRENCY SIRE GROUP



Lot 41

Lots 40 and 41 are two full brothers by Yetti 143Y. Their sister topped our spring sale to Diamond A in Illinois. She was one my favorite females we have produced.

*Ruby SWC Yetti 9G36
Full Sister Lot 40 & 41*



41 RUBY SWC CURRENCY 9G27

BD: 9/20/19 ASA: 3700339 TATTOO: 9G27

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

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 78 | ET | 662 | ET | 1022 | ET | 2.67 | 97 | 0.21 | 88 | 14.3 | 95 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.7 | 0.7 | 82.1 | 121.2 | 0.24 | 6.4 | 19.1 | 60.2 | 12.9 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 14.7 | 34.8 | -0.48 | -0.06 | -0.105 | 1 | 118.7 | 77 | | | | |

42 RUBYS CURRENCY 0117H

BD: 2/26/20 ASA: 3768732 TATTOO: 0117H

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

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 80 | ET | 747 | ET | 1309 | ET | 2.96 | 102 | 0.29 | 112 | 13.5 | 98 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.4 | 2.1 | 85.4 | 128.5 | 0.27 | 4.9 | 15.2 | 57.8 | 17.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 19.3 | 40.1 | -0.42 | 0.04 | -0.093 | 1 | 130.8 | 79.1 | | | | |

29



Lot 42

New Location!

Join us at the farm in Murray, Iowa for our Annual Bull Sale.

THE CURRENCY SIRE GROUP



Lot 43

43 RUBYS CURRENCY 0141H

BD: 3/1/20 ASA: 3768693 TATTOO: 0141H

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

PVFS RUBY MADDEN 126Y
RUBYS MISS CLEO 3104A
 RUBYS MISS CLEO 015X

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | 104 | 700 | 106 | 1230 | 107 | 3.3 | 113 | 0.31 | 124 | 12.97 | 98 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.2 | 2 | 84.7 | 127.5 | 0.27 | 4.6 | 20.4 | 62.7 | 15.7 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 16.7 | 39.5 | -0.5 | 0.2 | -0.104 | 1.13 | 135.7 | 83.5 | | | | |



Lot 44

44 RUBYS CURRENCY 0164H

BD: 3/8/20 ASA: 3768677 TATTOO: 0164H

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

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 73 | 87 | 637 | 96 | 1227 | 107 | 3.08 | 105 | 0.31 | 124 | 14.98 | 113 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.9 | -0.1 | 77.5 | 117.7 | 0.25 | 4 | 18.7 | 57.4 | 15.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 18.3 | 30.6 | -0.32 | 0.31 | -0.069 | 0.75 | 133.6 | 79.5 | | | | |



Lot 45

45 RUBYS CURRENCY 0156H

BD: 3/10/20 ASA: 3768701 TATTOO: 0156H

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

ANKONIAN WERNER WILD FIRE 96
RUBYS RITA 2129Z
 RIVERBEND RITA W152Z

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 93 | 110 | 779 | 117 | 1288 | 112 | 2.35 | 80 | 0.35 | 140 | 14.81 | 111 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.6 | 2 | 92.1 | 143 | 0.32 | 5.1 | 15.8 | 61.8 | 14.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 15 | 51.9 | -0.14 | 0.28 | -0.02 | 0.81 | 132.4 | 84.4 | | | | |



THE ENCORE SIRE GROUP



31

46 RUBY SWC ENCORE H067

BD: 2/28/20 ASA: 3768922 TATTOO: H067

HOOK'S BEACON 56B

MR NLC UPGRADE U8676

HOOK'S ENCORE 65E

SWC RUBY YETTI 143Y

HOOK'S CHATTER 63C

JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 78 | ET | 760 | ET | 1255 | ET | 4.25 | 146 | 0.24 | 109 | 14.74 | 110 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.4 | 0.1 | 78.4 | 116 | 0.24 | 8.7 | 23.2 | 62.4 | 14 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.5 | 24.7 | -0.49 | 0.21 | -0.088 | 1.05 | 136.7 | 83 | | | | |



Hook's Encore 65E- Sire of Lots 46 - 54

SIRE OF SIGNIFICANCE - ENCORE

We used Encore on some of our heifers as well as a couple donors and we really liked the results. They came small with lots of vigor and like most calving ease cattle, they took a little while to hit their stride. Once they got warmed up, man have they really come on. They have quickly become one of my favorite sire groups. They will be very versatile bulls as you can find some calving ease sires in this group, yet still offer above average growth and great maternal traits breed leading carcass quality. Phenotypically they are big bodied, wide topped cattle with big rear ends and great attitudes. I think they will please the most discriminating rancher.

THE ENCORE SIRE GROUP

47 RUBY SWC ENCORE H063

BD: 2/27/20 ASA: 3768924 TATTOO: H063

HOOK'S BEACON 56B MR NLC UPGRADE U8676
 HOOK'S ENCORE 65E SWC RUBY YETTI 143Y
 HOOK'S CHATTER 63C JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 91 | ET | 832 | ET | 1190 | ET | 2.81 | 96 | 0.18 | 82 | 14.62 | 110 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.4 | 0.1 | 78.4 | 116 | 0.24 | 8.7 | 23.2 | 62.4 | 14 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.5 | 24.7 | -0.49 | 0.21 | -0.088 | 1.05 | 136.7 | 83 | | | | |



Lot 47

48 RUBY SWC ENCORE H070

BD: 2/29/20 ASA: 3768925 TATTOO: H070

HOOK'S BEACON 56B MR NLC UPGRADE U8676
 HOOK'S ENCORE 65E SWC RUBY YETTI 143Y
 HOOK'S CHATTER 63C JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 75 | ET | 657 | ET | 1160 | ET | 3.2 | 110 | 0.16 | 73 | 14.45 | 108 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.4 | 0.1 | 78.4 | 116 | 0.24 | 8.7 | 23.2 | 62.4 | 14 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.5 | 24.7 | -0.49 | 0.21 | -0.088 | 1.05 | 136.7 | 83 | | | | |



Lot 48

49 RUBY SWC ENCORE H057

BD: 2/24/20 ASA: 3768921 TATTOO: H057

HOOK'S BEACON 56B MR NLC UPGRADE U8676
 HOOK'S ENCORE 65E SWC RUBY YETTI 143Y
 HOOK'S CHATTER 63C JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 77 | ET | 622 | ET | 1037 | ET | 2.35 | 80 | 0.11 | 50 | 14.97 | 112 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.4 | 0.1 | 78.4 | 116 | 0.24 | 8.7 | 23.2 | 62.4 | 14 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.5 | 24.7 | -0.49 | 0.21 | -0.088 | 1.05 | 136.7 | 83 | | | | |



Lot 49

THE ENCORE SIRE GROUP



A pair of flushmate brothers that are peas in a pod out of Turnpike's dam. Stout made, big bodied, and a well balanced EPD profiles. If you want to add red meat, here are your guys.

Ruby's Turnpike 771E
\$71,000 Maternal Brother to Lots 50 and 51



50 RUBYS ENCORE 062H

BD: 2/5/20 ASA: 3768753 TATTOO: 062H

HOOK'S BEACON 56B
HOOK'S ENCORE 65E
HOOK'S CHATTER 63C

OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
RUBYS MISS CLEO 964W

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 82 | ET | 600 | ET | 1127 | ET | 3.12 | 107 | 0.25 | 96 | 14.77 | 107 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.9 | -0.5 | 71.3 | 105.3 | 0.21 | 9.2 | 21.4 | 57 | 17.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.4 | 14 | -0.47 | 0.37 | -0.071 | 0.97 | 150.5 | 82.9 | | | | |

51 RUBYS ENCORE 053H

BD: 2/4/20 ASA: 3768675 TATTOO: 053H

HOOK'S BEACON 56B
HOOK'S ENCORE 65E
HOOK'S CHATTER 63C

OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
RUBYS MISS CLEO 964W

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 79 | ET | 622 | ET | 1030 | ET | 4.23 | 145 | 0.21 | 81 | 13.65 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.9 | -0.5 | 71.8 | 106 | 0.21 | 9.2 | 21.4 | 57.2 | 17.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 8.4 | 14.1 | -0.47 | 0.37 | -0.071 | 0.97 | 150.6 | 83.1 | | | | |



THE ENCORE SIRE GROUP



Lot 52

52 RUBYS ENCORE 042H

BD: 1/30/20 ASA: 3768660 TATTOO: 042H

HOOK'S BEACON 56B PVFS RUBY MADDEN 126Y
HOOK'S ENCORE 65E RUBYS JUANADA 6130D
 HOOK'S CHATTER 63C FCC JUANADA 501U

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 80 | 95 | 682 | 103 | 1290 | 112 | 4.03 | 138 | 0.27 | 108 | 16.17 | 122 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.7 | 0 | 73.1 | 109.6 | 0.23 | 6.6 | 27.3 | 63.8 | 16.2 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.4 | 18.3 | -0.35 | 0.75 | -0.042 | 0.89 | 159.4 | 89.2 | | | | |

Carcass quality on both sides of the pedigree here. Encore is top 1% for Marbling and this bulls dam was the high IMF and high REA heifer in her calf crop. She scanned 7.69 IMF with over a 12.5 inch ribeye. That is getting it done. A stout made, eye appealing bull that has been a good one since day 1.



Lot 53

53 RUBYS ENCORE 092H

BD: 2/16/20 ASA: 3768611 TATTOO: 092H

HOOK'S BEACON 56B CDI CEO 281D
HOOK'S ENCORE 65E RUBYS MISS GRANITE 8139F
 HOOK'S CHATTER 63C RUBYS MISS GRANITE 531R

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 81 | 96 | 779 | 117 | 1368 | 119 | 4.99 | 170 | 0.38 | 152 | 13.54 | 102 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.2 | 1.1 | 85 | 131 | 0.29 | 7.1 | 29.3 | 71.8 | 16.4 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 18.7 | 30.5 | -0.41 | 0.45 | -0.06 | 1.09 | 143.7 | 87.8 | | | | |

I can't put down enough stars to measure this ones docility. He is as quiet as they come and is always right by you in the pen. His great granddam has been a fixture in our operation and has been a bull producing machine throughout her years here. This bull was born unassisted out of a first calf heifer and is one of the higher ratioing bulls. 96 BW ratio, 117 WW ratio, 119 YW ratio and 170 IMF ratio. The complete package here.



Lot 54

54 RUBYS ENCORE 0148H

BD: 3/7/20 ASA: 3768622 TATTOO: 0148H

HOOK'S BEACON 56B CLRS AFTER SHOCK 604 A
HOOK'S ENCORE 65E RUBYS ROSETTA 825F
 HOOK'S CHATTER 63C RUBYS ROSETTA 602D

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 81 | 96 | 700 | 106 | 1127 | 98 | 4.47 | 153 | 0.37 | 148 | 14.27 | 107 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.3 | 1.2 | 85.2 | 124.4 | 0.24 | 6.6 | 21.5 | 64 | 15.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 18.2 | 34.4 | -0.32 | 0.46 | -0.049 | 0.93 | 140.8 | 86.4 | | | | |



I am not sure where else you can go to find such a unique combination of calving ease, growth, indexes, and phenotype. This bull really checks all the boxes and is out of one the true up and coming herd bull producing donors in the breed. 721E burst on the scene last year by producing the \$35,000 sale topping Outer Limits that now resides at High Ridge Farms in North Carolina. He is the number 1 PB growth sire in the breed! Her 3 sons averaged \$18,333 in last years sale, in only her first calf crop. This bull is made a little different than his powerful brother, but when you calibrate your eyes and take into account he is a calving ease sire, he is definitely unique in his own right. He is in the top 10% of the breed for 11 traits and when you see him in person, you will appreciate his balance, completeness and eye appeal. He has a great disposition and that always works against us to take that cocky picture, but he is good regardless, on hoof and on paper. Don't miss this one!

55 RUBYS SNIPER 0107H

BD: 3/11/20 ASA: 3768626 TATTOO: 0107H

BAR CK HUNTER 3006A
KBHR SNIPER E036
 KBHR C078

WS ALL-AROUND Z35
RUBYS LINDA 721E
 RUBYS LINDA 341A

HETEROZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 70 | ET | 738 | ET | 1315 | ET | 2.77 | 95 | 0.25 | 96 | 14.63 | 106 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 20.4 | -1.1 | 93.1 | 145.3 | 0.33 | 10.3 | 26.4 | 72.9 | 17.4 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 19.5 | 45.5 | -0.47 | 0.32 | -0.088 | 1.23 | 167.9 | 97.4 | | | | |



KBHR Sniper E036 - Sire of Lots 55 - 57

SIRE OF SIGNIFICANCE - SNIPER

We want to start making a handful of red cattle to offer and we landed on Sniper to introduced the red gene back into our program. He is a high calving ease bull with breed leading indexes and above average phenotype, which we like. We used him on a couple of our donors with the intentions of taking those females to make a select few red bulls and heifers and so far, we really like what we see. These three brother will be heifer safe, high carcass cattle with great index numbers. Buy with confidence!

THE SNIPER SIRE GROUP



A couple younger Sniper sons out of the dam of the great 721E donor. Same calving ease here with extra maternal power! Top 1% CE, top 4% BW, top 4% MCE, top 5% MILK, top 10% MARB and REA, top 3% API, top 10% TI.

56 RUBYS SNIPER H066

BD: 2/28/20 ASA: 3768920 TATTOO: H066
 BAR CK HUNTER 3006A PVFS RUBY MADDEN 126Y
KBHR SNIPER E036 RUBYS LINDA 341A
 KBHR C078 X517P

57 RUBYS SNIPER H052

BD: 2/21/20 ASA: 3768918 TATTOO: H052
 BAR CK HUNTER 3006A PVFS RUBY MADDEN 126Y
KBHR SNIPER E036 RUBYS LINDA 341A
 KBHR C078 X517P

HETEROZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

HETEROZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 68 | ET | 533 | ET | 966 | ET | 3.51 | 120 | 0.2 | 91 | 12.64 | 95 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 19.9 | -1.8 | 76 | 116.1 | 0.25 | 9.5 | 32.1 | 70 | 17 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.7 | 38.5 | -0.47 | 0.38 | -0.091 | 1.14 | 163.5 | 89.7 | | | | |

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 70 | ET | 627 | ET | 1138 | ET | 2.15 | 74 | 0.27 | 123 | 14.22 | 107 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 19.9 | -1.8 | 76 | 116.1 | 0.25 | 9.5 | 32.1 | 70 | 17 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.7 | 38.5 | -0.47 | 0.38 | -0.091 | 1.14 | 163.5 | 89.7 | | | | |





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Here is a sire group that is new to our operation. We landed on Exclusive to use on some of our donors to make good looking, stout made bulls and heifers and he did not disappoint. These bulls are as big hipped and stout made as any in the sale and as you can see in the pictures, they will grab your attention when you walk in the pen as well. These Exclusive sons will add red meat and pounds, but if you're wanting to make some good looking replacement females, consider these guys as well. They are all ET sons from our top donors.

58 RUBY SWC EXCLUSIVE 061H

BD: 2/26/20 ASA: 3760908 TATTOO: 061H

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

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 84 | ET | 835 | ET | 1294 | ET | 3.13 | - | 0.33 | - | 16.0 | - |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.8 | 1.7 | 92.1 | 136.7 | 0.28 | 7.2 | 19.5 | 65.5 | 12.4 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.7 | 34.8 | -0.51 | -0.04 | -0.108 | 1.09 | 122.9 | 82.8 | | | | |



KCC1 Exclusive 116E - Sire of Lots 58 - 61

THE EXCLUSIVE SIRE GROUP



Lot 59

59 RUBY SWC EXCLUSIVE 081H

BD: 2/9/20 ASA: 3768686 TATTOO: 081H

MR TR HAMMER 308A ET MR NLC UPGRADE U8676
KCC1 EXCLUSIVE 116E **SWC RUBY YETTI 143Y**
 TKCC VICTORIA 57A JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 103 | ET | 720 | ET | 1335 | ET | 3.4 | 117 | 0.34 | 131 | 13.73 | 100 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.8 | 0.9 | 83.5 | 124.4 | 0.26 | 7.2 | 19.5 | 61.2 | 12.4 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.7 | 28.2 | -0.51 | -0.04 | -0.108 | 0.99 | 121 | 78.5 | | | | |



Lot 60

60 RUBYS EXCLUSIVE 0113H

BD: 2/23/20 ASA: 3768736 TATTOO: 0113H

MR TR HAMMER 308A ET RUBY SWC BATTLE CRY 431B
KCC1 EXCLUSIVE 116E **RUBY NFF RHYTHM 715E**
 TKCC VICTORIA 57A RHYTHM 418P

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 87 | ET | 702 | ET | 1108 | ET | 2.44 | 84 | 0.3 | 115 | 14.06 | 102 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.5 | 2.1 | 80.5 | 124.3 | 0.27 | 6.2 | 20.6 | 60.8 | 14.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 11.5 | 27.8 | -0.48 | 0 | -0.1 | 0.96 | 121.7 | 76.2 | | | | |



Lot 61

61 RUBY NFF EXCLUSIVE H050

BD: 2/20/20 ASA: 3768912 TATTOO: H050

MR TR HAMMER 308A ET SS EBONY'S GRANDMASTER
KCC1 EXCLUSIVE 116E **RUBY NFF RHYTHM B068**
 TKCC VICTORIA 57A RHYTHM 418P

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 79 | ET | 775 | ET | 1202 | ET | 2.47 | 85 | 0.26 | 118 | 13.31 | 100 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.8 | 1.1 | 70.3 | 108.5 | 0.24 | 5.4 | 19.6 | 54.7 | 18.2 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.1 | 23.7 | -0.51 | -0.01 | -0.095 | 1.04 | 126.8 | 71.1 | | | | |



62 RUBYS CEO G9052

BD: 9/3/19 ASA: 3700360 TATTOO: G9052

W/C EXECUTIVE ORDER 8543B

ADKINS MR RIGHT ON

CDI CEO 281D

FCC2 ROSETTA 324A

HOOK'S BEYONCE 82B

FCC ROSETTA 535U

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 81 | ET | 735 | ET | 1209 | ET | 2.36 | 86 | 0.23 | 96 | 16.83 | 112 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 5.9 | 3.8 | 91.7 | 142.5 | 0.32 | 1.4 | 22.2 | 68 | 11.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.3 | 40.7 | -0.31 | 0.25 | -0.06 | 0.9 | 114 | 81.5 | | | | |



CDI CEO 281D - Sire of Lots 62 - 66

SIRE OF SIGNIFICANCE - CEO

CEO has proven to be the top performance son of Executive Order. He is a great footed bull that will add frame size, body length, and thus add pounds. His first daughters are doing a great job here as well and one of our best Encore sons is out of a CEO first calf heifer. These bulls are athletic and are built for longevity. If you want those scale busting calves at weaning, here is a sire group to strongly consider.



Lot 63

Lots 62 and 63 are flushmates out of the highly productive 324A donor. She has raised several high selling females as well as bulls. A daughter recently topped our fall Livin the Dream Sale. These brothers are big framed, long bodied, high performing bulls that are good footed and have great dispositions. What a pair they would make running a pasture together.



*Rubys Rosetta 0118H
Maternal sister to Lot 62 & 63*

63 RUBYS CEO G9063

BD: 9/13/19 ASA: 3700354 TATTOO: G9063

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

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 98 | ET | 790 | ET | 1281 | ET | 3.3 | 120 | 0.26 | 108 | 14.89 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 5.9 | 4.2 | 95.5 | 148.6 | 0.33 | 1.4 | 22.2 | 69.9 | 11.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.3 | 44.3 | -0.31 | 0.25 | -0.06 | 0.95 | 114.9 | 83.4 | | | | |

64 RUBYS CEO 046H

BD: 2/1/20 ASA: 3768627 TATTOO: 046H

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

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

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 85 | 101 | 623 | 94 | 1160 | 101 | 2.82 | 96 | 0.3 | 120 | 12.5 | 94 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13 | -0.6 | 70.2 | 109.5 | 0.25 | 4.5 | 26.9 | 62 | 12.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 6.4 | 34.2 | -0.34 | 0.15 | -0.069 | 0.83 | 118.8 | 73.1 | | | | |

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Lot 64

The most moderate of the CEO sons we have offered. If you need to add some efficiency to your cow herd, this guy can do it. He is built as good as any and backed by a great cow family.

THE CEO SIRE GROUP



65 RUBY SWC CEO G9064

BD: 9/13/19 ASA: 3700348 TATTOO: G9064

W/C EXECUTIVE ORDER 8543B MR NLC UPGRADE U8676
CDI CEO 281D **SWC RUBY YETTI 143Y**
 HOOK'S BEYONCE 82B JM MISS OLIVIA-L36

66 RUBYS CEO 9G78

BD: 10/21/19 ASA: 3700280 TATTOO: 9G78

W/C EXECUTIVE ORDER 8543B TRIPLE C INVASION R47K
CDI CEO 281D **PVFS MICHELLE 825U**
 HOOK'S BEYONCE 82B DSR DESIGNED STRESS R729

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 99 | ET | 702 | ET | 1216 | ET | 3.89 | 142 | 0.23 | 96 | 15.09 | 101 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 9.6 | 2.5 | 92 | 145.1 | 0.33 | 4.8 | 23.9 | 69.8 | 11.2 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 11.9 | 46 | -0.5 | -0.09 | -0.111 | 1.16 | 112.3 | 80.8 | | | | |

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 86 | 96 | 755 | 115 | 1149 | 102 | 2.1 | 86 | 0.11 | 50 | 14.3 | 98 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 8.7 | 1.6 | 76.7 | 117.2 | 0.25 | 4.1 | 24.2 | 62.5 | 15.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 12.6 | 33.2 | -0.42 | 0.24 | -0.097 | 0.87 | 132 | 79.9 | | | | |



THE ECHO SIRE GROUP



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67 RUBY SWC ECHO 9G13

BD: 9/17/19 ASA: 3700333 TATTOO: 9G13

HOOK'S BALTIC 17B

MR NLC UPGRADE U8676

OVAL F ECHO E709

SWC RUBY YETTI 143Y

OVAL F YIN Y26

JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 72 | ET | 722 | ET | 1148 | ET | 2.04 | 74 | 0.23 | 96 | 14.55 | 97 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.2 | 1.2 | 80.4 | 117 | 0.23 | 6.4 | 19.6 | 59.7 | 13.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.9 | 39.3 | -0.38 | -0.05 | -0.095 | 0.84 | 117.5 | 74.9 | | | | |



Oval F Echo E709 - Sire of Lots 67 - 84

SIRE OF SIGNIFICANCE - ECHO

The Echo sired cattle continue to lead the charge when it comes to foot shape, body length and smoothness of design. Our first females are getting ready to enter production and we love what we see. We are trying to build our cattle so they will be around working for a long time to maximize your investment, and it sure looks like this sire group is built for the long haul. Dig into the cow families on several of these bulls and you will notice they trace back to several of our really good cows. Don't miss out on these quality bulls!

68 RUBY SWC ECHO 9G4

BD: 9/12/19 ASA: 3700307 TATTOO: 9G4

HOOK'S BALTIC 17B

MR NLC UPGRADE U8676

OVAL F ECHO E709

SWC RUBY YETTI 143Y

OVAL F YIN Y26

JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 67 | ET | 649 | ET | 1041 | ET | 2.38 | 87 | 0.22 | 92 | 12.57 | 84 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.2 | 1 | 77.9 | 112 | 0.21 | 6.4 | 19.6 | 58.5 | 13.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.9 | 34.1 | -0.38 | -0.05 | -0.095 | 0.77 | 116.8 | 73.7 | | | | |



Lot 68

69 RUBY SWC ECHO 027H

BD: 1/8/20 ASA: 3768770 TATTOO: 027H

HOOK'S BALTIC 17B

MR NLC UPGRADE U8676

OVAL F ECHO E709

SWC RUBY YETTI 143Y

OVAL F YIN Y26

JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 102 | ET | 614 | ET | 1146 | ET | 2.47 | 85 | 0.32 | 123 | 13.12 | 95 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.2 | 0.8 | 76.3 | 111.7 | 0.22 | 6.4 | 19.6 | 57.7 | 13.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 15.1 | 36.2 | -0.38 | -0.05 | -0.095 | 0.79 | 116.7 | 73 | | | | |



Lot 69

70 RUBY SWC ECHO 018H

BD: 1/5/20 ASA: 3768722 TATTOO: 018H

HOOK'S BALTIC 17B

MR NLC UPGRADE U8676

OVAL F ECHO E709

SWC RUBY YETTI 143Y

OVAL F YIN Y26

JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 96 | ET | 736 | ET | 1203 | ET | 2.19 | 75 | 0.22 | 85 | 12.67 | 92 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.2 | 1.8 | 86.5 | 126.1 | 0.25 | 6.4 | 19.6 | 62.8 | 13.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 15.1 | 43.7 | -0.38 | -0.05 | -0.095 | 0.9 | 119 | 77.9 | | | | |



Lot 70

THE ECHO SIRE GROUP



44

One of my favorite bulls in the offering here. A big time female sire in the making. He is good looking, big bellied, square made, and is awesome on his feet and legs. Oh, and he is a blaze face to boot! Through 2124Z in the mix, and you know the consistency will be second to none. Put some stars by this one, he is a good one.

71 RUBY NFF ECHO 012H

BD: 1/2/20 ASA: 3768721 TATTOO: 012H

HOOK'S BALTIC 17B

AJE/PB MONTECITO 63W

OVAL F ECHO E709

RUBY NFF RHYTHM 2124Z

OVAL FYINY26

RHYTHM 418P

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 92 | ET | 656 | ET | 1107 | ET | 2.2 | 76 | 0.27 | 104 | 13.52 | 98 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.9 | 1.1 | 71 | 110.9 | 0.25 | 6.5 | 19.7 | 55.2 | 17.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.5 | 37.4 | -0.37 | -0.05 | -0.089 | 0.82 | 123.4 | 69.7 | | | | |



Ruby NFF Rhythm 2124Z - Dam of Lot 71

One of my favorite bulls in the offering here!



THE ECHO SIRE GROUP



72 RUBYS ECHO 9G6

BD: 9/14/19 ASA: 3700261 TATTOO: 9G6

HOOK'S BALTIC 17B

HTP SVF IN DEW TIME

OVAL F ECHO E709

RUBYS RHYTHM X0403

OVAL F YIN Y26

DOUBLE R SHESTHEONE K18

BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 90 | 101 | 657 | 100 | 1140 | 101 | 2.34 | 96 | 0.3 | 136 | 15.8 | 109 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.2 | 1.3 | 77.4 | 111.3 | 0.21 | 6.1 | 15.3 | 54 | 17.4 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 13.1 | 33.7 | -0.37 | 0.1 | -0.083 | 0.81 | 132.9 | 76.3 | | | | |

73 RUBYS ECHO 9G82

BD: 10/24/19 ASA: 3700327 TATTOO: 9G82

HOOK'S BALTIC 17B

PVFS RUBY MADDEN 126Y

OVAL F ECHO E709

RUBYS KIMBERLY 4B45

OVAL F YIN Y26

KIMBERLY

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 88 | 98 | 711 | 109 | 1196 | 106 | 1.68 | 69 | 0.18 | 82 | 16.45 | 113 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.3 | 1 | 74.9 | 112.5 | 0.23 | 4.8 | 25.8 | 63.2 | 15.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 11.5 | 36 | -0.34 | 0.24 | -0.075 | 0.81 | 136.5 | 79.9 | | | | |



THE ECHO SIRE GROUP



A set of flush brothers out of Turnpikes dam. Lots of Oval F genetics in the pedigree here. They have been around for a long time by raising functional cattle and that's exactly what this litter of bulls is all about. These are low input type of cattle that will make those in demand feeder cattle and when you consider the udder quality and easy fleshing ability of their dam, the replacements will be really valuable as well.

74 RUBYS ECHO H069

BD: 2/29/20 ASA: 3768906 TATTOO: H069

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

OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
 RUBYS MISS CLEO 964W

75 RUBYS ECHO H058

BD: 2/25/20 ASA: 3768904 TATTOO: H058

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

OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
 RUBYS MISS CLEO 964W

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 77 | ET | 657 | ET | 1060 | ET | 3.06 | 105 | 0.25 | 114 | 12.85 | 96 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.7 | 1 | 76.7 | 111.6 | 0.22 | 6.9 | 17.8 | 56 | 17.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 7.3 | 31.1 | -0.36 | 0.11 | -0.078 | 0.79 | 132.2 | 76.6 | | | | |

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 69 | ET | 616 | ET | 1005 | ET | 2.62 | 90 | 0.23 | 105 | 12.09 | 91 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.7 | 1 | 76.7 | 111.6 | 0.22 | 6.9 | 17.8 | 56 | 17.5 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 7.3 | 31.1 | -0.36 | 0.11 | -0.078 | 0.79 | 132.2 | 76.6 | | | | |



THE ECHO SIRE GROUP

76 RUBYS ECHO H054

BD: 2/26/20 ASA: 3768908 TATTOO: H054

HOOK'S BALTIC 17B

OVAL F RINGLEADER R579

OVAL F ECHO E709

RUBYS MISS CLEO 240Z

OVAL F YIN Y26

RUBYS MISS CLEO 964W

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 82 | ET | 638 | ET | 1046 | ET | 3.85 | 132 | 0.22 | 100 | 12.11 | 91 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|------|-------|------|-----|------|-----|------|
| 11.7 | 1 | 76.7 | 111.6 | 0.22 | 6.9 | 17.8 | 56 | 17.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 7.3 | 31.1 | -0.36 | 0.11 | -0.078 | 0.79 | 132.2 | 76.6 |



Lot 76

77 RUBYS ECHO H062

BD: 2/26/20 ASA: 3768907 TATTOO: H062

HOOK'S BALTIC 17B

OVAL F RINGLEADER R579

OVAL F ECHO E709

RUBYS MISS CLEO 240Z

OVAL F YIN Y26

RUBYS MISS CLEO 964W

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 81 | ET | 669 | ET | 1115 | ET | 2.65 | 91 | 0.25 | 114 | 12.5 | 94 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|------|-------|------|-----|------|-----|------|
| 11.7 | 1 | 76.7 | 111.6 | 0.22 | 6.9 | 17.8 | 56 | 17.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 7.3 | 31.1 | -0.36 | 0.11 | -0.078 | 0.79 | 132.2 | 76.6 |



Lot 77

78 RUBYS ECHO H073

BD: 3/7/20 ASA: 3768905 TATTOO: H073

HOOK'S BALTIC 17B

OVAL F RINGLEADER R579

OVAL F ECHO E709

RUBYS MISS CLEO 240Z

OVAL F YIN Y26

RUBYS MISS CLEO 964W

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 86 | ET | 619 | ET | 1024 | ET | 2.63 | 90 | 0.17 | 77 | 11.07 | 83 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|------|-------|------|-----|------|-----|------|
| 11.7 | 1 | 76.7 | 111.6 | 0.22 | 6.9 | 17.8 | 56 | 17.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 7.3 | 31.1 | -0.36 | 0.11 | -0.078 | 0.79 | 132.2 | 76.6 |



Lot 78

THE ECHO SIRE GROUP

Two true F1 SimAngus bulls here. Great dispositions, big bodied, sound structured and very maternal in their designs. The dam of 096H has the nicest udder of any cow on the place, I wish she would start giving me some heifers to keep. The 0114H bulls dam raises the good ones and had one of the high selling bulls in last years sale. Lots of consistency here!



Lot 79

79 RUBYS ECHO 096H

BD: 2/17/20 ASA: 3768749 TATTOO: 096H

HOOK'S BALTIC 17B O C C EMBLAZON 854E
OVAL F ECHO E709 **FCC JUANADA 918W**
 OVAL F YIN Y26 FCC JUANADA 742P

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 83 | 99 | 733 | 111 | 1190 | 104 | 4.69 | 160 | 0.32 | 128 | 13.16 | 99 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.6 | 0.3 | 73.7 | 102.8 | 0.18 | 5.1 | 22.7 | 59.6 | 18.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10 | 34 | -0.07 | 0.32 | -0.009 | 0.49 | 136.1 | 75.9 | | | | |



Lot 80

80 RUBYS ECHO 0114H

BD: 2/23/20 ASA: 3768691 TATTOO: 0114H

HOOK'S BALTIC 17B O C C UNBELIEVABLE 851U
OVAL F ECHO E709 **RUBYS JUANADA 3187A**
 OVAL F YIN Y26 FCC JUANADA 990W

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 80 | 95 | 638 | 96 | 1142 | 99 | 2.76 | 94 | 0.27 | 108 | 13.66 | 103 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.5 | -0.1 | 65.2 | 94.9 | 0.19 | 3.5 | 23.7 | 56.3 | 16.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 16.5 | 24.6 | -0.09 | 0.38 | -0.001 | 0.46 | 133.8 | 73.3 | | | | |



Lot 81

81 RUBYS ECHO 0100H

BD: 2/17/20 ASA: 3768630 TATTOO: 0100H

HOOK'S BALTIC 17B PVFS RUBY MADDEN 126Y
OVAL F ECHO E709 **RUBYS ROSETTA 7126E**
 OVAL F YIN Y26 FCC ROSETTA 820U

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 86 | 102 | 653 | 98 | 1120 | 98 | 2.28 | 78 | 0.3 | 120 | 12.86 | 97 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.7 | 0.9 | 71.1 | 107.6 | 0.23 | 3.8 | 24.5 | 60 | 13.8 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 9.2 | 33.3 | -0.21 | 0.35 | -0.048 | 0.6 | 126.7 | 75.5 | | | | |

82 RUBYS ECHO 0161H

BD: 3/12/20 ASA: 3768668 TATTOO: 0161H

HOOK'S BALTIC 17B

STF ROYAL AFFAIR Z44M

OVAL F ECHO E709

NFF LADY D039

OVAL FYIN Y26

NFF LADY A193

BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 73 | 87 | 739 | 111 | 1255 | 109 | 2.66 | 91 | 0.32 | 128 | 13.25 | 100 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 11.8 | 0.7 | 78.4 | 112.4 | 0.21 | 5.7 | 18.8 | 58 | 17 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.6 | 37.7 | -0.31 | 0.12 | -0.073 | 0.77 | 132.4 | 77.9 | | | | |

The stoutest made Echo of the bunch. He is big ended with lots of rear quarter. He ratios 111 for WW and 109 for YW.



Lot 82

83 RUBYS ECHO 078H

BD: 2/9/20 ASA: 3768695 TATTOO: 078H

HOOK'S BALTIC 17B

RUBY NFF EXCALIBUR 002X

OVAL F ECHO E709

FCC2 REVOLUTION ROSE316A

OVAL FYIN Y26

FCC REVOLUTION ROSE 516U

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 101 | 120 | 727 | 110 | 1327 | 116 | 2.76 | 94 | 0.33 | 132 | 14.53 | 109 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 7.8 | 3.4 | 86.1 | 127.9 | 0.26 | 1.6 | 16.3 | 59.3 | 15 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 7.6 | 41.1 | -0.26 | 0.14 | -0.05 | 0.83 | 114.1 | 75.1 | | | | |

110 WW Ratio and 116 YW Ratio. He was a bit bigger at birth but is out of a big cow that keeps herself fat year around. Born unassisted as they all are, he will be just fine on a mature group of cows.



Lot 83

84 RUBYS ECHO 0127H

BD: 2/26/20 ASA: 3768672 TATTOO: 0127H

HOOK'S BALTIC 17B

RUBY NFF INCENTIVE 307A

OVAL F ECHO E709

RUBYS ROSETTA 5C1

OVAL FYIN Y26

RUBYS ROSETTA 3191A

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 82 | 97 | 634 | 96 | 1188 | 103 | 3 | 102 | 0.29 | 116 | 14.11 | 106 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.2 | 0.1 | 67.7 | 93.2 | 0.16 | 7.4 | 18.9 | 52.7 | 16.6 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 11.5 | 34.6 | -0.16 | 0.27 | -0.032 | 0.57 | 127.7 | 71.1 | | | | |



Lot 84

THE FALL & SPRING YEARLING BULLS



Lot 85

This one has it all. The look, the bald face, the running gear, the proven pedigree. His dam is a flushmate to the great 2124Z and has been a huge producer in her own right. Predictability is bred in here and if you want to turn one out that is good enough to sell semen on, here is your guy. Don't miss him!

New Location!

Join us at the farm in Murray, Iowa for our Annual Bull Sale.

85 RUBY NFF PTD 9G51

BD: 10/1/19 ASA: 3700311 TATTOO: 9G51

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

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

86 RUBYS DEW NORTH 0125H

BD: 2/26/20 ASA: 3768610 TATTOO: 0125H

HTP/SVF DURACELL T52
GSC GCCO DEW NORTH 102C
WELSH'S SCARLET 161Z

RUBY SWC BATTLE CRY 431B
MC2 MISS 830
508U

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 93 | ET | 720 | ET | 1147 | ET | 2.85 | 104 | 0.32 | 133 | 15.38 | 102 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 10.4 | 2.9 | 69.8 | 116.1 | 0.29 | 6.6 | 15.1 | 49.9 | 14.7 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.8 | 28.3 | -0.44 | 0.06 | -0.09 | 0.92 | 119.2 | 69.7 | | | | |

BLACK | POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 78 | 93 | 671 | 101 | 1066 | 93 | 2.77 | 95 | 0.19 | 76 | 12.5 | 94 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12.7 | 0.3 | 81.2 | 115 | 0.21 | 7.9 | 21.2 | 61.8 | 10.7 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 6.9 | 34.5 | -0.37 | -0.04 | -0.083 | 0.84 | 114.1 | 76.7 | | | | |



Lot 86

A calving ease prospect here out of the high selling bred heifer from McConahay Cattle Co's sale last year. She is a baldy Battle Cry that we think has a very bright future.

THE FALL & SPRING YEARLING BULLS



Lot 87

Check out the next extension on this guy! A calving ease prospect that will make them good looking for sure. His dam is a Battle Cry x S647 first calf heifer. S647 is a full sister to the immortal 418P.

87 RUBYS DOUBLE DOWN 0103H

BD: 2/28/20 ASA: 3768619 TATTOO: 0103H

W/C EXECUTIVE ORDER 8543B
W/C DOUBLE DOWN 5014E
 W/C MISS WERNING 5014C

RUBY SWC BATTLE CRY 431B
RUBYS RHYTHM 863F
 RUBYS RHYTHM S647

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 78 | 93 | 716 | 108 | 975 | 85 | 2.14 | 73 | 0.16 | 64 | 12.54 | 94 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 13.6 | 0.5 | 79.3 | 117.6 | 0.24 | 6.5 | 25.6 | 65.2 | 12.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 17 | 35.4 | -0.48 | -0.22 | -0.101 | 1.05 | 109.2 | 72.3 | | | | |

88 RUBY SWC RELENTLESS G9057

BD: 9/27/19 ASA: 3700259 TATTOO: G9057

YARDLEY UTAH Y361
W/C RELENTLESS 32C
 MISS WERNING KP 8543U

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

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | ADJ. IMF | IMF Ratio | ADJ. BF | BF Ratio | ADJ. REA | REA Ratio |
|---------|----------|---------|----------|---------|----------|----------|-----------|---------|----------|----------|-----------|
| 79 | ET | 637 | ET | 1062 | ET | 2.44 | 89 | 0.18 | 75 | 15.51 | 103 |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY | | | |
| 12 | 1.9 | 74.1 | 103 | 0.18 | 5.2 | 20.7 | 57.7 | 10.3 | | | |
| DOC | CW | YG | MARB | BF | REA | API | TI | | | | |
| 10.7 | 18.5 | -0.45 | -0.03 | -0.091 | 0.81 | 107.6 | 71 | | | | |

51



Lot 88

Well balanced, stout made, good looking Relentless son. A flushmate sister was a high seller in our April fall born sale.

The Breed



Females





54

One of coolest made, highest quality bred females we have offered to date. She would have sold as an open heifer but lost her tail in the Polar Vortex a few years ago. Her dam raised a \$26,500 female a few years back. Good stuff here! **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 6/22/20.**

89 RUBYS RHYTHM 9105G

BD: 2/3/19 ASA: 3594797 TATTOO: 9105G

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

HTP SVF IN DEW TIME
RUBYS RHYTHM U857
 DRAKE RHYTHM

BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 78 | 92 | 589 | 104 | 872 | 99 | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 13.6 | 0.6 | 76.7 | 112.1 | 0.22 | 8.2 | 19.2 | 57.5 | 14.2 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 10.7 | 20.7 | -0.5 | -0.18 | -0.11 | 0.86 | 113.8 | 70.9 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|------|------|-----|-------|------|
| 13.5 | 0.5 | 70.1 | 107.9 | 0.2 | 6.4 | 18.6 | 53.6 | 15.6 | 11.0 | 23.5 | -0.4 | -0.1 | -0.1 | 0.8 | 112.5 | 65.0 |



Ruby SWC Battle Cry 431B - Sire of Lot 89

One of the highest quality bred females we have offered to date!





Lot 90

90 RUBYS MISS CLEO 936G

BD: 1/5/19 ASA: 3594859 TATTOO: 936G
 WBF SIGNIFICANT B132 3C LAVA L375-BZ
RUBYS TURNPIKE 771E RUBYS MISS CLEO Y102
 RUBYS MISS CLEO 240Z DOUBLE R MISS CLEO L27

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 84 | 99 | 613 | 108 | 870 | 99 | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 6.7 | 2.5 | 80.5 | 120.8 | 0.25 | 3.4 | 21.1 | 61.3 | 17.4 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 9.4 | 22.5 | -0.61 | 0.01 | -0.113 | 1.21 | 121.2 | 75.6 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 10.1 | 1.4 | 72.0 | 112.2 | 0.3 | 4.0 | 19.5 | 55.5 | 17.2 | 10.4 | 24.4 | -0.4 | 0.0 | -0.1 | 0.9 | 116.3 | 67.4 |

Baldy Turnpike that is linebred to the Cleo cow family. Stout made, monster bodied, and super sound. She has all the parts to be a bull raising donor some day. **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 6/30/20.**

91 RUBYS PRIDE 989G

BD: 1/29/19 ASA: 3594813 TATTOO: 989G
 HOOK'S BALTIC 17B MEYER RANCH 734
OVAL F ECHO E709 RUBYS PRIDE W919
 OVAL F YIN Y26 G G PRIDE 6137

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 99 | 116 | 669 | 118 | 985 | 112 | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 7.5 | 2.6 | 74.5 | 106.6 | 0.2 | 5 | 22.9 | 60.1 | 14.6 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 9.2 | 28.7 | -0.31 | 0.35 | -0.043 | 0.89 | 120.7 | 74.8 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|-----|-----|-------|------|
| 10.5 | 1.5 | 69.0 | 105.1 | 0.2 | 4.8 | 20.4 | 54.9 | 15.8 | 10.3 | 27.5 | -0.3 | 0.2 | 0.0 | 0.8 | 120.7 | 69.0 |

Absolutely one that should not be leaving. Not only is she good looking but she records ratios of the following: 118 WW, 112 YW, 137 IMF, 126 REA. Her dam is one of the best looking, most productive direct Meyer 734 daughters I have seen. Don't miss this one! **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 7/14/20.**



Lot 92

92 RUBYS MISS CLEO 965G

BD: 1/24/19 ASA: 3594833 TATTOO: 965G
 HOOK'S BALTIC 17B RUBY SWC BATTLE CRY 431B
OVAL F ECHO E709 RUBYS LUCY 649D
 OVAL F YIN Y26 AKERS LUCY R265

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 90 | 106 | 623 | 110 | 913 | 104 | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 9.4 | 3 | 87.8 | 126.9 | 0.24 | 4.7 | 20.5 | 64.4 | 13.5 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 9.2 | 52.4 | -0.24 | 0 | -0.079 | 0.7 | 115.3 | 77.5 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|------|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 14.4 | -0.3 | 84.8 | 126.6 | 0.3 | 8.4 | 24.5 | 66.9 | 17.9 | 10.0 | 45.7 | -0.3 | 0.5 | -0.1 | 1.0 | 164.8 | 92.9 |

Good looking, stout made Echo daughter from the cow family that produced Madden. **AI BRED ON 5/31/20 TO CLRS GUARDIAN 317G (ASA:3563436). LIKELY SAFE AI.**



Lot 91

THE BRED FEMALES



Lot 93

93 RUBYS LINDA 947G

BD: 1/8/19 ASA: 3594849 TATTOO: 947G

WBF SIGNIFICANT B132 PVFS RUBY MADDEN 126Y
RUBYS TURNPIKE 771E RUBYS LINDA 341A
 RUBYS MISS CLEO 240Z X517P

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 74 | ET | 505 | ET | 806 | ET | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 15.1 | 1.1 | 85.2 | 135.2 | 0.31 | 6.8 | 27.3 | 69.9 | 14.4 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 9 | 39.5 | -0.56 | 0.15 | -0.115 | 1.23 | 139.5 | 85.9 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 14.3 | 0.7 | 74.4 | 119.4 | 0.3 | 5.7 | 22.6 | 59.8 | 15.7 | 10.2 | 32.9 | -0.4 | 0.1 | -0.1 | 0.9 | 125.5 | 72.5 |

High quality female that comes from the heart of the Linda cow family. The Linda's have been dominating our bull sales for the last many years and this one will be no different. She is a 3/4 sister to the \$35,000 sale topper last year, Outer Limits. **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 7/5/20.**

94 RUBYS MISS GRANITE 9215G

BD: 3/27/19 ASA: 3594697 TATTOO: 9215G

HOOK'S BALTIC 17B RUBY NFF EXCALIBUR 002X
OVAL F ECHO E709 RUBYS MISS GRANITE 445B
 OVAL FYIN Y26 RUBYS MISS GRANITE 531R

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 78 | 92 | 405 | 71 | 689 | 78 | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 11 | 1.1 | 61.2 | 92 | 0.19 | 4.8 | 19.9 | 50.4 | 17.9 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 10.3 | 29.7 | -0.27 | 0.05 | -0.065 | 0.6 | 122.5 | 65.5 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 12.2 | 0.7 | 62.4 | 97.8 | 0.2 | 4.7 | 18.9 | 50.0 | 17.4 | 10.8 | 28.0 | -0.2 | 0.1 | -0.1 | 0.6 | 117.1 | 62.3 |

Pay attention to this ones cow family and you notice her granddam is the foundation cow, 531R. She has done a lot of good for our operation. Here is a good looking, angular made female. **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 6/20/20.**



Lot 95

95 RUBYS MISS GRANITE 9161G

BD: 2/26/19 ASA: 3594747 TATTOO: 9161G

BCLR CASH FLOW C820 3C LAVA L375-BZ
MR NLC CASH FLOW 7125E RUBYS MISS GRANITE 011X
 MS NLC 144Y 4122B RUBYS MISS GRANITE 531R

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio | | | |
|---------|----------|---------|----------|---------|----------|-------|------|------|
| 106 | 125 | 604 | 106 | 1034 | 117 | | | |
| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
| 2.4 | 5.5 | 91 | 148.2 | 0.36 | -1.5 | 21.4 | 66.9 | 22 |
| DOC | CW | YG | MARB | BF | REA | API | TI | |
| 12.8 | 39 | -0.26 | 0.29 | -0.052 | 0.79 | 139.1 | 83.4 | |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 10.9 | 1.0 | 86.4 | 137.3 | 0.3 | 5.3 | 25.0 | 68.1 | 22.1 | 11.8 | 39.0 | -0.4 | 0.6 | -0.1 | 1.1 | 176.6 | 96.1 |

If you like them big and high performing, take a look here. Elite growth numbers and a 126 IMF ratio. What will that Guardian heifer be worth? **AI BRED ON 5/12/20 TO CLRS GUARDIAN 317G (ASA:3563436). LIKELY SAFE AI. HEIFER CALF PREGNANCY.**



Lot 94

THE BRED FEMALES



Lot 96

96 RUBYS JUANADA 9185G

BD: 3/13/19 ASA: 3594723 TATTOO: 9185G
 BCLR CASH FLOW C820 O C C PROPHET 666P
MR NLC CASH FLOW 7125E **FCC JUANADA 504U**
 MS NLC 144Y 4122B FCC JUANADA 852S

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 73 | 86 | 511 | 90 | 872 | 99 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|----|------|------|-------|------|-----|------|------|------|
| 16 | -2.3 | 64.9 | 107.5 | 0.27 | 6 | 14.8 | 47.2 | 19.8 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|--------|------|-------|------|
| 12.4 | 15.4 | -0.15 | 0.37 | -0.001 | 0.54 | 150.2 | 76.2 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|------|-------|-----|-----|------|------|------|------|------|------|------|-----|-----|-------|------|
| 14.7 | -1.0 | 64.2 | 105.6 | 0.3 | 5.3 | 16.4 | 48.4 | 18.4 | 11.9 | 20.8 | -0.2 | 0.2 | 0.0 | 0.6 | 135.5 | 69.6 |

I am not really sure why this one is up for sale. A great looking SimAngus bred with great EPDs and Indexes. Ratios 86 for BW, 132 for IMF, and 113 for REA. Top 5% for STAY. These Cash Flows are the real deal. **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 7/14/20.**

97 RUBYS ACACIA 988G

BD: 1/29/19 ASA: 3594814 TATTOO: 988G
 GW-WBF SUBSTANCE 820Y SS EBONYS GRANDMASTER
WBF SIGNIFICANT B132 **RUBYS ACACIA 305A**
 WBF HEBE X376 PVFS ACACIA 810U

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 107 | 126 | 555 | 98 | 930 | 106 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|----|-----|------|-------|------|-----|------|------|------|
| 8 | 4.4 | 78.9 | 122.6 | 0.27 | 2.4 | 19.8 | 59.2 | 17.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|--------|-----|-------|------|
| 13.9 | 42.3 | -0.32 | 0.19 | -0.081 | 0.8 | 127.8 | 75.7 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MARB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|------|------|-----|-------|------|
| 10.7 | 2.4 | 71.2 | 113.1 | 0.3 | 3.5 | 18.9 | 54.4 | 17.2 | 12.6 | 34.3 | -0.3 | 0.1 | -0.1 | 0.7 | 119.8 | 67.5 |

Star faced direct Significant daughter out of a very productive cow line. This one is fine in a group of cows, but does not like individual pressure. **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 7/6/20.**



Lot 98

98 RUBYS ROSETTA 9183G

BD: 3/11/19 ASA: 3594725 TATTOO: 9183G
 SS/PRS HIGH VOLTAGE 244X O C C SERGEANT 725S
RUBYS ABSOLUT 317A **FCC ROSETTA 966W**
 SVF NJC MAGNETIC LDY M25 FCC ROSETTA 972T

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 66 | 78 | 446 | 79 | 768 | 87 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|------|------|------|-----|------|------|------|
| 16.9 | -2.7 | 48.7 | 66.1 | 0.11 | 8.3 | 26.2 | 50.5 | 12.8 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|--------|------|-------|------|
| 7.3 | 21.7 | -0.17 | 0.08 | -0.044 | 0.37 | 112.1 | 59.6 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|------|------|-----|-----|------|------|------|-----|------|------|------|------|-----|-------|------|
| 13.8 | -0.5 | 65.3 | 91.5 | 0.2 | 6.8 | 21.8 | 54.4 | 14.5 | 9.6 | 33.8 | -0.2 | 0.1 | -0.1 | 0.6 | 119.6 | 67.6 |

Feminine, angular, sound. All describe this one really well. Her dam has produced several good ones over the years and this would be one of the first daughters we have let go. **AI BRED ON 5/28/20 TO OVAL F ECHO E709 (ASA: 3237099). LIKELY SAFE AI. BULL CALF PREGNANCY.**



WBF Significant B132 - Sire of Lot 97



Lot 99

99 RUBYS DIXIE ERICA 9189G

BD: 3/14/19 ASA: 3594719 TATTOO: 9189G

BCLR CASH FLOW C820 O C C PRESTIGE 672P
 MR NLC CASH FLOW 7125E FCC DIXIE ERICA 509U
 MS NLC 144Y 4122B O C C DIXIE ERICA 963H

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 82 | 96 | 539 | 95 | 842 | 96 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|----|------|-------|------|-----|------|------|------|
| 11.9 | 0 | 66.5 | 111.4 | 0.28 | 3.9 | 14.1 | 47.4 | 20.3 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|-------|------|-------|------|
| 11.5 | 24.6 | -0.09 | 0.36 | 0.006 | 0.53 | 141.6 | 73.1 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|-----|-----|-------|------|
| 12.7 | 0.2 | 65.0 | 107.5 | 0.3 | 4.2 | 16.0 | 48.5 | 18.6 | 11.4 | 25.4 | -0.2 | 0.2 | 0.0 | 0.6 | 131.6 | 68.3 |

Another heifer here that we should not be selling. Stout made, high marbling female with breed leading STAY EPD. Her dam has raised some high selling bulls and females. A maternal sister to this heifer was a high seller and crowd favorite in the Spring Livin the Dream sale. **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 6/19/20.**

100 RUBY SWC YETTI G954

BD: 3/5/19 ASA: 3624149 TATTOO: G954

W/C EXECUTIVE ORDER 8543B MR NLC UPGRADE U8676
 CDI CEO 281D SWC RUBY YETTI 143Y
 HOOK'S BEYONCE 82B JM MISS OLIVIA-L36

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 89 | ET | 673 | ET | 865 | ET |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|-----|-----|------|-------|-----|-----|------|------|------|
| 9.6 | 1.9 | 86.7 | 134.5 | 0.3 | 4.8 | 23.9 | 67.2 | 11.2 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|------|-------|--------|------|-------|------|
| 11.9 | 39.6 | -0.5 | -0.13 | -0.114 | 1.06 | 108.7 | 77.1 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|------|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 14.5 | -0.8 | 84.3 | 130.4 | 0.3 | 8.5 | 26.2 | 68.3 | 16.7 | 11.4 | 39.3 | -0.5 | 0.4 | -0.1 | 1.2 | 161.3 | 92.7 |

A direct daughter of Yetti 143Y. A CEO daughter has one of the top bulls in this very offering. **AI BRED ON 5/31/20 TO CLRS GUARDIAN 317G (ASA:3563436). LIKELY SAFE AI. BULL CALF PREGNANCY.**



Lot 101

101 RUBYS BLACK CAP LADY 9114G

BD: 2/5/19 ASA: 3594789 TATTOO: 9114G

HOOK'S BALTIC 17B PVFS RUBY MADDEN 126Y
 OVAL F ECHO E709 RUBYS BLK CAP LADY 6D97
 OVAL F YIN Y26 FCC BLACKCAP LADY 956W

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

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 91 | 107 | 594 | 105 | 900 | 102 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 12.1 | 2.3 | 75.1 | 111.4 | 0.23 | 4.3 | 22.8 | 60.4 | 14.5 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|----|------|------|--------|------|-------|------|
| 9.3 | 42 | -0.2 | 0.28 | -0.055 | 0.61 | 123.4 | 74.2 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MLK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|-----|-----|-------|------|
| 12.8 | 1.3 | 69.3 | 107.5 | 0.2 | 4.4 | 20.4 | 55.0 | 15.7 | 10.3 | 34.1 | -0.2 | 0.2 | 0.0 | 0.6 | 122.4 | 68.8 |

Complete female here. Feminine, stout, sound, soft. She is a good one! **PASTURE EXPOSED 6/1/20-7/24/20 TO RUBY NFF LOOKOUT 716E (ASA: 3282171). APPROXIMATE SERVICE DATE 6/19/20.**



Lot 100



Lot 102

102 RUBYS LINDA 9207G

BD: 3/24/19 ASA: 3594704 TATTOO: 9207G

WS ALL-AROUND Z35
RUBY C-D ALL AROUND 534E
RUBYS ACACIA 534C

RUBY SWC BATTLE CRY 431B
RUBYS LINDA 786E
RUBYS LINDA 443B

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 73 | 86 | 508 | 90 | 790 | 90 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|------|----|------|------|------|------|------|------|
| 17.3 | -1.4 | 66 | 95.6 | 0.19 | -9.6 | 19.9 | 52.8 | 11.9 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|------|-------|------|-------|------|
| 9.8 | 25.9 | -0.37 | 0.1 | -0.09 | 0.67 | 128.1 | 73.8 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|------|------|-------|-----|------|------|------|------|------|------|------|-----|------|-----|-------|------|
| 18.4 | -2.5 | 73.9 | 111.0 | 0.2 | 10.9 | 24.2 | 61.1 | 17.1 | 10.3 | 32.5 | -0.4 | 0.5 | -0.1 | 1.0 | 171.2 | 91.0 |

Another Linda family member with great CE, BW, and MCE EPDs. Also had a 120 IMF ratio. Very attractive made female as well. **AI BRED ON 5/8/20 TO CLRS GUARDIAN 317G (ASA:3563436). LIKELY SAFE AI. HEIFER CALF PREGNANCY.**

103 RUBYS TABBY 9139G

BD: 2/1/19 ASA: 3594767 TATTOO: 9139G

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

WBF SIGNIFICANT B132
RUBYS TABBY 769E
RS&T MISS TABBY 19T

HOMOZYGOUS BLACK | HOMOZYGOUS POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 89 | 105 | 563 | 99 | 932 | 106 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|-----|-----|------|-------|------|-----|------|------|------|
| 9.5 | 3.8 | 87.7 | 139.3 | 0.32 | 4.7 | 18.9 | 62.7 | 14.4 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|------|------|-------|------|--------|------|-------|------|
| 13.3 | 56.2 | -0.23 | 0.18 | -0.071 | 0.76 | 127.6 | 81.4 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 14.5 | 0.2 | 84.8 | 132.8 | 0.3 | 8.4 | 23.7 | 66.0 | 18.3 | 12.1 | 47.6 | -0.3 | 0.6 | -0.1 | 1.1 | 171.2 | 95.0 |

Big stout high performing female here. Her growth numbers put her in the top 10% of the breed. Her dam was the high WW and YW female of her calf crop. Guardian should be a great compliment to her. **AI BRED ON 5/24/20 TO CLRS GUARDIAN 317G (ASA:3563436). LIKELY SAFE AI. HEIFER CALF PREGNANCY.**



Lot 104

104 RUBYS RHYTHM 9135G

BD: 2/14/19 ASA: 3594769 TATTOO: 9135G

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

HC POWER DRIVE 88H
RUBYS RHYTHM W933
DRAKE RHYTHM

HOMOZYGOUS BLACK | POLLED | PB SM

| ADJ. BW | BW Ratio | ADJ. WW | WW Ratio | ADJ. YW | YW Ratio |
|---------|----------|---------|----------|---------|----------|
| 85 | 100 | 604 | 101 | 880 | 100 |

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STAY |
|------|-----|------|-------|------|-----|------|------|------|
| 10.7 | 2.1 | 75.9 | 114.3 | 0.24 | 7 | 19.8 | 57.7 | 14.2 |

| DOC | CW | YG | MARB | BF | REA | API | TI |
|-----|------|-------|-------|--------|-----|-------|------|
| 12 | 29.2 | -0.45 | -0.19 | -0.109 | 0.8 | 106.9 | 68.1 |

Projected EPDs for this mating

| CE | BW | WW | YW | ADG | MCE | MILK | MWW | STY | DOC | CW | YG | MRB | BF | REA | API | TI |
|------|-----|------|-------|-----|-----|------|------|------|------|------|------|-----|------|-----|-------|------|
| 10.7 | 1.9 | 78.9 | 115.6 | 0.2 | 6.2 | 18.6 | 58.0 | 15.2 | 12.0 | 37.6 | -0.4 | 0.0 | -0.1 | 0.8 | 123.0 | 74.2 |

The longest necked, coolest looking female of the offering. Her dam is a full sister the most influential cow to step foot on our place, K18. Cow family and great individual looks, you can't go wrong here. **AI BRED ON 5/11/20 TO OVAL F ECHO E709 (ASA:3237099). LIKELY SAFE AI. BULL CALF PREGNANCY.**



Lot 103

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1170 Elk Street
Murray, IA 50174

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