

Livin' the Dream

SPRING EDITION - VOL. II

APRIL 24, 2021 | MURRAY, IOWA

4:00 PM



SPRING EDITION - VOL. II

19 ELITE FALL BORN SHOW HEIFER PROSPECTS | 22 FALL BRED HEIFERS | 16 SERVICE AGE BULLS

Sale Location

Ruby Cattle Company
1170 Elk Street - Murray, IA

Sale Schedule

Friday, April 23, 2021
Cattle on Display 1:00 pm

Saturday, April 24, 2021
Sale Begins at 4:00 pm CDT

Videos and Updates

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





Ruby Cattle Co.

Nate, Leslie, Creed & Parker Ruby
1170 Elk Street, Murray, IA 50174

Nate Cell - 515-450-0112

Leslie Cell - 515-450-0259

rubycows@grm.net

Hello Cattle Enthusiasts

We would like to welcome you to the 2nd "Livin the Dream" Spring Edition. We are really excited about this set of cattle. We apologize for the delay in the catalog production. Between breeding cows and a really wet stretch of weather, it put us a bit behind. We are always focused on making the next generation and keeping our eye towards the future.

Once again, this set of cattle is a great cross section of our program. The popular cow families that have worked time and time again are well represented. Several breed leading sires that were raised here, have progeny that headline this offering. We focus on the basics of breeding functional cattle and then try to add the extras to that solid foundation.

The open heifer offering has some of the highest quality animals we have produced, and we think you will find some intriguing breeding pieces in that offering. They will be competitive show heifers, but more importantly, profitable in production. The bred heifer offering is STOUT! These girls pack a punch and whether you're building a program or are an existing breeder, they can contribute to your operation. Most sell bred to the calving ease specialist, Guardian. The bull offering is very diverse. A couple of the phenotypic standouts from the 2020 calf crop are offered here, as well as those power bulls with great growth numbers that will add pounds. You will notice several great carcass bulls in there as well. They will be semen checked and ready to turn out.

Please plan to join us April 24th or before if you can make it. Videos are available on all the animals if you cannot make it in person. If you have any questions, please feel free to give us a call and we will be happy to discuss the offering with you. Thanks for looking and we look forward to hearing from you!

Nate, Leslie, Creed & Parker Ruby





Cottlemen.

It is with great pleasure that we welcome you to the “Livin’ the Dream” Spring Edition Vol. II at Ruby Cattle Co. With spring in full swing, the new calf crop on the ground and crops going in the ground, it’s hard not to be optimistic about new beginnings and the promises they bring. This year’s bull market place has been steady and better than that of a year ago and substantial interest in SimGenetics has been noticed. Most places across the country are well blessed with Winter and Spring moisture and thus the demand for these pairs and bred females is as optimistic as it has been for some time. You’re interested in the right program for these times if you’re browsing this book and the information in it!

Nate Ruby is a truly great stockman, disciplined in his approach to fundamentals like feet, fertility, udder quality, testicle size, structure, and build. This prototypical combination that exemplifies the fundamentals of beef production has allowed this program to grow and flourish while maintaining a running cowherd with grit and longevity.

The cow families behind this program are proven in years of existence and that folks is what buys land and builds programs in any financial times we may be experiencing as a nation. Let’s not forget about the data that is reported within this program, the contemporary and sire groups that back the information, and the genetic and numeric improvement the Ruby program has experienced by doing their due diligence. This is a well-rounded outfit with the same outlook, and knowledge or diversity that elevates their marketing.

This offering is highlighted by the fall open heifer calves that have created a stir on the internet over the past 4 or 5 years with record participation nation-wide from new and loyal customers alike. This group of cattle would be the deepest, densest quality set of opens ever offered for appraisal at 1170 Elk Street. The phenotype is backed by impressive genetics and numbers alike as Nate continues to forge the ideal look with trait leading prediction indicators. These girls are legit and fit for any progressive seedstock program or junior family.

The fall bred are the right kind as they always have been. They will be productive and adapt to any climate or environment that they are introduced in as they enter their productive years. A large portion of the females selling are safe in calf to CLRS Guardian 317G, the \$85,000 high seller from the 2020 “Bred for Balance” sale. The bull pen in the offering is loaded with talent and promise and comes at the right time of the year as breeding season is upon us. For those that did not get a bull bought in the early stages of the bull run or tested bulls and need to replace a herd sire this set will fit the bill for breeder or commercial interest for sure. Dense, surefooted, sound-built bulls that have passed their breeding soundness exam and are ready for immediate turnout!

April 24th weekend will mark this highlighted, much anticipated event, and could serve as that much needed getaway for Spring 2021. The sale will be on LiveAuctions.TV for real time online bidding. We are here to accommodate any and all interest, so don’t hesitate to reach out to any of the sale resources. We sincerely thank you for your interest.

We sincerely thank you for your interest,



Living the Dream

APRIL 24, 2021 - AT THE FARM IN MURRAY, IOWA - 4:00 PM

SALE DAY PHONES

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

AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

Graham Blagg - 530-913-6418
INNOVATIONAGMARKETING.COM

RING STAFF

Austin Brandt, Lee AgriMedia - 712-621-1829
Kelly Schmidt, Special Assignment - 406-599-2395
Mike Sorenson, Livestock Plus - 641-745-7949

ACCOMMODATIONS

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

HEALTH

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

TERMS & CONDITIONS

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

INSURANCE

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

RETAINED INTEREST

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

EPDS

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

CATALOG PRODUCTION

Catalog Design - Tracy McMurphy - 806-679-0231
Photography - Brad Hook - 641-344-3193
Photography - John Reasor - 423-290-6002

TRUCKING

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



ONLINE BIDDING

Watch and bid online at LiveAuctions.tv



Lot 1 **RUBY NFF RHYTHM OH37**



RUBY NFF RHYTHM 2124Z - Dam of Lots 1-7



RHYTHM 418P - *Legendary Maternal Granddam of Countless Females throughout the offering!*

1 **RUBY NFF RHYTHM OH37**

BD: 11/6/20 • ASA: 3874839 • TATTOO: OH37

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

TLLC ONE EYED JACK

AJE/PB MONTECITO 63W

RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y

RUBY NFF RHYTHM 2124Z
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	0.8	62.7	101	0.24	5.8	20.9	52.2	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	25.4	-0.42	-0.12	-0.10	0.79	115.9	64.3	

What a way to kick off this years offering! 4 full sisters stemming from one of the most predictable matings to date here in Murray. All 4 females offer some differences that will allow you to find your favorite, but the eye appeal and wow factor that these girls bring to the table is second to none. The lot 1 female combines that killer look with the softness, soundness, muscle shape that we are all after. She is great haired and will make a great senior yearling. If your serious about the business, step in here!



Lot 2 RUBY NFF RHYTHM 0H41



2 RUBY NFF RHYTHM 0H41

BD: 10/27/20 • ASA: 3874847 • TATTOO: 0H41

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

TLLC ONE EYED JACK

AJE/PB MONTECITO 63W

RUBY/SWC GENTLEMAN`S JACK

RUBY NFF RHYTHM 2124Z

SWC RUBY YETTI 143Y

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	0.8	62.7	101	0.24	5.8	20.9	52.2	14.2

DOC	CW	YG	MARB	BF	REA	API	TI
9.6	25.4	-0.42	-0.12	-0.10	0.79	115.9	64.3

Balance and complete describe this one really well. Its really hard to poke a hole in this one. Soft, smooth, sound, and good looking. She will hunt!



RUBY/SWC GENTLEMAN`S JACK - Sire of Lots 1-4

The Influence of Rhythm



Lot 3 **RUBY NFF RHYTHM 0H57**

If you're looking for the ultimate wow factor, this one has it in spades. Cobra necked with great presence, this one has the shag and the power that will transform her next generation.



RUBY NFF RHYTHM 060H
Full Sister to Lots 1-4



RUBY NFF RHYTHM 086H
Full Sister to Lots 1-4



Lot 4 **RUBY NFF RHYTHM 0H40**

I realize this one has lots of white, lets just get that out of the way. I don't care if she was pink with purple polkadots, this is good cattle. Look through her color and I think you will agree, this may be the best 2124Z female produced to date, and thats a powerful statement. She won't be forgotten when she steps in the ring and when she is in your donor pen kicking out those high selling blaze faced females, you will be glad your the one cashing the checks. Don't overlook this one!

3 RUBY NFF RHYTHM 0H57

BD: 10/29/20 • ASA: 3874840 • TATTOO: 0H57

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN`S JACK
SWC RUBY YETTI 143Y

AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	0.8	62.7	101	0.24	5.8	20.9	52.2	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	25.4	-0.42	-0.12	-0.10	0.79	115.9	64.3	

4 RUBY NFF RHYTHM 0H40

BD: 10/17/20 • ASA: 3874842 • TATTOO: 0H40

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

TLLC ONE EYED JACK

RUBY/SWC GENTLEMAN`S JACK
SWC RUBY YETTI 143Y

AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	0.8	62.7	101	0.24	5.8	20.9	52.2	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	25.4	-0.42	-0.12	-0.10	0.79	115.9	64.3	



Lot 5 RUBY NFF RHYTHM 0H32

5 RUBY NFF RHYTHM 0H32

BD: 10/25/20 • ASA: 3874841 • TATTOO: 0H32

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

AJE/PB MONTECITO 63W

RUBY'S CURRENCY 7134E

RUBY NFF RHYTHM 2124Z

RUBYS JILL 035X

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	0.8	73.7	120.9	0.3	6.5	19.1	55.9	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
14.8	37.7	-0.45	-0.02	-0.10	1.04	131.9	73.5	



RUBY'S CURRENCY 7134E - Sire of Lot 5

Whoa! This one has got the goods. Great looking, sound as a cat, stout made and good bodied. She puts it all together and she knows it! A full sister to the high selling open in our 2019 Fall sale to Shoal Creek, and a high selling bull selling to Shoal Creek and Purdue Beef unit. This mating has been rock solid and this is one of the best ones yet. Here is another one that can put you on the map.

The Influence of Rhythm



Lot 6 **RUBY SWC RHYTHM 0H42**

Lots of things to love about this pair of Echo females. Big footed, loose made, extra body and outcross pedigree. The will be fun to show, but more importantly, their producing ability and mating flexibility is where they will really shine.



OVAL F ECHO E709
Sire of Lot 6, 7, & 9



Lot 7 **RUBY NFF RHYTHM 0H51**

6 RUBY SWC RHYTHM 0H42

BD: 10/27/20 • ASA: 3874848 • TATTOO: 0H42

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK`S BALTIC 17B

AJE/PB MONTECITO 63W

OVAL F ECHO E709

RUBY NFF RHYTHM 2124Z

OVAL FYIN Y26

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	0.8	67	102.4	0.22	6.5	19.7	53.1	18.4

DOC	CW	YG	MARB	BF	REA	API	TI
10.1	31.3	-0.38	-0.05	-0.09	0.8	126.5	67.7

7 RUBY NFF RHYTHM 0H51

BD: 10/28/20 • ASA: 3874846 • TATTOO: 0H51

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK`S BALTIC 17B

AJE/PB MONTECITO 63W

OVAL F ECHO E709

RUBY NFF RHYTHM 2124Z

OVAL FYIN Y26

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	0.8	67	102.4	0.22	6.5	19.7	53.1	18.4

DOC	CW	YG	MARB	BF	REA	API	TI
10.1	31.3	-0.38	-0.05	-0.09	0.8	126.5	67.7

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Lot 8 **RUBYS RHYTHM H1369**



RUBY/SWC GENTLEMAN'S JACK
Sire of Lot 8



RUBYS RHYTHM 048H
Full Sister to Lot 8 & Maternal Sister to Lot 9



RUBY NFF RHYTHM 715E
Dam of Lots 8 & 9

Lot 9 **RUBYS RHYTHM 0H31**

8 RUBYS RHYTHM H1369

BD: 9/26/20 • ASA: 3874858 • TATTOO: H1369

PB SM | BLACK | POLLED

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	2.4	74	114.2	0.25	4.8	22.1	59.1	12.4

DOC	CW	YG	MARB	BF	REA	API	TI
12.4	29	-0.4	-0.1	-0.10	0.79	111.8	69.2

This one grabs your attention and holds it! She has the it factor to go along with a great cow family and a up and coming donor cow as her dam. Shes long bodied, stout made, and good haired, she will be fun.

9 RUBYS RHYTHM 0H31

BD: 11/15/20 • ASA: 3874844 • TATTOO: 0H31

PB SM | BLACK | POLLED

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	2.4	78.2	115.6	0.23	5.5	20.9	60	16.7

DOC	CW	YG	MARB	BF	REA	API	TI
12.9	34.9	-0.36	-0.03	-0.09	0.8	122.4	72.6

A little later maturing Echo female here. We have a full sister in our spring heifers we are getting ready to breed on, and trust us, this one will get better every day of her life. We love this ones look, give her some time and you will love what she turns into.

Lot 10 **RUBY SWC YETTI H0055**



W/C RELENTLESS 32C - Sire of Lot 10



RUBY SWC BATTLE CRY 431B
Maternal Brother to Lots 10 & 11

10 RUBY SWC YETTI H0055

BD: 9/28/20 • ASA: 3874857 • TATTOO: H0055

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

YARDLEY UTAH Y361

MR NLC UPGRADE U8676

W/C RELENTLESS 32C

SWC RUBY YETTI 143Y

MISS WERNING KP 8543U

JM MISS OLIVIA-L36

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	2.3	77.7	109.4	0.2	5.3	20.8	59.5	12.3

DOC	CW	YG	MARB	BF	REA	API	TI
10.4	21.6	-0.46	0	-0.09	0.89	117	73.5

One of the freakiest females we have ever offered. I am serious when I tell you that I have never seen a female with the combination of look, power, and athleticism that this one has. I really don't know where she fits in as far as a show heifer goes as she is that far out there, but the one thing I know is she has value. This may one of the best breeding pieces we have ever let leave the farm because you can use her in so many different ways. Make sure you are the one with the final bid, I am sure you will be happy she's yours for years to come.





Lot 11 **RUBY SWC YETTI 0H56**

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KCC1 EXCLUSIVE 116E - Sire of Lot 11



RUBY/SWC GENTLEMAN'S JACK
Maternal Brother to Lots 10 & 11

11 RUBY SWC YETTI 0H56

BD: 11/1/20 • ASA: 3874849 • TATTOO: 0H56

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

MR TR HAMMER 308A ET

MR NLC UPGRADE U8676

KCC1 EXCLUSIVE 116E

SWC RUBY YETTI 143Y

TKCC VICTORIA 57A

JM MISS OLIVIA-L36

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.7	0.8	80.7	120.4	0.25	6.8	18.6	58.9	13.8

DOC	CW	YG	MARB	BF	REA	API	TI
9.1	24.8	-0.52	0.04	-0.11	0.99	130.4	79.1

As complete as any female in the sale. Here is the full sister to the top selling bull in our sale in February. She's cool looking with extra foot, bone, muscle, and body. She will make a great junior project that will be a big time producer.

This Jack x Rosetta has been another flush that has flat out worked. The high selling female in last falls sale was a full sister to this mating and the 2 other flushmates were extremely nice as well. These 3 sisters are sure cut out of the same mold, they just come with different color configurations. They are great structured, first and foremost, and combine that with extra eye appeal, softness, angularity and maybe the most important ingredient of all is their dam. The 324A cow just works, she makes the good ones time after time that are sought after for show heifers and breeding pieces. You get to pick and choose, but they all sell, make sure one gets in your barn!



**RUBY'S
ROSETTA 0118H**
Full Sister to
12-14 and
Maternal Sister
to Lot 15



**RUBY'S
ROSETTA 0134H**
Full Sister to
12-14 and
Maternal Sister
to Lot 15



Lot 12 **RUBYS ROSETTA H0051**

12 RUBYS ROSETTA H0051

BD: 10/8/20 • ASA: 3874854 • TATTOO: H0051

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

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	2.5	73	109.6	0.23	2.3	19.1	55.6	10.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	24.3	-0.24	0.18	-0.05	0.56	108.6	69.3	



Lot 13 **RUBYS ROSETTA H0054**

13 RUBYS ROSETTA H0054

BD: 10/10/20 • ASA: 3874855 • TATTOO: H0054

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

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	2.5	73	109.6	0.23	2.3	19.1	55.6	10.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	24.3	-0.24	0.18	-0.05	0.56	108.6	69.3	



Lot 14 **RUBYS ROSETTA H0056**

14 RUBYS ROSETTA H0056

BD: 10/12/20 • ASA: 3874853 • TATTOO: H0056

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

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	2.5	73	109.6	0.23	2.3	19.1	55.6	10.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	24.3	-0.24	0.18	-0.05	0.56	108.6	69.3	





Lot 15 **RUBYS ROSETTA OH107**

This is the youngest female in the offering and one of the best. She has all the parts and pieces to be big time, all she needs is time. The combination of look, soundness, and stoutness is rivaled by very few. Note that she is the natural calf out of the 324A donor. The genetics here are better than most.



RUBY'S CURRENCY 7134E
\$435,000 Sire to Lots 15 & 16



Lot 16 **RUBYS RITA OH43**

If you like them big footed, big legged and athletic, here is heifer to take a look at. Extra middle and extra dimension as well. She is a Currency back on an Absolut female. I have said that the Absolut cattle were ahead of their time in terms of body type, and that is why I think they are such good producers for us today.

15 RUBYS ROSETTA OH107

BD: 12/18/20 • ASA: 3874852 • TATTOO: OH107

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

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8	3.3	86.5	133.2	0.29	2.9	16.9	59.3	14.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.7	36.5	-0.26	0.28	-0.05	0.81	122.6	78.7	

16 RUBYS RITA OH43

BD: 10/18/20 • ASA: 3874838 • TATTOO: OH43

PB SM | BLACK | POLLED

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

RUBYS ABSOLUT 317A
RUBYS RITA 6109D
RUBYS RITA 2118Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	0.2	76.6	115.2	0.24	7.2	22.3	61.2	13.8
DOC	CW	YG	MARB	BF	REA	API	TI	
15	39.8	-0.39	0.23	-0.08	0.99	139.4	81.7	



Lot 17 RUBYS LIBERTY 0H13

17 RUBYS LIBERTY 0H13

BD: 11/9/20 • ASA: 3874851 • TATTOO: 0H13

PB SM | HOMOZYGOUS BLACK | POLLED

WBF SIGNIFICANT B132

HTP/SVF DURACELL T52

RUBYS TURNPIKE 771E

LTS HOTZ MS LIBERTY 701E

RUBYS MISS CLEO 240Z

THSF MS LIBERTY S600

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	3.2	92.9	148.7	0.35	5.7	22.9	69.1	15

DOC	CW	YG	MARB	BF	REA	API	TI
12.4	39.3	-0.53	-0.15	-0.12	1.13	121.1	79.5

Study this ones pedigree, and you will notice that this eye catcher goes back to the famed S600 female made famous at Foster Brothers that now resides at Hotz Farms. Here is a younger female, but she is very good in her lines and the parts and pieces are all here to make a really awesome Senior Yearling. This one's dam did a bunch of winning a couple summers back. She was a bit later maturing as well, but when she hit her stride, she made her presence known. Don't miss this one.



RUBYS TURNPIKE 771E - Sire of Lot 17

A Daughter of Turnpike



Lot 18 RUBYS CINDA 0H45



2019 San Antonio Livestock Exposition
Grand Champion Purebred Simmental Heifer
Full Sister to Lot 18



RUBYS MAGNETIC LADY 328A
Dam of Lot 19



R
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Lot 19 RUBYS MAGNETIC LADY 0H75

18 RUBYS CINDA 0H45

BD: 10/28/20 • ASA: 3874850 • TATTOO: 0H45

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	2.1	67.1	100.3	0.21	3.5	16.6	50.1	13.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10.1	23.5	-0.32	0.1	-0.08	0.6	122.3	69.4	

Here is full sister to very successful female campaigned by the Culpepper family of Texas a couple years back. Same cool look as her famous sister with a shot of added chrome. Here is one that is super complete that will be a great show heifer and awesome cow.

19 RUBYS MAGNETIC LADY 0H75

BD: 11/14/20 • ASA: 3874843 • TATTOO: 0H75

PB SM | BLACK | HOMOZYGOUS POLLED

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	1.4	75.8	103.9	0.18	6.6	19.9	57.8	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	33	-0.43	0.17	-0.11	0.82	131.2	77.2	

This fancy blaze female was one of my favorites as a calf. She has hit a bit of a growth spurt the last couple weeks, but when she catches up with herself, you will love what you have. The Magnetic Lady cattle get better with age and this one is no exception. A maternal sister just topped the Iowa Beef Expo Simmental sale in February. Look at that heifers picture and it will give you a good idea of whats to come for this one.



Lot 20 RUBYS JUANADA 9G56

Unfortunately, we lost the Cash Flow bull this winter. We just calved his first daughters and are most impressed. They are good looking females that calve by themselves, great udders and still bring a great set of EPDs to the table. You will notice in this offering we are offering some spring born females. We had some really bad luck with some semen last spring, and by the time we figured out what was going on, our clean-up bull had way to much work to do. Don't hold that against these girls, it sure wasn't their fault.

20 RUBYS JUANADA 9G56

BD: 11/4/19 • ASA: 3700344 • TATTOO: 9G56

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

BCLR CASH FLOW C820

O C C PROPHET 666P

MR NLC CASH FLOW 7125E

FCC JUANADA 502U

MS NLC 144Y 4122B

O C C JUANADA 831C

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
72	704	987	4.59	117	0.25	114	11.66	96

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.5	-1	59.9	101.1	5	15	0.26	11	45	21.5	20	-0.11	0.34	-0.01	0.44	143.7	70.1

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/17/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.4	-2.2	70.5	113.2	8.6	21.8	0.27	11.4	56.9	22.2	29.7	-0.29	0.62	-0.03	0.91	173	86.3



CLRS GUARDIAN 317G - \$85,000 high selling service sire to several females throughout the offering

Lot 21 RUBYS BLACK CAP LADY 9192G



21 RUBYS BLACK CAP LADY 9192G
 BD: 3/16/19 • ASA: 3594716 • TATTOO: 9192G

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

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

RUBYS ABSOLUT 317A
RUBYS BLK CAP LADY 6107D
 RUBYS BLK CAP LADY 448B

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
83	586	911	5.4	143	0.28	97	12.17	98

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.3	1.1	76	115.5	4.3	19.8	0.25	10	57.8	19.7	30	-0.32	0.32	-0.06	0.82	145.5	81.2

Pasture exposed Ruby NFF Lookout 716E (ASA: 3282171) on 1/15/21. Confirmed Safe

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	0.7	69.6	108.6	4.5	18.7	0.25	10.7	53.4	18.3	27.7	-0.27	0.19	-0.04	0.74	128.4	70.2

22 RUBYS JUANADA 9218G
 BD: 4/1/19 • ASA: 3594694 • TATTOO: 9218G

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

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

O C C TRANSFORMER 987T
FCC JUANADA 13X
 FCC JUANADA 742P

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
81	465	788	5.7	151	0.31	107	10.77	87

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	0.6	66	105.3	6.6	16.9	0.25	12.1	49.8	19.5	23.5	-0.07	0.42	0.00	0.4	141.8	73.4

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/13/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.15	-1.4	73.4	115.5	9.5	22.7	0.27	11.8	59.4	21.3	31.4	-0.26	0.66	-0.03	0.89	172.2	87.9

Lot 22 RUBYS JUANADA 9218G



Lot 23 RUBYS ROSETTA 9G63



RUBYS TURNPIKE 771E
Sire of Lots 23-27



Lot 24 RUBYS CINDA 9G19



If you have talked to anyone who has calved Turnpike daughters, you already know what kind of cows they are making. If you don't have any, I invite you to add some to your operation. Our Turnpike daughters are some of the best females we have retained in quite some time, maybe ever. They calved unassisted, have great maternal instincts, great udders, and have been cycling back in short order. They cover all the basics of functional brood cows as well, good footed, big bodied, stout made, and good looking. These girls will be herd bull raising machines, yet have enough look to produce those fancy show heifers if bred to the right bull. These girls are straight out of the keeper pen.

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23 RUBYS ROSETTA 9G63

BD: 10/31/19 • ASA: 3700334 • TATTOO: 9G63

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

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

PVFS RUBY MADDEN 126Y
RUBYS ROSETTA 6D87
KJB ROSETTA 852X

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
79	924	1158	5.5	140	0.29	132	13.09	107

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.1	0.7	80.5	130.6	5.8	25.5	0.31	10.8	65.7	15.7	34.3	-0.29	0.33	-0.06	0.77	140	82.4

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/13/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.15	-1.3	80.9	128.2	9.1	27.1	0.3	11.2	67.4	19.4	37.0	-0.37	0.62	-0.05	1.07	182.3	97.1

24 RUBYS CINDA 9G19

BD: 10/8/19 • ASA: 3700284 • TATTOO: 9G19

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

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

PVFS RUBY MADDEN 126Y
RUBYS CINDA 6D37
RUBYS CINDA 105Y

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
87	803	1035	2.66	68	0.17	77	12.46	102

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.1	2.3	81.4	133.4	5.1	24.4	0.32	2.4	65.1	14.9	34	-0.42	0.06	-0.10	0.86	126.4	78.4

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/15/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.15	-0.5	81.3	129.5	8.7	26.5	0.31	7.0	67.1	19.0	36.8	-0.44	0.48	-0.07	1.12	170.5	93



Lot 25 RUBYS KAYE 9G12

25 RUBYS KAYE 9G12

BD: 9/16/19 • ASA: 3835706 • TATTOO: 9G12
3/4 SM 1/4 AN | HOMOZYGOUS BLACK | POLLED

WBF SIGNIFICANT B132 S A V FINAL ANSWER 0035
RUBYS TURNPIKE 771E **RUBYS KAYE 364A**
RUBYS MISS CLEO 240Z RUBYS KAYE 711T

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
73	-	-	3.75	-	0.24	-	11.35	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.9	0.4	83.9	135.9	8.7	22	0.33	15.3	63.9	18	32	-0.35	0.14	-0.07	0.87	134.6	79.8

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/17/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.5	-1.45	82.5	130.7	10.6	25.3	0.3	13.5	66.5	20.6	35.8	-0.4	0.52	-0.06	1.12	179.4	95.7



Lot 26 RUBYS ELINE G947

26 RUBYS ELINE G947

BD: 9/22/19 • ASA: 3874888 • TATTOO: G947
3/4 SM 1/4 AN | BLACK | POLLED

WBF SIGNIFICANT B132 RUBYS YUCATAN 160Y
RUBYS TURNPIKE 771E **RUBYS ELINE 547C**
RUBYS MISS CLEO 240Z AKERS HARTLEY ELINE 4318

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
83	-	-	-	-	-	-	-	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.7	2.2	78.3	121.4	5.4	19.3	0.27	7.7	58.4	15.9	36.8	-0.33	80	-0.08	0.81	122.1	73

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/7/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15	-0.6	79.7	123.5	8.9	24.0	0.28	9.6	63.8	19.6	38.2	-0.39	0.53	-0.06	1.09	172.6	92.6



Lot 27 RUBYS ROSETTA G935

27 RUBYS ROSETTA G935

BD: 9/28/19 • ASA: 3874889 • TATTOO: G935
3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132 FBF1 COMBUSTIBLE
RUBYS TURNPIKE 771E **RUBYS ROSETTA 5C35**
RUBYS MISS CLEO 240Z KJB ROSETTA 980T

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
82	-	-	-	-	-	-	-	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.5	2.3	82.8	134.8	5.6	17.9	0.33	14.3	59.4	15.6	38.4	-0.32	99	-0.07	0.88	115.8	71.7

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/7/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.4	-0.55	82.0	130.2	9.0	23.3	0.31	12.9	64.3	19.4	39.0	-0.39	0.44	-0.06	1.13	169.4	91.9



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Lot 28 RUBYS RHYTHM 920G

We really like the CEO daughters. They are good footed, athletic built females with extra look and extension. They have great pieces to build around to make the next generation even better. The CEO daughters we are offering here come from some of our most productive cow families. Take them home and put them to work, you will be glad you did.

28 RUBYS RHYTHM 920G

BD: 1/2/19 • ASA: 3594873 • TATTOO: 920G

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

W/C EXECUTIVE ORDER 8543B

SILVEIRAS STYLE 9303

CDI CEO 281D

RUBYS RHYTHM 2120Z

HOOK'S BEYONCE 82B

DOUBLE R SHESTHEONE K18

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
72	549	857	2.42	70	0.24	92	14.72	116

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10	0.8	75.2	121.7	4.8	18.1	0.29	15.2	55.6	14.5	33.1	-0.41	0.06	-0.08	0.98	114.1	71.2

All Bred CLRS Guardian 317G (ASA: 3563436) on 12/15/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.7	-1.3	78.3	123.7	8.6	23.4	0.29	13.4	62.5	18.8	36.3	-0.43	0.48	-0.06	1.17	158.3	87



CDI CEO 281D - Sire of Lots 28-33



Lot 29 RUBYS RHYTHM 9151G

29 RUBYS RHYTHM 9151G

BD: 2/24/19 • ASA: 3594756 • TATTOO: 9151G

PB SM | BLACK | HOMOZYGOUS POLLED

W/C EXECUTIVE ORDER 8543B

OVAL F RINGLEADER R579

CDI CEO 281D

RUBYS RHYTHM Z208

HOOK'S BEYONCE 82B

RUBYS RHYTHM U857

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
88	581	993	2.86	76	0.22	76	13.8	111

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.9	2.4	82.3	131	5.7	20.7	0.3	10	61.8	15.9	33.9	-0.52	0.02	-0.12	1.03	124.2	77.4

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/8/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.65	-0.45	81.6	128.0	9.0	24.7	0.29	10.8	65.4	19.5	36.6	-0.49	0.46	-0.08	1.2	169.7	92.5

30 RUBY NFF QUEEN 9G54

BD: 10/23/19 • ASA: 3700325 • TATTOO: 9G54

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

W/C EXECUTIVE ORDER 8543B

EXAR RITO W2545

CDI CEO 281D

A & B QUEEN 2278

HOOK'S BEYONCE 82B

A & B QUEEN 0270

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
76	713	1020	3.13	105	0.32	110	13.64	104

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.1	0	76.4	121.6	6.2	24	0.28	15.1	62.2	12.2	28.3	-0.22	0.23	-0.04	0.67	120.2	76.3

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/7/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.75	-1.7	78.7	123.6	9.3	26.4	0.28	13.3	65.7	17.6	33.9	-0.34	0.57	-0.04	1.02	162.5	89.9



Lot 30 RUBY NFF QUEEN 9G54



Lot 31 RUBYS ROSETTA G9051

31 RUBYS ROSETTA G9051

BD: 9/23/19 • ASA: 3700358 • TATTOO: G9051

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

W/C EXECUTIVE ORDER 8543B

ADKINS MR RIGHT ON

CDI CEO 281D

FCC2 ROSETTA 324A

HOOK'S BEYONCE 82B

FCC ROSETTA 535U

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
77	772	1080	3.88	108	0.29	126	13.88	118

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
5.5	3.6	87.2	136.8	1.2	22.3	0.31	12.6	65.8	11.8	32.5	-0.34	0.2	-0.06	0.92	109.3	77.7

Pasture exposed Ruby NFF Lookout 716E (ASA: 3282171) on 1/14/21. Confirmed Safe

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.45	1.85	75.1	119.1	2.9	19.9	0.28	12.0	57.4	14.4	29.0	-0.28	0.13	-0.04	0.79	115.7	70.7



Lot 32 RUBY MS TRAVELER 9G86

32 RUBY MS TRAVELER 9G86

BD: 11/29/19 • ASA: 3700306 • TATTOO: 9G86

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

W/C EXECUTIVE ORDER 8543B

OVAL F RINGLEADER R579

CDI CEO 281D

RUBYS MS TRAVELER 133Y

HOOK'S BEYONCE 82B

RUBYS MISS TRAVELER 911W

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
75	649	970	2.82	95	0.26	90	12.62	96

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.7	0.5	73.5	116.1	5.5	20.5	0.27	8.2	57.2	12.4	36.7	-0.43	0.19	-0.09	1	118.6	74.3

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/4/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.55	-1.5	77.5	121.0	8.9	24.5	0.28	9.9	63.2	17.7	37.8	-0.44	0.55	-0.07	1.19	171.8	93.3



Lot 33 RUBYS JUANADA 9G84

33 RUBYS JUANADA 9G84

BD: 11/21/19 • ASA: 3700323 • TATTOO: 9G84

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

W/C EXECUTIVE ORDER 8543B

O C C PRIORITY 882P

CDI CEO 281D

FCC JUANADA 921W

HOOK'S BEYONCE 82B

FCC JUANADA 852S

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
88	828	1057	3.29	84	0.18	82	11.57	95

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.8	1.2	76.8	117.6	3.3	26.2	0.25	10.8	64.5	16.3	31.5	-0.18	0.2	-0.04	0.58	121.7	73.8

Pasture exposed Ruby NFF Lookout 716E (ASA: 3282171) on 1/24/21. Confirmed Safe

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.15	0.7	70.0	109.5	4.0	21.9	0.25	11.1	56.8	16.6	28.6	-0.2	0.13	-0.03	0.61	122.7	69.1

Lot 34 **RUBY SWC YETTI G9062**



W/C RELENTLESS 32C Sire of Lot 34



BATTLE CRY Maternal Brother to Lot 34

Lot 35 **RUBY SWC YOKO G9069**



WS REVIVAL Sire of Lot 35



34 RUBY SWC YETTI G9062

BD: 10/2/19 • ASA: 3700319 • TATTOO: G9062

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

YARDLEY UTAH Y361 MR NLC UPGRADE U8676
W/C RELENTLESS 32C **SWC RUBY YETTI 143Y**
 MISS WERNING KP 8543U JM MISS OLIVIA-L36

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
90	753	1007	3.69	103	0.17	74	13.55	116

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.7	2.1	75.4	107.2	5.3	20.7	0.2	11.1	58.4	12.3	12.7	-0.52	0.01	-0.09	0.92	114.4	72.8

Cool looking Relentless female here. Check out her full sister in the open offering. Want to make those fancy heifer calves? This is the one to do just that. **AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/26/20. Likely Safe AI**

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.4	-0.65	78.2	116.3	8.6	24.7	0.24	11.3	63.8	17.9	26.0	-0.48	0.46	-0.07	1.15	165	90.2

35 RUBY SWC YOKO G9069

BD: 10/12/19 • ASA: 3700350 • TATTOO: G9069

PB SM | BLACK | POLLED

LLSF UPRISING Z925 SVF STEEL FORCE S701
WS REVIVAL **SWC RUBY YOKO 151Y**
 SS NOREEN THSF MS LIBERTY S600

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
95	884	1170	3.46	97	0.31	135	9.53	81

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	2.1	79.8	118.2	5.3	21.7	0.24	11.1	61.6	11.6	42.4	-0.35	-0.19	-0.11	0.67	103.3	70

Brood cow deluxe here. I think the Double Down mating here will be a home run. She has the extra body and dimension and couple that with his ability to put that cool front end in one, you have a combination destined for success. **AI Bred W/C Double Down 5014E (ASA: 3336150) on 12/6/20. Confirmed Safe AI**

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14	0.35	74.4	104.6	6.1	23.9	0.19	12.7	61.0	10.1	30.0	-0.46	-0.15	-0.1	0.95	109.4	70.7



Lot 36 RUBYS LINDA 930G



OVAL F ECHO E709
Sire of Lots 37 & 38



Lot 37 RUBYS FOXY LADY 9118G



Lot 38 RUBYS JUANADA 9145G

Three power females coming at you next. Bigger framed girls with lots of length and growth to them. They will be bull raising machines. Backed by some really good cows as well.

36 RUBYS LINDA 930G

BD: 1/5/19 • ASA: 3594865 • TATTOO: 930G

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

GW-WBF SUBSTANCE 820Y

PVFS RUBY MADDEN 126Y

WBF SIGNIFICANT B132

RUBYS LINDA 341A

WBF HEBE X376

X517P

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
125	563	893	3.7	110	0.23	96	10.97	87

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.1	0.9	78.2	126.8	6	26.9	0.3	16.2	65.9	15	45.9	-0.39	0.3	-0.09	0.96	145.5	84.7

Pasture exposed Ruby NFF Lookout 716E (ASA: 3282171) on 1/30/21. Confirmed Safe

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.25	0.6	70.8	114.3	5.5	22.3	0.27	13.8	57.6	16.0	36.0	-0.31	0.18	-0.06	0.81	128.9	72

37 RUBYS FOXY LADY 9118G

BD: 2/5/19 • ASA: 3594785 • TATTOO: 9118G

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

CCR COWBOY CUT 5048Z

OVAL F ECHO E709

RUBYS FOXY LADY 777E

OVAL F YIN Y26

LE EVER READY Z-035

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
95	633	952	2.45	65	0.26	90	12.55	101

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.3	2.4	84.5	118	6.2	19.1	0.21	12.4	61.3	20.1	37.7	-0.39	-0.02	-0.09	0.86	131	76.4

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/8/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.8	-0.5	82.9	121.8	9.3	23.9	0.25	12.0	65.2	21.8	38.7	-0.42	0.44	-0.07	1.12	173.2	91.9

38 RUBYS JUANADA 9145G

BD: 2/21/19 • ASA: 3594761 • TATTOO: 9145G

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

HOOK'S BALTIC 17B

CCR COWBOY CUT 5048Z

OVAL F ECHO E709

RUBYS JUANADA 783E

OVAL F YIN Y26

FCC REVOLUTION ROSE 678R

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
87	584	819	4.79	127	0.5	172	11.04	89

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.2	1.9	77.7	105.5	4.7	19.6	0.17	13	58.4	17.3	32.7	-0.18	0.34	-0.03	0.68	130.2	76.3

AI Bred CLRS Guardian 317G (ASA: 3563436) on 12/14/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.3	-0.8	79.5	115.6	8.6	24.1	0.23	12.3	63.8	20.4	36.2	-0.32	0.62	-0.04	1.03	177.9	94.1



As I mentioned in an open heifer footnote, the Absolut's may have been a bit before their time, but the time is right to own these three ladies. They are cool made with that added extension while being very angular and super sound. You can breed these girls lots of different ways, but they have had the ability to click with several different bulls in our operation.

39 RUBYS DIXIE ERICA G972

BD: 10/18/19 • ASA: 3874887 • TATTOO: G972

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

SS/PRS HIGH VOLTAGE 244X

RUBY CF WIDE OPEN 261Z

RUBYS ABSOLUT 317A

RUBYS DIXIE ERICA 5C72

SVF NJC MAGNETIC LDY M25

FCC DIXIE ERICA 975T

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
81	-	-	-	-	-	-	-	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.5	0.6	62	86.5	5.4	18.5	0.15	5.3	49.2	13.6	23.4	-0.28	95	-0.07	0.54	109.3	62.3

AI Bred SS Incentive 9J17 (ASA: 2544298) On 12/24/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.35	-0.2	66.7	105.1	6.9	19.1	0.24	9.7	52.3	9.6	33.5	-0.08	0.33	-0.01	0.47	116	70.9

40 RUBYS RITA G958

BD: 10/15/19 • ASA: 3874891 • TATTOO: G958

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

SS/PRS HIGH VOLTAGE 244X

RUBYS ABSOLUT 317A

5C58

SVF NJC MAGNETIC LDY M25

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
80	-	-	-	-	-	-	-	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.5	1	67.8	94.9	5.4	24.6	0.17	10.6	75.3	13.4	29.2	-0.31	90	-0.08	0.67	109.5	66.4

Pasture exposed Ruby NFF Lookout 716E (ASA: 3282171) on 1/19/21. Confirmed Safe

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.95	0.6	65.5	98.3	5.0	21.1	0.21	11.0	62.2	15.3	27.5	-0.27	0.08	-0.05	0.66	114.9	65.1

41 RUBYS ROSETTA G919

BD: 11/4/19 • ASA: 3874886 • TATTOO: G919

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

SS/PRS HIGH VOLTAGE 244X

FBF1 COMBUSTIBLE

RUBYS ABSOLUT 317A

RUBYS ROSETTA 5C19

SVF NJC MAGNETIC LDY M25

KJB ROSETTA 601U

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
76	-	-	-	-	-	-	-	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14	-0.2	67.8	98.8	7.4	23.6	0.19	12.1	57.7	13.9	33.4	-0.3	99	-0.07	0.73	111.8	65.7

AI Bred SS Incentive 9J17 (ASA: 2544298) On 12/24/20. Likely Safe AI

Projected EPDs for the pregnancy currently being carried

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.1	-0.6	69.6	111.2	7.9	21.6	0.26	13.1	56.5	9.7	38.5	-0.09	0.29	-0.01	0.57	117.4	72.7



Lot 39 RUBYS DIXIE ERICA G972



Lot 40 RUBYS RITA G958



Lot 41 RUBYS ROSETTA G919





Lot 42 **RUBY NFF BATTLE CRY 065H**

42 RUBY NFF BATTLE CRY 065H

BD: 2/5/20 • ASA: 3768679 • TATTOO: 065H

PB SM | BLACK | HOMOZYGOUS POLLED

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

RUBY NFF YUKON Y108

NFF CENTERFOLD B114

NFF BUILT RIGHT W082

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
86	639	1154	2.87	98	0.26	104	12.77	96

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	0.9	75.2	115.7	6.8	20.5	0.25	7	58	18.1	37.3	-0.36	-0.14	-0.10	0.73	122.6	70.4

If your hunting that cow changer late in the game, here he is! You can't make a purebred any better looking than this one and throw a blaze face on him to boot. We like this one a great deal.



RUBY SWC BATTLE CRY 431B - Sire of Lot 42 & 43

The Sons of



Lot 43 RUBYS BATTLE CRY 099H

43 RUBYS BATTLE CRY 099H

BD: 2/17/20 • ASA: 3768618 • TATTOO: 099H

PB SM | BLACK | HOMOZYGOUS POLLED

MR HOC BROKER

CNS PAYS TO DREAM T759

RUBY SWC BATTLE CRY 431B

RUBYS MISS GRANITE 867F

SWC RUBY YETTI 143Y

RUBYS MISS GRANITE 344A

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
94	666	1069	2.87	98	0.21	84	11.56	87

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
6.5	3.2	77.9	114.4	2.6	18.9	0.23	13.4	57.8	12.6	30.5	-0.32	0.06	-0.09	0.6	109.7	72.5

This one is what you would expect when you look at his pedigree. He is a great looking stud that is stout, square, big bodied and moderate in his frame. He will make those highly sought after, fancy replacements.



MR HOC BROKER - Paternal Grandsire of Lot 43

Battle Cry



Lot 44 RUBYS DOUBLE DOWN 0137H

44 RUBYS DOUBLE DOWN 0137H

BD: 3/1/20 • ASA: 3768609 • TATTOO: 0137H

PB SM | BLACK | POLLED

W/C EXECUTIVE ORDER 8543B

WBF SIGNIFICANT B132

W/C DOUBLE DOWN 5014E

RUBYS FIREFLY F818

W/C MISS WERNING 5014C

JSF FIREFLY W46

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
79	649	964	2.34	80	0.12	48	13.67	103

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	0.5	66.4	90	5.8	21.8	0.15	13.7	54.9	11.1	13.7	-0.51	-0.01	-0.09	0.93	111.2	68.8

You cant hardly make them any better looking than this guy! He is still soft made, powerful, and super sound. One of Hook's favorites on picture day. Backed by a great cow family as well.



W/C DOUBLE DOWN 5014E - Sire of Lot 44

Double Down

Lot 45 RUBYS TURNPIKE 0116H



RUBYS TURNPIKE 771E - Sire of Lot 45-48

Turnpike



R
◇

45 RUBYS TURNPIKE 0116H

BD: 2/25/20 • ASA: 3768634 • TATTOO: 0116H
3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132 CCR COWBOY CUT 5048Z
RUBYS TURNPIKE 771E **RUBYS JUANADA 783E**
RUBYS MISS CLEO 240Z FCC REVOLUTION ROSE 678R

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
91	722	1115	2.7	92	0.17	68	12.19	92

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.8	3	85.3	127.5	4.3	19.8	0.26	11.2	62.4	16	36.1	-0.31	0.16	-0.06	0.81	120.2	76.3

One of my favorite bulls in this offering. He is a bigger framed bull that is good looking and stout made. His pedigree combines Turnpike with the great Cowboy Cut. A great multi purpose sire here, he will sire heavy steer calves and keep every heifer he makes.

46 RUBYS TURNPIKE 016H

BD: 1/4/20 • ASA: 3768728 • TATTOO: 016H
PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132 WELSHS DEW IT RIGHT067T
RUBYS TURNPIKE 771E **RUBYS LUCY 222Z**
RUBYS MISS CLEO 240Z AKERS LUCY R265

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
93	599	957	2.25	77	0.14	56	12.65	95

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.5	3	75.4	109.6	4.3	19.8	0.21	9.7	57.4	15.1	22.3	-0.47	-0.01	-0.10	0.83	114.6	70.8

This has been a solid mating for us. A full brother was a popular Denver bull a couple years ago. If you need to add some depth of body and longevity to your cows, this guy will do that.



Lot 47
RUBYS TURNPIKE
 043H

47 RUBYS TURNPIKE 043H

BD: 1/30/20 • ASA: 3768700 • TATTOO: 043H
 PB SM | BLACK | HOMOZYGOUS POLLED

WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E
 RUBYS MISS CLEO 240Z

SS EBONY'S GRANDMASTER

RUBYS ACACIA 305A
 PVFS ACACIA 810U

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
85	622	1168	3.15	108	0.23	92	12.97	98

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	1.8	77	122.8	5.2	20	0.29	6.5	58.5	16.6	38.4	-0.43	0.08	-0.10	0.93	129.7	76.3

If you like them a shot bigger in frame with added muscle, this is your guy. He will make them long and add pounds.

48 RUBYS TURNPIKE 011H

BD: 1/1/20 • ASA: 3768646 • TATTOO: 011H
 3/4 SM 1/4 AN | BLACK | POLLED

WBF SIGNIFICANT B132

RUBYS TURNPIKE 771E
 RUBYS MISS CLEO 240Z

PVFS RUBY MADDEN 126Y

RUBYS ROSETTA 6D78
 FCC ROSETTA 71X

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
87	611	1104	2.62	89	0.3	120	11.9	90

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.4	1.2	74.7	126.3	5.6	21.1	0.32	8.3	58.4	13	33.7	-0.28	0.09	-0.07	0.63	116.4	71.8

A good looking, stout made Turnpike son here back on a high producing Madden daughter. Great combination of Calving Ease and Growth EPDs.



Lot 48
RUBYS TURNPIKE
 011H



Lot 49 RUBYS ECHO 0146H

49 RUBYS ECHO 0146H

BD: 3/7/20 • ASA: 3768666 • TATTOO: 0146H

PB SM | BLACK | POLLED

HOOK'S BALTIC 17B

CNS PAYS TO DREAM T759

OVAL F ECHO E709

RUBYS PRIDE 679D

OVAL F YIN Y26

RUBYS PRIDE W919

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
78	676	1161	3.23	110	0.29	116	11.87	89

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.2	0.1	68	98.2	7.8	21.6	0.19	8.9	55.5	15.5	30.1	-0.28	0.24	-0.07	0.64	133.4	75.5

Really hard to find a fault in this bull. Well balanced and smooth made and is backed by a productive cow family in our herd.



OVAL F ECHO E709 - Sire of Lots 49-55

The Sons of Echo



Lot 50
RUBYS ECHO 0163H

50 RUBYS ECHO 0163H

BD: 3/12/20 • ASA: 3768767 • TATTOO: 0163H

PB SM | HOMOZYGOUS BLACK | POLLED

HOOK'S BALTIC 17B

TJ 57J THE GAMBLER

OVAL F ECHO E709

RUBYS KAYE 711T

OVAL F YIN Y26

MISS LUCKY KAYE ML3

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
72	663	1006	2.47	84	0.18	72	13.05	98

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.8	-0.5	63.4	82.6	8.9	21.2	0.12	20	52.9	20.3	15.5	-0.55	0.14	-0.10	1.03	139.2	72.1

If you believe in longevity, then tie into this bull. The cow family he stems from has been a cornerstone in our operation. Great calving ease figures with that big blaze face. Everyone loves those baldys!

51 RUBYS ECHO 032H

BD: 1/20/20 • ASA: 3768688 • TATTOO: 032H

PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

PVFS RUBY MADDEN 126Y

OVAL F ECHO E709

RUBYS KIMBERLY 3176A

OVAL F YIN Y26

KIMBERLY

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
86	625	1137	3.8	130	0.36	144	12.31	93

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.8	1.3	72.2	110.6	4.3	24.9	0.24	8.7	60.9	16.3	33.7	-0.31	0.34	-0.07	0.72	141.1	80

Stout made, deep bodied Echo son here. He will add power and body depth. Very balanced set of EPDs with great index values.



Lot 51
RUBYS ECHO 032H





Lot 52
RUBYS ECHO 091H

52 RUBYS ECHO 091H

BD: 2/15/20 • ASA: 3768617 • TATTOO: 091H
3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

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

BALDRIDGE WAYLON W34
RUBYS LINDA 870F
RUBYS LINDA 443B

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
77	653	1113	4.12	141	0.29	116	13.23	100

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.8	-0.1	73.3	107.5	7.9	18.5	0.21	10.5	55.1	14.4	35.2	-0.26	0.39	-0.05	0.76	133.2	78.4

Another stout made Echo son out of a great producing Waylon daughter. A low birth weight bull that scanned with over 4% IMF. He checks a lot of boxes.

53 RUBYS ECHO 067H

BD: 2/5/20 • ASA: 3768636 • TATTOO: 067H
PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

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

CCR COWBOY CUT 5048Z
RUBYS FOXY LADY 777E
LE EVER READY Z-035

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
87	630	1170	2.36	81	0.18	72	13.27	100

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	1.4	78.1	111	6.7	19.1	0.21	11.5	58.1	20.1	32.9	-0.4	0.02	-0.09	0.84	134	75.1

Very well balanced bull across the board. He combines great balance with a very complete set of EPDs. You will like him.



Lot 53
RUBYS ECHO 067H



Lot 54
RUBYS ECHO 045H

54 RUBYS ECHO 045H

BD: 1/30/20 • ASA: 3768631 • TATTOO: 045H
3/4 SM 1/4 AN | BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

WBF SIGNIFICANT B132

OVAL F ECHO E709
OVAL F YIN Y26

RUBY NFF FANCY 7109E
A & B FANCY 2074



Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
82	615	1115	3.42	117	0.27	108	13.07	98

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.3	0.6	75.5	118.2	6.3	18.3	0.27	12.4	56	18.2	36	-0.17	0.42	-0.04	0.55	142.6	79.6

An Echo son that really puts it all together. Great EPD profile, with very good index values. He scanned well with good IMF and ribeye. His dam is a really good young cow.

55 RUBYS ECHO 0175H

BD: 3/22/20 • ASA: 3768656 • TATTOO: 0175H
PB SM | HOMOZYGOUS BLACK | HOMOZYGOUS POLLED

HOOK'S BALTIC 17B

RUBYS ABSOLUT 317A

OVAL F ECHO E709
OVAL F YIN Y26

RUBYS BLK CAP LADY 6107D
RUBYS BLK CAP LADY 448B

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
94	755	1111	2.49	85	0.22	88	12.81	96

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8	2.5	76.6	99.9	3.3	22	0.15	8.3	60.2	15.4	29.6	-0.32	0.17	-0.07	0.72	121.5	75

A bull with extra length, extension and frame size. He will add these traits to his calves and yet the maternal side of his pedigree is very strong.



Lot 55
RUBYS ECHO 0175H



Lot 56
RUBYS CASH FLOW
0187H

56 RUBYS CASH FLOW 0187H

BD: 3/30/20 • ASA: 3768711 • TATTOO: 0187H
3/4 SM 1/4 AN | BLACK | POLLED

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

RUBY NFF EXCALIBUR 002X
F C C JUANADA 13Z
FCC JUANADA 913T

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
87	740	1158	3.9	133	0.35	140	13.74	103

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.7	1.7	72.1	112.5	3.7	16	0.25	10.2	52	20.1	24.2	-0.28	0.23	-0.03	0.82	129.7	71.3

If muscle is what your after, here is your guy. One of the youngest bulls we kept, but as high quality as any. He will make them good looking and soft sided while adding that extra red meat.

57 RUBYS STYLE 019H

BD: 1/6/20 • ASA: 3768692 • TATTOO: 019H
1/2 SM 1/2 AN | BLACK | POLLED

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

Act. BW	Adj. WW	Adj. YW	Adj. IMF	IMF Ratio	Adj. BF	BF Ratio	Adj. REA	REA Ratio
85	620	-	-	-	-	-	-	-

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.3	0.7	60.4	91.3	5.6	13	0.19	9.5	43.2	16.2	18.6	-0.08	0.23	-0.02	0.22	120.5	64.4

Good looking, deep bodied bull here. If you like your SimAngus bulls to look more on the Angus influenced side, this is your guy.



Lot 57
RUBYS STYLE 019H

CHAMPION

JUNIOR BREEDING HEIFER

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

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



2019 San Antonio Livestock Exposition Reserve Grand Champion Simmental Female

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



2019 San Antonio Livestock Exposition Grand Champion Simmental Female

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



2019 Houston Livestock Show and Rodeo Reserve Champion Simmental Heifer

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



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



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



2019 Sioux Empire Farm Show Supreme Grand Champion Female.

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



Champion Futurity Heifer Iowa Simmental Field Day. Supreme Champion Heifer Page County Fair.
Congratulations Ethan Fast!



Supreme Champion Female Marion County, Iowa.
Congratulations Cody Metcalf!



2019 AJSA Western Regional Classic Grand Champion Percentage Female
Purchased as lot 13 in the 2019 Fall Born online sale. Congratulations to Lauren Trauernicht!



2018 AJSA Summer Classic

Grand Champion Bred & Owned Purebred Simmental

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



2018 Iowa State Fair Grand Champion Percentage Simmental

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

Purchased by Recks, Lashmett, and Weis.

Congratulations to all involved!



2018 Iowa State Fair Grand Champion Purebred Simmental

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



2017 Kansas Beef Expo Reserve

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

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



2016 AJSA Summer Classic

Reserve Grand Champion Purebred Simmental

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



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

Bred by Geffert Cattle Co. and Rafter W.

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



Ruby Cattle Company
1170 Elk Street
Murray, IA 50174

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SPRING EDITION - VOL. II

19 ELITE FALL BORN SHOW HEIFER PROSPECTS

22 FALL BRED HEIFERS | 16 SERVICE AGE BULLS

