



LIVIN' THE DREAM

ANNUAL PRODUCTION SALE

NOVEMBER 23, 2018 | 1:00 PM | MURRAY, IA





#Livin'TheDream



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Ruby Cattle Co.

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

Sale Location

Ruby Cattle Company
1170 Elk Street - Murray, IA

Sale Schedule

Friday, November 23, 2018
Lunch will be served at 11:00 am
Sale Begins at 1:00 pm CST



Dear Fellow Cattlemen and Cattlewomen,

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

The open heifers have as much quality and potential top to bottom of any group that we have assembled. We think the look, the soundness, and the body of these females will make them competitive in the showing and the genetics behind them will make them profitable in your pasture. I think there is as much genetic potential in our bred offering as we have ever offered before. The bred group is anchored by the 6 full sibs to the second high selling lot in our bull sale, Economy. Most sell bred to young stud, Echo, a bull we acquired this spring that we think is really special. Please note that the dams of all the sale heifers, are real, live, functioning cows that have to work for a living and that feet, udders, and fertility are all very important to us.

Something I think worth noting is the ability of our genetics to work for other operations. We work hard to make our genetics as predictable as possible and if you flip to the back of this book, you will notice some highlights over the past year produced from animals purchased in this very sale. I think the crowning achievement of the year was that both Champions, Purebred and Percentage, from the Iowa State Fair open show were both out of females bred here.

In closing, I would like to thank you for your consideration. We know that there are many sales around the country and we are very grateful for those that have done business with us in the past and those that are giving us an opportunity if you haven't bought anything here before. We stand behind these cattle and if you ever have any questions or concerns, please do not hesitate to call. We look forward to seeing you sale day or if you are ever in the area, please stop buy. Thanks for your consideration and safe travels!

We sincerely thank you for your interest,
Mate, Leslie, and Creed Ruby

AUCTIONEER

Col. Jared Shipman - 806-983-7226

SALE MANAGEMENT

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

MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395
Kent Jaecke - 405-408-2440
Mike Sorenson - 641-745-7949
Jared Gillespie - 712-621-6671
Michael Dikeman - 785-726-7315
Jeremie Ruble - 406-581-7940

ACCOMMODATIONS

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

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

INNOVATION

— AgMarketing, LLC —

Dear Friends and Simmental Enthusiasts,

For those of you that know Nate, Leslie, and Creed Ruby, you know that this operation was started from scratch. It was initiated by a dream, fueled by passion, perseverance, and resistance to failure. As the years have passed, they have grown this operation aggressively in a progressive manner. They have established relationships and marketed cattle nationwide and continue to do so today. To say they have or are living the American dream would be an understatement and they are very proud and humble in what they are contributing to the betterment of the Simmental breed and the beef industry.

However, this would have not been possible without discipline and staying the course. This program is constructed around cow families, rather than sire groups. Nearly each and every animal is intertwined in the program and back to two cows primarily. Rhythm and Yetti, both influence this entire offering on either side of the pedigree. The consistency and uniformity are due to those two cows or that cattle that are similarly bred reduce the chance for error. It's all one in the same. These two families are 25 to 30 years deep in successful and proven SimGenetics. Antiquated would be an insult and so Vintage is the term of what's to be offered beyond this page. Vintage, in this case, would mean something of enduring interest, importance, and quality. Ruby Cattle Co. would be a program of enduring interest, enduring influence, and substantial quality.

If you have not joined the Ruby Family for Thanksgiving and Black Friday, then make this your destination for those days, but if you have been there before, you are more than welcome to continue the tradition and attend. We know you will enjoy the hospitality and the stock. Please join us.

Enjoy the cattle,
Innovation Ag Marketing

DIRECTIONS TO THE SALE

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

TERMS & CONDITIONS

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

INSURANCE

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

CATALOG PRODUCTION

THM Promotions - Tracy McMurphy
806-679-0231

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 the Ruby Cattle Co. 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.

EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Fall 2018 numbers.

LIABILITY

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

TRUCKING

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

ONLINE BIDDING

LIVE ON THE INTERNET. LIVE ALSO. VIDEO RECORDING.
LiveAuctions.TV

BRAND YOUR DREAM

A tribute to the legendary Rh



Rhythm 418P



We lost a true great one this summer. Rhythm was as unique of a cow that I have had the opportunity to mate. It didn't matter what bull you bred her to, she always seemed to kick out a real good one. I always told people you could have bred her to a Jersey and she would have had a sellable half-blood! She raised numerous high sellers, both male and female, and several of her offspring found their way to the backdrop at some of the biggest shows. Last time we counted it up, she was right at the Million Dollar mark for lifetime progeny sales. No overblown, fu-fu dust, or smoke and mirrors, just real money for real cattle. Her daughters and grand daughters have started taking her place the last few years and they are responsible for the clean sweep at the open shows at the Iowa State Fair. If you see an animal with Rhythm 418P in her pedigree, buy her because she will make you money. Her legacy will live on as long as cows walk the pastures of Murray, Iowa.

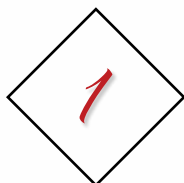


Great looking, stout made, and well balanced, with an extra shot of performance!

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Lot 1 RUBY NFF RHYTHM 810F

One of my favorite heifers that we have raised to date. She's great looking, big footed, lots of rib shape and combines that with plenty of power. She's as cocky as they come and has a hair coat that will rival any club calf heifer. Her young donor dam is proving to be as consistent as any cow around as she just keeps shelling out the good ones. Our Battle Cry's are making tremendous cows and when you combine that with the cow power on the bottom side, here is one that has the potential to put you in another tax bracket!



RUBY NFF RHYTHM 810F

Homozygous Black | Homozygous Polled | PB SM

BD: 2/2/18 ASA: 3441576

ADJ. BW: 80 ADJ. WW: 581 TATTOO: 810F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

AJE/PB MONTECITO 63W

RUBY NFF RHYTHM 2124Z

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	0.6	69.4	104.1	0.22	6.8	20.8	55.4	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9	29.7	-0.43	-0.34	-0.117	0.69	106.6	62.1	



Lot 1 DIVISION CHAMPION 2018 IOWA STATE FAIR



Lot 2 RUBY NFF RHYTHM
859F

Here is a predictable mating that is tried and true. You'll notice they are out of full sisters, and if you kept track of our fall born online sale, you'll remember that full sisters to these heifers were the top selling lots in that sale. One heifer has got a great start for Grace Greiman in the show ring and the other is residing at the great Moriando Farms program in Missouri. 2124Z is the more well known sister of the two donors as she has raised a National Champion female for Kiersten Jass, but the 2123Z cow is coming on strong. They have both quickly proved their worth producing eye appealing progeny that work for their new owners. These heifers will be a blast to show, but if your serious about producing and raising great Simmental Cattle, make sure you take at least one of these heifers home.

Lot 3 RUBY NFF RHYTHM
862F



Full Sister in Blood

RESERVE CHAMPION 2016
AJSA NATIONAL CLASSIC



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RUBY NFF RHYTHM 859F

Homozygous Black | Homozygous Polled | PB SM

BD: 1/11/18 ASA: 3465084

ADJ. BW: 77 ADJ. WW: 604 TATTOO: 859F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	0.9	51.6	82.5	0.19	7.7	24.4	50.2	14.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.6	18.9	-0.44	-0.07	-0.106	0.66	110.9	58.7



RUBY NFF RHYTHM 862F

Black | Homozygous Polled | PB SM

BD: 1/11/18 ASA: 3464970

ADJ. BW: 80 ADJ. WW: 611 TATTOO: 862F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	1.8	57.7	92.1	0.21	6.9	19.9	48.7	13.5

DOC	CW	YG	MARB	BF	REA	API	TI
11.1	24	-0.43	-0.05	-0.097	0.79	109.9	61.2



Lot 4 RUBY NFF RHYTHM
898F



2124Z
The powerful dam of Lots 1, 2, 4, & 5.
Full sister to the dam of Lot 3

Lot 5 RUBY NFF RHYTHM
8136F



Its no secret that the Pays to Dream x 2124Z mating works, so we decided to try Pays to Believe on her and we love the results and think you will too. As one would expect, these are great looking females that have that extra style and quality to be players in the showing. They are sound made, good bodied females that have some substance to them while still smooth in their design. We were fortunate to get a baldy in this mating and we all know how popular they are, but make sure you don't overlook the solid black sister, we think she is pretty special.

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RUBY NFF RHYTHM 898F

Homozygous Black | Polled | PB SM

BD: 2/20/18 ASA: 3455526

ADJ. BW: 78 ADJ. WW: 618 TATTOO: 898F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	1.3	59.7	89.7	0.19	4.6	21.9	51.6	13.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	24.4	-0.38	-0.09	-0.09	0.68	106.8	61.4	



RUBY NFF RHYTHM 8136F

Homozygous Black | Polled | PB SM

BD: 3/16/18 ASA: 3464966

ADJ. BW: 73 ADJ. WW: 598 TATTOO: 8136F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	1.3	59.7	89.7	0.19	4.6	21.9	51.6	13.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	24.4	-0.38	-0.09	-0.09	0.68	106.8	61.4	



Here is a top notch show prospect that will make a big time donor.



Lot 6 RUBYS RHYTHM 893F

The Style cattle keep gaining popularity with time, and for good reason. They show well and go on to make awesome cows and great producers. This heifers dam was a high seller to my dad in our first Livin the Dream sale and was a little snake bit to start her career but has really hit her stride now. 012X is as of powerful In Dew Time as you will find in the country and is an own daughter of the immortal 418P. Here is a top notch show prospect that will make a big time donor.



RUBYS RHYTHM 893F

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

BD: 3/2/18 ASA: 3441579

ADJ. BW: 77 ADJ. WW: 534 TATTOO: 893F

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.3	53.1	81.3	0.18	8.6	20.8	47.2	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	17.3	-0.12	0.27	-0.023	0.29	124	62.4	

Lot 7 RUBYS RHYTHM F860

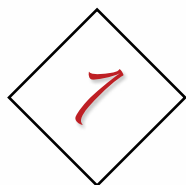


Lot 8 RUBYS RHYTHM F865



We made this mating several years ago and finally got the embryos in. We love the basic build of these flush mates, they are the kind that are getting it done in the show ring right now. Super sound, big bodied, and smooth made, and they are designed to handle some feed and be tremendous breds. Their donor dam is a full sister to the great 418P and obviously the Brokers have been getting the job done.

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RUBYS RHYTHM F860

Black | Polled | PB SM

BD: 3/4/18 ASA: 3465013

ADJ. BW: 92 ADJ. WW: 611 TATTOO: F860

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25

PVF-BF BF26 BLACK JOKER
RUBYS RHYTHM S647
DOUBLE R SHESTHEONE K18

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
4.6	3.5	60.5	88.1	0.17	2	19.6	49.8	16.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	19.8	-0.48	-0.37	-0.117	0.71	87.1	51.2	



RUBYS RHYTHM F865

Black | Polled | PB SM

BD: 3/8/18 ASA: 3465011

ADJ. BW: 98 ADJ. WW: 621 TATTOO: F865

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25

PVF-BF BF26 BLACK JOKER
RUBYS RHYTHM S647
DOUBLE R SHESTHEONE K18

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
4.6	3.5	60.5	88.1	0.17	2	19.6	49.8	16.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	19.8	-0.48	-0.37	-0.117	0.71	87.1	51.2	



Here is a great looking, stout made heifer with extra performance.



Lot 9 RUBYS RHYTHM 801F

This is a direct daughter of a full sister to our great K18 donor cow. We usually keep these kind but this cows has blessed us with a couple daughters thus far so we figured we can offer this one up. Here is a great looking, stout made heifer with extra performance. A maternal brother scanned the largest ribeye ever recorded here at 20.04. She'll raise you a herd bull when your done showing her.



RUBYS RHYTHM 801F

Homozygous Black | Polled | PB SM

BD: 1/1/18 ASA: 3465021

ADJ. BW: 89 ADJ. WW: 555 TATTOO: 801F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B
SWC RUBY YETTI 143Y

HC POWER DRIVE 88H

RUBYS RHYTHM W933
DRAKE RHYTHM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.1	2.6	75.6	111.3	0.22	7	14.1	51.8	16.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12.1	29.3	-0.47	-0.23	-0.123	0.78	109	65.5	



Lot 10 RUBYS RHYTHM 877F



K18

Full sister to the Dam of Lot 10

Lot 11 RUBYS RHYTHM 8135F

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Study the pedigree on these two females and you will notice they are very closely related. The U857 cow has really done a great job here and if you look at her pedigree you will notice she is a maternal sister to our foundation donor K18. U857 produced a couple Combustible females that averaged over \$13,000 in the sale a couple years ago. To go along with the cow power, these females are built to impress as well. They are sound, soft made females that combine the right kind of muscle shape with an attractive look. If you like showing bred cattle, your patience will be rewarded here as I think they project into great bred heifers. These will be later maturing females that will get better every day you own them.



RUBYS RHYTHM 877F

Black | Polled | PB SM

BD: 2/25/18 ASA: 3464920

ADJ. BW: 77 ADJ. WW: 660 TATTOO: 877F

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

OVAL F RINGLEADER R579
RUBYS RHYTHM Z208
RUBYS RHYTHM U857

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	-0.2	72.5	103.9	0.2	8.9	12.8	48.9	15.7
DOC	CW	YG	MARB	BF	REA	API	TI	
8.8	38.3	-0.43	-0.14	-0.121	0.77	120.1	69	



RUBYS RHYTHM 8135F

Black | Polled | PB SM

BD: 2/16/18 ASA: 3465041

ADJ. BW: 83 ADJ. WW: 538 TATTOO: 8135F

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

HTP SVF IN DEW TIME
RUBYS RHYTHM U857
DRAKE RHYTHM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.5	70.7	100.8	0.19	7.4	14.2	49.5	16.2
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	33	-0.44	-0.19	-0.119	0.75	114.5	66	



An elite percentage female that will be a force on the tanbark and in production!



Lot 12 RUBY NFF RHYTHM 8122F

8122F is an ultra complete Jack daughter here out of a super productive Bismarck x 418P daughter. Her mother fought a bit of an infection right after calving and this heifer was a bit behind because of it, but has really come on strong lately. Here is a percentage heifer that is awfully hard for us to poke a hole in. She is big footed and legged, big bodied, stout made, and great looking. If you can see the potential in one with a tremendous amount of future, here is your heifer. A maternal brother was a high seller in the bull sale two years ago to the progressive Siela Brothers operation from Vinton, IA.



RUBY NFF RHYTHM 8122F

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

BD: 3/8/18 ASA: 3465002

ADJ. BW: 69 ADJ. WW: 519 TATTOO: 8122F

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

S A V BISMARCK 5682
RUBY NFF RHYTHM Z060
 RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15	-1.3	60.2	92.7	0.2	7.9	24.6	54.6	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12.5	35.2	-0.33	-0.05	-0.071	0.8	112	62	



One that truly stands out amongst the crowd!

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Lot 13 RUBYS MISS CLEO 834F

We are big on cow families here and the Miss Cleo line has consistently been one of the best. This Gentleman's Jack daughter is out of none other than the great Wide Open's dam. If you like your cattle with extra foot and bone size, this one certainly checks that box. She's an attractive made heifer with added depth of side and performance and combines that a striking baldy face. Here is one that will stand out in a crowd and will stand out in your pasture when you put her into production.



RUBYS MISS CLEO 834F

Black | Polled | PB SM

BD: 1/8/18 ASA: 3441577

ADJ. BW: 100 ADJ. WW: 665 TATTOO: 834F

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

CNS DREAM ON L186
RUBYS MISS CLEO S601
DOUBLE R MISS CLEO L27

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.6	3	67.3	95.6	0.18	4.4	19.2	52.8	15.9

DOC	CW	YG	MARB	BF	REA	API	TI
8.2	26.9	-0.46	-0.09	-0.115	0.77	110.8	63.7



Maternal Brother - WIDE OPEN

Lot 14 - RUBY JG MISS CLEO 866F

This female represents another success story from a past Livin The Dream Sale purchase. The dam of this heifer went on to have a very successful show career for the Gillespie family, with a highlight of being named 7th overall female at the largest Junior National ever held. This is our right hand man Jared's first consignment in this sale and she is a good one. The Miss Cleo's are awesome cows and cover all the basics to be profitable for a long time in your herd. This Battle Cry daughter is one of the first females to sell out of her powerful dam and represents the same potential of her mother at this stage. She's cool looking, big bodied, stout made with a great running gear. She will do nothing but get better with age. Not for the first time exhibitor.



Dam of Lot 14
MISS CLEO 598C

Lot 15 RUBYS MISS CLEO 8132F

This heifers dam has always been one of my favorite cows. She always brings a good one to the sale pen and this one is no exception. We sold a full sister in last year's sale to Sandridge Simmental for \$9,300. Here is a high performing, good-looking heifer that has the genetics to make a big impact on a program. Buy with confidence here.



RUBY JG MISS CLEO 866F

Black | Polled | PB SM

BD: 2/15/18 ASA: PENDING

ADJ. BW: - ADJ. WW: - TATTOO: 866F

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

CNS PAYS TO DREAM T759
RUBYS MISS CLEO 598C
RUBYS MISS CLEO A324

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	1.2	71.3	105.4	0.2	7.6	19.3	54.9	12.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	30.4	-0.4	-0.09	-0.10	0.73	111.8	68.4	



RUBYS MISS CLEO 8132F

Black | Polled | PB SM

BD: 2/14/18 ASA: 3465059

ADJ. BW: 81 ADJ. WW: 682 TATTOO: 8132F

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

HTP SVF IN DEW TIME
RUBYS KAYE 071X
RUBYS KAYE 711T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	0.9	75.6	105.3	0.19	7.7	10.7	48.5	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
13	27.3	-0.47	-0.08	-0.108	0.84	124.3	70.9	



Lot 16 RUBYS JUANADA 818F



Lot 16
2018 IOWA STATE FAIR

Lot 17 RUBYS JUANADA 829F

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What a pair of 3/4 sisters here. We love these Gentleman Jack cattle and this duo would be prime examples of why. They are good looking, free moving, big bellied, easy keeping females that have a shot more bone than most halfblood females. The 818F female has already had success in the showing as she was named Reserve Senior Foundation Calf at the Iowa State Fair. Our OCC Unbelievable females are great producers and are great cows, so buy this pair with high expectations.



RUBYS JUANADA 818F

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

BD: 1/4/18 ASA: 3441578

ADJ. BW: 87 ADJ. WW: 630 TATTOO: 818F

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

OCC UNBELIEVABLE 851U
RUBYS JUANADA 3187A
FCC JUANADA 990W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	0.1	57.8	86.5	0.18	3.8	20.8	49.6	11.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	18.2	-0.17	0.19	-0.029	0.44	112.6	63.5	



RUBYS JUANADA 829F

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

BD: 3/2/18 ASA: 3455527

ADJ. BW: 69 ADJ. WW: 618 TATTOO: 829F

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

OCC UNBELIEVABLE 851U
RUBYS JUANADA 56Z
FCC JUANADA 506U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.8	-2.2	52.4	78.7	0.16	4.8	22	48.1	11.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	20	-0.17	0.19	-0.028	0.46	117.6	63.4	

18

RUBYS JUANADA 881F

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

BD: 1/26/18 ASA: 3465073

ADJ. BW: 78 ADJ. WW: 630 TATTOO: 881F

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

RUBYS YUCATAN 160Y
RUBYS JUANADA 4B4
FCC JUANADA 922W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	-0.5	70.2	100.4	0.19	5.6	19	54	16

DOC	CW	YG	MARB	BF	REA	API	TI
8.9	28.4	-0.29	0	-0.075	0.56	113.4	66.7

Everyone loves a blaze face and here is one that has some quality to back it up. This attractive, sound made Battle Cry daughter is good size and has that extra extension needed to compete down the road as a big heifer. Backed by the great Juanada cow family, we're confident in her ability to produce as a brood cow.



Lot 18 RUBYS JUANADA 881F

19

RUBYS JUANADA 8124F

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

BD: 2/9/18 ASA: 3464992

ADJ. BW: 82 ADJ. WW: 603 TATTOO: 8124F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	0.6	63.5	94	0.19	7.8	16.8	48.5	11.7

DOC	CW	YG	MARB	BF	REA	API	TI
10	21.6	-0.29	0.18	-0.059	0.62	112.5	66.1

This flashy female is a prime example why we are so excited about the Battle Cry bull. Obviously he can sire high quality offspring, but his first daughters are proving they can stamp their progeny as well. Here is cool looking, sound made female that is very complete. I don't think its any secret that the Pays to Dreams are a little later maturing than most, but they are definitely worth waiting on. Another one that will get better every day you own her and one that will be a force as a bred heifer in the showing.



Lot 19 RUBYS JUANADA 8124F

20

RUBYS JUANADA 8126F

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

BD: 2/11/18 ASA: 3464926

ADJ. BW: 88 ADJ. WW: 587 TATTOO: 8126F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	2.1	74.3	108.8	0.22	6.3	14.3	51.4	13.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.8	27.8	-0.28	0.07	-0.063	0.63	108.7	67.5

This heifer is what we come to expect out of our Battle Cry progeny. Attractive made cattle that come small yet still have growth and are high quality. We have used Battle Cry with success on heifers and we are excited to have a calving ease option that can add value. Big time cow power on both sides of the pedigree here.



Lot 20 RUBYS JUANADA 8126F

R



A striking baldy Battle Cry daughter that has a BIG future!

R
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Lot 21 RUBY NFF CHARM 895F

A little blast from the past on the cow family side of this trio of heifers. The Ebony's Charm cow was a breed favorite while she was at Sloups and we always thought the dam of these heifers was one of her best daughters. I really like these heifers and it all starts with their ground work. I love the foot size and shape of these girls and combine that with their loose structure and added bone, depth, power and look, you have a winning combination. 871F and 872F are twins and we bottle fed 872 for a couple weeks until we transplanted her on first calf heifer so needless to say, she is not as far along as her sisters. Give her a little time and she will catch her impressive sisters. Make sure you take a long look at the baldy sister, I think she's pretty dang nice.



RUBY NFF CHARM 895F

Black | Homozygous Polled | PB SM

BD: 2/1/18 ASA: 3464962

ADJ. BW: 84 ADJ. WW: 605 TATTOO: 895F

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

LMF MOVIN FORWARD

RUBY PRS EBONYS CHARM

SVF NJC EBONYS CHARM R29

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	1.4	76.5	109.1	0.2	6.6	14.3	52.4	16.1

DOC	CW	YG	MARB	BF	REA	API	TI
7.7	35.8	-0.39	-0.28	-0.116	0.67	109.6	65.9



Ruby PRS Ebony's Charm - Dam of Lots 21 - 23

Lot 22 RUBY NFF CHARM
871F



Lot 23 RUBY NFF CHARM
872F



R
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RUBY NFF CHARM 871F

Black | Homozygous Polled | PB SM

BD: 2/22/18 ASA: 3464941

ADJ. BW: 65 ADJ. WW: 583 TATTOO: 871F

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

LMF MOVIN FORWARD
RUBY PRS EBONYS CHARM
SVF NJC EBONYS CHARM R29

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	1.4	76.5	109.1	0.2	6.6	14.3	52.4	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
7.7	35.8	-0.39	-0.28	-0.116	0.67	109.6	65.9	



RUBY NFF CHARM 872F

Black | Homozygous Polled | PB SM

BD: 2/22/18 ASA: 3465086

ADJ. BW: 62 ADJ. WW: 533 TATTOO: 872F

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

LMF MOVIN FORWARD
RUBY PRS EBONYS CHARM
SVF NJC EBONYS CHARM R29

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	1.4	76.5	109.1	0.2	6.6	14.3	52.4	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
7.7	35.8	-0.39	-0.28	-0.116	0.67	109.6	65.9	



*She checks all the boxes;
quality, cow family, and first
year showman approved!*

R
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Lot 24 RUBYS ROSETTA 894F

This mating has flat out worked around here. This is a full sister to the freak that topped our first online sale 2 springs ago. Her mother maybe the most phenotypically pleasing cows on the place. This girl has been a member of our show string and has a great disposition to go along with her quality. She has the extension, soundness, and genetics to make a killer bred heifer. Make sure you find this one, you'll be glad you did.



RUBYS ROSETTA 894F

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

BD: 1/29/18 ASA: 3441574

ADJ. BW: 93 ADJ. WW: 660 TATTOO: 894F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.8	1.4	74.3	106.5	0.2	4.4	16.6	53.7	15.6

DOC	CW	YG	MARB	BF	REA	API	TI
8.1	31.3	-0.24	0.03	-0.06	0.58	109.7	66.9



Sire of Lots 24 - 27 - BATTLE CRY

25

RUBY TILL LILLY 8100F

Black | Polled | PB SM

BD: 2/1/18 ASA: 3465025

ADJ. BW: 80 ADJ. WW: 608 TATTOO: 8100F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1	72.6	108.7	0.23	7.6	14.5	50.7	16
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	34.1	-0.44	-0.19	-0.114	0.8	115.2	66.8	

A full sister to this gal was the high selling lot 2 years ago to our good friend Dennis Moore in Illinois. Much like her sister, this heifer strikes you hard with a killer look that is so hard to get in these purebreds. We think this one can have a great show career and make an even better cow. Her cow family goes back to a great Drake bred cow that one the Iowa State Fair. I sure think this one will be a fun breeding piece.



Lot 25 RUBY TILL LILLY 8100F

26

RUBYS PRIDE 8143F

Black | Polled | PB SM

BD: 2/19/18 ASA: 3464923

ADJ. BW: 70 ADJ. WW: 651 TATTOO: 8143F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	-0.6	66.8	90.4	0.15	7.8	13.8	47.2	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	25.4	-0.38	0.01	-0.088	0.7	124.6	69.3	

I think that is one of the special purebreds here. She has a neck that is a mile long, she's good bellied with big feet and legs and can get out and cover ground. You get behind her and she has some substance to her, with lots of rib shape. Her dam is no stranger to raising good ones either, as she raised a \$20,000 Absolut daughter a few years back. We love our Battle Cry's for how they mature and the cows they are making. When you throw in the influence of In Dew Time, Meyer, and 6807, it's hard to make a pedigree with more cow power.



Lot 26 RUBYS PRIDE 8143F

27

RUBYS FIREFLY 8152F

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

BD: 2/22/18 ASA: 3464999

ADJ. BW: 95 ADJ. WW: 611 TATTOO: 8152F

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

SILVEIRAS STYLE 9303
RUBYS FIREFLY 673D
JSF FIREFLY W46

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	3.6	83.1	123.8	0.25	7.3	12.6	54.1	13.5
DOC	CW	YG	MARB	BF	REA	API	TI	
9.7	33	-0.26	0.02	-0.07	0.58	106.2	69.5	

We love when we get meaningful production out of our first calf heifers. Her Style x Firefly dam is maybe one of the freakiest necked, biggest legged females we have kept. We expect big things from her and she has set the bar pretty high her first year out. This Battle Cry female is very complete in her design with added eye appeal that is sure to help her find some friends.



Lot 27 RUBYS FIREFLY 8152F

R

Lot 28 RUBYS CINDA 8127F



A breathtaking Purebred that has already seen the purple in the show ring... and we know it won't be the last time!



The Jack females have been admired by those that have seen them and this is one of the very best ones. This baldy female has had an impressive start to her show career by being named Purebred Spring Calf Champion at the Iowa State Fair this summer and Reserve Division Champion at the 2018 American Royal. Her outcross dam is one of my favorite looking cows and has done a great job in production. Here is a cool looking, high quality female that already seen the purple in the show ring, and we know it won't be the last. Take a close look here and imagine the mating possibilities when you put her in production.



Lot 28 AMERICAN ROYAL



Lot 28 IOWA STATE FAIR



RUBYS CINDA 8127F

Black | Polled | PB SM

BD: 3/2/18 ASA: 3441575

ADJ. BW: 83 ADJ. WW: 642 TATTOO: 8127F

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
10.7	1.4	60.6	87.4	0.17	4.7	15.8	46	13.7

DOC	CW	YG	MARB	BF	REA	API	TI
8.9	26.8	-0.39	0.07	-0.1	0.66	116.5	65.1



Lot 29 RUBYS FOXY LADY
861F



Sire of Lots 28 - 32
RUBY/SWC GENTLEMEN'S JACK

Lot 30 RUBY CF
EXPECTATION 879F



R
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RUBYS FOXY LADY 861F

Black | Polled | PB SM

BD: 3/4/18 ASA: 3465055

ADJ. BW: 68 ADJ. WW: 606 TATTOO: 861F

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

TNT EVER READY R232
LE EVER READY Z-035
LE TWISTER VISION

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.1	-0.8	59.9	85.2	0.16	6.7	17.3	47.2	13.1

DOC	CW	YG	MARB	BF	REA	API	TI
11	26.1	-0.52	-0.09	-0.131	0.81	114.8	64.4

Another complete, attractive made female here with an outcross pedigree. Here is a very fault free female where ever you look at her and is just hard to poke a hole in. She's extended through her front, opens up in to a big cage with great angles and awesome structure combined with a great hair coat. I am sure she will be a fun one to load up and go showing with.



RUBY CF EXPECTATION 879F

Black | Polled | PB SM

BD: 1/26/18 ASA: 3465007

ADJ. BW: 83 ADJ. WW: 640 TATTOO: 879F

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

HTP SVF IN DEW TIME
RUBY CF EXPECTATION 088X
810U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	1.3	64.6	94	0.18	5.8	19.5	51.7	13.1

DOC	CW	YG	MARB	BF	REA	API	TI
10.4	34.1	-0.39	-0.01	-0.099	0.75	115.4	66.4

This Jack daughter is one of the biggest bodied, deepest sided females in the entire offering. We love her foot and added bone to go along with her attractiveness and may most importantly, her productive cow family. This females dam and granddam have raised good ones every year of both sexes that have always been popular with our customers and this one will be no different.



Lot 31 RUBYS RITA 8133F

If longevity is an important trait in your female list, this one sure deserves your consideration. Her 13-year-old dam is still doing a great job and this heifer is one of her best calves to date. Here is an angular, sound made female with a great look and is right for the times. She is a nickel greener in condition, but look past that and it's sure hard to find much wrong here. If you want to see what she can do in production, look at the next lot.

Lot 32 RUBYS RITA 876F

A beautiful goggle eyed female here out of a maternal sister to the previous heifer. We love our Pays To Dream daughters, and this ones dam is a great looking, productive cow. Here is a heifer that is super extended from nose to tail, yet with so much extension, she still maintains a soft look and can get out and travel. This female is bred to be later maturing, and while she will be fun to show this winter, I think she will be deadly next summer. Buy with confidence here.



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RUBYS RITA 8133F

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

BD: 2/15/18 ASA: 3464914

ADJ. BW: 63 ADJ. WW: 498 TATTOO: 8133F

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

BR MIDLAND
SANDPOINT RITA 5082
E F RITA 793

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.9	-2	54	83.2	0.18	8.7	20.8	47.7	11.5

DOC	CW	YG	MARB	BF	REA	API	TI
10.3	30.8	-0.14	0.34	-0.026	0.51	125	67.7



RUBYS RITA 876F

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

BD: 1/25/18 ASA: 3464927

ADJ. BW: 77 ADJ. WW: 603 TATTOO: 876F

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

CNS PAYS TO DREAM T759
RUBYS RITA 2118Z
SANDPOINT RITA 5082

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-0.2	55.9	85.8	0.19	8.7	21.3	49.2	11.1

DOC	CW	YG	MARB	BF	REA	API	TI
9.6	30	-0.28	0.21	-0.064	0.64	114.1	64.1



Where phenotype and genotype collide... the sky is the limit!



Lot 33 RUBY SWC YOKO 8157F

You know we love to tie into cow families and the S600 cow family has worked across the country, and we love what it's doing here. Sired by the impressive Bottomline, this S600 derivative is definitely a must find female. She combines all the qualities we are looking for in a top end show heifer and big time donor cow. She's great looking, she's big bodied, she's big footed and big boned, and yet when you get behind her, she is stout made and has lots of turn to her rib. When top tier phenotype and genotype meet, the sky is the limit when it comes to revenue generation. Tie on here!



RUBY SWC YOKO 8157F

Black | Polled | PB SM

BD: 3/16/18 ASA: 3455528

ADJ. BW: 89 ADJ. WW: 670 TATTOO: 8157F

WS PILGRIM H182U
TL BOTTOMLINE
MISS STAR ABOVE

SVF STEEL FORCE S701
SWC RUBY YOKO 151Y
THSF MS LIBERTY S600

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	1.6	63.8	92.9	0.18	5.3	15.4	47.2	12.8
DOC	CW	YG	MARB	BF	REA	API	TI	
5.8	17.1	-0.43	-0.19	-0.103	0.64	102.9	60.7	



X-Clamation - Full Sister to the Dam of Lot 33



Lot 34 RUBYS LP FANTASY
875F

This female once again represents when you mate a proven sire, to a proven cow family. This Style daughter hails from the great Sheza Fantasy of Dwight Cooper's that has produced so many show winners and high sellers. This Style daughter is monster bodied and yet combines that with a great look and more bone than you would expect from an Angus sired female. A great foundation show heifer prospect back by a great cow family.

Lot 35 RUBY CF PRINCESS
F811

The Absolut bull has consistently produced quality females year in and year out and we've found another real nice one this year. I think that this fault free female has a world of potential. She's good looking, big bodied, has a great running gear, and has the right kind of muscle shape to make an awesome bred. Her Built Right dam is an impressive bovine. If you want to show a competitive purebred, take a look here. She has been great to work with as well.



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RUBY LP FANTASY 875F

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

BD: 1/25/18 ASA: 3464984

ADJ. BW: 76 ADJ. WW: - TATTOO: 875F

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.6	56	85.7	0.19	6.8	14.8	42.7	10.7
DOC	CW	YG	MARB	BF	REA	API	TI	
4.2	13.2	-0.14	0.28	-0.024	0.30	108.6	61.8	



RUBY CF PRINCESS F811

Black | Polled | PB SM

BD: 2/23/18 ASA: 3465048

ADJ. BW: 84 ADJ. WW: 664 TATTOO: F811

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

SVF/NJC BUILT RIGHT N48
B AND L REAL PRINCESS
WF REALITY CHECK

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.2	2.3	64.8	87.5	0.14	4.2	26.1	58.4	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
5	33.7	-0.48	-0.13	-0.133	0.78	103.7	62.2	

36

RUBYS WONDERWOMAN 804F

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

BD: 1/2/18 ASA: 3465040

ADJ. BW: 72 ADJ. WW: 482 TATTOO: 804F

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

B C MARATHON 7022
OVAL F WONDERWOMAN W939
 DILLONS K217 MS KANDY

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	0.3	50.2	76.4	0.16	1.4	23.7	48.7	13.5

DOC	CW	YG	MARB	BF	REA	API	TI
8.3	30	-0.25	0.26	-0.061	0.56	115.5	61

The Madden sire group has stood the test of time here, and here is a female with lots of potential. She is a natural calf out of one of our donor cows. We love the striking look and angularity of this female, and know she will make a top-notch cow. We have a full sister doing a great job in our herd.



Lot 36 RUBYS WONDERWOMAN 804F

37

RUBYS ANNIE 890F

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

BD: 1/27/18 ASA: 3465088

ADJ. BW: 88 ADJ. WW: 640 TATTOO: 890F

SVF STEEL FORCE S701
WLE BIG DEAL A617
 SHAWNEE MISS 770P

RUBY NFF YUKON Y108
NFF ANNIE D180
 NFF ANNIE X096

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	1.5	58.3	85.5	0.17	4.6	20.1	49.2	17.2

DOC	CW	YG	MARB	BF	REA	API	TI
10.9	21	-0.3	0.15	-0.073	0.52	115.7	61.2

The token red heifer in this years offering and she is a good one. Cool looking, big legged, and super stout. She is out of a great young Yukon sired female we purchased from Nelson Family Farms. Yukon was a Built Right out of the great 418P. Seems to have a great disposition as well.



Lot 37 RUBYS ANNIE 890F

38

RUBY'S BIRTHSTONE 869F

ANGUS

BD: 2/2/18 AAA: 19246209

ADJ. BW: 69 ADJ. WW: 695 TATTOO: 869F

CONNELLY CAPITALIST 028
EATHINGTON SUB-ZERO
 KP MISS PROVEN QUEEN 21

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

We don't raise many Purebred Angus, but I sure thought this one was good enough to earn her way into the sale. This Sub Zero daughter is great looking, big bodied and has more muscle than your average Angus female. Have fun showing her, but with all the cow power here, imagine the possibilities when it comes time to put her in production.



Lot 38 RUBYS BIRTHSTONE 869F

R



Never before have we offered a group of heifers with such potential.

R
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Lot 39 RUBY SWC YETTI E760

Never before have we offered a group of heifers with such potential. These sibs are a flushmates to Ruby SWC Economy, the second high selling bull in our bull sale, commanding \$26,000 to the great programs of Kearns and Rocking J in Nebraska. Here is a great looking, big bodied, stout made, good footed group of sisters that are as balanced on a paper as they are on the hoof. Their dam, Yetti, has been one of the most accomplished bull producing sires in the breed. Her progeny come small, have an explosive growth curve, have an attractive look, and maybe the most important part is that they pass their quality on to the next generation. Remember these are all maternal sibs to Battle Cry and Gentleman's Jack, two sires whose progeny highlight the open heifer offering. We tied in to the Significant bull and what a splash did he make. They are true performance cattle that have the rare combination of above average phenotype. They also have great dispositions. I know the word donor gets used pretty loosely anymore, but here are a group of sisters that you can take anyone of them home, propagate their genetics, and let them leave their mark in your program. I am not sure where you can go in the country and have the opportunity to pick from this many sibs from a dominant cow in the breed. Help yourself!



RUBY SWC YETTI E760

Homozygous Black | Homozygous Polled | PB SM

BD: 3/1/17 ASA: 3282084

ADJ. BW: 82 ADJ. WW: 670 TATTOO: E760

GW-WBF SUBSTANCE 820Y

MR NLC UPGRADE U8676

WBF SIGNIFICANT B132

SWC RUBY YETTI 143Y

WBF HEBE X376

JM MISS OLIVIA-L36

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	1.6	79.5	123.7	0.28	7.9	20.8	60.4	16.7

DOC	CW	YG	MARB	BF	REA	API	TI
16.8	52.4	-0.38	-0.06	-0.115	0.84	128.2	74.5

All Bred 4/29/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Quill Brother to Lot 39 RUBY SWC ECONOMY



Lot 40 RUBY SWC YETTI E755



Maternal Brother to Lots 39 - 44
RUBY SWC BATTLE CRY431B

Lot 41 RUBY SWC YETTI E757



Maternal Brother to Lots 39 - 44
RUBY/SWC GENTLEMEN'S JACK



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40

RUBY SWC YETTI E755

Homozygous Black | Homozygous Polled | PB SM

BD: 2/25/17 ASA: 3282049

ADJ. BW: 76 ADJ. WW: 706 TATTOO: E755

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	1.5	79.5	121.9	0.26	7.9	20.4	60.1	16.7

DOC	CW	YG	MARB	BF	REA	API	TI
16.8	47.6	-0.42	-0.01	-0.113	0.92	130.7	75.8

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.

41

RUBY SWC YETTI E757

Homozygous Black | Homozygous Polled | PB SM

BD: 2/28/17 ASA: 3282079

ADJ. BW: 83 ADJ. WW: 758 TATTOO: E757

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	1.8	82	125.6	0.27	7.9	19.9	60.8	16.7

DOC	CW	YG	MARB	BF	REA	API	TI
16.8	44.7	-0.48	-0.08	-0.117	1.04	128	75.6

Natural Service 6/10/18 to Ruby C-D All Around 534E (ASA: 3467634).



Lot 42 RUBY SWC YETTI E767



RUBY SWC YETTI E767

Homozygous Black | Homozygous Polled | PB SM

BD: 3/6/17 ASA: 3282094
 ADJ. BW: 77 ADJ. WW: 716 TATTOO: E767

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	1.4	78	119.6	0.26	7.9	20.8	59.7	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
16.8	39.1	-0.51	-0.12	-0.119	1.04	125	72.8	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Service Sire to the Bred Offering OVAL ECHO E709



RUBY SWC YETTI E763

Homozygous Black | Homozygous Polled | PB SM

BD: 3/2/17 ASA: 3282087
 ADJ. BW: 77 ADJ. WW: 719 TATTOO: E763

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	1.1	75.6	113.6	0.24	7.9	20.9	58.6	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
16.8	37	-0.51	-0.1	-0.119	1	125.2	72.1	

AI Bred 5/17/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Lot 44 RUBY SWC YETTI E758



RUBY SWC YETTI E758

Homozygous Black | Homozygous Polled | PB SM

BD: 2/28/17 ASA: 3282110
 ADJ. BW: 85 ADJ. WW: 770 TATTOO: E758

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	2.1	85.4	132.2	0.29	7.9	19.4	62	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
16.8	48.7	-0.46	-0.08	-0.113	1.05	128.7	77.1	

Natural Service 6/18/18 to Ruby C-D All Around 534E (ASA: 3467634).

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I think this trio of sisters is the SimAngus equivalents of the Yetti purebreds in terms of the quality they represent to their own particular breed composition. All of their dams originated from the A&B Angus outfit in Nebraska and you can see in their uniformity that even though they are not full sisters, they are from like bred cows. These easy fleshing females, started small, grew well, and their scan data reads even better. I encourage you to look them up and check that out for yourselves. I have been selling all of our partnership bred heifers that aren't donors, otherwise these things wouldn't be leaving Murray. Buy with confidence here.



RUBY NFF LUCY 7102E

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

BD: 2/19/17 ASA: 3282204
 ADJ. BW: 76 ADJ. WW: 660 TATTOO: 7102E

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

S A V PIONEER 7301
A & B LUCY 2158
 A & B LUCY 4082

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	0.4	67.3	104.7	0.23	6.9	25.1	58.7	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
16.6	29.9	-0.18	0.49	-0.01	0.77	142.8	76.9	

All Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Lot 45 RUBY NFF LUCY 7102E



RUBY NFF ANNIE 797E

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

BD: 2/17/17 ASA: 3282203
 ADJ. BW: 75 ADJ. WW: 635 TATTOO: 797E

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

CONNEALY CONSENSUS 7229
A & B ANNIE 2069
 A & B ANNIE 0207

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	0.4	69.6	109.1	0.25	6.5	24.6	59.3	17.6
DOC	CW	YG	MARB	BF	REA	API	TI	
17	43.5	-0.13	0.5	-0.018	0.7	145.4	78.4	

Natural Service 6/23/18 to Ruby C-D All Around 534E (ASA: 3467634).



Lot 46 RUBY NFF ANNIE 797E



RUBY NFF FANCY 7109E

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

BD: 2/20/17 ASA: 3282205
 ADJ. BW: 73 ADJ. WW: 642 TATTOO: 7109E

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

CONNEALY RIGHT ANSWER 746
A & B FANCY 2074
 A & B FANCY LASS 0291

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.4	-0.7	70	112.2	0.26	7.9	25.8	60.8	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
17.6	40.7	-0.08	0.52	-0.01	0.57	149.4	80.9	

All Bred 4/26/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Lot 47 RUBY NFF FANCY 7109E





Genomically superior and phenotypically impressive daughters of CLRS After Shock 604 A

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Lot 48 RUBY NFF MAYFLOWER 7125E

Here is another real impressive pair of females out those A&B bred cows. We love the added look in these two Aftershocks, yet are still bred with practicality in mind. We seriously considered selling 7125E as an open as we thought she could have been a competitive show heifer. Check them out on paper as well. Great calving ease, low birth weight, and still well above average growth and marbling. Its hard to find these heifers that read so well on paper and still impress you in person. Take your pick on the sex with the Echo bull, both have worlds of potential.



RUBY NFF MAYFLOWER 7125E

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

BD: 2/27/17 ASA: 3282075

ADJ. BW: 82 ADJ. WW: 615 TATTOO: 7125E

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

TEHAMA 944 R52S
A & B MAYFLOWER 2211
A & B MAYFLOWER 0009

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14	-0.5	67.9	107.1	0.24	6.5	21.9	55.7	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
14	37.7	-0.04	0.41	-0.023	0.33	135.6	75.7	

AI Bred 5/25/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



RUBY NFF ERICA 7153E

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

BD: 3/17/17 ASA: 3282207

ADJ. BW: 73 ADJ. WW: 646 TATTOO: 7153E

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

SITZ UPWARD 307R
A & B ERICA 2232 AJS
A & B ERICA 0003 AJS

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.1	-1	68.6	109	0.25	8.4	26	60.2	16.8
DOC	CW	YG	MARB	BF	REA	API	TI	
7.3	46.7	-0.02	0.39	-0.009	0.46	141.8	76.7	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.

We calved out the first of the Battle Cry daughters this spring and we absolutely love them. They calved unassisted, have great udders, and were wonderful mothers. On of their most impressive attributes is the quality and marketability of their offspring. We are very happy with both the bull and heifer progeny. Battle Cry has flat worked and his EPDs have improved with every evaluation. His MCE is in the top 10% of the breed. I really think that Echo is going to compliment the Battle Cry's extremely well and the resulting calves from these matings are poised to deliver a big return on your investment.



RUBYS EMPORIA 703E

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

BD: 1/1/17 ASA: 3282065

ADJ. BW: 55 ADJ. WW: 573 TATTOO: 703E

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

RUBYS YUCATAN 160Y
RUBYS 3169A
G A R GRID MAKER N106

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-2.2	60	78.6	0.12	8.7	18.1	48	16.1

DOC	CW	YG	MARB	BF	REA	API	TI
8.6	21.3	-0.36	0.08	-0.084	0.64	119.2	64.7

AI Bred 5/23/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 50 RUBYS EMPORIA 703E



RUBYS GRETTA 746E

Black | Polled | PB SM

BD: 1/24/17 ASA: 3282169

ADJ. BW: 62 ADJ. WW: 652 TATTOO: 746E

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

SVF/NJC BUILT RIGHT N48
RLVF MISS GRETTA 1P4Z
MISS MAGGIE

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.8	-1.9	68.4	94	0.16	9.2	16.8	51	14.7

DOC	CW	YG	MARB	BF	REA	API	TI
9	34.1	-0.32	-0.15	-0.095	0.59	120.5	68.3

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 51 RUBYS GRETTA 746E



RUBYS RHYTHM E752

Black | Polled | PB SM

BD: 3/3/17 ASA: 3282117

ADJ. BW: 83 ADJ. WW: 663 TATTOO: E752

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

HTP SVF IN DEW TIME
RUBYS RHYTHM U857
DRAKE RHYTHM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	0.1	68.1	99.1	0.19	7.8	15.2	49.1	16.2

DOC	CW	YG	MARB	BF	REA	API	TI
11.8	32.9	-0.44	-0.22	-0.122	0.74	113.6	64.4

Natural Service 6/20/18 to Ruby C-D All Around 534E (ASA: 3467634).



Sire of Lots 50 - 55 RUBY SWC BATTLE CRY431B





Lot 53 RUBYS MISS GRANITE 7124E



RUBYS MISS GRANITE 7124E

Black | Polled | PB SM

BD: 2/26/17 ASA: 3282034

ADJ. BW: 84 ADJ. WW: 672 TATTOO: 7124E

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

MR ISHEE SUPERSTOUT 014
RUBYS MISS GRANITE 473B
RUBYS MISS GRANITE 011X

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.2	2.6	85.5	124.2	0.24	4	14.9	57.6	14
DOC	CW	YG	MARB	BF	REA	API	TI	
8.5	36.7	-0.4	-0.08	-0.1	0.82	113.6	74.5	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Lot 54 RUBYS RHYTHM 6D91



RUBYS RHYTHM 6D91

Homozygous Black | Polled | PB SM

BD: 10/24/16 ASA: 3234889

ADJ. BW: 83 ADJ. WW: 757 TATTOO: 6D91

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

HTP SVF IN DEW TIME
RUBYS RHYTHM
RUBYS RHYTHM S647

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11	1.9	75.3	100.4	0.16	6.5	17	54.6	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	23.6	-0.5	-0.19	-0.108	0.89	112.3	67	

AI Bred 4/25/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 55 RUBYS CF TREASURE 6D7



RUBY CF TREASURE 6D7

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

BD: 9/10/16 ASA: PENDING

ADJ. BW: - ADJ. WW: - TATTOO: 6D7

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11	1.5	78.1	114.3	0.23	7.5	15.4	54.4	13
DOC	CW	YG	MARB	BF	REA	API	TI	
6.9	37.4	-0.25	0.03	-0.07	0.56	107.9	69.3	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.

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Lot 56 RUBYS VALENTINE
7163E

At last years sale, the Badlands females were in high demand. This brother to Battle Cry has done more than we could ever ask for in a clean up role here. His females are big bellied and easy doing that still provide that look we are all after. We only have the two females to offer this year, but they are both high quality. Buy them with confidence.

Lot 57 RUBY NFF LASS
7111E

Another exciting Significant sired female that is sure to be appreciated for her added volume, capacity and overall density. Her brood cow look is further complimented by her striking profile and balance. She is from a highly productive A&B Angus cow that doesn't miss.



RUBYS VALENTINE 7163E

Black | Polled | PB SM

BD: 3/22/17 ASA: 3282200

ADJ. BW: 91 ADJ. WW: 630 TATTOO: 7163E

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

TRIPLE C POWER DOZERT864
PVFS VALENTINE 907W
426P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.1	3.7	67.5	107.8	0.25	4.1	17.2	50.9	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
6.2	35.7	-0.47	-0.09	-0.122	0.86	110	63.3	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099).



RUBY NFF LASS 7111E

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

BD: 2/20/17 ASA: 3282067

ADJ. BW: 68 ADJ. WW: 638 TATTOO: 7111E

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

A & B FINAL ANSWER 9022
A & B LASS 2011
A & B LASS 8004

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	-1.1	68.1	112.9	0.28	7.3	18.1	52.1	12.4
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	42.6	-0.02	0.34	-0.016	0.38	128	74.5	

AI Bred 5/25/18 to Oval F Echo E709 (ASA: 3237099).



The Pays to Dream genetics have worked wonderfully here and we really love the maternal power that comes with them. These two derivatives will be no different. Please note that the 7168E female goes back to the dam of Turnpike, our high selling bull in our bull sale. She combines both the Miss Cleo and Firefly families and is selling with an Echo heifer on board. Don't miss her!

Lot 59 RUBYS MISS CLEO 7168E



Ruby Ms Cleo 598C

A Pays To Dream Daughter from the Cleo cow family was 7th Overall for the Gillespie family at the 2016 AJSA Summer Classic!



Ruby Turnpike 771E

The 2018 Ruby Cattle Co. Bull Sale high seller commanding \$71,000 to the Werning and Double Bar D programs. The dam of lot 59 is a maternal sister to one of the breeds hottest young sires!



RUBYS ACCLAIM 764E

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

BD: 1/30/17 ASA: 3282041

ADJ. BW: 85 ADJ. WW: 530 TATTOO: 764E

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

RUBY NFF EXCALIBUR 002X
RUBYS ACCLAIM 201Z
JAUER ACCLAIM 653 3151

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.5	2.3	52.7	79.6	0.17	4.4	15.9	42.1	11
DOC	CW	YG	MARB	BF	REA	API	TI	
1.9	19.6	-0.28	0.22	-0.059	0.56	101.3	57.8	

Natural Service 6/20/18 to Ruby C-D All Around 534E (ASA: 3467634).



RUBYS MISS CLEO 7168E

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

BD: 4/1/17 ASA: 3282184

ADJ. BW: 83 ADJ. WW: 730 TATTOO: 7168E

CNS PAYS TO DREAM T759
RUBY HILB PTD C518
JSF FIREFLY W46

S S INCENTIVE 9J17
RUBYS MISS CLEO 456B
RUBYS MISS CLEO 240Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	2	76	123.4	0.3	7.2	19.1	57	12
DOC	CW	YG	MARB	BF	REA	API	TI	
12	36	-0.32	0.2	-0.061	0.87	116.5	73.4	

AI Bred 4/24/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.

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Lot 60 RUBYS JUANADA 7115E

Absolut has stood the test of time here and my only regret is I didn't keep more heifers earlier. The problem with that is we would have gutted our open heifer offering in past years if we would have retained them for ourselves. He is a bull that I think has been under used in the breed and is one I thought would have sold lots more semen. He has had a high seller in every calf crop that he has produced and they were mostly the result of natural service matings. They have made great cows, with more extension than some other bulls we had previously used and I think you will be seeing several calves from Absolut dams in our sales for years to come. We are offering a nice group of his daughters here that are some of the youngest bred's in the sale. Make sure to check out the 7115E heifer. Her dam is one of my favorite Unbelievable cows and that heifer is sure one of the best bred's in the offering.



Lot 61 RUBYS FOXY 7166E



Sire of Lots 60 - 64
RUBYS ABSOLUT 371A



RUBYS JUANADA 7115E

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

BD: 2/22/17 ASA: 3282051

ADJ. BW: 81 ADJ. WW: 748 TATTOO: 7115E

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.2	64.7	92.1	0.17	3.5	22.7	55	11.5
DOC	CW	YG	MARB	BF	REA	API	TI	
9.9	20.8	-0.23	0.34	-0.031	0.63	120.3	71.2	

All Bred 4/25/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



RUBYS FOXY 7166E

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

BD: 3/28/17 ASA: 3282139

ADJ. BW: 86 ADJ. WW: 679 TATTOO: 7166E

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

BON VIEW NEW DESIGN 1407
RUBYS FOXY 111Y
PSF FOXY 6J

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.2	1.6	67.9	97.2	0.18	6.5	21.9	55.7	13.4
DOC	CW	YG	MARB	BF	REA	API	TI	
8	25.5	-0.41	0.12	-0.089	0.81	107.9	66.4	

Natural Service 6/22/18 to Ruby C-D All Around 534E (ASA: 3467634).



Lot 62 RUBYS FOXY 7158E



RUBYS FOXY 7158E

Black | Polled | PB SM

BD: 3/18/17 ASA: 3282183

ADJ. BW: 65 ADJ. WW: 597 TATTOO: 7158E

SS/PRS HIGH VOLTAGE 244X

HTP SVF IN DEW TIME

RUBYS ABSOLUT 317A

RUBYS FOXY 057X

SVF NJC MAGNETIC LDY M25

RUBYS FOXY 839U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11	1.6	70.5	96	0.16	6.9	19.7	54.9	15.5

DOC	CW	YG	MARB	BF	REA	API	TI
9.3	27.8	-0.48	-0.07	-0.122	0.79	115.7	67.8

AI Bred 4/29/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 63 RUBYS FOXY 7159E



RUBYS FOXY 7159E

Black | Polled | PB SM

BD: 3/18/17 ASA: 3282212

ADJ. BW: 67 ADJ. WW: 507 TATTOO: 7159E

SS/PRS HIGH VOLTAGE 244X

HTP SVF IN DEW TIME

RUBYS ABSOLUT 317A

RUBYS FOXY 057X

SVF NJC MAGNETIC LDY M25

RUBYS FOXY 839U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11	1.6	70.5	96	0.16	6.9	19.7	54.9	15.5

DOC	CW	YG	MARB	BF	REA	API	TI
9.3	27.8	-0.48	-0.07	-0.122	0.79	115.7	67.8

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Lot 64 RUBYS KAYE 7176E



RUBYS KAYE 7176E

Black | Polled | PB SM

BD: 4/7/17 ASA: 3282172

ADJ. BW: 76 ADJ. WW: 640 TATTOO: 7176E

SS/PRS HIGH VOLTAGE 244X

HTP SVF IN DEW TIME

RUBYS ABSOLUT 317A

RUBYS KAYE 071X

SVF NJC MAGNETIC LDY M25

RUBYS KAYE 711T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	1.1	65.9	87.8	0.14	6.8	16.4	49.3	16.3

DOC	CW	YG	MARB	BF	REA	API	TI
12.2	23.9	-0.55	-0.07	-0.123	0.93	117.5	65.7

Natural Service 6/18/18 to Ruby C-D All Around 534E (ASA: 3467634).

R
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The Incentive sired females have been a mainstay in our program for years and for good reason, they work! We aren't offering as many as we normally do, but here are 3 really good heifers that will make awesome cows. We are offering 2 F2 half bloods and the lone PB Angus bred is also in this group. The Angus heifer scanned over 7% IMF. The carcass quality with this sire group is second to none.

65

RUBYS JUANADA 7146E

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

BD: 3/15/17 ASA: 3282104

ADJ. BW: 74 ADJ. WW: 604 TATTOO: 7146E

SS INCENTIVE 9J17
RUBY NFF INCENTIVE 307A
RUBY NFF JOY 101Y

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.5	-1.6	47	67.1	0.13	7.9	26.8	50.2	12.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	13.8	-0.06	0.61	-0.018	0.11	137.6	69.6	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 65 RUBYS JUANADA 7146E

66

RUBYS ROSETTA 6D96

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

BD: 10/30/16 ASA: 3234925

ADJ. BW: 72 ADJ. WW: 487 TATTOO: 6D96

SS INCENTIVE 9J17
RUBY NFF INCENTIVE 307A
RUBY NFF JOY 101Y

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.8	-0.3	52	82.1	0.19	7.2	22.3	48.2	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.5	18	-0.05	0.56	-0.014	0.16	138.1	69.5	

AI Bred 5/14/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 66 RUBYS ROSETTA 6D96

67

RUBY NFF LASS 7103E

ANGUS

BD: 2/19/2017 AAA: 19055824

ADJ. BW: - ADJ. WW: - TATTOO: 7103E

SS OBJECTIVE T510 OT26
SS INCENTIVE 9J17
SS MISS FRAN P142 B76

EXAR RIGHT ANSWER 2522B
C & C LASS 5054
A & B LASS 2256

CED	BW	WW	YW	CEM	MILK	\$EN	\$W	\$F
I+5	I+1.9	I+47	I+94	I+6	I+24	-10.34	35.22	55.41

AI Bred 4/25/18 to SAV Final Answer 0035 (AAA: 13592905). Heifer calf pregnancy.



Lot 67 RUBYS NFF LASS 7103E



If you want cattle that can milk, these will be your girls.

R
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Lot 68 RUBYS JUANADA 7178E

A standout Madden daughter is sure to catch you eye. She offers unmatched substance of foot, bone, and three-dimensional power from every angle. An OCC Premium daughter, that is a member of the famed Juanada cow family, backs 7178E. A true brood cow in the making here!



RUBYS JUANADA 7178E

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

BD: 4/11/17 ASA: 3282024

ADJ. BW: 81 ADJ. WW: 616 TATTOO: 7178E

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

OCC PREMIUM 701P
FCC JUANADA 503U
FCC JUANADA 853S

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.3	-0.7	50.5	79.3	0.18	2.6	28.1	53.3	13.9
DOC	CW	YG	MARB	BF	REA	API	TI	
9.3	21.6	-0.1	0.44	-0.013	0.38	130.9	67.1	

AI Bred 5/24/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Sire of Lots 68 - 78 PVF RUBY MADDEN 126Y

Madden has arguably has been the back bone of our program the last 5 years. He has left us with an awesome group of daughters and his sons were always well received by our bull customers. If you want cattle that can milk, these will be your girls. We have never focused much on the Milk EPD, but year after year the Madden daughters bring in the big calves. I have always been amazed how well they milk, as they have snug, tight udders with small teat size. You have the opportunity to buy a nice selection of purebreds and percentages in this group and one thing I think worth noting is the fact that all of these Madden daughters settled AI. Buy with confidence here.



Lot 69 RUBYS PRINCESS 7157E



RUBYS PRINCESS 7157E

Black | Polled | PB SM

BD: 3/18/17 ASA: 3282143
 ADJ. BW: 92 ADJ. WW: 717 TATTOO: 7157E

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

HTP SVF IN DEW TIME
RUBYS PRINCESS 744T
 DOUBLE R MISS 47C M10

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.5	3.9	71.1	106	0.22	1.3	23.6	59.1	15.3

DOC	CW	YG	MARB	BF	REA	API	TI
7.7	39.9	-0.35	0.08	-0.103	0.69	118.8	69.3

AI Bred 4/24/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 70 RUBYS JUANADA 7172E



RUBYS JUANADA 7172E

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

BD: 4/3/17 ASA: 3282179
 ADJ. BW: 77 ADJ. WW: 622 TATTOO: 7172E

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

O C C PROPHET 666P
FCC JUANADA 502U
 O C C JUANADA 831C

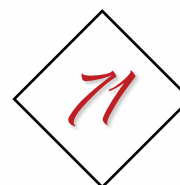
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.2	-1.2	47.6	71.4	0.15	3.8	26.5	50.2	12.8

DOC	CW	YG	MARB	BF	REA	API	TI
9	16.1	-0.14	0.4	-0.023	0.35	125.3	64.6

AI Bred 4/29/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 71 RUBYS CINDA 794E



RUBYS CINDA 794E

Black | Polled | PB SM

BD: 2/14/17 ASA: 3282113
 ADJ. BW: 71 ADJ. WW: 573 TATTOO: 794E

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

RAINS LIMIT UP
PSF CINDA 24M
 PSF CINDA 19J

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.2	-0.2	58.2	86.9	0.18	7.5	23.1	52.1	13.9

DOC	CW	YG	MARB	BF	REA	API	TI
6.8	29.2	-0.44	-0.04	-0.128	0.62	119.6	64.7

AI Bred 5/15/18 to Oval F Echo E709 (ASA: 3237099). Bull calf pregnancy.



Lot 72 RUBYS ELINE 7167E



RUBYS ELINE 7167E

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

BD: 3/30/17 ASA: 3282161

ADJ. BW: 79 ADJ. WW: 560 TATTOO: 7167E

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

O C C EMBLAZON 854E
AKERS HARTLEY ELINE 4318
 THOMAS HARTLEY ELINE4406

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-0.5	51.4	75.5	0.15	4.2	26.8	52.5	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
0.2	19.5	-0.12	0.42	-0.019	0.37	130.9	66.5	

AI Bred 4/29/18 to Oval F Echo E709 (ASA: 3237099). Heifer calf pregnancy.



Lot 73 RUBYS BLK CAP LADY 6D97



RUBYS BLK CAP LADY 6D97

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

BD: 10/29/16 ASA: 3234905

ADJ. BW: 76 ADJ. WW: 658 TATTOO: 6D97

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

O C C PRIORITY 882P
FCC BLACKCAP LADY 956W
 FCC BLACKCAP LADY 680R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.8	0	56.5	81.1	0.15	4.1	28	56.2	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
8.6	15.6	-0.14	0.36	-0.017	0.39	126.4	67.4	

AI Bred 4/28/18 to Oval F Echo E709 (ASA: 3237099).



Lot 74 RUBYS BEAUTY 713E



RUBYS BEAUTY 713E

Black | Polled | PB SM

BD: 1/7/17 ASA: 3282077

ADJ. BW: 96 ADJ. WW: 701 TATTOO: 713E

R&R CHAMBERLAIN X744
JF RANCHER 222Z
 JF EBONYS JOY 734T

TRIPLE C INVASION R47K
PVFS/DV BL BEAUTY5255T
 PVFS/DV BEAUTY 5255R

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.7	4.5	74.9	102.1	0.17	3	21.6	59	18
DOC	CW	YG	MARB	BF	REA	API	TI	
11.5	30.2	-0.44	0.02	-0.11	0.78	118.8	68.7	

The only Rancher sired female in the offering. This heifer is out of an awesome producing Invasion cow that is going strong at 11 years of age. Here is one the stoutest breeds in the offering. She offers outcross genetics in a high performing package.

Natural Service 6/23/18 to Ruby C-D All Around 534E (ASA: 3467634).

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CATTLE COMPANY

PERFORMANCE | PEDIGREE | POWER

Bull Sale

2017 Grand Champion Pen of Five



2018 Res. Grand Champion Pen of Five

2017 Grand Champion Pen of Three



2018 Res. Grand Champion Pen of Three

**FEB 2, 2019 | LAMONI, IA
LAMONI LIVESTOCK AUCTION**



CHAMPION

JUNIOR BREEDING HEIFER



Pearls & Pies



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!



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.





Shea 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**



**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!**



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!



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!**

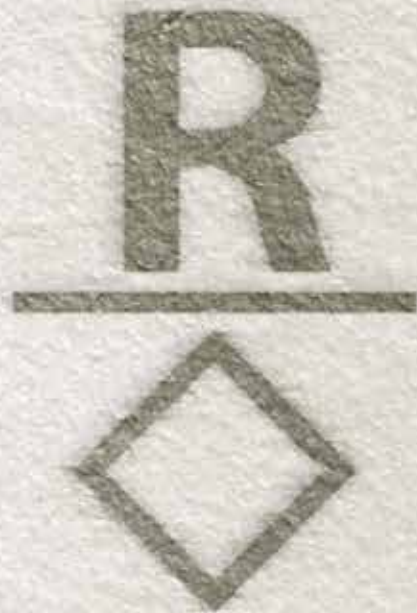




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