



RUBY CATTLE COMPANY

# *Living' The Dream*

## **RUBY CATTLE CO.**

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

Nate Cell: 515-450-0112

Leslie Cell: 515-450-0259

Austin Tull: 641-381-0547

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[www.rubicattleco.com](http://www.rubicattleco.com)

## **SALE LOCATION**

Ruby Cattle Company  
1170 Elk Street - Murray, IA

## **SALE SCHEDULE**

***Thanksgiving Day - Thursday, November 25, 2021***

Cattle on display all day

***Friday, November 26, 2021***

Cattle on display all day

Sale Begins at 3:00 pm CST





*Dear Fellow Cattle Breeders*

Welcome to the 2021 version of our Livin' The Dream Sale. Another year has flown by, and once again we are excited to offer the fruits of our labor over the past couple years. We hope you agree that the quality of this group of females is as deep as it has ever been. We think the cow power is as strong in the first lot as it is in the last lot.

When selecting the opens for this sale, we were as picky as we have ever been. They are a good looking group, that are functional first, and backed by proven cows. They will be competitive on several different levels. The Bred offering is as good as we have ever sold. As we shift our focus even more in our operation to raising commercial bulls and the females that raise them, we are offering as many good looking, show heifer producing females than we have ever thought about before. We have never offered this many Rhythm bred before and we think the Currency sire group is a true sale feature. We invested in a couple bulls we liked really well out of the Keller program and all females carry the service of these bulls as well. We used them hard naturally and, in our AI, and ET programs as well.

Why buy a female here? I always tell people that what helps set our cattle apart is what they can do, and have done for different breeders around the country. At the end of the day, my hope is that the economic impact these cattle have in your operation is greater than chasing a banner. They will gather plenty of those banners along the way, but they need to be producing that next generation at a high level at the end of the day and we are confident in these heifers to do just that.

We are always more than happy to help with your show heifers. If you need a heifer clipped before the show or help while at the show, please let us know. We will try to be as accommodating as we can to help out with service after the sale. If you would like some help getting your heifer bred, let us know and we can help out with that too. As always, we appreciate your consideration and look forward to your business. Visitors are welcome anytime and we look forward to seeing you soon.

Thanks again,

*Mate, Leslie, Creed and Parker Ruby*



## **AUCTIONEER**

Col. Jered Shipman - 806-983-7226

## **SALE MANAGEMENT**

Innovation AgMarketing, LLC  
Graham Blagg - 530-913-6418  
Tim Anderson - 605-682-9343

**INNOVATIONAGMARKETING.COM**

## **MARKETING REPRESENTATIVES**

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

## **ACCOMMODATIONS**

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

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

## **DIRECTIONS TO THE SALE**

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

## **INSURANCE**

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

## **UPDATES AND SALE ORDER**

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

## **TERMS & CONDITIONS**

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

## **ANNOUNCEMENTS**

Announcements made sale day and from the auction block during the sale take precedence over printed material in the catalog or other printed material associated with this sale. Anyone attending this sale, attends at their own risk. Breeders or any of the sale force will not be held responsible for any injury while attending this sale.

## **EPDS**

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Fall 2021 numbers.

## **LIABILITY**

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

## **RISK**

Each animal becomes the risk of the purchaser as soon as sold. Animals purchased are at the purchaser's risk as to loss or injury, and will be loaded according to purchaser's direction. Insurance will be available sale day.

## **TRUCKING**

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

## **CATALOG PRODUCTION**

THM Promotions - Tracy McMurphy 806-679-0231

## **PHOTOGRAPHY AND VIDEOGRAPHY**

Brad Hook 641-344-3193



*Dear Friends and Simmental Enthusiasts,*

It is that time of year once again. The end of harvest is in sight for most Midwest row crop enthusiasts, cotton harvest is in mid-session in the south, weather changes daily with generally cooler to colder temperatures, and the Livin' the Dream sale is near. The set of stock that Nate and Leslie have hand selected will be the very best yet to date. It is with a high level of anticipation and enthusiasm that we welcome you to the offering.

Nate Ruby has established himself as one of the great seedstock/cattlemen of his time and most certainly in his generation. Quiet and reserved in his thoughts and approach to the breeding program that he has built from the ground up, but loudly fundamental, practical, and profitable. The mindset has changed very little with the ultimate goal to make the stock as appealing physically as possible while being able to thrive on fescue and work in whatever climate or environment they get introduced to once they leave Murray, Iowa. Phenotype has always been at the forefront, but the slight shift would be the fact that he has implemented some genetics and herdsires that make the cattle even more valuable from a common sense standpoint. Calving ease and marbling are the injection points one will notice more and more moving forward. The Ruby program has generally bested the field in raw performance and conversion so it's only logical to address these economically beneficial traits in the profile and under the hide. You will have the opportunity to acquire this forward thinking, industry friendly thought process throughout the entire bred heifer offering as most carry the service to either of the young studs Nate selected from Keller's this past Spring. H016 is a black hided son of Beacon and from the famed Miss Sugar C4, besides his pedigree, one should be impressed with his balance and overall look with a much nicer head and ear set than the majority of his sire group contemporaries. His EPD and Index profile is quite revolutionary, with a whopping 202 API, 106 TI, and maintains a top 1% for Stay and Marbling as well, those figures are just the high spots as he ranks north of the top 25% for 11 other traits. H127 would be a dark red hided son of Sniper from an awesome Yukon daughter that posts a very impressive 172 API. To say the bred offering is business minded, might be an understatement.

For the loyal and future customer base on the opens, rest assured that the open cattle in the sale are as deep and consistent in quality as they have ever been. It's loaded with daughters of the proven Gentleman's Jack, the One Eyed Jack son from the profitable Yetti 143Y donor dam. These opens are mind blowing in their overall build and kind and sure worth the trip to Elk Street to evaluate and to assist in their appraisal November 26, 2021. They will be from the young and eccentric donor battery that may add more look and presence than a lot of the great matriarchs of Ruby Cattle have in the past. It's a group of show heifer / donor prospects suitable for any young exhibitor or breeder looking to add the extras.

Please consider this your invitation to 1170 Elk Street, Murray, Iowa on November 26 for the 2021 edition of the Livin' the Dream female offering. Also please mark those calendars for the 2022 bull offering on February 5. Look forward to seeing you all the day after Thanksgiving and witnessing one of the best family beef operations at their best. Please feel free to contact any of the Innovation team with questions or other needed assistance with the Ruby offering.

*Enjoy the Stock,*

*Graham Blagg    Jared Shipman    Tim Anderson*

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

**ONLINE BIDDING PROVIDED BY:**





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*Lot 1* RUBY NFF RHYTHM 120J

It wouldn't feel like a true Livin' The Dream sale if it wasn't headlined by some really good Rhythm heifers, so once again this year, we made sure to make that happen. This 2124Z x Gentleman Jack mating is as solid as any we have had here through the years. They are big footed, athletic cattle that are good looking and soft made that still combine those traits with that great Rhythm eye appeal. What maybe excites me the most about this mating is the flexibility it offers when it comes time to breed these heifers and later on when they are in the donor pen. I may sound a bit nostalgic, but this line of cattle has been a cornerstone of our program since we started, and they still surprise me year in and year out with their producing ability. These four heifers are all a bit different, but we think all offer some really good things to take your program forward. I think the lot 1 female is the best one to surface yet from this mating, and early visitors think maybe one of the very best ever to come out of Murray.

**1**  
*Lot*

**RUBY NFF RHYTHM 120J**

**Homozygous Black | Homozygous Polled | PB SM**

BD: 3/2/21 ASA: 3924875 TATTOO: 120J

*Sire* TLLC ONE EYED JACK

**RUBY/SWC GENTLEMAN'S JACK**

SWC RUBY YETTI 143Y

*Dam* AJE/PB MONTECITO 63W

**RUBY NFF RHYTHM 2124Z**

RHYTHM 418P

*Performance* | ADJ. BW: 72 | ADJ. WW:

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.2
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	24.9	-0.44	-0.15	-0.101	0.78	109.7	63.5	



*RHYTHM 418P - SIMMENTAL MATRIARCH AND MATERNAL GRANDDAM OF LOT 1*

# The Legendary Rhythm Cow Family



RUBY NFF RHYTHM 060H - FULL SISTER TO LOTS 1-4



RUBY NFF RHYTHM 086H - FULL SISTER TO LOTS 1-4



RUBY NFF RHYTHM 2124Z - DAM OF LOTS 1-5

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# THE OPEN HEIFERS



*Lot 2* RUBY NFF RHYTHM 117J

This blaze faced female is perhaps the biggest footed, biggest legged female in the entire offering. Huge rib cage, stout made, and still has an attractive look. So many possibilities down the road.



*RUBY/SWC GENTLEMAN`S JACK - SIRE OF LOTS 1-4*



*RUBY NFF RHYTHM 058H - FULL SISTER TO LOTS 1 - 4*



*Lot 3* RUBY NFF RHYTHM 119J



*RUBY NFF RHYTHM 9172G - \$25,000 MATERNAL SISTER OWNED BY SHOAL CREEK LAND & CATTLE*

The solid black one didn't want to cooperate to her full potential on picture day, but we are sure you will like her better in person. As complete as any and maybe as good fronted of any in this mating.

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**2**  
*Lot*

**RUBY NFF RHYTHM 117J**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 2/6/21 ASA: 3959607 TATTOO: 117J

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

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

Performance		ADJ. BW: 74	ADJ. WW:														
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3	10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6	
DOC	CW	YG	MARB	BF	REA	API	TI		DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6		10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6	

**3**  
*Lot*

**RUBY NFF RHYTHM 119J**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 2/26/21 ASA: 3959606 TATTOO: 119J

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

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

Performance		ADJ. BW: 86	ADJ. WW: 693														
CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3	10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6	
DOC	CW	YG	MARB	BF	REA	API	TI		DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6		10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6	

# THE OPEN HEIFERS



A little extra chrome will always get you noticed and hopefully her quality will get noticed too. She is cool looking, correct, and angular as her picture shows. Imagine some SimAngus cattle out of this one!



**RUBY NFF RHYTHM 810F**  
MATERNAL SISTER TO LOTS 1 - 5

**Lot 4 RUBY NFF RHYTHM 138J**



We really liked the Blacklist Angus bull when his night pen was next to ours in Denver. Maybe as wide pinned and stout hipped of an Angus bull as I had seen, my only regret is we should have tried him on 2124Z sooner. This white faced SimAngus female is really nice. Great structure. extra body, extra dimension, extra good haired. We think she will be super competitive. If you make it to the farm, let us show you her flushmate brothers and you will like her even more.



**PVF BLACKLIST 7077 - SIRE OF LOT 5**

**Lot 5 RUBY NFF RHYTHM 148J**



**RUBY NFF RHYTHM 138J**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 3/10/21 ASA: 3959633 TATTOO: 138J

**Sire** TLLC ONE EYED JACK  
**RUBY/SWC GENTLEMAN'S JACK**  
SWC RUBY YETTI 143Y  
**Dam** AJE/PB MONTECITO 63W  
**RUBY NFF RHYTHM 2124Z**  
RHYTHM 418P

**Performance** | ADJ. BW: 63 | ADJ. WW: 721

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	0.7	62.5	100.3	0.24	4.9	20.4	51.6	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	24.9	-0.43	-0.15	-0.101	0.79	112.7	63.6	



**RUBY NFF RHYTHM 148J**  
Black | Homozygous Polled | 1/2 SM 1/2 AN  
BD: 3/3/21 ASA: 3959635 TATTOO: 148J

**Sire** PVF INSIGHT 0129  
**PVF BLACKLIST 7077**  
PVF BACKBIRD 3070  
**Dam** AJE/PB MONTECITO 63W  
**RUBY NFF RHYTHM 2124Z**  
RHYTHM 418P

**Performance** | ADJ. BW: 75 | ADJ. WW: 709

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	0.7	70.3	114.2	0.27	5	18.8	53.8	15.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.3	45.3	-0.23	0.01	-0.041	0.86	114.7	66.4	



Lot 6 RUBY NFF RHYTHM J279

6

Lot

**RUBY NFF RHYTHM J279**

**Homozygous Black | Homozygous Polled | PB SM**

BD: 3/28/21 ASA: 3959667 TATTOO: J279

*Sire* MR TR HAMMER 308A ET

**KCC1 EXCLUSIVE 116E**

TKCC VICTORIA 57A

*Dam* CNS PAYS TO DREAM T759

**RUBY NFF RHYTHM 4B1**

RUBY NFF RHYTHM 2124Z

*Performance* | ADJ. BW: 77 | ADJ. WW: 731

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1	70.6	105.5	0.22	6.2	17.4	52.6	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	24.1	-0.5	0.13	-0.097	1.02	132.5	74.3	

When we sold 4B1 we kept back a couple flushes. We tried the great Exclusive bull on her and it really hit here. This one is really unique. She sets down on a big, perfectly shaped hoof, is super loose in her structure, soft made, smooth and square. She is up headed with great presence and one that really commands your attention. To me, I think her maturity pattern sets her up to be an absolute stunner for the summer shows into the fall. This one shouldn't be leaving.



RUBY NFF RHYTHM 4B1 - DAM OF LOT 6



KCC1 EXCLUSIVE 116E - SIRE OF LOT 6

# THE OPEN HEIFERS



Lot 7 RUBYS RHYTHM 104J



RUBY NFF RHYTHM 715E - DAM OF LOTS 7-9

I sure like this pair of sisters. Other than one being a baldy, and one solid black, they are about twins. These sisters are good looking, big bodied with big feet and legs and nice haired. If you like your females with a little extra dimension, these are a couple to check out. Big time breeding value here for sure.



Lot 8 RUBYS RHYTHM 102J



RUBY'S RHYTHM 048H - FULL SISTER TO LOTS 7-9

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**7**  
Lot

## RUBYS RHYTHM 104J

Black | Polled | PB SM

BD: 2/18/21 ASA: 3924876 TATTOO: 104J

Sire TLLC ONE EYED JACK

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

Dam RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 715E  
RHYTHM 418P

Performance | ADJ. BW: 88 | ADJ. WW:

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	2.2	72.3	112.1	0.25	3.6	20.5	56.6	10.7
DOC	CW	YG	MARB	BF	REA	API	TI	
12.5	28.5	-0.41	-0.12	-0.094	0.79	103.6	67.6	

**8**  
Lot

## RUBYS RHYTHM 102J

Black | Polled | PB SM

BD: 2/1/21 ASA: 3959608 TATTOO: 102J

Sire TLLC ONE EYED JACK

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

Dam RUBY SWC BATTLE CRY 431B

RUBY NFF RHYTHM 715E  
RHYTHM 418P

Performance | ADJ. BW: 84 | ADJ. WW: 728

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	2.2	72.3	112.1	0.25	3.6	20.5	56.6	10.7
DOC	CW	YG	MARB	BF	REA	API	TI	
12.5	28.4	-0.4	-0.12	-0.094	0.79	106.7	67.7	



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Lot 9 RUBYS RHYTHM 189J

9  
Lot

**RUBYS RHYTHM 189J**

Black | Polled | PB SM

BD: 2/12/21 ASA: 3959624 TATTOO: 189J

Sire HPF QUANTUM LEAP Z952

Dam RUBY SWC BATTLE CRY 431B

**WLE COPACETIC E02**

**RUBY NFF RHYTHM 715E**

CMFM JOY 02ZB

RHYTHM 418P

Performance | ADJ. BW: 97 | ADJ. WW: 776

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	2.1	79.8	122.8	0.27	5.3	24	63.8	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	29.3	-0.42	-0.09	-0.092	0.85	116.1	73.5	

We didn't have many Copacetics, but he worked really well on this cow. This one is stouter than I expected her to be, yet she is still good looking, and soft made. This one has drawn the attention of early visitors as well. Big time cow prospect with a show heifer look.



RUBY NFF RHYTHM 9115G  
3/4 SISTER TO THE DAM OF LOTS 7-9



WLE COPACETIC E02 - SIRE OF LOT 9

# THE OPEN HEIFERS



Lot 10 RUBY NFF RHYTHM 185J



RUBY NFF RHYTHM 702E - RESERVE SENIOR PERCENTAGE CALF 2017 AMERICAN ROYAL AND MATERNAL SISTER TO LOTS 10 AND 11.



Lot 11 RUBY NFF RHYTHM 1113J

The Y1201 cow is the stoutest made, widest pinned, biggest hipped Style female I have seen anywhere of any breed. She is also one of the best looking and most productive cows on the place and makes an argument for one of 418P's best daughters. We had never flushed this female till now and this pair of daughters is what we were hoping for. They are long fronted, long bodied, stout made, super athletic females that are a bit later in their maturity pattern which is ok in my book. If you like some added frame and performance in your cattle, these girls will be right up your alley.



**10**  
Lot

## RUBY NFF RHYTHM 185J

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

BD: 2/10/21 ASA: 3964422 TATTOO: 185J

Sire TLLC ONE EYED JACK

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

Dam SILVEIRAS STYLE 9303

RUBY NFF RHYTHM Y1201  
RHYTHM 418P

Performance | ADJ. BW: 83 | ADJ. WW: 729

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.4	70	109.9	0.25	4.9	20.3	55.3	14.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	29.1	-0.26	-0.01	-0.06	0.62	111.4	65.1	

**11**  
Lot

## RUBY NFF RHYTHM 1113J

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

BD: 2/19/21 ASA: 3964423 TATTOO: 1113J

Sire TLLC ONE EYED JACK

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

Dam SILVEIRAS STYLE 9303

RUBY NFF RHYTHM Y1201  
RHYTHM 418P

Performance | ADJ. BW: 101 | ADJ. WW: 752

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.4	70	109.9	0.25	4.9	20.3	55.3	14.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	29.1	-0.26	-0.01	-0.06	0.62	111.4	65.1	

# THE OPEN HEIFERS



Lot 12 RUBY YOKO 110J



FBFS X-CLAMATION - 2011 NAILE GRAND CHAMPION  
FULL SISTER TO MATERNAL GRANDAM



Lot 13 RUBY YOKO 116J

What a unique pair of sisters here. I wouldn't go as far as using the word exotic to describe them, but they are close. Long necked, stout made, big bodied, big legged and good haired. You can breed these things for breeding cattle or you could breed them to make steers, that choice will be yours. All I know is, if you have something that is different, yet still has quality, they have value. These ladies will add value to their offspring, that I am certain.

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**12** **RUBY'S YOKO 110J**  
 Black | Polled | 3/4 SM 1/4 AN  
 BD: 2/5/21 ASA: 3959613 TATTOO: 110J

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

Dam SILVEIRAS STYLE 9303  
**RUBY SWC YOKO 796E**  
 SWC RUBY YOKO 151Y

Performance | ADJ. BW: 90 ADJ. WW: 766

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.5	71.4	111.4	0.25	3.8	17.1	52.8	10.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	26.3	-0.26	-0.01	-0.059	0.59	103.8	65.6	

**13** **RUBY'S YOKO 116J**  
 Black | Polled | 3/4 SM 1/4 AN  
 BD: 2/6/21 ASA: 3959617 TATTOO: 116J

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

Dam SILVEIRAS STYLE 9303  
**RUBY SWC YOKO 796E**  
 SWC RUBY YOKO 151Y

Performance | ADJ. BW: 79 ADJ. WW: 791

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	1.5	71.4	111.4	0.25	3.8	17.1	52.8	10.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	26.3	-0.26	-0.01	-0.059	0.59	103.8	65.6	

# THE OPEN HEIFERS



Lot 14 RUBY MS LIBERTY 123J

We haven't bought many females the last several years, but the dam of these next two is one of them. We had always admired the S600 cow and her producing ability so when Hotz Farms offered a Duracell daughter in Denver, we decided to own her. She had a very successful show career in Iowa winning several jackpot shows for Rydder Hogan and was a serious contender at her respective showdown. I think 701E's greatest contribution will be in the donor pen, and she is off to a great start with these two Jack daughters. They have the same great look as their mother, and have also been noticed by some of the early visitors. These two females are as complete as any in the offering and combine two of the most decorated cow families in the breed. Make sure you find them!



Lot 15 RUBY MS LIBERTY 105J

**14**  
Lot

## RUBY'S MS LIBERTY 123J

**Homozygous Black | Polled | PB SM**

BD: 2/17/21 ASA: 3959651 TATTOO: 123J

*Sire* TLLC ONE EYED JACK

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

*Dam* HTP/SVF DURACELL T52

**LTS HOTZ MS LIBERTY 701E**  
THSF MS LIBERTY S600

*Performance* | ADJ. BW: 82 | ADJ. WW: 797

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	2.3	81.7	123.5	0.26	3.7	22.9	63.7	10.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	31.7	-0.46	-0.15	-0.103	0.93	109.6	73	

**15**  
Lot

## RUBY'S MS LIBERTY 105J

**Homozygous Black | Polled | PB SM**

BD: 2/22/21 ASA: 3959616 TATTOO: 105J

*Sire* TLLC ONE EYED JACK

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

*Dam* HTP/SVF DURACELL T52

**LTS HOTZ MS LIBERTY 701E**  
THSF MS LIBERTY S600

*Performance* | ADJ. BW: 75 | ADJ. WW: 770

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	2.3	81.7	123.5	0.26	3.7	22.9	63.7	10.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	31.7	-0.46	-0.15	-0.103	0.93	109.6	73	

# THE OPEN HEIFERS



*Lot 16* RUBYS ROSETTA 101J

It hurts to sell this one, and I am not really sure why we are selling her. As we continue the push to focus heavily on our commercial bull market, this lady could make a name for herself really quick producing those good looking, stout made, growthy bulls. Nonetheless, her captivating presence and eye appeal lead us to believe she will be a fun one for some youngster to exhibit this next year and what a cow she will make when she is done. The basics are all here and as Brad Hook commented, "We need more like these." Our loss is your gain, take advantage of the opportunity.



RUBYS TURNPIKE 771E - SIRE OF LOTS 16 & 17



*Lot 17* RUBYS JUANADA 1101J

No doubt, one of my favorites here. Too many things to like about this one if that's possible. First off, she's a goggle eyed baldy, awesome. Next, she's good looking, big bodied, stout, square, big footed, and sound as a cat, awesome. Lastly, her grandmother is THE BEST ANGUS COW ON THE PLACE, awesome! This one checks all the boxes for me if you can't tell. I can talk all day about her, but make sure she ends up in your barn on Black Friday.

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**16**

*Lot*

## RUBYS ROSETTA 101J

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

BD: 2/1/21 ASA: 3959602 TATTOO: 101J

*Sire* WBF SIGNIFICANT B132

**RUBYS TURNPIKE 771E**

RUBYS MISS CLEO 240Z

*Dam* PVFS RUBY MADDEN 126Y

**RUBYS ROSETTA 7160E**

FCC ROSETTA 966W

*Performance* | ADJ. BW: 71 | ADJ. WW: 667

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.6	-0.8	70	112.5	0.27	5.7	26	62.2	15.2
DOC	CW	YG	MARB	BF	REA	API	TI	
4.9	37	-0.33	0.1	-0.08	0.79	126.5	71.8	

**17**

*Lot*

## RUBYS JUANADA 1101J

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

BD: 2/16/21 ASA: 3959594 TATTOO: 1101J

*Sire* WBF SIGNIFICANT B132

**RUBYS TURNPIKE 771E**

RUBYS MISS CLEO 240Z

*Dam* RUBY/SWC GENTLEMAN'S JACK

**RUBYS ROSETTA 882F**

FCC ROSETTA 820U

*Performance* | ADJ. BW: 57 | ADJ. WW: 610

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.9	81.9	134.7	0.33	4.2	22.7	63.6	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.1	41	-0.32	0.11	-0.076	0.82	116.7	75.5	

# THE OPEN HEIFERS

**18**  
*Lot*

**RUBYS JUANADA 1164J**

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

BD: 3/23/21 ASA: 3959645 TATTOO: 1164J

*Sire* WBF SIGNIFICANT B132

*Dam* O C C SERGEANT 7255

**RUBY'S CURRENCY 7134E**

**FCC JUANADA 923W**

RUBYS JILL 035X

FCC JUANADA 914T

*Performance* | ADJ. BW: 77 | ADJ. WW: 670

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15	0.2	70.4	111.1	0.25	6	21.2	57.1	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
16.3	47.9	-0.14	0.27	-0.025	0.77	131	73.5	



*RUBY'S CURRENCY 7134E - SIRE OF LOTS 18 - 20*

Here's a super complete, good looking, big bodied SimAngus female. Her dam raises the good one year in and year out. The reports have been awesome on the Currency females as cows, this one will be one of the best.

**19**  
*Lot*

**RUBYS FOXXY 1140J**

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

BD: 3/8/21 ASA: 3959610 TATTOO: 1140J

*Sire* WBF SIGNIFICANT B132

*Dam* S S INCENTIVE 9J17

**RUBY'S CURRENCY 7134E**

**NFF FOXXY LADY D193**

RUBYS JILL 035X

NFF FOXXY LADY A096

*Performance* | ADJ. BW: 84 | ADJ. WW: 735

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	1.2	77.2	125.5	0.3	7.3	14.8	52	14.2
DOC	CW	YG	MARB	BF	REA	API	TI	
14.2	37.3	-0.34	0.23	-0.059	0.98	127.6	75.7	



*Lot 18 RUBYS JUANADA 1164J*

Well balanced, fault free heifer here. I have always took pride in producing good looking cattle from pedigrees that aren't "mainstream" phenotype cattle. This one could probably fall in that category. I look at her pedigree on paper and I really think bull producer, but this one always seems to grab me when she is in a group. Once again, this is the kind we normally keep, but help yourself here, she's got the look, balance, completeness, and disposition to be a really fun junior project.

**20**  
*Lot*

**RUBYS KIMBERLY 170J**

**Homozygous Black | Homozygous Polled | PB SM**

BD: 1/30/21 ASA: 3959599 TATTOO: 170J

*Sire* WBF SIGNIFICANT B132

*Dam* WBF EXCITE DOES IT RIGHT

**RUBY'S CURRENCY 7134E**

**RUBYS KIMBERLY 7E102**

RUBYS JILL 035X

RUBYS KIMBERLY 4B35

*Performance* | ADJ. BW: 69 | ADJ. WW: 729

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	1	83.1	130.1	0.29	4.3	22.2	63.3	15.9
DOC	CW	YG	MARB	BF	REA	API	TI	
15.2	41.8	-0.42	0.18	-0.091	1.04	140.9	83.6	



*Lot 19 RUBYS FOXXY 1140J*



*Lot 20 RUBYS KIMBERLY 170J*

Just good solid cattle here. Lets face it, not all heifers are going to win Denver, so if you're out to buy a cow first that can double as a show heifer, take a look in here. This one is really complete in here make up and boasts one of the best EPD profiles in the entire offering. Big time growth with top 20% indexes. If you want the most bang for your buck, this one will be a solid investment all week long and twice on Sunday.



# THE OPEN HEIFERS

Lot 21 RUBYS ROSETTA J211



KCC1 EXCLUSIVE 116E - SIRE OF LOT 21

Lot 22 RUBYS MISS CLEO J107



RUBYS ROSETTA 0118H  
HIGH SELLING MATERNAL SISTER TO LOT 21

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21  
Lot

## RUBYS ROSETTA J211

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

BD: 3/24/21 ASA: 3959668 TATTOO: J211

Sire MR TR HAMMER 308A ET

**KCC1 EXCLUSIVE 116E**

TKCC VICTORIA 57A

Dam ADKINS MR RIGHT ON

**FCC2 ROSETTA 324A**

FCC ROSETTA 535U

Performance | ADJ. BW: 83 | ADJ. WW: 766

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.4	2.1	77.1	113.1	0.23	3.3	17.4	55.8	13.3

DOC	CW	YG	MARB	BF	REA	API	TI
9.4	19.1	-0.31	0.3	-0.052	0.7	121	74.9

If I am being honest, the Rosetta 324A cow has had as much of an impact here the last 5 years as any cow on the place. The phenotype she produces is undeniable and she is physically one the most impressive beasts roaming our pastures. We plan on really getting aggressive with her in our ET program and producing many more from her. This blaze faced Exclusive daughter will catch your eye, no doubt. Good looking, soft made, sound, quiet, and nice hair. She will do nothing but get better and seems to be first year exhibitor friendly and last year exhibitor quality. Make sure you find her.

22  
Lot

## RUBYS MISS CLEO J107

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

BD: 4/2/21 ASA: 3947727 TATTOO: J107

Sire B C LOOKOUT 7024

**RUBY NFF LOOKOUT 716E**

RUBY NFF RHYTHM 2124Z

Dam RUBYS TURNPIKE 771E

**RUBYS MISS CLEO 936G**

RUBYS MISS CLEO Y102

Performance | ADJ. BW: 77 | ADJ. WW: 575

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.8	0.1	69.7	107.9	0.24	4.7	21.2	56	17.9

DOC	CW	YG	MARB	BF	REA	API	TI
10.5	24.9	-0.41	0.05	-0.073	0.92	120.3	68.7

Customer success story here. This heifer sold in utero in the bull sale this past spring. Her dam was one of our favorite bred in the 2019 calf crop and one we shouldn't have let go. We were able to do the next best thing and get her first calf back here for this sale and she is one we like a good deal. Notice her sire is out of the immortal BC Lookout out of the great 2124Z cow. He was one of the best bulls in our 2017 calf crop, he just got overshadowed by the likes of Turnpike, Currency, and Economy. This heifers dam is double bred Cleo cow family being a Turnpike out of a full sister to the past high seller, Yucatan. This one is a bit younger, but she has all the goods. Good looking, great structure, good body shape, soft haired and white faced. Doesn't get much better than that. Pay attention here.

# THE OPEN HEIFERS



*Lot 23* RUBYS TABBY 106J

Everyone loves a baldy! Especially a good haired, big boned, cool looking one. A real good full sister sold to Larry Stouder last year and a 3/4 sister was a past high seller in this sale. The 361A cow maybe on of the most unheralded cows in our operation. She brings in a good one year in and year out. No flush work, just the old fashioned way. If you want to put one in your herd that can do the same, this would be a logical place to start.



*Lot 24* RUBYS LADY 184J

Good solid cattle in this Jack daughter. She covers the basics, foot size, added bone, added body depth, stout, good looking and hairy. Her dam raised a top bull last year that sold to the Cronk Family in Northern Iowa and she had a Battle Cry heifer a couple years back that sold to the Raatz family in Minnesota. Pay attention to these heifers that come out of productive dams, they tend to do it themselves when they get put in production.



**23**

**RUBYS TABBY 106J**

**Black | Polled | PB SM**

BD: 1/3/21 ASA: 3959625 TATTOO: 106J

*Sire* TLLC ONE EYED JACK

*Dam* CNS PAYS TO DREAM T759

**RUBY/SWC GENTLEMAN`S JACK**

**RUBYS TABBY 361A**

SWC RUBY YETTI 143Y

RS&T MISS TABBY 19T

*Performance* | ADJ. BW: 89 | ADJ. WW: 618

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	2.9	65.8	106.7	0.26	5.4	21	55.1	12.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	20.8	-0.39	0.11	-0.084	0.72	120.8	69.1	

**24**

**RUBYS LADY 184J**

**Black | Homozygous Polled | PB SM**

BD: 2/10/21 ASA: 3959615 TATTOO: 184J

*Sire* TLLC ONE EYED JACK

*Dam* STF ROYAL AFFAIR Z44M

**RUBY/SWC GENTLEMAN`S JACK**

**NFF LADY D039**

SWC RUBY YETTI 143Y

NFF LADY A193

*Performance* | ADJ. BW: 78 | ADJ. WW: 613

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1.4	63	96.8	0.21	2.8	21.1	54.5	13
DOC	CW	YG	MARB	BF	REA	API	TI	
11.6	27.9	-0.35	-0.03	-0.083	0.71	114.2	65.1	

# *The Bred Females*





Lot 25 RUBY NFF RHYTHM H041



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Without a doubt, this white faced Rhythm family member has been a favorite of mine all year long. Great feet and structure combined with that sweeping belly shape and feminine, attractive front end. Her dam has been a great producer for us and her females are always special. As the breed continues to chase the freaky front ends on their show heifers, it still takes cattle like this one that are soft, smooth, and sound to make those freakier bulls work. This one is donor quality and her mating to Sriracha excites us even more.

25  
Lot

**RUBY NFF RHYTHM H041**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 1/29/20 ASA: 3768929 TATTOO: H041

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

Dam **VF/NJC BUILT RIGHT N48**  
**RUBY NFF RHYTHM Y106**  
RHYTHM 418P

Performance | ADJ. BW: 89 | ADJ. WW: 572

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.4	2.1	64.1	98.9	0.22	6.7	21.7	53.7	17.2
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	20.6	-0.45	-0.01	-0.102	0.76	118	65.7	

Lot 25 PLANNED MATING

AI BRED 4/16/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.0	0.1	74.0	112.7	0.3	8.9	27.1	64.1	20.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	32.2	-0.4	0.45	-0.07	0.98	163.8	86.3	



RHYTHM 418P - FOUNDATION DONOR DAM AT RUBY CATTLE COMPANY



KBHR SRIRACHA H127 - JUNIOR HERD SIRE AT RUBY CATTLE COMPANY AND SERVICE SIRE TO MANY FEMALES IN THE BRED OFFERING!

# THE BRED HEIFERS



Here is the natural calf out of Y106. As I mentioned before, the females out of that cow are special and this is another one that rises to the top. Extra foot, bone, and substance here while still mating a great look and she moves like a cat. Safe with a bull calf to the high API Homestead, the bull brother to High Road.



OVAL F ECHO E709 - SIRE OF LOTS 26 - 28



RUBY NFF RHYTHM 715E - DAM OF LOT 27



If you're needing some extra foot and bone in your operation, this one would be a great addition. Monster feet and legs, huge bellied, stout built, yet still gives you that attractive look. This is the donor kind for sure.

**26**  
Lot

**RUBY NFF RHYTHM 066H**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 1/25/20 ASA: 3768735 TATTOO: 066H

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

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

Performance | ADJ. BW: 89 | ADJ. WW: 639

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9	3	76.9	109.4	0.2	5.1	24.8	63.2	19.5
DOC	CW	YG	MARB	BF	REA	API	TI	
5.1	28.4	-0.45	-0.09	-0.092	0.93	118.3	69.7	

**Lot 26 PLANNED MATING**

AI BRED 3/27/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.6	80.3	117.8	0.2	8.1	28.8	68.9	21.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.1	36.2	-0.4	0.41	-0.07	1.07	163.9	88.3	

**27**  
Lot

**RUBYS RHYTHM 097H**  
Black | Polled | PB SM  
BD: 3/17/20 ASA: 3768652 TATTOO: 097H

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

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

Performance | ADJ. BW: 78 | ADJ. WW: 721

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	2.5	81.5	122	0.25	5.2	22.7	63.4	15.5
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	39	-0.41	0.05	-0.084	1	122.5	76.6	

**Lot 27 PLANNED MATING**

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.7	0.3	82.6	124.1	0.3	8.1	27.8	69.0	19.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	41.5	-0.38	0.48	-0.06	1.1	166	91.8	

# THE BRED HEIFERS

*Lot 28* RUBY NFF RHYTHM 054H



Everyone loves a baldy, especially when they're extra good like this one. A full sister to this ones dam commanded \$28,000 at a past Livin the Dream sale so you know consistency is bred in. Take a peak at her pedigree, the mating options are truly wide open. Don't miss her!



*KBHR HOMESTEAD H016 - JUNIOR HERD SIRE AT RUBY CATTLE COMPANY AND SERVICE SIRE TO MANY FEMALES IN THE BRED OFFERING!*

*Lot 29* RUBYS RHYTHM 006H



*SILVEIRAS STYLE 9303 - SIRE OF LOT 29*

Style back on the Rhythms works every time. This female is another shining testament to that. Huge middled and more stoutness than you would expect from a Style sired animal. Her great look coupled with her structure make her a favorite in the pen.

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**28**  
*Lot*

**RUBY NFF RHYTHM 054H**

**Black | Polled | PB SM**

BD: 1/24/20 ASA: 3768696 TATTOO: 054H

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

*Dam* RUBYS WIDE OPEN 909W  
**RUBY NFF RHYTHM A313**  
RHYTHM 418P

*Performance* | ADJ. BW: 93 | ADJ. WW: 700

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.4	4	87	124.8	0.24	3.2	23.1	66.6	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	43	-0.32	0.07	-0.073	0.87	124.9	77.5	

**Lot 28 PLANNED MATING**

AI BRED 4/26/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.0	85.3	125.4	0.3	7.1	27.9	70.5	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	43.4	-0.33	0.49	-0.06	1.03	167.3	92.2	

**29**  
*Lot*

**RUBYS RHYTHM 006H**

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

BD: 1/1/20 ASA: 3768685 TATTOO: 006H

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

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

*Performance* | ADJ. BW: 77 | ADJ. WW: 600

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	0.2	58.2	87.3	0.18	5.8	12.2	41.2	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	13.3	-0.08	0.22	-0.009	0.24	123.5	63.2	

**Lot 29 PLANNED MATING**

AI BRED 5/11/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	-0.9	71.0	107.0	0.2	8.5	22.4	57.9	21.0
DOC	CW	YG	MARB	BF	REA	API	TI	
12.6	28.7	-0.21	0.57	-0.03	0.73	161	82.7	

Lot 30 RUBY NFF RHYTHM 005H



I'm not sure one single animal can represent where our breeding program has been the last decade better than this heifer. The Battle Cry's have been a constant source of quality and obviously the Rhythms help put us on the map. If you want a true breeding piece that's as honest as the day is long, this is a logical place to start. Big feet and legs, lots of rib shape, stout muscled, and wide constructed. The full sister to her dam is a the big time donor for Reck, Lashmett, and Weis who has produced many high selling progeny for their respective programs. Like her mother and her mother's full sister, this one reminds me so much of 418P at this age in a more modern version. Here is a donor cow deluxe that you can have all the confidence in the world in her producing ability. We really think a bunch of the Sriracha bull that came from Keller's and think he will be an easy calving complement to these stouter made females.

**30**  
Lot

**RUBY NFF RHYTHM 005H**

Black | Polled | PB SM

BD: 1/1/20 ASA: 3768683 TATTOO: 005H

Sire MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

Dam SS EBONY'S GRANDMASTER

**RUBY NFF RHYTHM B068**  
RHYTHM 418P

Performance | ADJ. BW: 74 | ADJ. WW: 609

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.1	77.7	121.9	0.28	5.1	22.2	61	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	40.9	-0.37	-0.25	-0.093	0.83	111	68.9	

**Lot 30 PLANNED MATING**

AI BRED 4/26/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.4	-0.5	80.7	124.0	0.3	8.1	27.5	67.8	19.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.1	42.4	-0.36	0.33	-0.07	1.02	160	87.9	



RUBY SWC  
BATTLE CRY 431B  
SIRE OF LOT 30



2018 IA STATE FAIR  
GRAND CHAMPION  
PERCENTAGE  
SIMMENTAL  
DAM IS A FULL SISTER  
TO THE DAM OF LOT 30

# THE BRED HEIFERS



Lot 31 RUBY NFF RHYTHM H056

Four flush mate sisters here. Exclusives going back to the great B068 donor. Lots of power in the blood here, backed by generations of good footed, attractive made cattle that have made their mark on the breed. H056 is the most angular of the sisters with the most "show heifer" look. H059 is a freak, no getting around that. She could have been shown as a market heifer and held her own against all the crossbreds. With that power, she is still smooth in her muscle design and good looking. If you're one into making some steers, I can't help but think this one flushed to popular club calf bulls could be like having a money tree in your barn. H064 and H065 are split embryo twins. They have to be identical. They fall somewhere in the middle of the previous two sisters. Above average in terms of muscle and dimension yet still give you that cool front end and attractive look. All three sell to the red stud Sriracha and we couldn't think of any better sire to compliment these girls right out of the gate.



Lot 32 RUBY NFF RHYTHM H059

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31

## RUBY NFF RHYTHM H056

Black | Polled | PB SM

BD: 3/4/20 ASA: 3768917 TATTOO: H056

Sire MR TR HAMMER 308A ET

Dam SS EBONYS GRANDMASTER

KCC1 EXCLUSIVE 116E  
TKCC VICTORIA 57A

RUBY NFF RHYTHM B068  
RHYTHM 418P

Performance | ADJ. BW: 78 | ADJ. WW: 498

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
6.4	21.6	-0.51	-0.02	-0.097	0.98	127.6	70.3	

### Lot 31 PLANNED MATING

AI BRED 5/9/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	32.7	-0.43	0.45	-0.07	1.09	168.3	88.7	

32

## RUBY NFF RHYTHM H059

Black | Polled | PB SM

BD: 2/25/20 ASA: 3768911 TATTOO: H059

Sire MR TR HAMMER 308A ET

Dam SS EBONYS GRANDMASTER

KCC1 EXCLUSIVE 116E  
TKCC VICTORIA 57A

RUBY NFF RHYTHM B068  
RHYTHM 418P

Performance | ADJ. BW: 76 | ADJ. WW: 604

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	21.6	-0.49	0.02	-0.09	0.98	129.4	71.1	

### Lot 32 PLANNED MATING

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
13.2	32.7	-0.42	0.47	-0.07	1.09	169.3	89.1	

# THE BRED HEIFERS



Lot 33 RUBY NFF RHYTHM H064



KCC1 EXCLUSIVE 116E - SIRE OF LOTS 31 - 34



Lot 34 RUBY NFF RHYTHM H065



**33**

## RUBY NFF RHYTHM H064

Black | Polled | PB SM

BD: 3/17/20 ASA: 3768913 TATTOO: H064

Sire MR TR HAMMER 308A ET

Dam SS EBONYS GRANDMASTER

**KCC1 EXCLUSIVE 116E**  
TKCC VICTORIA 57A

**RUBY NFF RHYTHM B068**  
RHYTHM 418P

Performance ADJ. BW: 67 ADJ. WW: 466

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.3	21.6	-0.49	-0.04	-0.092	0.98	126.2	69.7	

### Lot 33 PLANNED MATING

AI BRED 5/5/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	32.7	-0.42	0.44	-0.07	1.09	167.7	88.4	

**34**

## RUBY NFF RHYTHM H065

Black | Polled | PB SM

BD: 3/17/20 ASA: 3768914 TATTOO: H065

Sire MR TR HAMMER 308A ET

Dam SS EBONYS GRANDMASTER

**KCC1 EXCLUSIVE 116E**  
TKCC VICTORIA 57A

**RUBY NFF RHYTHM B068**  
RHYTHM 418P

Performance ADJ. BW: 55 ADJ. WW: 520

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.6	1.2	70.2	106.4	0.23	5.2	19.8	54.8	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.3	21.6	-0.49	-0.04	-0.092	0.98	126.2	69.7	

### Lot 34 PLANNED MATING

AI BRED 4/20/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	-0.4	76.9	116.3	0.3	8.1	26.2	64.6	21.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	32.7	-0.42	0.44	-0.07	1.09	167.7	88.4	

# THE BRED HEIFERS



**Lot 35** RUBYS RHYTHM 0194H

Another really successful branch in the Rhythm family tree here. Added bone and foot size with extra boldness in her center body. Breed her to a bull to clean up her front and she will do the rest to produce those high end show heifers. The full sister to this one's dam is the dam of James Felt's Perseverance bull that is seeing heavy use in the industry. His mother sold through this very sale as well.



**Lot 36** RUBYS RHYTHM 0157H

Well balanced Rhythm family member both phenotypically and on paper. Maternal grand dam raised several high selling progeny as well. Power in the blood.

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**35**

**RUBYS RHYTHM 0194H**

**Black | Homozygous Polled | PB SM**

BD: 3/30/20 ASA: 3768718 TATTOO: 0194H

*Sire* HOOK'S BALTIC 17B

*Dam* SVF/NJC BUILT RIGHT N48

**OVAL F ECHO E709**

**RUBYS RHYTHM Z224**

OVAL F YIN Y26

RUBYS RHYTHM S647

*Performance* | ADJ. BW: 70 | ADJ. WW: 616

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.5	0.9	73.9	114.3	0.25	7.7	23.1	60	18.4
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	39.8	-0.37	-0.11	-0.089	0.85	124.6	70.7	

**Lot 35 PLANNED MATING**

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	-0.6	78.9	120.4	0.3	9.4	27.9	67.3	21.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	41.8	-0.36	0.4	-0.06	1.03	167.3	88.9	

**36**

**RUBYS RHYTHM 0157H**

**Homozygous Black | Homozygous Polled | PB SM**

BD: 3/6/20 ASA: 3768716 TATTOO: 0157H

*Sire* HOOK'S BALTIC 17B

*Dam* RUBYS WIDE OPEN 909W

**OVAL F ECHO E709**

**RUBYS RHYTHM 258Z**

OVAL F YIN Y26

RUBYS RHYTHM U857

*Performance* | ADJ. BW: 74 | ADJ. WW: 601

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0.9	75.4	108.4	0.21	6.7	18.2	55.8	16.7
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	23.7	-0.39	0.18	-0.075	0.82	135.7	77.8	

**Lot 36 PLANNED MATING**

AI BRED 6/9/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-0.6	79.5	117.4	0.2	8.9	25.4	65.1	20.6
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	33.8	-0.37	0.55	-0.06	1.01	173.2	92.5	

# THE BRED HEIFERS

Lot 37 RUBYS SWC YETTI 029H



RUBY SWC YETTI 9G36  
\$20,000 MATERNAL SISTER TO LOT 37



RUBY/SWC GENTLEMAN`S JACK  
MATERNAL BROTHER TO LOT 37



RUBY SWC BATTLE CRY 431B  
MATERNAL BROTHER TO LOT 37

**37**  
Lot

## RUBY SWC YETTI 029H

**Homozygous Black | Homozygous Polled | PB SM**  
BD: 1/9/20 ASA: 3768708 TATTOO: 029H

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

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

Performance | ADJ. BW: 82 | ADJ. WW: 645

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY	CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	1.6	82.2	121.7	0.25	5.9	20.9	62	13.5	13.9	-0.3	82.9	124.0	0.3	8.5	27.1	68.5	18.9
DOC	CW	YG	MARB	BF	REA	API	TI	DOC	CW	YG	MARB	BF	REA	API	TI	DOC	TI
10.8	41.7	-0.4	-0.08	-0.087	0.98	116.3	75.1	12.9	42.8	-0.37	0.42	-0.06	1.09	163.5	91.1		

A direct Yetti daughter up for grabs. Like all the Echo's, she's one of the bigger boned, bigger footed females in the pen. She has her mothers shape and dimension to go along with it as well. Definitely one I like a whole bunch and her mating to Homestead only excites me more. Check out the planned mating EPDs here.

### Lot 37 PLANNED MATING

AI BRED 4/28/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: PB SM

# THE BRED HEIFERS



## Lot 38 RUBYS PRIDE 051H

Not going to lie, this was one of my favorite heifer calves of last years crop. Heck, she won her class at the Iowa State Fair show. She caught a bug leading up to the sale last year so we held her back, but she looks every bit as good as a bred as I thought she would. Freaky necked, stout, stound and just commands attention in the group. If we weren't shifting our breeding program some, no way this one leaves. Bred to Sriracha with a heifer calf, not sure how much better it can get. Call me when that calf hits the ground!



## Lot 39 RUBYS MISS CLEO 015H

We love our Battle Cry cows and through in some Miss Cleo cow family and it's a win, win situation. This one just screams brood cow, big bones, big bodied, big muscles, big hair, and good looking. Help yourself.

R  
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**38**

Lot

### RUBYS PRIDE 051H

Black | Homozygous Polled | PB SM

BD: 2/15/20 ASA: 3760907 TATTOO: 051H

Sire MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

Dam HTP SVF IN DEW TIME

**RUBYS PRIDE 219Z**  
RUBYS PRIDE W919

Performance | ADJ. BW: 78 | ADJ. WW: 626

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.5	1.4	80.5	116.3	0.22	4.9	20.3	60.5	12.1
DOC	CW	YG	MARB	BF	REA	API	TI	
7.2	27.6	-0.36	0.03	-0.066	0.84	114.7	76.1	

### Lot 38 PLANNED MATING

AI BRED 4/30/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.5	-0.4	82.2	121.4	0.3	8.0	26.5	67.6	18.0
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	35.8	-0.35	0.47	-0.05	1.02	162	91.6	

**39**

Lot

### RUBYS MISS CLEO 015H

Black | Homozygous Polled | PB SM

BD: 1/3/20 ASA: 3768681 TATTOO: 015H

Sire MR HOC BROKER

**RUBY SWC BATTLE CRY 431B**  
SWC RUBY YETTI 143Y

Dam 3C LAVA L375-BZ

**RUBYS MISS CLEO B441**  
DOUBLE R MISS CLEO L27

Performance | ADJ. BW: 81 | ADJ. WW: 634

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.3	2.7	79.8	111.6	0.2	4.2	20.6	60.4	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
16.6	32.8	-0.38	-0.1	-0.097	0.72	108.4	70.6	

### Lot 39 PLANNED MATING

AI BRED 6/16/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.4	81.7	118.9	0.2	7.7	26.8	67.5	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
15.7	38.3	-0.36	0.41	-0.07	0.97	158.9	88.8	



Lot 40 RUBYS MISS CLEO 072H

**40**  
Lot

**RUBYS MISS CLEO 072H**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 2/18/20 ASA: 3768758 TATTOO: 072H

Sire **TLLC ONE EYED JACK** Dam **RUBY SWC BATTLE CRY 431B**  
**RUBY/SWC GENTLEMAN'S JACK** **RUBYS MISS CLEO 648D**  
SWC RUBY YETTI 143Y RUBYS MISS CLEO 5601

Performance | ADJ. BW: 73 | ADJ. WW: 626

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0.7	65.3	91.1	0.16	4.1	18.8	51.4	10.3
DOC	CW	YG	MARB	BF	REA	API	TI	
8.1	22	-0.36	0.05	-0.082	0.65	111.7	68.5	

**Lot 40 PLANNED MATING**

AI BRED 5/5/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-0.7	74.6	108.8	0.2	7.6	25.9	63.2	17.1
DOC	CW	YG	MARB	BF	REA	API	TI	
11.5	33.0	-0.35	0.49	-0.06	0.93	160.9	88	

I think one of the best made females in the entire offering. She is one those that is just hard to find a hole in. The kind that breed with whatever you mate them too and always make a bull look good. Extra look and body depth couple with a great hind leg. This is the kind that can take your program to the next level.



RUBY/SWC GENTLEMAN'S JACK - SIRE OF LOT 40

# THE BRED HEIFERS



## Lot 41 RUBYS JUANADA 0178H

Talk to anyone who calved Currency heifers this spring and they will tell you how much they love them. Here's your chance to add some to your herd, and here is one of my favorite bred we have ever let go. Awesome looking, super sound, great center body, and stout made. The Angus cow she goes back to is one of our best cows as well. I could write a book on this one, just come see her for yourself and you will understand. We couldn't get a sex on her Sriracha calf, but bull or heifer, it will work!



RUBY'S CURRENCY 7134E - SIRE OF LOTS 41 - 47



## Lot 42 RUBYS MISS GRANITE 0173H

Every herd has to have those cows that stay around for a long time and do their job. This ones dam is just that. She's as solid as a rock and brings in a good calf every year. This Currency daughter just happens to have some extra look to go along with that cow power. Good stuff here.

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**41**  
Lot

### RUBYS JUANADA 0178H

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

BD: 3/20/20 ASA: 3768661 TATTOO: 0178H

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

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

Performance | ADJ. BW: 73 | ADJ. WW: 587

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	-0.1	80.6	123.9	0.27	5.1	20.1	60.3	13.9
DOC	CW	YG	MARB	BF	REA	API	TI	
13.6	35.2	-0.32	0.03	-0.057	0.88	115.7	74.4	

### Lot 41 PLANNED MATING

AI BRED 4/26/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	-1.1	82.2	125.1	0.3	8.1	26.6	67.6	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	39.5	-0.33	0.47	-0.05	1.04	167.4	92.8	

**42**  
Lot

### RUBYS MISS GRANITE 0173H

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

BD: 3/14/20 ASA: 3768769 TATTOO: 0173H

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

Dam JDJ CHARISMA 20P  
RUBYS MISS GRANITE 6116S  
JAUER682GRANITE81725150

Performance | ADJ. BW: 90 | ADJ. WW: 563

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.6	3.6	76.4	118.2	0.26	2.4	17.2	55.3	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
15.8	36.5	-0.28	0.27	-0.054	0.79	114.5	72	

### Lot 42 PLANNED MATING

AI BRED 4/19/21 TO KBHR SRIRACHA H127 (ASA: 3789514). BULL CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.0	0.8	80.1	122.4	0.3	6.7	25.1	65.1	19.3
DOC	CW	YG	MARB	BF	REA	API	TI	
15.3	40.3	-0.31	0.59	-0.05	1	167	91.7	

# THE BRED HEIFERS



## Lot 43 RUBY NFF QUEEN 0193H

Lot's of cow power in this ones pedigree. Backed by a productive Cow and bred up safe to Homestead. This one as bull producer written all over her. Impressive planned mating figures as well.



## Lot 44 RUBYS LADY LUCK 0154H

If you like your cows with a bit more size, this one will work. Big time growth as well. She is in the top 10% for both WW and YW and was our number 1 YW heifer. She will be a bull raising machine.



### 43

## RUBY NFF QUEEN 0193H

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

BD: 3/28/20 ASA: 3768714 TATTOO: 0193H

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

Dam **RR 0415 IMAGE 5035**  
**A & B QUEEN LASS 2347**  
A & B QUEEN LASS 7119

Performance | ADJ. BW: 66 | ADJ. WW: 508

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	-0.2	70.2	113	0.27	4.3	18.7	53.8	12.5
DOC	CW	YG	MARB	BF	REA	API	TI	
16.4	47.1	-0.05	0.25	-0.021	0.47	121.8	72.9	

### Lot 43 PLANNED MATING

AI BRED 5/21/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	-1.1	77.1	119.8	0.3	7.7	25.9	64.3	18.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.7	45.6	-0.2	0.58	-0.03	0.84	159.3	87.4	

### 44

## RUBYS LADY LUCK 0154H

Homozygous Black | Polled | PB SM

BD: 3/6/20 ASA: 3768761 TATTOO: 0154H

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

Dam **TRIPLE C INVASION R47K**  
**PVFS INV. LADYLUCK 827U**  
TRIPLE C NADIA R9517

Performance | ADJ. BW: 92 | ADJ. WW: 678

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.7	4.5	89.4	137	0.3	3.3	20.9	65.6	18.1
DOC	CW	YG	MARB	BF	REA	API	TI	
16.3	52.8	-0.35	0.14	-0.095	0.91	128.3	80.5	

### Lot 44 PLANNED MATING

AI BRED 5/20/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.3	86.7	131.8	0.3	7.1	27.0	70.3	21.0
DOC	CW	YG	MARB	BF	REA	API	TI	
15.6	48.4	-0.35	0.53	-0.07	1.06	169	93.9	

# THE BRED HEIFERS

*Lot 45*  
RUBYS MISS  
CLEO 0183H



## Lot 45 PLANNED MATING

AI BRED 4/15/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.4	-1.0	74.8	116.9	0.3	8.1	22.6	60.0	18.0
DOC	CW	YG	MARB	BF	REA	API	TI	
14.0	38.6	-0.39	0.21	-0.07	1	152.5	82.1	

## 45 RUBYS MISS CLEO 0183H

Black | Homozygous Polled | PB SM

BD: 3/22/20 ASA: 3768655 TATTOO: 0183H

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

*Dam* JF RANCHER 222Z  
**RUBYS MISS CLEO D664**  
RUBYS MISS CLEO S601

*Performance* | ADJ. BW: 70 | ADJ. WW: 547

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	1.2	79.7	123.6	0.27	5.4	17.2	57	14.7
DOC	CW	YG	MARB	BF	REA	API	TI	
14.4	44.1	-0.38	0.08	-0.087	0.94	127.9	77.8	

This one doesn't come to you with a lot of bells and whistles, but she is good solid cattle. Another one that is fault free in her design and check out her tremendously balanced EPD profile. She will be a good investment.

*Lot 46*  
RUBYS  
FOXY LADY  
0188H



## Lot 46 PLANNED MATING

AI BRED 5/6/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.7	-1.3	77.9	119.9	0.3	8.7	24.7	63.6	20.1
DOC	CW	YG	MARB	BF	REA	API	TI	
15.3	43.4	-0.4	0.48	-0.08	1.09	170.7	91	

## 46 RUBYS FOXY LADY 0188H

Homozygous Black | Homozygous Polled | PB SM

BD: 3/25/20 ASA: 3768715 TATTOO: 0188H

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

*Dam* TNT EVER READY R232  
**LE EVER READY Z-035**  
LETWISTER VISION

*Performance* | ADJ. BW: 62 | ADJ. WW: 522

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.8	-0.5	71.7	113.1	0.26	6.3	16.4	52.1	16.4
DOC	CW	YG	MARB	BF	REA	API	TI	
15.5	42.9	-0.46	0.04	-0.116	0.96	132.1	74.8	

Here is another attractive made Currency with good CE and BW numbers. She's big middled and super sound and slick haired, ready for that fescue pasture.

*Lot 47*  
RUBYS  
ROSE  
0185H



## Lot 47 PLANNED MATING

AI BRED 4/27/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.9	-1.4	76.4	118.3	0.3	9.3	26.6	64.7	16.8
DOC	CW	YG	MARB	BF	REA	API	TI	
14.2	37.4	-0.36	0.53	-0.06	1.01	166.8	91.6	

## 47 RUBYS ROSE 0185H

Black | Polled | 1/2 SM 1/4 AR 1/4 CS

BD: 3/24/20 ASA: 3768776 TATTOO: 0185H

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

*Dam*  
**42723**

*Performance* | ADJ. BW: 62 | ADJ. WW: 548

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-0.8	68.9	110.1	0.26	7.6	20.1	54.5	9.7
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	30.9	-0.38	0.14	-0.083	0.81	114	72	

Currency sire female out of a commercial cow. Don't hold that against her though, she is nice and is carrying a heifer calf.



# THE BRED HEIFERS



## Lot 48 RUBY NFF LASS 094H

We probably need our head checked here because this is one that shouldn't be leaving. She makes an awfully strong argument for the best bred we have ever offered for sale. She is as complete as they come, backed by an incredible Hoover dam cow, and come to you with individual ratios of the following: BW 98, WW 109, YW 104, IMF 100, REA 138. Check our her planned mating EPDs, the only figures that are out of the top 25% of the breed are BF and SHR, with API and TI being in the top 3%. You love her performance, you love her on paper, and bet your behind you will love her in person. Make sure your the one that takes her home.



RUBYS TURNPIKE 771E - SIRE OF LOTS 48 - 49

## Lot 49 RUBY NFF LASS 0128H

The first Turnpike daughters flat got the job done this spring. Their bull calves will be sale highlights in our bull sale and some of our best females in the replacements go back to Turnpike dams. This female will be no different. She has the look, volume and power that make them so special. We went hunting a high marbling bull to put on the Turnpike daughters and landed on Homestead. We think they will compliment each other extremely well.



# 48

Lot

## RUBY NFF LASS 094H

Black | Homozygous Polled | 1/2 SM 1/2 AN  
BD: 2/6/20 ASA: 3768720 TATTOO: 094H

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

Dam HOOVER DAM  
**A & B LASS 2250**  
A & B LASS 0237

Performance | ADJ. BW: 77 | ADJ. WW: 648

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.3	0.1	82.2	133.8	0.32	9.3	21.6	62.7	13.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.8	42.3	-0.32	0.39	-0.045	1.08	142.1	85.5	

### Lot 48 PLANNED MATING

AI BRED 4/14/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.9	-1.0	82.9	130.0	0.3	10.1	28.1	69.5	18.8
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	43.1	-0.33	0.65	-0.04	1.14	169.6	93.7	

# 49

Lot

## RUBY NFF LASS 0128H

Black | Homozygous Polled | 1/2 SM 1/2 AN  
BD: 2/16/20 ASA: 3768710 TATTOO: 0128H

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

Dam WK RETAIL PRODUCT 9027  
**A & B LASS 2404**  
A & B LASS 9115

Performance | ADJ. BW: 82 | ADJ. WW: 610

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.6	2.1	88.9	146.7	0.36	4.6	20.6	65	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
11.6	38.5	-0.15	0.3	-0.031	0.59	124.7	82.9	

### Lot 49 PLANNED MATING

AI BRED 5/1/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.0	0.1	86.3	136.5	0.3	7.8	27.6	70.7	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	41.2	-0.25	0.61	-0.04	0.9	161.1	92.7	

# THE BRED HEIFERS



R  
◇

Lot 50 RUBYS CINDA 0171H

**50**  
Lot  
**RUBYS CINDA 0171H**  
Homozygous Black | Homozygous Polled | PB SM  
BD: 3/12/20 ASA: 3768774 TATTOO: 0171H

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

Dam HTP SVF IN DEW TIME  
**RUBYS TIMES UP 706T**  
PSF CINDA 56M

Performance | ADJ. BW: 72 | ADJ. WW: 627

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	0.7	72	97.6	0.16	6.3	21.3	57.2	18.6
DOC	CW	YG	MARB	BF	REA	API	TI	
11.8	23.7	-0.37	0.09	-0.081	0.7	129.9	73.3	

### Lot 50 PLANNED MATING

AI BRED 5/14/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	-0.6	77.7	112.1	0.2	8.7	27.1	65.9	21.4
DOC	CW	YG	MARB	BF	REA	API	TI	
13.4	33.8	-0.36	0.51	-0.06	0.95	170.3	90.2	

One of my favorite Echo daughters to date. She has a really cool look to her and is just as complete as you can make one everywhere else. Her dam is the best In Dew Time sired cow on the place. It doesn't matter if your making bulls or heifers, this one has you covered.

**51**  
Lot  
**RUBYS MISS CLEO 0101H**  
Black | Homozygous Polled | PB SM  
BD: 2/9/20 ASA: 3768733 TATTOO: 0101H

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

Dam 3C LAVA L375-BZ  
**RUBYS MISS CLEO Y102**  
DOUBLE R MISS CLEO L27

Performance | ADJ. BW: 81 | ADJ. WW: 565

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8	2.1	71.3	97.5	0.16	4	22.5	58.1	18.5
DOC	CW	YG	MARB	BF	REA	API	TI	
10	34.1	-0.38	0.14	-0.082	0.87	125.9	72.2	

### Lot 51 PLANNED MATING

AI BRED 4/15/21 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-0.5	70.6	103.8	0.2	7.5	25.2	60.4	20.4
DOC	CW	YG	MARB	BF	REA	API	TI	
11.9	33.6	-0.39	0.25	-0.07	0.96	152.7	79.5	

The Miss Cleo's are some of our best cows. Fertile, good footed, good udders, good mothers, and good producers. This one will be the same built in a moderate package.

# THE BRED HEIFERS



Lot 53 RUBYS MISS CLEO 0145H



2019 SAN ANTONIO LIVESTOCK EXPOSITION GRAND CHAMPION SIMMENTAL FEMALE  
PRODUCT OF THE CINDA COW FAMILY



OVAL F ECHO E709 - SIRE OF LOTS 50 - 58



**52** RUBYS MISS CLEO 0102H  
*Lot* Black | Polled | PB SM  
 BD: 2/9/20 ASA: 3768662 TATTOO: 0102H

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

*Dam* PVFS RUBY MADDEN 126Y  
**RUBYS MISS CLEO 698D**  
 RUBYS MISS CLEO 240Z

*Performance* | ADJ. BW: 85 | ADJ. WW: 573

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	0.9	73.6	107.7	0.21	7	22.2	58.9	15.3
DOC	CW	YG	MARB	BF	REA	API	TI	
8	29.4	-0.42	0.13	-0.091	0.87	132	76.4	

**Lot 52 PLANNED MATING**

AI BRED 5/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
 PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.0	-0.6	78.6	116.9	0.2	9.1	27.6	66.8	19.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.5	36.7	-0.38	0.52	-0.07	1.04	170.8	91.6	

Really good stuff on the cow side here. She goes back to Turnpikes dam. She will make a great cow and be around for a long time.

**53** RUBYS MISS CLEO 0145H  
*Lot* Black | Homozygous Polled | PB SM  
 BD: 2/27/20 ASA: 3768658 TATTOO: 0145H

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

*Dam* SS EBONY'S GRANDMASTER  
**RUBYS MISS CLEO 6157D**  
 RUBYS MISS CLEO 456B

*Performance* | ADJ. BW: 53 | ADJ. WW: 614

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.1	-0.7	74.6	106.2	0.2	8.1	23.5	60.7	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	32	-0.38	0.14	-0.061	1.01	138.8	79	

**Lot 53 PLANNED MATING**

AI BRED 5/7/21 TO KBHR SRIRACHA H127 (ASA: 3789514). BULL CALF PREGNANCY  
 PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
17.2	-1.9	72.2	108.0	0.2	9.4	25.7	61.7	19.6
DOC	CW	YG	MARB	BF	REA	API	TI	
11.4	32.8	-0.39	0.25	-0.06	1.04	158.7	82.7	

A really attractive fronted Cleo family member here. Ready to raise you that high numbered herd bull right out of the gate.

# THE BRED HEIFERS

*Lot 54*  
RUBYS  
ROSETTA  
9G1



## *Lot 54* PLANNED MATING

AI BRED 4/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	-0.1	80.3	119.2	0.3	8.0	27.4	67.5	19.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	39.6	-0.28	0.51	-0.04	0.91	166.5	91.1	

*Lot 55*  
RUBYS  
JUANADA  
093H



## *Lot 55* PLANNED MATING

AI BRED 6/13/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.2	-1.4	71.8	106.9	0.2	7.5	25.7	61.6	19.9
DOC	CW	YG	MARB	BF	REA	API	TI	
12.3	35.8	-0.21	0.58	-0.03	0.76	160.2	84.2	

*Lot 56*  
RUBYS  
KIMBERLY  
0136H



## *Lot 56* PLANNED MATING

AI BRED 4/23/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.4	0.6	84.6	124.9	0.3	7.4	28.4	70.6	20.2
DOC	CW	YG	MARB	BF	REA	API	TI	
12.7	40.1	-0.37	0.54	-0.06	1.09	169.6	93.9	

**54**  
*Lot*

## RUBYS ROSETTA 9G1

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

BD: 10/2/19 ASA: 3700277 TATTOO: 9G1

*Sire* HOOK'S BALTIC 17B

**OVAL F ECHO E709**

OVAL F YIN Y26

*Dam* RUBY SWC BATTLE CRY 431B

**RUBYS ROSETTA 6D11**

KJB ROSETTA 980T

*Performance* | ADJ. BW: 86 | ADJ. WW: 688

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	1.8	76.8	112	0.22	4.9	22.1	60.4	14.9
DOC	CW	YG	MARB	BF	REA	API	TI	
9.7	35.1	-0.21	0.1	-0.046	0.62	112.5	70.6	

If you like them cool looking and stout made, this one will be right up your alley. Out of a good Battle Cry cow that is out of one of the best Angus cows we got from Foundation Cattle Company.

**55**  
*Lot*

## RUBYS JUANADA 093H

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

BD: 3/6/20 ASA: 3768757 TATTOO: 093H

*Sire* HOOK'S BALTIC 17B

**OVAL F ECHO E709**

OVAL F YIN Y26

*Dam* O C C MISSING LINK 830M

**FCC JUANADA 816U**

O C C JUANADA 831C

*Performance* | ADJ. BW: 71 | ADJ. WW: 441

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	-0.8	59.7	87.3	0.17	3.9	18.7	48.5	15.6
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	27.7	-0.07	0.25	-0.021	0.31	122.2	66.5	

The Missing Link females have always been in high demand. This one's mother was impressive. SimAngus genetics at their best.

**56**  
*Lot*

## RUBYS KIMBERLY 0136H

Homozygous Black | Homozygous Polled | PB SM

BD: 3/8/20 ASA: 3768624 TATTOO: 0136H

*Sire* HOOK'S BALTIC 17B

**OVAL F ECHO E709**

OVAL F YIN Y26

*Dam* WFB EXCITE DOES IT RIGHT

**RUBYS KIMBERLY 7E102**

RUBYS KIMBERLY 4B35

*Performance* | ADJ. BW: 89 | ADJ. WW: 718

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.3	3.2	85.5	123.4	0.24	3.6	24	66.6	16.3
DOC	CW	YG	MARB	BF	REA	API	TI	
10.4	36.2	-0.4	0.16	-0.079	0.97	128.6	80.6	

One of the stoutest females in the offering. High growth female out of one of our up and coming young cows. We expect big things from her.



# THE BRED HEIFERS



## Lot 57 RUBYS ROSETTA 0168H

Here is an interesting breeding piece. Big bones, stout, and hairy. Coming to you with a heifer calf on board who could pay for the whole deal. The Rosetta 535U cow is also the dam of 324A, dam of numerous high sellers and champions. Don't miss out.



## NFF WICKED B125

POPULAR AND PROLIFIC MEMBER OF THE WICKED COW FAMILY!



## Lot 58 RUBYS WICKED 0149H

Top 10% WW and YW in this Echo daughter. Back to a United daughter out of the great Wicked B125. Good stuff here on the cow side. They are bred to raise herd bulls!



# 57

Lot

## RUBYS ROSETTA 0168H

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

BD: 3/10/20 ASA: 3768614 TATTOO: 0168H

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

Dam RUBY/SWC GENTLEMAN'S JACK  
RUBYS ROSETTA 889F  
FCC ROSETTA 535U

Performance | ADJ. BW: 72 | ADJ. WW: 537

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.1	1.2	74.8	111.2	0.23	3.1	19	56.4	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
9.8	40.4	-0.17	0.19	-0.047	0.56	115.6	72.2	

### Lot 57 PLANNED MATING

AI BRED 4/25/21 TO KBHR SRIRACHA H127 (ASA: 3789514). HEIFER CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.8	-1.0	72.3	110.6	0.2	7.0	23.5	59.5	17.7
DOC	CW	YG	MARB	BF	REA	API	TI	
11.7	36.8	-0.28	0.27	-0.05	0.81	141.2	76.8	

# 58

Lot

## RUBYS WICKED 0149H

Homozygous Black | Homozygous Polled | PB SM

BD: 2/28/20 ASA: 3930800 TATTOO: 0149H

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

Dam W/C UNITED 956Y  
RUBYS WICKED 7E200  
NFF WICKED B125

Performance | ADJ. BW: 89 | ADJ. WW: 649

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	3.3	92.5	138.8	0.29	5	21.5	67.6	14.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.5	50.2	-0.24	0.15	-0.045	0.92	128.4	83.9	

### Lot 58 PLANNED MATING

AI BRED 4/14/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY  
PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.7	88.1	132.7	0.3	8.1	27.1	71.1	19.5
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	47.0	-0.29	0.53	-0.04	1.06	169.1	95.4	

# THE BRED HEIFERS



Lot 59 RUBY NFF BLACKBIRD 0201H

**59**

## RUBY NFF BLACKBIRD 0201H

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

BD: 4/1/20 ASA: 3768779 TATTOO: 0201H

Sire BCLR CASH FLOW C820

Dam S A V FINAL ANSWER 0035

MR NLC CASH FLOW 7125E

A & B BLACKBIRD 2210

MS NLC 144Y 4122B

A & B BLACKBIRD 8306

Performance | ADJ. BW: 85 | ADJ. WW: 607

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.2	1.5	83.9	136.9	0.33	7.9	17.2	59.1	20.3
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	37.7	-0.05	0.27	0.007	0.59	140	79.5	

### Lot 59 PLANNED MATING

AI BRED 6/16/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	-0.3	83.9	131.7	0.3	9.5	24.9	66.8	22.1
DOC	CW	YG	MARB	BF	REA	API	TI	
14.3	41.0	-0.2	0.59	-0.02	0.9	168.7	90.7	

Easy keeping Cash Flow daughter here. We really love the Cash Flow cattle and have been flushing our donors to him. A heifer with a balanced set of EPDs and will only get better bred to Homestead.

**60**

## RUBY NFF QUEEN 0151H

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

BD: 2/28/20 ASA: 3768651 TATTOO: 0151H

Sire BCLR CASH FLOW C820

Dam PVFS RUBY MADDEN 126Y

MR NLC CASH FLOW 7125E

RUBY NFF QUEEN 6197D

MS NLC 144Y 4122B

A & B QUEEN LASS 2347

Performance | ADJ. BW: 68 | ADJ. WW: 506

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	-0.2	72.1	120.1	0.3	2.8	15.8	51.8	20.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12.5	28	-0.24	0.26	-0.035	0.74	137.9	74.9	

### Lot 60 PLANNED MATING

AI BRED 5/6/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY

PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.6	-1.2	78.0	123.5	0.3	7.0	24.2	63.2	21.9
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	36.1	-0.29	0.59	-0.04	0.97	179	93.2	

Another high quality Cash Flow daughter out of a good Madden cow. Coming to you bred to Homestead with a heifer calf, which ought to work really well.





Lot 62 RUBYS JUANADA 0186H

62

Lot

**RUBYS JUANADA 0186H**

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

BD: 3/24/20 ASA: 3768751 TATTOO: 0186H

Sire WELSHS DEW IT RIGHT067T

Dam O C C SERGEANT 725S

WFB EXCITE DOES IT RIGHT

FCC JUANADA 923W

RUBY NFF EXCITEMENT X045

FCC JUANADA 914T

Performance | ADJ. BW: 76 | ADJ. WW: 607

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	1.1	64.5	99.8	0.22	4.4	22	54.2	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
11.2	31	-0.08	0.11	-0.022	0.37	114.6	64.4	

One of the best heifers in the whole deal here. Good looking, big bodied, stout made, super sound and backed by a high producing Ohlde bred Angus cow and comes with a heifer calf on board. Not sure what else a person can want. Her sire is a Dew It Right out Excalibur's full sister, so good stuff there too. She's a good, don't miss her!

**Lot 62 PLANNED MATING**

AI BRED 4/11/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). HEIFER CALF PREGNANCY

PREGNANCY BREED: 3/4 SM 1/4 AN

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.3	-0.5	73.8	112.9	0.3	7.8	27.4	64.2	19.9
DOC	CW	YG	MARB	BF	REA	API	TI	
13.1	37.5	-0.22	0.51	-0.03	0.79	156.3	83	

*Maybe One of the Best in the Sale!*

# THE BRED HEIFERS



Lot 63 RUBYS ARKDALE PRIDE 9G62



CDI CEO 281D - SIRE OF LOT 63

R  
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## 63 RUBYS ARKDALE PRIDE 9G62

Black | Polled | 3/4 SM 1/4 AN  
 Lot BD: 11/5/19 ASA: 3700279 TATTOO: 9G62

Sire W/C EXECUTIVE ORDER 8543B *Dam* PVFS RUBY MADDEN 126Y  
**CDI CEO 281D** **RUBYS ARKDALE PRIDE 6D85**  
 HOOK'S BEYONCE 82B EBY ARKDALE PRIDE 9001

Performance | ADJ. BW: 84 | ADJ. WW: 756

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.3	2.6	77.6	122.8	0.28	3.7	24	62.7	10.6
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	32.8	-0.37	0.11	-0.077	0.86	103.4	71.7	

### Lot 63 PLANNED MATING

AI BRED 6/9/21 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
 PREGNANCY BREED: PB SM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	0.3	80.6	124.6	0.3	7.4	28.4	68.7	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
12.2	38.4	-0.36	0.51	-0.06	1.03	161.4	91.4	

The lone CEO sired heifer in the sale. Good looking with added performance and sells safe to Homestead. He should work great on this one.

## 64 RUBY H028

Black | Polled | SimAngus  
 Lot NON-REGISTERED TATTOO: H028

### Lot 64 PLANNED MATING

AI BRED 5/2/21 TO KBHR HOMESTEAD H016 (ASA: 3789403). BULL CALF PREGNANCY  
 PREGNANCY BREED: SIMANGUS

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.5	-2.0	83.7	126.4	0.3	11.0	32.6	74.4	24.0
DOC	CW	YG	MARB	BF	REA	API	TI	
15.0	43.9	-0.34	0.91	-0.041	1.2	202.9	106.5	

Here is a commercial female that didn't DNA to an embryo. She is a nice female so I kept her around to make a bred out of. She is out of a Broker son and goes back to Aftershock on the cow side.



*Congratulations to our Junior Customers!*



50th Anniversary Simmental Open Show Reserve Purebred Calf Champion



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



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



Many Times Champion Female Congratulations Lauren Trauernicht!



Many Times Champion Female in Florida Congratulations Tyler Getzlaff!



Many Times Champion Female in Nebraska Congratulations Logan Buhrman!



Champion Purebred Futurity Heifer - Iowa Simmental Field Day  
Supreme Champion Heifer - Clarke County Fair  
Reserve Champion Overall Heifer - Northwest Missouri State Fair  
Congratulations Ellie Blackford!



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*Bull Sale*



**FEB 5, 2022**



2017 Grand Champion Pen of Five



2018 Reserve Grand Champion Pen of Five



2018 Reserve Grand Champion Pen of Three



2017 Grand Champion Pen of Three

# CHAMPION

## JUNIOR BREEDING HEIFER

**2021 MN State Fair Grand Champion Percentage Simmental Heifer**  
Rubys Rosetta H0051 - Congratulations Abigail Hotz!



**2021 IA State Fair Division Champion**  
Rubys Rosetta H0051 - Congratulations Abigail Hotz!



**2021 IA Simmental Association Futurity Champion**  
Congratulations Ty Becker!



**2019 San Antonio Livestock Exposition Grand Champion Simmental Female**  
Purchased as lot 28 in the 2018 "Livin' The Dream" Production Sale  
Congratulations Morgan Culpepper!



**2019 San Antonio Livestock Exposition Reserve Grand Champion Simmental Female**  
Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company.  
Congratulations Morgan Culpepper!



**2019 Houston Livestock Show and Rodeo Reserve Champion Simmental Heifer**  
Purchased in the 2018 Cowtown Classic. Raised with Shipwreck Cattle Company.  
Congratulations Morgan Culpepper!



**2019 Sioux Empire Farm Show Supreme Grand Champion Female.**  
WAWC Miss Valerie 155F. Her dam, RUBYS Princess 3108A was purchased as a bred heifer by Willie Weis as lot 71 in the 2014 "Livin' The Dream" Production Sale  
Bred by Willie Weis. Congratulations to Austin Foss!



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



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



**2019 National Western Stock Show Junior Show Division I Champion, 2019 FWSS Reserve Division Champion, Third Overall Purebred Simmental at the South Central Regional Simmental Show in Stillwater, Oklahoma. This female was marketed through the Cowtown Classic with Shipwreck Cattle Company and purchased by Bar QH Simmentals of Illinois as the high selling lot!**  
Congratulations Bodie Shipman & Bar QH Simmentals!



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



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



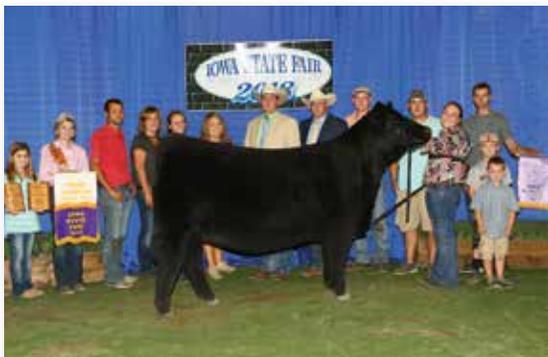
**2019 AJSA Western Regional Classic Grand Champion Percentage Female**  
 Purchased as lot 13 in the 2019 Fall Born online sale.  
 Congratulations to Lauren Trauernicht!



**2018 AJSA Summer Classic Grand Champion Bred & Owned Purebred Simmental**  
 Shown by Kiersten Jass. The first born daughter of the 2015 Livin' The Dream high selling female that was Reserve Grand Champion Purebred at the 2016 AJSA Summer Classic.



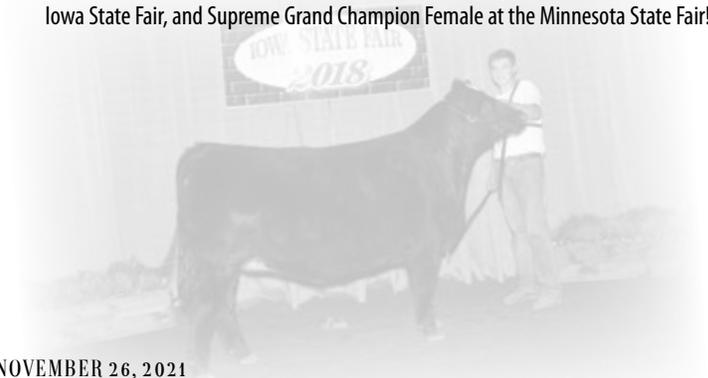
**2018 Iowa State Fair Grand Champion Percentage Simmental**  
 Shown by Tanner Curtin. Her dam was a high seller in 2014.  
**Purchased by Recks, Lashmett, and Weis.**  
**Congratulations to all involved!**



**2018 Iowa State Fair Grand Champion Purebred Simmental**  
 Bred & Owned by Kiersten Jass! This heifer's dam was the high seller in 2015 and went on to be Reserve Grand Champion at the AJSA Summer Classic in Des Moines, IA as well as several other major feats during her career!



**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!





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# LIVIN' THE DREAM

ANNUAL PRODUCTION SALE

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