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FUNCTIONAL | PREDICTABLE | PROFITABLE

# THE BULL SALE

*Saturday, February 1, 2025 at 1:00 PM in Murray, Iowa*



## *Sale Schedule*

**Friday, January 31, 2025**

Bulls and Females on display all day.

**Saturday, February 1, 2025**

Bulls and females on display at 9:00 am

Lunch served at 12:00 pm

Sale Begins at 1:00 pm CST

## *Open House*

Join us Saturday, January 25 or  
Sunday, January 26, 2025 for our Open House!  
Visitors are welcome anytime to view this year's  
offering.

## *Sale Location*

Ruby Cattle Company

1170 Elk Street, Murray, IA 50174

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 Street. West  
one mile on Elk Street to the facility. If you are coming from Creston  
go 20 miles east on Highway 34 to County Rd R15.  
Do not use GPS directions!

## *Updates*

Stay tuned to the Ruby Cattle Co. Facebook page for  
weather updates and schedule changes.

Visit [www.rubycattleco.com](http://www.rubycattleco.com) or  
[www.innovationagmarketing.com](http://www.innovationagmarketing.com) for additional  
updates and supplement information.



# R





## Welcome Cattle Enthusiasts.

Another year has flown by and what a time to be in the cattle business! There is no better time to invest in quality genetics that will add value to your calf crop and your bottom line. We have worked tirelessly and invested in genetics to make these bulls add value from the time their calves hit the ground to long after they are gone. I talk about the females behind these bulls when writing my footnotes and we think that the factory that produces these things is the most important piece of the puzzle. We have genomically tested almost all the animals in the sale, so we feel confident that gives us some foresight on what to expect in the next generation.



This is the best set of bulls we have raised, period! The quality is exceptional top to bottom. We feel that you won't see much difference between the first bull that will sell to the last bull through the ring. We are selling more Age Advantage, fall born bulls than we ever have before. We develop these fall bulls at a slower pace than our springs because they have the luxury of extra age and maturity when it is time to go to work. You will notice smaller weaning and yearling weights in comparison to our spring borns, but that is by design. Use the EPDs to compare the different age groups of these bulls, it is the best possible tool to do so. We ask the spring bulls to work at a younger age, so we feel it is prudent to give them a few more groceries and have them more ready to go from a developmental standpoint.

Our cowherd is run like any commercial cow herd. They go to grass in April and don't come home until December. We graze fescue grass with no supplementation other than a good mineral program. Our bulls are developed on a high roughage, TMR diet. We made this switch several years ago from using the antiquated method of self-feeders. We feel it gives the bulls a more natural look all while adding to their life as herd bull working in your herd. We check foot quality several times throughout the year on these bulls and do our best to cull any problems. Mother nature can always throw us a curveball, so if you ever have a problem, please reach out. We will have all the bulls semen tested and give them a pre-breeding vaccine before the sale. If we need to recheck any bulls, we will announce that at sale time. All animals selling have been tested BVD-PI negative.

The females are as deep in quality as ever with several donor prospects in the offering. Several of our top cow families are represented in this group. I know without a doubt, a handful of these females could have won shows, and many others are primed to raise the next generation of high value commercial bulls and breed leading females. We run these heifers on grass all summer long with no supplementation. They know what the real world is like and will be ready to go to work for you when you put them into production. When green grass comes, they know what to do and won't be looking for the feed wagon.

We invite you to stop by anytime and view the offering, our door is always open. I cannot reiterate enough the depth of quality in this year's sale. We hope you will plan a visit to see them with your own eyes. If you can't make it, check out DV Auction for sale videos and online bidding. We know there are many options when it comes to buying a bull and we truly appreciate you taking the time to view our offering.

Thank you for your consideration,

*Nate, Leslie, Creed & Parker Ruby*

*Ruby Cattle Co.*

Nate, Leslie, Creed & Parker Ruby

Kagan Johnson - Herdsman | 1170 Elk Street, Murray, IA 50174

Nate Cell - 515-450-0112 | Leslie Cell - 515-450-0259 | Kegan Cell - 515-343-7800

[rubycows@grm.net](mailto:rubycows@grm.net)



Nate, Leslie, Creed & Parker Ruby



Kegan & Aaelah Johnson



# INNOVATION

— AgMarketing, LLC —

*Cattleman.*

A true breeding program is established through vision, focus, and discipline. Very few breeders have the strength of mind and will to see one through. Many get sidetracked by a fad or a picture of the second coming and then turn to what's easy. As we all know, all of life's rewards and accomplishments don't come easy, sacrifice or compromise must be made to see the vision through. Ruby Cattle Company has always maintained a course, path, or direction regardless of phenotype or genotype. The "ground up" firm is very familiar with adversity and how to power through the challenges any modern day agricultural entity has in its path and that is why the "R Diamond" will be a player in the industry for the next generation to come and most likely beyond.

Nate and Leslie tied into two elite cow families in the early years and added a select few along the way, and those cow lines still exist today. Nate sampled a variety of sires early on as well and then settled into those that carried the prefix and the brand until he switched breeding directions almost five years ago. The foundation for flawless phenotype, skeletal integrity with quality, and body shape built the program in the formative years, and that enabled the smooth transition into what the program is today. As most of you know, Nate sampled some of the breed's biggest numbered sires with big spread carcass profiles before making the trip to North Dakota to invest in the number one API sire of the breed, KBHR Homestead H016, and a red-hided calving ease prospect known today as KBHR Sriracha H127. He maintained the course and exclusively used the herd sires with limited looking over the top rail other than to sample some of the big growth sires like LBRS Genesis G69. From that point on, the new direction took the course, and the vision hasn't wavered an ounce away from the documented brand of seedstock that you can find on Elk Street in Murray, Iowa.

This year's offering is saturated with industry merit! The cattle are bred with convenience and low input labor and management in mind along with the "born and raised" fescue adaptability. They are genetically superior and have the data to support the statement. Ruby Cattle Company has always been at the forefront of data submission, and it was once said that they turned in as much data and information as any breeder in the system. Why would you not want to do business with a firm that is willing to turn any bull in the offering behind a set of cows as they simply trust the process and the methods that have built the dynasty in southern Iowa. Please consider this opening dialogue to be your invitation to the 2025 Ruby Cattle Company Production Sale to be held on February 1st in first class auction venue on 1170 Elk Street, Murray, Iowa. The cattle will be very good, but the hospitality will be some of the best to experience in the business. If you should need any assistance with your selection process, please do not hesitate to reach out to any member of the Innovation Ag Marketing team to assist in any way. We hope to see you all there on sale day or prior to for a one on one showing from Nate.

Please enjoy the offering,

*Graham Blagg, Jared Shipman, Tim Anderson*





# THE RUBY CATTLE COMPANY BULL SALE

*Sale Time: 1:00 pm | Sale Location: At the Farm*

## SALE DAY PHONES

Nate Ruby - 515-450-0112  
Leslie Ruby - 515-450-0259  
Chad Lukavsky - 641-344-1009  
Shelby Dooley - 641-216-3267  
Kiersten Jass - 515-408-4918  
Kegan Johnson - 515-343-7800

## AUCTIONEER

Col. Jered Shipman - 806-983-7226

## SALE MANAGEMENT

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

## MARKETING REPRESENTATIVES

Mitchell Armitage - 405-641-9438  
Austin Brandt, Lee AgriMedia - 712-631-1829  
Jeremie Ruble - 406-581-7940  
Kelly Schmidt - 406-599-2395  
Craig Talkington - 785-623-1789  
Jay Stowater - 515-320-3167

## ACCOMMODATIONS

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

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

## HEALTH

Bulls have been vaccinated under veterinary recommendations. All bulls have been tested negative for BVD. The dams that represent the bulls in this offering have been tested negative for Johne's disease. Sale vet will assist buyers on health status for specific states.

## TERMS & CONDITIONS

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

## INSURANCE

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

## RETAINED INTEREST

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

## EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Spring 2025 numbers.

## RISK

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

## UPDATES AND SALE ORDER

Additional information and sale order can be found at the InnovationAgMarketing.com website and on their Facebook page.

## ANNOUNCEMENTS

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

## LIABILITY

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

## FREE YARDAGE

Bulls are allowed to stay at the farm free of charge until April 1, 2025.

## TRUCKING

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

## AD AND CATALOG PRODUCTION

THM Promotions - Tracy McMurphy - 806-679-0231

## VOLUME DISCOUNTS

3 bulls 3% | 4 bulls 4% | 5 bulls or more 5%

**DVAuction**  
Broadcasting Real-Time Auctions  
www.dvauction.com



*So Many Blessings  
Livin' The Dream!*





# THE BULL OFFERING

*Sires bred to transmit power and performance.*







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## LOT 1 RUBYS HEAD START 3L105

The Linda 721E donor has made a strong case as one of the premier bull-producing females of the breed, and the two direct sons, selling as lots one and two, will continue to grow that legacy. We've been fortunate to raise some very good bulls that have gone on and sold lots of semen and, in turn, made an impact on the breed. The special bulls, come with an "It" factor that is hard to describe. You know at a young age that they are special and as they mature and do everything right, you can't help but get more excited. This pair of brothers have had that "It" factor and the fact that they are both calving ease sires with NO Beacon and NO Sugar C4 takes their mating flexibility to another level! The 3L105 stud is a beast. It is so challenging to raise calving ease bulls with the growth potential combined with extra mass and density he possesses. With the current industry pressure to get these cattle bigger, his added frame size and length get me excited for his projected use as an A.I. sire. He is one of the biggest framed and longest sided bulls we have in this year's offering. We love his head shape and the extra extension and masculine presence through his front end. He is thick and stout made with the smooth muscle pattern that still reads calving ease. When asked to go, he's one of the longest and most fluid in his stride as he sets on an awesome foot with plenty of substance. There is not a doubt in my mind that he is a big time breeder bull that should generate huge in semen and progeny sales.

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### RUBYS HEAD START 3L105

DOB: 9/25/23

Reg: 4370993

Tattoo: 3L105

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

WS ALL-AROUND Z35

**RUBYS LINDA 721E**

RUBYS LINDA 341A

Adj. BW	83
Adj. WW	788
Adj. YW	1215
BW Ratio	ET
WW Ratio	ET
YW Ratio	ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
24.6	-1.9	84.7	130.9	14.6	25.9	0.29	20.9	68.1	15.4	46.3	-0.4	0.46	-0.07	1.16	175	97.1
1%	10%	25%	25%	1%	30%	25%	1%	25%		10%	15%		10%	4%	10%	



**RUBYS OUTER LIMITS 935G**

Maternal Brother to Lots 1-4



**RUBYS LINDA 721E**

Prolific Dam of Lots 1-4



**LOT 2 RUBYS HEAD START 3L89**

The baldy brother of the pair takes the combination of eye appeal and genetic progress to the next level. This cool looking, big bodied stud is what we expected when we mated the calving ease king, Head Start, to the performance Queen 721E. Check out the data set on this guy. The combination of calving ease, growth, maternal, docility, carcass traits, and breed leading indexes helps propel him to a level all his own. Another 721E son that has big time semen sales potential.

**SFG HEAD START H0509**

Sire of Lots 1 &amp; 2

**LOT 3 RUBYS HERCULES 3L94**

I have thought long and hard about retaining this bull to put back on our Sriracha daughters. He's a great looking bull that provides added muscle shape in a calving ease package. We love the balanced he offers on paper to go along with his outcross pedigree. If your looking for a red carrier black bull with a royal pedigree, here he is.

**RUBYS GENESIS K266**

Maternal Brother to Lots 1-3 &amp; Full Brother to Lot 4

**2****RUBYS HEAD START 3L89**

DOB: 9/21/23

Reg: 4370946

Tattoo: 3L89

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

WS ALL-AROUND Z35

**RUBYS LINDA 721E**

RUBYS LINDA 341A

Adj. BW	78
Adj. WW	708
Adj. YW	1137
BW Ratio	ET
WW Ratio	ET
YW Ratio	ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22	-2.2	88.8	135.2	13.1	25.9	0.29	21.7	70.2	14	44.5	-0.41	0.62	-0.08	1.1	179	103.5
1%	5%	15%	20%	1%	30%	25%	1%	20%		10%	4%	30%	15%	3%	2%	

**3****RUBYS HERCULES 3L94**

DOB: 9/21/23

Reg: 4371045

Tattoo: 3L94

IR IMPERIAL D948

**HOOK'S HERCULES 209H**

CLRS ELATED 729E

WS ALL-AROUND Z35

**RUBYS LINDA 721E**

RUBYS LINDA 341A

Adj. BW	76
Adj. WW	636
Adj. YW	1063
BW Ratio	93
WW Ratio	103
YW Ratio	104

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20	-2.7	87	135.1	10.6	24.8	0.3	18.2	68.2	19.1	46.8	-0.29	0.52	-0.04	1.09	181.3	100
1%	3%	20%	20%	3%		20%	3%	25%	15%	10%	10%		15%	2%	4%	



**LOT 4 RUBYS GENESIS 486M**

We answer calls all the time about the Quadrant bull that the super progressive Mertz family at River Creek Farms invested in 2 years ago. We love his calves and have heard nothing but positive results from their operation as well. Here is your chance to add a full brother to your operation. Check out this guys EPD data. Calving ease, breed leading growth, maternal, docility, carcass, and Indexes. This bull reminds me the most of any of the full brothers we have had and think he can make a big impact wherever he lands. Here's a great chance to land a full brother to a bull that is literally taking the breed by storm.

**RUBYS QUADRANT 210K**  
\$80,000 Full Brother to Lot 4**LOT 5 RUBYS GLOBAL 477M**

A long bodied, bigger framed son of Global and 341A. He's loose made, athletic, and built for the long haul. His full sisters in our replacement pen look incredible. Remember these 341A sons are all maternal brothers to the great 721E donor.

**RUBYS GOLD 2K25**  
Maternal Brother to Lots 5-7**4****RUBYS GENESIS 486M**

DOB: 1/27/24

Reg: 4410299

Tattoo: 486M

WS PROCLAMATION E202

**LBRS GENESIS G69**

LBR DIANA D69

WS ALL-AROUND Z35

**RUBYS LINDA 721E**

RUBYS LINDA 341A

Adj. BW	99
Adj. WW	714
Adj. YW	1230
BW Ratio	ET
WW Ratio	ET
YW Ratio	ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.4	0.1	103.9	156.2	7	27.1	0.33	21.3	79	16.8	55.7	-0.22	0.69	-0.04	0.99	180.4	110.1
10%	30%	1%	2%	35%	20%	10%	1%	2%		2%		2%		25%	2%	1%

**5****RUBYS GLOBAL 477M**

DOB: 1/20/24

Reg: 4410416

Tattoo: 477M

WS PROCLAMATION E202

**KBHR GLOBAL J138**

BAR CK MS X38 106Z

PVFS RUBY MADDEN 126Y

**RUBYS LINDA 341A**

X517P

Adj. BW	83
Adj. WW	718
Adj. YW	1154
BW Ratio	ET
WW Ratio	ET
YW Ratio	ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.2	-0.8	74.9	119	10.9	29.6	0.28	16.1	66.9	16.5	33.9	-0.32	0.45	-0.08	0.73	164.5	89.3
1%	15%			2%	10%	30%	10%	30%		30%		15%			10%	20%





**LOT 6 RUBYS RESERVE 406M**

I think this bull has changed the most of any in the group since weaning. He had an old recip cow nearing the end of her productive life and didn't do the best job raising this guy, but he has absolutely exploded since we weaned him. One you have to appreciate for his balance on paper and in person. He's an attractive made bull that is soft sided and athletic in his build, yet still brings plenty of power to the table. His dam, 341A, has had arguably as much impact on our herd as any female. She is starting to get some age on her and there won't be many more of these sons.



**RUBYS GOLD 2K44**

Maternal Brother to Lots 5-7



**LOT 7 RUBYS RESERVE 420M**

Big, stout, powerful made bull here with extra bone and substance. He's good sized with great body length and extra power. We think he is a bull that can produce those calves you will love, regardless of gender.



**RUBYS TURNPIKE OH35**

Maternal Brother to Lots 5-7

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**RUBYS RESERVE 406M**

DOB: 1/1/24

Reg: 4410297

Tattoo: 406M

HHS MR ENTOURAGE 867B

**LCDR RESERVE 210J**

LCDR MS ECHO 43E

PVFS RUBY MADDEN 126Y

**RUBYS LINDA 341A**

X517P

Adj. BW 78

Adj. WW 599

Adj. YW 1149

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.9	0	87.5	131.2	8.1	25.5	0.27	17.3	69.2	16.3	49.5	-0.44	0.29	-0.07	1.32	152.9	91.3
10%	30%	20%	25%	20%	30%	35%	4%	20%		4%	30%	30%		2%	20%	15%

**7**

**RUBYS RESERVE 420M**

DOB: 1/2/24

Reg: 4410270

Tattoo: 420M

HHS MR ENTOURAGE 867B

**LCDR RESERVE 210J**

LCDR MS ECHO 43E

PVFS RUBY MADDEN 126Y

**RUBYS LINDA 341A**

X517P

Adj. BW 81

Adj. WW 746

Adj. YW 1243

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.3	-0.9	84	119.9	7.3	25.5	0.22	16.5	67.5	14.8	37.6	-0.54	0.35	-0.10	1.31	151	91.8
20%	15%	30%	30%	30%		10%	25%		20%	3%	25%	15%	2%	25%	15%	



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**RUBYS ESSESTIAL 4104M**

DOB: 2/3/24

Reg: 4410329

Tattoo: 4104M

GIBBS 7382E BROAD RANGE  
**GIBBS 9114G ESSENTIAL**  
 GIBBS 7153E STAR 3136A

CLRS GUARDIAN 317G  
**RUBYS LINDA 193J**  
 RUBYS LINDA 721E

Adj. BW 79  
 Adj. WW 789  
 Adj. YW 1308  
 BW Ratio 97  
 WW Ratio 114  
 YW Ratio 111

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.1	-1.6	101.6	164.2	9.3	28.7	0.39	13.8	79.4	18.7	50.4	-0.33	0.49	-0.03	1.35	180.4	107.4
4%	10%	2%	1%	10%	15%	1%	25%	2%	15%	4%		10%		1%	2%	1%

Everyone told me to give the Essential calves time before I rushed to judgement, and that was the case here. 4104M started as a small, gangly calf that since he was born has not had a bad day. He has really turned it on and has exploded the last 30 days. If you want to add size and growth, without sacrificing calving ease, maternal traits, or carcass quality, here is your bull. Big time index scores and note that his dam is a direct daughter of 721E, so you know that predictability is bred in. I really like this one a lot.

**LOT 8 RUBYS ESSESTIAL 4104M**

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**RUBYS GENESIS M455**

DOB: 2/19/24

Reg: 4410434

Tattoo: M455

WS PROCLAMATION E202  
**LBR GENESIS G69**  
 LBR DIANA D69

CLRS GUARDIAN 317G  
**RUBYS LINDA 193J**  
 RUBYS LINDA 721E

Adj. BW 74  
 Adj. WW 797  
 Adj. YW 1170  
 BW Ratio ET  
 WW Ratio ET  
 YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.2	-0.9	104	159.5	5.7	24.4	0.35	12.6	76.4	15.5	56	-0.28	0.75	-0.04	1.18	181.3	113
30%	15%	1%	2%		4%		4%		2%		2%		10%	2%	1%	

The Genesis bull has been a go to sire for producing cattle with extra body length, muscle shape, and frame size. We have several daughters working in our herd and we love them in production as well. Our goal is to cram as many positive traits into these cattle as we can, whether we can measure those traits or not. When you look at the measurables of this bull, he offers so much good. His breed leading index figures highlight his ability to produce maternal and terminal cattle. What we have a hard time quantifying is the cow family he comes from and all the good they do. They are fertile, easy keeping females with excellent feet and udders, calve on their own, are good mothers that are good natured and easy to work with and raise calves that add value to whatever operation they are working for. This one checks all the boxes and is backed by one of the best cow families in the business.

**LOT 9 RUBYS GENESIS M455**

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**RUBYS ICONIC M453**

DOB: 2/18/24

Reg: 4410437

Tattoo: M453

MUSGRAVE 316 STUNNER  
**DB ICONIC G95**  
 DB MS DISCOVERY D13

WS PROCLAMATION E202  
**RUBYS LINDA 160J**  
 RUBYS LINDA 721E

Adj. BW 82  
 Adj. WW 744  
 Adj. YW 1253  
 BW Ratio ET  
 WW Ratio ET  
 YW Ratio ET

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.5	-0.9	102.9	163.5	7.1	24.9	0.38	19.3	76.6	16.8	51	0.08	0.94	0.02	0.41	185	111.5
15%	35%	1%	1%		3%	2%	4%	30%	10%		2%			2%	1%	

Pay attention here. An Iconic son out of a Proclamation 721E. He's good looking, big bodied, stout made, with great feet and legs. Check out his EPD profile, it's really hard to make them any better across the board than this guy. A breeder quality bull that even though is a bit younger, holds his own in a deep pen of bulls. He's bred very similar to the dam of the 485M bull. Good stuff here.

**LOT 10 RUBYS ICONIC M453**





## LOT 11 RUBYS HOMESTEAD 485M

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A true sale feature here! We were awaiting his arrival as soon as his dam was confirmed pregnant with a bull calf and he undoubtedly, has lived up to expectations. The full brother to his dam, Rubys Reflex 258K, was a high seller in the sale two years ago in an offering that sent several bulls to work in breeder programs. The report on the calves by "Reflex" from Zane Wicks have been extremely positive and those reports have raised the bar of expectations for this calf. The dam of this bull is good looking, big centered, stout made with a great udder and feet. This bull is cut out of the same mold. We love his look, his body depth and rib shape, his stoutness and his voracious appetite. In a world where we are asking these steers to feed to a higher weight, one thing that I think is the utmost importance is appetite. When you walk in this pen, he is always the fullest bull, which has also allowed him to be one of the fastest growing, heaviest calves in the group. One thing I always try to tell visitors is that we feed all bulls from a calf crop together. If a bull is heavier conditioned, its because he had the drive and ability to be that way and vice-versa with one that isn't as far along. This calf reminds me so much of Quadrant in his contemporary group. A few people asked if I had give him preferential treatment as he was a good eater and convertor and was always a half condition score or more better than his contemporaries. I guess at the end of the day what I am trying to say is cattle like this are few and far between and they separate themselves for a reason. Here is a true beef bull ready to benefit the industry.

## 11 RUBYS HOMESTEAD 485M

DOB: 1/26/24

Reg: 4410407

Tattoo: 485M

HOOK'S BEACON 56B

**KBHR HOMESTEAD H016**

WS MISS SUGAR C4

DB ICONIC G95

**RUBYS LINDA 257K**

RUBYS LINDA 721E

Adj. BW 85  
Adj. WW 849  
Adj. YW 1378  
BW Ratio 104  
WW Ratio 123  
YW Ratio 117

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.9	-2.2	98	154.3	9.4	30.5	0.35	22.1	79.6	19.9	48.1	-0.16	1.01	-0.01	0.92	198.5	113.6
10%	20%	3%	3%	15%	10%	10%	1%	2%	5%	15%	2%	15%	1%	1%		



**KBHR HOMESTEAD H016**

Sire of Lots 11 & 12



**DB ICONIC G95**

Maternal Grandsire of  
Lot 11





**LOT 12 RUBYS HOMESTEAD 3L132**

**12**

**RUBYS HOMESTEAD 3L132**

DOB: 10/15/23

Reg: 4371047

Tattoo: 3L132

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
 WS MISS SUGAR C4  
 OVAL F ECHO E709  
**RUBYS LINDA 9G52**  
 RUBYS LINDA 721E

Adj. BW 92  
 Adj. WW 644  
 Adj. YW 1079  
 BW Ratio 113  
 WW Ratio 104  
 YW Ratio 105

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.3	-1.1	89.9	135.1	7.5	31.3	0.28	16.3	76.1	20.4	45.6	-0.35	0.59	-0.06	1.12	179	101.5
10%	15%	15%	20%	25%	5%	30%	10%	4%	5%	10%	5%		10%	3%	3%	

One of the stoutest made, burliest bulls we have in the offering. He's as big butted as anything in the sale and combines that with one of the most impressive EPD profiles in the offering. He reads to me as more of a power bull than calving ease, but he also has great maternal and carcass projections to go along with his breed leading indexes. Being a member of the Linda family really adds to his appeal.

**13**

**RUBYS HEAD START 3L96**

DOB: 9/21/23

Reg: 4370979

Tattoo: 3L96

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
 SFG JERRI E97  
 CLRS GUARDIAN 317G  
**RUBYS LINDA 1J21**  
 RUBYS LINDA 9G52

Adj. BW 92  
 Adj. WW 686  
 Adj. YW 1074  
 BW Ratio 113  
 WW Ratio 111  
 YW Ratio 105

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.5	-0.7	94.1	148.6	11.1	24.3	0.34	15.1	71.2	17.2	28.8	-0.38	0.53	-0.06	0.99	176.3	102.5
2%	20%	10%	5%	2%		10%	15%	15%	35%		10%		25%	3%	2%	

Another Linda family member and another top end herd bull prospect. He is one of the most rugged Head Starts in the offering and boasts one of the most impressive EPD sets in the sale. He is a tremendous spread bull that offers great maternal and carcass value. His big blaze face only adds to his appeal.

**14**

**RUBYS HEAD START 3L100**

DOB: 9/22/23

Reg: 4370918

Tattoo: 3L100

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
 SFG JERRI E97  
 HOOK'S EAGLE 6E  
**RUBYS LINDA 1J52**  
 RUBYS LINDA 721E

Adj. BW 68  
 Adj. WW 649  
 Adj. YW 1033  
 BW Ratio 83  
 WW Ratio 105  
 YW Ratio 101

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.6	-5	76.8	125.1	12.9	23.4	0.3	18.9	61.7	16.4	36	-0.29	0.73	-0.04	0.95	191.9	102.2
1%	1%		35%	1%		20%	2%			25%		2%		35%	1%	3%

We love this baldy bull. He's out of a first calf Eagle x 721E daughter that has entered our donor pen. We calved over 60 heifers in the this fall group and I can say without reservation she had the nicest udder of any of her contemporaries. That's high praise as udder quality is paramount to us. This is one of the biggest bodied, softest made bulls in the offering. He screams maternal sire to me. In fact, I've always thought that sexed semen from this guy could have lots of value. Here is a big time calving ease sire that doesn't sacrifice growth and boasts breed leading index values. Remember, no Beacon or Sugar in this pedigree either.

**LOT 14 RUBYS HEAD START 3L100**







LOT 15 RUBYS HEAD START 3L34

15

15

## RUBYS HEAD START 3L34

DOB: 9/10/23

Reg: 4370952

Tattoo: 3L34

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

CLRS GUARDIAN 317G

**RUBYS LINDA J1109**

RUBYS LINDA 341A

Adj. BW	89
Adj. WW	577
Adj. YW	1021
BW Ratio	109
WW Ratio	93
YW Ratio	100

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.9	-2.8	87.3	132.8	11.1	24.4	0.28	13.6	67.9	17.7	37.5	-0.42	0.29	-0.08	1.06	164.9	94.9
1%	3%	20%	20%	2%	30%	30%	25%	25%	20%	30%	15%	10%	10%			

This blaze faced stud is one of my favorite Head Start sons in the offering. He's one that will command your attention with his awesome profile, yet still provides plenty of punch for a bull that reads with the Calving Ease he does. He projects as one of the higher growth Head Starts as well and frankly a bull that can do just about anything you want him to do. A great combination of calving ease, growth, maternal and carcass traits. He also hails from the Linda cow family so expect him to breed on his quality.

## VOLUME DISCOUNTS

3 bulls 3% | 4 bulls 4% | 5 bulls or more 5%





**LOT 16 RUBYS HEAD START 487M**

I'm not sure where else you can go in the country to find a high percentage bull that looks like this and can still offer this kind of genomic value. Obviously his picture speaks for itself, but check out the neck on this guy! Not only is he just a pretty picture but he is a big middled, dense made bull who's genomics indicate is heifer safe, with a top 5% STAY number and an API in the top 5% of the breed as well. Please note he is also a member of Linda cow family that offers a different twist with the Whitewater bull thrown into the mix. Here's a unique individual with an outcross pedigree that can see a lot of use.



**RUBYS WHITEWATER 354L**  
Full Brother to Dam of Lot 16



**LOT 17 RUBYS HEAD START 472M**

Everyone loves a baldy and how much value can a baldy bull add on a group of black heifers when they offer this kind of look coupled with breed leading calving ease figures. Top 10% index numbers and backed by the Linda cow family.



**RUBYS GUARDIAN 107J**  
Full Brother to Dam of Lots 17 & 18

**16**

**RUBYS HEAD START 487M**

DOB: 1/27/24 Reg: 4410382 Tattoo: 487M

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

HCC WHITEWATER 9010  
**RUBYS LINDA 298K**  
RUBYS LINDA 341A

Adj. BW 82  
Adj. WW 740  
Adj. YW 1183  
BW Ratio 101  
WW Ratio 107  
YW Ratio 101

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.3	-3.4	71.3	106.5	13.2	27.2	0.22	14.1	63	19.7	33.2	-0.31	0.55	-0.03	1.04	169.5	87.8
1%	10%		1%	25%	30%		10%	25%	25%		10%	10%	30%			

**17**

**RUBYS HEAD START 472M**

DOB: 1/19/24 Reg: 4410356 Tattoo: 472M

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

CLRS GUARDIAN 317G  
**RUBYS LINDA K255**  
RUBYS LINDA 341A

Adj. BW 83  
Adj. WW 635  
Adj. YW 1105  
BW Ratio 102  
WW Ratio 92  
YW Ratio 94

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.2	-3.5	78.3	124.4	11.1	24.4	0.29	15.4	63.4	16	48.9	-0.48	0.44	-0.09	1.33	169.3	94.7
1%	2%	35%	2%	25%	15%		5%	15%	15%	30%	2%	10%	10%			





Big time calving ease prospect here that is a descendant of the great Linda cow family. Along with his calving ease potential, he offers top end STAY, MARB, and API. An attractive made bull to use on heifers and keep daughters out of.



**SFG HEAD START H0509**  
Sire of Lots 13-18

**LOT 18 RUBYS HEAD START 455M**



A baldy, female maker here! I really don't understand why he doesn't have a higher docility EPD as he is the easiest going bull in the pen. He will sire those big bodied, easy fleshing replacement females that will set your herd up for success for years to come.



**BALDRIDGE WAYLON W34**  
Maternal Grandsire of Lot 19

**LOT 19 RUBYS RESERVE 3L79**

**18**

**RUBYS HEAD START 455M**

DOB: 1/11/24 Reg: 4410302 Tattoo: 455M

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

CLRS GUARDIAN 317G  
**RUBYS LINDA K261**  
RUBYS LINDA 341A

Adj. BW 70  
Adj. WW 663  
Adj. YW 1077  
BW Ratio 86  
WW Ratio 96  
YW Ratio 92

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
23.1	-5.6	69.4	103.5	13.4	24.4	0.21	13.6	59	20.7	24.6	-0.36	0.62	-0.06	0.86	191.6	95.5
1%	1%		1%		30%		4%		4%					1%	10%	

**19**

**RUBYS RESERVE 3L79**

DOB: 9/19/23 Reg: 4370956 Tattoo: 3L79

HHS MR ENTOURAGE 867B  
**LCDR RESERVE 210J**  
LCDR MS ECHO 43E  
BALDRIDGE WAYLON W34  
**RUBYS LINDA 870F**  
RUBYS LINDA 443B

Adj. BW 73  
Adj. WW 585  
Adj. YW 919  
BW Ratio 90  
WW Ratio 95  
YW Ratio 90

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.6	-1	68.3	103.9	10.2	20.1	0.22	13.7	54	15.6	26	-0.27	0.45	-0.03	0.84	140.6	79.2
30%	35%		10%		35%		35%		35%					25%		





**LOT 20 RUBYS HOMESTEAD 3L97**



**RUBYS PRECIOUS H047**  
Dam of Lots 20-24



**KBHR HOMESTEAD H016**  
Sire of Lots 20-23

**20**

**RUBYS HOMESTEAD 3L97**

DOB: 9/22/23 Reg: 4370968 Tattoo: 3L97

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4  
  
W/C BANKROLL 811D  
**RUBYS PRECIOUS H047**  
GLS PRECIOUS Y19

Adj. BW 98  
Adj. WW 732  
Adj. YW 1111  
BW Ratio ET  
WW Ratio ET  
YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.2	-0.1	94.7	147.1	10.3	26.6	0.33	15.1	73.9	18	45.5	-0.34	0.59	-0.06	1.06	179.6	103.6
2%	25%	10%	10%	3%	25%	10%	15%	10%	25%	10%	5%		15%	2%	2%	

A big time sale feature here! Without a doubt, one of the stoutest made bulls in the entire offering. I'm not sure we have raised a bull that combines so much power with this kind of look, center body dimension, and the correctness in the way his skeleton is assembled. What really makes him an outlier in our opinion, is his combination of phenotype with such an awesome data set. He is in the top 25% or better for every measurable trait. He has just enough white that I think you can expect him to sire more white faced calves than not. I could go on and on about this guy all day, but the fact of the matter is that we think he has the ability to market a bunch of semen and we are excited for his future.





## LOT 21 RUBYS HOMESTEAD 3L16

19

The solid black brother has always been the longest, coolest necked one of this set of flushmates. I have always thought this one could work really well for people to breed their show heifers to without sacrificing look and adding more genomic power. This stout made bull is built with as much style and look as any animal I have seen with this kind of data set. I realize a blaze face is not for everyone and in many situations, I think this one has the ability to market his fair share of semen.

21

### RUBYS HOMESTEAD 3L16

DOB: 9/15/23

Reg: 4370999

Tattoo: 3L16

HOOK'S BEACON 56B

**KBHR HOMESTEAD H016**

WS MISS SUGAR C4

W/C BANKROLL 811D

**RUBYS PRECIOUS H047**

GLS PRECIOUS Y19

Adj. BW 64

Adj. WW 529

Adj. YW 992

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17	-1.1	90.6	139	9.5	26.6	0.3	14.7	71.9	17.8	35.9	-0.33	0.53	-0.05	0.99	173.7	100.3
4%	15%	15%	15%	10%	25%	20%	20%	15%	25%	25%	10%		25%	4%	4%	



### RUBYS PRECIOUS 2167K

\$40,000 Valued Full Sister to Lots 20-23



**LOT 22 RUBYS HOMESTEAD 3L81**

Cut from the same cloth as his brother, but as you can see with his data set, this one reads as more of the pure calving ease option of the goggle eyed brothers. In comparison to his powerful brother, he is a bit more refined in his muscle pattern as one would expect with his added calving ease, but make no mistake about it, he is still well above average in terms of stoutness. I can't help but think of the value a baldy, calving ease, female maker can bring to an operation.

**W/C BANKROLL 811D**

Maternal Grandsire of Lots 20-24

**LOT 23 RUBYS HOMESTEAD 3L78**

This blaze faced brother is the softest sided and smoothest muscled of this impressive flush. He is the one built to inject some body into a harder built set of cows and should leave an awesome set of females for a program to benefit from for generations.

**22****RUBYS HOMESTEAD 3L81**

DOB: 9/19/23

Reg: 4370947

Tattoo: 3L81

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
 WS MISS SUGAR C4  
 W/C BANKROLL 811D  
**RUBYS PRECIOUS H047**  
 GLS PRECIOUS Y19

Adj. BW 92  
 Adj. WW 707  
 Adj. YW 1098  
 BW Ratio ET  
 WW Ratio ET  
 YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.9	-2.9	79.6	119	10.3	26.6	0.25	13	66.3	17.9	39.3	-0.37	0.63	-0.07	1.02	179.1	98.5
2%	3%			3%	25%		35%	30%	25%	15%		4%		20%	3%	5%

**23****RUBYS HOMESTEAD 3L78**

DOB: 9/19/23

Reg: 4370969

Tattoo: 3L78

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
 WS MISS SUGAR C4  
 W/C BANKROLL 811D  
**RUBYS PRECIOUS H047**  
 GLS PRECIOUS Y19

Adj. BW 91  
 Adj. WW 597  
 Adj. YW 1056  
 BW Ratio ET  
 WW Ratio ET  
 YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.3	0.5	86.1	124.4	9.9	26.6	0.24	11.8	69.6	17.7	42.8	-0.37	0.68	-0.06	1.08	176.3	99.2
3%	35%	25%	35%	5%	25%			20%	25%	10%		3%		15%	3%	4%





**LOT 24** RUBYS SRIRACHA 3L25

21

What also makes this cow so special is her ability to raise high quality natural calves. This is just her second natural calf, but she has hit it out of the park with each of her first calves. This Sriracha is great looking, massive ribbed, super stout and moves on great feet and legs. As an added bonus his disposition is second to none. The customer satisfaction is high with these Sriracha sons and combined with an elite donor cow, you can't go wrong.

**24**

## RUBYS SRIRACHA 3L25

DOB: 9/9/23

Reg: 4370921

Tattoo: 3L25

KBHR SNIPER E036

**KBHR SRIRACHA H127**

KBHR C116

W/C BANKROLL 811D

**RUBYS PRECIOUS H047**

GLS PRECIOUS Y19

Adj. BW 81

Adj. WW 734

Adj. YW 1147

BW Ratio 99

WW Ratio 119

YW Ratio 112

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18	-0.5	78.2	124.2	9.5	24.5	0.29	17.3	63.5	14.7	29.1	-0.39	0.41	-0.07	0.91	157.3	89.7
2%	20%	35%	10%	25%	4%						15%				15%	20%



**KBHR SRIRACHA H127**

Sire of Lot 24





22

## LOT 25 RUBYS HOMESTEAD 3L24

25

### RUBYS HOMESTEAD 3L24

DOB: 9/9/23

Reg: 4370932

Tattoo: 3L24

HOOK'S BEACON 56B

**KBHR HOMESTEAD H016**

WS MISS SUGAR C4

O C C EUREKA 865E

**KJB CLEO 857X**

JAUER EMBLAZON 911 7020

Adj. BW	86
Adj. WW	511
Adj. YW	918
BW Ratio	106
WW Ratio	83
YW Ratio	89

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.2	-3	62.5	86	6.4	26.3	0.15	14.6	56.9	22.4	37.5	-0.14	0.49	-0.01	0.7	158.2	78.7
10%	10%			30%	25%			1%	35%	30%				15%		

One of stoutest made SimAngus bulls in the offering. He will add extra body dimension and fleshing ease to his progeny, both are traits that make great momma cows, as is indicated by his top 1% STAY EPD.



**KBHR HOMESTEAD H016**

*Sire of Lots 25-40*





LOT 26 RUBYS HOMESTEAD 3L48

23

26

RUBYS HOMESTEAD 3L48

DOB: 9/13/23 Reg: 4370938 Tattoo: 3L48

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
 WS MISS SUGAR C4  
 EXAR RITO W2545  
**A & B BLACKBIRD 2360**  
 A & B BLACKBIRD 0208

Adj. BW 82  
 Adj. WW 546  
 Adj. YW 1074  
 BW Ratio 101  
 WW Ratio 88  
 YW Ratio 105

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20	-3.1	68.9	107	7.9	27.1	0.24	13.2	62.4	17.7	31.5	-0.04	1.11	0.00	0.42	190.8	98.7
2%	10%			35%	25%			20%				1%			1%	4%

These Homestead SimAngus sons are right for the times in the cattle industry. They will calve easy, grow well, sire excellent replacement females and the steer calves will excel in the feedlot and add value on the rail. This bull boasts one of the highest Marbling EPDs in the entire sale. Hard to go wrong with bulls like this.

VOLUME DISCOUNTS

3 bulls 3% | 4 bulls 4% | 5 bulls or more 5%







**LOT 27 RUBYS HOMESTEAD 3L117**

A stout made, good looking, calving ease prospect here in this Homestead son. His mother turns 14 this year and is still doing a great job. We had several In Dew Time females and she was one of the very best ones. The maternal granddam was a purchase close to 20 years ago from Sunnyslope Angus in Minnesota. I wish I would have kept more of her daughters as they did us a great job.



**RUBYS RITA 1J102**  
Maternal Sister to Lot 27



**LOT 28 RUBYS HOMESTEAD 3L60**

I really like this Homestead son and I always seem to pick him out when I go through the bulls. I love when our first calvers raise one like this their first time in production but coming from the Miss Cleo cow family it shouldn't come as a surprise. He offers a great combination of growth and Stay EPDS.

**27**

**RUBYS HOMESTEAD 3L117**

DOB: 10/3/23

Reg: 4371011

Tattoo: 3L117

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4  
  
HTP SVF IN DEW TIME  
**RUBYS RITA 169Y**  
S S MISS RITA R011 1R5

Adj. BW 78  
Adj. WW 575  
Adj. YW 1012  
BW Ratio 96  
WW Ratio 93  
YW Ratio 99

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.2	-3	64.9	91.7	9.4	20.5	0.17	15.5	52.8	19.8	19.6	-0.09	0.58	-0.01	0.3	160.2	81.7
5%	10%		15%		20%		10%		20%		20%		15%			

**28**

**RUBYS HOMESTEAD 3L60**

DOB: 9/14/23

Reg: 4370981

Tattoo: 3L60

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4  
  
MR NLC CASH FLOW 7125E  
**RUBYS MISS CLEO 1J68**  
RUBYS MISS CLEO 6D67

Adj. BW 94  
Adj. WW 609  
Adj. YW 969  
BW Ratio 115  
WW Ratio 99  
YW Ratio 94

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15	1.1	90.6	137.1	8.5	25.1	0.29	16.2	70.3	21.2	36.9	-0.42	0.35	-0.08	1.06	164.4	93.3
15%	15%	15%	15%	15%	35%	25%	10%	20%	3%	20%	25%	15%	10%	15%		



**LOT 29** RUBYS HOMESTEAD 3L2

If you like big framed, long bodied bulls, here is one for you. A first generation purebred bull sired by Homestead that combines the ever popular Final Answer as well as Turnpike and 721E. Lots of genetic merit packed into this bull that is as impressive on paper as any bull in the offering.



**RUBYS OUTER LIMITS 935G**  
Maternal Grandsire of Lot 29

**LOT 30** RUBYS HOMESTEAD 3L144

One of the largest framed bulls in the pen and a bull that really held his own for being the youngest fall born bull. Sometimes those later born fall calves have a tough time with the winter months but this one found a way to push through. His dam, 70X, has stood the test of time and is really an impressive cow. Here is another bull that checks a lot of boxes and has impressive STAY and Marbling figures. If you want to make those big, stretchy calves, this one can do that.



**RUBYS TURNPIKE 9122G**  
Member of the "Rosetta" cow family!

**29****RUBYS HOMESTEAD 3L2**

DOB: 8/31/23

Reg: 4370927

Tattoo: 3L2

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4

RUBYS OUTER LIMITS 935G  
**RUBYS RHYTHM 1J54**  
RUBYS CINDA 105Y

Adj. BW 81  
Adj. WW 712  
Adj. YW 1157  
BW Ratio 99  
WW Ratio 115  
YW Ratio 113

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16	-2.4	88.3	138.7	9.3	28	0.31	14.9	72.2	21	46.8	-0.25	0.68	-0.05	0.89	188.9	104.3
10%	4%	20%	15%	10%	15%	15%	15%	15%	4%	10%		3%			1%	2%

**30****RUBYS HOMESTEAD 3L144**

DOB: 10/28/23

Reg: 4370957

Tattoo: 3L144

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4

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

Adj. BW 95  
Adj. WW 589  
Adj. YW 1103  
BW Ratio 117  
WW Ratio 95  
YW Ratio 108

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.4	-0.7	71.7	111.4	5.8	24.4	0.25	15.8	61.6	22.7	38.1	-0.04	0.8	0.01	0.58	173.1	88.9
30%	35%						15%		1%	35%		10%			4%	25%





**LOT 31 RUBYS HOMESTEAD 475M**

We hope that this guy's picture grabs your attention because we know he will when you view him in person. He is very balanced, good looking, powerful in his build, and has some of the highest growth potential of any Homestead son in the offering. You will notice that he is a grandson of the great 820U Angus female as well.



**LOT 32 RUBYS HOMESTEAD 450M**

This son of Homestead really does it all. Calving ease, growth, maternal, carcass, index values, disposition, and physical quality. He's a good looking, super stout made bull that is longer bodied and bigger framed with great feet and legs. He is the poster child for what we hope all of our first calf heifers can raise in their first year of production. His top 3% API and TI values suggest that he can work in several different scenarios.



**RUBY SWC BATTLE CRY 431B**  
Maternal Brother to Lots 32-34

**31**

**RUBYS HOMESTEAD 475M**

DOB: 1/20/24 Reg: 4410312 Tattoo: 475M

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4  
RUBYS OUTER LIMITS 935G  
**RUBYS ROSETTA 233K**  
FCC ROSETTA 820U

Adj. BW 92  
Adj. WW 755  
Adj. YW 1309  
BW Ratio 113  
WW Ratio 109  
YW Ratio 111

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	2.1	101.9	163	6.5	31.1	0.38	13.9	82.2	13.8	56.7	-0.25	0.49	-0.04	1.09	146.3	98.1
	1%	1%		10%	3%	30%	1%		5%		30%		4%	30%	5%	

**32**

**RUBYS HOMESTEAD 450M**

DOB: 1/11/24 Reg: 4410320 Tattoo: 450M

HOOK'S BEACON 56B  
**KBHR HOMESTEAD H016**  
WS MISS SUGAR C4  
LBRS GENESIS G69  
**RUBYS YETI 234K**  
SWC RUBY YETI 143Y

Adj. BW 75  
Adj. WW 775  
Adj. YW 1250  
BW Ratio 92  
WW Ratio 112  
YW Ratio 106

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.9	-2.1	87.9	125.6	9.8	25.8	0.24	13.8	69.7	17.5	46.5	-0.33	0.62	-0.06	1.05	178.5	101.7
	2%	10%	20%	30%	5%	30%		25%	20%	30%	10%		4%	20%	3%	3%



# Backed by Breed Leading Genetics THE HOMESTEAD SIRE GROUP



**LOT 33 RUBYS HOMESTEAD 423M**

This bull is Kegan's consignment to the sale and he is a flat good one! He's a good looking bull with a great disposition that offers tremendous calving ease and above average growth EPDs. He also boasts impressive index values and comes from a great cow family. Kegan and Aleah are newlyweds, so here's a great way to support a great young couple involved in agriculture!



**LOT 34 RUBYS HOMESTEAD 436M**

A Homestead out of a first calf heifer. He really checks all the boxes. If calving ease is important to you without sacrificing growth, carcass, or maternal traits, this one can really do it all. Big time index figures as well.



**RUBY/SWC GENTLEMAN'S JACK**  
Maternal Brother to Lots 32-34

**33**

## RUBYS HOMESTEAD 423M

DOB: 1/4/24

Reg: 4410268

Tattoo: 423M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4  
  
RUBY'S CURRENCY 7134E  
RUBYS YETTI 1J94  
SWC RUBY YETTI 143Y

Adj. BW 62  
Adj. WW 691  
Adj. YW 1093  
BW Ratio 76  
WW Ratio 100  
YW Ratio 93

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.8	-3.8	77.9	120.4	11.9	26.8	0.27	13.2	65.6	18.4	37	-0.27	0.38	-0.05	0.86	171.6	92.5
1%	1%			1%	25%	35%	35%	35%	20%	20%		20%			5%	15%

**34**

## RUBYS HOMESTEAD 436M

DOB: 1/7/24

Reg: 4410351

Tattoo: 436M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4  
  
WS PROCLAMATION E202  
RUBYS YETTI K250  
SWC RUBY YETTI 143Y

Adj. BW 68  
Adj. WW 660  
Adj. YW 1029  
BW Ratio 83  
WW Ratio 95  
YW Ratio 87

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.3	-3.3	80.8	118.1	12.3	26.1	0.23	16.7	66.4	20.4	40.6	-0.29	0.53	-0.06	0.83	183	96.8
1%	2%			1%	30%		10%	30%	5%	15%		10%			2%	10%





Here is one of my favorite Homestead sons in the offering. We love his look, balance, and overall quality that he combines with a no holes EPD profile. Buy with confidence.

**LOT 35 RUBYS HOMESTEAD 4114M**



This son of Homestead is stout, burly, and huge bodied. He should sire dense made, pounds heavy feeder cattle that come easy with the ability to convert payweight at weaning. Top 2% for his Stay value indicates that his females should add value as replacements as well.



**RUBYS JUANADA 2118K**  
Maternal Sister to Dam of Lot 36

**LOT 36 RUBYS HOMESTEAD 430M**

**35**

**RUBYS HOMESTEAD 4114M**

DOB: 2/9/24 Reg: 4410325 Tattoo: 4114M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4  
WFB SIGNIFICANT B132  
RUBY NFF FANCY 7109E  
A & B FANCY 2074

Adj. BW 71  
Adj. WW 682  
Adj. YW 1225  
BW Ratio 87  
WW Ratio 98  
YW Ratio 104

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.6	-0.1	85.2	142.1	8.6	26.9	0.36	16.5	69.6	21.4	53.6	-0.19	0.72	-0.06	0.69	175.5	96.4
20%	20%	20%	10%	25%	30%	10%	10%	20%	2%	10%	10%	20%	20%	4%	10%	

**36**

**RUBYS HOMESTEAD 430M**

DOB: 1/6/24 Reg: 4410397 Tattoo: 430M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4  
WFB EXCITE DOES IT RIGHT  
RUBYS JUANADA 0190H  
FCC JUANADA 193Y

Adj. BW 81  
Adj. WW 689  
Adj. YW 1224  
BW Ratio 99  
WW Ratio 99  
YW Ratio 104

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.8	-0.8	77.4	113.6	7.6	28.9	0.23	13.6	67.6	21.3	43.9	-0.23	0.59	-0.03	0.93	163.4	88.5
20%	35%			15%	35%	25%	2%	20%	20%		20%	15%	10%	25%		



37

## RUBYS HOMESTEAD 451M

DOB: 1/11/24

Reg: 4410358

Tattoo: 451M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4

RUBY'S CURRENCY 7134E  
RUBYS RHYTHM OH91  
RUBYS RHYTHM U854

Adj. BW 74  
Adj. WW 588  
Adj. YW 1056  
BW Ratio 91  
WW Ratio 85  
YW Ratio 90

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.1	-3.4	68.2	99.6	7.2	26.2	0.2	16.4	60.2	18.8	35.3	-0.38	0.56	-0.06	1.04	166.7	89.6
30%	2%			30%	25%		10%		15%	25%		10%		20%	10%	20%

We love predictability and this mating has worked 2 years in a row. Last year this cow produced a really impressive baldy bull that ended up in Central Nebraska. Her calf this year is every bit as impressive, he just reads as more of a calving ease bull than his brother. If you liked good looking cattle that are backed by great cow families, here is a bull to put on your list. He really has an impressive data set to compliment his individual good looks.



**RUBYS HOMESTEAD 380L**  
Full Brother to Lot 37

38

## RUBYS HOMESTEAD 457M

DOB: 1/11/24

Reg: 4410419

Tattoo: 457M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4

RUBY'S CURRENCY 7134E  
RUBYS DIXIE ERICA 0165H  
FCC DIXIE ERICA 509U

Adj. BW 94  
Adj. WW 669  
Adj. YW 1173  
BW Ratio 115  
WW Ratio 97  
YW Ratio 100

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.1	-0.6	81.3	123	5.8	22.8	0.26	14	63.4	20.1	32.6	-0.31	0.72	-0.06	0.84	165.3	93.2
30%				30%				5%	25%	10%	30%	25%		10%		15%

The Homestead x Currency mating just works, time and time again. This is one of my favorite bulls in the pen. It sure doesn't hurt that he is a baldy, but just study the calf and you will find it very hard to find a fault. He is just rock solid on paper too, no extremes, but solid in every area. I really like his high STAY number. Imagine a pen full of soggy, cowy made replacements that look like him and hopefully have his blaze face too.



**LOT 37 RUBYS HOMESTEAD 451M**



**LOT 38 RUBYS HOMESTEAD 457M**

39

## RUBYS HOMESTEAD 493M

DOB: 1/31/24

Reg: 4410334

Tattoo: 493M

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4

OVAL F ECHO E709  
RUBYS MISS CLEO H072  
RUBYS MISS CLEO 240Z

Adj. BW 70  
Adj. WW 660  
Adj. YW 1100  
BW Ratio 86  
WW Ratio 95  
YW Ratio 94

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.7	-1	80.6	119.9	9.7	23.4	0.25	11	63.6	19.5	24.7	-0.31	0.55	-0.06	0.73	175.3	94.2
2%	15%			10%				10%		10%		10%		4%	10%	

This herd sire prospect is from the same cow family that produced the \$70,000 Rubys Turnpike 771E. We have the confidence that you will love this bull in person. As with most of the Homestead sons, you will gravitate to him on paper as he posts CE in the top 2%, a top 4% value for API, and a top 10% value for Stay and Marb, all in combination with above average growth to deem him worthy of servicing any operation.



**LOT 39 RUBYS HOMESTEAD 493M**





**LOT 40** RUBYS SRIRACHA 414M



**KBHR SRIRACHA H127**  
Sire of Lots 40-50



**RUBYS ROSETTA H0058**  
Maternal Sister to Dam of Lot 40



**RUBYS CURRENCY 1J43**  
Maternal Brother to Dam of Lot 40

**40**

**RUBYS SRIRACHA 414M**

DOB: 1/1/24

Reg: 4410293

Tattoo: 414M

KBHR SNIPER E036

**KBHR SRIRACHA H127**

KBHR C116

RUBY SWC BATTLE CRY 431B

**RUBYS ROSETTA J1100**

FCC2 ROSETTA 324A

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

Adj. BW 76  
Adj. WW 810  
Adj. YW 1309  
BW Ratio 93  
WW Ratio 117  
YW Ratio 111

Beast, hammer, stud, standout, all are probably subpar ways to describe this bull, but at least I tried. This guy is a UNIT! Not many combine the look, the stoutness, the softness, the flexibility, and frankly, just the quality that this bull possesses. Backed by one of my favorite cow families on the place that originate with the Rosetta 535U cow. Here is a bull that combines calving ease and power in a package that is easy on the eyes. As an added bonus, he can make them in both red or black color. Make sure you find this guy!

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.6	-0.4	74.8	113.3	8.8	22.3	0.24	12.5	59.6	11.6	33.2	-0.33	0.3	-0.06	0.9	140.5	83.8
5%	20%		15%							30%		30%				



**LOT 41 RUBYS SRIRACHA 4120M****LOT 42 RUBYS SRIRACHA 4151M**

Quality comes in all shapes and sizes, but for my money, if we're building cow herds, this is the kind of bull we need. He's not going to blow you away with size, but here is a good looking, soft made bull that offers extra muscle shape and dimension in an athletic, good natured package!

What an eye appealing sire prospect that should leave a stellar set of daughters. He is the youngest bull in the offering, but his quality is timeless. He is so attractive through his front one-third and opens up into a massive rib cage, and he will not disappoint when you step behind him. In my opinion, he is the most impressive when set in motion as he hits the surface on an awesome set of feet and legs. The replacements he could sire should be absolutely breathtaking in kind and profitable in production. He is from the Juanada tribe on the maternal side and they would be some of the very best within the barbed wire of Murray, IA.

**RUBYS ABSOLUT 317A**

Maternal Grandsire of Lot 42

**41****RUBYS SRIRACHA 4120M**

DOB: 2/12/24

Reg: 4410305

Tattoo: 4120M

KBHR SNIPER E036

**KBHR SRIRACHA H127**

KBHR C116

O C C UNBELIEVABLE 851U

**FCC JUANADA 103Y**

FCC JUANADA 852S

Adj. BW 85

Adj. WW 747

Adj. YW 1254

BW Ratio 104

WW Ratio 108

YW Ratio 107

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.9	-2	66	98.5	5.8	26.2	0.2	13	59.9	16.9	20.7	-0.07	0.48	0.02	0.54	148.3	79.5
10%	20%			35%				30%			35%			30%		

**42****RUBYS SRIRACHA 4151M**

DOB: 3/5/24

Reg: 4410380

Tattoo: 4151M

KBHR SNIPER E036

**KBHR SRIRACHA H127**

KBHR C116

RUBYS ABSOLUT 317A

**RUBYS JUANADA 6166D**

RUBYS JUANADA 301A

Adj. BW 72

Adj. WW 767

Adj. YW 1201

BW Ratio 88

WW Ratio 111

YW Ratio 102

**HETEROZYGOUS BLACK | 3/4 SM 1/4 AN**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.4	-1.6	73.3	105.6	8.5	29.6	0.2	17.8	66.4	14.7	36.3	-0.26	0.19	-0.05	0.75	132	77.3
3%	25%			25%	15%		5%	30%					30%			





**LOT 43 RUBYS SRIRACHA 3L77**

Red, Black, or purple with pink polka dots. I don't care what color this one is, he's just good stock! Here's a bigger framed, long bodied bull that combines his striking look with incredible balance in a stout made, functional package. This one has always been a favorite of mine and he has a balanced EPD package to go with him. If you are in the red bull market, this one needs to be on your list as you will have to drive a lot of miles to find one better.



**LOT 44 RUBYS SRIRACHA 3L49**

We only have 2 red bulls in the offering this year but man are they nice. Here's a stout, deep, sound made calf that offers great Docility and Stay. Please take note that the dam of this calving ease prospect comes from one of the most successful mating's ever from our operation, In Dew Time x K18. You can't go wrong with a high quality bull backed by a legendary cow family.



**DOUBLE R SHESTHEONE K18**  
Maternal Granddam of Lots 44 & 45

**43**

**RUBYS SRIRACHA 3L77**

DOB: 9/19/23 Reg: 4371035 Tattoo: 3L77

KBHR SNIPER E036	Adj. BW	97
<b>KBHR SRIRACHA H127</b>	Adj. WW	687
KBHR C116	Adj. YW	1087
RUBY NFF YUKON Y108	BW Ratio	119
<b>NFF ANNIE D180</b>	WW Ratio	111
NFF ANNIE X096	YW Ratio	106

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.7	-0.6	76.9	121	10.1	25.8	0.28	20	64.1	16.5	35.7	-0.15	0.2	-0.01	0.73	135	78.1
10%		10%	35%		2%		30%									

**44**

**RUBYS SRIRACHA 3L49**

DOB: 9/13/23 Reg: 4370923 Tattoo: 3L49

KBHR SNIPER E036	Adj. BW	68
<b>KBHR SRIRACHA H127</b>	Adj. WW	619
KBHR C116	Adj. YW	971
HTP SVF IN DEW TIME	BW Ratio	83
<b>RUBYS RHYTHM X0403</b>	WW Ratio	100
DOUBLE R SHESTHEONE K18	YW Ratio	95

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.2	-2.6	64.1	87.7	11.6	18.2	0.15	21.2	50.2	18.6	20	-0.36	0.24	-0.07	0.71	156	77.8
1%	4%		1%		1%		1%	20%							20%	





**LOT 45** RUBYS SRIRACHA 3L9

Tried and true genetics especially on the dams side here. This bull's dam is a direct daughter of the immortal K18. Red baldy cattle still have value and with this bull having a red gene, I think he could make some of those real good red ones. Super docility sire as well.



**LOT 46** RUBYS SRIRACHA 3L43

A stout made baldy Sriracha son with a real neat birth mark over his hip. His dam is the flush sister to the great 2124Z donor that obviously needs no introduction. 2123Z is no slouch herself as she has raised some really good ones in her years in production. Here is a great opportunity to add a baldy son from the Rhythm family to your operation.



**RHYTHM 418P**

*Legendary Maternal Granddam of Lot 46*

**45**

**RUBYS SRIRACHA 3L9**

DOB: 9/2/23

Reg: 4370958

Tattoo: 3L9

KBHR SNIPER E036  
**KBHR SRIRACHA H127**  
KBHR C116

SS EBONYS GRANDMASTER  
**RUBYS RHYTHM B401**  
DOUBLE R SHESTHEONE K18

Adj. BW 78  
Adj. WW 646  
Adj. YW 980  
BW Ratio 96  
WW Ratio 105  
YW Ratio 96

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.7	-1.2	62.8	93.6	9.4	18.5	0.19	18.7	49.8	19.3	28.6	-0.35	0.06	-0.08	0.72	141.6	71.1
2%	15%		10%				2%		15%						35%	

**46**

**RUBYS SRIRACHA 3L43**

DOB: 9/12/23

Reg: 4371031

Tattoo: 3L43

KBHR SNIPER E036  
**KBHR SRIRACHA H127**  
KBHR C116

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

Adj. BW 84  
Adj. WW 665  
Adj. YW 1092  
BW Ratio 103  
WW Ratio 108  
YW Ratio 106

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.6	0.6	75.2	121.1	8.3	19.7	0.29	14.9	57.2	17.4	25.6	-0.38	-0.08	-0.07	0.83	129.7	73.5
10%				15%		25%	15%		30%							





**LOT 47 RUBYS SRIRACHA 3L83**

Sriracha mated back on the Rhythm cow family consistently makes the good one. Early visitors have found this bull every time. He's good looking, huge bodied, stout built, and sets down on extra bone while reading as a sure bet heifer safe option with very impressive index values. Help yourself here.



**RUBY NFF RHYTHM 2124Z**  
Maternal Granddam of Lot 47



**LOT 48 RUBYS SRIRACHA 3L72**

This Sriracha son will grab your attention. Check out the front end on this guy! He is sure to put some wow factor in a group of calves and I can't help but think how awesome his daughters will be. Sriracha on a 2124Z daughter is a recipe for success.



**RUBY NFF SRIRACHA K247**  
3/4 Brother in Blood to Lot 48

**47**

**RUBYS SRIRACHA 3L83**

DOB: 9/19/23

Reg: 4370909

Tattoo: 3L83

KBHR SNIPER E036  
**KBHR SRIRACHA H127**  
KBHR C116

RUBY'S CURRENCY 7134E  
**RUBY NFF RHYTHM 1J75**  
RUBY NFF RHYTHM 8106F

Adj. BW	73
Adj. WW	623
Adj. YW	1002
BW Ratio	90
WW Ratio	101
YW Ratio	98

**HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.4	-3.7	68.6	108.8	11.9	26.5	0.25	15.9	60.7	17.5	20.2	-0.28	0.4	-0.04	0.74	166.4	87.1
1%	2%			1%	25%		10%		30%			20%			10%	30%

**48**

**RUBYS SRIRACHA 3L72**

DOB: 9/16/23

Reg: 4370964

Tattoo: 3L72

KBHR SNIPER E036  
**KBHR SRIRACHA H127**  
KBHR C116

RUBY/SWC GENTLEMAN'S JACK  
**RUBY NFF RHYTHM 119J**  
RUBY NFF RHYTHM 2124Z

Adj. BW	77
Adj. WW	595
Adj. YW	1071
BW Ratio	95
WW Ratio	96
YW Ratio	104

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.2	-1	68.7	106.3	8.6	21.7	0.24	18.4	55.9	17.1	16.2	-0.28	0.28	-0.05	0.55	149.7	80.1
4%	15%			15%			2%		35%			30%			25%	





**LOT 49** RUBYS SRIRACHA 3L106

This offering may include some of the best Sriracha sons born to date. I know for certain the quality runs deep in the sire group this year. Here is another son with the ability to stop you in your tracks. He's big, stout, athletic, and just a high quality individual with an awesome look.



**JSF FIREFLY W46**  
Maternal Granddam of Lot 49



**LOT 50** RUBYS SRIRACHA 3L26

There is no arguing that Sriracha has done a fabulous job in our operation. He just makes solid cattle that are problem free with added eye appeal. Here's a bull that reads calving ease and a female maker, but make no mistake, he's plenty stout enough to make sale topping steers as well.

**49**

**RUBYS SRIRACHA 3L106**

DOB: 9/26/23 Reg: 4464491 Tattoo: 3L106

KBHR SNIPER E036	Adj. BW	88
<b>KBHR SRIRACHA H127</b>	Adj. WW	603
KBHR C116	Adj. YW	1040
RUBY'S CURRENCY 7134E	BW Ratio	97
<b>RUBYS FIREFLY 9176G</b>	WW Ratio	102
JSF FIREFLY W46	YW Ratio	98

**HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.4	-0.3	75.2	112.9	8	23.2	0.24	18.4	60.6	14.9	29	-0.38	0.19	-0.06	0.98	139.1	80.5
10%	25%	20%	2%											30%		

**50**

**RUBYS SRIRACHA 3L26**

DOB: 9/9/23 Reg: 4370989 Tattoo: 3L26

KBHR SNIPER E036	Adj. BW	69
<b>KBHR SRIRACHA H127</b>	Adj. WW	586
KBHR C116	Adj. YW	1023
RUBYS ABSOLUT 317A	BW Ratio	TWIN
<b>RUBYS ROSETTA 694D</b>	WW Ratio	TWIN
FCC ROSETTA 535U	YW Ratio	TWIN

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.8	-1.1	69.8	100.9	8.3	26.2	0.19	13.1	61	19.6	18.9	-0.24	0.32	-0.04	0.58	146.3	77.5
4%	30%	30%	35%						10%						30%	



**LOT 51** RUBYS HEAD START 3L20**51****RUBYS HEAD START 3L20**

DOB: 9/8/23

Reg: 4370930

Tattoo: 3L20

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

RUBYS TURNPIKE 771E

**RUBYS ROSETTA 998G**

FCC ROSETTA 821U

Adj. BW	80
Adj. WW	618
Adj. YW	1094
BW Ratio	98
WW Ratio	100
YW Ratio	107

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.7	-1.3	71.8	109.6	10.7	24.4	0.24	14.7	60.6	12.6	32.9	-0.3	0.54	-0.07	0.72	148	85
3%	30%		10%		25%			30%	25%	20%		30%	35%			

This baldy Head Start son has been a favorite of mine since the day he hit the ground. We calve all these fall cows 20 miles from our house and they get checked once a day, so they are on their own. I can't tell you where they all were born, but I can drive you to the exact spot where this one was born. I remember thinking how much I liked him as a newborn, and he has just gotten better since then. He is an attractive made bull, that is big middled, long bodied, super stout, and feet and legs made for the long haul. His granddam is a full sister the Rosetta 820U cow that we like so much. This one is really good and I can't recommend him enough.

**SFG HEAD START H0509**

Sire of Lots 51-65

**VOLUME DISCOUNTS**

3 bulls 3% | 4 bulls 4% | 5 bulls or more 5%



**LOT 52 RUBYS HEAD START L3111****LOT 53 RUBYS HEAD START 3L55**

Take a quick peek at the pedigree here and you will notice this is a maternal brother to the great Turnpike, 240Z is getting some age on her and there aren't going to be many of these sons left to sell. Look through the offering and take note how many bulls go back to the Cleo cow family. Here is your chance to add those genetics to your operation in a baldy, calving ease package.

**RUBYS TURNPIKE 771E**  
Maternal Brother to Lot 52**RUBYS PREMIUM 0H3**  
Maternal Brother to Lot 52

A stout ended, big topped Head Start son backed by a great Turnpike daughter that comes from the Rhythm cow family. He is a "no holes" type of bull.

**RUBYS RHYTHM 0H26**  
Maternal Sister to Dam of Lot 53**52****RUBYS HEAD START L3111**

DOB: 9/18/23

Reg: 4371057

Tattoo: L3111

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

OVAL F RINGLEADER R579

**RUBYS MISS CLEO 240Z**

RUBYS MISS CLEO 964W

Adj. BW	85
Adj. WW	533
Adj. YW	947
BW Ratio	ET
WW Ratio	ET
YW Ratio	ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21	-3.9	61.3	94	12.3	18.7	0.2	11.1	49.3	16.5	19	-0.3	0.39	-0.06	0.63	161.4	81.9

**53****RUBYS HEAD START 3L55**

DOB: 9/14/23

Reg: 4370992

Tattoo: 3L55

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

RUBYS TURNPIKE 771E

**RUBYS RHYTHM 150J**

RUBYS NFF RHYTHM 715E

Adj. BW	84
Adj. WW	600
Adj. YW	1049
BW Ratio	103
WW Ratio	101
YW Ratio	102

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.7	-0.3	72.6	115.2	8	23.9	0.27	14.7	60.1	15.2	23.7	-0.41	0.28	-0.08	0.86	144.3	82.4



*Backed by Breed Leading Genetics* THE HEAD START SIRE GROUP



**LOT 54 RUBYS HEAD START 3L19**

I really like this bull. I like what his sire has done for us and I really like his dam. These Head Starts on these first calf heifers don't read with as much growth, but his calves on cows have really had plenty of gas. If you like what Genesis does, but want more calving ease than he offers, this bull is a logical choice. Top 1% for Marbling and API. He will make some awesome females too!



**LOT 55 RUBYS HEAD START 3L137**

This bulls dam is one of my favorite young cows. She's stout, deep, attractive, with a great attitude and udder. She really did a great job with this first calf and I am excited for her future. Here is another good looking, stout made Head Start son that projects calving ease without sacrificing much growth.



**RUBYS OUTER LIMITS 935G**  
Maternal Grandsire of Lot 55

**54**

**RUBYS HEAD START 3L19**

DOB: 9/6/23

Reg: 4370983

Tattoo: 3L19

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

LBRS GENESIS G69

**RUBYS MISS CLEO 1J51**

RUBYS MISS CLEO 240Z

Adj. BW	71
Adj. WW	598
Adj. YW	930
BW Ratio	87
WW Ratio	97
YW Ratio	91

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.5	-4.6	68.3	103.2	13	21.2	0.22	11.2	55.3	17.8	22.7	-0.05	0.83	-0.01	0.24	192.7	97.1
1%	1%		1%					25%				1%			1%	10%

**55**

**RUBYS HEAD START 3L137**

DOB: 10/19/23

Reg: 4370982

Tattoo: 3L137

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

RUBYS OUTER LIMITS 935G

**RUBYS CLEO 1J2**

KJB CLEO 857X

Adj. BW	72
Adj. WW	645
Adj. YW	1064
BW Ratio	88
WW Ratio	104
YW Ratio	104

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.8	-1.4	71.7	112.5	10.9	25.7	0.26	16.3	61.2	16.8	40.8	-0.19	0.39	-0.04	0.72	149.6	81.1
2%	25%		5%	35%			15%		30%	30%						25%





If you want a bull that can make good looking, extra stout, big bodied calves, look no further than this guy right here. His pedigree and genomics indicate he will be a sleep all night type of heifer bull.

**LOT 56 RUBYS HEAD START 3L66**



Here is one of the biggest framed, highest performing sons of Head Start in the offering. He is out a halfblood Turnpike cow that is an absolute beast. This bulls granddam is also the dam of the 3L40 bull in this sale. This one will add pay weight to his steers and leave with you with some awesome replacements.

**LOT 57 E-B HEAD START 3L91**

**56**

**RUBYS HEAD START 3L66**

DOB: 9/16/23

Reg: 4370971

Tattoo: 3L66

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

RUBY'S CURRENCY 7134E

**RUBYS JUANADA 1J81**

FCC JUANADA 103Y

Adj. BW 48

Adj. WW 538

Adj. YW 897

BW Ratio TWIN

WW Ratio TWIN

YW Ratio TWIN

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.6	-5.1	60.7	90.8	12	25.3	0.19	16.6	55.9	14.4	16	-0.11	0.73	0.00	0.45	165.1	86.6
1%	2%			2%			10%					10%			10%	30%

**57**

**E-B HEAD START 3L91**

DOB: 9/21/23

Reg: 4464490

Tattoo: 3L91

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

RUBYS TURNPIKE 771E

**RUBYS JUANADA 9G40**

RUBYS JUANADA 301A

Adj. BW 94

Adj. WW 585

Adj. YW 1087

BW Ratio 103

WW Ratio 98

YW Ratio 102

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.2	-2.4	69.5	109.4	9.5	25.2	0.25	14.4	60.2	15.3	25.2	-0.22	0.51	-0.04	0.57	159.4	85.9
3%	15%			15%			25%					30%			15%	35%





**LOT 58 RUBYS HEAD START 3L3**

If you're looking for a pair of bulls, especially to use on heifers, buying these brothers would be a logical choice. Here is a set of twins, both raised by their first calf dam, that could add so much consistency to a calf crop. They come from the Eva cow family that produced the number 1 IMF heifer in our 2023 spring calf crop, who also sells in this sale as a bred female. Calving ease, carcass, STAY, docility, and big index values project these bulls as great multi-use sires.



**LOT 59 RUBYS HEAD START 3L4**



**WS PROCLAMATION E202**  
Maternal Grandsire of Lots 58 & 59

**58**

**RUBYS HEAD START 3L3**

DOB: 8/31/23 Reg: 4370912 Tattoo: 3L3

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97  
WS PROCLAMATION E202  
**RUBYS EVA 1J3**  
RUBYS EVA 779E

Adj. BW 58  
Adj. WW 392  
Adj. YW 810  
BW Ratio TWIN  
WW Ratio TWIN  
YW Ratio TWIN

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.7	-4.2	66.6	96.1	13.4	22.7	0.18	16.7	55.9	17.2	18.1	-0.23	0.66	-0.05	0.43	179.6	91.8
1%	1%		1%				10%		35%			3%			2%	15%

**59**

**RUBYS HEAD START 3L4**

DOB: 8/31/23 Reg: 4371037 Tattoo: 3L4

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97  
WS PROCLAMATION E202  
**RUBYS EVA 1J3**  
RUBYS EVA 779E

Adj. BW 54  
Adj. WW 481  
Adj. YW 895  
BW Ratio TWIN  
WW Ratio TWIN  
YW Ratio TWIN

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.9	-2.3	80.3	118.3	12.8	22.7	0.24	21.3	62.8	18	9.3	-0.26	0.47	-0.04	0.49	172.4	93.3
1%	5%		1%				1%		25%			15%			5%	15%



*Backed by Breed Leading Genetics* THE HEAD START SIRE GROUP



**LOT 60** RUBYS HEAD START 3L17

Here is one you really have to like when you walk in the pen. He's a stout made bull that offers extra look and body depth. We get so hung up on added frame and growth that sometimes we forget about these bulls that sire live calves that are vigorous at birth and have a more practical mature frame size.



**OVAL F ECHO E709**  
Maternal Grandsire of Lot 60



**LOT 61** RUBYS HEAD START 3L121

Head Start just stamps these things with quality. Here is an attractive made bull that is extra stout made and comes from the great Rhythm cow family.

**60**

**RUBYS HEAD START 3L17**

DOB: 9/5/23 Reg: 4370973 Tattoo: 3L17

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

OVAL F ECHO E709  
**RUBY NFF BLACKBIRD 1J92**  
A & B BLACKBIRD 2122

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.5	-4.6	60.4	88.7	13.1	27.1	0.18	12.8	57.5	17	23.3	-0.15	0.54	-0.03	0.41	159.9	81.4
1%	3%		1%	25%				25%				25%			15%	

Adj. BW	68
Adj. WW	654
Adj. YW	1033
BW Ratio	83
WW Ratio	106
YW Ratio	101

**61**

**RUBYS HEAD START 3L121**

DOB: 10/4/23 Reg: 4370974 Tattoo: 3L121

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

WS PROCLAMATION E202  
**RUBYS RHYTHM J158**  
RUBYS RHYTHM 202Z

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.9	-2.2	72.5	111.2	13.2	22.5	0.24	18.4	58.7	17.9	25.1	-0.41	0.48	-0.08	0.84	172.9	90
1%	5%		1%				2%	25%				10%	30%		4%	20%

Adj. BW	70
Adj. WW	644
Adj. YW	988
BW Ratio	86
WW Ratio	104
YW Ratio	96





**LOT 62 RUBYS HEAD START 4101M**

Really one the intriguing bulls in the sale. Not only from a numbers standpoint, but check out the cow family he comes from. If you trace his lineage back you will notice it originates with the soon to be 17 year old Rosetta 820U. Calving Ease, acceptable growth, STAY and Docility for starters catch your eye. How about his 1.06 MARB EPD, 204 API and 105 TI figures that all launch him to the top 1% of the breed. Don't miss this guy, as he has the ideal combination of genomic and real world cow family common sense value.



**RUBYS HEAD START 351L**  
3/4 Brother in Blood to Lot 62



**LOT 63 RUBYS HEAD START 465M**

An ultra attractive Head Start son who's genomics indicate more growth in this particular sire group. Here's a calving ease sire that doesn't sacrifice growth yet excels in maternal and carcass traits. A maternal brother was selected by Scott and Ethan Fast in last years sale.

**62**

**RUBYS HEAD START 4101M**

DOB: 2/4/24

Reg: 4410390

Tattoo: 4101M

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

KBHR HOMESTEAD H016  
**RUBYS ROSETTA 284K**  
RUBYS ROSETTA 074H

Adj. BW	85
Adj. WW	726
Adj. YW	1189
BW Ratio	104
WW Ratio	105
YW Ratio	101

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.6	-2.3	74.8	111.9	11.9	26.3	0.23	19.4	63.7	19.5	31.4	-0.16	1.05	-0.02	0.61	203.5	104.5
1%	5%			1%	25%		1%		10%			1%			1%	2%

**63**

**RUBYS HEAD START 465M**

DOB: 1/15/24

Reg: 4410339

Tattoo: 465M

SFG COWBOY LOGIC D627  
**SFG HEAD START H0509**  
SFG JERRI E97

RUBYS OUTER LIMITS 935G  
**RUBYS JUANADA 142J**  
FCC JUANADA 919W

Adj. BW	78
Adj. WW	669
Adj. YW	1091
BW Ratio	96
WW Ratio	97
YW Ratio	93

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20	-1.4	82.2	130.4	10.8	29.2	0.3	15.9	70.2	17.8	37	-0.16	0.53	-0.01	0.76	162.5	91.1
2%	25%	30%	25%	10%	15%	30%	15%	15%	20%			25%			10%	20%



64

**RUBYS HEAD START 4124M**

DOB: 2/15/24

Reg: 4410273

Tattoo: 4124M

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

RUBY'S CURRENCY 7134E

**RUBYS YOKO 1J16**

RUBY SWC YOKO 796E

Adj. BW 100

Adj. WW 771

Adj. YW 1194

BW Ratio 123

WW Ratio 111

YW Ratio 102

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.8	2.1	98	158.3	9.2	25.1	0.38	17.6	74.3	10.5	44.4	-0.23	0.44	-0.06	0.74	148.5	98.4
20%	4%	2%	10%	35%	2%	4%	10%	10%	15%					25%	5%	

Not everyone of these Head Start son's are made for heifers. In fact, here is one that you can put on your cows and his genomics indicate he will add pounds in a generation. This bull offers a great look, added length of body and added stoutness all with a cool blaze face. He's one that has been easy to find in the pasture all summer long, and its rewarding as a breeder when their genomics match your personal expectations

**LOT 64 RUBYS HEAD START 4124M**

65

**RUBYS HEAD START 498M**

DOB: 2/3/24

Reg: 4410418

Tattoo: 498M

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

DB ICONIC G95

**RUBYS YETI 247K**

SWC RUBY YETI 143Y

Adj. BW 74

Adj. WW 758

Adj. YW 1147

BW Ratio 91

WW Ratio 109

YW Ratio 98

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.4	-2.8	79.9	131.5	11.8	22.5	0.32	14.4	62.7	14.3	30.5	-0.18	0.6	-0.04	0.54	162.9	93.1
2%	15%	35%	25%	3%		20%	25%				20%				10%	15%

Another Head Start son that just does so many things right. Calving ease, growth, maternal and carcass with big index scores and a blaze face. What more do you want?

**RUBYS ASHLAND 242K**Maternal Brother to  
Dam of Lot 65**LOT 65 RUBYS HEAD START 498M**

66

**RUBYS HEAD START 495M**

DOB: 2/1/24

Reg: 4410385

Tattoo: 495M

SFG COWBOY LOGIC D627

**SFG HEAD START H0509**

SFG JERRI E97

KBHR HOMESTEAD H016

**RUBYS JUANADA 2142K**

RUBYS JUANADA 044H

Adj. BW 65

Adj. WW 576

Adj. YW 1016

BW Ratio 80

WW Ratio 83

YW Ratio 86

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.4	-4.6	55.5	82.1	13.1	24.7	0.17	19.1	52.4	15.7	24.5	-0.23	0.83	-0.04	0.64	184	90.5
1%	1%		1%		2%						1%				2%	20%

Useful cattle come in all shapes and sizes. While we won't tell you this one is going to sire the biggest ones in the pen, what he will do is sire calves that are born unassisted out of heifers with lots of vigor, grow up to be easy handling cattle as represented by his top 2% docility score, and lastly, his calves will grade when you put them on the rail. I realized that bigger cattle have been the trend the past few years, but live calves are worth more than dead ones and when you put a blaze face on them, they always seem to bring more. This is a bull that in the right situation adds a lot of value to a program.

**LOT 66 RUBYS HEAD START 495M**





**LOT 67 RUBYS ESSENTIAL 403M**



**LOT 68 RUBYS ESSENTIAL 437M**

This is the second natural calf of Stella, Creeds first show heifer. Stella has become an absolute force in production, producing these big time commercial bulls and also big time show heifers. This Essential son is one of the most interesting bulls in the pen. He is an elite growth bull that still offers impressive carcass data. Top 1% REA EPD and combines that with a top 30% Marb EPD. If you like big framed, long bodied cattle, I am not sure we can make them any bigger or longer than this bull here. He's one of the largest framed bulls we have ever raised but what I really like about this bull is that with the frame, everything else compliments his size. He is super attractive fronted, has body depth and rib shape, is stout muscled, and is built like an athlete on his feet and legs. He is one of the really intriguing bulls in the offering and Creed appreciates your appraisal of his bull!



**RUBYS STELLA 181J** Dam of Lot 67

This guy is one of my favorite Essential sons. He's the stoutest made, heaviest muscled son in this sire group, yet still has the extra frame and length and great disposition the Essentials are known for. Lots of growth with extra calving ease. A maternal sister to this bull is one of the best in our replacement pen. Don't miss this one, he will work for the most discerning producer.



**GIBBS 9114G ESSENTIAL** Sire of Lots 67-70

**67**

**RUBYS ESSENTIAL 403M**

DOB: 1/1/24 Reg: 4410355 Tattoo: 403M

GIBBS 7382E BROAD RANGE	Adj. BW	89
<b>GIBBS 9114G ESSENTIAL</b>	Adj. WW	773
GIBBS 7153E STAR 3136A	Adj. YW	1135
RUBYS TURNPIKE 771E	BW Ratio	109
<b>RUBYS STELLA 181J</b>	WW Ratio	112
RAH 316C	YW Ratio	113

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	2.2	99.6	159.6	5.9	29.1	0.37	11.8	78.9	15.2	69	-0.25	0.27	-0.01	1.44	145.7	95.1
	3%	2%	15%	2%				2%		1%		35%		1%	30%	10%

**68**

**RUBYS ESSENTIAL 437M**

DOB: 1/7/24 Reg: 4410335 Tattoo: 437M

GIBBS 7382E BROAD RANGE	Adj. BW	80
<b>GIBBS 9114G ESSENTIAL</b>	Adj. WW	732
GIBBS 7153E STAR 3136A	Adj. YW	1291
RUBYS OUTER LIMITS 935G	BW Ratio	98
<b>RUBYS REVOLUTION ROSE 137J</b>	WW Ratio	106
FCC REVOLUTION ROSE 939W	YW Ratio	110

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.8	-0.3	92.3	158.5	7.9	32.9	0.41	16.1	79.5	15.7	57.8	-0.11	0.37	0.02	1.12	149.8	92.7
	15%	10%	2%	35%	3%	1%	15%	2%		4%				3%	25%	15%





Bigger framed, performance oriented bull here that is athletic with a great disposition. He will sire those big, long bodied, stretchy calves.

**LOT 69 RUBYS ESSENTIAL 426M**



Here is the maternal brother to last year's high selling bull to Werning Cattle. I have really liked this one since he was young. He offers a great look in a bigger framed package which also translates into big time growth potential. He is one of the friendliest bulls in the pen and is usually the first one to come up to you wanting a scratch. He's also a very solid carcass bull and his index figures indicate he can be used in many different scenarios as well. A really good one here.

45



**RUBYS HOMESTEAD 309L**  
\$45,000 Maternal Brother to Lot 70

**LOT 70 RUBYS ESSENTIAL 489M**

69		RUBYS ESSENTIAL 426M															
		DOB: 1/5/24				Reg: 4410340				Tattoo: 426M							
		GIBBS 7382E BROAD RANGE										Adj. BW		82			
		GIBBS 9114G ESSENTIAL										Adj. WW		711			
		GIBBS 7153E STAR 3136A										Adj. YW		1263			
		RUBYS TURNPIKE 771E										BW Ratio		101			
		RUBYS JUANADA 1147J										WW Ratio		103			
		FCC JUANADA 189Y										YW Ratio		107			
HOMOZYGOUS POLLED   HOMOZYGOUS BLACK   3/4 SM 1/4 AN																	
CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
11.1	0.2	96.2	157.3	3.9	30.3	0.38	17.9	78.3	13	69.3	-0.24	0.26	-0.01	1.44	131.3	91	
	3%	2%		10%	3%		5%	2%		1%				1%		20%	

70		RUBYS ESSENTIAL 489M															
		DOB: 1/26/24				Reg: 4410321				Tattoo: 489M							
		GIBBS 7382E BROAD RANGE										Adj. BW		83			
		GIBBS 9114G ESSENTIAL										Adj. WW		762			
		GIBBS 7153E STAR 3136A										Adj. YW		1274			
		RUBYS OUTER LIMITS 935G										BW Ratio		102			
		RUBYS JUANADA 108J										WW Ratio		110			
		RUBYS JUANADA 816F										YW Ratio		108			
HOMOZYGOUS POLLED   HOMOZYGOUS BLACK   PB SM																	
CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
13.8	0.3	100.6	164	6.4	33.9	0.4	15.3	84.2	14	63	-0.26	0.41	-0.03	1.25	158.7	102.6	
20%	35%	2%	1%		2%	1%	15%	1%		1%	15%		3%	15%	2%		



**LOT 71 RUBYS GLOBAL 408M****71****RUBYS GLOBAL 408M**

DOB: 1/1/24

Reg: 4410311

Tattoo: 408M

WS PROCLAMATION E202

**KBHR GLOBAL J138**

BAR CK MS X38 106Z

OVAL F ECHO E709

**RUBYS KAYE 089H**

RUBYS KAYE 896F

Adj. BW	78
Adj. WW	665
Adj. YW	1171
BW Ratio	96
WW Ratio	96
YW Ratio	100

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.8	-0.1	76.5	119.6	9.1	28.6	0.27	13.5	66.6	18.6	32	-0.32	0.4	-0.06	0.81	157.5	86.6
15%	25%			10%	15%	35%	30%	30%	20%	35%		20%			15%	30%

We really like our Global calves and bulls like this are what we were hoping for when we incorporated him into our breeding program. Here is a super attractive bull that is big bellied, athletic, and packed full of meat and muscle. Take note he is backed by the Kaye cow family, who have produced so many good bulls over the years.

**KBHR GLOBAL J138**

Sire of Lots 71-76



**LOT 72** RUBYS GLOBAL 419M

Balance is so important when we are making these cattle. This bull excels in that very department. Calving ease, growth, maternal, carcass, and index values that beat industry standards. Here's a sire prospect that you will enjoy marketing the steers but love the females you retain. The Boles family purchased a  $\frac{3}{4}$  brother to this stud a year ago.



**RUBYS GENESIS 266K**  
Maternal Brother to Lot 72

**LOT 73** RUBYS GLOBAL 456M

This Global son is an absolute unit! One of the biggest ribbed, stoutest made bulls in the offering. There's no better way of putting it than there is just a lot of bull here. The Miss Granite family was one of the original cow lines we tied into when we first started at this place 20 years ago. He is a balanced trait bull that will sire heavy male calves and leave you a pen full of replacements to build on for years to come.



**RUBYS MISS GRANITE 342L**  
Maternal Sister to Lot 73

**72****RUBYS GLOBAL 419M**

DOB: 1/2/24

Reg: 4410287

Tattoo: 419M

WS PROCLAMATION E202

**KBHR GLOBAL J138**

BAR CK MS X38 106Z

RUBYS TURNPIKE 771E

**RUBYS MISS DESIGN 954G**

EXAR MISS NEW DESIGN 6374 R3

Adj. BW	83
Adj. WW	627
Adj. YW	1077
BW Ratio	102
WW Ratio	91
YW Ratio	92

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.8	-1	77.6	120.8	9.4	29.4	0.27	12.7	68	20.1	26.3	-0.06	0.6	-0.01	0.35	160.9	88.5
25%	35%			15%	15%			25%	5%			20%			15%	25%

**73****RUBYS GLOBAL 456M**

DOB: 1/11/24

Reg: 4410368

Tattoo: 456M

WS PROCLAMATION E202

**KBHR GLOBAL J138**

BAR CK MS X38 106Z

MR NLC CASH FLOW 7125E

**RUBYS MISS GRANITE 1131J**

RUBYS MISS GRANITE 8139F

Adj. BW	94
Adj. WW	740
Adj. YW	1349
BW Ratio	115
WW Ratio	107
YW Ratio	115

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.1	1.7	83	136.2	6.4	26.6	0.33	14.2	68	20.3	32.5	-0.29	0.27	-0.05	0.8	150	85.4
		30%	15%		25%	10%	25%	25%	10%	35%		35%			25%	35%



74

## RUBYS GLOBAL 3L30

DOB: 9/10/23

Reg: 4370936

Tattoo: 3L30

WS PROCLAMATION E202

KBHR GLOBAL J138

BAR CK MS X38 106Z

WBF SIGNIFICANT B132

RUBYS JUANADA 795E

FCC JUANADA 58X

Adj. BW	79
Adj. WW	570
Adj. YW	906
BW Ratio	97
WW Ratio	92
YW Ratio	88

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.1	-1.4	74.8	116.5	7.8	27.7	0.26	15.5	65.4	19.6	35.9	0.01	0.4	0.01	0.41	151	82.1
10%	25%		35%	20%			20%	35%	10%						25%	

A wide constructed, stout made Global son backed by the great Juanada cow family. He has a herd bull look to him and like so many bulls in this sale, his EPD proof allows broad use in many different situations.



LOT 74 RUBYS GLOBAL 3L30

75

## RUBYS GLOBAL 3L40

DOB: 9/11/23

Reg: 4370985

Tattoo: 3L40

WS PROCLAMATION E202

KBHR GLOBAL J138

BAR CK MS X38 106Z

O C C UNBELIEVABLE 851U

RUBYS JUANADA 301A

FCC JUANADA 919W

Adj. BW	87
Adj. WW	578
Adj. YW	1037
BW Ratio	107
WW Ratio	94
YW Ratio	101

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17	-0.5	77.7	121	6.7	27.2	0.27	13.7	66.7	18.2	22.4	-0.02	0.64	0.00	0.26	161.1	88.9
10%		25%		35%	30%	15%		15%				15%		15%	25%	

The half Simmental, half Angus cattle are really hard to beat, and it's no wonder why their popularity continues to surge industry wide. This bull looks like the Angus bulls you are used to seeing just with more meat and muscle when you get behind him. I feel like I sound like a broken record when I continue to reference the dams responsible for the bulls in the offering, however, this one's mother is exceptional as far as foot and udder quality with the ability to shed quickly through the spring in preparation for summer grass and has the fertility necessary to be in the program for several more years. Multiple females work in the program from her and her dam. This herd sire prospect will add value to any set of calves.



RUBYS HOMESTEAD 310L  
Member of the "Juanada"  
cow family!



LOT 75 RUBYS GLOBAL 3L40

76

## RUBYS GLOBAL 3L70

DOB: 9/16/23

Reg: 4370994

Tattoo: 3L70

WS PROCLAMATION E202

KBHR GLOBAL J138

BAR CK MS X38 106Z

RUBY'S CURRENCY 7134E

RUBYS ROSETTA 0H10

KJB ROSETTA 980T

Adj. BW	87
Adj. WW	602
Adj. YW	1026
BW Ratio	107
WW Ratio	98
YW Ratio	100

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.3	0.1	78	124.2	7.2	30	0.29	14	68.8	18.3	45.1	-0.21	0.48	-0.04	0.83	147.1	85.2
	35%		10%	35%	30%	20%	15%	20%		35%		25%	30%	35%		

Longevity is a major factor in the profitability of any business or operation. The longer an asset remains productive the more pressure that is relieved from newer assets to pay their way. The granddam of lot 76 will be 18 this spring and is still in production. This son of KBHR Global J138 is extra-long, bigger in his outline, and comes with a balanced set of figures.



LOT 76 RUBYS GLOBAL 3L70





LOT 77 RUBYS WHITEWATER 3L18

49



HCC WHITEWATER 9010  
Sire of Lot 77



RUBY SWC BATTLE CRY 431B  
Maternal Brother to Lot 77



RUBY/SWC GENTLEMAN'S JACK  
Maternal Brother to Lot 77

77

## RUBYS WHITEWATER 3L18

DOB: 9/6/23

Reg: 4370997

Tattoo: 3L18

MILL BRAE IDENTIFIED 4031

**HCC WHITEWATER 9010**  
ROCK CREEK SARA 6066

MR NLC UPGRADE U8676

**SWC RUBY YETTI 143Y**  
JM MISS OLIVIA-L36

Adj. BW 89  
Adj. WW 694  
Adj. YW 1197  
BW Ratio ET  
WW Ratio ET  
YW Ratio ET

I'm not going to lie, this one is easy to find. Here is one of the big, stout, long bodied bulls in the pen that is still offers extra eye appeal and backed by a big time cow family. What a great combination of calving ease and growth and flat out quality. This guy is really nice.

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.5	-3.2	76.2	126.8	8.3	25	0.32	8.3	63.3	13.8	53.5	-0.18	0.46	-0.01	1.03	147	87.6
20%	10%	35%	30%	20%						10%	35%	10%	30%	30%		





**LOT 78 RUBYS HARD RIGHT 3L87**



**LOT 79 RUBYS HARD RIGHT L3106**

A few years back our good buddy Dennis Moore invested in a tremendous Turnpike x Yetti bred female in our Livin the Dream sale. Later that fall he offered a flush in his sale and thought it made sense to incorporate that cows genetics back into our herd. We were the successful bidder and flushed her to Hard Right, resulting in these 2 incredible brothers. They are a couple of the most impressive, performance oriented bulls in the sale. They are attractive made, muscular, square, huge ribbed, and absolutely glide around the pen when you put them in motion. The 3L87 bull is without a doubt breeder quality, and if you're looking to add some quality while maintaining or adding size, he is a logical choice. L3106 wasn't as fortunate on his recip quality, but has been closing the gap every day and is absolutely cut out of the same cloth as his brother. I really like this pair of flushmates.



**OMF HARD RIGHT H21**  
Sire of Lots 78 & 79



**RUBY SWC YETTI 9201G**  
Dam of Lots 78 & 79

**78**

**RUBYS HARD RIGHT 3L87**

DOB: 9/20/23

Reg: 4370967

Tattoo: 3L87

OMF EPIC E27

**OMF HARD RIGHT H21**

HOOKS ANGEL 11A

RUBYS TURNPIKE 771E

**RUBY SWC YETTI 9201G**

SWC RUBY YETTI 143Y

Adj. BW 101

Adj. WW 731

Adj. YW 1239

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.6	3.4	88.6	129.9	5.5	24.9	0.26	10.8	69.1	16.3	31.3	-0.4	0.22	-0.09	0.82	135.9	85
	20%	25%	35%				20%						30%			35%

**79**

**RUBYS HARD RIGHT L3106**

DOB: 9/13/23

Reg: 4371053

Tattoo: L3106

OMF EPIC E27

**OMF HARD RIGHT H21**

HOOKS ANGEL 11A

RUBYS TURNPIKE 771E

**RUBY SWC YETTI 9201G**

SWC RUBY YETTI 143Y

Adj. BW 89

Adj. WW 613

Adj. YW 1099

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.7	3.1	83.9	127.6	5.3	24.9	0.27	10.7	66.8	17.3	36.3	-0.47	0.34	-0.09	1.16	144.6	86.3
	30%	30%	35%	35%			30%	30%	25%	20%	25%	30%	10%	30%		30%





**LOT 80** RUBYS DOUBLE UP 3L74

Attention heifer enthusiasts! Whether you're aiming to make show heifers, steer mommas, or just some awesome replacements, here is the guy for the job. He's awesome looking, soft centered, stout made with extra bone and big feet. Backed by a cow family that doesn't miss sure doesn't hurt anything either. Make sure you find this one!



**WHF/JS/CCS DOUBLE UP G365**  
Sire of Lot 80



**LOT 81** RUBYS CURRENCY 3L90

One of the last Currency sons that we will probably have the chance to offer. Here is a high quality baldy bull that is long bodied and stout made. Our Currency daughters are excellent cows and I'd expect this bull to make the same kind of females.



**RUBY'S CURRENCY 7134E**  
Sire of Lot 81

**80**

**RUBYS DOUBLE UP 3L74**

DOB: 9/17/23 Reg: 4371024 Tattoo: 3L74

W/C DOUBLE DOWN 5014E  
**WHF/JS/CCS DOUBLE UP G365**  
WHF SUMMER 365C

RUBY/SWC GENTLEMAN'S JACK  
**RUBYS ROSETTA 0134H**  
FCC2 ROSETTA 324A

Adj. BW 97  
Adj. WW 606  
Adj. YW 988  
BW Ratio ET  
WW Ratio ET  
YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
9.2	5.1	85.3	120.1	2.5	19.7	0.22	13.9	62.3	11.8	27.5	-0.36	-0.08	-0.07	0.79	102.5	72
25%				25%												

**81**

**RUBYS CURRENCY 3L90**

DOB: 9/21/23 Reg: 4371010 Tattoo: 3L90

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

CDI CEO 281D  
**RUBY NFF CENTERFOLD 8F14**  
RUBY NFF CENTERFOLD 6D53

Adj. BW 87  
Adj. WW 636  
Adj. YW 1022  
BW Ratio 107  
WW Ratio 103  
YW Ratio 100

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	-0.5	66.7	100.3	7.4	23.7	0.21	8	56.9	18.4	40.6	-0.37	0.24	-0.07	1.03	141.3	77.1
20%				30%				20%				15%				20% 35%



**LOT 82 RUBYS GENESIS M454****LOT 83 RUBYS GENESIS M456**

The bulls with the letter M first in their tattoo come from our embryo cooperator herd in Missouri. They happen to be some of the younger cattle in the sale but they represent some of the freshest genetics we have to offer. Here are 2 flushmate brothers out of Genesis and 135J, who is a Guardian out of Yetti. I really think the 135J female is one of the best females we have produced lately and she is off to an awesome start in production. You will hear lots more from this cow in coming years, I promise you that. These 2 brothers are just a testament to what I think she can do. They are good looking, bigger framed bulls that offer extra muscle shape and dimension, as well as extra body length. We all know both traits lead to extra pounds and their genomics also say their carcass quality will help add premium to their calves as well. These guys are breeder quality and I really can't recommend them enough. Pay attention here and don't miss out!

**CLRS GUARDIAN 317G**

Maternal Grandsire of Lots 82 &amp; 83

**82****RUBYS GENESIS M454**

DOB: 2/18/24

Reg: 4410431

Tattoo: M454

WS PROCLAMATION E202

**LBRS GENESIS G69**

LBR DIANA D69

CLRS GUARDIAN 317G

**RUBYS YETTI 135J**

SWC RUBY YETTI 143Y

Adj. BW 88

Adj. WW 754

Adj. YW 1169

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.7	1.6	103.9	158.3	6.2	24	0.34	11.2	75.8	15.2	53.3	-0.19	0.73	-0.02	1.03	173.1	108
35%	1%	2%			10%	5%	3%	2%		20%	4%	1%				

**83****RUBYS GENESIS M456**

DOB: 2/19/24

Reg: 4410429

Tattoo: M456

WS PROCLAMATION E202

**LBRS GENESIS G69**

LBR DIANA D69

CLRS GUARDIAN 317G

**RUBYS YETTI 135J**

SWC RUBY YETTI 143Y

Adj. BW 87

Adj. WW 752

Adj. YW 1199

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14	0.2	102.9	161.8	7	24	0.37	13.7	75.3	18.3	50.5	-0.2	0.83	-0.02	1.01	189.9	112.8
20%	30%	2%	2%	35%		2%	25%	5%	20%	4%	1%		25%	1%	1%	



**LOT 84 RUBYS RESERVE 463M**

I never get too high or low on a calf when they are first born, but I can tell you that as soon as this one was born, I knew he was dang good. A bigger framed Reserve son that is so smooth in his design for a bull that is as dense made as he is. Extra body depth and capacity with an attractive look. He is big footed, but still extremely clean jointed for the power he packs. Take note he comes from the Cleo cow family and his granddam is also the dam of the great Turnpike. We really like this bull!

**RUBYS TURNPIKE 771E**

Maternal Brother to Dam of Lot 84

**LOT 85 RUBYS RESERVE 454M**

Big, stout, soggy herd sire prospect here. I find it hard to walk in the pen and not gravitate towards this Reserve son. He really embodies so many of the traits we are trying to put into our cattle. His dam is one of my favorite young cows and if she keeps raising them like this, she will be in the donor pen soon. A full brother to the dam of this bull did a really great job at Tyler Doss' and RS&T Simmentals in Missouri.

**84****RUBYS RESERVE 463M**

DOB: 1/14/24

Reg: 4410284

Tattoo: 463M

HHS MR ENTOURAGE 867B

**LCDR RESERVE 210J**

LCDR MS ECHO 43E

CLRS GUARDIAN 317G

**RUBYS MISS CLEO J157**

RUBYS MISS CLEO 240Z

Adj. BW	95
Adj. WW	721
Adj. YW	1268
BW Ratio	117
WW Ratio	104
YW Ratio	108

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	1.8	96.9	145.5	6.6	17	0.3	10.3	65.4	20.2	31	-0.31	0.54	-0.04	0.95	168.6	99
	4%	10%				20%		35%	10%			10%		35%	10%	5%

**85****RUBYS RESERVE 454M**

DOB: 1/11/24

Reg: 4410341

Tattoo: 454M

HHS MR ENTOURAGE 867B

**LCDR RESERVE 210J**

LCDR MS ECHO 43E

MR NLC CASH FLOW 7125E

**RUBYS YETTI 1110J**

SWC RUBY YETTI 143Y

Adj. BW	87
Adj. WW	756
Adj. YW	1265
BW Ratio	107
WW Ratio	109
YW Ratio	108

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.6	1.6	88.5	138.2	6.4	18.6	0.31	14	62.8	16.4	35.3	-0.37	0.3	-0.06	1.07	146.6	89.1
		20%	15%			15%	25%			25%		30%		15%	30%	20%





LOT 86 RUBYS FORESIGHT 411M



VCL FORESIGHT  
Sire of Lots 86-88



LOT 87 RUBYS FORESIGHT 415M

Creed may prove to be a sharper cowman than his dad if he keeps raising them like this one! I'm not sure where else I would look to find a bull to make a set of females better than what this Foresight son is. Cool looking, soft made, great feet and legs, and very nice haired. He's a purebred that offers so much mating flexibility and should leave a set of daughters of significant quality and value. His full sisters are some of the nicest we have raised. Good stuff here!

54

86

RUBYS FORESIGHT 411M

DOB: 1/1/24    Reg: 4410291    Tattoo: 411M

MR CCF 20-20  
VCL FORESIGHT  
HCCO COUNTESS 412D  
SILVEIRAS STYLE 9303  
RUBY SWCYOKO 796E  
SWC RUBY YOKO 151Y

Adj. BW 88  
Adj. WW 613  
Adj. YW 1050  
BW Ratio ET  
WW Ratio ET  
YW Ratio ET

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11	1	73.8	101.9	4.8	23.1	0.18	8.1	60.5	11.1	23.6	-0.34	0.13	-0.05	0.83	106	71.5
											20%		30%	25%		

87

RUBYS FORESIGHT 415M

DOB: 1/1/24    Reg: 4410377    Tattoo: 415M

MR CCF 20-20  
VCL FORESIGHT  
HCCO COUNTESS 412D  
RUBYS TURNPIKE 771E  
RUBYS STELLA 181J  
RAH 316C

Adj. BW 104  
Adj. WW 560  
Adj. YW 1073  
BW Ratio ET  
WW Ratio ET  
YW Ratio ET

HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI					
7.2	5.6	95	147.9	2.7	22.2	0.33	6.6	69.7	10.7	36.2	-0.49	0.25	-0.08	1.22	122.4	87					
											10%	5%		10%	20%	25%	10%	35%	30%	4%	30%



**LOT 88** RUBY NFF FORESIGHT 422M

I evaluate this one as a true breeding piece. His feet and legs are monstrous, super extended front one-third, big backed, big butted, with a wide, square pin set and crazy hair. A female maker supreme here and his dam is one of the most potent females in the breed. The guess work is done, now just own him!

RUBY NFF-ICONIC 320L  
Maternal Brother to Lot 88**LOT 89** RUBYS EXODUS 4125M

You will notice this one is out of one of our herd bulls, please don't let that stop you from liking him, as I think he is really nice. Bigger framed, longer bodied, with added power and performance, he is one that will make the next generation better. He struts around the pen like he owns the place but we have not had any problems with his attitude. He will sire those scale pounding steers, but I can't help but think his daughters will butter the bread.

RUBY NFF RHYTHM 2124Z  
Dam of Lot 88**88****RUBY NFF FORESIGHT 422M**

DOB: 1/3/24

Reg: 4410408

Tattoo: 422M

MR CCF 20-20

**VCL FORESIGHT**

HCCO COUNTESS 412D

AJE/PB MONTECITO 63W

**RUBY NFF RHYTHM 2124Z**

RHYTHM 418P

Adj. BW 92

Adj. WW 640

Adj. YW 1224

BW Ratio ET

WW Ratio ET

YW Ratio ET

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.3	2.7	69	108.1	6.3	22.8	0.24	6.9	57.2	13.6	17.8	-0.47	-0.08	-0.08	0.98	110.3	67.3
											20%				30%	

**89****RUBYS EXODUS 4125M**

DOB: 2/15/24

Reg: 4410326

Tattoo: 4125M

LBRS GENESIS G69

**RUBYS EXODUS 236K**

SWC RUBY YETTI 143Y

RUBY'S CURRENCY 7134E

**RUBYS RITA 0155H**

RUBYS RITA 6182D

Adj. BW 100

Adj. WW 857

Adj. YW 1289

BW Ratio 123

WW Ratio 124

YW Ratio 110

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.6	1.8	88.5	144.3	4.7	27.3	0.35	9	71.5	16.6	42.3	-0.3	0.46	-0.07	0.86	154.7	93.6
											20%	10%		20%	4%	15%





**LOT 90 RUBYS ICONIC 439M**

The young dam of this bull has had 2 bulls and each one has been at the very top of their respective calf crops. We love our Iconic sired cattle and this guy is a prime example why. They look like Angus sired cattle should look, attractive, big bodied, stout made and he also adds performance to his mating's. Check out the growth EPDs on this bull. I'm pretty sure he is the highest WW and YW bull in the offering with a big MARB EPD and top end Index values. Top 1% TI. Here is a bull that will add value to any herd he is used in.



**KBHR HIGH ROAD E283**  
Maternal Grandsire of Lot 90



**LOT 91 RUBYS ICONIC 424M**

As a Simmental breeder it pains me to say that a Purebred Angus bull is one of my favorite bulls, but I can't deny it either! The 820U is the best Angus female on the place and one of the best females in our herd, PERIOD! We have always mated her to a Simmental bull and up to this bull, she has had 7 heifer calves in a row! We have kept every one of those females and the influence of 820U runs deep in this offering. We bred her Angus to try getting an Angus female to replace her, but what started out as disappointment with a bull has quickly turned to optimism with this stud. Here's a good looking, big bellied, stout made bull with great feet and one with unlimited breeding potential. He is one that we should really be retaining in our herd to carry on his dam's legacy in a different mode of action. I really can't say enough good about this one, but several Angus breeders have used these newer mainstream bulls on these Ohlde bred females with great success and this guy is another shining example of that mating working. Take advantage of this opportunity, it probably won't happen again as she turns 17 this year!

**90**

**RUBYS ICONIC 439M**

DOB: 1/7/24 Reg: 4410272 Tattoo: 439M

MUSGRAVE 316 STUNNER  
**DB ICONIC G95**  
DB MS DISCOVERY D13  
KBHR HIGH ROAD E283  
**ONSTOT DANIRA 009H**  
DBO DANIRA 515

Adj. BW 89  
Adj. WW 686  
Adj. YW 1211  
BW Ratio 109  
WW Ratio 99  
YW Ratio 103

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.3	-0.4	104.8	172.5	5.2	24.8	0.42	15.7	77.4	10.5	52	0.14	0.84	0.03	0.38	162.3	109.2
1%	1%			1%	15%	3%		10%			4%			10%	1%	

**91**

**RUBYS ICONIC 424M**

DOB: 1/5/24 Reg: 4410298 Tattoo: 424M

MUSGRAVE 316 STUNNER  
**DB ICONIC G95**  
DB MS DISCOVERY D13  
O C C JUDGE 679J  
**FCC ROSETTA 820U**  
JAUER 7318 DBL 3121 039

Adj. BW 89  
Adj. WW 686  
Adj. YW 1301  
BW Ratio 109  
WW Ratio 99  
YW Ratio 111

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB AN**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.9	0.4	88.5	148.3	3.5	28.2	0.37	15.2	73.3	11.6	52.1	0.31	0.95	0.07	0.11	142.4	89
		15%	10%		20%	4%	20%	10%		10%		2%				25%





LOT 92 RUBYS ICONIC 3L22

57

92

## RUBYS ICONIC 3L22

DOB: 9/8/23

Reg: 4371040

Tattoo: 3L22

MUSGRAVE 316 STUNNER

**DB ICONIC G95**

DB MS DISCOVERY D13

TEHAMA 944 R525

**A & B LASS 2044**

A & B LASS 0129

Adj. BW	70
Adj. WW	669
Adj. YW	1069
BW Ratio	TWIN
WW Ratio	TWIN
YW Ratio	TWIN

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB AN**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15	-3	80.8	141.8	5.7	26.3	0.38	13	67.6	12.2	50.9	0.37	1.01	0.07	-0.03	154.2	90.1
25%	10%	35%	10%	30%	3%			25%		10%		2%			20%	20%

We have a handful of these Purebred Angus bulls in the sale and if they all looked like this, I'd take a hundred more. Here's a big, stout, rugged made bull that you not only love walking around the pen, but you love his data as well. You will notice we are showing his Simmental EPDs so you can compare him properly amongst his contemporaries and he does not disappoint. If you're after Angus genetics, make sure to give him a look.



**DB ICONIC G95**

Sire of Lots 90-94



**LOT 93** RUBYC ICONIC 3L42

Our Angus offering is small in quantity, but huge on quality. Here's one I really like. A bigger framed, long bodied bull that offers extra stoutness in an eye appealing package. Top end growth and marbling EPDs suggest his calves will be profitable on feed. Make sure to check out these Angus bulls!



**SITZ UPWARD 307R**  
Maternal Grandsire of Lot 93

**LOT 94** RUBYS ICONIC 3L29

If longevity means anything to you, put this bull at the top of your list. His dam will be 18 years old in a few months and still raises a calf with the best of them. Most young cows wish they had an udder that looks like the dam of this bull. A very complete EPD profile with an outstanding Marbling EPD. Buy with confidence on this guy, the guess work has been taken out.

**93****RUBYC ICONIC 3L42**

DOB: 9/12/23

Reg: 4370935

Tattoo: 3L42

MUSGRAVE 316 STUNNER

**DB ICONIC G95**

DB MS DISCOVERY D13

SITZ UPWARD 307R

**A & B ALICE 2059**

A &amp; B ALICE LASS 0012

Adj. BW	73
Adj. WW	695
Adj. YW	1102
BW Ratio	90
WW Ratio	113
YW Ratio	107

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB AN**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.1	-0.8	86.3	143.4	7.5	25.9	0.36	14.1	71.7	10.1	67	0.28	0.91	0.05	0.23	140.8	88.1
35%	35%	20%	10%	35%	10%	30%	15%	1%	3%							25%

**94****RUBYS ICONIC 3L29**

DOB: 9/9/23

Reg: 4370928

Tattoo: 3L29

MUSGRAVE 316 STUNNER

**DB ICONIC G95**

DB MS DISCOVERY D13

O C C GREAT PLAINS 943G

**KJB ROSETTA 980T**

FCC ROSETTA 744R

Adj. BW	84
Adj. WW	593
Adj. YW	1058
BW Ratio	103
WW Ratio	96
YW Ratio	103

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB AN**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13.1	-0.9	79.6	125.8	4.8	28.5	0.29	16.3	68.6	14.6	38.7	0.35	0.97	0.09	-0.02	147.7	85.1
35%	35%	35%	20%	35%	15%	20%		35%	2%						30%	35%





# THE FEMALE OFFERING

*A group of the best females from the heart of our program*







**LOT 101** RUBYS MISS CLEO 301L



**TJ GOLD 274G**

Sire of Lot 101



**RUBYS TURNPIKE 771E**

Maternal Brother to Dam of Lot 101

**101**

**RUBYS MISS CLEO 301L**

DOB: 1/1/23 Reg: 4269221 Tattoo: 301L

HOOK'S EAGLE 6E  
**TJ GOLD 274G**  
TJ 12C

WS PROCLAMATION E202  
**RUBYS MISS CLEO J154**  
RUBYS MISS CLEO 240Z

Adj. BW: 51  
Adj. WW: 525  
Adj. YW: 711

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.1	-3.3	71.6	110.1	9.6	20.2	0.24	11	55.9	16.4	20.6	-0.18	0.65	-0.01	0.66	174.4	93.3
2%	2%		10%								3%				4%	15%

AI BRED 5/16/24 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213).  
SAFE AI. DUE APPROXIMATELY 2/23/25.

This is the kind of female we love and the kind that flat out works in our operation. Big bodied, easy fleshing, stout made, and a great set of EPDs. Look back a couple generations on the dam side and you will find the dam of the legendary Turnpike. Good one here that hurts us to part with.

**LOT 101 PLANNED MATING**

**KBHR HOMESTEAD H016 X RUBYS MISS CLEO 301L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.7	-3.6	79.3	117.8	10.9	24.7	0.24	14.1	64.2	20	31.9	-0.26	0.78	-0.03	0.88	194	101.6

PREGNANCY BREED: PB SM





**LOT 102 RUBYS MISS CLEO 366L**

The Cleo cow family has been a mainstay here for their practicality, stayability, and productivity. The udder and feet quality of these family members has been as good as any as we have had on the place. They're fertile, easy fleshing, good mothers, and problem free. Here is a great chance to add a Cleo to your herd.

*AI BRED 5/2/24 TO BASIN TRUE GRIT 1021 (ASA: 4204740)  
PE 6/3/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE TO PE SIRE.  
DUE APPROXIMATELY 3/25/25.*



**KBHR HOMESTEAD H016**

*Sire of influence throughout the entire offering!*

We haven't turned many of these direct 341A daughters loose for sale in recent years and this may be one of the last. We have had several full siblings to this heifer, both bulls and heifers, that have been extremely high quality. Bulls are in other breeders operations and you will notice full sisters progeny in the bull portion of this sale. If cow families and producing ability are important to you, don't miss this girl. Remember she is a maternal sister to the great 721E.

*AI BRED 5/18/24 TO SFG HEAD START H0509 (ASA: 3960213).  
PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE TO PE SIRE.  
DUE APPROXIMATELY 4/10/25.*



**LOT 103 RUBYS LINDA 362L**



**RUBYS GUARDIAN 382L**

*Full Brother to Lot 103*

102		RUBYS MISS CLEO 366L	
		DOB: 1/26/23	Reg: 4269211
		Tattoo: 366L	
HOOK'S BEACON 56B		3C LAVA L375-BZ	
KBHR HOMESTEAD H016		RUBYS MISS CLEO Y102	
WS MISS SUGAR C4		DOUBLE R MISS CLEO L27	
		Adj. BW: 84	
		Adj. WW: 554	
		Adj. YW: 715	

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
8.3	0.4	71.5	100.5	4.2	26.2	0.18	14.3	61.9	23.8	23.2	-0.35	0.55	-0.07	0.71	163.4	85.7
35%				25%			20%		1%			10%			10%	30%

### LOT 102 PLANNED MATING

**SFG HEAD START H0509 X RUBYS MISS CLEO 366L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.9	-2.9	67.9	101.6	10.5	24.4	0.21	16.7	58.3	20.6	20.8	-0.33	0.64	-0.07	0.66	178.6	90.5
PREGNANCY BREED: PB SM																

103		RUBYS LINDA 362L	
		DOB: 1/25/23	Reg: 4269301
		Tattoo: 362L	
HOOK'S BEACON 56B		PVFS RUBY MADDEN 126Y	
CLRS GUARDIAN 317G		RUBYS LINDA 341A	
CLRS ALWAYS XCELLENT		X517P	
		Adj. BW: 51	
		Adj. WW: 563	
		Adj. YW: 722	

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.4	-2.9	81	117.7	10.1	26.3	0.23	8.2	66.7	23.1	41.8	-0.35	0.49	-0.05	1.14	184.4	95.6
1%	3%			4%	25%			30%	1%	15%		10%		10%	2%	10%

### LOT 103 PLANNED MATING

**SFG HEAD START H0509 X RUBYS LINDA 362L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
23	-4.6	72.7	110.2	13.5	24.4	0.24	13.7	60.7	20.2	30.1	-0.33	0.61	-0.05	0.88	189.3	95.3
PREGNANCY BREED: PB SM																





**LOT 104 RUBYS JUANADA 325L**

I'm not really sure how this one made it on the sale list but she is up for grabs. Good looking, big bodied, stout made, and backed by a big time cow family that has excelled contemporaries in carcass merit. This female carries on the family tradition as she was the number 2 female for IMF in her contemporary group with an impressive 158 ratio. This is the kind to build a line of females or even build a program around. **AI BRED 5/13/24 TO KBHR HOMESTEAD H016 (ASA: 3789403).** **PE 5/14/24 TO 7/24/24 TO RUBYS JUST MY LUCK 1J65 (ASA: 4112987).** **SAFE AI. DUE APPROXIMATELY 2/20/25.**



**SFG HEAD START H0509**

*Sire of influence throughout the entire offering!*



**LOT 105 RUBYS JUANADA 3150L**

I waffled a long time on whether to offer this female for sale. Her dam had been a mainstay making so many good SimAngus cattle over the years and this is her last calf. We can't keep them all and if longevity and frankly, quality matter, then help yourself and your cowherd out here. **AI BRED 5/11/24 TO SFG HEAD START H0509 (ASA: 3960213).** **PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213).** **SAFE AI. DUE APPROXIMATELY 2/18/25.**

**104**

**RUBYS JUANADA 325L**

DOB: 1/13/23 Reg: 4269215 Tattoo: 325L

SFG COWBOY LOGIC D627 RUBYS TURNPIKE 771E Adj. BW: 70  
**SFG HEAD START H0509** RUBYS JUANADA 136J Adj. WW: 576  
SFG JERRI E97 RUBYS JUANADA 6130D Adj. YW: 746

**PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.7	-0.6	71.4	118.8	10.9	25.2	0.3	13.6	60.8	11.3	35.1	-0.34	0.65	-0.06	0.93	164	92
1%	20%			2%	35%	20%	30%			25%		3%			10%	15%

**LOT 104 PLANNED MATING**

**KBHR HOMESTEAD H016 X RUBYS JUANADA 325L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.5	-2.3	79.2	122.2	11.6	27.2	0.27	15.4	66.7	17.4	39.2	-0.34	0.78	-0.05	1.01	188.8	101

**PREGNANCY BREED: PB SM**

**105**

**RUBYS JUANADA 3150L**

DOB: 3/17/23 Reg: 4269277 Tattoo: 3150L

HOOK'S BEACON 56B O C C SERGEANT 725S Adj. BW: 61  
**KBHR HOMESTEAD H016** FCC JUANADA 923W Adj. WW: 541  
WS MISS SUGAR C4 FCC JUANADA 914T Adj. YW: 794

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.8	-3.2	75.5	117.7	9.7	24.5	0.26	12.6	64.2	17.1	32.7	-0.08	0.39	-0.01	0.52	154.6	85
2%	10%			15%				25%							20%	35%

**LOT 105 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS JUANADA 3150L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
23.2	-4.7	69.9	110.2	13.3	23.5	0.25	15.9	59.4	17.2	25.5	-0.19	0.56	-0.03	0.57	176.7	90.7

**PREGNANCY BREED: 3/4 SM 1/4 AN**



**LOT 106 RUBYS JUANADA 3136L**

If you like those big bellied, broody females as much as we do, then here is one for you. An interesting breeding piece here that is a red gene carrying SimAngus Female. The maternal grand sire Incentive, really had a positive impact on our herd.  
**AI BRED 5/6/24 TO SFG HEAD START H0509 (ASA: 3960213).**  
**PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509**  
**(ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/13/25.**

**KBHR SRIRACHA H127**

*Sire of influence throughout the entire offering!*

**LOT 107 RUBYS JUANADA 3140L**

One of my favorites in the bred department here. She is one of the stoutest made Sriracha females yet still offers that great look and practicality we love out of her sire. You will notice she is backed by a Battle Cry female and if you know anything about our program, I don't have to tell you how much impact he had here. Don't let this one slip by.

**AI BRED 5/13/24 TO KBHR HOMESTEAD H016 (ASA: 3789403).**  
**PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509**  
**(ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/20/25.**

106		RUBYS JUANADA 3136L	
		DOB: 3/7/23	Reg: 4269271
		Tattoo: 3136L	
KBHR SNIPER E036		S S INCENTIVE 9J17	
Adj. BW: 71		Adj. WW: 539	
<b>KBHR SRIRACHA H127</b>		<b>RUBYS JUANADA 4B21</b>	
KBHR C116		RUBYS JUANADA 918Z	
		Adj. YW: 746	

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.8	-3.4	71.6	107.6	10.3	25.3	0.22	18.2	61	14.5	27.2	-0.08	0.29	0.02	0.63	140.4	80
2%	10%		10%				4%									

**LOT 106 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS JUANADA 3136L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.7	-4.8	68	105.2	13.6	23.9	0.23	18.7	57.8	15.9	22.8	-0.19	0.51	-0.02	0.62	167	87.2

**PREGNANCY BREED: 3/4 SM 1/4 AN**

107		RUBYS JUANADA 3140L	
		DOB: 3/11/23	Reg: 4269207
		Tattoo: 3140L	
KBHR SNIPER E036		RUBY SWC BATTLE CRY 431B	
Adj. BW: 82		Adj. WW: 569	
<b>KBHR SRIRACHA H127</b>		<b>RUBYS JUANADA 7E76</b>	
KBHR C116		FCC JUANADA 913T	
		Adj. YW: 766	

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.5	-0.6	66.2	106.3	7.7	24.2	0.25	13.4	57.7	14.6	33.8	-0.31	0.08	-0.05	0.94	120	69.2
15%											25%				15%	

**LOT 107 PLANNED MATING**

**KBHR HOMESTEAD H016 X RUBYS JUANADA 3140L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.9	-2.3	76.6	115.9	10	26.7	0.25	15.3	65.1	19.1	38.5	-0.32	0.49	-0.05	1.02	172.5	91.8

**PREGNANCY BREED: PB SM**





LOT 108 RUBYS YETTI L355

64



RUBY SWC BATTLE CRY 431B  
Maternal Brother to Lots 108 & 109



RUBY/SWC GENTLEMAN'S JACK  
Maternal Brother to Lots 108 & 109

108

RUBYS YETTI L355

DOB: 2/25/23    Reg: 4269325    Tattoo: L355

HOOK'S BEACON 56B  
KBHR HOMESTEAD H016  
WS MISS SUGAR C4

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

Adj. BW: 67  
Adj. WW: 621  
Adj. YW: 781

HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.1	-2.3	74.4	109.6	9.7	24.7	0.22	12.2	61.8	16.8	33.8	-0.41	0.36	-0.07	1.05	157.5	87.5
4%	5%		10%							30%	20%		20%	15%	25%	

A1 BRED 5/5/24 TO BASIN TRUE GRIT 1021 (ASA: 4204740).

PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE TO PE SIRE.

DUE APPROXIMATELY 4/5/25.

If this one's picture doesn't get you excited, we might not like the same type of cattle! In all seriousness though, check out her pedigree, Homestead x Yetti! What an opportunity to own an own daughter of Yetti that offers a balanced EPD package combined with impeccable phenotype. Here is a good looking, super stout, easy fleshing female that will be ready to make an impact wherever she ends up. I can't recommend this one enough.

LOT 108 PLANNED MATING

SFG HEAD START H0509 X RUBYS YETTI L355

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.3	-4.3	69.4	106.2	13.3	23.6	0.23	15.7	58.2	17.1	26.1	-0.36	0.54	-0.06	0.83	175.6	91.2

PREGNANCY BREED: PB SM

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**LOT 109 RUBYS YETTI L363**

This direct daughter of Yetti 143Y is the high growth and power female of the offering. She is big footed and stout boned with extra capacity and a great look. Turnpike has made a positive impact on the breed, and she will, too.

*PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE TO PE SIRE. DUE APPROXIMATELY 4/5/25.*



**LOT 110 RUBYS YETTI 331L**

Another impressive Head Start daughter from a great cow family. This female excelled in individual performance, and excels in individual looks as well. Ratios 100 for WW, 104 for YW, and 109 for Marbling. The first 2 calves from this cow are in this sale. Check out the 454M bull as he is a maternal brother to this female and he is one that we like a great deal. This kind isn't offered for sale everywhere, so take advantage here.

*AI BRED 5/18/24 TO KBHR HOMESTEAD H016 (ASA: 3789403). PE 5/14/24 TO 7/24/24 TO RUBYS JUST MY LUCK 1J65 (ASA: 4112987). SAFE AI. DUE APPROXIMATELY 2/25/25.*



**RUBY SWC YETTI E760**

*Maternal Sister to Dam of Lot 110*

109		RUBYS YETTI L363														
		DOB: 2/24/23				Reg: 4269331				Tattoo: L363						
WBF SIGNIFICANT B132		MR NLC UPGRADE U8676				Adj. BW: 90										
RUBYS TURNPIKE 771E		SWC RUBY YETTI 143Y				Adj. WW: 563										
RUBYS MISS CLEO 240Z		JM MISS OLIVIA-L36				Adj. YW: 856										
HOMOZYGOUS POLLED   HOMOZYGOUS BLACK   PB SM																
CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
10.6	4.3	93.7	151.5	4.6	23.2	0.36	8.2	69.9	8.2	49.1	-0.53	-0.18	-0.11	1.31	101.6	78.4
	10%	4%				3%		20%		5%	4%		5%	2%		

**LOT 109 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS YETTI L363**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	TI
18.1	-1	79	127.1	10.7	22.9	0.3	13.7	62.3	12.8	33.7	-0.42	0.27	-0.08	0.96	86.7

PREGNANCY BREED: PB SM

110		RUBYS YETTI 331L															
		DOB: 1/17/23				Reg: 4269239				Tattoo: 331L							
SFG COWBOY LOGIC D627		MR NLC CASH FLOW 7125E				Adj. BW: 62											
SFG HEAD START H0509		RUBYS YETTI 1110J				Adj. WW: 567											
SFG JERRI E97		SWC RUBY YETTI 143Y				Adj. YW: 783											
HOMOZYGOUS POLLED   HOMOZYGOUS BLACK   PB SM																	
CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI	
20.6	-4.5	62	102.7	12.3	21.2	0.25	16.2	52.1	18.6	18.5	-0.34	0.44	-0.07	0.64	170.9	85.1	
1%	1%			1%			10%		20%			15%			5%	35%	

**LOT 110 PLANNED MATING**

**KBHR HOMESTEAD H016 X RUBYS YETTI 331L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	TI
21	-4.2	74.5	114.1	12.3	25.2	0.25	16.7	62.3	21.1	30.9	-0.34	0.67	-0.06	0.87	97.5

PREGNANCY BREED: PB SM





**LOT 111 RUBY NFF RHYTHM 339L**



**LOT 112 RUBY NFF RHYTHM 357L**

What a pair of females here. Obviously 2124Z has raised her fair share of great ones, but I think these flushmates rise towards the top in terms of production potential as breeding pieces in the donor pen. I will be flat honest that you will like them better in person than in their picture, but that is just the nature of the business. The baldy offers a striking look with impeccable structure, awesome haired and reminds us so much of her mother at his age. The black sister is one of the stoutest daughters of 2124Z that has been offered. She's big legged, wide constructed, crazy good haired with a great look. She can raise breeding cattle but has the power to raise those highly sought after breed steers if so desired. So much quality in these 2 sisters and one thing is for certain, they will flat out generate for who ever is the successful bidder sale day.

**AI BRED 5/18/24 TO WHF/JS/CCS DOUBLE UP G365**  
(ASA: 3658592).

**PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509**  
(ASA: 3960213). **SAFE AI. DUE APPROXIMATELY 2/25/25.**



**JSUL SOMETHING ABOUT MARY 8421**  
Sire of Lots 111 & 112



**RUBY NFF RHYTHM 2124Z**  
Dam of Lots 111 & 112

**AI BRED 5/7/24 TO WHF/JS/CCS DOUBLE UP G365**  
(ASA: 3658592).

**PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509**  
(ASA: 3960213). **SAFE AI. DUE APPROXIMATELY 2/14/25.**

**111**

**RUBY NFF RHYTHM 339L**

DOB: 3/3/23 Reg: 4269294 Tattoo: 339L

W/C RELENTLESS 32C AJE/PB MONTECITO 63W Adj. BW: 64  
**JSUL SOMETHING ABOUT MARY 8421 RUBY NFF RHYTHM 2124Z** Adj. WW: 620  
JBSF PROUD MARY RHYTHM 418P Adj. YW: 912

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.8	0.8	64.6	109.9	7.2	21.3	0.28	9.1	53.4	15.9	25.5	-0.35	-0.04	-0.06	0.83	124.1	68.2
15%		30%		30%												

**LOT 111 PLANNED MATING**

**WHF/JS/CCS DOUBLE UP G365 X RUBY NFF RHYTHM 339L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
13	1.1	75.1	109.7	5.9	21.8	0.22	11.7	59.1	14.3	22.1	-0.41	-0.16	-0.06	0.93	112.5	69.5

**PREGNANCY BREED: PB SM**

**112**

**RUBY NFF RHYTHM 357L**

DOB: 2/14/23 Reg: 4269204 Tattoo: 357L

W/C RELENTLESS 32C AJE/PB MONTECITO 63W Adj. BW: 72  
**JSUL SOMETHING ABOUT MARY 8421 RUBY NFF RHYTHM 2124Z** Adj. WW: 635  
JBSF PROUD MARY RHYTHM 418P Adj. YW: 919

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.5	2.2	69.7	115.5	6.9	21.3	0.29	9.9	56	14.8	28.6	-0.31	0.02	-0.06	0.75	123.5	70.6
15%		35%		25%												

**LOT 112 PLANNED MATING**

**WHF/JS/CCS DOUBLE UP G365 X RUBY NFF RHYTHM 357L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.8	1.8	77.6	112.5	5.8	21.8	0.22	12.1	60.4	13.8	23.6	-0.39	-0.13	-0.06	0.89	112.4	70.7

**PREGNANCY BREED: PB SM**





**LOT 113 JSTO RHYTHM 1802L**

67



**SO REMEDY 7F**  
\$530,000 Sire of Lot 113



**RUBY NFF RHYTHM 972G**  
Dam of Lot 113



**WHF/JS/CCS DOUBLE UP G365**  
Service Sire to Lot 113

**113**

**JSTO RHYTHM 1802L**

DOB: 2/16/23 Reg: 4206759 Tattoo: 1802L

HPF/HILL UPRISING C104 CNS PAYS TO DREAM T759 Adj. BW: -  
**SO REMEDY 7F** **RUBY NFF RHYTHM 972G** Adj. WW: -  
B&K CREAM SODA 8D RUBY NFF RHYTHM 2124Z Adj. YW: -

**HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.9	1.3	66.6	109.3	5.5	16.8	0.27	11.4	50	13	29.4	-0.41	-0.05	-0.09	0.62	114.6	67.2
30%				35%									30%			

**LOT 113 PLANNED MATING**

**WHF/JS/CCS DOUBLE UP G365 X JSTO RHYTHM 1802L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.7	1.3	69.7	101.1	6.2	21.1	0.2	11.1	55.8	13.9	17.4	-0.43	-0.11	-0.07	0.87	110.3	67

PREGNANCY BREED: PB SM

A true sale feature with big time donor potential here! She's one of the best bred females we have ever offered and has the pedigree to back it up. Ruby NFF Rhythm 972G is a full sister to 4B1 that has had such a great run in the show ring and donor pen for our program. This daughter of SO Remedy 7F could have won her fair share of shows, but here she is for sale as bred female in production condition without the worry of dealing with a spoiled retired show heifer. She is big footed, big boned, bold bodied, thick made, and big haired with a killer look. I can type the superlatives all day long and it will not do her the justice she deserves. Come see her in person, she is worth the trip and worth your investment consideration.

**AI BRED 5/16/24 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3658592).**

**PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE AI.**

**DUE APPROXIMATELY 2/23/25.**



## Backed by Breed Leading Genetics THE BRED FEMALES



**LOT 114 RUBYS RHYTHM 391L**

The first calf out of a past show heifer for Miss Elli Blackford, the 2024 Iowa State Fair Queen. Another cookie cutter female from Head Start. Feminine made, big middled, smooth muscled all combined with an attractive design and backed by the Rhythm cow family. Hard to go wrong here.

AI BRED 5/18/24 TO KBHR SRIRACHA H127 (ASA: 3789514).  
PE 5/23/24 TO 7/24/24 TO RUBYS JUST MY LUCK 1J65  
(ASA: 4112987). SAFE AI. DUE APPROXIMATELY 2/25/25.



**RUBYS RHYTHM 0H26**

Maternal Sister to Dam of Lot 114



**LOT 115 RUBYS RHYTHM 346L**

Here is a great blend of our foundation cow family with a new age proven sire. She's a big bodied, stout made one that will generate quality stock in production.

AI BRED 5/18/24 TO SFG HEAD START H0509 (ASA: 3960213).  
PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/25/25.



**SFG HEAD START H0509**

Service sire to several females throughout the offering!

**114**

### RUBYS RHYTHM 391L

DOB: 4/16/23 Reg: 4280941 Tattoo: 391L

SFG COWBOY LOGIC D627 RUBY/SWC GENTLEMAN'S JACK Adj. BW: 62  
SFG HEAD START H0509 RUBYS RHYTHM 102J Adj. WW: 712  
SFG JERRI E97 RUBY NFF RHYTHM 715E Adj. YW: 1100

#### PB SM

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.5	-3.1	59	87.9	11.8	20.1	0.18	14.4	49.5	12.1	22.7	-0.19	0.33	-0.03	0.58	145.3	77.4
1%	3%			1%			20%					25%			30%	

### LOT 114 PLANNED MATING

KBHR SRIRACHA H127 X RHYTHM 391L

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.5	-3.6	64	94.8	12	22.5	0.19	18.1	54.4	14.7	21.5	-0.26	0.33	-0.03	0.71	154.8	81

PREGNANCY BREED: PB SM

**115**

### RUBYS RHYTHM 346L

DOB: 1/23/23 Reg: 4269178 Tattoo: 346L

HOOK'S BEACON 56B HTP SVF IN DEW TIME Adj. BW: 62  
KBHR HOMESTEAD H016 RUBYS RHYTHM X0405 Adj. WW: 564  
WS MISS SUGAR C4 DOUBLE R SHESTHEONE K18 Adj. YW: 782

#### HOMOZYGOUS POLLED | HOMOZYGOUS BLACK | PB SM

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.8	-3.5	73.2	112.3	10.5	22	0.24	18.3	58.5	23.1	24.2	-0.38	0.32	-0.06	0.93	173.9	87.5
1%	2%			3%			2%		1%			25%			4%	25%

### LOT 115 PLANNED MATING

SFG HEAD START H0509 X RUBYS RHYTHM 346L

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22.7	-4.9	68.8	107.5	13.7	22.3	0.24	18.7	56.6	20.2	21.3	-0.34	0.52	-0.06	0.77	183.7	91.1

PREGNANCY BREED: PB SM

FEBRUARY 1, 2025



MURRAY, IOWA





## LOT 116 RUBYS ISABELLA 352L

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One glance at this one's picture and you can tell that she is a true sale feature. She is awesome about her head, neck, and throat with plenty of power, center body shape, and the look of a high-quality, big-time breeding piece. She is smooth as silk and one we really should have had in the show barn this past summer. 352L is a maternal sister to Creed's Stella donor that has done such a masterful job in production for our operation. Look back a couple of generations and you will discover H25, the dam of Mr HOC Broker, on the maternal side. There is no doubt that this bred female comes with the credentials to be an income generating donor for your program.

AI BRED 5/9/24 TO WHF/JS/CCS DOUBLE UP G365 (ASA: 3658592).

PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/16/25.

# 116

## RUBYS ISABELLA 352L

DOB: 2/25/23 Reg: 4269270 Tattoo: 352L

W/C RELENTLESS 32C RUBYS YUCATAN 160Y Adj. BW: 83  
JSUL SOMETHING ABOUT MARY 8421 RAH 316C Adj. WW: 567  
JBSF PROUD MARY JM ISABELLA W2 Adj. YW: 923

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.7	1.2	73.4	110.9	5.1	19.1	0.23	4.6	55.8	12.1	30.9	-0.27	0.17	-0.04	0.82	125.3	76.7

35%

## LOT 116 PLANNED MATING

WHF/JS/CCS DOUBLE UP G365 X RUBYS ISABELLA 352L

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
11.9	1.2	79.5	110.2	4.9	20.7	0.19	9.5	60.3	12.4	24.8	-0.37	-0.05	-0.05	0.93	113.5	73.9

PREGNANCY BREED: PB SM



**RUBYS STELLA 181J**

Maternal Sister to Lot 116





**LOT 117 RUBYS KAYE 358L**

The Kaye cow family that originated at Oval F in Missouri has produced several sale toppers and top end females for us. This Kaye family member is one of the best we have offered for sale. Check out these ratios: 106 WW, 108 YW, 158 MARB, and 125 REA. That data alone will land most females in the donor pen. As impressive as her measurable data is, she is just as impressive when you view her on the hoof. She's good looking, with extra power, yet still well balanced and looks like a female. Good stuff here.

AI BRED 5/13/24 TO BASIN TRUE GRIT 1021 (ASA: 4204740).  
PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE TO PE SIRE.  
DUE APPROXIMATELY 3/21/25.



**RUBYS KAYE 2113K**

Member of the "Kaye" cow family!

An attractive fronted, eye appealing Homestead daughter from the Kaye cow family. This one looks like a female and goes back to the influence of the great Final Answer.

AI BRED 5/18/24 TO SFG HEAD START H0509 (ASA: 3960213).  
PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE TO PE SIRE.  
DUE APPROXIMATELY 4/10/25.



**LOT 118 RUBYS KAYE 394L**



**PVFS RUBY MADDEN 126Y**

Maternal Grandsire of Lot 118

**117**

**RUBYS KAYE 358L**

DOB: 1/24/23 Reg: 4269281 Tattoo: 358L

HOOK'S BEACON 56B S S INCENTIVE 9J17 Adj. BW: 77  
KBHR HOMESTEAD H016 RUBYS KAYE 896F Adj. WW: 600  
WS MISS SUGAR C4 RUBYS KAYE 711T Adj. YW: 814

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.5	-2.3	78.5	116.7	10.2	27.5	0.24	19.9	66.4	18.3	40.6	-0.28	0.8	-0.01	1.17	173.5	96.5
15%	15%			10%	25%		2%	30%	15%	30%	35%	10%		2%	4%	10%

**LOT 117 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS KAYE 358L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21	-4.3	71.4	109.7	13.5	25	0.24	19.5	60.5	17.8	29.5	-0.29	0.76	-0.04	0.89	189.2	97.7

PREGNANCY BREED: PB SM

**118**

**RUBYS KAYE 394L**

DOB: 2/12/23 Reg: 4269298 Tattoo: 394L

HOOK'S BEACON 56B PVFS RUBY MADDEN 126Y Adj. BW: 74  
KBHR HOMESTEAD H016 RUBYS KAYE 631D Adj. WW: 600  
WS MISS SUGAR C4 RUBYS KAYE 364A Adj. YW: 761

**HOMOZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.6	0.7	82.6	121.2	9.4	33.6	0.24	14.6	74.8	21.4	39.9	-0.31	0.56	-0.04	1.02	175.6	94.5
3%		35%		10%	2%		20%	10%	3%	15%		10%		20%	3%	10%

**LOT 118 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS KAYE 394L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.6	-2.8	73.5	112	13.1	28.1	0.24	16.9	64.7	19.4	29.1	-0.31	0.64	-0.05	0.82	184.6	94.6

PREGNANCY BREED: PB SM





**LOT 119 RUBYS ROSETTA 3115L**

A Homestead female that reads as good on paper as she looks in person. She has one of the highest STAY EPDs in the entire sale.

AI BRED 4/12/24 TO RUBYS JUST MY LUCK 1J65 (ASA: 4112987).  
PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE TO PE SIRE. DUE APPROXIMATELY 4/2/25.



**LOT 120 RUBYS ROSETTA 3122L**

We don't let many derivatives of the Rosetta 820U cow leave the farm. If you haven't noticed, go back through the bull offering and check out the amount of influence she has in that set of cattle. This one posts the big indexes across the board and is every bit as impressive in the flesh. Here is a female that can add value to any operation and comes recommended with the utmost confidence.

AI BRED 5/12/24 TO SFG HEAD START H0509 (ASA: 3960213).  
PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE TO PE SIRE. DUE APPROXIMATELY 3/9/25.



**RUBYS HOMESTEAD 314L**  
3/4 Brother to Lot 120

119		RUBYS ROSETTA 3115L	
		DOB: 2/20/23	Reg: 4269282
		Tattoo: 3115L	
HOOK'S BEACON 56B		MR NLC CASH FLOW 7125E	
KBHR HOMESTEAD H016		RUBYS ROSETTA 0133H	
WS MISS SUGAR C4		FCC ROSETTA 71X	
		Adj. BW: 72	
		Adj. WW: 584	
		Adj. YW: 750	

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
17.6	-2.2	81.2	125	9.1	22.8	0.27	12.8	63.5	21.8	40.6	-0.11	0.69	-0.01	0.64	176.1	94.1
10%	20%	30%	35%	20%						2%	30%	15%			3%	10%

**LOT 119 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS ROSETTA 3115L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.6	-4.2	72.8	113.9	13	22.7	0.26	16	59.1	19.6	29.5	-0.21	0.71	-0.04	0.63	191.1	96.8

PREGNANCY BREED: PB SM

120		RUBYS ROSETTA 3122L	
		DOB: 2/26/23	Reg: 4269205
		Tattoo: 3122L	
HOOK'S BEACON 56B		RUBY/SWC GENTLEMAN'S JACK	
KBHR HOMESTEAD H016		RUBYS ROSETTA 882F	
WS MISS SUGAR C4		FCC ROSETTA 820U	
		Adj. BW: 73	
		Adj. WW: 613	
		Adj. YW: 845	

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16	-2.3	76.8	117.7	7.1	24.5	0.26	17.5	63.1	12.3	38.6	-0.18	0.46	-0.03	0.73	141.3	86.3
15%	15%							10%		35%		35%				35%

**LOT 120 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS ROSETTA 3122L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.8	-4.3	70.6	110.2	12	23.5	0.25	18.3	58.9	14.8	28.5	-0.24	0.59	-0.04	0.67	173.3	92.7

PREGNANCY BREED: PB SM





**LOT 121 RUBYS REVOLUTION ROSE 3106L**

Our Currency females have flat got the job done for us. They are great mothers that always seem to out produce themselves and make the next generation better. Our Yucatan females can be described very much the same way. Stacking 2 of the maternal giants that we have raised all in one pedigree is a good foundation for success.

*AI BRED 5/18/24 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509  
(ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/25/25.*



**RUBY'S CURRENCY 7134E**  
\$435,000 Sire of Lot 121



**LOT 122 RUBYS DIXIE ERICA 390L**

We love these Head Start females. They are good looking, big bodied, stout made females that look like they are going to make productive cows. Calving ease, Stay, and carcass really help this female excel.

*AI BRED 6/1/24 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PE 6/3/24 TO 7/24/24 TO RUBYS JUST MY LUCK 1J65  
(ASA: 4112987). SAFE AI. DUE APPROXIMATELY 3/8/25.*



**SFG HEAD START H0509**  
Sire of Lots 122-124

## 121 RUBYS REVOLUTION ROSE 3106L

DOB: 2/16/23 Reg: 4269305 Tattoo: 3106L

WBF SIGNIFICANT B132 RUBYS YUCATAN 160Y Adj. BW: 99  
**RUBY'S CURRENCY 7134E** RUBYS REV ROSE 4B27 Adj. WW: 667  
RUBYS JILL 035X FCC REVOLUTION ROSE 933W Adj. YW: 855

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
3.9	5.2	82.8	122.1	0.8	28.9	0.25	10.4	70	14.7	51.8	-0.38	0.3	-0.08	1.11	111.1	76.1
	25%		15%		20%		10%	10%		10%		4%				

### LOT 121 PLANNED MATING

**KBHR HOMESTEAD H016 X RUBYS REVOLUTION ROSE 3106L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
12.6	0.7	84.9	123.8	6.5	29	0.25	13.8	71.3	19.1	47.5	-0.36	0.6	-0.06	1.1	167.6	95.3

PREGNANCY BREED: PB SM

## 122 RUBYS DIXIE ERICA 390L

DOB: 2/11/23 Reg: 4269246 Tattoo: 390L

SFG COWBOY LOGIC D627 MR NLC CASH FLOW 7125E Adj. BW: 61  
**SFG HEAD START H0509** RUBYS DIXIE ERICA 1169J Adj. WW: 560  
SFG JERRI E97 FCC DIXIE ERICA 275Z Adj. YW: 723

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.3	-3.4	60.2	97.6	10.6	19.9	0.23	14.2	50.6	15.9	12.7	-0.15	0.58	-0.02	0.38	156.7	80.5
	2%	10%		10%		30%		20%		15%						

### LOT 122 PLANNED MATING

**KBHR HOMESTEAD H016 X RUBYS DIXIE ERICA 390L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.8	-3.7	73.6	111.6	11.4	24.5	0.24	15.7	61.6	19.7	28	-0.24	0.74	-0.03	0.74	190.8	97.4

PREGNANCY BREED: PB SM





**LOT 123 RUBYS EVA 3119L**



**LOT 124 RUBYS MISS GRANITE 342L**

Attention carcass enthusiasts! Here is the number 1 ratioing IMF heifer in our natural born contemporary group from our 2023 calf crop. The cattle that have been produced by this cow family have been superior marbling cattle and this one keeps the tradition rolling. She is a nice looking, big bodied female that is moderate in her frame and easy fleshing in her design. What a fun one to incorporate into a breeding program.

**AI BRED 5/10/24 TO RUBYS JUST MY LUCK 1J65 (ASA: 4112987).  
PE 5/14/24 TO 7/24/24 TO RUBYS JUST MY LUCK 1J65  
(ASA: 4112987). SAFE TO PE SIRE.  
DUE APPROXIMATELY 3/30/25.**

Some sentimental value in this female. The 1st of March will make 20 years we have been on our place, and the maternal great granddam of this female was the first animal born here for us. She was a deep bodied, sound made female that looked like a brood cow. She had a great udder, was easy fleshing, and had a great disposition. Those traits have passed down through the generations and this one is a great representative of the Miss Granite cow family. We hope she can make an impact on your herd like her family has had on ours.

**AI BRED 5/18/24 TO KBHR HOMESTEAD H016 (ASA: 3789403).  
PE 5/23/24 TO 7/24/24 TO RUBYS JUST MY LUCK 1J65  
(ASA: 4112987). SAFE AI. DUE APPROXIMATELY 2/25/25.**



**RUBYS GLOBAL 456M**  
Maternal Brother to Lot 124

**123 RUBYS EVA 3119L**  
DOB: 2/24/23 Reg: 4269248 Tattoo: 3119L

SFG COWBOY LOGIC D627	SS EBONY'S GRANDMASTER	Adj. BW: 67
<b>SFG HEAD START H0509</b>	<b>RUBYS EVA 312A</b>	Adj. WW: 491
SFG JERRI E97	PVFS/MTV EVA 7028T	Adj. YW: 680

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.1	-2	61.2	88.2	12.2	20	0.17	11.5	50.5	21.6	22	-0.37	0.86	-0.07	0.8	192.3	91.4
1%	10%			1%					3%			1%			1%	15%

**LOT 123 PLANNED MATING**

**RUBYS JUST MY LUCK 1J65 X RUBYS EVA 3119L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.3	-1.9	81.4	123.3	10.9	22.2	0.26	17.2	62.8	18.3	34.5	-0.37	0.7	-0.06	1.05	185.8	99.4

PREGNANCY BREED: PB SM

**124 RUBYS MISS GRANITE 342L**  
DOB: 1/21/23 Reg: 4269259 Tattoo: 342L

SFG COWBOY LOGIC D627	MR NLC CASH FLOW 7125E	Adj. BW: 61
<b>SFG HEAD START H0509</b>	<b>RUBYS MISS GRANITE 1131J</b>	Adj. WW: 624
SFG JERRI E97	RUBYS MISS GRANITE 8139F	Adj. YW: 840

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.1	-4.1	70.1	115.3	11.3	25.2	0.28	17.4	60.1	19.3	28.5	-0.23	0.18	-0.03	0.74	158.5	83.1
1%	1%			1%	35	30%	4%		15%							15%

**LOT 124 PLANNED MATING**

**KBHR HOMESTEAD H016 X RUBYS MISS GRANITE 342L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.2	-4	78.5	120.4	11.8	27.2	0.26	17.3	66.3	21.4	35.9	-0.28	0.54	-0.04	0.92	185.5	96.3

PREGNANCY BREED: PB SM





## LOT 125 RUBYS PRIDE 3124L

We hope you like this one as much as we do. Who wouldn't want a herd of females that look like this? The Sriracha daughters we have in production are doing a great job. Add a shot of the breed stalwarts, Pays to Dream and Meyer 734 and you have a brood cow deluxe.

AI BRED 5/11/24 TO SFG HEAD START H0509 (ASA: 3960213).

PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/18/25.



## LOT 126 RUBYS ELINE 3131L

One would think these Sriracha daughters come from an assembly line, they all look the same. Feminine, soft middled, sound structured with great dispositions. Another one that combines a shot of Pays to Dream. Her dam is an impressive beast.

AI BRED 5/18/24 TO SFG HEAD START H0509 (ASA: 3960213).

PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/25/25.



## LOT 127 RUBYS DREAM GIRL 3144L

Without a doubt, one of the coolest looking females we are offering. Check out that neck! They don't come any nicer fronted than this one. Her balance is still spot on as she still has the softness and soundness we are after in our females.

AI BRED 5/18/24 TO SFG HEAD START H0509 (ASA: 3960213).

PE 5/23/24 TO 7/24/24 TO SFG HEAD START H0509 (ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/25/25.

# 125

## RUBYS PRIDE 3124L

DOB: 2/28/23 Reg: 4269165 Tattoo: 3124L

KBHR SNIPER E036  
KBHR SRIRACHA H127  
KBHR C116

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

Adj. BW: 67  
Adj. WW: 544  
Adj. YW: 697

HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
18.4	-2.8	60.4	90.3	10.9	25.3	0.19	17.3	55	17.3	-0.3	-0.38	0.44	-0.05	0.67	160.1	81.9
2%	3%			2%	35%		4%		30%			15%			15%	

## LOT 125 PLANNED MATING

SFG HEAD START H0509 X RUBYS PRIDE 3124L

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
22	-4.5	62.4	96.5	13.9	23.9	0.22	18.2	54.8	17.3	9	-0.34	0.58	-0.05	0.64	176.7	88.2

PREGNANCY BREED: PB SM

# 126

## RUBYS ELINE 3131L

DOB: 3/4/23 Reg: 4269176 Tattoo: 3131L

KBHR SNIPER E036  
KBHR SRIRACHA H127  
KBHR C116

CNS PAYS TO DREAM T759  
RUBYS ELINE 678D  
RUBYS ELINE 237Z

Adj. BW: 58  
Adj. WW: 519  
Adj. YW: 648

HETEROZYGOUS BLACK | PB SM

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.6	-4.3	54.8	79.9	11.2	22.2	0.16	12.8	49.5	19.2	12.2	-0.39	0.29	-0.05	0.85	158.8	76.4
1%	1%			2%			35%		15%			30%			15%	

## LOT 126 PLANNED MATING

SFG HEAD START H0509 X RUBYS ELINE 3131L

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
23.1	-5.3	59.6	91.3	14	22.4	0.2	16	52.1	18.3	15.3	-0.35	0.51	-0.06	0.73	176.4	85.7

PREGNANCY BREED: PB SM

# 127

## RUBYS DREAM GIRL 3144L

DOB: 3/14/23 Reg: 4269292 Tattoo: 3144L

KBHR SNIPER E036  
KBHR SRIRACHA H127  
KBHR C116

S S INCENTIVE 9J17  
RUBYS DREAM GIRL 6D61  
426P

Adj. BW: 77  
Adj. WW: 509  
Adj. YW: 681

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

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
15.3	-0.3	78.4	123.7	8.3	25.4	0.28	18.9	64.3	12	34.7	-0.25	0.2	-0.05	0.71	124	79
20%				30%			3%						30%			

## LOT 127 PLANNED MATING

SFG HEAD START H0509 X RUBYS DREAM GIRL 3144L

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
20.4	-3.3	71.4	113.2	12.6	24	0.26	19	59.5	14.7	26.5	-0.28	0.46	-0.05	0.66	164	88.9

PREGNANCY BREED: PB SM





**LOT 128 RUBYS MS TRAVELER 3137L**

Another granddaughter of the soon to be 16 year old 933W. A practical made female that is top 5% for IMF.

AI BRED 5/18/24 TO SFG HEAD START H0509 (ASA: 3960213).

PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509

(ASA: 3960213). SAFE AI. DUE APPROXIMATELY 2/25/25.



**RUBYS MS TRAVELER 109J**

Full Sister to Dam of Lot 129

Here is one that is built for the long haul. Super sound and attractive made. Her maternal granddam, 933W is still going strong at 16 years of age.

AI BRED 5/12/24 TO SFG HEAD START H0509 (ASA: 3960213).

PE 5/15/24 TO 7/24/24 TO SFG HEAD START H0509

(ASA: 3960213). SAFE TO PE SIRE. DUE APPROXIMATELY 3/26/25.



**LOT 129 RUBYS MS TRAVELER 3123L**



**RUBYS TURNPIKE 771E**

Maternal Grandsire of Lot 129

**128 RUBYS MS TRAVELER 3137L**  
DOB: 3/7/23 Reg: 4269267 Tattoo: 3137L

HOOK'S BEACON 56B WBF SIGNIFICANT B132 Adj. BW: 78  
**KBHR HOMESTEAD H016 RUBYS MS TRAVELER 775E** Adj. WW: 425  
WS MISS SUGAR C4 RUBYS MS TRAVELER 933W Adj. YW: 652

**HOMOZYGOUS POLLED | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
14.3	0.6	67.8	101	7.6	22.3	0.21	16	56.1	18.8	32.6	-0.39	0.6	-0.07	0.96	163.5	85.6
20%		25%		10%		15%	35%		5%		35%	10%	30%			

**LOT 128 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS MS TRAVELER 3137L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
19.9	-2.8	66.1	101.9	12.2	22.4	0.23	17.6	55.4	18.1	25.5	-0.35	0.66	-0.07	0.79	178.4	90.2

PREGNANCY BREED: PB SM

**129 RUBYS MS TRAVELER 3123L**  
DOB: 2/26/23 Reg: 4269233 Tattoo: 3123L

KBHR SNIPER E036 RUBYS TURNPIKE 771E Adj. BW: 83  
**KBHR SRIRACHA H127 RUBYS MS TRAVELER 109J** Adj. WW: 560  
KBHR C116 RUBYS MS TRAVELER 933W Adj. YW: 744

**HOMOZYGOUS POLLED | HETEROZYGOUS BLACK | PB SM**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
16.6	-1.2	70.9	113.2	8.2	23.5	0.26	15.4	58.8	15.4	21.6	-0.39	0.24	-0.09	0.72	146	81.7
5%	15%	20%		15%				30%		30%						

**LOT 129 PLANNED MATING**

**SFG HEAD START H0509 X RUBYS MS TRAVELER 3123L**

CE	BW	WW	YW	MCE	Milk	ADG	Doc	MWW	Stay	CW	YG	Marb	BF	REA	API	TI
21.1	-3.7	67.6	108	12.5	23	0.25	17.3	56.7	16.4	20	-0.35	0.48	-0.07	0.67	169.7	88.1

PREGNANCY BREED: PB SM



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**THE BULL SALE**

*Saturday, February 1, 2025 at 1:00 PM in Murray, Iowa*

***DVAuction***