



RUBY CATTLE COMPANY

Living The Dream





11.29.2019

RUBY CATTLE CO.

Nate, Leslie & Creed Ruby
1170 Elk Street, Murray, IA 50174
Nate Cell: 515-450-0112
Leslie Cell: 515-450-0259
Miles Eddy: 507-841-1787
rubycows@grm.net
www.rubycattleco.com

SALE LOCATION

Ruby Cattle Company
1170 Elk Street - Murray, IA

SALE SCHEDULE

Friday, November 29, 2019
Lunch will be served at 11:00 am
Sale Begins at 1:00 pm CST

AUCTIONEER

Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT

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

MARKETING REPRESENTATIVES

Kelly Schmidt - 406-599-2395
Kent Jaecke - 405-408-2440
Mike Sorenson - 641-745-7949
Craig Talkington - 785-623-1789
Jeremie Ruble - 406-581-7940

ACCOMMODATIONS

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

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

DIRECTIONS TO THE SALE

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

INSURANCE

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

UPDATES AND SALE ORDER

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



We would like to welcome Miles Eddy to the Ruby Cattle Co. team. He joins us after spending 11 years at Whitestone Angus Farm in Virginia. We are happy to have him on board!



Dear Fellow Cattlemen and Cattewomen,

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

The open heifers have as much quality and potential top to bottom of any group that we have assembled. I truly believe there are more potential big-time donors than ever before. We think the look, the soundness, and the body of these females will make them competitive in the showing and the genetics behind them will make them profitable in your pasture. As always, the Rhythm cow family is very well represented as are some new, up and coming families. The bred group is special this year. The Rhythms will always be a strong presence here, but we are especially proud of the 7 half sibs sired by Badlands. You can drive your wheels off to find a better set of sibs. Please note that the dams of all the sale heifers, are real, live, functioning cows that must work for a living and that feet, udders, and fertility are all very important to us.

Something I think worth noting is the ability of our genetics to work for other operations. We work hard to make our genetics as predictable as possible and if you flip to the back of this book, you will notice some highlights over the past year produced from animals purchased in this very sale. We love when cattle we sell make it to the backdrop, but especially when cattle we raise produce those champions and high sellers. Our cattle working outside of our operation is of the utmost importance to us.

In closing, I would like to thank you for your consideration. We know that there are many sales around the country and we are very grateful for those that have done business with us in the past and those that are giving us an opportunity if you haven't bought anything here before. We stand behind these cattle and if you ever have any questions or concerns, please do not hesitate to call. We look forward to seeing you sale day or if you are ever in the area, please stop buy. Also, please mark your calendars for our bull sale on February 1st, 2020. I have never been more excited about a set of bulls, they are special and will be available to view sale day.

Thanks for your consideration and safe travels!

Note. Ruby





Dear Friends and Simmental Enthusiasts.

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

It has been a true privilege to have the opportunity to work alongside the Ruby family in their marketing ventures. There is no denying the impact that the cow herd at Murray, Iowa has had on the Simmental breed through the influence of females and AI sires alike. The rookie calf crop of two of the breed's hottest young sires have been weaned and the reports from the Currency and Turnpike sire groups continues to exceed expectations. Their popularity will only continue to expand as the bull mate side of the equation continues to develop and near marketing events in the Spring of 2020, with sons of both AI sires that have taken the leading roles in many programs bull pens. Again, this year the back pages of the catalog have been reserved for customer success with their purchases and the resulting progeny that they have bred and raised in their respective operations with tremendous success.

This program is constructed around cow families, rather than sire groups. Nearly each and every animal is intertwined in the program and back to two cows primarily. Rhythm and Yetti, both influence this entire offering on either side of the pedigree. The consistency and uniformity are due to those two cows or that cattle that are similarly bred reduce the chance for error. It's all one in the same. These two families are 25 to 30 years deep in successful and proven SimGenetics. Ruby Cattle Co. would be a program of enduring interest, enduring influence, and substantial quality.

If you have not joined the Ruby Family for Thanksgiving and Black Friday, then make this your destination for those days, but if you have been there before, you are more than welcome to continue the tradition and attend. We know you will enjoy the hospitality and the stock. Please join us on November 29, 2019 in Murray, Iowa for the "Livin' The Dream" annual production sale!

Enjoy the cattle,

Innovation AgMarketing

VISIT THESE WEBSITES FOR UPDATES AND VIDEOS OF THE LOTS

RUBYCATTLECO.COM

INNOVATIONAGMARKETING.COM

ONLINE BIDDING PROVIDED BY:



TERMS & CONDITIONS

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

ANNOUNCEMENTS

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

EPDS

Please note that EPDs may change from the time the sale catalog is printed until registration paper is transferred. EPDs are Fall 2019 numbers.

LIABILITY

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

RISK

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

TRUCKING

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

CATALOG PRODUCTION

THM Promotions - Tracy McMurphy
806-679-0231

PHOTOGRAPHY AND VIDEOGRAPHY

Brad Hook 641-344-3193



A tribute to the legendary



Black & White

Rhythm 418P



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

THE OPEN HEIFERS

Lot 1 RUBY NFF RHYTHM 9172G



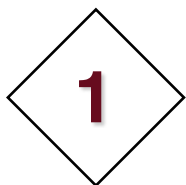
Without a doubt, one of the most unique creatures to come out of Murray, IA. We have been fortunate to raise some really good heifers over the years, but I don't remember one that has intrigued me more than this one does. Backed by the elite 2124Z donor and out of the exciting Currency stud, there are several generations of Ruby bred cows backing this sale feature. We challenge you to find a purebred with this much body depth and capacity that still has a killer look and combines that with so much flex and cushion on both ends of her skeleton. Her phenotype will stop you in your tracks, but imagine her value when you put her in production. She is essentially an outcross to many sires and the we have proven time and time again the Rhythms can produce as well as any cow family in the breed. Opportunities like this one don't come around everyday. If you are looking for an elite show prospect and a donor capable of moving you up a tax bracket, your looking at her right here.



Donor of Lot 1 - RUBY NFF RHYTHM 2124Z



Sire of Lot 1 - RUBY'S CURRENCY 7134E



RUBY NFF RHYTHM 9172G

Homozygous Black | Homozygous Polled | PB SM

BD: 3/16/19 ASA: 3594736

ADJ. BW: 91 ADJ. WW: 747 TATTOO: 9172G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.6	2.7	77.6	120.2	0.27	5.4	20.7	59.5	17.5
DOC	CW	YG	MARB	BF	REA	API	TI	
17.7	43.6	-0.45	-0.14	-0.113	0.97	121	70.3	

THE OPEN HEIFERS

Lot 2 RUBY NFF RHYTHM 9115G



One of the early favorites of visitors and its really not hard to understand why. Here is the first and only female that we have to date out of arguably the best female ever produced here. Here is an own daughter of Kiersten Jass and Circle T's great "Teardrop" female that was Reserve Supreme at the largest Junior National ever. We kept a couple of flushes on 4B1 and this is exactly what we were hoping for out of our first flush. This blaze faced beauty has looks to kill, a great set of feet and legs, big bellied, and awesome hair. Big time show heifer prospect out of one of the best up and coming donors in the breed. Our Battle Cry daughters are getting the job done and are transmitting the same great phenotype onto their offspring. Couple that with the best cows in the Rhythm family, imagine what she will be able to produced and the dollars she can generate!



RUBY NFF RHYTHM 9115G

Homozygous Black | Homozygous Polled | PB SM

BD: 2/5/19 ASA: 3594788

ADJ. BW: 91 ADJ. WW: 625 TATTOO: 9115G

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

CNS PAYS TO DREAM T759
RUBY NFF RHYTHM 4B1
RUBY NFF RHYTHM 2124Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.3	1.2	71.6	106.6	0.22	6.6	19.1	54.8	14.4

DOC	CW	YG	MARB	BF	REA	API	TI
7.3	38	-0.4	-0.22	-0.116	0.71	110.1	65.7



Daughter of Lot 2 - RUBY NFF RHYTHM 4B1
2016 AJSA SUMMER CLASSIC
RESERVE GRAND CHAMPION PUREBRED SIMMENTAL

THE OPEN HEIFERS

Lot 3 RUBY NFF
RHYTHM 913G



Maternal Granddam of Lot 3 & 4
RHYTHM 418P



Two extremely high quality flush sisters here. They are full sisters to one of last years high sellers to Moore Land and Cattle. Good looking, big bodied, sound made and stout! I love the extra substance these two bring to the table while still maintaining an elite look from the side. We pride ourselves on our genetics being able to produce for their new owners, and heifers like these can get the job done. Take a long look here.

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Lot 4 RUBY NFF
RHYTHM 932G



Sire of Lot 3 & 4
RUBY SWC BATTLE CRY 431B



3

RUBY NFF RHYTHM 913G

Homozygous Black | Homozygous Polled | PB SM

BD: 1/1/19 ASA: 3594880
ADJ. BW: 80 ADJ. WW: 627 TATTOO: 913G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	1	70.3	106.1	0.22	6.5	20.7	55.8	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
7.8	37.7	-0.39	-0.36	-0.12	0.65	108	62.1	

4

RUBY NFF RHYTHM 932G

Homozygous Black | Homozygous Polled | PB SM

BD: 1/5/19 ASA: 3594863
ADJ. BW: 80 ADJ. WW: 605 TATTOO: 932G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.1	0.7	67.3	101.8	0.22	6.5	21.4	55	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
7.8	35.9	-0.39	-0.36	-0.12	0.62	107.3	60.7	

THE OPEN HEIFERS

Lot 5 RUBY NFF
RHYTHM 971G



Another great set of flush mates out of the great 2124Z. These heifers are what the industry has come to expect from the style progeny. Great looking, big bellied, loose structured and superior presence. They are great haired and are ready to make an impact in your showstring. The Style daughters we have in production are excellent producers. A Style x 418P daughter raised the high selling heifer in this sale a couple years back. 2124Z presents a great case for being 418P's greatest daughter, so you know they will work in production as well. If you're looking for a competitive SimAngus female, look in at these girls.

Lot 6 RUBY NFF
RHYTHM 991G



Sire of Lot 5 & 6
SILVEIRAS STYLE 9303



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RUBY NFF RHYTHM 971G

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

BD: 1/25/19 ASA: 3594828
ADJ. BW: 98 ADJ. WW: 638 TATTOO: 971G

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.8	56	90.1	0.21	8	20.8	48.7	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.7	17.9	-0.14	0.13	-0.035	0.27	117.7	60.7	



RUBY NFF RHYTHM 991G

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

BD: 1/29/19 ASA: 3594811
ADJ. BW: 85 ADJ. WW: 571 TATTOO: 991G

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.4	51.5	83.8	0.2	8	21.8	47.5	15.8
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	13.3	-0.14	0.13	-0.035	0.21	116.7	58.6	

THE OPEN HEIFERS

Lot 7 RUBY NFF
RHYTHM G471



The Built Right females have proven their worth over the years and we absolutely love this daughter out of the immortal 418P. These Style sired sisters are sure to get your blood pumping. The baldy sister is a monster bodied, sound made female with a haircoat better than most club calves. She also comes with a great disposition suitable for a first time exhibitor. The solid black sister is one that we think can compete at the highest level. She's sound as a cat, big bodied, cool looking and great haired. Her picture doesn't quite do her justice, so make sure to find her sale day, I promise you won't be disappointed.

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Lot 8 RUBY NFF
RHYTHM 6144



7

RUBY NFF RHYTHM G471

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

BD: 2/16/19 ASA: 3608814

ADJ. BW: 84 ADJ. WW: 851 TATTOO: G471

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	3.1	75.4	112.3	0.23	6.8	16.4	54	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
13.6	26.7	-0.15	0.22	-0.034	0.43	125.3	70.6	

8

RUBY NFF RHYTHM 6144

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

BD: 2/8/19 ASA: 3608815

ADJ. BW: 81 ADJ. WW: 792 TATTOO: G144

GAMBLES HOT ROD
SILVEIRAS STYLE 9303
SILVEIRAS ELBA 2520

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	1.4	57.1	86.3	0.18	6.8	20.6	49.1	17.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.9	14.3	-0.14	0.22	-0.034	0.26	121.3	62	

THE OPEN HEIFERS



Lot 9 RUBY NFF
RHYTHM 972G

Here is a result of one of the most predictable mating's we've had here. Several high sellers, show winners, and now donor cows have this same pedigree. This females recip mother didn't do the best job, but if you look at all the parts here, we hope you can see the same potential here as we do. Make sure to find this one, she can make an impact in any herd!

Lot 10 RUBY NFF
RHYTHM 964G

The 2123Z donor maybe doesn't get as much notoriety as her famous sister, but she can flat get it done in the donor pen. We really like this female, who is one of the stouter featured Pays To Dream heifers we have ever had. I think she is one of the biggest footed, stoutest boned female in the offering that combines extra rib shape and muscle dimension with a great look. She is the rare combination of power and flexibility and ease of movement. Here is another one that you can breed a lot of different ways after her show career. She will raise some good ones!



RUBY NFF RHYTHM 972G

Homozygous Black | Homozygous Polled | PB SM

BD: 1/25/19 ASA: 3594827

ADJ. BW: 80 ADJ. WW: 535 TATTOO: 972G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	0.7	50.3	84.3	0.21	8.4	24.7	49.8	14.4
DOC	CW	YG	MARB	BF	REA	API	TI	
8.7	22.6	-0.42	-0.08	-0.11	0.61	114.3	58.7	



RUBY NFF RHYTHM 964G

Black | Homozygous Polled | PB SM

BD: 1/22/19 ASA: 3594834

ADJ. BW: 95 ADJ. WW: 631 TATTOO: 964G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.3	63.7	104.4	0.25	7.5	19.3	51.1	14.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.5	31.6	-0.43	-0.08	-0.102	0.83	113.7	64	

THE OPEN HEIFERS



Lot 11 RUBY NFF
RHYTHM 904G

I was standing on the opposite end of the picture pen when Brad Hook took her picture, and I told Leslie this is the modern day 418P after she hit this pose. Cool looking, stout, clean jointed, and great rib shape. Study her pedigree, and its easy to figure out why she looks so much like her immortal granddam as she is linebred Joker and Powerdrive. A full sister to her dam was a high seller a few years ago and is a big producer for her new owners, Reck, Lashmett, and Weis. Here is one that is bred to have a big impact on a program, take her home!

Lot 12 RUBY NFF
RHYTHM 975G

What an exciting female with an exciting pedigree here! Here is 2124Z's natural calf out of the great Turnpike. If you like one with extra stoutness and substance, this one will be right up your alley. We love the center dimension and mass that this one brings to the table and if you want your show heifers to raise herd bulls when they are in production, here is one that will get the job done. The guesswork is done with this one.



Sire of Lot 12
RUBYS TURNPIKE 771E



RUBY NFF RHYTHM 904G

Black | Polled | PB SM

BD: 1/1/19 ASA: 3594889

ADJ. BW: 73 ADJ. WW: 580 TATTOO: 904G

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

SS EBONYS GRANDMASTER
RUBY NFF RHYTHM B068
RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	-0.3	66.8	97.4	0.19	5.7	20.5	53.8	18.9

DOC	CW	YG	MARB	BF	REA	API	TI
10.9	40.8	-0.41	-0.33	-0.111	0.81	114.2	62.1



RUBY NFF RHYTHM 975G

Homozygous Black | Homozygous Polled | PB SM

BD: 1/26/19 ASA: 3594824

ADJ. BW: 89 ADJ. WW: 646 TATTOO: 975G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	2.2	72.3	115.5	0.27	6.3	22.7	58.8	18

DOC	CW	YG	MARB	BF	REA	API	TI
9.9	41.9	-0.47	-0.17	-0.121	0.92	120.4	67.6

THE OPEN HEIFERS

Lot 13 RUBY NFF RHYTHM 950G



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Try to find a freakier necked, tighter throated Purebred than this one! If you like them cool looking, then look no further. Here is a full sister to a high seller from last year and has the same quality and eye appeal that made her sister so unique. The Pays to Believe sire group has been tough to beat in the show ring and I think this one will hang her fair share of banners. Here is one that will make you some high-end show cattle when she is put into production.

13

RUBY NFF RHYTHM 950G

Homozygous Black | Polled | PB SM

BD: 3/9/19 ASA: 3594846

ADJ. BW: 100 ADJ. WW: 563 TATTOO: 950G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	1.2	57.5	90.1	0.2	5.7	24.3	53.1	13.6

DOC	CW	YG	MARB	BF	REA	API	TI
9.1	28.2	-0.38	-0.11	-0.098	0.66	108.6	60.7



Fall Brother to Lot 13
\$20,000 HIGH SELLING BULL IN 2019 BULL SALE

THE OPEN HEIFERS



Lot 14 RUBY NFF
RHYTHM 968G

If you have been paying attention, there is a big push in the club calf world for more breed steers. Here is your donor to raise Simmental show steers!! One of the most unique females in the entire offering. She is stout featured everywhere: feet, bone, body, top, quarter, muzzle. You name it and she is big there. I think you can show her different ways if you want, sound and flexible enough to be a breeding heifer, stout enough to be a market heifer. She combines her unique traits with a great disposition as well. Get this one bred early, aspirate her, reverse sort her for those half-blood steers and sell them high! Don't miss out!

*Great Granddam of Lot 14 and
Granddam of Lot 15*
DOUBLE R SHESTHEONE K18



Lot 15 RUBYS
RHYTHM 920G

A great example of what Style daughters can do in production. Here is a huge middled, loose structured female by the performance king, CEO. Her granddam is the great K18 donor that has left a legacy here. Here is a fresh pedigree on the top side combined with solid foundation genetics on the bottom side.



Sire of Lot 15
CDI CEO 281D



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14

RUBY NFF RHYTHM 968G

Black | Homozygous Polled | PB SM

BD: 1/24/19 ASA: 3594831

ADJ. BW: 80 ADJ. WW: 600 TATTOO: 968G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.2	1.5	71.9	109.5	0.24	5.5	18	53.9	16.2
DOC	CW	YG	MARB	BF	REA	API	TI	
14.7	37.8	-0.4	-0.36	-0.112	0.74	104.8	61.9	

15

RUBYS RHYTHM 920G

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

BD: 1/2/19 ASA: 3594873

ADJ. BW: 72 ADJ. WW: 532 TATTOO: 920G

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

SILVEIRAS STYLE 9303
RUBYS RHYTHM 2120Z
DOUBLE R SHESTHEONE K18

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.8	-0.1	68.3	109.3	0.26	5.7	20.2	54.3	15
DOC	CW	YG	MARB	BF	REA	API	TI	
14	36	-0.34	0.11	-0.073	0.83	119.5	69.3	

Lot 16



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Some things never change, and one of those things is the ability of 088X to bring a calf to the sale pen. Bull or heifer, it doesn't matter, they are always high quality and this is one of her best ones yet. Cool looking, big barreled, stout, and still flexible and mobile. Her switch is a bit short right now, but it is all intact and just needs some time to grow out. If production consistency means as much to you as it does to us, buy this female with confidence. She will be fun to show, and still have the ability to bring in one of your best calves year in and year out.

16

RUBY CF EXPECTATION 980G

Homozygous Black | Homozygous Polled | PB SM

BD: 1/28/19 ASA: PENDING

ACT. BW: 94 ACT. WW: 740 TATTOO: 980G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	1.2	73.6	101.9	0.18	6.6	18	54.6	16.6

DOC	CW	YG	MARB	BF	REA	API	TI
9.8	43.2	-0.33	-0.14	-0.10	0.70	119.0	68.0



Sire of Lots 16 to 21 - RUBY SWC BATTLE CRY 431B

THE OPEN HEIFERS

Lot 17 RUBYS JUANADA 982G

A heifer here that we should not be selling. Her mother is one of the highest API cows on the place, and is also one of the best looking, stoutest made bovines as well. Here is another one that always brings a good one to the sale pen every year. Backed by some real good Ohlde bred Angus cows on bottom side of the pedigree. Added look, added muscle, added cow power in this one.



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Lot 18 RUBYS JUANADA 983G

This Missing Link daughters have been some of the best and most sought after daughters of Ohlde influenced cattle. The dam of this heifer will make you a believer if you ever see her. Cow power at its best. This heifer combines the massive center body and easy keeping look with killer look and power of performance of Battle Cry in a very complete package. Once again, here is a great show heifer prospect that will make an awesome brood cow.



17

RUBYS JUANADA 982G

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

BD: 1/28/19 ASA: 3594819

ADJ. BW: 81 ADJ. WW: 604 TATTOO: 982G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.4	-0.4	70.6	98	0.17	7	21.4	56.6	19.7
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	35	-0.26	-0.02	-0.076	0.54	126.2	67.3	

18

RUBYS JUANADA 983G

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

BD: 1/28/19 ASA: 3594818

ADJ. BW: 89 ADJ. WW: 561 TATTOO: 983G

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

O C C MISSING LINK 830M
FCC JUANADA 816U
O C C JUANADA 831C

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	0	64.8	94	0.18	3.9	19.8	52.1	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
7.7	25.1	-0.13	0.04	-0.034	0.35	114.9	64	

THE OPEN HEIFERS

19

RUBY CF BLACKBIRD 9108G

Black | Polled | PB SM

BD: 2/4/19 ASA: 3594794

ADJ. BW: 86 ADJ. WW: 587 TATTOO: 9108G

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

CNS PAYS TO DREAM T759

RUBYS BLACKBIRD 449B

RUBYS BLACKBIRD 40T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9	2	75.1	108.4	0.21	5.7	15.9	53.3	11.6

DOC	CW	YG	MARB	BF	REA	API	TI
5.2	43.4	-0.33	-0.1	-0.099	0.69	107	68.6

Heifers like these are why we keep using Battle Cry so hard. A killer look combined with lots of body and extra stoutness. If you trace this ones pedigree, you will find one of the best looking Meyer 734 daughters I have seen. What this one lacks in tail length gets made up for by everything in front of it.



Lot 19 RUBY CF BLACKBIRD 9108G

20

RUBYS LADY 9148G

Black | Homozygous Polled | PB SM

BD: 2/22/19 ASA: 3594758

ADJ. BW: 87 ADJ. WW: 571 TATTOO: 9148G

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

STF ROYAL AFFAIR Z44M

NFF LADY D039

NFF LADY A193

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.7	1.9	72.2	103.8	0.2	4.8	16.6	52.7	16.2

DOC	CW	YG	MARB	BF	REA	API	TI
10.1	32.3	-0.34	-0.15	-0.098	0.59	113.3	66

We love when purchased genetics make a big impact right away, and that is exactly what the dam of this heifer has done. She was purchased out of the first Dreamworks sale hosted by our friends at Nelson Family Farms. This younger Battle Cry female is one of my favorite purebreds. She is one that may not blow you away in any one area, but try and find a hole in her and you will be hard pressed to do so. Cool looking with balance. Have some patience while this one matures and you will be rewarded, she's a good one!



Lot 20 RUBYS LADY 9148G

21

RUBYS ANNIE 9142G

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

BD: 2/19/19 ASA: 3594764

ADJ. BW: 76 ADJ. WW: 571 TATTOO: 9142G

MR HOC BROKER

RUBY SWC BATTLE CRY 431B

SWC RUBY YETTI 143Y

RUBY NFF YUKON Y108

NFF ANNIE D180

NFF ANNIE X096

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.1	-0.2	66.8	97.1	0.19	7.6	20	53.4	17.6

DOC	CW	YG	MARB	BF	REA	API	TI
10.8	35.9	-0.23	-0.12	-0.078	0.45	113.6	62.1

Another Battle Cry female out of a Dreamworks purchase. Out of an extremely nice Yukon dam. Yukon was a Built Right x 418P that left some awesome daughters. Another later maturing female here with all the parts to be a killer bred heifer. Another one we like really well.



Lot 21 RUBYS ANNIE 9142G

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THE OPEN HEIFERS

Lot 22 RUBY SWC YETTI 9125G



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One of my favorite purebreds in the offering. This is an exciting mating that combines fresh, outcross genetics with a proven, breed leading cow family. We made the decision to retain this heifers dam last fall and sure glad we did. This first calf has proven her worth and has us excited for the future. Study this female when you get to see her. She is monster footed, big boned, yet clean and loose jointed. She is long and extended through her front, flat shouldered, and opens up into a big center body. Get behind her and she is powerful, yet smooth in her muscle makeup. She has a quiet demeanor, and may not show herself off as much as some, but take some time and study her, and we know you will like what you see. Study her pedigree, the mating opportunities are virtually limitless and her EPD profile is impressive to say the least. Don't miss out on this one!



Maternal Brother to Dam of Lot 22 - RUBY SWC BATTLE CRY 431B



Maternal Brother to Dam of Lot 22 - RUBY/SWC GENTLEMAN'S JACK

22

RUBY SWC YETTI 9125G

Homozygous Black | Homozygous Polled | PB SM

BD: 2/6/19 ASA: 3594779

ADJ. BW: 91 ADJ. WW: 650 TATTOO: 9125G

HOOK'S BALTIC 17B

OVAL F ECHO E709

OVAL F YINY26

WBF SIGNIFICANT B132

RUBY SWC YETTI E760

SWC RUBY YETTI 143Y

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	1.6	82.3	124.7	0.26	6	21.5	62.6	15.1
DOC	CW	YG	MARB	BF	REA	API	TI	
21.1	46.3	-0.46	0.01	-0.115	1.01	129.2	78.2	

THE OPEN HEIFERS



Lot 23 RUBYS PATTY 9104G

Echo was a herd bull purchase from Oval F Ranch last spring, and we love what he is doing here. He may have the biggest, best shaped feet that I have ever seen on a Purebred bull. He may also be the flattest shouldered bull in relation to amount of center dimension he has as well. This daughter sure exemplifies those traits. Monster feet, big boned, flat shouldered, stout made, lots of middle, and a great hair coat. Manage this ones front end and she can have a very successful show career. Put her in production and she has the ability to anchor a donor pen. I have really admired this heifer all along.



Sire of Lot 23 - OVAL F ECHO E709

Lot 24 RUBY SWC YETTI G957

This mating has proved to be slam dunk. We sold a full sister on our fall born online sale this spring to Chi Swain of Kentucky that was very nice, and we have 2 fall born full brothers that are standouts in their pen. This heifer has bull producer written all over her pedigree, but when you look at her, she screams show heifer. Another outstanding dual-purpose prospect that can add value to the most discriminating program.



Sire of Lot 24
CCR PAY DIRT 2340C



RUBYS PATTY 9104G

Homozygous Black | Polled | PB SM

BD: 2/1/19 ASA: 3594798

ADJ. BW: 85 ADJ. WW: 688 TATTOO: 9104G

HOOK'S BALTIC 17B
OVAL F ECHO E709
OVAL F YINY26

RUBYS ABSOLUT 317A
RUBYS PATTY 7164E
FBW PATTY 735Z

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	1.2	83.4	121.3	0.24	4.8	20.9	62.5	13.8
DOC	CW	YG	MARB	BF	REA	API	TI	
18.6	41	-0.47	0.08	-0.101	1.08	130.8	80.8	



RUBY SWC YETTI G957

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

BD: 3/8/19 ASA: 3624153

ADJ. BW: 75 ADJ. WW: 637 TATTOO: G957

BASIN PAYWEIGHT 1682
CCR PAY DIRT 2340C
CCR MS SINGLETARY 2340Z

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.3	0.8	78.5	123.1	0.28	7.9	23.9	63.1	12.7
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	43.9	-0.21	0.14	-0.065	0.61	121.5	75.2	

THE OPEN HEIFERS

Lot 25 RUBYS FIREFLY 9176G



R

We only had 2 matings out of Currency, but each mating produced an outstanding individual for this sale. We have sold several Firefly daughters over the years, but I will go out on a limb and say this is the best one we have raised and its probably not even close. This female has the patented Firefly front end, combined with the softness and squareness of Currency. She's loose made and can get out and cover some ground. Another pedigree that can be very useful with todays mating's options.

25

RUBYS FIREFLY 9176G

Black | Polled | PB SM

BD: 3/15/19 ASA: 3594732

ADJ. BW: 98 ADJ. WW: 677 TATTOO: 9176G

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

STF/RP SAVVY SR49
JSF FIREFLY W46
CASONS MISS AMANDA

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.4	3.9	82	122.3	0.25	3.3	18.4	59.4	14.5

DOC	CW	YG	MARB	BF	REA	API	TI
18.8	40.5	-0.44	0	-0.112	0.9	117.4	74



Daughter of Lot 25 - JSF FIREFLY W46



Sire of Lot 25 - RUBY'S CURRENCY 7134E

THE OPEN HEIFERS

Lot 26 RUBYS JILL 9126G



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A true sale feature here! None other than a full sister to the \$435,000 1/3 interest Currency. I waivered back and forth for quite some time whether or not I was going to let this female leave. I have loved her since she was a calf. Great structure, huge middled, stout made, great feet and legs, and great performance. Her disposition may be her greatest attribute, as she is as easy going as they come, which worked against her in the picture pen! She is always at the hay ring eating, aand speaking from experience, appetite is positive trait. I think she will make someone a fun junior project and the marketability is bred in. She will be able to raise bulls and show heifers alike. Take advantage of this opportunity while its here! **Retaining 1/2 embryo interest. Possession negotiable.**

26

RUBYS JILL 9126G

Black | Homozygous Polled | PB SM

BD: 2/7/19 ASA: 3594778

ADJ. BW: 92 ADJ. WW: 693 TATTOO: 9126G

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

HTP SVF IN DEW TIME
RUBYS JILL 035X
RUBYS JILL 815U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.1	3.5	86.2	127.3	0.26	4	18.1	61.2	16.5
DOC	CW	YG	MARB	BF	REA	API	TI	
21.9	46.8	-0.43	0.19	-0.105	1	135.9	81.8	



The \$435,000 1/3 Interest Full Brother to Lot 26 - RUBY'S CURRENCY 7134E

THE OPEN HEIFERS



Lot 27 RUBYS MISS DESIGN 954G

It is always difficult picking what we are going to sell and keep, and this one was not an easy choice to let go of. The dam of this heifer has produced some great offspring over the years and her progeny always lead the way in the IMF ratios. They are also very attractive cattle and that's why we decided to offer this one for sale. She is a great representation of what the SimAngus cattle are all about. Good looking, soft made, stout, and athletic. A very intriguing Turnpike heifer here. A maternal sister has raised some good ones for RS&T Simmentals.

Lot 28 RUBYS JUANADA 9106G

If you like a lot of heifer in a moderate frame, this Turnpike daughter is for you. Her dam is one of the nicest looking Angus cows on the farm and has been an excellent producer for us. A high quality SimAngus female that will make an awesome cow.



Sire of Lots 27 & 28
RUBYS TURNPIKE 771E



RUBYS MISS DESIGN 954G

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

BD: 1/11/19 ASA: 3594843

ADJ. BW: 88 ADJ. WW: 610 TATTOO: 954G

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

N BAR EMULATION EXT
EXAR MISS NEW DESIGN 6374 R3
G A R 1407 NEW DESIGN982

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10	0.6	66.4	101.6	0.22	7.2	26.6	59.7	16
DOC	CW	YG	MARB	BF	REA	API	TI	
2.6	37.7	-0.17	0.42	-0.032	0.66	135.1	74.6	



RUBYS JUANADA 9106G

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

BD: 3/1/19 ASA: 3594748

ADJ. BW: 79 ADJ. WW: 571 TATTOO: 9160G

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

O C C PRIORITY 882P
FCC JUANADA 193Y
FCC JUANADA 916T

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	0.4	66	101.3	0.22	4.5	22.4	55.3	16.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.6	22.2	-0.21	0.18	-0.03	0.59	125.3	68.8	

THE OPEN HEIFERS



Lot 29 RUBY BRUP MAG LADY 945G

The Gentleman Jack's took this sale by storm last year and went on to do some big things. This heifer will be no different. This cool looking baldy female is one of the boldest sprung, biggest bodied females in the entire offering. She has a great look and square and correct in her lines. She is backed by the great Magnetic Lady donor cow as well. Buy with confidence here!



Sire of Lot 29 RUBY/SWC GENTLEMAN'S JACK

Lot 30 RUBY BRUP MAG LADY G956

If you're looking for a cobra necked purebred female, look no further! You won't find one any better looking than this one and she combines those great looks with a great set of feet and legs. She came from our recip herd later than some and was a bit skinny at picture time. Makes sure you find her sale day, she has really poured it on lately and we are loving how she is maturing.



Maternal Granddam to Lots 29 and 30
SVF NJC MAGNETIC LDY M25



RUBY BRUP MAG LADY 945G

Black | Homozygous Polled | PB SM

BD: 1/6/19 ASA: 3594851
ADJ. BW: 70 ADJ. WW: 590 TATTOO: 945G

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	0.6	62.6	88.1	0.16	6.9	23.2	54.5	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
9.2	32.1	-0.51	0.03	-0.135	0.82	120.2	68.4	



RUBY BRUP MAG LADY G956

Black | Homozygous Polled | PB SM

BD: 3/26/19 ASA: 3624151
ADJ. BW: 87 ADJ. WW: 629 TATTOO: G956

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12	2.1	63.8	81.2	0.11	5.7	22	53.8	13.9
DOC	CW	YG	MARB	BF	REA	API	TI	
10.5	17.5	-0.53	0.1	-0.123	0.8	121.3	68.2	

THE FALL OPEN HEIFERS

We've admired these fall born Gentleman Jack daughters all summer long and thought it was a shame that they weren't in someone's show barn, so we decided to offer them in this sale. I love the added look that they offer with extra body depth and squareness. They are very well balanced females that are correct in their design. The dams of these heifers are 3 of the nicest cows in our fall calving herd. If you want a great foundation to build on, pick 1, 2, or 3 of these sisters, I promise they will not disappoint.



Lot 31 RUBYS JUANADA 8F54

31

RUBYS JUANADA 8F54

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

BD: 10/7/18 ASA: 3561129

ADJ. BW: 77 ADJ. WW: 592 TATTOO: 8F54

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

O C C UNBELIEVABLE 851U
RUBYS JUANADA 301A
FCC JUANADA 919W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
16.6	-0.4	58.8	89.2	0.19	4.8	22.7	52.1	13
DOC	CW	YG	MARB	BF	REA	API	TI	
11.7	24.2	-0.14	0.25	-0.029	0.43	126.5	67.2	

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Lot 32 RUBYS ARKDALE PRIDE 8F23

32

RUBYS ARKDALE PRIDE 8F23

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

BD: 9/27/18 ASA: 3561141

ADJ. BW: 78 ADJ. WW: 530 TATTOO: 8F23

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

D H D TRAVELER 6807
EBY ARKDALE PRIDE 9001
WK ARKDALE PRIDE 6610

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	0.7	55.5	87	0.2	5	22.8	50.4	10.8
DOC	CW	YG	MARB	BF	REA	API	TI	
4.1	25.5	-0.14	0.19	-0.04	0.35	109	61.8	



Lot 33 RUBYS RITA 8F18

33

RUBYS RITA 8F18

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

BD: 9/23/18 ASA: 3561146

ADJ. BW: 81 ADJ. WW: 581 TATTOO: 8F18

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

HTP SVF IN DEW TIME
RUBYS RITA 169Y
S S MISS RITA R011 1R5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.1	0.9	66.2	97.6	0.2	6.1	18	51	12
DOC	CW	YG	MARB	BF	REA	API	TI	
13.5	30.1	-0.27	0.13	-0.062	0.63	115.6	66.9	

Lot 34 RUBY SWC YETTI F857



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A definite sale feature here! These Yetti daughters are flat getting it done in production and here is a great opportunity to buy and own daughter safe to Encore. We could spend all day writing on what Yetti herself has produced, but she makes a valid argument for one of the best Herd Sire producing females in the breed. We sold an impressive group of flushmates in last years sale and we have had some outstanding reports of what they have produced. A full sister raised the really nice Echo daughter in the open division in this sale as well. Great looking, awesome structure that starts with great feet and legs, stout made and long as a well rope. And to top it off, she has that beautiful blaze face! Calve her out and get her in your donor pen! *AI BRED ON 4/24/19 TO HOOK'S ENCORE 65E. ESTIMATED DUE DATE 1/30/20.*

34

RUBY SWC YETTI F857

Homozygous Black | Homozygous Polled | PB SM

BD: 3/3/18 ASA: 3464993
ADJ. BW: 80 ADJ. WW: 618 TATTOO: F857

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.9	2.3	81.1	128.9	0.3	6.7	23.2	63.7	14.3
DOC	CW	YG	MARB	BF	REA	API	TI	
16.8	46.5	-0.46	-0.06	-0.111	1.05	123.6	75.7	



High Selling Bred 2018 Lavin The Dream Production Sale and Full Sister to Lot 34 - RUBY SWC YETTI E760

THE BRED HEIFERS

Lot 35 RUBYS JUANADA 8184F



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I am going to write a one size fits all kind of footnote for these Badlands daughters. Badlands was a blaze faced full brother to Battle Cry that we used in our herd for several years. He injured himself in the fall herd and unfortunately is no longer around. We messed up and never collected any semen, as he would rival Battle Cry in producing ability. All 7 of these daughters are halfbloods backed by really, really good Angus cows. This may be one of the best sire groups we have ever sold in the bred division. They are awesome looking, big middled, big footed and stout made. When Brad Hook pictured them, he would ask when another sister would come in if they were a Badland, they are so similar in type and kind. He thought they would make a great base set of cows to go into Club Calf operation and I can't say I disagree. But make no mistake, these girls have the goods to raise some awesome, high performing breeding cattle as well. If your looking for a group of females to take home, I couldn't think of a better set to tie into!

35

RUBYS JUANADA 8184F

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

BD: 3/15/18 ASA: 3464907

ADJ. BW: 80 ADJ. WW: 605 TATTOO: 8184F

MR HOC BROKER

RUBY SWC BADLANDS 462B

SWC RUBY YETTI 143Y

O C C PREMIUM 701P

FCC JUANADA 503U

FCC JUANADA 853S

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	-1	51.6	82.4	0.19	4.1	21.7	47.4	14.8

DOC	CW	YG	MARB	BF	REA	API	TI
8.8	18.5	-0.11	0.25	-0.021	0.3	124.5	63.1

AI BRED ON 5/21/19 TO HOOK'S ENCORE 65E. ESTIMATED DUE DATE 2/26/20.

THE BRED HEIFERS

36

RUBYS JUANADA 8173F

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

BD: 3/8/18 ASA: 3464892

ADJ. BW: 70 ADJ. WW: 594 TATTOO: 8173F

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

O C C TRANSFORMER 987T
RUBYS JUANADA 918Z
FCC JUANADA 918W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.6	-0.8	53.7	84.4	0.19	6.6	21.5	48.3	15
DOC	CW	YG	MARB	BF	REA	API	TI	
6.9	16.1	-0.16	0.01	-0.033	0.33	114.2	58.6	

AI BRED ON 5/5/19 TO HOOK'S ENCORE 65E. ESTIMATED DUE DATE 2/10/20.



Lot 36 RUBYS JUANADA 8173F

37

RUBY NFF LUCY 8174F

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

BD: 3/8/18 ASA: 3464949

ADJ. BW: 77 ADJ. WW: 609 TATTOO: 8174F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13	0.5	63.9	105.4	0.26	7.2	23.2	55.1	13.3
DOC	CW	YG	MARB	BF	REA	API	TI	
7.3	33.5	-0.15	0.1	-0.027	0.58	116.4	65.7	

AI BRED ON 5/26/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE DATE 3/2/20.



Lot 37 RUBY NFF LUCY 8174F

38

RUBY NFF LASS 8183F

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

BD: 3/5/18 ASA: 3464964

ADJ. BW: 81 ADJ. WW: 689 TATTOO: 8183F

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

CONNELLY CONSENSUS 7229
A & B LASS 2136
A & B BLUE LASS 7030

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.3	1.3	73.2	120.9	0.3	5	23.9	60.4	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	30.4	-0.18	0.24	-0.021	0.66	123	73.9	

AI BRED ON 4/24/19 TO HOOK'S ENCORE 65E. ESTIMATED DUE DATE 1/30/20.



Lot 38 RUBY NFF LASS 8183F

R
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THE BRED HEIFERS



Lot 39 RUBY NFF LASS 8180F

39

RUBY NFF LASS 8180F

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

BD: 3/13/18 ASA: 3464946

ADJ. BW: 78 ADJ. WW: 584 TATTOO: 8180F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.7	-0.4	59.5	98.5	0.24	9.5	23.3	53	13.8

DOC	CW	YG	MARB	BF	REA	API	TI
9.8	39.3	-0.17	0.34	-0.034	0.65	134.4	70.7

AI BRED ON 6/25/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE DATE 4/1/20.



Lot 40 RUBYS ELINE 8193F

40

RUBYS ELINE 8193F

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

BD: 3/25/18 ASA: 3465051

ADJ. BW: 74 ADJ. WW: 441 TATTOO: 8193F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
14.5	-0.8	45.7	77.7	0.2	7.2	22.8	45.6	14.7

DOC	CW	YG	MARB	BF	REA	API	TI
6.8	21.4	-0.13	0.06	-0.032	0.32	113.8	55.3

AI BRED ON 6/15/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE DATE 3/22/20.



Lot 41 RUBY NFF ERICA 8199F

41

RUBY NFF ERICA 8199F

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

BD: 4/1/18 ASA: 3464943

ADJ. BW: 78 ADJ. WW: 518 TATTOO: 8199F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.9	0.2	61.7	105.1	0.27	8.1	25.8	56.6	14.6

DOC	CW	YG	MARB	BF	REA	API	TI
9.2	25.3	-0.06	0.21	-0.03	0.17	126.3	67.8

AI BRED ON 4/24/19 TO HOOK'S ENCORE 65E. ESTIMATED DUE DATE 1/30/20.

R
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THE BRED HEIFERS



Lot 42 RUBY NFF
RHYTHM 858F

A super stout made Pays to Dream daughter here backed by the great 2123Z donor. We should be keeping some of these from this mating for ourselves, but we need to part with some good ones as well. Our Pays To Dream females have really done an outstanding job in our operation. This female has a little cloudiness in her left eye from an injury post weaning last year. Vision does not seem affected whatsoever.

*AI BRED ON 4/24/19 TO HOOK'S ENCORE 65E.
ESTIMATED DUE DATE 1/30/20.*



Lot 43 RUBY NFF
RHYTHM 8130F

The natural calf out of the Y106 donor. I really like this female and think her producing ability will be second to none. She didn't want to show herself off the best on picture day, but find her sale day, you won't be disappointed.

*AI BRED ON 4/27/19 TO OVAL F ECHO E709.
ESTIMATED DUE DATE 2/2/20.*



RUBY NFF RHYTHM 858F

Black | Homozygous Polled | PB SM

BD: 1/11/18 ASA: 3464894

ADJ. BW: 80 ADJ. WW: 579 TATTOO: 858F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.7	2.2	61.8	103.1	0.26	7.5	20	50.8	14.1

DOC	CW	YG	MARB	BF	REA	API	TI
11	32	-0.39	-0.1	-0.099	0.74	112.3	62.5



RUBY NFF RHYTHM 8130F

Homozygous Black | Homozygous Polled | PB SM

BD: 2/13/18 ASA: 3465038

ADJ. BW: 84 ADJ. WW: 643 TATTOO: 8130F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.7	1.8	72	98.3	0.16	4.9	19.6	55.5	18.4

DOC	CW	YG	MARB	BF	REA	API	TI
10.2	28.7	-0.44	-0.33	-0.121	0.69	106.7	61.9

THE BRED HEIFERS



Lot 44 RUBYS RHYTHM 877F



Lot 45 RUBYS RHYTHM 863F



Lot 46 RUBYS RHYTHM F865



Sire of Lot 46
BROKER



RUBYS RHYTHM 877F

Black | Homozygous Polled | PB SM

BD: 2/25/18 ASA: 3464920

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

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

OVAL F RINGLEADER R579
RUBYS RHYTHM Z208
RUBYS RHYTHM U857

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.2	0.2	73.1	97.4	0.15	8.1	15	51.5	15.7
DOC	CW	YG	MARB	BF	REA	API	TI	
7.2	22.7	-0.48	-0.25	-0.134	0.62	114.5	66.7	

A really complete made Battle Cry daughter here. She goes back to a nice Ringleader female and her granddam is the U857 donor who has produced several high sellers over the years. Remember, Turnpikes dam is a Ringleader female. Buy with confidence. *AI BRED ON 5/3/19 TO HOOK'S ENCORE 65E. ESTIMATED DUE DATE 2/8/20.*

The dam of these heifers is the only full sib to 418P that we had. They are both females that are extremely sound and loose made, yet combine that with a very attractive look. If you like your cattle with a shot more frame, take a look at these sisters.



RUBYS RHYTHM 863F

Homozygous Black | Homozygous Polled | PB SM

BD: 1/11/18 ASA: 3465071

ADJ. BW: 90 ADJ. WW: 621 TATTOO: 863F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
9.9	2.7	74.7	111.2	0.23	5.3	20.3	57.6	17.9
DOC	CW	YG	MARB	BF	REA	API	TI	
11.3	44.8	-0.44	-0.52	-0.139	0.74	97.8	58.4	

AI BRED ON 5/3/19 TO W/C DOUBLE DOWN 5014E. ESTIMATED DUE DATE 2/8/20.



RUBYS RHYTHM F865

Black | Polled | PB SM

BD: 3/8/18 ASA: 3465011

ADJ. BW: 98 ADJ. WW: 618 TATTOO: F865

SVF STEEL FORCE S701
MR HOC BROKER
JM BF H25

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.3	3.6	63.6	93.2	0.19	3.5	20.9	52.6	18.3
DOC	CW	YG	MARB	BF	REA	API	TI	
1.5	23.9	-0.51	-0.51	-0.128	0.78	89.6	50.6	

AI BRED ON 6/5/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE DATE 3/12/20.



THE BRED HEIFERS

47

RUBYS RHYTHM 8195F

Red | Polled | PB SM

BD: 3/20/18 ASA: 3464930

ADJ. BW: 82 ADJ. WW: 436 TATTOO: 8195F

SS/PRS HIGH VOLTAGE 244X

SVF STEEL FORCE S701

RUBYS ABSOLUT 317A

MOORE AW NAW 128A

SVF NJC MAGNETIC LDY M25

RUBY NFF UH OH 803U

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.2	0.9	48.9	61.9	0.08	5.3	20.6	45	13

DOC	CW	YG	MARB	BF	REA	API	TI
8.8	12.7	-0.52	-0.32	-0.135	0.61	92	49.9

The only red in the offering and we made sure she was worthwhile. Our Absolut daughters have made great cows and if you look at the pedigree of this ones dam you find Steel Force and 418P. How much more exciting does that get? We heard lots of good reports on the Double Down bull this spring and she sells safe. If you want to fire up your red operation, here is a good one to anchor it with.

AI BRED ON 5/22/19 TO W/C DOUBLE DOWN 5014E. ESTIMATED DUE 2/27/20.



Lot 47 RUBYS RHYTHM 8195F

48

RUBYS RYTHYM 7E23

Black | Polled | PB SM

BD: 9/16/17 ASA: PEDNING

ACT. BW: 69 ACT. WW: 596 TATTOO: 7E23

SANDEEN UPPER CLASS 2386

HTP SVF IN DEW TIME

RUBY SWC UP CLASS 5112C

RUBY NFF RHYTHM 012X

SWC RUBY YOKO 151Y

RHYTHM 418P

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.5	1.2	58.2	86.8	0.18	3.8	22.9	51.9	15.9

DOC	CW	YG	MARB	BF	REA	API	TI
12.3	29.9	-0.41	-0.18	-0.11	0.69	109.1	58.9

Lots of good stuff in this ones pedigree. Her sire was a high selling bull for us a few years back and her dam in really cranking them out in the donor pen. A half sister to this female won the Western Regional percentage show. Predictability is bred in here.

AI BRED ON 5/11/19 TO OVAL F ECHO E709. ESTIMATED DUE 2/16/20.



Lot 48 RUBYS RHYTHM 7E23

49

RUBYS RHYTHM F813

Black | Homozygous Polled | PB SM

BD: 2/25/18 ASA: 3465049

ADJ. BW: 82 ADJ. WW: 511 TATTOO: F813

MR HOC BROKER

HTP SVF IN DEW TIME

RUBY SWC BATTLE CRY 431B

RUBYS RHYTHM U857

SWC RUBY YETTI 143Y

DRAKE RHYTHM

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.7	0.1	64.1	86.7	0.14	6.6	17.8	49.9	16.2

DOC	CW	YG	MARB	BF	REA	API	TI
9.8	21.1	-0.45	-0.33	-0.131	0.55	106.3	59.6

An own daughter of the U857 donor. She had no interest in showing herself off on picture day, but her quiet nature will be welcomed at her new home. I love the producing potential in this female.

AI BRED ON 7/11/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE 7/11/20.



Sire of Lot 47 RUBYS ABLSOLUT 371A

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THE BRED HEIFERS

Lot 50 RUBYS JUANADA 7E76

Two outstanding daughters of Battle Cry here. Both are out of awesome Ohlde bred angus females as well. If you like good looking cattle as much as we do, make sure to take these two girls home. Our Battle Cry daughters are really producing well and we think these things can hit some home runs in production. We used Echo back on our Battle Cry daughters and we love the results. All we had were bull calves last spring, but they are easy to spot in the bull pen. I think the heifers out of that cross could really generate some dollars. *AI BRED ON 5/22/19 TO OVAL F ECHO E709. ESTIMATED DUE 2/27/20.*



R Lot 51 RUBYS ROSETTA 7E22

AI BRED ON 5/20/19 TO OVAL F ECHO E709. ESTIMATED DUE 2/25/20.



*Sire of Lot 50 & 51
RUBY SWC BATTLE CRY 431B*



RUBYS JUANADA 7E76

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

BD: 10/17/17 ASA: 3401371

ADJ. BW: 65 ADJ. WW: - TATTOO: 7E76

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

O C C GENERAL 794G
FCC JUANADA 913T
O C C JUANADA 831C

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	-1.6	62.6	89.2	0.17	5.5	19.6	50.8	11.8
DOC	CW	YG	MARB	BF	REA	API	TI	
10.2	31.2	-0.14	0.05	-0.043	0.38	111.6	64.9	



RUBYS ROSETTA 7E22

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

BD: 9/16/17 ASA: 3401363

ADJ. BW: 74 ADJ. WW: - TATTOO: 7E22

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

O C C GREAT PLAINS 943G
KJB ROSETTA 602U
FCC ROSETTA 982N

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.9	-0.2	68	100.4	0.2	7	18.9	52.8	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
10.1	29.9	-0.11	0.05	-0.032	0.36	116.8	66.5	

52

RUBYS KAREN F812

Homozygous Black | Homozygous Polled | PB SM

BD: 2/26/18 ASA: 3464973
 ADJ. BW: 75 ADJ. WW: 577 TATTOO: F812

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

CNS DREAM ON L186
M212T
 MFF MAGGIE M122L

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
10.8	1.4	78.3	112.1	0.21	6	17.1	56.2	16.2
DOC	CW	YG	MARB	BF	REA	API	TI	
2.4	34.5	-0.4	-0.11	-0.118	0.64	120.9	71.8	

The dam of this female raised one of my favorite heifers that ever left this place going to Golden Acres. I really like this one as well. I think balanced is a word that describes this one best. Very hard to find a fault in her.

AI BRED ON 6/11/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE 3/18/20.



Lot 52 RUBYS KAREN F812

53

RUBYS MISS CLEO 8153F

Black | Homozygous Polled | PB SM

BD: 2/23/18 ASA: 3464977
 ADJ. BW: 95 ADJ. WW: 554 TATTOO: 8153F

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

RUBY NFF EXCALIBUR 002X
RUBYS MISS CLEO 207Z
 RUBYS MISS CLEO S601

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.8	2.9	70.4	96.7	0.16	4.1	16.4	51.6	17.3
DOC	CW	YG	MARB	BF	REA	API	TI	
2.7	33.2	-0.33	-0.32	-0.107	0.51	101.7	58.8	

We don't let many of these Miss Cleo's go into other peoples hands, so take advantage when the opportunity presents itself! This Battle Cry daughter is out of an awesome Excalibur dam back to the mother of Wide Open. Lots of cow power lined up in this pedigree.

AI BRED ON 6/25/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE 4/1/20.



Lot 53 RUBYS MISS CLEO 8153F

54

RUBY JG MISS CLEO 866F

Homozygous Black | Polled | PB SM

BD: 2/15/18 ASA: 3631096
 ADJ. BW: 80 ADJ. WW: - TATTOO: 866F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
11.4	1.2	68.3	100.1	0.2	7.2	23.5	57.6	14.6
DOC	CW	YG	MARB	BF	REA	API	TI	
8.3	31	-0.4	-0.17	-0.11	0.66	110.5	65.2	

What an outstanding opportunity here! Here is a daughter out of a top ten female at the AJSA National Classic in 2016 for Kara Gillespie. True to her genetics, here is a super attractive female whose producing ability will be second to none. The Miss Cleo cow family stamps great udders and feet as well. Buy with confidence here!

AI BRED ON 6/5/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE 3/12/20.



Dam of Lot 54
 RUBYS MISS CLEO 598C



Lot 54 RUBY JG MISS CLEO 866F

THE BRED HEIFERS



Lot 55 RUBYS RITA 841F

If you can appreciate a big, stout, attractive female, this one is right up your alley. We had a mix up on calving dates and this one was born in the snow and brutal cold hence her tail and ears. I wish they all had that kind of will to live and the mothering ability to get them up and suckled. Those traits are built in here! *AI BRED ON 5/3/19 TO OVAL F ECHO E709. ESTIMATED DUE 2/8/20.*

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Lot 56 RUBYS GRETTA 820F

One of my favorite purebreds in the bred offering. A maternal sister by Battle Cry was a high seller last year to Oval F Ranch. We think these Gentleman's Jacks are going to make awesome cows. If your looking for a show heifer producer, check her out.

AI BRED ON 6/29/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE 4/5/20.



55

RUBYS RITA 841F

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

BD: 1/9/18 ASA: 3465081

ADJ. BW: 79 ADJ. WW: 605 TATTOO: 841F

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

3C MACHO M450 BZ
RUBYS RITA 053X
S S MISS RITA R011 1R5

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
13.3	1.3	67.6	97.1	0.18	7.3	18.6	52.4	12.5
DOC	CW	YG	MARB	BF	REA	API	TI	
-2.2	28.2	-0.3	0.17	-0.069	0.64	116.9	68	

56

RUBYS GRETTA 820F

Homozygous Black | Polled | PB SM

BD: 1/5/18 ASA: 3465057

ADJ. BW: 86 ADJ. WW: 532 TATTOO: 820F

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

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

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
15.5	0.7	57.1	85.8	0.18	7.6	23.6	52.1	13.2
DOC	CW	YG	MARB	BF	REA	API	TI	
9.6	33.2	-0.33	-0.04	-0.099	0.55	118.1	62.9	

THE BRED HEIFERS

Lot 57 RUBY NFF
QUEEN 8160F

We waived last year whether to sell this one as an open and we decided to make her a bred. I have always really liked this female. She is moderate in her kind, but big everywhere else. Big footed, big legged, big bellied, and big muscles. Lots of cow power here.
*AI BRED ON 5/16/19 TO HOOK'S ENCORE 65E.
ESTIMATED DUE 2/21/20.*



Lot 58 RUBYS
LINDA F861

The dam of this female is one of our best bull producing donors and if I wouldn't have had a whole litter of these heifers, this one wouldn't be leaving. Sired by the performance king CEO, you can expect lots of grow and power in this ones offspring. Check out the EPD profile here. 130# spread from birth weaning, top 20% CE, Top 4% WW, Top 3% YW, top 20% Marb, top 1% REA, and top 2% TI. Wanna raise some herd bulls? Here's your factory!
*AI BRED ON 5/23/19 TO HOOK'S ENCORE 65E.
ESTIMATED DUE 2/28/20.*



RUBY NFF QUEEN 8160F

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

BD: 2/28/18 ASA: 3465095

ADJ. BW: 88 ADJ. WW: 517 TATTOO: 8160F

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

PVFS RUBY MADDEN 126Y
RUBY NFF QUEEN 6197D
A & B QUEEN LASS 2347

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
6.2	1.9	67.2	108.6	0.26	-0.1	26.9	60.5	11.4
DOC	CW	YG	MARB	BF	REA	API	TI	
12.8	39.9	-0.26	0.22	-0.067	0.7	109.4	68.7	



RUBYS LINDA F861

Homozygous Black | Homozygous Polled | PB SM

BD: 3/4/18 ASA: 3465058

ADJ. BW: 87 ADJ. WW: 665 TATTOO: F861

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

PVFS RUBY MADDEN 126Y
RUBYS LINDA 341A

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.8	0.9	83.3	130.9	0.3	5.8	25.9	67.5	13.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12	52.2	-0.48	0.14	-0.099	1.27	136.4	83.9	

THE BRED HEIFERS

Lot 59 RUBYS WONDERWOMAN 805F



R
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59

RUBYS WONDERWOMAN 805F

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

BD: 1/2/18 ASA: 3465077

ADJ. BW: 61 ADJ. WW: 442 TATTOO: 805F

PVFS MADDEN 917W

B C MARATHON 7022

PVFS RUBY MADDEN 126Y

OVAL F WONDERWOMAN W939

PVFS LUCY 7018T

DILLONS K217 MS KANDY

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
12.6	-0.4	48.5	72.4	0.15	1.4	27.5	51.7	13.5
DOC	CW	YG	MARB	BF	REA	API	TI	
8.8	28.3	-0.26	0.16	-0.072	0.49	113.8	59.2	

Very complete female here. One of the last Madden daughters that will ever sell.
AI BRED ON 4/26/19 TO OVAL F ECHO E709. ESTIMATED DUE 2/1/20.



Sire of Lot 59 - PVFS RUBY MADDEN 126Y

THE BRED HEIFERS



Lot 60 RUBYS
KAYE 7E100

We leased the sire of this female to cover our fall cows and then purchased him this spring to run on a group of cows. He is a Dew It Right out of a full sister to Excalibur. We love the calves and here is a good one out of an Ever Ready cow. *AI BRED ON 6/10/19 TO RUBY C-D ALL AROUND 534E. ESTIMATED DUE 3/17/20.*



Lot 61 RUBYS LUCY 838F

Power, power, Power. What a great combination of impeccable looks and great data on paper. If you want one to add some dimension and width, here she is. I think her Encore calf could be special.

AI BRED ON 4/24/19 TO HOOKS ENCORE 65E. ESTIMATED DUE 1/30/20.



RUBYS KAYE 7E100

Homozygous Black | Polled | PB SM

BD: 11/3/17 ASA: 3401361

ADJ. BW: 83 ADJ. WW: - TATTOO: 7E100

WELSHS DEW IT RIGHT067T
WFB EXCITE DOES IT RIGHT
RUBY NFF EXCITEMENT X045

TNT EVER READY R232
RUBYS KAYE 906W
OVAL F KAYE KL22

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
8.1	2.7	61.3	85.9	0.15	3.7	21.1	51.7	17.9
DOC	CW	YG	MARB	BF	REA	API	TI	
16.4	24.5	-0.5	-0.13	-0.119	0.81	110.7	59.8	



RUBYS LUCY 838F

Homozygous Black | Homozygous Polled | PB SM

BD: 1/9/18 ASA: 3465014

ADJ. BW: 104 ADJ. WW: 612 TATTOO: 838F

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

DHF JADES DREAMWORKS
PVFS RUBYSDREAMCHILD101Y
PVFS LUCILLE 902W

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
4.6	5.1	82.2	122.7	0.25	1.4	15.2	56.3	19.1
DOC	CW	YG	MARB	BF	REA	API	TI	
12.9	46.8	-0.33	0.13	-0.095	0.77	127	74.3	

THE BRED HEIFERS



Lot 62 RUBYS COWGIRL BABY 7E59

62

RUBYS COWGIRL BABY 7E59

Homozygous Black | Homozygous Polled | PB SM

BD: 10/2/17 ASA: 3401375

ADJ. BW: 83 ADJ. WW: - TATTOO: 7E59

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

PVF-BF BF26 BLACK JOKER
COWGIRL BABY 316N
COWBOY BABY

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.9	3.1	60.7	94.5	0.21	6	19.9	50.2	14.8

DOC	CW	YG	MARB	BF	REA	API	TI
8.7	27.9	-0.48	-0.1	-0.12	0.81	106.7	60.1

The dam of this female was in our herd for a long time. She raised several good ones over the years and a couple sale toppers as well. This loose made Pays To Dream daughter should continue that legacy.

AI BRED ON 5/24/19 TO OVAL FECHO E709. ESTIMATED DUE 3/1/20.



Lot 63 RUBYS FIREFLY F818

63

RUBYS FIREFLY F818

Black | Polled | PB SM

BD: 2/24/18 ASA: 3465043

ADJ. BW: 89 ADJ. WW: 601 TATTOO: F818

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

STF/RP SAVVY SR49
JSF FIREFLY W46
CASONS MISS AMANDA

CE	BW	WW	YW	ADG	MCE	MILK	MWW	STAY
7.4	3.8	75.4	118.1	0.27	3.4	23.4	61	14.4

DOC	CW	YG	MARB	BF	REA	API	TI
16.3	43.2	-0.36	0.04	-0.105	0.74	117.3	71.4

Another great daughter of Significant. This is a full sister to the top selling female at the Iowa Beef Expo this past year. Look through her pedigree, we pride ourselves on raising quality, outcross genetics, and here is one that is just that. The mating possibilities are endless! What will that Double Down calf be worth?

AI BRED ON 5/13/19 TO W/C DOUBLE DOWN 5014E. ESTIMATED DUE 2/18/20.



Lot 64 RUBYS BIRTHSTONE 869F

64

RUBYS BIRTHSTONE 869F

ANGUS

BD: 2/2/18 AAA: 19246209

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

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

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

CED	BW	WW	YW	CEM	MILK	\$EN	\$W	\$F
1+17	1-2.0	1+54	1+95	1+13	1+27	-	60	-

The lone Angus female in the offering. I really like this heifer. Sensible in her frame, big bodied, good moving and stouter than most Angus you see. She still gives you a great look from the side as well. I think her mating to Style could ring the bell.

AI BRED ON 5/18/19 TO SILVEIRA'S STYLE 9303. ESTIMATED DUE 2/23/20.

R
◇



CATTLE COMPANY

FUNCTIONAL | PREDICTABLE | PROFITABLE

Bull Sale

2017 Grand Champion Pen of Five



2018 Res. Grand Champion Pen of Five

2017 Grand Champion Pen of Three



2018 Res. Grand Champion Pen of Three



**FEB 1, 2020 | LAMONI, IA
LAMONI LIVESTOCK AUCTION**

CHAMPION

JUNIOR BREEDING HEIFER

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



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



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



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



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



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



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



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



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



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



2018 AJSA Summer Classic

Grand Champion Bred & Owned Purebred Simmental

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

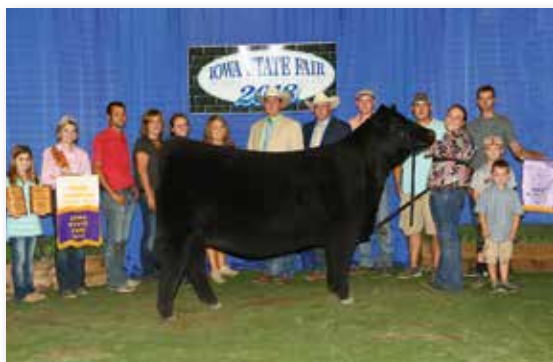


2018 Iowa State Fair Grand Champion Percentage Simmental

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

Purchased by Recks, Lashmett, and Weis.

Congratulations to all involved!



2018 Iowa State Fair Grand Champion Purebred Simmental

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



2017 Kansas Beef Expo Reserve

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

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



2016 AJSA Summer Classic

Reserve Grand Champion Purebred Simmental

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



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

Bred by Geffert Cattle Co. and Rafter W.

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



LIVIN' THE DREAM

ANNUAL PRODUCTION SALE

NOVEMBER 29, 2019 | 1:00 PM | MURRAY, IA