The Bull Sale

FUNCTIONAL
PREDICTABLE
PROFITABLE
Dear Fellow Cattlemen and Cattlewomen,

I would like to take this opportunity to welcome you to our 8th Annual Bull Sale. We appreciate you taking the time to view our offering. Without a doubt, this is the best set of bulls we have assembled to date. We work tirelessly to produce cattle that are the right kind to maximize profits for our customers in today's markets. Rest assured these bulls are ready to go to work and provide the most return, with the least amount of input.

These bulls are the best of the best from our Embryo Transfer and AI programs, coupled with some of the most proven herd bulls around. Our cow herd is run like any commercial cow herd. With moderate feed prices and pasture land at a premium, we demand that our cows be efficient and able to convert forage into pounds. Much like yours, our pastures are fescue, and efficient, sensibly framed cattle have proved their economic value now, more than ever. We demand the dams of these bulls be good-footed, good uddered, slick off in the spring, and have good dispositions. You will see the same traits in these bulls.

We realize there are many bull sales as to which you can find a bull and we thank you for your consideration. We want to emphasize the fact that when you buy one of our bulls, you are not just buying a bull, but buying into a program that is committed to providing you the best product available anywhere. Every year we have people come through that have been to other sales and tell us that our bulls are as good or better than anywhere they have been.

All of the bulls have been ultrasounded and that data is available. They have also been fertility tested and will be ready to go to work. We provide you with this information so our bulls can be as transparent as possible. We want you to be informed as you can be about your new purchase. Again this year, our bulls were developed on Purina’s new AR Developer product. We have stayed with this program as we have had many reports how impressed buyers were that their bulls didn’t melt after turnout and they stayed good on their feet and legs. Our bulls have also been BVD-PI tested negative.

There is no better time than now to invest in top genetics for your herd. Heavy cattle at the livestock markets are bringing home the biggest checks, and we are confident we have the bulls to add those pounds. As you look through the offering, we believe we have several great maternal sires available as well. Looking forward, the daughters from these bulls will add to your bottom line for years to come. We also invite you to come see the bulls on the side of their dams in the summer, which is where we feel they are the most impressive, and you get to see the factory that stands behind them. Please feel free to call us with any questions regarding the sale offering. We look forward to doing business with you!

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

Ruby Cattle Co.
Nate, Leslie & Creed Ruby
1170 Elk Street, Murray, IA 50174
Nate Cell - 515-450-0112
Leslie Cell - 515-450-0259
rubycows@grm.net

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!
When someone asks about where they can find an operation that offers seedstock with that “true American grit-filled spirit” that built this nation and brought it to the forefront of the World over a century ago, Ruby Cattle Company comes to mind. It’s the home of everything earned! The land base, infrastructure improvements, and the substantial growth over the last decade and a half has been built off of the cattle that run the pastures off Elk Street in Murray, Iowa. An inspirational operation for any young, seedstock enthusiast would be the Ruby journey, and Nate will be the first to admit that it hasn’t been easy. His driving force besides his own grit would be his life partner and wife, Leslie. For those of you, like Dennis Moore, who have been friends/ family of the program for many years understand exactly what we are referring to, but for those of you that aren’t familiar, it’s time to get on board with one of the most influential programs of the entire Simmental breed.

Ruby Cattle Company turns in as much data as any breeder in the business. Nate has always been proud of the fact that their bulls weigh and measure impressively with the females that can thrive in any environment including fescue. Repeat customers over the years is another driving force in the continued success of the program with very positive results across the scales and retention of females in the commercial sector. This bull sale has always taken place at Lamoni Livestock preceding the February Special Cow Sale, owners Jason Allen and Jared Miller sell quite a few Ruby sired calves across the scales for customers of the commission company. They too have calved a set of females bred to Ruby bulls and were very pleased with the end result and have become believers of the program as well. The popularity and reputation of a seedstock provider takes time and leaps of faith by the buyers. That time allows relationships to form, take shape, and grow.

Bulls like Currency and Turnpike are the most recent of famed young sires that are products of the program. The frontend Currency progeny are as impressive as any! It appears he will most definitely outbreed himself in his first calf crop with multiple reports of program leading sons across the country. The Turnpike sire group has been popular as well with excellent female reports and scale smashing bull progeny loaded with power and substance. Battle Cry would be another of the Ruby elite herdsires that continues to stamp his stock with balance and shape with a most recent high selling female for Sandeen Genetics. Regardless of the reports and success stories, this very offering is packed with powerful, beef business sons of these three and many more of the herd bull battery of Ruby Cattle Co. This is the stoutest, highest performing pen of bulls that they have ever offered without question!

Nate is 110% dedicated to this endeavor and with the support and supervision by Leslie, this operation will only continue to persevere. The relentless pursuit of the most profitable beef animal with fundamental perfection and the provision of the utmost, upfront, transparent, no bullshit customer service is what you will experience when you invest in their program that will become your program. Passion and drive is what makes an operation grow and flourish and the Ruby family knows and understands the American Dream because they’re representing it.

Please join us February 1 at Lamoni Livestock, and please feel free to call, email, and come by any time prior to visit about or look at the offering.

We sincerely thank you for your interest,
SALE DAY PHONES
Nate Ruby - 515-450-0112
Leslie Ruby - 515-450-0259
Miles Eddy - 507-841-1787

AUCTIONEER
Col. Jered Shipman - 806-983-7226

SALE MANAGEMENT
Graham Blagg - 530-913-6418
INNOVATIONAGMARKETING.COM

MARKETING REPRESENTATIVES
Kelly Schmidt - 406-599-2395
Austin Brandt - 712-621-1829
Jeremie Ruble - 406-581-7940

LAMONI LIVESTOCK AUCTION
Office - 641-784-3323
Jared Miller - 515-608-0953
Jason Allen - 641-782-0790

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

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

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

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

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

EPDS
Please note that EPDs may change from the time the sale
catalog is printed until registration paper is transferred. EPDs are
Spring 2020 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.

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.

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.

SALE DAY LOAD OUT
All bulls loaded out sale day will receive $100 off the purchase price. Bulls are allowed to stay at the farm free of charge until April 1, 2020.

AD AND CATALOG PRODUCTION
THM Promotions - Tracy McMurphy
806-679-0231

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

ABSENTEE BIDDING
The Lamoni Livestock Auction offers an online broadcast of the sale. Visit LMAAuctions.com to view the auction.
What a way to kick off this year's edition of the bull offering. Here is an extremely eye-appealing Turnpike son that is super soft made and very athletic. He's powerful, yet smooth in his design and we really like that about him. He was the number 2 birthweight bull in his contemporary group and had a BW ratio of 126, he is top 2% CE and top 4% BW. Here is a bull that we think will be a great choice for first-calf heifers when quality is important in that first calf. Also note, his granddam is the great 2124Z donor, who is proving to be one of the most productive cows in the breed.

**RUBYS TURNPIKE 917G**

- BD: 1/1/19
- ASA: 3594876
- TATTOO: 917G

- Homozygous Black
- Homozygous Polled
- PB SM
- ADJ. BW: 65
- ADJ. WW: 698

**CE** | **BW** | **WW** | **YW** | **ADG** | **MCE** | **MILK** | **MWV** | **STAY**  
---|---|---|---|---|---|---|---|---  
16.3 | -1.3 | 70.1 | 108.9 | 0.24 | 8.4 | 24.4 | 59.4 | 16.9  

**SIRE OF SIGNIFICANCE - TURNPIKE**

I will be honest, we had high expectations for Turnpike, the $71,000 half interest sale topper of this sale 2 years ago. He has met and exceeded expectations and we couldn't be happier with the job he is doing here, and in other herds around the country. The positive comments from breeders and the amount of quality progeny that have sold this fall have solidified his spot as one of the breeds next great breeding bulls. He has checked all the boxes here; they have calved unassisted, grown extremely well, have awesome feed and legs, and are stamped with a great look. Buy these sons with confidence, there will be several more for years to come.
I have to think that this bull will be one of the most intriguing stud prospects to sell this sale season. I’m not sure that I have ever seen a bull that is this massive, yet is still so correct in his structure and right in his angles. His feet are awesome, he’s cleaned jointed, and can still get out and cover ground like a bull half his size. We love the eye appeal that he brings to the table, his attitude is as good as you will find and he is as tight sheathed as any bull we have. Check out his EPD profile, it is flat out impressive. Top 4% CE and top 1% Wean, Year, ADG, DOC, REA, and TI. We really think a lot of his young dam, and are expecting big things from her in the future. You will notice she was just a first calver this year and this bull and his brothers are the result of being aggressive with IVF on a young cow we thought could do some good, and she has delivered in spades. The Linda Cow family has brought plenty of good bulls to town over the years, and a strong cow family behind this bull only makes us more excited. If you’re hunting a power bull, find this one, he’s pretty special.

Lot 2

THE TURNPIKE SIRE GROUP

2 RUBYS TURNPIKE 935G

BD: 1/5/19
ASA: 3594860
TATTOO: 935G

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 97
- ADJ. WW: 777

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One of the most intriguing stud prospects to sell this sale season!
Lot 3

Here is a cool looking full brother to the powerful lot 2 bull. He combines the same basic design as his stout brother, with a very eye appealing look. He too, reads very well on paper with high calving ease and top end growth, with top index numbers. Here is a bull that combines high growth and power, with a show heifer sire look. Take a look here.

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<tr>
<td><strong>WS ALL-AROUND Z35</strong></td>
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<tr>
<td><strong>RUBYS LINDA 721E</strong></td>
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Lot 4

Stout, sound, big bodied, and good looking best describe this bull. He is as complete as they come and will make great females as well as heavy sons. His dam produced a $17,000 heifer to RS&T a few years back.

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Two high quality full brothers here. They are out of the granddams of the lot 2 and 3 bulls. If your searching for more frame and length of body to add into your cow herd, take a look at these brothers. Once again, their sons will smash the scales, and their daughters will be the kind to take your cow herd into the future. Take a look at their EPDs, I'm not sure you can find a more balanced set.

**RUBYS TURNPIKE 944G**

- **BD:** 1/6/19
- **ASA:** 3594852
- **TATTOO:** 944G
- **WBF SIGNIFICANT B132**
- **RUBYS TURNPIKE 771E**
  - **RUBYS MISS CLEO 240Z**
- **PVFS RUBY MADDEN 126Y**
- **RUBYS LINDA 341A**
- **X517P**

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**RUBYS TURNPIKE 934G**

- **BD:** 1/5/19
- **ASA:** 3594861
- **TATTOO:** 934G
- **WBF SIGNIFICANT B132**
- **RUBYS TURNPIKE 771E**
  - **RUBYS MISS CLEO 240Z**
- **PVFS RUBY MADDEN 126Y**
- **RUBYS LINDA 341A**
- **X517P**

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**RUBYS TURNPIKE 979G**

- **BD:** 1/27/19
- **ASA:** 3594821
- **TATTOO:** 979G
- **WBF SIGNIFICANT B132**
- **RUBYS TURNPIKE 771E**
  - **RUBYS MISS CLEO 240Z**
- **S S INCENTIVE 9J17**
- **NFF FOXXY LADY D193**
  - **NFF FOXXY LADY A096**

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Everyone loves a baldy! Look past his blaze face, and you will find one of the best looking bulls in the offering. We love his attractive front end, combined with great length and depth of body. He is super athletic on the move and is designed to cover a lot of cows in a day. Here is a great SimAngus sire prospect that combines two bulls have had a lot of influence on our herd, Incentive and Turnpike.
If you can appreciate moderate cattle, you will love this bull. He is huge bodied, stout, sound, and good looking. His dam is one of the most influential Angus cows in our herd. We have retained every daughter to date, and they flat out work. If you’re looking for a bull to make females, I couldn’t recommend this bull more.

Here is a stout made, long bodied bull with a bit more frame and body length. He originates from the great Kaye family, who has produced several good bulls over the years.

Big, deep, long, stout Sim Angus bull here. His dam has produced several great daughters in our herd and they flat out work! Here is one that will add pounds and leave you those front pasture females. We would recommend him for mature cow use.
Currency is the $435,000 stud from the 2017 calf crop. We did not get many calves this first year, but the ones we have, we really, really like, and have used him heavy moving forward. They come small, are fast growing, and are elite looking cattle, that are great on their feet and legs. This son and his two brothers on the next page are peas in a pod. They are as good looking purebred Simmental bulls as you will find. They are big bodied, stout made, and we love their structure. They are backed by a couple of our most proven donors. The 9171G bull is a full brother to the heifer that just topped our female sale at $25,000 to Shoal Creek Land and Cattle. If you want to add eye appeal to your herd, these guys will do it in a generation.
### Lot 12

**RUBYS CURRENCY 9168G**  
**BD:** 3/1/19  
**ASA:** 3594740  
**TATTOO:** 9168G  

- **Sire:** RUBYS CURRENCY 7134E  
- **Dam:** JSF FIREFLY W46  
- **Damsire:** CASONS MISS AMANDA  

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**Adjustments:**  
- **ADJ. BW:** 88  
- **ADJ. WW:** 741  

**Color:** BLACK  
**Polled Status:** HOMOZYGOUS POLLED  
**PB SM:**

### Lot 13

**RUBYS CURRENCY 9178G**  
**BD:** 3/8/19  
**ASA:** 3594730  
**TATTOO:** 9178G  

- **Sire:** RUBYS CURRENCY 7134E  
- **Dam:** JSF FIREFLY W46  
- **Damsire:** CASONS MISS AMANDA  

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**Adjustments:**  
- **ADJ. BW:** 87  
- **ADJ. WW:** 718  

**Color:** BLACK  
**Polled Status:** HOMOZYGOUS POLLED  
**PB SM:**

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**The Currency Sire Group**

![Firefly W46 - Dam of Lot 12](image)  

![Ruby's Currency 7134E](image)  

*Sire of Lots 11 - 13*
This bull is another son of the 721E donor, who is the dam of the lots 2 and 3. He too is a stout made, attractive bull, with a big middle and great performance. Once again, check out the EPD profile here. He combines 10 traits in the top 5% of the breed. Another true breeding bull offered here.

Lot 14

RUBYS SIGNIFICANT 901G

SIRE OF SIGNIFICANCE - SIGNIFICANT

HOMOZYGOUS BLACK
HOMOZYGOUS POLLED
PB SM
ADJ. BW: 96
ADJ. WW: 747

Another true breeding bull offered here.

SIRE OF SIGNIFICANCE - SIGNIFICANT

The Significants made a big impact here in the 2017 calf crop. We love what this bull brings to the table. They are stout made, high growth cattle that mash down the scales. We also love their dispositions, as they are as quiet and friendly as they come. We calved his first daughters this spring and were impressed by their mothering ability, ability to get bred back while nursing a big calf. He checks many of the boxes we are after.
Several great opportunities here to own a full brother to Turnpike. They are all a bit different in design, but at the same time, are very much the same. They are stout made, big bodied cattle, that are easy fleshing with great feet and athletic when set in motion. The full sisters to these bulls are flat out impressive as well. If you want to add some top end genetics to your herd, here is a great place to look!

**Lot 15**

RUBYS SIGNIFICANT 924G  
**BD:** 1/3/19  
**ASA:** 3594870  
**TATTOO:** 924G  
- HOMOZYGOUS BLACK  
- HOMOZYGOUS POLLED  
- PB SM  
- ADJ. BW: 101  
- ADJ. WW: 675

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**Lot 16**

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**ASA:** 3594872  
**TATTOO:** 921G  
- HOMOZYGOUS BLACK  
- HOMOZYGOUS POLLED  
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- ADJ. BW: 83  
- ADJ. WW: 714

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**Lot 17**

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**BD:** 1/9/19  
**ASA:** 3594847  
**TATTOO:** 949G  
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- HOMOZYGOUS POLLED  
- PB SM  
- ADJ. BW: 101  
- ADJ. WW: 691

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ASA: 3594896
TATTOO: 939G
GW-WBF SUBSTANCE 820Y
WBF SIGNIFICANT B132
WBF HEBE X376
OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
RUBYS MISS CLEO 964W
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 97
- ADJ. WW: 714

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WBF SIGNIFICANT B132
WBF HEBE X376
OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
RUBYS MISS CLEO 964W
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 87
- ADJ. WW: 647

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WBF HEBE X376
OVAL F RINGLEADER R579
RUBYS MISS CLEO 240Z
RUBYS MISS CLEO 964W
- HOMOZYGOUS BLACK
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- PB SM
- ADJ. BW: 79
- ADJ. WW: 635

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This Echo son is out of Turnpike's mother. I think he is one of the most complete bulls in the offering. He may not jump out and grab you, but make sure you find him and study him, he covers all the basics and combines as many positive traits as any other bull in the sale, both physically and on paper. Don't miss this one!

**21 RUBYS ECHO 9112G**

**SIRE OF SIGNIFICANCE - ECHO**

We acquired Echo from our friends at Oval F in Missouri a couple years ago. To date, he is one of the best purchases we have made. We love the bull, he is as big and nice footed as you will find and is as smooth shouldered purebred bull that we have ever seen. He is a bit bigger framed and longer bodied bull, which we were looking for, and he is passing that on to his progeny. We have used him successfully on heifers and we love the performance he combines with that calving ease. The females we offered in November were well received and we think Echo is set to make a big impact on our herd.
I believe this is the highest CE purebred bull in the offering with an EPD of 18, that is the top 1%. His dam is well represented in this sale as well. She has several sons and grandsons selling and they are some of my favorite bulls. Here is a calving ease sire that still offers above average performance numbers and great index numbers. Outcross genetics at their best here.

As I mentioned before, we used Echo on several heifers and many of those resulting sons are in this sale. Here is one that is the highest API bull in the offering. He is an attractive bull that is loose made, big bodied, smooth and athletic. He comes from a very productive cow family as well. Buy with confidence.

If you appreciate good looking cattle like we do, here is one to consider. We love this bulls attractiveness that he combines with great feet, great structure, extra muscle, and extra center body. His dam is a Battle Cry out of the immortal 418P. The genetics behind this one are as good as it gets!
We purchased the dam of this bull in the Denver sale a couple years back and this is her first calf. She was shown very successfully by Rydder Hogan and did an outstanding job in the pasture her first time out as well. We have always admired the cow power of the S600 cow, and we have incorporated a fair bit of her genetics into our herd. Here is a long made, big bodied bull that is attractive made and super complete. We think this bull has lots to offer, don’t miss him!

Here is son from another S600 daughter. This bulls dam is a Loaded Up daughter that is as neat made as they come and her disposition is second to none. This bull ratioed 103 at birth and 111 at Weaning. If you want a calving ease prospect with well above average growth and well above average phenotype, here he is.

What a true beef bull here! We think this bull is designed for the long haul. Great feet, loose structured and super athletic when he moves. He’s stout, but smooth in his muscle pattern and big bodied with an easy keeping look. Here is a bull with a shot more frame and length as well. Top 10% growth EPDs while being born unassisted out of a first calf heifer. He checks a lot of boxes.
A really complete SimAngus calving ease prospect here. If you dig back through sale catalogs, I will talk about the best uddered cow on the farm, and its this bulls mother. Unfortunately for me, all she has is bulls. We are patiently waiting on a heifer calf out of her. If you have some heifers to breed or are just looking for a really good maternal sire, here he is!

Another stout SimAngus bull here. He is out of a high performing Incentive daughter back once again to good Eva cow family. Here is a smooth, stout made bull that comes in a bigger framed package.

One of my favorite bulls in the offering. He is a long, deep bodied bull, that is athletic and as loose made as any bull in the offering. These high calving ease, high growth bulls have value in the most particular operation.
These good Echo SimAngus bulls just keep coming. If you’re after multiple bulls, these last 3 lots would be bulls to strongly consider. I know I sound like a broken record, but another stout made, long bodied bull with great growth figures combined with high calving ease and negative birth weight EPDs.

Another long, loose, deep, stout SimAngus Echo son. They just keep coming!

Looking for a heifer bull that you can use for several years? Here is your guy! He is moderate in his frame, was born unassisted out of a first calf heifer with a 70# actual birthweight. He is top 10% CE, top 15% BW and top 5% API.
This fall stud is one of my favorite bulls in the entire offering. I love his length and extension, yet combines that with plenty of softness in his middle one third, and he is great structured with an ideal back leg and perfect feet. He is still moderate in his kind and extremely powerful. His outcross dam offers one of the neatest pedigrees in our cowherd and has raised several good bulls herself. She will enter the donor program this winter. Here is a quality stud prospect that has the goods to work for the best of operations. Check him out!

34 RUBY RB CEO 8F43

W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK’S BEYONCE 828
OVAL F RINGLEADER R579
RUBYS EVA 221Z
PVFS/MTV EVA 7028T

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CDI CEO 281D - Sire of Lots 34 - 47

CEO has established himself as a breed leading performance sire. They are, long bodied, stout made cattle that are very sound with great feet. CEO himself is a larger framed bull and several of his sons represent that in this sale. Here is a sire group that will add pounds to their progeny.
Three stout made half brothers in these 3 fall bulls. Extra stoutness combined with great length, extension, and breed leading growth EPDs and terminal indexes. Here is a great chance to turn a group of similar pedigreed bulls out with your cows.

**Lot 35**

**RUBYS CEO 8F47**

- BD: 9/18/18
- ASA: 3561096
- TATTOO: 8F47
- W/C EXECUTIVE ORDER 8543B
- CDI CEO 281D
- HOOK’S BEYONCE 82B
- PVFS RUBY MADDEN 126Y
- RUBYS REV ROSE 6D60
- FCC REVOLUTION ROSE 939W

**Lot 36**

**RUBYS CEO 8F78**

- BD: 10/8/18
- ASA: 3561158
- TATTOO: 8F78
- W/C EXECUTIVE ORDER 8543B
- CDI CEO 281D
- HOOK’S BEYONCE 82B
- S S INCENTIVE 9117
- RUBYS DREAM GIRL 6D61
- 426P

**Lot 37**

**RUBYS CEO 8F67**

- BD: 9/22/18
- ASA: 3561104
- TATTOO: 8F67
- W/C EXECUTIVE ORDER 8543B
- CDI CEO 281D
- HOOK’S BEYONCE 82B
- PVFS RUBY MADDEN 126Y
- RUBYS KIMBERLY 6D94
- RUBYS KIMBERLY 943W
Lot 38

**RUBYS CEO 905G**

- **BD:** 1/1/19  
- **ASA:** 3594888  
- **TATTOO:** 905G  
- **W/C EXECUTIVE ORDER 8543B**  
- **CDI CEO 281D**  
- **HOOK’S BEYONCE 82B**  
- **O'C C UNBELIEVABLE 851U**  
- **RUBYS JUANADA 3187A**  
- **FCC JUANADA 990W**  

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- **HOMOZYGOUS BLACK**  
- **HOMOZYGOUS POLLED**  
- **1/2 SM 1/2 AN**  
- **ADJ. BW:** 82  
- **ADJ. WW:** 799

Lot 39

**RUBYS CEO 938G**

- **BD:** 1/6/19  
- **ASA:** 3594857  
- **TATTOO:** 938G  
- **W/C EXECUTIVE ORDER 8543B**  
- **CDI CEO 281D**  
- **HOOK’S BEYONCE 82B**  
- **OVAL F RINGLEADER R579**  
- **RUBYS MISS CLEO 240Z**  
- **RUBYS MISS CLEO 964W**  

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- **HOMOZYGOUS BLACK**  
- **HOMOZYGOUS POLLED**  
- **PB SM**  
- **ADJ. BW:** 85  
- **ADJ. WW:** 707

This bull represents what the SimAngus craze is all about. He came small and absolutely exploded this summer. He is very eye appealing and athletic as well. You won’t find a more balanced set of numbers as well. His young dam is earning a spot as one of our top Angus producers with just a few calves, and I think this is her best one yet. This bull is very versatile, and brings as much good to the table as any in the offering.

From a pedigree standpoint, I think this is one of the most intriguing bulls in the offering, and when you view him in person, it really makes him that much more interesting. This CEO son is out of Tumpikes powerful dam. He is a more moderate CEO son and I think he is one of the biggest middled Purebred bulls I have been around. He’s full of red meat, yet can get out and move and is very smooth made. Make sure you find this one on sale day, he is really unique!
Lot 40
A set of twin brothers in these next two bulls and they have to be identical. If you cut their tags out, I know I couldn’t tell them apart. They are the most moderate of the CEO sired cattle in the sale, but don’t give up anything in terms of performance and stoutness. They are huge bodied cattle with great dispositions. Their young dam was both heigh REA and high IMF heifer of her calf crop. She had almost 8% IMF! If you can appreciate moderate framed cattle like we do, scoop up these two brothers and take them home, they will do someone lots of good.

Lot 41

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**RUBYS CEO 914G**

**BD:** 1/1/19  
**ASA:** 3594879  
**TATTOO:** 914G

- **W/C EXECUTIVE ORDER 8543B**  
- **CDI CEO 281D**  
- **HOOK’S BEYONCE 82B**  
- **SVF STEEL FORCE S701**  
- **FCC2 JUANADA B432**  
- **FCC JUANADA 916T**

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Here is a bull that has absolutely exploded since weaning. He’s as big and stout as any in the pen. His dam is a really beautiful Steel Force halfblood cow.

**RUBYS CEO 915G**

**BD:** 1/1/19  
**ASA:** 3594878  
**TATTOO:** 915G

- **W/C EXECUTIVE ORDER 8543B**  
- **CDI CEO 281D**  
- **HOOK’S BEYONCE 82B**  
- **PVFS RUBY MADDEN 126Y**  
- **RUBYS MS TRAVELER 646D**  
- **RUBYS MS TRAVELER 133Y**

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One of the highest API CEO sons and out of a cow family that has several generations working in our herd. Lots of meat and muscle in this one and a very balanced set of figures.

**RUBYS CEO 981G**

**BD:** 1/28/19  
**ASA:** 3594820  
**TATTOO:** 981G

- **W/C EXECUTIVE ORDER 8543B**  
- **CDI CEO 281D**  
- **HOOK’S BEYONCE 82B**  
- **SS EBYONYS GRANDMASTER**  
- **PVFS/MTV EVA 7028T**  
- **PVFS/MTV EVA 312A**  
- **PVFS/MTV EVA 7028T**

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Another extra stout herd sire prospect here with extra rear end and quarter in him. The Eva cows make some really good bulls year in and year out.
THE CEO SIRE GROUP

45  RUBY NFF CEO 958G

BD: 1/12/19  ASA: 3594840  TATTOO: 958G

W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK’S BEYONCE 82B
3C LAVA L375-BZ
RUBY NFF RHYTHM W932
RHYTHM 418P

• HOMOZYGOUS BLACK
• POLLED
• PB SM
• ADJ. BW: 102
• ADJ. WW: 736

Let 45

One of the largest framed bulls in the sale. This baldy bull goes back to a direct daughter of 418P. Huge growth numbers and with all our bulls, he was born unassisted. His numbers suggest he will work best on mature cows.

46  RUBY SWC CEO G953

BD: 3/5/19  ASA: 3624147  TATTOO: G953

W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK’S BEYONCE 82B
MR NLG UPGRADE U8676
SWC RUBY YETTI 143Y
JM MISS OLIVIA-L36

• HOMOZYGOUS BLACK
• HOMOZYGOUS POLLED
• PB SM
• ADJ. BW: 93
• ADJ. WW: 657

Let 46

Two flush mates out of the great AI sire producer, Yetti. Here are some big framed, long bodied bulls that are built to cover lots of ground and add lots of pounds to their calves.

47  RUBY SWC CEO G962

BD: 3/15/19  ASA: 3624163  TATTOO: G962

W/C EXECUTIVE ORDER 8543B
CDI CEO 281D
HOOK’S BEYONCE 82B
MR NLG UPGRADE U8676
SWC RUBY YETTI 143Y
JM MISS OLIVIA-L36

• HOMOZYGOUS BLACK
• HOMOZYGOUS POLLED
• PB SM
• ADJ. BW: 98
• ADJ. WW: 716

Let 47

Ruby SWC Yetti E760 - Maternal Sister to Lots 46 & 47
9153G, and his flushmate brother 9106G on the next page, combine a superior sire and superior cow family. These brothers are a result of a retained flush from the heifer Kiersten Jass campaigned so successfully a couple years back. You won’t find any cooler looking purebred bulls around, that I am confident. Super sound, super attractive, stout made brothers that have unlimited potential. These fellas have the ability to sire groups of females that will have people knocking down your door to get them. Take a long look here!

Without a doubt, Battle Cry will go down as one, if not the most influential bull we have used in our program. He is the most consistent sire we have ever used, and we love what he brings to the table. At the end of the day, cattle are sold by the pound and by visual appraisal. Battle Cry sires cattle that excel in both of those facets. They are as good looking as any cattle we have had on the farm, and they are big growth cattle that are some of the heaviest of their contemporaries. His daughters are easy fleshing and very marketable. We haven’t retained as many as I would like, but the ones we have kept are productive cows. If you have some plainer made cows that need dressed up, these bulls will do that. By these sons with confidence!
9106G, and his flushmate brother 9153G on the previous page, combine a superior sire and superior cow family. These brothers are a result of a retained flush from the heifer Kiersten Jass campaigned so successfully a couple years back. You won’t find any cooler looking purebred bulls around, that I am confident. Super sound, super attractive, stout made brothers that have unlimited potential. These fellas have the ability to sire groups of females that will have people knocking down your door to get them. Take a long look here!

Lot 49

You won’t find any cooler looking purebred bulls around
These next three brothers could have made a really competitive pen of 3 bulls in Denver. These fellas are long bodied, big boned, stout hipped, big bodied, and most importantly, are all backed by really, really good cows. All 3 have white stars on their heads and I'm sure will sire some of those sought after blaze faced females. Once again, they will sire those long bodied, heavy steer calves and also those sweet heifer calves that will demand a premium. Three big time bulls here we like a whole bunch.

**Lot 50**

**RUBY NFF BATTLE CRY 961G**

BD: 1/20/19  
ASA: 3594837  
TATTOO: 961G

- **MR HOC BROKER**
  - **RUBY SWC BATTLE CRY 431B**
    - SWC RUBY YETTI 143Y
  - **RUBY NFF YUKON Y108**
  - **NFF CENTERFOLD B114**
  - **NFF BUILT RIGHT W082**

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**Doc**  
- **CW:** 14.2  
- **YG:** -0.4  
- **Marb:** -0.23  
- **BF:** 0.12  
- **REA:** 0.67  
- **API:** 114.2  
- **TI:** 64.2

**Lot 51**

**RUBY NFF BATTLE CRY 9121G**

BD: 2/6/19  
ASA: 3594783  
TATTOO: 9121G

- **MR HOC BROKER**
  - **RUBY SWC BATTLE CRY 431B**
    - SWC RUBY YETTI 143Y
  - **RUBY NFF RHYTHM A313**
  - **RHYTHM 418P**

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- **CW:** 9.6  
- **YG:** -0.39  
- **Marb:** -0.22  
- **BF:** 0.11  
- **REA:** 0.76  
- **API:** 109.4  
- **TI:** 67.8

**Lot 52**

**RUBYS BATTLE CRY 999G**

BD: 2/1/19  
ASA: 3594803  
TATTOO: 999G

- **MR HOC BROKER**
  - **RUBY SWC BATTLE CRY 431B**
    - SWC RUBY YETTI 143Y
  - **SVF/NJC BUILT RIGHT N48**
  - **RUBYS RHYTHM S224**
  - **RUBYS RHYTHM S647**

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**Doc**  
- **CW:** 8.6  
- **YG:** -0.41  
- **Marb:** -0.36  
- **BF:** 0.12  
- **REA:** 0.63  
- **API:** 103  
- **TI:** 57.4
Battle Cry on the 2124Z cow has been a magical mating. Several high selling females and really good bulls have been a result of this mating. These two high performing bulls are no exception. They are bigger framed bulls with extra extension, stoutness and eye appeal. Make sure you are the one taking them home!

**Lot 53**

RUBY NFF BATTLE CRY 940G

- BD: 1/6/19
- ASA: 3594856
- TATTOO: 940G
- MR HOC BROKER
- RUBY SWC BATTLE CRY 431B
- SWC RUBY YETTI 143Y
- AJE/PB MONTECITO 63W
- RUBY NFF RHYTHM 2124Z
- RHYTHM 418P
- ADJ. BW: 99
- ADJ. WW: 839
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM

**Lot 54**

RUBY NFF BATTLE CRY 942G

- BD: 1/6/19
- ASA: 3594854
- TATTOO: 942G
- MR HOC BROKER
- RUBY SWC BATTLE CRY 431B
- SWC RUBY YETTI 143Y
- AJE/PB MONTECITO 63W
- RUBY NFF RHYTHM 2124Z
- RHYTHM 418P
- ADJ. BW: 95
- ADJ. WW: 667
- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED

**Lot 55**

RUBY NFF Rhythm 2124Z

Dam of Lots 53 & 54
Lot 55

Here is one that easy to spot in the pen. Definitely one of the most attractive bulls in the offering. We have 3 generations this cow family working in our herd. Longevity is built in!

Lot 56

I really like this bull. He's super complete and one that is really hard to fault. He's got a good look, big feet, big belly, stout backed and big butted. He's as easy going as they come and great to handle. He lost part of his tail in the polar vortex, but that won't affect his producing ability. Don't miss this bull, we like him a bunch.
Lot 57

If consistency is worth anything, then this bull has a fair amount of value. This bull is his dam’s 3rd calf and all of them so far have been really good. This is her stoutest one to date. She has a calving interval of 354 days and was the first to calve this year.

**RUBYS BATTLE CRY 948G**

BD: 1/7/19  
ASA: 3594848  
TATTOO: 948G

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 91
- ADJ. WW: 610

---

Lot 58

One of the longest, biggest framed bulls in the sale. If you like to creep your calves, this one’s offspring’s should handle some feed and still be green in appearance. Great set of feet and legs underneath him as well.

**RUBYS BATTLE CRY 941G**

BD: 1/6/19  
ASA: 3594855  
TATTOO: 941G

- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- PB SM
- ADJ. BW: 85
- ADJ. WW: 651

---

### Lot 57 Scorecard

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### Lot 58 Scorecard

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Two big, stout, attractive looking, 3/4 blood fall bulls here. I like both of these bulls a fair amount. Both offer a balanced set of numbers and I think the 8F1 bull would work well on heifers. 8F44 has had several very nice full sibs so you know there is consistency bred in. These strong aged bulls are ready for some work!

### Lot 59
**RUBYS BATTLE CRY 8F44**

- **BD:** 9/18/18
- **ASA:** 3561100
- **TATTOO:** 8F44

- **MR HOC BROKER: RUBY SWC BATTLE CRY 431B**
- **SWC RUBY YETTI 143Y**
- **SILVEIRAS STYLE 9303**
- **RUBYS CINDA 147Y**
- **PSF CINDA 3H**

- **CE:** 10.6
- **BW:** 1.4
- **YW:** 71.4
- **YW:** 104.5
- **ADG:** 0.21
- **MCE:** 5.3
- **MILK:** 17.5
- **MWW:** 53.1
- **STAY:** 14.8

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**DOC:**

- **CW:** 11.6
- **YG:** 39.3
- **MARB:** -0.24
- **BF:** -0.03
- **REA:** -0.08
- **API:** 0.48
- **TI:** 107
- **STAY:** 64.2

**Genotype:**

- **HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED**
- **1/2 SM 1/2 AN**
- **ADJ. BW:** 70
- **ADJ. WW:** 633

### Lot 60
**RUBYS BATTLE CRY 8F1**

- **BD:** 9/7/18
- **ASA:** 3561132
- **TATTOO:** 8F1

- **MR HOC BROKER: RUBY SWC BATTLE CRY 431B**
- **SWC RUBY YETTI 143Y**
- **RUBYS YUCATAN 160Y**
- **RUBYS 3170A**
- **G A R GRID MAKER N106**

- **CE:** 14.5
- **BW:** -1
- **YW:** 71.7
- **YW:** 102.5
- **ADG:** 0.19
- **MCE:** 8.3
- **MILK:** 18.6
- **MWW:** 54.4
- **STAY:** 15.2

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**DOC:**

- **CW:** 9.5
- **YG:** 34.5
- **MARB:** -0.31
- **BF:** -0.03
- **REA:** -0.08
- **API:** 0.65
- **TI:** 122.3
- **STAY:** 70.4

**Genotype:**

- **HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED**
- **1/2 SM 1/2 AN**
- **ADJ. BW:** 70
- **ADJ. WW:** 633

### Lot 61
**RUBYS BATTLE CRY 9164G**

- **BD:** 2/28/19
- **ASA:** 3594744
- **TATTOO:** 9164G

- **MR HOC BROKER: RUBY SWC BATTLE CRY 431B**
- **SWC RUBY YETTI 143Y**
- **ANKONIAN WERNER WILD FIRE 96**
- **PF EISA ERICA 2479**
- **CIRCLE S EISA ERICA 4177**

- **CE:** 13.5
- **BW:** 0.5
- **YW:** 65.1
- **YW:** 95.2
- **ADG:** 0.19
- **MCE:** 7.9
- **MILK:** 18.2
- **MWW:** 50.7
- **STAY:** 12.5

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**DOC:**

- **CW:** 9.6
- **YG:** 39
- **MARB:** -0.12
- **BF:** 0.15
- **REA:** -0.04
- **API:** 0.5
- **TI:** 114.7
- **STAY:** 65.9

**Genotype:**

- **HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED**
- **1/2 SM 1/2 AN**
- **ADJ. BW:** 92
- **ADJ. WW:** 614

The only Battle Cry halfblood bull in the sale. Very attractive, high CE EPD bull out of a very productive Wildfire cow.
These two flush mates are the result of one of the most successful flushes here to date. We have sold two heifer sibs and they found their way to reputable breeders' herds of Swain Select Simmentals and Moriondo Farms. The consistency of these two brothers is what you hope for in a flush. They are great at the ground with great feet shape and size. They are attractive, stout made, big bodied, athletic bulls that combine phenotype with a very balanced and performance oriented EPD profile. They are direct sons of the Yetti 143Y cow that is as good of herd bull producing cow as any in the breed. They are 3/4 blood Simmentals, but are strongly Angus influenced in their features. If you have always used Angus bulls and been on the fence about jumping on board the Simmental train, these would be a great place to start. These are the kind of bulls that can go to work anywhere.

**Lot 62**

Ruby SWC Yetti G957 - Full Sister to Lots 62 & 63

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- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 78
- ADJ. WW: 688

**Lot 63**

Ruby SWC Yetti 9125G - Maternal Sister to Lots 62 & 63

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- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 3/4 SM 1/4 AN
- ADJ. BW: 81
- ADJ. WW: 693
Looking to make some females? Start right here. These Style sons are all grandsons of the great 418P, a cow that will forever leave her mark on our operation. These 3 bulls are cool looking, deep sided, smooth made, and sound as cats. They are stouter than your average Style sired progeny as well. They have all had full sisters that are high quality and the 8F6 bulls full sister won the percentage show at the Western Regional. All indicators point to the national cowherd looking to expand in a couple of years with all the heifers that have went to town. These bulls are the kind that can produce those bred heifers that will command a premium. Take a good look at these maternal giants.

### The Silveiras Style Sire Group

#### Lot 64
**RUBYS STYLE 8F6**

- BD: 9/10/18
- ASA: 3561163
- TATTOO: 8F6

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#### Lot 65
**RUBY NFF STYLE G463**

- BD: 2/7/19
- ASA: 3608817
- TATTOO: G463

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<td>ADJ. BW: 81</td>
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#### Lot 66
**RUBY NFF STYLE G476**

- BD: 2/8/19
- ASA: 3608818
- TATTOO: G476

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<td>ADJ. BW: 83</td>
<td>Yes</td>
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<td>ADJ. WW: 773</td>
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The Gentleman Jack bull himself was a past sale topper through this very ring, and we have been impressed with the quality of his offspring. They start small, and are a bit later maturing and now that we know that, we will have several more for next years sale. These bulls are all cut out of the same cloth. They are smooth made, big bodied bulls that have that extra eye appeal that adds value however you market your calves. We love the feet on these Gentleman Jacks as well. The 952G bull had a poorer recip cow and had a rough start, but if you can look past that, we hope you can see a high quality, baldy purebred bull that is as neat made as any in the sale.

Ruby/SWC Gentleman's Jack - Sire of Lots 67 - 69

RUBYS JACK 8F51
BD: 9/18/18  ASA: 3561111  TATTOO: 8F51
TLCC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y
OC C LINEBRED 661L
FCC REVOLUTION ROSE 939W
FCC REVOLUTION ROSE 858S

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RUBYS JACK 8F66
BD: 9/25/18  ASA: 3561136  TATTOO: 8F66
TLCC ONE EYED JACK
RUBY/SWC GENTLEMAN'S JACK
SWC RUBY YETTI 143Y
RUBY NFF EXCALIBUR 002X
FCC2 JUANADA 245Z
FCC JUANADA 8525

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RUBY BRUP JACK 952G
BD: 1/9/19  ASA: 3594845  TATTOO: 952G
TLCC 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

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</table>
Here is a full brother to the high seller from last years bull sale. This baldy full brother is one that excels in look and presence. His structure is spot on and is an individual that is very unique and hard to poke a hole in. Backed by the 2124Z cow, imagine what the females will look like out of him. This one has been pretty special from the beginning, make sure you find him!

**Lot 70**

**RUBY NFF PTB 929G**

- **BD:** 2/19/19  
- **ASA:** 3594866  
- **TATTOO:** 929G

- **CNS PAYS TO DREAM T759**
- **LLSF PAYS TO BELIEVE ZU194**
- **LLSF URABABYDOLL U194**
- **AIE/PB MONTECITO 63W**
- **RUBY NFF RHYTHM 2124Z**
- **RHYTHM 418P**

- **HOMOZYGOUS BLACK**
- **POLLED**
- **PB SM**
- **ADJ. BW: 75**
- **ADJ. WW: 845**

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Here is a full brother to the high seller from last years bull sale.
**Lot 71**

**RUBY NFF PTD 8F42**

- **BD:** 9/18/18
- **ASA:** 3561107
- **TATTOO:** 8F42

- **HOMOZYGOUS BLACK**
- **HOMOZYGOUS POLLED**
- **PB SM**
- **ADJ. BW:** 83
- **ADJ. WW:** 581

<table>
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**CE ADG WW MILKBW MCEYW MWW STAY**

- **DOC BFYG APICW REAMARB TI**

- **HOMOZYGOUS BLACK**
- **HOMOZYGOUS POLLED**

- **PB SM**

- **ADJ. BW:** 83

- **ADJ. WW:** 581

A full brother to several high selling females over the years. His dam, 2123Z is a full sister to the great 2124Z and although we haven’t propagated her as much, is still just as potent as her famous sister. Here is a cool looking, big boned bull with extra stoutness and length of body. Lots of genetic power bred in here.

**Lot 72**

**RUBYS PTD 8F21**

- **BD:** 9/16/18
- **ASA:** 3561106
- **TATTOO:** 8F21

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

- **ADJ. BW:** 84
- **ADJ. WW:** 654

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**CE ADG WW MILKBW MCEYW MWW STAY**

- **DOC BFYG APICW REAMARB TI**

A Pays to Dream son out of a Battle Cry first calf heifer. Smooth made bull with a balanced EPD profile.

**Lot 73**

**RUBY NFF PTD 9127G**

- **BD:** 2/9/19
- **ASA:** 3594777
- **TATTOO:** 9127G

- **HOMOZYGOUS BLACK**
- **HOMOZYGOUS POLLED**
- **PB SM**

- **ADJ. BW:** 88
- **ADJ. WW:** 687

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**CE ADG WW MILKBW MCEYW MWW STAY**

- **DOC BFYG APICW REAMARB TI**

The Pays to Dream females have worked for herds across the country. Here is another bull with great maternal breeding that can make some awesome replacement females. The Y106 is a Built Right out of the great 418P. Put this soft made, loosely constructed baldy bull to work in your herd.
Two great Rhythm 418P family members here. They are full brothers in blood out of Night Watch and Relentless x 418P first calf heifers. I really love the design and pattern of these bulls. They are very attractive made, moderate in their design, big footed, big legged, and have lots of natural stoutness to them. I think they will both work well on heifers as well. Combine a shot of Rhythm, and two shots of 8543U, and you've got some good stuff. Take a look at this impressive pair of bulls.

**Lot 74**

Two great Rhythm 418P family members here. They are full brothers in blood out of Night Watch and Relentless x 418P first calf heifers. I really love the design and pattern of these bulls. They are very attractive made, moderate in their design, big footed, big legged, and have lots of natural stoutness to them. I think they will both work well on heifers as well. Combine a shot of Rhythm, and two shots of 8543U, and you've got some good stuff. Take a look at this impressive pair of bulls.

**Lot 75**

Two great Rhythm 418P family members here. They are full brothers in blood out of Night Watch and Relentless x 418P first calf heifers. I really love the design and pattern of these bulls. They are very attractive made, moderate in their design, big footed, big legged, and have lots of natural stoutness to them. I think they will both work well on heifers as well. Combine a shot of Rhythm, and two shots of 8543U, and you've got some good stuff. Take a look at this impressive pair of bulls.

---

### Lot 74

**RUBYS NIGHT WATCH 978G**

- **BD:** 1/26/19
- **ASA:** 3594822
- **TATTOO:** 978G

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**CE ADG WW MCEY MWY STAY**

**DOC BFYG APICW REAMARB TI**

**HOMOZYGOUS BLACK**

**HOMOZYGOUS POLLED**

**PB SM**

**ADJ. BW:** 88

**ADJ. WW:** 719

### Lot 75

**RUBYS NIGHT WATCH 986G**

- **BD:** 1/28/19
- **ASA:** 3594816
- **TATTOO:** 986G

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**CE ADG WW MCEY MWY STAY**

**DOC BFYG APICW REAMARB TI**

**HOMOZYGOUS BLACK**

**HOMOZYGOUS POLLED**

**PB SM**

**ADJ. BW:** 83

**ADJ. WW:** 681

---

W/C Night Watch 84E  
Sire of Lots 74 & 75
The lone Profit son in the sale and he is a good one. His dam was successfully shown by Tyler Louden and has entered the donor lineup for both our programs. We expect big things from her in the future. This son is as square made as you can make one, huge bodied, and very attractive. Here is a bull that will add pounds and leave you some awesome females.

**Lot 76**

**TLLC PROFIT G2**

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<td>WAGR PANARAMA 204Z</td>
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<td>JF RANCHER 222Z</td>
<td>RUBYS KIMBERLY 6025</td>
<td>RUBYS KIMBERLY 3176A</td>
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- BLACK
- POLLED
- PB SM
- ADJ. BW: 87
- ADJ. WW: -

**Lot 77**

**RUBYS CASH FLOW 9210G**

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<td>KJB JUANADA 548U</td>
<td>FCC JUANADA 961P</td>
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- HOMOZYGOUS BLACK
- HOMOZYGOUS POLLED
- 1/2 SM 1/2 AN
- ADJ. BW: 83
- ADJ. WW: 751

---

**THE YEARLING BULLS**

We are tremendously excited about the sire of this bull. We purchased him from the NLC Ranch in South Dakota and he has done an outstanding job. This bull is a great representation of his calves. They come easy, are stout made, sensible in their frame size, and have lots of growth. Once again, we love the feet and legs in his offspring. This is one of the youngest in the offering, but when you walk through the group you would never know. If you want a real good halfblood bull, here he is.
Lot 78

Two great Rhythm 418P family members here. They are full brothers in blood out of Night Watch and Relentless x 418P first calf heifers. I really love the design and pattern of these bulls. They are very attractive made, moderate in their design, big footed, big legged, and have lots of natural stoutness to them. I think they will both work well on heifers as well. Combine a shot of Rhythm, and two shots of 8543U, and you’ve got some good stuff. Take a look at this impressive pair of bulls.

Lot 79

One of the last Absolut sons to sell. He has the length of body, frame, and soundness that made the Absolut’s so popular over the years.
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<thead>
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**THE BRED HEIFERS**

**LOT 98  RUBYS JUANADA 8113F**
- **ID:** 8113F
- **Breed:** 3/4 SM 1/4 AN
- **Dam:** RUBYS JUANADA 6130D
- **Sire:** CDI CEO 281D
- **MGS:** PVFS RUBY MADDEN 126Y
- **DOB:** 2/4/18
- **Reg:** 3465003
- **Breed:** 3/4 SM 1/4 AN Polled Black
- **MCE:** 2.6
- **MILK:** 24.6
- **MWW:** 59.2
- **STAY:** 12.5
- **DOC:** 11
- **CW:** 27.6
- **YG:** -0.37
- **MARB:** 0.4
- **API:** 128.4
- **BF:** -0.066
- **REA:** 0.87
- **CE:** 9.8
- **WW:** 69.3
- **YW:** 107.7
- **ADG:** 0.24
- **TI:** 76.6
- **Al Bred 6/20/19 to Ruby C-D All Around 534E (ASA: 3467634).**

**LOT 99  RUBYS MISS CLEO 8153F**
- **ID:** 8153F
- **Breed:** PB SM Homozygous Polled Black
- **Dam:** RUBYS MISS CLEO 207Z
- **Sire:** RUBY SWC BATTLE CRY 431B
- **MGS:** RUBY NFF EXCALIBUR 002X
- **DOB:** 2/23/18
- **Reg:** 3464977
- **Breed:** PB SM Homozygous Polled Black
- **MCE:** 4.2
- **MILK:** 15.7
- **MWW:** 50.3
- **STAY:** 15.8
- **DOC:** 2.4
- **CW:** 35.7
- **YG:** -0.34
- **MARB:** -0.28
- **API:** 99.2
- **BF:** -0.107
- **REA:** 0.55
- **CE:** 8.8
- **WW:** 69.4
- **YW:** 95.7
- **ADG:** 0.16
- **TI:** 58.9
- **Al Bred 6/25/19 to Ruby C-D All Around 534E (ASA: 3467634).**

**LOT 100  SIMANGUS TAG 1**
- **Reg:** SimAngus
- **ID:** TAG 1
- **Al Bred 5/17/19 to SS Incentive 9J17 (ASA: 16508278).**

**LOT 101  SIMANGUS TAG 2**
- **Reg:** SimAngus
- **ID:** TAG 2
- **Al Bred 5/3/19 to SS Incentive 9J17 (ASA: 16508278).**