

THE PROGRAM

CARDINAL // FRANKENREIDER

2018 BULL SALE



Sunday, March 18 – 2 pm CST

Rock Island Livestock Company – Rock Island, IL

Welcome to The Program!



9736 MODENA ROAD - WYOMING, ILLINOIS

J. Riley, Owner

Jeff Wisniewski, Manager, (815)274-3860

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www.cardinalcattlecompany.com



ANNAWAN, IL

Shannon Frankenreider
(309)489-6119

21301 SR 78 – Annawan, IL 61234

Selling 100 Head

41 Angus, ChiAngus, MaineTainer, and Simmental Bulls
29 Frankenreider Bred Cows & 30 Commercial Heifer Calves

Live Auction at 2:00 pm CST

Rock Island Livestock – Rock Island, Illinois
534 34th Avenue – Rock Island, IL

Internet Bidding: 937/515-1194

LiveAuctionsTV

The auction will be broadcast live on www.liveauctions.tv. Bidders must pre-register on the LATV website and may watch and bid live via their high-speed internet connection.

Hauling: Nationwide delivery is available. Bulls may be housed for a short period of time at the auction site or at the sellers' farms with prior arrangement. Please ask for details and fees.

Health: Cattle will eligible for interstate shipment. Buyers should be aware of special requirements for admittance to their respective locations as additional testing may be required.

Breeding Soundness: All bulls are guaranteed fertile through the first breeding season.

Auction Staff:

Auction Manager:

PO Box 305 - Perrysburg, Ohio USA 43552

567.331.3560 - voice

877.800.9230 - toll free

567.336.6170 - facsimile

419.350.9159 - mobile



Auctioneer: Cody Lowderman, 309/313-2171

Monte Lowderman, 309/255-0110

Shane Ryan, 309/371-7490

Roger Holmstrom, 309/635-5190

MUSGRAVE SKY HIGH

AAA 18194415

Musgrave Big Sky x
SAV 004 Density 4336



Cardinal Herd Sire and One of the Hottest Angus Bulls in the Breed Today! | Daughters Sell – His Service Sells
HIS FIRST SONS SELL! DOMESTIC and CSS SEMEN AVAILABLE!

CARDINAL LLW SKY HIGH 45E

ANGUS BULL 18973917 DOB: 2/28/17 Tag 445

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

CARD ANSWER 76Y

CARDINAL DONNA 45B

COLEMAN DONNA 1245

CED I+10.0 | BW I+1.1 | WW I+66.0 | YW I+109.0 | M I+25.0

Act. BW 76 | Adj. WW 793 | Adj. YW 1254

Current Weight: SC:

Featuring a great balance of all of the important traits, this powerfully-good Sky High son is a product of the world-famous Coleman Donna family. He is the first son to sell of a young cow whose dam is the deceased, \$35,000 Coleman Donna 1245 whose son by Charlo was the \$15,000 top seller of our 2015 crop and now works for Reed & Johnson, IN, and HERB Angus, NE. This bull has high-selling and herd-building quality with his outstanding performance, great structure, and impressive balance. Study his extended pedigree and you will find a large number of current AI sires and breed-leading dams.

**Preview Videos of All Bulls Now at
cardinalcattlecompany.com!**

**Bulls are on display every day
& delivery is available**



Lot 1



Coleman Donna 1245



CARD/HERB Charlo 45C

ANGUS BULLS from THE PROGRAM

Sons of Sky High

2



Lot 2

CARD Estella 28B



CARDINAL SKY HIGH 82E

ANGUS BULL 18973910 DOB: 3/02/17 Tag 2882

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

PLAINVIEW LUTTON E102

CARDINAL ESTELLA 882Y

STEVENSON ESTELLA 5818

CED I+8.0 | BW I+1.6 | WW I+53.0 | YW I+86.0 | M I+22.0

Act. BW 78 | Adj. WW 687 | Adj. YW 1212

Current Weight: SC:

An exciting blend of our hottest lines, this high-potential Sky High son is backed by the tested goodness of our Estella cow family and he is bred identically to the \$64,000-valued top seller of our 2017 Program Female Sale that we now own with GKB Cattle, TX. His gorgeous dam is a full sister to the \$53,000 dam of that high seller plus another bred heifer that sold for \$7,500 in the same offering to Bird Cattle, TX. This cow family has yielded National winners and multiple high sellers for many breeders, and this bull is built right from the start. He is powerful yet functional and attractive yet all business.

3

CARDINAL SKY HIGH 237E

ANGUS BULL 18973912 DOB: 3/03/17 Tag 237

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

SP THE ANSWER 813

CARD QUEEN 37Z

CARD QUEEN 37X

CED I+8.0 | BW I+0.8 | WW I+54.0 | YW I+89.0 | M I+26.0

Act. BW 78 | Adj. WW 785 | Adj. YW 1287

Current Weight: SC:

The first crop from our \$136,000 Sky High is all we could ask for and more. Across the board, the Sky High progeny are rapid gaining, muscular, good looking cattle with excellent structure and dispositions and the bulls have outstanding scrotal development; Sky High is one of the most consistent sires of any breed that we have used. This high-performance son is a great example of the impressive mass and function that we are getting from his sire. This bull checks all of the boxes for quality and performance. Sharon Lomax, IL, owns a massive sister to this bull.



Lot 3

4

CARDINAL SKY HIGH 37E

ANGUS BULL 18973907 DOB: 2/09/17 Tag 437

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

BUSHES UNBELIEVABLE 423

CARDINAL QUEEN 37B

CARD QUEEN 37Z

BW I-.2 | WW I+53 | YW I+89 | M I+23

Act. BW 69 | Adj. WW 730 | Adj. YW 1235

Current Weight: SC:

A massive, beef and female-making beast by Sky High, this crop leader is one of the most three-dimensional bulls in the crop. He is enormous through his chest cavity with powerful mass from start to finish yet he is still very flexible and agile in motion. His 69 lb BW belies his exceptional pasture performance and all-around ruggedness. We expect him to record one of the best scrotal measurements as well.



Lot 4

5

CARDINAL SKY HIGH 06E

ANGUS BULL 18973904 DOB: 2/15/17 Tag 406

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

PLAINVIEW LUTTON E102

CARDINAL CAMILLA 06B

CARD CAMILLA 06X

CED I+8.0 | BW I+2.0 | WW I+51.0 | YW I+81.0 | M I+21.0

Act. BW 78 | Adj. WW 782 | Adj. YW 1225

Current Weight: SC:

From our great Camilla cow family that produced the Lot 1 feature of the 2017 Program Sale, this is another big, deep, powerful son of Sky High. He was one of our heaviest at weaning time and he will be one of the stoutest on sale day as well. This cow family has yielded a number of difference makers like Remedy 1160, a great sire at McLemore Farms, OK, plus top bulls for Larry Simmons Farms, OH, and Dave Cox, IL, plus heifer calves up to \$16,500 and numerous winners.



Lot 5



CARD Camilla 406W

6

CARDINAL SKY HIGH 56E

ANGUS BULL 18973911 DOB: 3/03/17 Tag 5656

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

SINCLAIR NET PRESENT VALUE

F&I VDAR BEAUTY 5657

VDAR BEAUTY 3657

CED I+10.0 | BW I+0.2 | WW I+49.0 | YW I+86.0 | M I+23.0

Act. BW 80 | Adj. WW 770 | Adj. YW 1178

Current Weight: SC:

The son of a very influential cow in The Program, this heavy weight is sure to make a great combination sire. Three maternal sisters are top performers in the herd – one of them gave us Lot 7 – and this bull has the build we strive for. He is huge bodied with tremendous depth of rib yet he is good in shoulder and smaller headed with excellent feet and legs; a real cow maker.



Lot 6

7

CARDINAL SKY HIGH 156E

ANGUS BULL 18973914 DOB: 3/09/17 Tag 156

MUSGRAVE BIG SKY

MUSGRAVE SKY HIGH 1535

FLAG QUEEN W 00649

HCA CROSSROAD 86

CARD BEAUTY 56Y

CARD BEAUTY 56W

CED I+6.0 | BW I+2.4 | WW I+53.0 | YW I+87.0 | M I+25.0

Act. BW 72 | Adj. WW 702 | Adj. YW 1156

Current Weight: SC:

From the same no-miss family that gave us Lot 6, this is another powerful, good-lookin' son of Sky High to build with. He is built extra wide at the ground on enormous feet and bone yet his shoulder and neck are just right; a calling card of his sire it seems. This is a great choice for increased Angus power.



Lot 7

ANGUS BULLS from THE PROGRAM

Sons of Sky High

8

CARDINAL SKY HIGH 302E

ANGUS BULL 18973916 DOB: 3/07/17 Tag 302

MUSGRAVE BIG SKY
MUSGRAVE SKY HIGH 1535
 FLAG QUEEN W 00649
 HCA FINAL DRIVE 35X
CARDINAL FOREVER LADY 02A
 CARD FOREVER LADY 02Y

CED I+6.0 | BW I+2.5 | WW I+61.0 | YW I+98.0 | M I+23.0
 Act. BW 69 | Adj. WW 783 | Adj. YW 1263

Current Weight: SC:

One of our heaviest and deepest ribbed Sky High sons, this low-birth, rapid-growth bull is a product of our great Forever Lady 02A whose cow family has played a large part in the success of our recent Program Female Sales; see several bulls from this cow family in this offering. This is the line that has produced an average heifer calf price of \$16,000 so far with two bred heifers in recent sales also selling for a \$9,250 average. This bull was one of our heaviest at weaning and he will be one of the most massive on sale day as well; one of his sisters gave us the strong bull that sells here as Lot 9.



Lot 8

9

CARDINAL LLW SKY HIGH 402E

ANGUS BULL 18973906 DOB: 3/08/17 Tag 402

MUSGRAVE BIG SKY
MUSGRAVE SKY HIGH 1535
 FLAG QUEEN W 00649
 COLEMAN EMULATION EXT 7169
CARDINAL FOREVER LADY 02B
 CARD FOREVER LADY 02Y

CED I+5.0 | BW I+2.7 | WW I+53.0 | YW I+90.0 | M I+24.0
 Act. BW 69 | Adj. WW 763 | Adj. YW 1195

Current Weight: SC:

Produced from a strong maternal sister to the dam of Lot 8, this big, heavy Sky High son should work great for extra pounds of premiums. He is longer bodied and longer necked with tremendous width down his back and across his hip. He has the cleaner, premium look that this cow family is proven to deliver. Our cow herd – and this sale – features several cattle from this well-proven cow family.



Lot 9

IMPORTANT SALE INFORMATION:

Terms: Terms of sale are cash or good check made payable immediately after the sale and before any cattle are loaded. Invoiced (absentee) accounts are payable in full within 10 days of the sale or are subject to a 2% finance charge on the tenth day. A fee of \$50 will be assessed to all returned checks. **Liability:** All animals and merchandise will be at the buyer's risk as soon as bid off but will be cared for by the seller(s) for a reasonable amount of time during and immediately following the sale. Neither the owners, auctioneers, sale manager or other affiliated personnel may be held responsible for any accidents that may occur. PrimeTIME AgriMarketing NETWORK, Inc. acts only as an agent between buyer and seller and may not be held responsible for any livestock or merchandise. It is to be clearly understood that PrimeTIME AgriMarketing NETWORK, Inc. and its representatives act only as a medium between buyer and seller, and may not be held liable, financially or otherwise, for any failure on the part of the same to fulfill any obligations set forth in this sale or for the truth of any warranties expressed or implied. Neither does PrimeTIME AgriMarketing NETWORK, Inc. assume any financial obligations to collect or enforce the collection of monies between buyer and seller. This catalog has been prepared by the sale manager from information provided by the seller(s) and is assumed accurate as presented to us. However, PrimeTIME AgriMarketing NETWORK, Inc. will in no way guarantee age, pedigree, or reproductive status of the animals selling. All exceptions taken and adjustments made are between buyer and seller.

Breeding Information: Please see the footnotes regarding breeding information for each lot. All bred females will be examined for pregnancy by a qualified DVM prior to the sale and any changes to their breeding status will be made available sale day. Conception dates listed in this booklet are based on the results of said pregnancy examination and/or known breeding dates, and are intended as estimates of calving date only. **Health:** All animals will be accompanied by a health paper valid for interstate shipment. Buyers should make themselves aware of their respective state's health requirements prior to the sale. **Guarantee:** Cattle and merchandise sell as is. No guarantee, expressed or implied, is made as to an animal's ability to produce transferable embryos or frozen semen. All registered cattle sell with the standard guarantee(s) endorsed by their respective breed association. **Insurance:** Livestock insurance will be available at the clerk's desk. **Trucking:** If you require assistance in transporting your purchases, please contact the sale manager. Every effort will be made to minimize costs to the buyer. **Announcements:** Any announcements made from the sale block by the owner, auctioneer, or sale manager take precedence over any printed material.

Sale Booklet Prepared by: Craig M. Reiter, Sale Manager.

ANGUS BULLS from THE PROGRAM

Sons of CARD Jackie 53Y "Jackie O"

10

CARDINAL LLW PRIORITY 98E

ANGUS BULL 19002024

DOB: 3/05/17

Tag 98

DAMERON FIRST CLASS

C&C PRIORITY 1428B EXAR

EXAR PRINCESS 7879

PLAINVIEW LUTTON E102

CARD JACKIE 53Y "Jackie O"

CARD JACKIE 53

CED I+1.0 | BW I+3.7 | WW I+40.0 | YW I+60.0 | M I+21.0

Act. BW 90 | Adj. WW 833 | Adj. YW 1267

Current Weight: SC:

A powerful blend of all the good stuff, this is an exciting leader from our first crop from CARD Jackie 53Y "Jackie O", one of the most impressive Angus females in our herd. Jackie O was a winning show heifer and her first crop included a \$10,000 maternal sister to this bull by EXAR Classen, Lot 11, and an outstanding brother by Sky High that we lost in an accident this fall. Ranking #1 among the Angus for WW and #2 for YW, this bull moves on enormous feet and legs with a robust shape to his center body and he is balanced especially well. His dam is producing as expected and maybe better.



Lot 10



Jackie O

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cardinalcattlecompany.com



Lot 11

11

CARDINAL LLW PRIORITY 901E

ANGUS BULL +19034044

DOB: 3/04/17

Tag 901

DAMERON FIRST CLASS

C&C PRIORITY 1428B EXAR

EXAR PRINCESS 7879

PLAINVIEW LUTTON E102

CARD JACKIE 53Y "Jackie O"

CARD JACKIE 53

CED I+1.0 | BW I+3.7 | WW I+40.0 | YW I+60.0 | M I+21.0

Act. BW 82 | Adj. WW 717 | Adj. YW 1115

Current Weight: SC:

The flush brother to Lot 10, this embryo bull did not have the greatest recipient dam so his early growth data is a little misleading but the excellence in his design and pedigree is hard to deny. Like his gorgeous dam, he is extra complete with eye-catching balance and a clean, powerful build. His head, neck, and shoulder design is one of the best in the crop.

ANGUS BULLS from THE PROGRAM

Easy-Calving Sons of SAC Conversation



Lot 12

CARDINAL CONVERSATION 17E

12

ANGUS BULL 18973908

DOB: 2/16/17

Tag 517

SILVEIRAS CONVERSION 8064

SAC CONVERSATION

LAFLINS FARRAH 0252

MCATL PURE PRODUCT 903-55

CARDINAL ROSE 17C

CARD ROSE 727Y

BW I+2.8 | WW I+46 | YW I+85 | M I+26

Act. BW 80 | Adj. WW 714 | Adj. YW 1232

Current Weight: SC:

A favorite in the crop for his great looks and no-miss performance, this is the first calf from a sweet Pure Product daughter that will be heard from again. By Conversation, a bull that has given us calves up to \$22,000 from first-calf heifers, this guy is beefy and wide with a big, bold hip and tremendous 3-D capacity.

CARDINAL CONVERSATION 02E

14

ANGUS BULL 19010395

DOB: 1/31/17

Tag 502

SILVEIRAS CONVERSION 8064

SAC CONVERSATION

LAFLINS FARRAH 0252

MCATL PURE PRODUCT 903-55

CARDINAL FOREVER LADY 02C

CARDINAL FOREVER LADY 02A

BW I+1.9 | WW I+47 | YW I+89 | M I+26

Act. BW 72 | Adj. WW 698 | Adj. YW 1324

Current Weight: SC:

Another outstanding bull from a first-calf heifer, this Conversation son is produced from a maternal sister to the Lot 8 option in this sale. With his exciting length of body, rapid growth, and good looks, he is a favorite for his total quality and strong performance. This Forever Lady cow family has been one of our best for many years placing three sons in the sale this year and many other top cattle in recent sales including an average heifer calf price of \$16,000 so far.



Lot 14

CARDINAL CONVERSATION 49E

15

ANGUS BULL 18973909

DOB: 2/16/17

Tag 549

SILVEIRAS CONVERSION 8064

SAC CONVERSATION

LAFLINS FARRAH 0252

MCATL PURE PRODUCT 903-55

CARDINAL BEAUTY 49C

HCA BEAUTY 49

BW I+2.5 | WW I+44 | YW I+82 | M I+27

Act. BW 78 | Adj. WW 691 | Adj. YW 1192

Current Weight: SC:

Exceptional performance from a first-calf dam, this low BW bull is a deep ribbed, clean sheathed easy mover. His flank-to-flank depth is outstanding as is his scrotal development and disposition. Plenty of muscle to get the job done right as well.



Lot 15

ANGUS BULLS from THE PROGRAM

Calving Ease Specialists – All From 1st-Calf Dams

CARDINAL CONVERSATION 27E

16

ANGUS BULL 18973903 DOB: 1/29/17 Tag 527

SILVEIRAS CONVERSION 8064

SAC CONVERSATION

LAFLINS FARRAH 0252

HCA FINAL DRIVE 35X

CARDINAL WENDY 127C

CARDINAL WENDY 27Z

BW I+1.6 | WW I+46 | YW I+87 | MI+26

Act. BW 76 | Adj. WW 662 | Adj. YW 1265

Current Weight: SC:

The product of an elite first-calf heifer, this high performer will make a wise choice for use with heifers and as an all-around sire of quality. His feet and leg design is superb and he is especially clean about his sheath and his front end with a classy, correct build. He will rank with our heaviest and thickest as well.



Lot 16

CARDINAL SLIDER 01E

17

ANGUS BULL 19016629 DOB: 2/07/17 Tag 501

NORTHERN IMPROVEMENT 4480 GF

WWSC SLIDER

JTM EDITION'S QUEEN 107

HCA FINAL DRIVE 35X

CARDINAL ELBA 01C

CARD ELBA 01W

BW I-1.5 | WW I+36 | YW I+58 | MI+25

Act. BW 65 | Adj. WW 687 | Adj. YW 1193

Current Weight: SC:

Two shots of calving ease from a first-calf dam, this is the lowest actual BW Angus bull in the sale. He is surprisingly rugged and strong in his build with tremendous width and muscle shape plus impressive bone and one of the longest necks in the pen. His balance of calving ease and performance is hard to match.



Lot 17

CARDINAL FINAL DRIVE 20E

18

ANGUS BULL 18973905 DOB: 2/06/17 Tag 520

SAV FINAL ANSWER 0035

HCA FINAL DRIVE 35X

SAV MAY 2335

SCC FIRST-N-GOAL GAF 114

CARDINAL EVA PRIDE 20C

HCA EVA PRIDE 620

CED I+1 | BW I+3.2 | WW I+47 | YW I+73 | MI+22

Act. BW 76 | Adj. WW 679 | Adj. YW 1261

Current Weight: SC:

By Final Drive and produced from a powerful first-calf heifer, this bull is big, heavy, and thick. He is the proper blend of well-proven Program genetics and his performance has been outstanding. Expect him to develop into a massive, rugged beast like his dam.



Lot 18

ANGUS BULLS from THE PROGRAM

Sons of Proven Favorites



Lot 19

CARDINAL CASHED IN 62E

19

ANGUS BULL 18973913

DOB: 3/08/17

Tag 962

BARSTOW CASH

STYLES CASHED IN S8

STYLES PRIDE P302

SAV 004 PREDOMINANT 4438

CARD FAVORITE 62W

HCA FAVORITE 562

CED I+8.0 | BW I+2.0 | WW I+59.0 | YW I+102.0 | M I+18.0

Act. BW 78 | Adj. WW 739 | Adj. YW 1175

Current Weight: SC:

A super-complete sire prospect, this bull is deep, heavy, and really good jointed with plenty of muscle. He moves with power and athleticism yet he arrived with just a 78 lb BW. His notable dam is a maternal sister to the \$25,000 top bred heifer that Dave Cox, IL, selected from our 2013 female sale while another maternal sister produced the \$10,000 Lot 4 heifer calf that went to Diamond M Cattle, KS, in our 2016 lineup. Additionally, a maternal sister to this bull by CARD Uproar is a favorite, young cow for Justin Gillespie, IL.

CARDINAL LUT 64E

20

ANGUS BULL 18998748

DOB: 3/01/17

Tag 264

PLAINVIEW LUTTON E102

HCA LUT 06W

QLC C1 CAMILLA D206N

CONNEALY STIMULUS 8419

SV LADY BLACKBIRD 2067

GDAR LADY BLACKBIRD 64

CED I+8.0 | BW I+1.9 | WW I+39.0 | YW I+65.0 | M I+25.0

Act. BW 82 | Adj. WW 706 | Adj. YW 1202

Current Weight: SC:

A son of one of our all-time favorite sires, this clean and powerful bull is a premium sire in the making! He has the big, extended, flashy pattern that has made this pedigree work for us and our customers over the years. His joints, foot placement, and disposition are outstanding as well.



Lot 20

Dear Friends and Fellow Cattlemen,

On behalf of The Program we would like to thank you for taking the time to appraise our bull offering and for your continued support of recent Program events.

Ours is a multi-breed program based on the strength of purebred individuals and our cow herds as a whole. In turn, this is a multi-breed set of bulls that are high performing with structural integrity. We strive to raise bulls with balanced EPD profiles that will calve easily, increase pounds on your feeders and also leave behind high-quality females.

This year we have shifted gears with our bull sale to better accommodate our customers. Having the sale a little later in the year gives the bulls a chance to develop more and gets them in their new homes closer to grass time.

As always we stand behind these bulls 100%, we've done our best to raise them right.

**Thank you for your interest,
Jeff Wisnefski and Shannon Frankenreider**

SIMMENTAL BULLS from THE PROGRAM

Powerful Sons of Our Best Cows

CARD LLW BLAZE OF VICTORY 01E

21

75% SIMMENTAL BULL 3357098
POLLED

DOB: 3/29/17
TAG 2801

WLE UNO MAS X549

CAJS BLAZE OF GLORY

CAJS KHLOE 42ZA

FELT NEXT BIG THING 54T

DUNK MS VICTORIA SECRET

KB LADY MAXINE LUY 857

CE +12.7 | BW -1.1 | WW +50.9 | YW +71.6 | M +17.7 | API +113.9 | TI +63.6
Act. BW 72 | Adj. WW 682 | Adj. YW 1125

Current Weight: SC:

This calving ease specialist from the embryo program is a maternal brother to the \$10,000 that Keene Farms, WI, selected at the top of our 2016 crop. He is the third top-quality product of his gorgeous dam whose only daughter brought \$8,000 this fall to Kevin Wohlfert, MI. This blaze-faced, polled bull is bulky and extra-deep ribbed with excellent muscle and mobility. His dam is really breeding on.



Victoria Secret



Maternal brother to Lot 21



LLW CARD WEAPON 98E

22

PB SIMMENTAL BULL 3362024
POLLED

DOB: 2/25/17
TAG 598

GWS EBONYS TRADEMARK 6N

REMINGTON SECRET WEAPON 185

AUBREYS BLACKBLAZE II 5T

WS PILGRIM H182U

LLW CARD APPLE BLOSSOM 98C

GCC APPLE BLOSSOM 245X

CE +7.7 | BW +2.2 | WW +62.7 | YW +75.3 | M +13.2 | API +110.6 | TI +67.7
Act. BW 76 | Adj. WW 616 | Adj. YW 1042

Current Weight: SC:

Secret Weapon blended with the first daughter of our 2-time major champion, Apple Blossom 98C, we expected this combination to produce some fireworks and it certainly did. This purebred bull is built so well with the great lines and angles of his famous second dam that has provided us with strong-selling sons before. His sweet balance, ideal structure, and flashy presence will lead to premiums for you. His mother is just about to calve again now and she might be the best young Simmental on the place!



Apple Blossom 98C



See the update sheet for current weights and scrotals

SIMMENTAL BULLS from THE PROGRAM

Powerful Sons of Our Best Cows

23



SJF Charlie Jo



SJF CHARLES 1141E

75% SIMMENTAL BULL pending DOB: 1/23/17 POLLED TAG 1141

MR NLC UPGRADE U8676

MR TR HAMMER 308A ET

SVF/HS EXPECTING A DREAM

MR HOC BROKER

SJF CHARLIE JO

VDAR POLLY 6633

Act. BW 86 Adj. WW 806

Adj. YW 1429

Current Weight:

SC:

A very powerful 75% Hammer son, this unique bull was the heaviest bull in the Frankenreider herd at weaning – actual weaning weight of 918# - and he is built with upper-level power in an eye-catching form. His donor dam was bred in the Frankenreider program and was a winning show heifer for the Verbeck family, IL, before producing a first heifer calf that sold for \$19,000 to Martin Livestock, IN, in the 2015 Program Female Sale. Study this guy's video and come to the sale, he will shock you with his mobility and power!

24

SJF HAMMER 4108E

75% SIMMENTAL BULL pending
POLLEDDOB: 2/20/17
TAG 4108

MR NLC UPGRADE U8676

MR TR HAMMER 308A ET

SVF/HS EXPECTING A DREAM

MR HOC BROKER

SJF 4108

SJF ANGUS

Act. BW 73 | Adj. WW 850 | Adj. YW 1376

Current Weight:

SC:

More of the pound-making good stuff from Hammer and Broker, this is another outstanding 75% Simmental. We were busy calving over 100 heifers at photo time so we missed a few but rest assured that this bull is well worth your trip. He is super thick with a cleaner, neater profile and he arrived with just 73 pounds of BW. Smaller headed and cleaner profiling, this bull ought to really build the right kind!

SJF PROFIT 2058E

50% SIMMENTAL BULL pending
POLLEDDOB: 2/7/17
TAG 2058

WS PILGRIM H182U

PROFIT

WAGR PANARAMA 204Z

FCC ANGUS

FCC ANGUS 2058

FCC ANGUS

CE +9.4 | BW -0.2 | WW +45.8 | YW +70.5 | M +19.0 | API +97.6 | TI +56.2

Act. BW 90 | Adj. WW 831 | Adj. YW 1457

Current Weight:

SC:

The second-heaviest of the Frankenreider bulls at weaning (900# actual WW) and the heaviest at 365 days, this Pilgrim son is a beastly, powerful beef bull that will be a real money maker. He has a perfect set to his rear leg including great pastern angle and he is without a doubt one of the highest capacity bulls in the crop. His productive dam also produced a full sister to this bull that brought \$5,750 to Brad Schumacher, IL, in the 2017 Program Female Sale.

26



SJF/SMJ HAMMER 5114E

62.50% SIMMENTAL BULL pending DOB: 2/03/17 POLLED TAG 18

MR NLC UPGRADE U8676

MR TR HAMMER 308A ET

SVF/HS EXPECTING A DREAM

SJF SAND HILLS 310

SJF CLEO 5114

SJF ANGUS 041

Act. BW 78 | Adj. WW 787 | Adj. YW 1464

Current Weight:

SC:

The first calf from a belly draggin' bred heifer we sold in 2016, this low birth, rapid growth Hammer son should be handy for all sorts of improvement. His pedigree is built around strong leaders like Hammer and the SJF 041 cow that has been a top producer all her life. This bull is long, smooth, heavy, and correct with impressive muscle thickness and a cleaner look. Owned with Seth Johnson Cattle, IN

27

CARD MR WEAPON 44E62.5% SIMMENTAL BULL 3362635 DOB: 2/13/17 POLLED
TAG 344

GWS EBONY'S TRADEMARK 6N

REMINGTON SECRET WEAPON 185

AUBREYS BLACKBLAZE II 5T

GCC GOLD STANDARD X615

ETR GCC PATSY A176

ETR ERROLINE Y717

CE +12.5 | BW +0.4 | WW +50.9 | YW +73.0 | M +16.1 | API +105.6 | TI +58.9
Act. BW 74 | Adj. WW 728 | Adj. YW 1274

Current Weight: SC:

This easy-calving, high-performing tank was bred to be this way and he looks like a real source of quality. He is one of the heaviest and biggest centered cattle in his crop and he is especially good at the ground with very good feet. He is clean headed and necked with A+ muscle and total capacity. His big bodied dam has already given us hits like the \$4500 heifer that Brad Schumacher, IL, purchased in our 2017 female sale.



Lot 27

28

CARD BLAZES 88E50% SIMMENTAL BULL 3360752 DOB: 3/02/17
POLLED TAG 8588

WLE UNO MAS X549

CAJS BLAZE OF GLORY

CAJS KHLOE 42ZA

HXC HAMMER 4L

HSC ESTELLA 588U

HCA ESTELLA 588

CE +10.0 | BW +0.8 | WW +55.4 | YW +76.5 | M +17.8 | API +97.0 | TI +60.8
Act. BW 74 | Adj. WW 711 | Adj. YW 1145

Current Weight: SC:

From our great Estella tribe that has given us National winners and progeny up to \$64,000 so far, this is a seriously stout son of the NAILE Champion, Blaze of Glory. He adds outstanding depth of rib to his soggy, thick form and he moves freely on large feet. His dam is the same cow that produced Stress Relief, our top-selling bull in 2012 that went on to do a great job for us and Bertelsen Farms, WI.



Lot 28

29

CARD GLORY BOY 53E62.5% SIMMENTAL BULL 3362636 DOB: 2/06/17
POLLED TAG 353

WLE UNO MAS X549

CAJS BLAZE OF GLORY

CAJS KHLOE 42ZA

COLEMAN EMBLAZON 900

ETR GCC DREAM GIRL A186

ETR GCC DREAM GIRL Y163

CE +14.5 | BW -0.7 | WW +61.4 | YW +83.5 | M +17.0 | API +117.5 | TI +67.7
Act. BW 69 | Adj. WW 763 | Adj. YW 1298

Current Weight: SC:

The first son to sell from Dream Girl A186 whose first calf brought \$6,000 in our 2017 female sale to Griswold Cattle, OK, this low BW bull is a strong package of Sim-Angus quality. He is the heaviest of the Sim-influenced bulls and one of the stoutest in the entire crop. He mounts a small head and a clean neck on his rotund body and his disposition is hard to beat.



Lot 29

SIMMENTAL BULLS from THE PROGRAM



Lot 30

LLW CARD LOADED UP 36E

30

50% SIMMENTAL BULL 3362025 DOB: 3/22/17 POLLED TAG 8936

REMINGTON LOCK N LOAD 54U

W/C LOADED UP 1119Y

AUBREYS BLACK BLAZE III

HXC HAMMER 4L

HXC ERROLINE 936U

BT ERROLINE 936R

CE +9.4 | BW -0.2 | WW +45.8 | YW +70.5 | M +19.0 | API +97.6 | TI +56.2
Act. BW 73 | Adj. WW 821 | Adj. YW 1235

Current Weight: SC:

Big flash and power from a maternal sister to CARD Caroline, our Louisville and Milwaukee Champion whose full brother sells as Lot 34, this impressive half-blood offers calving ease with style. He ranks #1 among the CARD Simmental bulls for WW with convenient calving ease and plenty of cow power behind him.

SJF PAYS 275E

31

50% SIMMENTAL BULL pending
POLLEDDOB: 2/08/17
TAG 275

CNS PAYS TO DREAM T759

LLSF PAYS TO BELIEVE ZU194

LLSF UR A BABYDOLL U194

SAV DENSITY

FCC ANGUS 275

SJF ANGUS

CE +9.4 | BW -0.2 | WW +45.8 | YW +70.5 | M +19.0 | API +97.6 | TI +56.2
Act. BW 85 | Adj. WW 793 | Adj. YW 1347

Current Weight: SC:

By Pays to Believe and backed by a gorgeous Density daughter, this impressive bull ought to make a real female and pound maker. He is longer bodied and neater in his design but with the same rugged, high-capacity build of his mates. The SJF bulls selling here are the best performers from more than 350 bull calves born in 2017.

SJF PAYS 392E

32

50% SIMMENTAL BULL pending
POLLEDDOB: 2/20/17
TAG 392

CNS PAYS TO DREAM T759

LLSF PAYS TO BELIEVE ZU194

LLSF UR A BABYDOLL U194

SAV BRILLIANCE

FCC ANGUS 392

SJF ANGUS

CE +10.7 | BW -1.2 | WW +47.8 | YW +81.5 | M +20.0 | API +107.3 | TI +66.4
Act. BW 84 | Adj. WW 871 | Adj. YW 1395

Current Weight: SC:

Another strong son of Pays to Believe, this might be the deepest ribbed and softest flanked of the Frankenreider bulls. This longer bodied bull has tremendous size and masculinity with impressive balance. His young dam is a real beauty.



Lot 33

SJF BROKER 1135E

33

50% SIMMENTAL BULL pending
OLLEDDOB: 2/17/17 P
TAG 1135

SVF STEEL FORCE S701

MR HOC BROKER

JM BF H25

VDAR REALLY WINDY

SJF ANGUS 1135

SJF ANGUS

Act. BW 89 | Adj. WW 829 | Adj. YW 1339

Current Weight: SC:

A real beef bull with great structure, this heavyweight son of Broker is another impressive crop topper. His structure is second to none starting with enormous feet, huge bone, and an ideal rear leg. He is extra-long and heavy bodied with great scrotal development.

CHIANGUS BULLS from THE PROGRAM

Cowman's Black Gold from Our Time-Tested Cow Herd

LLW CARD SITUATION 36E

34

13.39% CHIANINA BULL 391998
POLLED

DOB: 3/03/17
Tag 936

HCA FIRST CLASS 806

CARD THE SITUATION

SLC CLASSY LADY

EAGLE SCOUT 2CA

CARD ERROLINE 936W

BT ERROLINE 936R

BW +2.5 | WW +53.0 | YW +86.0 | M +19.0
Act. BW 76 | Adj. WW 768 | Adj. YW 1281

Current Weight: SC:

From our best Chiangus pedigree, this elite performance bull is a full brother to CARD Caroline, our 2013 NAILE Grand Champion Jr. Chiangus Female and Supreme Champion Cow of the 2014 World Beef Expo. His full sister is one of the best cows in The Program and a full brother to this bull has been doing excellent work for Cantwell Cattle, IL, while another full sister produced a \$7,500 daughter in our 2017 sale to Korbek Cattle, CO. His dam now works for Diamond M Cattle, KS, after giving us nothing but exceptional quality and performance over 9 years. This is a big, strong, balanced female maker to build with.



Lot 34



CARD Caroline



Lot 35



Dam of Lot 35

SGW FIRST GOALS 23E

35

8.27% CHIANINA BULL 391997
POLLED

DOB: 3/11/17
Tag 323-

DAMERON FIRST CLASS

SCC FIRST-N-GOAL GAF 114

SCC ROYAL BLACKBIRD 502

CARD THE SITUATION

HIGG ADELE 323A

HIGG YOU HEAR ME

BW +4.6 | WW +68.0 | YW +106.0 | M +18.0
Act. BW 76 | Adj. WW 791 | Adj. YW 1203

Current Weight: SC:

The first son to sell from our 2014 NAILE Grand Champion Junior Chiangus Female, this tank is a load of Chi quality. The first calf from his dam brought \$7,500 to Hittle Cattle, OH, in our 2016 female lineup and this bull continues the tradition of quality. He is super deep ribbed and flexible in motion with an ideal rear leg and pastern. Low birth, rapid growth, and good looking!

36

CARD MR ADVANTAGE 13E

14.85% CHIANINA BULL 391999
POLLED

DOB: 3/12/17
Tag 7313

JSC ADVANTAGE 257T

HOLT MR ADVANTAGE 420C

RDD POLO P420 2CA

SAV 5175 BANDO 1024

HXC ARISTOCRAT 313T

HXC ARISTOCRAT 313J CAX

BW +1.4 | WW +49.0 | YW +71.0 | M +22.0

Act. BW 69 | Adj. WW 699 | Adj. YW 1093

Current Weight: SC:

From our foundation Aristocrat tribe and a full sister to our National Champion Female, CARD Olivia, this low BW, high-style bull will leave you with an elite set of females. The Aristocrat cow family has delivered premiums for multiple generations and in multiple programs due to its consistent, repeatable style and easy-selling quality. This bull is thick ended, great haired, and very classy. His 10-year-old dam will not quit.



Lot 36



CARD Olivia

CARD MR ADVANTAGE 986E

13.44% CHIANINA BULL 392404
POLLED

DOB: 3/05/17
Tag 986

JSC ADVANTAGE 257T

HOLT MR ADVANTAGE 420C

RDD POLO P420 2CA

SAV 004 PREDOMINANT 4438

CARD HEATHER 86W

HXC HEATHER 86R

Act. BW 80 | Adj. WW 869 | Adj. YW 1281

Current Weight: SC:

Another stout-featured, higher-percentage Chiangus bull with plenty of the muscle and style you need, this Advantage son is backed by the lasting strength of our Heather family. This cow family has provided us with a number of leaders over the years including a maternal brother to this bull that works for Esch Cattle, NE, and a maternal sister that sold to Spiker Farms, WV, in our 2017 female sale. Other siblings include our 2012 Reserve National Champion Chiangus Female, a \$15,500 bred heifer in 2016 and two more that averaged \$6,750 this fall.



Maternal brother
to Lot 37



MAINETAINER BULLS from THE PROGRAM

Extra Power – The Proper Blend

CARD MR MATERNAL 27E

38

25% MAINE ANJOU BULL 487192
POLLED

DOB: 3/08/17
Tag 827

BPF MERCEDES BENZ 131U

NMR MATERNAL MADE

NMR 0-04X

MA MOVIN' ON 436-577

HCA HATTIE 827

BT HATTIE 27R

BW +0.6 | WW +53.0 | YW +78.0 | M +21.0
Act. BW 69 | Adj. WW 754 | Adj. YW 1239

Current Weight: SC:

A great MaineTainer bull from a top-ranking dam, this exciting bull is a full brother to an \$18,000 heifer calf that was a strong performer for the Kelsey family including a Top 4 Overall selection at the 2017 Gibson Co (IN) Jackpot and Reserve Champion MaineTainer of the IL Beef Expo. This a big, deep-ribbed, soft-bodied, stout-featured bull with outstanding feet and legs and plenty of power.



Lot 38



Full sister to Lot 38

SJF MR MATERNAL 020E

39

25% MAINE ANJOU BULL pending
POLLED Tag 020

DOB: 2/12/17

BPF MERCEDES BENZ 131U

NMR MATERNAL MADE

NMR 0-04X

SAV DENSITY

SJF ANGUS 020

SJF ANGUS

Act. BW 88 | Adj. WW 814 | Adj. YW 1377

Current Weight: SC:

From a cow that ranks in the Top 5 of the entire herd at Frankenreider's, this is a high-potential herd sire prospect with some great tools in his kit! This dude is big and stout and very attractive with impeccable structure. Flexibility like he has with bone and feet and body like he has are very hard to find especially in a bull that balances like this one does. He tops it off with great scrotal development and a smaller headed, cleaner sheathed form. A big time cow maker!



Lot 39

40

ARD MR MATERNAL 06E

25% MAINE ANJOU BULL pending
Tag 906

DOB: 3/07/17

POLLED

BPF MERCEDES BENZ 131U

NMR MATERNAL MADE

NMR 0-04X

WAR WAGONHAMMER 3521

CARD GRACE 06W

SLS GRACE 066T

Act. BW 69 | Adj. WW 741 | Adj. YW 1213

Current Weight: SC:

Just 69 pounds of BW but plenty of growth after that, this bull offers a strong blend of performance and good looks. He is big at the ground and square in his build with leading hair and a thicker, more rugged and masculine presence. Maternal Made has worked especially well with our low-percentage-Chi cows like this mother — the proper blend.



Lot 40

41

CARD SNAP CHAT 64D

25% MAINE ANJOU BULL pending
POLLED

DOB: 9/25/16
Tag 06-4

GOET I-80

CARD LLW SNAP CHAT 220A

GCC MISS CHOPPER 020Y

MR HOC BROKER

CARD BLANCHE 06B

ALC BLANCHE X06T

Act. BW 71 | Adj. WW N/A | Adj. YW N/A

Current Weight: SC:

Our only fall bull and our only son of Snap Chat to sell this spring, this is a good one! This bull is blown apart with muscle and he has the higher, cleaner, more eye-catching head and neck that his sire always delivers. This bull looks like a show steer sire yet he arrived with just a 71 lb BW and his sire is leaving quality, profit, and winners all over the country!



Lot 41



Snap Chat

Watch for
SNAP CHAT SEMEN
selling **March 16**
in the
FROZEN GOLD SALE
WWW.FROZENGOLD.NET

FRANKENREIDER HEIFER CALVES

After the bull sale we will also sell 30 head of Frankenreider Angus and Sim/Angus heifer calves in groups. This is a choice cut from our large 2017 crop and all will make excellent commercial cows. All heifers are CHV, de-wormed, fully vaccinated, freeze branded, and ready to breed.



FRANKENREIDER BRED COWS

Also selling 25-30 Frankenreider commercial Angus cows, 3-8 years old. Cows are bred to FCC-brand 50% Simmental bulls by Mr HOC Broker, Pilgrim, and WAGR Driver. They are fully vaccinated, de-wormed, freeze branded and will calve from April 1-May 1. Cows will sell in groups of 2 and more.

Thank you for interest and support – We look forward to seeing everyone on sale day

Best of luck this calving season – We are here to help!



PO Box 305
Perrysburg, Ohio USA 43552
www.primetimeagrimarketing.com



DATED MATERIAL — Do Not Delay

THE P PROGRAM

CARDINAL // FRANKENREIDER

March 18
2PM

ROCK ISLAND, ILLINOIS

Trust the Program!

