The Showcase
SHORTHORN & ANGUS
BULL & SELECT FEMALE SALE

Sunday, April 11, 2010
at 1:00 p.m. MST
Acme, Alberta, Canada
Welcome From Luke Bowman Consulting

I would like to take this opportunity to invite you to the 2010 Showcase Bull Sale held in Acme, AB at Alta Cedar Shorthorns on April 11, 2010. The Boake family and their friends have compiled a set of Shorthorn & Angus bulls that meet the demands of so many of the most critical cattlemen in North America.

It is hard to think of another young family in the red, white and roan business that is so dedicated to putting Shorthorns back on track to restore itself as the premiere maternal anchor in beef production. However, with the herd of cows that Bill Boake and others have assembled over the generations, it is easy to understand Peter’s confidence in the cow families that back the Showcase bulls year after year. We all know that every great herd sire is backed by an outstanding cow; and if you are serious about real outcross quality, these maternally strong bulls deserve and long hard look.

The “Alta Cedar” prefix has been admired for several decades. It is often found in the pedigrees of some extremely useful Shorthorn cattle that posses the breed characteristics that make Shorthorns one of the most maternally powerful breeds on the planet. And with the recent addition of the outstanding herd of Forest Hall cows which were developed by Mr. Des Power, the future looks better than ever for Alta Cedar Shorthorns.

In the past few years, my trips to Acme, AB have become some of my most memorable. The down-to-earth hospitality from Peter & Christine and their friends, along with viewing of some of the greatest beef cows in western Canada, make this trip one that every serious Shorthorn breeder should take.

I hope to see you in Acme on April 11. If there is ever anything I can do to assist, please let me know.

Sincerely,

Luke
We’re living during a time in which it seems the only constant is change. While it can be a little overwhelming, out of change comes opportunity. With that, it is critical, in any business, to operate more efficiently and effectively, learn to navigate the rapidly changing conditions, and be ready to seize opportunities to drive enduring success.

For the past few years our focus has been on increasing our cow herd, in doing so, we realized that our current location was limiting us in reaching our goals, we quickly surpassed the capacity the land could handle. It became obvious that something needed to change and so the decision was made to sell the farm and purchase land that was more suited for our growing cow herd. In May, 2010 we will be moving the operation to our new location near Thorsby, AB, approximately two and a half hours north. We look forward to our new beginning and having a little more “room to breath.”

Over the years we have established some truly wonderful friendships with people that started out as customers. One of these friendships we have grown to appreciate is our association with Des & Karen Power. If you’ve ever have the opportunity to sit down and speak to this man you will understand what I mean when I say “he has been there, done that.” A true entrepreneurial spirit, he is fascinating! Des established Forest Hall Shorthorns in 1997 and has been building up the herd since then. After their decision to slow down a little, we approached Des about the opportunity to purchase the herd, which he agreed to and we are so very thankful to he and Karen for allowing us the opportunity to carry on this tremendous herd that Des has been so passionate about. The Forest Hall herd arrived here this past December and we are extremely excited about the contribution they will make to our operation.

In keeping with the “change” theme... this year we are offering a select few heifer calves, flushes and semen packages, that are sure to be a sale attraction for 2010. The cattle that the sale offering stems from have been bred generation after generation for nearly sixty years with emphasis on a few very basic principals... the strength of the mamma cow, soundness, udder quality, fleshing ability and continually breeding similar type cattle. We welcome you to come anytime prior to the sale to tour the cowherd, the herdsires and appraise the bulls and heifers. We stand behind our cattle 100%. Ensuring that our customers are happy is our main priority, so please, if you have any questions or would like further information on anything give us a call, we will do our best to help you.

We welcome to the sale this year Stephen & Connie Baehr of Baehr Acres Shorthorns. Stephen & Connie have been buying bulls and heifers from us for the past several years and have a set of bulls in the sale that are powerful, functional and naturally come from maternally strong heritage.

Amidst all the changes one thing that remains constant is our never-ending pursuit of earning and keeping your business. We appreciate your interest in our program and look forward to visiting with you April 11th. Come early for the fabulous feast and stay after for the “social.”

Sincerely,

Peter and Christine Boake

PS: Please, support our juniors buy purchasing a ticket on the donation heifer (information on the following page), the funds they raise through this annual event accounts for approximately 80% of their yearly fund-raising and it goes towards providing them with opportunities they could not normally afford. You don’t have to be present to win, contact any of the consignors, sale staff or just mail your donation to Wendy Bishop, see address below.
If you’ve ever wondered what the future holds for the Shorthorn breed, you need only to look to our juniors. Since its inception, the primary focus of the Alberta Junior Shorthorn Association has been to provide Shorthorn youth opportunities to become strong leaders for the future of the Shorthorn breed and the agricultural industry. This is accomplished by awarding scholarships, supporting programs and activities of the Alberta Junior Shorthorn Association and emphasizing the development of personal growth and leadership skills through varied contests, service on the AJSA Board of Directors, and involvement in the National Junior Shorthorn Show. The Showcase Group would like to extend a sincere THANK YOU to those who purchased tickets on the donation heifer at last year’s sale. Developing and maintaining excellence in the AJSA’s efforts to advance the Shorthorn breed can be credited to your support! Your commitment to education and our youth, will further strengthen the association’s service to the Shorthorn breed.

2006 • Alta Cedar Lorna 28R • Winner: Dustin Coleman
2007 • Butterfield Fair Freda 16S • Winner: Southolm Angus
2008 • Alta Cedar Trixie 14T • Winner: Saucier Cattle Co.
2009 • Creekside Fuzion 20U • Winner: Y Knot Shorthorns

**Donation Heifer Auction Procedure**

The final bid in each round will denote the amount of that bidder’s donation. Example: Round 1 - Final bid is $300.00 to John Doe, John’s donation is $300.00. Round 2 - Final bid is $250.00 to Tom Jones, Tom’s donation is $250.00. Round 3 - The female is re-auctioned on a downward scale until no further bids are received at the low of $10.00. Each $10 purchased (donated) represents one chance in the final draw. (John Doe has 30 chances, Tom Jones has 25 chances and so on down the scale to the final $10.00 donation worth one chance each.) One ticket for every $10.00 bearing the contributor’s name will be put in the draw barrel, at the end of the sale, one ticket will be drawn with that person winning the heifer.
We really like how this bull has developed. He combines so many of the traits we are striving to produce. He is flawless in his structure and super smooth fronted, with an appealing birth to weaning spread. His gorgeous dam is a model Shorthorn cow with a near perfect udder. His sire Primo is creating quite a legacy not only here in North America but over in Australia & New Zealand. I recently spoke to our good friend Lindsay Jones who has been marketing Primo "down under"... he states the Primo calves are the best Shorthorns that country has seen.
2 Alta Cedar Ramblin’ Man 14W

Moderate and thick! Out of a super functional, highly productive Royalty daughter. Code Red has done an outstanding job here, manageable birthweights, lots of hip and muscle shape. Use with confidence on heifers.

3 FHS Power Hour 37W

This is one impressive beast! Huge top, massive rib, explosive muscle shape, this picture doesn’t even come close to actually depicting how impressive he is. You have to see him 3 dimensionally to really experience his “wow-factor.” Power Hour was Reserve Grand Champion bull at the National Shorthorn show in Edmonton in 2009, however his real accolades will come from the offspring of this genetic powerhouse. His sire is producing cattle that have tremendous natural thickness and superior structure. Out of a Primo daughter that stems from the famed Silver Gem family, this calf has a very promising future.

4 Alta Cedar Mister Gus 36W

Royally bred. The grand dam of this calf is a many time champion and truly one of the most beautiful beasts to ever walk our pastures. We went back to 85C to replace some of our good old daughters that we have lost due to age. The two Primo daughters we AI’d both had bull calves, so here’s what I’m thinking; this is a pretty rare opportunity to combine the genetics from two of the most dominant producers in the breed.
**5 Alta Cedar Primo 59W**

02/12/09 • PJB 59W • X-[CAN]M474606 • POLLED • ROAN • BW: 95 • WW: 630

BEPD 2.5
WEPD +21
YEPD +30
MEPD +6
IMF 3.63
REA 11.27
MM 2.29
%LMY 65.57

SASKVALLEY ULTRA 12J X
SASKVALLEY PRIMO 40P X
SASKVALLEY PATSY 250M X
EMERALD BIGTIME 45B X
ALTA CEDAR SILVER GEM 125G X
ALTA CEDAR SILVER GEM 7TH X

The dam of this calf is one of the most successfully shown females in Canada, she kinda has “rock star” status around here! There isn’t anyone that visits here that doesn’t stop and take a photo. This mating to Primo, well, ended up just as we had hoped. We think you’ll agree!

**6 Alta Cedar Code Red 62W**

02/13/09 • PJB 62W • X-[CAN]M474602 • POLLED • RED • BW: 80 • WW: 655

BEPD n/a
WEPD n/a
YEPD n/a
MEPD n/a
IMF 2.62
REA 11.53
MM 3.05
%LMY 64.84

ALTA CEDAR SIGNATURE 119N X
ALTA CEDAR CODE-RED 245 X
ALTA CEDAR SILVER GEM 117E X
ALTA CEDAR CORK’S SIGNATURE 19G X
ALTA CEDAR LILIAN 89G X
EDINMORE MR GUS 85C X
ALTA CEDAR SILVER GEM 77C X
PAINTEARTH PROPHET 86K X
SHEPALTA JANE 2A X
PAINTEARTH DAILY EXPRESS 85D X
DOWNSVIEW LASSIE 38D

This is one cool cat! Not big in terms of frame size but he is about as stout made as you will find! With an 80 pound birth weight himself and being out of Code Red, calving ease is assured without compromising performance.

**7 Alta Cedar Code Red 65W**

02/14/09 • PJB 65W • X-[CAN]M474603 • POLLED • RED ROAN • BW: 104 • WW: 705

BEPD 2.4
WEPD +17
YEPD +22
MEPD +3
IMF 3.11
REA 8.06
MM 3.56
%LMY 61.66

ALTA CEDAR SIGNATURE 119N X
ALTA CEDAR CODE-RED 245 X
ALTA CEDAR SILVER GEM 117E X
ALTA CEDAR OAK’S SIGNATURE 19G X
ALTA CEDAR LILIAN 89G X
EDINMORE MR GUS 85C X
ALTA CEDAR SILVER GEM 77C X
SASKVALLEY ULTRA 12J X
SASKVALLEY PATSY 250M X
EDINMORE DEAL 52H X
ALTA CEDAR SILVER MAISIE 1G

Here is a powerful calf out of a bigger framed Primo daughter. There is an abundance of milk in this female line, and they all tend to have bigger calves. Silver Maisie 1G was Grand Champion female at Agribition in 2000, then 2 of her daughters repeated her feat a few years after. This bull comes from a strong line of maternal greatness!
Go back and read my footnotes for Lot 4, his 3/4 brother, as the same applies for this dude! Impressive ultrasound data, these two 85C sons are both at the top for performance of the sale offering. Out of a sweet Primo daughter, she truly earned her keep raising this brute!

Another very correct Code Red out of a daughter of our “rock star” cow, Silver Gem 125G (dam of Lot 5). She has been short on giving us females so we cherish the one we have! The Chinook daughters are very productive mamma cows. 91W will sire calves that come easy, give you beautiful replacement heifers and add pounds to your bulls and steers. We really like this calf!

A member of our Denver show string, Swagger could easily be headlining the sale if it were not that he was horned. BUT... as grandpa Bill always says, “don’t get too far away from those horn genes, they are, after all, Shorthorns, it’s what makes them great!” Horns or not, this calf is impressive and has been since day one. Biggest REA & highest LMY of all the bulls. His mamma is worth a look too if you are so inclined.
**Alta Cedar Commotion 120W**

04/14/09 • PJB 120W • X-[CAN]M74594 • POLLED • RED • BW: 89 • WW: 597

**BEPD** +2.0  
**WEPD** +11.0  
**YEPD** +20.0  
**MEPD** +4.0  
**IMF** 3.16  
**REA** 10.44  
**MM** 4.06  
**%LMY** 63.08

MURIDALE BUSTER 14k X  
MURIDALE ROSEANN 14d X  
ALTA CEDAR FLAG 3g X  
ALTA CEDAR GO GO 89X X  
GAFA MICHICAN X  
EIONMOR DUKE SPRINGTIME 65W X  
BANNER OLD OAK 59E X  
ALTA CEDAR SILVER GEM 117E X

Silver Gem 59M - Dam of Lot 11

An own calf out of the “DIVA” herself! The dam of this calf (and grand dam of Lot 4) is the type of female we strive to re-create. This Prairie Storm calf is definitely one of her best to date. He is a typical Prairie Storm... flawless structure, exceptional muscle shape, massive rib. We wish to retain the right to collect semen for in-herd use only.

**Alta Cedar Steppin’ Out 137W**

05/06/09 • PJB 137W • X-[CAN]M74598 • POLLED • RED • BW: 90 • WW: 540

**BEPD** -0.9  
**WEPD** +7  
**YEPD** +9  
**MEPD** +3  
**IMF** 3.46  
**REA** 8.45  
**MM** 3.56  
**%LMY** 62.27

MURIDALE BUSTER 14k X  
MURIDALE ROSEANN 14d X  
ALTA CEDAR FLAG 3g X  
ALTA CEDAR GO GO 89X X  
BALGERRAN ABERFOYLE 25R  
RAMSHOLT GO GO BUTTERFIELD 13M X  
BROOME QUALITY X  
ALTA CEDAR JULIA ANN 6TH

Julia Ann 6E - Dam of Lot 12

We really like how this calf is made, and look at his mamma an “E” cow and still looks fabulous with a youthful udder. She is what I have heard some refer to as a “groundsow”, moderate in size and very deep bodied. 137W is one of the youngest bulls in the sale, but certainly no slouch in terms of performance since weaning.

**Alta Cedar Storm Front 147W**

05/22/09 • PJB 147W • X-[CAN]M74615 • POLLED • RED • BW: 88 • WW: 560

**BEPD** +0.2  
**WEPD** +6  
**YEPD** +11  
**MEPD** +4  
**IMF** 2.98  
**REA** 12.29  
**MM** 4.83  
**%LMY** 63.50

MURIDALE BUSTER 14k X  
MURIDALE ROSEANN 14d X  
ALTA CEDAR FLAG 3g X  
ALTA CEDAR GO GO 89X X  
ALTA CEDAR ROAN LAD 80L X  
ALTA CEDAR LADY 5E  
ALTA CEDAR OAK’S SIGNATURE 19G X  
ALTA CEDAR LILIAN 88G X

Here is a bull that is very special to this year’s offering. 147W is a cool made, long spined, incredibly sound son of 47R. Besides the phenotype that would make most showmen’s mouths water, its the bottom side of his pedigree that excites us the most. The Lad 13N daughters are some the finest you can find in western Canada. They are, simply put, hard working, easy keeping maternal machines. And this ones mama is one of our favorites. In addition, his maternal granddam, 35M, is becoming the replacement for the world-famous, Lillian 88G. 147W is a 3/4 brother to the $40,000 Perfect Storm. He is hard to pick apart on hoof or on paper. We wish to retain the right to collect semen for in-herd use only.
14 Baehr Acres Wrangler 18W

01/16/09 • RZL 18W • X-[CAN]M474677 • POLLED • RED • BW: 98 • WW: 740

BEPD -0.9
WEPD +7
YEPD +14
MEPD +2
IMF 2.72
REA 12.16
MM 2.80
%LMY 65.79

MURIDALE CHINOOK 45M X MURIDALE ROSEANN 14D
ALTA CEDAR PRAIRIE STORM 50S X ALTA CEDAR OAKS SIGNATURE 19G
ALTA CEDAR SILVER GEM 25M X ALTA CEDAR SILVER GEM 117E
ALTA CEDAR ROYALTY 85K X CUMBERLAND GAY LAD
ALTA CEDAR LILIAN 33P X ALTA CEDAR SILVER GEM 125G
ALTA CEDAR LILIAN 74F X EIONMOR MR GUS 65C
BAEHR'S ROSEWOOD 136L X ALTA CEDAR LILIAN 197H

Our Prairie Storm 50S calves are thick, and easy fleshing with his laid back easy going temperament. 18W is no exception, he's solid red and out of a Lillian with a picture perfect udder, he can't miss. A full brother is in B.C.

15 Baehr Acres Prairie Wine 20W

01/17/09 • RZL 20W • X-[CAN]M474678 • POLLED • RED • BW: 88 • WW: 742

BEPD -0.9
WEPD +7
YEPD +14
MEPD +2
IMF 3.35
REA 10.87
MM 3.30
%LMY 64.21

MURIDALE CHINOOK 45M X MURIDALE ROSEANN 14D
ALTA CEDAR PRAIRIE STORM 50S X ALTA CEDAR OAKS SIGNATURE 19G
ALTA CEDAR SILVER GEM 25M X ALTA CEDAR SILVER GEM 117E
BAEHR ACRES EASTER ROSE 33P X BAERH'S ROSE 72H
BAEHR ACRES EASTR ROSE 133L X BAERH'S FILBERT II 100E
ALTA CEDAR ROYALTY 85K X BAERH'S WHITE ROSE 502
ALTA CEDAR LORNA 26R X
ALTA CEDAR LILIAN 197H

A solid red, moderate framed bull with lots of muscle and good bone. Use with confidence on heifers.

16 Baehr Acres Whirlwind 29W

02/09/09 • RZL 29W • X-[CAN]M474679 • POLLED • RED • BW: 94 • WW: 702

BEPD +1.3
WEPD +6
YEPD +16
MEPD +4
IMF 3.64
REA 11.99
MM 4.57
%LMY 63.82

MURIDALE CHINOOK 45M X MURIDALE ROSEANN 14D
ALTA CEDAR PRAIRIE STORM 50S X ALTA CEDAR OAKS SIGNATURE 19G
ALTA CEDAR SILVER GEM 25M X ALTA CEDAR SILVER GEM 117E
ALTA CEDAR ROYALTY 58K X ALTA CEDAR KNIGHT 85F
ALTA CEDAR LOAN 26R X BUTTERFIELD DUCHESS 62B
ALTA CEDAR LORNA 84L X ALTA CEDAR OAKS SIGNATURE 19G
ALTA CEDAR LORNA 84L X ALTA CEDAR LORNA 9TH

29W is smooth made with lots of eye appeal, and is out of a heavy milking Lorna.
17 Baehr Acres Magnitude 37W

02/20/09 • RZL 37W • X-[CAN]M474675 • POLLED • RED • BW: 105 • WW: 766

BEPO  n/a
WEPO  n/a
YEPO  n/a
IMF   3.94
REA   10.70
MM    3.30
%LMY  84.07

MURIDALE CHINOOK 45M X
ALTA CEDAR PRAIRIE STORM 50S X
ALTA CEDAR SILVER GEM 25M X
ALTA CEDAR SILVER GEM 117E X
MURIDALE BUSTER 14K X
MURIDALE ROSEANN 14D X
ALTA CEDAR OAK’S SIGNATURE 19G X
ALTA CEDAR SILVER GEM 117E X
BANNER OLD OAK 58E X
ALTA CEDAR SILVER MAISIE 128E
BAEHR’S MATTIE 54B X
BAEHR’S MATTIE 111Y X

37W is a definite performance bull. His Mama has a beautiful udder, and always weans one of the biggest. A full brother is in a commercial herd in Alberta, and a maternal brother is in Saskatchewan.

18 Baehr Acres Warrior 44W

03/30/09 • RZL 44W • X-[CAN]M474674 • POLLED • ROAN • BW: 100 • WW: 552

BEPO  +0.5
WEPO  +11
YEPO  +13
MFEPO +3
IMF   3.30
REA   10.88
MM    2.80
%LMY  84.73

ALTA CEDAR SIGNATURE 119N X
ALTA CEDAR FIRST BLOOD 5R X
ALTA CEDAR WINDOW 65 12J X
ALTA CEDAR OAK’S SIGNATURE 19G X
ALTA CEDAR LILIAN 88G X
TP S CORONET LEADER 21ST X
RAMSHOLT PANTAIL 2G X
BUTTERFIELD FACSIMILE 10F X
BUTTERFIELD DORA 5J X
BUTTERFIELD Ceasar Augustus 3C X
BUTTERFIELD FLASh 28C X
BUTTERFIELD ABLE SEAMAN X
BUTTERFIELD DORA 84B X

A thick and easy fleshing First Blood son, purchased in Dam from Suddaby’s. He has been outstanding since birth.

Reference Sire
Alta Cedar Prairie Storm 50S

MURIDALE BUSTER 14K X
MURIDALE CHINOOK 45M X
MURIDALE ROSEANN 14D X
ALTA CEDAR OAK’S SIGNATURE 19G X
ALTA CEDAR SILVER GEM 25M X
ALTA CEDAR SILVER GEM 117E X

Sold at the 2007 Showcase Sale to Stephen & Connie Baehr. His first daughters are calving this spring with beautiful udders. He is a very consistent breeder, his progeny have wonderful temperaments.

Sire of Lots 14, 15, 16 & 17
19 Creekside Chuck Norris 3W

01/22/09 • NHL 3W • X-[CAN]M474705 • POLLED • RED • BW: 99 • WW: 720

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A very stout, deep sided individual with a deep red haircoat. Out of a first calf heifer with a beautiful udder and lots of volume.

Creekside Chuck Norris 3W

20 Creekside Pepper Lewis 11W

02/25/09 • NHL 11W • X-[CAN]M474702 • POLLED • WH ROAN • BW: 88 • WW: 730

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<td>2.98</td>
<td>10.19</td>
<td>3.30</td>
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A beautifully structured, heavy muscled, high performing bull. He stood out in carcass traits in our set of bulls and is out of a heavy milking, low maintenance cow family. This power packed, masculine calf should have a star beside his name in your sale book.

We wish to retain 1/2 semen interest.

Creekside Pepper Lewis 11W

21 Creekside Signature 17W

03/25/09 • GYA 17W • APPLIED • POLLED • RED • BW: 88 • WW: 700

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A moderate framed, low birth weight bull that would be ideal to use on heifers. His maternal brother Standoff 9T was sold in the 2008 Showcase for $9000 to Mcbeth/ Uluru Shorthorns and has produced a great set of calves. A very sound, soft and predictable package.

Creekside Signature 17W
Moderate birth weight, nicely patterned and correct. His maternal brother Cartel 8U sold in the 2009 Showcase. Out of a hard working young Tank daughter and the last son to sell from Weapon 9N, his pedigree is full of great genetics.

Amp is one of the most exciting young calves we have raised, he was noted throughout the fall for having exceptional muscle shape and “the look” that caught so many cattlemen’s eye. His dam stems from a long line of maternal excellence and is outcrossed from many of today’s bloodlines. Retaining 1/3 interest.

Sold at the 2007 Showcase Sale to Wendy Bishop and crew. They have used “Siggy” heavily with great success. Check out the tremendous herd sire prospects they have this year by him! As well they have agreed to sell a flush on his best daughter to date. Flush sells as Lot 47.

Sire of Lots 19, 20, 21, 23 & 47
24 Eagles View William 1W
01/21/09 • CEB 1W • X-[CAN]M474657 • POLLED • WHITE • BW: 98 • WW: 750

This bull's dam is one of our best. She has beautiful udder with a lot of milk. Her daughters in our herd are tremendous producers.

25 Eagles View Winston 2W
01/28/09 • CEB 2W • X-[CAN]M474660 • POLLED • RED • BW: 88 • WW: 705

2W's dam is a hardworking member of our herd. Our Shorthorns are run on a commercial basis. Their range is on a ski hill and for her to produced this quality of bull under those tough conditions is outstanding.

26 Eagles View Warden 4W
02/20/09 • CEB 4W • X-[CAN]M474658 • POLLED • RED • BW: 92 • WW: 705

This bull is an unique combination of two old Shorthorn herds. His dam's pedigree comes directly out of the well known Gyaglen herd of the late Tom Bishop. His sire, Banner Extra 15R, is John Boake's last herd sire out of his old cow Julia Ann 16M. If you are looking for a solid meat bull, this is your man.
Alta Cedar Code Red 24S
Sire: Alta Cedar Signature 119N • Dam: Alta Cedar Silver Gem 117E
*Sire of lots 2, 6, 7, 9, 10, 41 & 42*

Alta Cedar Prairie Storm 47R
Sire: Muridale Chinook 45M • Dam: Alta Cedar Go Go 98J
*Sire of lots 11, 12, 13, 44 & 48a, b, c*

DMM Resolve 60R
Sire: DMM Essoteric 67R • Dam: Whilp/Har Blackcap 3C
*Sire of lots 31, 32, 33, 34, 35, 36, 37 & 38*

DMM Ambush 03M
Sire: High Valley 4C6 Ambush • Dam: DMM Miss Essence 108J
*Sire of lots 27 & 28*

Current weights and scrotal measurements will be available sale day. Bulls will be semen tested & vet inspected before delivery.

MAKE PLANS TO ATTEND THE OPEN HOUSE
All day Saturday, April 10th
Food, Refreshments and Cattle on Display

Limited Supply of Semen to be Auctioned Off! Check Out Page 25!
Southolm Ambush 5W

This calf has been a stand out since day one. Ambush is the most consistent Angus sire we have ever used. Tons of performance & style and a super nice disposition. Out of a deep bodied, heavy milking Krugerrand daughter. The cross of Ambush on these Southolm cows was spectacular.

Southolm Ambush 9W

Another high performance Ambush son out of a cow Gary purchased from Dale & Cindy Bosch. She has developed into a beautiful female, and did a helluva job on this guy, her first calf!

Southolm Predominant 31W

A Predominant son with a little more frame, out of a first calver.
30 Southolm Predominant 44W

Out of the oldest Southolm cow on the place, and still going strong. This is an extremely well balanced, smooth made bull. Wide topped, deep sided and great structure.

31 Braemar RES Tex 55W

An easy keeping, long spined, deep sided, moderate Resolve son with a unique pedigree.

32 Southolm Resolve 63W

This guy will add some pounds to your calf crop. 63W was shown at the World Angus Forum and is definitively a stand-out in the bull pen. We really like how this bull has developed.
### Southolm Resolve 70W

02/16/09 • SGF 70W • 1501369 • BW: 89 • WW: 725

- **BEPD**: +3.2
- **WEPD**: +24
- **YEPD**: +48
- **MEPD**: +12
- **IMF**: 3.63
- **REA**: 12.04
- **MM**: 4.83
- **%LMY**: 63.60

- **DMM ESSOTERIC 67R**
- **WILPHAR BLACKCAP 3C**
- **PERRYVILLE ESSO EXTRA 17M**
- **DMM LADY JANE 58L**
- **Q A S TRAVELER 23-4 AMF NHF**
- **WILPHAR BLACKCAP 15T**
- **SOUTHOLM FLY TRAVELER 6F**
- **SOUTHOLM ERICA 108D**
- **SOUTHOLM TRAVELER 7E**
- **SOUTHOLM PRIDE 62C**

This guy is a stud! Out of a tank of a cow that never misses. He has the phenotype and the numbers, low birth and high weaning.

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### Southolm Resolve 74W

02/18/09 • SGF 74W • 1501372 • BW: 106 • WW: 685

- **BEPD**: +3.9
- **WEPD**: +25
- **YEPD**: +51
- **MEPD**: +16
- **IMF**: 3.74
- **REA**: 10.64
- **MM**: 5.08
- **%LMY**: 62.20

- **DMM ESSOTERIC 67R**
- **DIMM RESOLVE 69R**
- **WILPHAR BLACKCAP 3C**
- **PERRYVILLE ESSO EXTRA 17M**
- **DMM LADY JANE 58L**
- **Q A S TRAVELER 23-4 AMF NHF**
- **WILPHAR BLACKCAP 15T**
- **TC STOCKMAN 356**
- **SOUTHOLM FLY TRAVELER 49A**
- **SOUTHOLM FLY TRAVELER 14F**
- **SOUTHOLM PRIDE 51F**

This calf just continues to get better and better. Out of one of our favorite Southolm cows. Her sire, 19H was an impressive beast, Gary showed him very successfully as a two year old, and he left some amazing daughters.

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### Southolm Resolve 85W

02/28/09 • SGF 85W • APPLIED • BW: 94 • WW: 710

- **BEPD**: N/A
- **WEPD**: N/A
- **YEPD**: N/A
- **MEPD**: N/A
- **IMF**: 3.54
- **REA**: 12.45
- **MM**: 4.06
- **%LMY**: 64.71

- **DMM ESSOTERIC 67R**
- **DIMM RESOLVE 69R**
- **WILPHAR BLACKCAP 3C**
- **PERRYVILLE ESSO EXTRA 17M**
- **DMM LADY JANE 58L**
- **Q A S TRAVELER 23-4 AMF NHF**
- **WILPHAR BLACKCAP 15T**
- **SOUTHOLM FLY TRAVELER 30N**
- **SOUTHOLM BARBARA 53S**
- **SOUTHOLM BARBARA 30K**
- **DALRENE EXTRA 36A**
- **SOUTHOLM BLACKBIRD 19G**
- **SOUTHOLM TRAVELER 7E**
- **SOUTHOLM BARBARA 73C**

Another deep-sided, smooth made Resolve son. The Resolve cattle are easy fleshing, massive ribbed, long spined with exceptional structure.
36 Southolm Resolve 112W

03/30/09 • SGF 112W • 1501379 • BW: 88 • WW: 630

- BEPD: +3.9
- WEPD: +24
- YEPO: +41
- NEPD: -17
- IMF: 4.05
- REA: 11.19
- MM: 3.56
- %LMY: 64.21

DMM ESSOTERIC 67R  
DMM RESOLVE 60R  
WILPMAR BLACKCAP 3C  
BANNER PRIMARY 76G  
SOUTHOLM BARBARA 20M  
SOUTHOLM BARBARA 73C  

PERRYVILLE ESSO EXTRA 17M  
DMM LADY JANE 56L  
Q A S TRAVELER 23-4 AMF NHF  
WILPMAR BLACKCAP 15T  
BANNER BLACKMAN 43A  
WHELAN'S HEATHER BLOOM 75A  
G R A R MEGA TREND 0223  
SOUTHOLM BARBARA 17A

A versatile Resolve son that could be used on heifers and cows.

37 Southolm Resolve 115W

04/02/09 • SGF 115W • 1501380 • BW: 80 • WW: 645

- BEPD: +2.8
- WEPD: +26
- YEPO: +45
- MEPD: +10
- IMF: 2.73
- REA: 11.52
- MM: 4.83
- %LMY: 63.18

DMM ESSOTERIC 67R  
DMM RESOLVE 60R  
WILPMAR BLACKCAP 3C  
SOUTHOLM FLY TRAVELER 6F  
SOUTHOLM ANNE 42K  
STRETTON CREEK ANNE 12Y  

PERRYVILLE ESSO EXTRA 17M  
DMM LADY JANE 56L  
Q A S TRAVELER 23-4 AMF NHF  
WILPMAR BLACKCAP 15T  
WHITESTONE FLY TRAVELER 3006 AMF NHF  
SOUTHOLM LADY 3X  
SOUTHOLM ELEVATION 48P  
SOUTHOLM ANNE 62U

This bull is cool. Style, substance, thick with a low birth weight.

38 CMS Smokey 43W

02/6/09 • CMS 43W • SIMM/ANGUS • BW: 87 • WW: 715

- BEPD: N/A
- WEPD: N/A
- YEPO: N/A
- MEPD: N/A
- IMF: 4.22
- REA: 11.5
- MM: 4.83
- %LMY: 63.16

DMM ESSOTERIC 67R  
DMM RESOLVE 60R  
WILPMAR BLACKCAP 3C  
JF BH CHOICE PLUS 900J  
NOREMAC MISS LCL 91N  
MISS NOREMAC LCL 40H  

PERRYVILLE ESSO EXTRA 17M  
DMM LADY JANE 56L  
Q A S TRAVELER 23-4 AMF NHF  
WILPMAR BLACKCAP 15T  
BH BLACK HERKS EDGE 759G  
NICHOLS KELLY 115N  
ER RED DECK 63D  
KSR TOSICA 718F

Here is Graeson’s buddy, Smokey. I bought his dam as a calf in the Noremac dispersal, and she produces calves like this every year. Although I would have to say Smokey is the coolest yet. Peter was actually threatening to take him to Denver to put on display! He is as solid as a rock and the nicest guy to be around.
Simply one of the best cow and donor prospects ever sold! How do you describe the female that depicts the future of Shorthorn cattle? 2W is, in our mind, everything the perfect Shorthorn heifer calf should be. Body, skeleton, shape and the easy feeding look all wrapped up in a super attractive package. This individual symbolizes our goal of producing moderate, functional seedstock with a great deal of style and quality. This heifer will make a very important female in a progressive donor program.

The mother of Lot 39, we offer a flush to share the advantage of the Lad 13N cattle. Words cannot describe our pride in how this king cow maker has produced here and at Forest Hall. In addition, his future with the Phil Bowman herd looks promising as well. We have decided to share—so go ahead, be the first to capitalize on a female that will see many more high times for Alta Cedar. You can see from her daughter, the type of progeny this cow is capable of producing. Selling the right to one flush to the bull of the buyer’s choice. Flush to take place at Sundown Transplants in the spring of 2010. Guarantee six transferable embryos. Half down sale day and balance due upon completion of the flush.
40 Alta Cedar Patsy 1W

01/02/09 • PJB 1W • APPLIED • POLLED • RED • BW: 75

BEPD +2.5
WEPD +21
YEPD +29
MEPD +4

MURIDALE CHINOOK 45M X
ALTA CEDAR TRADemark 98T
ALTA CEDAR SILVER GEM 3H X
EIONMOR MR GUS 85C X
GLENFORD PATSY 31T X
GLENFORD PATSY 29N X

41 Alta Cedar Lilian 23W

01/25/09 • PJB 23W • APPLIED • POLLED • ROAN • BW: 82

BEPD +1.2
WEPD +12
YEPD +14
MEPD +4

ALTA CEDAR SIGNATURE 119N X
ALTA CEDAR CODE-RED 24S X
ALTA CEDAR SILVER GEM 117E X
ALTA CEDAR ROYALTY 58K X
ALTA CEDAR LILIAN 41P X
ALTA CEDAR LILIAN 88E X
ALTA CEDAR LILIAN 88G X

42 Alta Cedar Trixie 39W

02/04/09 • PJB 39W • X-[CAN]F886925 • POLLED • RED • BW: 75

BEPD n/a
WEPD n/a
YEPD n/a
MEPD n/a

ALTA CEDAR SIGNATURE 119N X
ALTA CEDAR CODE-RED 24S X
ALTA CEDAR SILVER GEM 117E X
ALTA CEDAR PRAIRIE STORM 47R X
ALTA CEDAR TRIXIE 14T X
ALTA CEDAR TRIXIE 12R X

One of the bigger ribbed, stoutest bodied heifers in the sale. Get behind this heifer and you will be impressed. Her sire sold to Bell M at the 2008 Showcase sale. Prior to selling him we collected a little semen to use in-herd to inject some of the Silver Gem 3H influence back into our cattle. We purchased her dam at the 2008 Agribition Sale, we felt she was one of the most powerful heifer calves in the entire show that year.

A powerful cow prospect that has lots of potential to make an impressive mature donor dam. Her grand mother is a maternal sister to the legendary Lillian 88G. This heifer is loaded with pedigree and has lots of quality and style. Impeccable in her structure and front end, she is a powerhouse.

This is another complete and powerful daughter of Code Red. This heifer calf has been impressive from day one and is definitely a favorite around here. A tremendous amount of body, bone, sheer substance and power combined with an attractive front end. She is stacked with pedigree with brood cow stamped all over her.
43 Alta Cedar Lorna 52W
02/09/09 • PJB 52W • X-[CAN]F666927 • POLLED • WHITE • BW: 100

BEPD +0.3
WEPD +12
YEPD +22
MEPD +3

SASKVALLEY ULTRA 12J X
SASKVALLEY PRIMO 40P X
SASKVALLEY PATSY 250M X
ALTA CEDAR ROYALTY 58K X
ALTA CEDAR LORNA 77P X
ALTA CEDAR LORNA 91L X

SASKVALLEY CLYDE 12E
SASKVALLEY LILY 170F X
ALTA CEDAR SIGNATURE 80K X
SASKVALLEY PATSY 84D
ALTA CEDAR KNIGHT 88F X
BUTTERFIELD DUCHESS 52B
EIONMOR ULTRA 88G X
ALTA CEDAR LORNA 51G X

A true sale feature! An ultra feminine direct Primo daughter that oozes class and profile. She is as correct in her structure as you can make one. She combines the power of her great sire with the femininity and quality that stems from her productive dam. The increasing attention of the success of Primo females is generating a lot of interest in his daughters. Primo females have produced the top end of the bull calves in this sale offering. 52W is a leading donor candidate in a powerful offering.

44 Alta Cedar Dee 97W
03/11/09 • PJB 97W • X-[CAN]F666918 • POLLED • RED • BW: 101

BEPD +1.6
WEPD +8
YEPD +15
MEPD +4

MURIDALE CHINOOK 45M X
ALTA CEDAR PRAIRIE STORM 47R X
ALTA CEDAR GO GO 98J X
EIONMOR IDEAL 32H X
ALTA CEDAR Dee 1K X
BANNER DEE 4H X
MURIDALE BUSTER 14K X
MURIDALE ROSEANN 14D X
ALTA CEDAR FLAG 3G X
ALTA CEDAR Go Go 68G X
EIONMOR IDEAL 59F X
EIONMOR MOCHICAN ROSEBLOOM 71B X
BANNER OAK 11E X
BANNER DEE 48F

The 47R females are going to make great looking, highly productive cows. 97W offers as much rib and depth as any. She is loaded with maternal genetics and she has a tremendous amount of power to go with it. This is the type of female that will raise a herd bull. We think very highly of this heifer and her mamma!

45 Forest Hall Delight 34W
02/26/09 • FHS 34W • APPLIED • POLLED • RED

BEPD n/a
WEPD n/a
YEPD n/a
MEPD n/a

ALTA CEDAR ROAN LAD 80L X
ALTA CEDAR LAD 13N X
ALTA CEDAR LADY 5L
GREEN GROVE POWER PLAY 139X
GREEN GROVE TWINKLES DELIGHT X
GREEN GROVE TWINKLE 20G
CUMBERLAND GAY LAD X
ALTA CEDAR SILVER GEM 125G X
ALTA CEDAR ROYALTY 67J X
MURIDALE WINDOW 63 12J X
MOMBI POWERPLAY 383 X
ECHODALE CRYSTAL BALL 10A X
ROCKLANDS DRAKE
GREEN GROVE TWINKLE 46X

Lots of body and depth in this daughter of Lad 13N. Yes... she’s a 13N! I hope you were paying attention back at Lot 39 & 39A, if not you may want to revisit the footnotes for those lots. She’s a 13N—this one’s a no-brainer, an open-and-shut case, a shoo-in..... did I make my point?
**46 Forest Hall Kathryn 68W**

01/24/09 • FHS 68W • APPLIED • POLLED • ROAN

- Paternal brother to FHS Power Hour 37W selling as Lot 3. A smaller made fancy daughter of Stampede. This will make a great show heifer for any youngster. She is extra nice dispositioned and should be easy to show.

**47 Creekside Admiration 9U**

02/12/08 • NHL 9U • X-CAN-F685365 • POLLED • ROAN • BW: 90

- One of the most powerful, broody females to be shown last year. She is the kind that stops you in your tracks. And how’s this for longevity... Admiration was her dams last calf at the ripe old age of 20!! Only ever producing 2 heifer calves in her productive career, add to that her pedigree consists of great old genetics that are becoming impossible to find—you have the reason why Wendy wouldn’t enter into negotiations to sell her, but she is willing to share!

Selling the right to one flush to the bull of the buyer’s choice. Flush to take place at Sundown Transplants in the spring of 2010. Guarantee six transferable embryos. Half down sale day and balance due upon completion of the flush.
Two packages of three, buy 1, 2 or take all three!
Saskvalley Primo 40P

**50 Selling 200 Units of Primo 40P in Lots of 10 Units Each**

- Primo has made his mark! He has generated numerous champions and several individuals that have commanded up to five figures. His progeny are moderate, sound, big bodied and heavy structured. They are practical cattle for real world commercial outfits. He adds power and the outline that is in demand. He is a true breeding bull and he excels in consistency.
- His dominant influence is escalating as each daughter enters production... check out the bull calves in this sale offering that the Primo daughters have produced!
- Primo semen is only sold once a year, at The Showcase Sale. No other semen can or will be sold. Absolutely no additional semen will be sold until the 2011 Showcase Sale next April.
- All semen delivery and shipping is the responsibility of the buyer. Semen will remain in storage at Alta Genetics, until requested by the new owner.

**Alta Cedar Code Red 24S**

**51 Selling 50 Units of Code Red 24S in Lots of 5 Units Each**

- Calving Ease specialist without sacrificing structure and performance.
- Progeny is being highly regarded for their hip, muscle shape and exceptional performance.
- Stems from our foundation cow family, the Silver Gem’s.

**Alta Cedar Oak’s Signature 19G**

**52 Selling 100 Units of Oak’s Signature 19G in Lots of 5 Units Each**

- W.J. (Bill) Boake has been quoted as saying, “This is the best bull I have raised.”
- Sire of “Tank” and many of our top producing cows.
- If your goal is to put some more hip into your calves, this is the bull that will do it.
- Limited semen left on this breeding great.
Some HIGHLIGHTS from the past year
THANK YOU
to our 2009 buyers!

Bernston Shorthorns, ND
  Bob Riviere, ON
Berry Felker, SK
  Doug & Elaine Hiller, AB
Cates Farms, IN
  Jeff Aegerter, NE
WHR Shorthorns, TX
  Mark Brand, AB
S-Co Shorthorns, MN
  Jim Sinclair, AB
Fellers Family Shorthorns, NE
  Alan Becker, AB
Dale Stith, AL
  Joey & Kelli Becker, AB
Brad Fahrmeier, MO
  Randy & Susan Seiler, AB
Saskvalley Shorthorns, SK
  Gibson Cattle Corp., AB
Claire & Lorna Shatley, SK
  Wolf Ranches, AB
Lakamp Shorthorns, IL
  Derek & Lois Benedict, AB
Ron & Annette Vanek, MN
  Gene Davis, AB
Dumont Ranches, B.C.
  Gwen & Jamie Wagstaff, AB
Eldon & Lori Jaffery, AB
  Crossing Ranch, AB

and all the bidders!

SALE NOTES