



# Ladies of the Royal Average \$6,580



The Ladies of the Royal Sale claimed a page in the record books this year. The seats in Wagstaff Auction Arena on Oct. 29 were packed as Monte Lowderman landed the final gavel with 28 heifers averaging \$6,580. Seven steers averaged \$3,386, 12 embryos gathered \$556 per embryo, six units of semen posted \$813 per straw and a half flush finished the averages at \$2,200.

Lucky Lot 13, H KE Lady Maxium 101X ET, a Jan. 2, 2011, daughter of Golden-Oak 4J Maxium 28M, rang the high bell at \$35,000. This popular female consigned by Hoffman Ranch, Thedford, Neb., was selected by Patricia Vickland, Longmont, Colo. Denny and Jason Hoffman had many

opportunities to pull this heifer from the sale for good money. Thanks for bringing her to Kansas City.

A popular bid in the sale was \$15,000. Lot 16, AL Miss Extra 1117, a Feb. 4, 2011, heifer by ECR L18 Extra Deep 9279, consigned by Steve Landt, Union, Iowa, was selected by Kristin Fawcett, Ree Heights, S.D. Some might remember this heifer's sire selling in the Denver sale two years ago, and the Landt family made a sound \$2,500 investment in a semen package on this increasingly popular bull. This isn't the only good "Bob" calf that hailes from Union, Iowa.

New consignor to this sale, Worrell Enterprises, James, Shannon and Jarrett Worrell, Mason, Texas, promised a good heifer for this sale and made good on the promise. Worr Karma X67, a Jan. 4, 2011, daughter of Purple Milsap 45S, also saw the gavel fall at \$15,000. Ground Zero Farms, Watts, Okla., claimed this competitive female.

The Mike Sorensen Family, Greenfield, Iowa, has the reputation of selling good Hereford show heifers in the Midwest, and they expanded this habit to the Ladies of the Royal sale this year with the mark of \$9,600. MSF Miss Outcross 2Y ET, a Jan. 9, 2011, heifer by Golden Oak

Outcross 18U, was selected by Ron Shivers, Ankeny, Iowa.

Lot 28, H RW Lady Advance 1124 ET, an April 2, 2011, heifer by HH Advance 8203U ET, consigned by Randall Ward, Ward Ranch, McAlester, Okla., and Hoffman Ranch, was a popular young heifer at the \$8,250 bid. She will see the showring with Ky Stierwalt, Leedey, Okla., at the halter.

Purple Reign Cattle Co., Toulon, Ill., pledged a good steer for this sale, and they delivered. A \$6,000 bid claimed the March 27, 2011, son of Purple Milsap 45S. This stinger steer will find his new home with Lee Bauer, Bonfield, Ill. The steer lineup at this sale is serious year after year, and this year it went to the next level.

A big thanks goes to GKB Cattle Co., Waxahachie, Texas, for purchasing the street sign in front of the American Hereford Association for the upcoming year. The sign was claimed for \$2,000 and benefits the National Junior Hereford Association.

This sale continues to improve, and the credit goes to the dedication of the consignors, who retain and bring good ones to the Ladies of the Royal event. The standing-room-only crowd also adds a great deal of atmosphere and continues to push the sale average each year.

— **Joe Rickabaugh**, AHA director of field management and seedstock marketing

