

The TRAILBLAZER

Volume 12, Issue 1

Summer 2018

www.bradley3ranch.com

Bradley 3 Ranch...

*Barn
#10 of
40 barns
across
America*



This Bradley 3 Ranch barn was one of the 40 barns across the United States painted, honoring the 40th anniversary and community behind the Certified Angus Beef® brand and its ranching heritage. See related story on page 7.

You can also visit www.certifiedangusbeef.com for more information on CAB's "Brand the Barn"!

Bradley 3 Ranch, Ltd.

Ranch Raised Angus Bulls for over Fifty Years.

(806) 888-1062 • (940) 585-6471

www.bradley3ranch.com

We invite you to our 7th Annual

Focus on the Future

Heifer Summer Sale

Friday, July 27, 2018



You are invited

We invite you to come to the ranch this summer! We would like to show you several hundred bred cows and replacement females, along with hundreds of bull calves on grass. We cleaned the place up for the 60th anniversary, so if you have not been here in a while, it may surprise you. We have folks that want to see what is on the north side of the county road, so we would be happy to show you.

We have continued to work on brush control and growing more grass, pressuring our cows to be better converters. We know pounds weaned per acre and cows exposed to calves weaned are some key indicators if you are going to stay in the land and livestock business. Don't confuse this with just weaning weights or breed up. We challenge your to take a real look at your cow herd and the direction you are going. We continually do this and can show improvements.

In the know

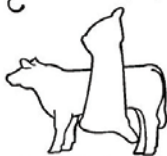
Thank you customers for talking to us. We have responded—there are new LED lights in our sale barn/ working shop. So on sale day you will have plenty of light.

B3R website updates

Check out the new mobile friendly ranch web site at www.bradley3ranch.com. This was quite an investment but we hope you will enjoy the new graphics and ease of use with your cell phone or laptop.

New ranch sign

Bradley 3 Ranch, Ltd.



4 MILES



Find us on FaceBook! If you are not a friend of Bradley 3 Ranch on Facebook, you are missing out on all the updates!

B3R herd sire news



B3R Electorate A229

Calved: 10/18/13 • Reg. #: 17779610 [AMF-CAF-D2F-DDF-M1F-NHF-OSF]
After another super sale report on B3R A229 sons, ABS has purchased this mature bull for a whopping \$35,000. We still own his dam, X202—so be on the lookout for some interesting updates.



B3R Basic Pioneer B121

Calved: 10/10/14 • Reg. #: 18100201 [OSF]
Semen for sale. This sound, great-footed bull was very popular this past breeding season.



M6 Cool Dance 734E P

Calved: 3/4/17 • Reg. #: EM899965
This bull ranks in the top 1% for weaning wt., 2% for yearling wt., ribeye and total score index. And he is still top 25% rank for marbling with the Charolais breed. Wow!

Focused on the Future 2018 Heifer Sale



Our weaned heifers turn into cows like these...



Friday, July 27, 2018 • 10:00 a.m.

at the ranch, east of Estelline, Texas

Offering 60+ Angus & Charolais Weaned Heifers

Videos of heifers will be available on line in July.

NEW THIS YEAR! Superior Click-to-Bid.

Bradley 3 Ranch, Ltd.

Ranch raised bulls for Ranchers since 1955.

www.bradley3ranch.com



The 2018 Heifer Sale will be on Superior Click to Bid. Call or email for a heifer sale catalog. Catalog and videos to be posted on our website Mid-July.

2018 Bull Sale Highlights

If you did not come to our 60th anniversary, and bull sale, you missed a good time and great food!
But, hold on! For the 2019 bull sale, you are in for a lot of changes, so...

Save the date! **SATURDAY, FEBRUARY 9, 2019**



Thank you to our 2018 sale buyers, to all of you that attended the sale and bid!

We cannot have a sale without you!

We want to thank our great staff, friends, neighbors and vendors who do so much behind the scenes to make this event happen!

My Big Kiss under the Texas Stars



by Minnie Lou Bradley

It was sometime in 1941, I was nearing my 10th birthday when I first heard the song, *Deep in the Heart of Texas* on my parents' one radio. Before, all I ever heard was broadcaster, Walter Witchell talking about how close we were to a war with Germany. The song had just a good beat to it and I just wondered if the stars in Texas were really bigger and brighter than in Caddo County, Oklahoma.

When we went to town on Saturday evening and to sell our weekly production of eggs and can of cream. My sister and I were given a dime a piece to go to the picture show and watch and listen to Gene Autry and Roy Rogers sing. That very song came on while we watched a movie about catching cattle thieves on Texas ranches. I thought, "What a wonderful place that must be!" By that time, I had already decided that raising livestock was going to be my life's work even though at that time I was limited to the production of hogs and lambs for my 4-H project.

We did enter the war which became World War II and by the time I was seventeen I had graduated from high school, sold my little herd of Angus cows and Berkshire hogs and had entered Oklahoma A&M College. I was a very innocent country girl, going into a strange world of returned veterans about seven to ten years older than other students and the ratio of girls to young men were 1:5 and I just happened to be the only student wearing skirts in agricultural classes. Never in my lifetime did I ever think I would be sitting in a classroom of so many young men wearing starched Levis, white shirts, shop made boots and silver belled hats, and several were Texans. I have to admit I was in awe with the cowboys and their personalities! Coming from a great farming community of striped overalls I was just amazed at the young men, they had pride and were perhaps a little cocky, but their manners were over board. Yes ma'am, please ma'am, bowing and removing their hat when being introduced to a lady, etc. all impressed me. We all knew the tales told were a little stretched but made for good stories for innocent young ladies.

Several of the young men were from the Fort Worth area. One was from Kadane Corner near Wichita Falls and Easter vacation my sophomore year he and his parents invited me to come for a visit. They were having a spring branding and perhaps I would enjoy seeing how they did it in **Texas**. What an initiation! There were working cowboys from the famed Waggoner Ranch which joined the Bradley Ranch on one side and I learned what they call "neighboring" was all about. They had been forewarned that Bill was bringing home an Oklahoma farm girl and they were ready. (That story is for another day.) I will say they inducted me to Texas ranch life very well!

From vaccinating to castrating and then throwing my first cut on the branding fire and in a few minutes handing it to me to eat, I did it all. It turned out to be one of my better decisions in life. I told myself I can do it, chewed it up and said "boy that was delicious" and all the time I was wondering if I would have to swallow it twice or three times. That made me a friend for life with Bill's Dad, Rusty and Son Propps, foreman of Waggoner's Whiteface Division.

Setting down for the first time at a dinner table with real seasoned cowboys proved interesting and I thought if given a chance, perhaps I could even up the score somewhat if given the opportunity. Sitting there after lunch and reflecting on the morning's branding, Rusty ask me what I thought. I said it was the cruelest thing I have ever witnessed! The table of laughter and conversation got scary quiet but I was ready! After a moment of silence, Rusty asked how I could say such a thing? I told him I had always been around Angus cattle so perhaps didn't understand pinkeye and cancer eyed cows but more especially the bloody dehorning of calves. The dinner table silence was only broken by a few shuffling feet and spurs under the table. Then Rusty spoke, "young lady, what would you do differently if running this outfit?" I told him I would put Angus bulls on the cows and cut out the dehorning and lessen the pink eye problem in the calves! Without hesitation he said, "Would you go buy me five Angus bulls to turn out this spring and we will give your idea a try!" From that day forward Rusty and I bonded into a great friendship, family and business relationship.

Six years later, in 1955, with Bill returning from his tour of duty in Korea I became a part of the Bradley family. Before Bill's discharge Rusty ask me to come from my job in Fort Worth for the weekend and look at a little ranch we could possibly buy in the north west part of Childress County. We drove out to what looked to be forsaken, forgotten droughted out place. I

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Bradley 3 Ranch, Ltd.

Feb. 9, 2019 Bull Sale

featuring

60+ Charolais Bulls

along with

200+ Angus Bulls

continued from page 5

knew very little about short grass country but it looked bad to me! Cracks in the pastures were as wide as a horse could jump. My lasting memory was when we stopped in the North Jonas pasture and Rusty got out, reached in for his pocket knife and dug up the roots, he looked at me and said, "the roots are alive I think it is a good buy." The drought of the fifties could have had its story told on this little ranch, everything was as written in Elmer Kelton's book, *The Time It Never Rained*. I saw the destruction first hand and wondered if we could bring this ole' land back to where it once was when first settled as part of the large operation known as the Shoe Nail.

It began to rain in 1957 and through 1959 we received what had been the average rainfall before the drought. Then in 1960, we had a record of 34 inches of rain. The grass was making some comeback but we had to be careful in our stocking rates (a cow to about every 50 acres). Our second problem was lack of cattle drinking water. One pasture consisted of 8 sections or 5,120 acres of Redberry Junipers, and Mesquite. It was very rough and canyon country with only two wooden towered windmills. One located in the very west end of the pasture and the second one in center of the four mile stretch but on the very south side with a creek. The creek had pot holes of water at times on north side, so we drilled our first windmill in what we called Middle Salt Creek up on top of a ridge in the fall of 1955.

In August of 1957, it was hot and we had little wind to pump water at the windmill. We made the decision to haul water to the cows. We located a 250-gallon tank that would fit into our 1955, one-half ton, three-speed pickup. Somehow, I got elected to haul water and it became a 24 hour job trying to keep up. It was a slow process with poor water pressure to fill the tank from a windmill up in the pasture that gravity flowed to the house. Then I had a half-inch spigot to drain water into the tub at the water trough. We didn't have ranch roads. Instead we had little rough trails so had to go really slow with 2000 pounds on the little pickup with water moving from side to side over the rough ground.

One night I loaded around midnight and started my journey to our new mill in Salt Creek on the high ridge of a rock trail. It was hot and still (this was before air conditioning) but I could listen to Bill Mack on WBAP on the little AM radio. He played great country music and this one night here it came.... *The Stars at Night are Big and Bright, Deep in the heart of Texas* and then the Sons of Pioneers with *Home On the Range*. I was getting in a good mood making my one hour, five-mile drive with 4 wire gates to open and close and hoping it was too hot for rattlesnakes to be crawling.



I reached the windmill around 1:00 a.m., backed up and got the water running into the near empty tub. Except for the heat and very little breeze, it was truly a great early morning with the thousands of stars and a full moon. It was oh so beautiful. In the distance I could hear a lonesome coyote yelping, a bird chirping, the rustle of dead leaves from a small varmint running or a gust of wind that caused the fan on windmill to squeak. I was several miles from any public roads and no lights of any kind could be seen. My only connection to the outside world was the little radio and about that time Bill Mack placed Patsy Cline's new hit on the turn table and she belted out *Sweet Dreams* and I thought that was a good idea as the day had been long.

A nap sounded good if I could get just a little comfortable. Both windows were down and doors shut, so I stuck my head under the steering wheel and scooted up until my head rubbed on the door and then I could about stretch my legs. I had even poured some water on my wild rag to keep me from being so hot. I flipped the radio off, so I would not run down the battery and was ready for a sweet dream. I must have fallen immediately into a deep sleep when, **WOW! What a dream, I had had a great kiss! I woke immediately as this kiss was more than I bargained for! It became slobbery and at the same time, rough like sandpaper, I had to get out of the pickup to save my soul and reputation! Trying to**

get away, I forgot about my head being under the steering wheel until I was banging it hard enough to bring me to my senses. Some how I got to the far side of the pickup and in an upright position. Then saw the biggest pair of brown eyes staring at me! I thought, what was this animal?? Then the pickup began to shake and then rock back and forth! Had a gorilla escaped from a circus? My life came before me, was this the end?

The pickup continued to rock and a cow bawled real close to me. My senses returned to me. A cow had come in for water and had come over to thank me... thank me with a gentle swipe of the tongue and got her head hung in the window. She had panicked! In time she got her head free while I was recuperating from being "all shook up."

EXTRA, EXTRA, EXTRA!

Be on the lookout for Minnie Lou to be featured in the *Gun and Garden magazine* late summer.

She will also be part of the "I Am Angus, Where Are They Now?" show on RFD TV airing in December.

Did you get your copy of the June/July issue of *Working Ranch Magazine*? Yep! You guessed it! Minnie Lou is in there with her Crock Pot for Kids story!

We have had lots of media folks at the ranch lately!

The Certified Angus Beef® brand marks 40th anniversary with barn paintings Texas celebrations include Bradley 3 Ranch, Memphis

Bradley 3 Ranch was recently honored to have the Certified Angus Beef® logo painted on one of their barns.

Their barn is one of 40 planned in 2018, as the Certified Angus Beef® brand celebrates 40 years of bringing the best Angus beef to consumers. Painting the brand's familiar logo on 40 barns across America is not just an old-school marketing approach, but a tip of the hat to the farmers and ranchers who created the brand in 1978 and lead it today, and a way to celebrate their connections and community.

"This effort is a tangible symbol of the valuable, and interconnected, roles our partners play in guiding the Certified Angus Beef® brand from farm to table," says Tracey Erickson, vice president of marketing. "It's an honor for us to join their efforts in honoring our roots: family farmers and ranchers who have always been at the heart of this brand."



by James Henderson

Welcome to **ANGUSLINK**

CATTLE GENETICS VERIFIED

Ever since we sold B3R Country Meats, many of our customers have asked us to help them find outlets for their feeder calves that would give them information back so that they could continue to improve their performance and value. Until now, I have not found anything that I thought was a fit for us or our customers. I think the answer will be a new program about to be announced by the American Angus Association called Angus Link.

Angus Link is a feeder calf program that is designed to look at the genomics of your calves and give them a numerical score that will help buyers or partners of your feeder calves determine the value potential of your calves in both the feeding portion and on the rail. A program that will be simple enough to work at the speed of commerce and give potential buyers a look under the black hide at the feeding performance and the carcass premiums.

What are the requirements for Angus Link?

1. A minimum of 50% of the calf's sires have to be from registered Angus Bulls
2. Any sires that are not from Registered Angus Bulls can be from bulls registered with another breed association.
3. A maximum of 25 percent of the sires can be from non-registered bulls but a DNA sample will need to be submitted on those non-registered bulls.
4. As much information as possible about the cows in your herd. The program can start with as little as a generic phenotype description of your cows to as advanced as having each cow DNA tested. The more information available on your cows, the more accuracy and more importantly the higher number your calves will score.

This is not a new concept. As most of you know, B3R did an advanced stage of this system on all feeder calves

coming through our program. Many others have tried to do something similar.

However, no one has had the resources of the American Angus Association to try to

accomplish such a task. First of all, the Angus Association has four of the best cattle geneticists in the world on their staff. They have been working non-stop since last fall to develop and perfect this system. Second, the Board of Directors appointed a special committee consisting of Jerry Connealy of Connealy Angus in Whitman, Nebraska, Donny Schiefelbein of Schiefelbein Farms in Kimball, Minnesota, David Dal Porto of Dal Porto Cattle Co in Brentwood, California, Jonathan Perry of Deer Valley Farms in Fayetteville, Tennessee and me to help staff set up this program in such a manner to achieve success. We have spent many hours in meetings and on the telephone going over the concepts and details of Angus Link. We are now about 6 weeks away from launch and we are very excited about where we are headed.

We have also added some PVP programs to Angus Source. We have always had a Source and Age PVP available through Angus Source. We have now added 4 more PVP programs. We can do an NHTC PVP, an NE3 PVP, a cattle care & handling PVP, and a Calf Management PVP.

Phase two of Angus Link will be the addition of a heifer selection tool and a herd builder program to help in selecting bulls that will benefit your herd the most for your desired results.

Chris Engel who has been named as the new director of Angus Link will be our speaker on Friday February 8, 2019 preceding our 2019 annual Bull Sale where this year, we will be offering around 300 head (225 Angus and 75 Charolais).

Bradley 3 Ranch prides itself in being at the forefront of new opportunities. Angus Link is no different. Give us a call to learn how we can participate with you to enroll in Angus Link. As always, we value each of you as customers and want to help you stay at the head of the pack with new opportunities.

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"Because the cattle work..."



The **WIDE** **BODY** *Sale* **February 9, 2019**

at the ranch, east of Estelline, Texas



Selling 200+ Angus Bulls
and 60+ B3R Charolais Bulls!

