

Watson



CATTLE COMPANY

11th Annual

PRODUCTION SALE

Friday **March 26** 2010 1:00 pm

at the farm, Medicine Hat, Alberta
(10 kms west #3 Highway and 1/4 km south RR 70)

FEATURING...

**Yearling and
Virgin 2 Year Old Bulls**

**Purebred Gelbvieh
Purebred Red Angus
Balancers**



Purebred Red Angus - WJW 909W



Purebred Gelbvieh - WJW 1927W



Balancer - WJW 930W

WATSON CATTLE CO.

FRIDAY, MARCH 26, 2010

1:00 PM AT THE FARM



MEDICINE HAT, ALBERTA
COMPLIMENTARY LUNCH 12:00

OBI Sales Consultants
Kirk Hurlburt
(306) 931-2551 Cell: (306) 222-8210
Email: o.b.i.@shaw.ca

**SALE DAY
PHONES**

(403) 528-7456
(403) 581-8500
(403) 581-8503

- ✓ All bulls Vet inspected, measured, and semen tested prior to sale day.
- ✓ \$100 off each bull if you take purchases home sale day.
- ✓ Delivery is available at cost of fuel.
- ✓ \$100 Bull Development Fee, to keep and feed bulls until breeding season.
- ✓ Insurance Available Sale Day
- ✓ Volume discounts 3% off for two bulls or 5% for five or more.
- ✓ Bulls vaccinated and boosted with Pyramid FP4, One Shot, 7-Way, and footrot vaccination

PLEASE BRING THIS CATALOGUE SALE DAY.



Cheap Help



Bred Heifers



Checking Out The Crop



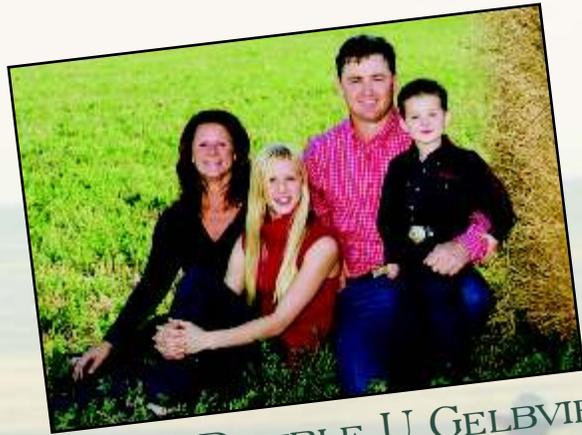
Harvest Time



Heading Home

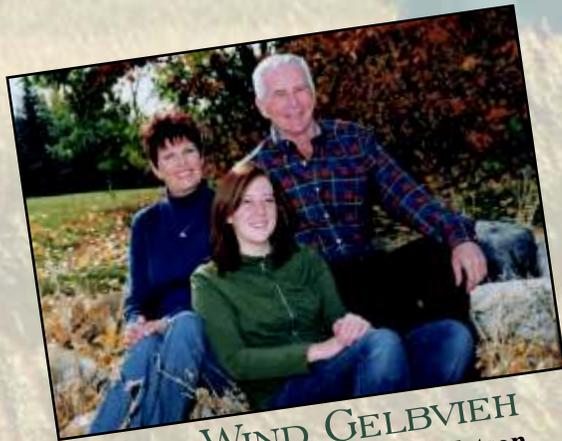
WATSON CATTLE CO.

Welcome



WATSON DOUBLE U GELBVIEH

Wade, Jolene, Sage and Waylan Watson
Box 635, Medicine Hat, Alberta T1A 7G6
403.528.7456
Cell: 403.581.8500
Email: 2.u@platinum.ca
www.watsoncattle.ca



WILD WIND GELBVIEH

Bill, Christine and Lauren Watson
Box 331, Seven Persons, Alberta T0K 1Z0
403.832.2238
Cell: 403.928.7707

Welcome to the eleventh annual Watson Bull Sale. We are very pleased to once again offer a good selection of Gelbvieh, Angus, and hybrid bulls. Our family goes through a lot of blood, sweat, and tears to raise a crop of bulls every year that will meet the demands of progressive cattlemen. Our operation is not the largest and our busy lifestyle means we don't get out to the shows very much. But believe me, I will put this pen of bulls up against any pen anywhere. The fact that we do not get out and make miles on the show road makes our bulls very affordable to the average rancher. Most of our bulls sell in the \$2000- \$3000 range. We strongly believe in utilizing some of the best walking and A.I sires available in the industry to provide sound and proven genetics that you can utilize to take your program to the next level of profitability.

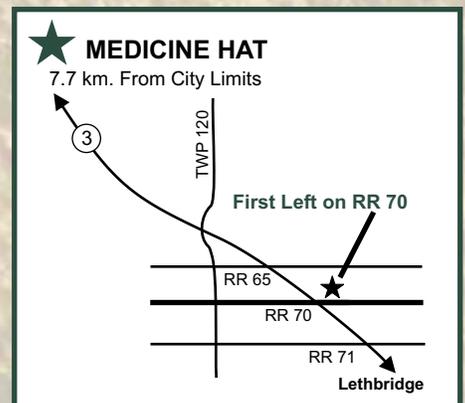
This year we are going back to the traditional auction method of selling the bulls to make the sale run more efficiently and take up as little of your time as possible. Many of our customers really liked our former unique selling approach. There were also those that openly told us that there were things they would like to see different. Rest assured, our sale will continue to be the honest, down to earth event our many repeat customers have come to expect.

This is the first year we will not be offering females to our sale. We had decided that this is the time to retain and build for the future.

Please feel free to call or come for a visit before sale day to discuss your bull needs. We would be honoured to have you and your family join us for our annual event 1:00 Friday March 26, 2010.

Sincerely
Wade and Jolene Watson
Bill and Christine Watson

**CATTLE AVAILABLE FOR INSPECTION PRIOR
TO THE SALE AT
DOUBLE U GELBVIEH**



RED ANGUS BULLS

WATSON CATTLE CO.

Lot 1

WTW Red Watson Primetime 904W

Purebred Red Angus 1526433 DOB: 1/31/09

RED BASIN SENSATION 702E

BW: 77 lbs.

RED BRYLOR MASTER PLAN 17M

WW: 675 lbs.

RED BRYLOR BONITA 66K

WI: 101

RED BJR JR 105

01/31 WT:1072

RED LUCKY C BLAZE 75R

ADG: 3.41

RED LUCKY C HM LADY BUG 17L

CE	BW	WW	YW	MILK	TM	STAY
+13.5	-1.8	+25	+54	+9	+21	+11

This calving ease specialist is sired by none other than the great Brylor Master Plan 17M, Canadas all time high selling bull at \$93,000 in 2003. He was selected by us to use on some of our high calving ease cows to produce sure fire heifer bulls. This dark cherry red bull also looks to be a real "curve bender" when you combine his very respectable 3.41 lb per day rate of gain and light birth weight. There are very few light birth weight bulls anywhere that can match Primetime's performance on test.

Lot 2

WTW Red Watson Grand Design 906W

Purebred Red Angus 1526434 DOB: 1/31/09

RED BASIN SENSATION 702E

BW: 84 lbs.

RED BRYLOR MASTER PLAN 17M

WW: 686 lbs.

RED BRYLOR BONITA 66K

WI: 102

RED TKP BODACIOUS 693

01/31 WT:1148

RED LAMBS MISS 35M

ADG: 4.04

RED LITTLE DE MISS 247Y

CE	BW	WW	YW	MILK	TM	STAY
+4.0	+2.0	+32	+61	+11	+27	+11

This is another Master Plan sired bull that has put some very respectable performance numbers along side a moderate birth weight. We now know why Master Plan was the most highly utilized Red Angus sire in 2007. He does exactly what Bryan Mackenzie said he would do, combine moderate birth weight with good performance. Not to be overlooked is his stamping every calf with an excellent dark red hair coat.

Lot 3

WTW Red Watson Mojito Man 907W

Purebred Red Angus 1526435 DOB: 1/02/09

RED SIX MILE AVIATOR 217P

BW: 89 lbs.

RED SIX MILE SAKIC 832S

WW: 686 lbs.

RED SIX MILSE SIERA 257P

WI: 106

RED LODI PRINCE 2632

01/31 WT:1049

RED LUCKY C NIKITA 86N

ADG: 3.10

RED PIPESTONE FLAMENCO 17F

CE	BW	WW	YW	MILK	TM	STAY
+5.5	+0.3	+30	+52	+14	+29	+11

You can tell a Sakic sired bull from any angle. Genex purchased 1/2 interest in Sakic from Six Mile for \$36,000 in 2007, since then he has become a very hot commodity. He stamps his calves with a very good square stance and strong foot and pastern structure. Look for this bull to produce some good growing steers and sound footed replacement females.

Lot 4

WTW Red Watson Acsik 909W

Purebred Red Angus 1526436 DOB: 2/02/09

RED SIX MILE AVIATOR 217P

BW: 89 lbs.

RED SIX MILE SAKIC 832S

WW: 692 lbs.

RED SIX MILSE SIERA 257P

WI: 103

RED BJR JR 105

01/31 WT:1142

RED LUCKY C MS STAR 74P

ADG: 3.75

RED PIPESTONE BLAZING STAR 10F

CE	BW	WW	YW	MILK	TM	STAY
+6.5	+1.0	+33	+57	+16	+33	+11

What a chunk of beef this Sakic sired bull has turned out to be. We are really impressed with the JR 105 sired females like the dam of Acsik. Interestingly this bulls 3/4 brother 915W also had an average gain well over 3 lb per day..... sounds like some real genetic potential. If you are looking for consistency in your calves I think this could be a real good opportunity to capitalize on proven blood lines.



WTW Red Watson Primetime 904W



WTW Red Watson Grand Design 906W



WTW Red Watson Mojito Man 907W



WTW Red Watson Acsik 909W

WATSON CATTLE CO. **RED ANGUS BULLS**

Lot 5

WJW Red Watson Masterplan 910W

Purebred Red Angus 1526437 DOB: 2/02/09

RED BASIN SENSATION 702E	BW: 93 lbs.
RED BRYLOR MASTER PLAN 17M	WW: 756 lbs.
RED BRYLOR BONITA 66K	WI: 113
RED BOB GREEN LIGHT 733	01/31 WT:1114
RED LUCKY C NANCY 95N	ADG:2.75
RED PIPESTONE GOLDEN 72K	

CE	BW	WW	YW	MILK	TM	STAY
+12.0	-2.8	+21	+51	+12	+22	+10

With a weaning index of 113 it is obvious that this bulls' mama can really make grass into milk! Nancy 95N is a stand out cow with an excellent udder. I really like what Master Plan has done, it is a shame that his semen is no longer available. Today may be your last chance to pick up one of these Master Plan calves and profit from one of the most proven bulls in the industry.



WJW Red Watson Masterplan 910W

Lot 6

WJW Red Watson Hollywood 912W

Purebred Red Angus 1526439 DOB: 02/07/09

RED SIX MILE AVIATOR 217P	BW: 91 lbs.
RED SIX MILE SAKIC 832S	WW: 745 lbs.
RED SIX MILSE SIERA 257P	WI:111
RED BOB GREEN LIGHT 733	01/31 WT:1198
RED LUCKY C PATTY 136P	ADG:4.09
RED FLYING K MS BLAZE 39C	

CE	BW	WW	YW	MILK	TM	STAY
+5.5	+0.4	+31	+55	+14	+29	+9

Hollywood, unlike the southern California city, is just as he appears. You don't need any puffing or fluffing or primping to see him exactly for what he is A BEEF MACHINE. He is one of those bulls that stands out rain or shine. His cow on the other hand usually remains relatively obscure in the herd until she steps out in front with a huge calf at side in the fall gather.



WJW Red Watson Hollywood 912W

Lot 7

WJW Red Watson Metaxa 914W

Purebred Red Angus 1526438 DOB: 2/07/09

RED BASIN SENSATION 702E	BW: 91 lbs.
RED BRYLOR MASTER PLAN 17M	WW: 639 lbs.
RED BRYLOR BONITA 66K	WI:95
RED PIPESTONE BOND 165B	01/31 WT:1069
RED LUCKY C KATE 67K	ADG:3.81
RED LAZY MC SCYTHIA 25D	

CE	BW	WW	YW	MILK	TM	STAY
+10.0	-1.3	+20	+44	+7	+17	+9

When we asked Kirk Hurlburt to select some cows for us from the Lucky C dispersal he went out and did a fabulous job getting us a package of cows that fit our program perfectly. Every time we work with these gentle, sound, and productive "Lucky C" Red Angus cows, the comment "what a great set of cows" comes to mind. There are very few people in this business that I trust when it comes to order buying, Kirk and the OBI crew have definitely earned that trust from me.



WJW Red Watson Metaxa 914W

Lot 8

WJW Red Watson Sakic 915W

Purebred Red Angus 1526440 DOB: 2/08/09

RED SIX MILE AVIATOR 217P	BW: 90 lbs.
RED SIX MILE SAKIC 832S	WW: 664 lbs.
RED SIX MILSE SIERA 257P	WI:99
RED BJR JR 105	01/31 WT:1057
RED PIPESTONE JULLIET 59P	ADG:3.49
RED PIPESTONE JULLIET 904G	

CE	BW	WW	YW	MILK	TM	STAY
+9.0	-1.0	+31	+54	+15	+30	+9

We use a lot of A.I. on the Red Angus cows to access bull power that we simply could not afford to buy. Our program matches strong maternal females with sires that will enhance their genetic potential. When you come across a sire like Sakic who throws strong to type it lessens the variation typical of herds that use a lot of different sires. We are very proud of the pen of Sakic sired bulls that were born easy and gaining above average on test.



WJW Red Watson Sakic 915W

RED ANGUS BULLS

WATSON CATTLE CO.



WJW Red Watson All Beef 916W

Lot 9

WJW Red Watson All Beef 916W

Purebred Red Angus 1526441 DOB: 2/09/09

RED BADLANDS MR BEEF 805
RED BADLANDS ALL BEEF 114J
 RED RBRTS BELGA 5126
 RED LCC GRAND SLAM 1726J
RED LUCKY C BARONESS 63S
 RED LUCKY C MS JR 31M

BW: 88 lbs.
 WW: 669 lbs.
 WI: 100
 01/31 WT: 1097
 ADG: 3.7

CE	BW	WW	YW	MILK	TM	STAY
+6.0	+1.7	+35	+63	+17	+35	+9

Watson All Beef is a very smooth made bull out of good Grand Slam Daughter. We have used all beef the past couple of years and like the moderate birth weight and frame scores he brings to the table.

Lot 10

WJW Red Watson Bodacious 942W

Purebred Red Angus 1526445 DOB: 2/20/09

RED GLACIER LOGAN
RED TKP BODACIOUS 693
 RED TKP LASA MADONNA
 RED BJR JR 105
RED LUCKY C GOLDEN 120P
 RED PIPESTONE GOLDEN 72K

BW: 88 lbs.
 WW: 695 lbs.
 WI: 118
 01/31 WT: 1214
 ADG: 3.68

CE	BW	WW	YW	MILK	TM	STAY
-3.0	+3.4	+34	+57	+13	+30	+12

The heaviest bull in the bull pen on January 27, and we are not one bit surprised. We have been using Bodacious for many years on both purebred Red Angus and Gelbvieh cows the past few years. We initially purchased the semen in the early 2000's to produce balancer cattle. He does an absolutely fantastic job of producing calves that grow and have eye appeal.

GELBIEH BULLS

WATSON CATTLE CO.



FUN Chopper-Dude 92W

Lot 11

FUN Chopper-Dude 92W

Purebred Red Scur Gelbvieh PD 133257 DOB: 3/08/09

TJB VORTEX 232 M.E.T.
WJW DOUBLE U CHOPPER 507R
 KHR 948 J
 SLC FREEDOM 178 FET
FUN LORNA LOVE 46P
 FUN PARTY LORNA 40M

BW: 88 lbs.
 WW: 744 lbs.
 WI: 108
 01/31 WT: 1152
 ADG: 3.95

CE	BW	WW	YW	MILK	TM	GL	DCE
+103	+1.8	+34	+65	+13	+30	-1.4	102

Chopper Dude is a long, fleshy, deep ribbed bull coming out of Lorna Love 46P a super purebred Gelbvieh cow with excellent maternal traits. The Dude has had an almost 4lb per day rate of gain on 96 day test. Have a look at his full brother in the 2 year old pen.

Lot 13

FUN Biker 97W

Purebred Muti Polled Red Gelbvieh PD133259 DOB: 3/22/09

TJB VORTEX 232M E.T.
WJW DOUBLE U CHOPPER 507R
 KHR 948 J
 SLC JASPER SUMMIT 130J ET
FUN SWEETHART 54P
 FUN WIND NYMPH 328K

BW: 94
 WW: 853
 WI: 102
 ADG: 3.56
 01/28 WT: 1240
 WDA: 3.44

CE	BW	WW	YW	MILK	TM	GL	DCE
101	3.1	37	67	16	35	.4	99

Maternal grandmother is KHR 845X Dam of Distinction who delivered her last heifer calf for us when she was sixteen years old. Sweethart 54P is a very fleshy cow, easily maintained and an exceptional milker. She has a well developed hind quarter and deep rib. Biker is a moderate framed, has a good disposition. He has a 3.44 average daily gain.

Lot 12

FUN Low Rider 95W

Purebred Multi Polled Red Gelbvieh PD133258 DOB: 3/10/09

TJB VORTEX 232M E.T.
WJW DOUBLE U CHOPPER 507R
 KHR 948 J
 SLC FREEDOM 178 FET
FUN FROSTIE 53P
 FUN SPRING BREEZE 325K

BW: 90
 WW: 743
 WI: 107
 ADG: 3.22
 01/28 WT: 1054

CE	BW	WW	YW	MILK	TM	GL	DCE
104	2.2	36	72	14	32	-1.6	103

Low Rider carries the dark red, thick made profile of both his Dam and Sire. Frostie 53P is an eye catching deep red cow with exceptional udder formation, great feet, feminine head and shoulders and over all super maternal traits. Low Rider carries on the performance and easy fleshing expected of Sire 507R averaging 3.22 lbs per day.

WATSON CATTLE CO. GELBIEH BULLS

Lot 14

WJW Double U Jagermeister 905W

Purebred Multi Polled PD 132996 DOB: 1/31/09

BTI RED ALERT 2077K
TJB JAGERMIESTER 229M
 59D5 JASMINE 177G ET
 SLC FREEDOM 178F ET
FUN MARISSA 56M
 FUN WIND NYMPH 328K

BW: 87 lbs.
 WW: 749 lbs.
 WI: 111
 01/31 WT: 1078
 ADG: 3.61



CE	BW	WW	YW	MILK	TM	GL	DCE
100	2.7	48	86	7	31	-2.6	10

Loads of growth, bone, and great hair are typical traits of Jagermeister sired cattle. Some of our past sales top selling bulls such as WJW Xzibit have been sired by the 2003 US peoples choice champion.

Lot 15

FUN Rambler 927W

Purebred Multi Polled Purebred PD133261 DOB: 03/6/09

OHF MEGA JOLT 1L
OHF RENEGADE 2R
 DTJ PLD ANITA KAY 28K ET
 SLC FREEDOM 178F ET
WJW DOUBLE U MISS STAR 305N
 KHR 931J

BW: 88 lbs.
 WW: 791 lbs.
 WI: 114
 01/31 WT: 1134
 ADG: 3.24



CE	BW	WW	YW	MILK	TM	GL	DCE
106	.6	31	60	19	35	-2.6	105

This March bull calf is easily the pick of Bill's bull pen. He is darker red, has freight-train length, deep hind quartered Renegade son. Miss Star is a very feminine, highly productive Dam. Rambler has done well since weaning, gaining well over 3.24 lbs per day.

Lot 16

FUN Wrangler 935W

Purebred Multi Polled Red Gelbvieh PD133260 DOB: 3/16/09

TJB VORTEX 232 M E.T.
WJW DOUBLE U CHOPPER 507R
 KHR 948 J
 WJW DOUBLE U BLACK CORONA
FUN SPICY GIRL 615S
 KHR 662F

BW: 91 lbs.
 WW: 794 lbs.
 WI: 115
 01/31 WT: 1107
 ADG: 2.94



CE	BW	WW	YW	MILK	TM	GL	DCE
106	2.3	41	72	16	37	-.3	103

Wrangler's second calver mom weaned off an almost 800lb bull calf that just kept performing on feed. Wrangler's ample depth, hind quarter, good attitude, and eye appeal, complete the package for this excellent calf. Wrangler has lots of out-cross genetics to compliment your purebred herd.

Lot 17

WJW Double U Montana Man 955W

Purebred Multi Polled PD132997 DOB: 2/24/09

OHF MEGA JOLT 1L
OHF RENEGADE 2R
 DTJ PLD ANITA KAY 28K ET
 SLC FREEDOM 178F ET
WJW DOUBLE U MS MONTANA 438P
 KHR 928J

BW: 86 lbs.
 WW: 616 lbs.
 WI: 92
 01/31 WT: 1111
 ADG: 4.47



CE	BW	WW	YW	MILK	TM	GL	DCE
101	1.7	37	70	15	34	-1.1	103

Here he is.... The top gaining bull on the 96 day test period at 4.47 lb per day. I have a sneaking suspicion that this bull will garner a lot of attention sale day. He has the typical Renegade head and very clean front end. The combination of a real good set of EPD's, great phenotype, and leading performance should catch attention of breeders and good commercial cattlemen alike.



WJW Double U Zoom 8103U



WJW Double U Kato 1906W



WJW Double U Ringer 1909W



WJW Double U Elvis 1927W

Lot 18

WJW Double U Turion 984W

Purebred Multi Polled Gelbvieh PD132998 DOB: 3/11/09

OHF MEGA JOLT 1L

BW: 88 lbs.

OFH RENEGADE 2R

WW: 584 lbs.

DTJ PLD ANITA KAY 28K ET

WI: 87

JCGR BAR GT ICON 1115F

01/31 WT: 974

WJW DOUBLE U LADY 523R

ADG: 3.14

KHR 981J

CE	BW	WW	YW	MILK	TM	GL	DCE
102	2.3	35	66	18	36	-.2	103

Renegade sired bulls always have plenty depth and a good square structure. Turion will make a good sire for those looking for a moderate frame and balanced EPD's.

Lot 19

WJW Double U Kato 1906W

Purebred Multi Polled Gelbvieh PD133000 DOB: 03/20/09

OHF MEGA JOLT 1L

BW: 87 lbs.

OFH RENEGADE 2R

WW: 635 lbs.

DTJ PLD ANITA KAY 28K ET

WI: 94

KHR 02H

01/31 WT: 992

WJW DOUBLE U KATIE 11K

ADG: 3.15

WJW MISS MELEIAA 17G

CE	BW	WW	YW	MILK	TM	GL	DCE
102	1.5	33	61	17	34	-1.1	101

The dam of our 2003 high selling bull Freedom Fog keeps proving her way by punching out good calves every year. Have a good look at the length and awesome hair on this bull. Longevity is a very heritable trait that is becoming more important everyday in this industry. The cattle business needs more cows like 11K that will produce every year without fail.

Lot 20

WJW Double U Ringer 1909W

Purebred Multi Polled Gelbvieh PD133001 DOB: 3/22/09

OHF MEGA JOLT 1L

BW: 76 lbs.

OFH RENEGADE 2R

WW: 594 lbs.

DTJ PLD ANITA KAY 28K ET

WI: 88

TJB ABSOLUTE 211L ET

01/31 WT:

WJW DOUBLE U MS MONTANA 535R

ADG: 3.10

KRH 928J

CE	BW	WW	YW	MILK	TM	GL	DCE
106	-.1	36	66	19	37	-.3	104

Ringer is a good stretchy 76 lb birth weight renegade calf that has very good calving ease and low birth weight EPD's. These renegade sired bulls all have great hair and good eye appeal.

Lot 21

WJW Double U Elvis 1927W

Purebred Multi Polled Gelbvieh PD133002 DOB: 4/08/09

OHF MEGA JOLT 1L

BW: 92 lbs.

OFH RENEGADE 2R

WW: 628 lbs.

DTJ PLD ANITA KAY 28K ET

WI: 93

SLC FREEDOM 178F ET

01/31 WT: 1040

ZAR MISS POLLED PRESCILLA 8P

ADG: 3.92

ZAR MISS ZAR MELISA 68M

CE	BW	WW	YW	MILK	TM	GL	DCE
103	1.9	37	69	18	37	-2.2	102

Flash and performance make Elvis a sure bet for breeders. This youngest bull in the pen has come on strong on test and catches my eye every time I walk through the pen. It takes a special bull to be the youngest yet still weigh in above the pen average.

Lot 22

FUN Rickards Red 96W

Red Polled Balancer 50% Gelbvieh 50% Red Angus

DOB: 3/18/09

RED BALANCER SIRE

BW: 89 lbs.

WW: 738 lbs.

WI: 107

01/31 WT:1101

ADG:3.13

RED BALANCER DAM

This performance bull has an over 3lbs per day rate of gain and carries it well. We kept back a Balancer bull to use on our crossbred cows and offspring. Rickard's Red certainly shows the hybrid vigor we expect from our mating of Gelbvieh and Red Angus. These two breeds compliment each other with the Gelbvieh providing carcass, early maturity, milk, growth and attitude. Red Angus provide the thick red hair, thriftiness and fleshing ability that we like. This bull will be a tremendous herd sire for the commercial cowman who appreciates those combinations in their cowherd.



FUN Rickards Red 96W

Lot 23

FUN Bruiser 909W

Red Polled Balancer (75% Gelbvieh 25% Red Angus)

DOB: 2/16/09

TJB Vortex 232M E.T.

WJW DOUBLE U CHOPPER 507R

KHR 948J

UNREGISTERED BALANCER
(RA X GELBVIEH)

BW: 89 lbs.

WW: 738 lbs.

WI: 115

01/31 WT:1101

ADG:3.63

Moderate framed and cherry red this eye-catching Maximiser bull comes from one of our Balancer cows who is an excellent milker with a deep bodied frame. True to form 507R threw a 89lb bull calf who arrived easily on a second calver. Bruiser is well above average gaining 3.63 lbs per day.

Lot 26

FUN Roustabout Maximiser 930W

Unregistered Red Polled Maximiser (75% Gelbvieh 25% Red Angus) DOB: 3/28/07

EXUMA MONTE

FUN RED RAVIN 413R (BALANCER)

TSCC TWIN STAR 919H

ANGUS X GELBVIEH (BALANCER)

BW: 84

WW: 689

WI: 102

01/31 WT: 1000

ADG: 2.28

Red Pride is the result of a balancer x balancer breeding. His sire was used on cross bred cows with good success. His dam is an excellent footed cow with good udder, hair and a moderate frame. This balancer has very good depth and moves with ease. A real eye catcher that should appeal to the commercial producer.

Lot 24

WJW Double U Balancer 926W

Multi Polled 50% Gelbvieh 50%Red Angus

DOB: 2/13/09

RED GLACIER LOGAN

RED TKP BODACIOUS 693 (PUREBRED RED ANGUS)

RED TKP LASA MADONNA

NGAC REMITALL POLLED EXCEL 232E

WJW DOUBLE U GILDA 204M (PUREBRED GELBVIEH)

NGAC REMITALL GILDA 228G

BW: 92 lbs.

WW: 793 lbs.

WI:118

01/31 WT:1112

ADG:3.7

There is a reason we keep dipping into the semen tank for more Bodacious semen year after year. He flat out works! We like to use Bodacious on purebred Gelbvieh cows and I have not come across a more predictable Red Angus bull yet. They are born easy and (usually in the 90 lb range) and are always stand-outs in the pen whether bulls or heifers.



WJW Double U Balancer 926W

Lot 25

WJW Double U Optimizer 930W

Multi Polled Optimizer 25% Gelbvieh 75% Red Angus

DOB: 2/14/09

RED JCC FREEDOM 82L

RED SLC FREEDOM 76T (PUREBRED RED ANGUS)

RED SLC PRALEE 104G

DUA RED ILLUSION 434P

WJW DOUBLE U SWEETIE 675S (REGISTERED BALANCER)

WJW DOUBLE U SWEETIE 217M

BW:76 lbs.

WW: 769 lbs.

WI:114

01/31 WT:1167

ADG:3.25

Here is a perfect bull for those that want to put a shot of Gelbvieh in and still maintain the Red Angus look. Here in Southern Alberta, many fall buyers that want their calves to look like Angus and perform and yield like Gelbvieh. This optimizer is out of a balancer cow that was always in the winners circle at district 4-H as a calf and again with calf at side. She is a easy keeping cow that still weaned this bull at a weaning index of 114.



WJW Double U Optimizer 930W

HYBRID BULLS

WATSON CATTLE CO.



WJW Double U Optimizer 952W

Lot 27

WJW Double U Optimizer 952W

Multi Polled Optimizer 25% Gelbvieh 75% Red Angus DOB: 2/23/09

RED TKP BODACIOUS 639
WJW DOUBLE U BALANCER 708T (BALANCER)
 WJW MISS DOUBLE U 86D
 RED LAMBS CURRENT VALUE MANN 4L
RED LAMBS SUE 24P (PUREBRED RED ANGUS)
 RED LAMBS SUE 7G

BW:78 lbs.
 WW: 613 lbs.
 WI:91
 01/31 WT:1017
 ADG:3.61

This is another very fancy optimizer rancher bull. Hybrid vigor is the only free lunch in the cattle business. This bull not only looks good he will also throw the kind of calves that will have your buyers paying for your lunch year after year.



WJW Double U Optimizer 1907W

Lot 28

WJW Double U Optimizer 1907W

Multi Polled Optimizer 25% Gelbvieh 75% Red Angus DOB: 3/20/09

RED GLACIER LOGAN
RED TKP BODACIOUS 693 (PUREBRED RED ANGUS)
 RED TKP LASA MADONNA
 NGAC REMITALL POLLED EXCEL 232E
WJW DOUBLE U GILDA 204M (PUREBRED GELBIEH)
 NGAC REMITALL GILDA 228G

BW:81 lbs.
 WW: 570 lbs.
 WI:85
 01/31 WT:964
 ADG:3.2

Contemplating thinking a little outside of the box when looking to make a genetic change? Talk to cattlemen like Ryan Kirschenman and Barry Kusler about how they like the results from their Gelbvieh / Angus hybrid bulls. There has never been a better time to improve your bottom line with optimizer bulls like 1907.



WJW Double U Balancer 1910W

Lot 29

WJW Double U Balancer 1910W

Multi Polled 50% Gelbvieh 50% Red Angus DOB: 3/23/09

OHF MEGA JOLT 1L
OFH RENEGADE 2R (PUREBRED GELBIEH)
 DTJ PLD ANITA KAY 28K ET
 RED LODI PRINCE 2632
RED LUCKY C NOVELLA 84N (PUREBRED RED ANGUS)
 RED PIPESTONE FD HARLEQUIN 61H

BW:89lbs.
 WW: 642 lbs.
 WI:88
 01/31 WT:970
 ADG:3.1

Running two breeds allows us to pasture expose some Red Angus cows to PB Gelbvieh bulls and vice versa. 84N is a very good cow that keeps great condition without fail.

TWO YEAR OLD BULLS

WATSON CATTLE CO.

Lot 30

FUN 83U Polaris

Red Multi Polled Gelbvieh Purebred DOB: 3/29/08

TJB VORTEX
WJW DOUBLE U CHOPPER 507R
 KHR 948J
 SLC JASPER SUMMIT 130J E.T.
FUN SWEETHART 54P
 FUN WIND NYMPH 328K

BW: 87
 WW: 697

CE	BW	WW	YW	MILK	TM	GL	DCE
101	3.4	39	69	16	36	.4	99

We kept Polaris over because he was young and immature. We expected him to develop into an exceptional two year old because of his outstanding 507R Sire and deep bodied, well fleshing 54P Dam. He has grown out well after good summer and fall on grass. Have a look at his full brother Fun 97W in the yearling pen.

Lot 31

FUN 87U Honda

Red Multi Polled Gelbvieh Purebred DOB: 4/05/08

TJB VORTEX
WJW DOUBLE U CHOPPER 507R
 KHR 948J
 SLC FREEDOM 178F E.T.
FUN LORNA LOVE 46P
 FUN PARTY LORNA 40M

BW: 88
 WW: 687

CE	BW	WW	YW	MILK	TM	GL	DCE
103	2.3	37	68	13	32	-1.4	102

An April bull that was too good to cut. Honda has an outstanding family tree. 507R throws consistent calving weight that causes no problems. His Dam 46P is a moderate framed cow with very good milk and easy fleshing capabilities. She has a yearling full brother FUN 87U for sale this year as well.

WATSON CATTLE CO. = TWO YEAR OLD BULLS

Lot 32

FUN 802U Little U-2

Red Double Polled Optimizer 25% Gelbvieh 75% RA DOB: 2/23/08

RED HOWE MR MATRIX 7L
RED U-2 MAXIM 14 99
RED SSS REBELLO 852G

BW: 78
WW: 701

FUN 620S - Balancer

This is a very moderate framed, dark red heifer bull potential Little U-2 was kept back as a heifer bull but not used since I bought a Purebred Red Angus bull from Wades Pen. He has low birth weight on both sides. His Dam's birthweight was 71lbs and his Sire's average progeny weight on 30 calves was 77 lbs.

Lot 33

FUN 823U Big Chopper

Red Multi Polled 75% Gelbvieh 25% Red Angus PR129193 DOB: 3/20/08

TJB VORTEX
WJW DOUBLE U CHOPPER 507R
KHR 948J
XZR COPPER 301C
SLC GLOXINA 39G
PUREBRED RED ANGUS

BW: 87
WW: 697

CE	BW	WW	YW	MILK	TM	GL	DCE
106	-.6	29	55	16	31	-.2	104

Big Chopper is an awesome two year old with 507R's tremendous hind quarter. He is a very long, stretchy bull who strides out very and has an excellent disposition. His registered balancer mother has exceptional heifers working for us in our commercial herd. Good milk, hair coat and easy fleshing describes 39G and her daughters.

Lot 34

WJW Double U Optimizer 8140U

Red Multi Polled Optimizer 25% Gelbvieh 75% RA DOB: 4/15/08

RED U2 ILLUSION 223
RED U2 ILLUSION 434P
RED U2 LADY 61N

BW: 69
WW: 632
YW: 1153
Yearl. Scrotal: 38cm

WJW 591 - BALANCER

This dark red, smooth, light birthweight bull was a late calf that we ended up using on a package of commercial heifers in the summer. The cow line is a good footed, easy keeping bunch. Expect some longevity with this line as the Hancy 26B was one of the original Gelbvieh cows that we started our herd with.



GENERAL SALES INFORMATION

Hotel Accommodations: Travel Lodge: 1-800-442-8729

Best Western: 1-888-527-6633

Super 8 Motel: 1-800-800-8000

Announcements: Announcements from the auction block shall take precedence over printed material in our catalogue. Buyers are therefore cautioned to pay attention to any such announcements.

Terms of Payment: Cash or Cheque payable to clerk on the sale day. U.S. Funds will be accepted at the current rate of exchange on Sale Day. Please be sure to have the clerks record you transfer instructions and shipping information at the time of purchase.

Insurance: Ownership risk to purchaser commences when the auctioneer's hammer falls. Full mortality insurance is available on sale day, and must be taken on any animals purchased for full value if being maintained by seller prior to delivery.

Conditions and Guarantee: All entries sell with a responsible breeders guarantee of satisfaction. In the unlikely event of any dispute whatever, regular TERMS & CONDITIONS recognized with Sales Management shall apply, and in accordance with Canadian Gelbvieh Association Code of Ethics.

Papers: Each purebred will carry papers issued by the Canadian Gelbvieh Association/Canadian Angus Association will be furnished in the name of the new owner and after full settlement has been made.

Liability: Although every precaution will be taken to protect the safety and comfort of buyers, owners, employees, sales staff and representatives assume no responsibility in these matter and disclaims any liability, legal or otherwise, in the event of an accident or loss of property.

Breeding to bring the best 2U

RED ANGUS



WJW RED ACSIK 909W



WJW RED WATSON HOLLYWOOD 912W



WJW RED WATSON MASTERPLAN 910W

GELBVIEWH



FUN RAMBLER 927W



FUN CHOPPER-DUDE 92W



WJW DOUBLE U ELVIS 1927W

-2U *Double U Gelbvieh*
Wade & Jolene Watson
(403) 528-7456

WW *Wild Wind Gelbvieh*
Bill & Christine Watson
(403) 832-2238

Box 635, Medicine Hat, Alberta T1A 7G6

MAIL POSTE

Canada Post Corporation Société canadienne des postes
Postage paid Port payé
Addressed Médiaposte
Admail avec adresse

7023491
MEDICINE HAT

HYBRIDS



WJW DOUBLE U OPTIMIZER 930W



FUN RICKARDS RED 96W



WJW DOUBLE U BALANCER 926W