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WINTER 2000/2001

ISA CATTLE COMPANY

## BEEFMASTER FIESTA

### Isa Cattle Co.'s Female Sale



**SPECIAL SALE DAY OFFERING:  
L Bar 5502 semen at \$100 per unit**

L Bar 5502 is the ultimate expression of the Six Essentials. Isa Cattle Co. has never raised a more fertile, correct or charismatic bull in over 37 years in the business.



We invite you to take part in this historic event. This is the first sale ever to feature over 90 young, registered females where an exceptional, proven herdsire is part of every lot.

L Bar 5502 is the bull the Beefmaster breed can unite behind: his sons already are sought after by commercial cattlemen and his daughters are becoming an integral part of many great registered programs.

**Saturday, Jan. 20, 2001**

**Offering 90 young registered  
Beefmaster females  
All bred to or sired by L-5502**

- Pairs
- Three-in-Ones
- Heavy Breds
- Yearling Females

Approx. 30 spring calvers  
& 60 fall calvers

**Proven Performance!**



**Proven Progeny!**



**Proven Profits!**



# 'Fiesta' a first for female b

Dear Friends,

Please accept our best wishes from our family to yours for 2001. Hopefully, we will see the end of the great drought of the Nineties and enjoy the highest calf market in history. It should be a great year in the ranching business!

It's hard to believe the changes that have taken place during my nearly 40 years in the cattle industry. When the first moon shot occurred, we lived on our ranch in Northern Mexico. One of our maids asked Annette if the earth were really round.

Amazingly, people in space are no longer front-page news.

In the cattle world, we now have DNA and sonogram, video and Internet marketing, faxes and cell phones, intensive grazing and formula selling. The world is changing fast, and our industry rushes right along with it.

Isa Cattle Co. has been blessed with a successful bull business, in part, because we offer a large number of high-quality, performance-tested bulls at a convenient location and time and at reasonable prices. We also provide continuing business support to our customers who want it.

In recent history, there has been no place for a serious buyer of Beefmaster cattle to find a large selection of fertile, one-brand, quality young females, bred to a proven bull and calving at the right time.

On January 20, 2001, Isa Cattle Co. is going to remedy that situation. We are

pleased to offer over 90 top L Bar females, all bred to or daughters of L Bar 5502.

These cattle represent over 100 years of continuous effort by four generations of Lasaters, and we feel L Bar 5502 is the best bull we have ever raised. Another breeder told me back in October, "5502 is possibly the best bull in America."

## FIESTA SALE SPECIFICS

### WHEN

10:00 a.m.  
Saturday, January 20, 2001

### WHERE

Producers Auction  
San Angelo, Texas  
**Sale Headquarters:**  
Holiday Inn (915) 658-2828

### WHO

**Sale Consultants:**  
Mike Green (936) 851-2587  
Robert Williams (817) 431-2308

### Co-Managers:

Isa Cattle Co. (915) 949-3763  
Thompson Cattle Marketing  
(903) 848-8301

The offering will consist of approximately 30 spring-calvers and 60 fall-calvers, and will include open heifers, pairs, heavy-breds and short-bred fall-calvers. All cattle will be pregnancy-tested by sonogram. For the first time, a female buyer will be able to

select from a large, uniform offering, knowing their breeding and calving information.

On sale day, we also will be offering a special price of \$100 on 20 or more straws of L Bar 5502 semen. This is a 50% discount, so even if you can't make it to the sale, we invite you to phone in your order.

If you have questions, please call Lorenzo or me, Fred Thompson, Mike Green or Robert Williams.

In closing I want to thank all our customers in 2000. Without you, all our efforts wouldn't mean very much. We appreciate your patronage and value your friendship.

See you at the Fiesta!

Best regards,

*Laura*



Lot 1B – Top 5502 Open Heifer



Lot 2 – Heavy Bred 5502 Daughter



Lot 19 – 3-in-1, 7499 Daughter Bred to 5502



Lot 60 – Heifer Bred to 5502

# Buyers

## Why L Bar 5502 is "possibly the Best Bull in America"

### PROVEN PERFORMANCE

• His 17 sons in the 2000 Isa Bull Sale outperformed his contemporaries' averages in virtually every category:

- 14% better grass gain
- 25% better feed test
- 1 cm. larger scrotal
- 16% larger ribeye area

• Two calf crops from the L Bar herd have topped their peer groups for every important trait.

### PROVEN PROGENY

• His calves off first-calf heifers averaged 71 lbs.

• The L Bar 5502 x Angus progeny show tremendous promise at Texas A&M sire evaluation.

### PROVEN PROFITS

• His 17 sons in the 2000 Isa Bull Sale grossed \$94,150, to average \$5,434.

• 5502 bred over 140 cows natural service in 2000.

• He was the 1997 top-producing bull of all breeds at Elgin Breeders Service.

• 5502 boasts perfect conformation – BBU classified U 1/2.

Animal Breeders Co., Zimbabwe

Bob Baesler, NM

Rob Beard, TX

Carter Behrens, TX

Terry Bennie, TX

Bill Broussard, FL

David C. Brown, FL

Joe & Matt Brown, TX

Ward Burroughs, CA

Larry Buster, OK

Sergio Capps, Brazil

Ted Cain, MS

John Cargile, TX

Bill Church, MO

Darrell A. Davis, TX

Matt Dikeman, TX

A. Duda & Sons, Inc., FL

Roy Early, TX

Jim Farley Cattle Co., FL

Fields & Wimberley, TX

Fisher Farms, TX

Artemio Garza Flores, Mexico

Pearce Flournoy, CA

G Bar F Ranch, NM

Ganadera Las Margaritas, Mex.

Goemmer Ranches, AZ

Gregg Hanzlicek, NE

Hubble Land & Cattle, TX

Johnny Jones, TX

Jones Ranch, LLC, TX

Melinda Kacal, TX

James Ketchersid, TX

Lairmore Beefmasters, AR

Lucky W Ranch, TX

Tommy Mann, FL

Margaret Marquart, NM

Scott Marsh, NJ

Bob McCaskill, MS

Walter McCullough, TX

Joe Mendiburu, CA

Jo Ann Mendiburu, CA

Tim Millican, TX

Cornelia Múzquiz, Mexico

Connie Petrick, TX

Guillermo Osuna, Mexico

Curtis Proske, TX

J. Paul Rainey, TX

Rafter T Ranch, FL

Alejandro Ramos, Mexico

Hardy Richards, TX

Ronald Richardson, LA

William & Linda Richey, FL

Rio Hondo Land & Cattle, NM

Rio Ranch Corp., FL

Juan Sáenz, Mexico

Salt Creek Beefmasters, TX

San Emigdio Cattle Co., CA

San Pedro Beefmasters, TX

Arturo Siller, Mexico

Eduardo Siller, Mexico

Harold Smith, TX

Randy & Marta Spears, Brazil

Ted Stehling, TX

Peter Summers, FL

Texas A&M University

Texas Tech University

Triple F Beefmasters, TX

Bill Trantum, AR

Demetrio & María Vázquez, CA

Wedgeworth Families, TX

Ann B. White, TX

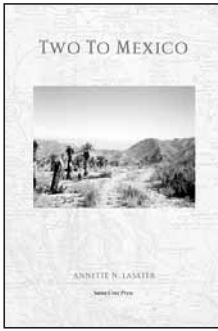
Jim Willingham, TX

David Zambrano, Mexico

thanks  
for a great 2000

# SANTA CRUZ BOOKSTORE

## Two to Mexico **NEW!**

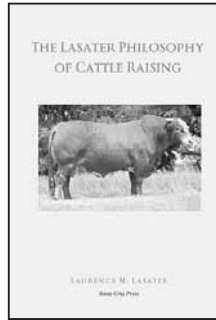


By Annette N. Lasater  
**Millennium Edition**,  
182 pages  
Paperback, \$20.00

Two to Mexico recounts 10 years of the Lasater family's pioneering experiences in Northern Mexico's rugged Santa Rosa Mountains.

From Indian wars to flying lessons and many unforgettable friendships. Hoping to have a small impact on the country and industry, the Lasaters instead were profoundly changed by Mexico's culture and people.

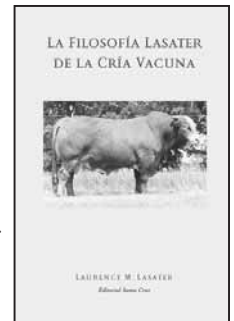
## The Lasater Philosophy of Cattle Raising & La Filosofía Lasater de la Cría Vacuna **NEW!**



By Laurence M. Lasater  
**Millennium Edition**, expanded with new Part II  
118 pages—Paperback, \$20.00

As son Laurence tells it in this book, Tom Lasater, a legend in the cattle business, recognized an ecological approach to cattle raising before the word *ecology* became popular. The Lasater Philosophy is among the all-time best-selling books from Texas Western Press.

In the Spanish version, Marcos Giménez Zapiola of Argentina has translated the original edition as well as the informative new section.



### Order Form

Prices include shipping and tax.  
Volume discounts available.

- \_\_\_\_\_ copies @ \$20.00 The Lasater Philosophy of Cattle Raising  
Millennium Edition, with new Part II  
by Laurence M. Lasater
- \_\_\_\_\_ copies @ \$20.00 La Filosofía Lasater de la Cría Vacuna  
by Laurence M. Lasater
- \_\_\_\_\_ copies @ \$20.00 Two to Mexico  
by Annette N. Lasater
- \_\_\_\_\_ copies @ \$12.00 Lorenzo and Don Clemente  
by Annette N. Lasater
- \_\_\_\_\_ copies @ \$20.00 The Lasater Philosophy of Cattle Raising  
Original edition by Laurence M. Lasater
- \_\_\_\_\_ copies @ \$12.00 Welcome to the New Cattle Industry  
by Laurence M. Lasater/Bob Kingsbery

Total: \$ \_\_\_\_\_

Name \_\_\_\_\_

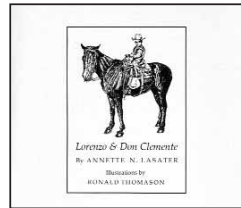
Shipping Address \_\_\_\_\_

\_\_\_\_\_

Telephone \_\_\_\_\_

Please send check or money order (payable to Isa Cattle Co.)  
with order form to: Box 60327, San Angelo, TX 76906

## Lorenzo & Don Clemente



By Annette N. Lasater  
Second Edition 1997, 40 pages  
Paperback, \$12.00

Lorenzo & Don Clemente describes the experiences of two unlikely friends—the Lasaters' son and a wise, old Spanish-speaking cowboy named Don Clemente. For children ages 5 to 95 years.

## The Lasater Philosophy of Cattle Raising

By Laurence M. Lasater  
Original Edition, 70 pages—Paperback, \$20.00  
The classic written 30 years ago. Now out of print.

## Welcome to the New Cattle Industry

By Laurence M. Lasater & Bob Kingsbery  
First Edition 1987, 52 pages—Paperback, \$12.00  
Now out of print.



[www.isacattleco.com](http://www.isacattleco.com)

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