

**Bull and Heifer Selection  
At Bradley Ranch**  
*By Mary Lou Bradley-Henderson*

3

**Questions to Ask Before You Make  
Selections:**


- What is your market end point?
- Environment?
- Feed resources?

2

3

**The  
Bradley  
Ranch  
Market End  
Point:**

**BULLS!**




3



Rough & tough environment

4

**Our customer's bulls live here....**



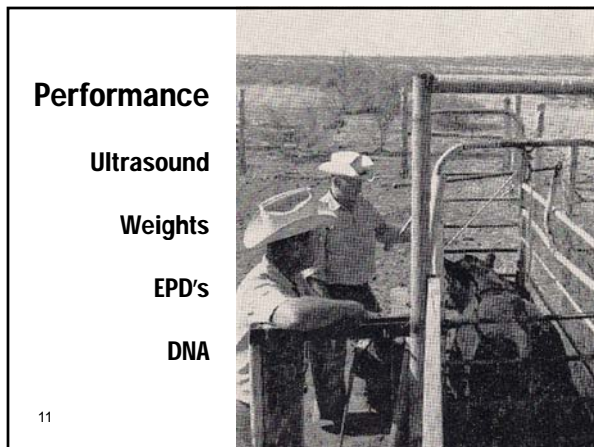
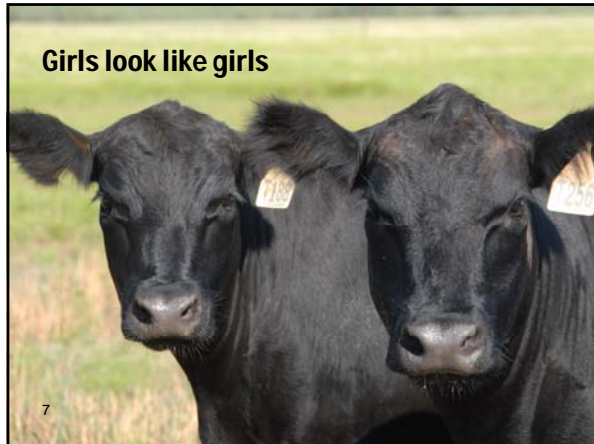
5

**How do we select replacements and herdsires?**


- No more "In and By"
- Everyone has input
- Herd records, cow history, performance
- Phenotype

6

3



**Standing The Test** *of Time.* **February 11, 2012**  
*at the ranch, east of Estelline, Texas*



**200+**  
**Angus Bulls**

It's **TIME** for you to own a  
Bradley 3 Ranch bull!

**Bradley 3 Ranch, Ltd.**  
*Ranch raised bulls for Ranchers since 1955.*

Mary Lou, (940) 585-6471  
James, (940) 585-6171  
Minnie Lou, (940) 585-8075

[www.bradley3ranch.com](http://www.bradley3ranch.com)

13

