

RJ Lovejoy

devoted to

Nebraska

Rodney Joseph Lovejoy (RJ) was born March 21, 1942, to Hal and Mildred Lovejoy on the ranch 17 miles south of Valentine, where he lived his entire life. RJ's ancestors were known to have outstanding quality in their Hereford cattle, and he continued this tradition as a fourth-generation rancher.

His early introduction to showing cattle was with his sister Phyllis. 4-H and FFA projects were selected from the family herd, which eventually began the establishment of RJ's registered herd of Herefords.

RJ met Cheryl Steckel of Taylor at the 1962 Drybread Hereford Ranch field day, one of the nation's first, hosted by the Nebraska Hereford and American Hereford associations. That year the Nebraska Junior Hereford Association was formed with RJ as the inaugural president and Cheryl as the secretary. They worked together at Hereford events and meetings, which was the beginning of their romance that culminated in their marriage in 1963.

RJ and Cheryl added to the family in 1963 with their son Chris and daughter Jody in 1966. Chris and Jody continued their family tradition of exhibiting cattle in 4-H and FFA. Family vacations were spent at state fairs, Ak-Sar-Ben and local and national shows. RJ was dedicated to the growth of youth and was an advisor to the Nebraska Junior Hereford Association and was a 4-H leader in beef and horse projects for local members. He was also an active member of the Jaycees.

In 1973, RJ and Cheryl purchased the ranch, which was originally settled by Lovejoys in 1886, and were able to continue another generation on the land. Registered and commercial cattle led to the structure of their cowherd program. Early pedigreed females were purchased from neighbor Wilbur Drybread, Ed Belsky of Merriman and Alfred Meeks of Taylor.

Herd sires were selected on performance and maternal traits that sired cattle that raised the bar of the Hereford breed. RJ believed in the importance of eye-appealing bulls that would sire muscle, frame and structure. SH Advancer 565, known as "Buck," from Scott Holden of Montana, BLR Mont Domino 6127, known as "Reno," bred by Bright Brothers in California, 66 Mischief K13 and DH Piegan Aster 10 from Derry Herefords were some of the bulls RJ purchased. Exceptional progeny were daughters of Buck, and the cross of Reno on Buck daughters proved to be some of the best.

RJ's untimely death in 1979 led to the dispersion of the cowherd and program in June 1981. His family continues the Lovejoy legacy of raising premium livestock. Chris and his wife Mary Beth raise bulls and ranch near Carter, South Dakota. Their daughter Rachel lives in Hermosa. Jody and her husband, Bob Dexter, ranch commercially on the original ranch. Their daughter Sydney lives and works on a neighboring ranch. Their daughter Bailey, married to Gordon Needs, lives in Theford. Cheryl remains on the ranch and is retired.



"Reno" BLR MONT DOMINO 6127
17366555

2 BLR Mont Domino 6127
Calved 5/3/77 Tattoo 6127 17366555

Montana Domino 74005 16660237	Montana Domino 71103 HL4 Tana Dom 72100	L1 Domino 68194 Tana Domino 6456 Montana Domino 69818 HL 4 Tana Dom 6745
Bright Priscilla 227 16253152	L1 Domino N915 Diamond Priscilla 16	L1 Domino 569 CL 2 Rangefette 18 Diamond Joaquin 53 Diamond Priscilla 10

the "BUCK" stops starts here...



SH ADVANCER 565 "BUCK"

Without a doubt... a great maternal sire

MBVR 107.3 YBVR 107.1
(Progeny from 13 herds)

183 CALVES AVE. WR 111.6
43 CALVES AVE. YR 112.0

No one bull in modern Hereford history has had more breeder acceptance!

LOT 1 HE, HIS GET & SERVICE SELL REFERENCE SIRE

Calved 3/25/75 Tattoo 565 10806242

SH Advancer 111 7575271	SH Advancer C80	HH Advancer C45
SH Miss Advancer 337 10234402	HH Princess J1	HH Miss Domino 8402
	SH Advancer 111	LT1 Durrino 10
	SH Miss Advancer 136	Grand Princess 35
		HH Advancer C80
		HH Princess J1
		SH Advancer 509
		HH Miss Advancer AS45

The buying opportunity of 1981... a proven sire of cattle with performance, structure, and "eye appeal." Few bulls can match the accomplishments of this great breeding bull whether in the breeding herd or in the show and sale rings. He's a winner! Having sired more successful cattle for successful breeders than any sire today.

ADJ. 205-DAY WT. 849 ADJ. 365-DAY WT. 1,092

SELLING FULL INTEREST & FULL POSSESSION
(Semen bank sells with the bull)

SON OF BUCK... Third High-Selling Bull - Denver 1981