

In light of recent sale results, and with the increased emphasis being placed on horn growth industry-wide, the Butler bloodline has been described as the “hot” Texas Longhorn bloodline. There is also a widespread notion, reinforced by the *Journal*’s title for this special section, that Butler popularity is “coming back.” Regarding the bloodline’s status as the Longhorn family of choice, I have no argument. The idea that the Butler bloodline ever went away (which it would have to in order to stage a comeback), is where I would offer a slightly dissenting viewpoint.

Texas Longhorn market data recently compiled by the *Texas Longhorn Journal* reflect a picture of “what’s hot and what’s not” that may surprise many industry observers. This compilation of real sales of Longhorns offered at public auction during the 1990s, which will be published in full in the May/June issue of *TLJ*, shows that a majority of the breed’s high-sellers have contained at least a percentage of Butler blood (the top 75 of which are listed by price on

Kings of the Hill

Butler Texas Longhorns in the Marketplace

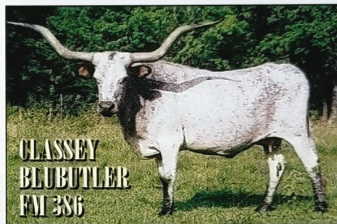
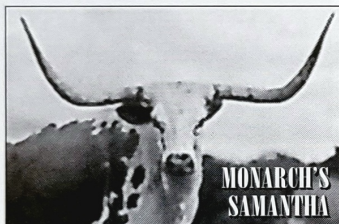
This trend toward ever-larger horn growth is nothing new to the industry. Historically, the breed’s longest-horned individuals—regardless of bloodline—have been its most celebrated and highly valued members. What is fairly new is the genetic explosion which has made such previously unheard-of lengths attainable. As a genetic pool, the Butlers have been (and are) the breed’s only consistent source of increased horn growth. Many “genetic blend” breeders are quick to observe that “you have to have Butler blood if you want to have horn.”

A comparison between Milby Butler’s herd and other herds of the day illustrates the distinct advantage in overall quality and consistency held by the Butler cattle. This advantage can be attributed to the fact that Milby Butler’s breeding program was based upon controlled matings and rigorous selection. This program was in place for many

Many of the aforementioned females became embryo donors in high-profile programs such as those of Dickinson, McCombs, Sparger and

Harrell, to name a few. Also adding to the value of Butler cattle is the well-documented fact that they have simply worked well in nearly every breeding scheme that they have been tried. The bloodline crosses well with all other Longhorn families, with its continued popularity standing as the best evidence of its usefulness and overall worth to the industry.

So what does this all mean? Are Butler Texas Longhorns really the greatest thing since sliced bread, or just a bunch of small, white cows that have the ability to sprout enormous horns? The truth is somewhere in the middle. They are simply Texas Longhorns doing what Longhorns do best. Hardy, efficient, fertile and productive, the Butler bloodline stands as a living example of the Longhorn’s inherent greatness. These cattle don’t make claims, they make a living. To view them solely as a means to increase



the following pages). Unlike the majority of the original “Seven Families,” even 100% Butler-bred cattle excel in the midst of the genetic-blend trend. Similar data from the 1980s appears to support the same conclusion—that Butler-bred cattle have dominated the auction end of the industry for most of the past two decades. The bloodline continues to flourish as more and more breeders are educated about the unique qualities of this Longhorn family.

At first glance, the obvious reason for Butler sale success is that “horns sell.” I won’t argue with this observation—horns have and always will increase a Longhorn’s market value. This is not to say that there are not other factors in determining this value. Pedigree, color, show success and promotion (either of the individual or the program from which it comes) are worth considering, and different breeders place different weights on these factors when buying. However, as producers seek to “flesh out” their idea of the complete cow, they have found that the industry standard for horn growth has risen dramatically over the past few years. Today, it is evident that a 50” tip-to-tip measurement has replaced the old 40” as the minimum for acceptable horn length, with the 70” mark replacing 60” as the goal for Texas Longhorn females.

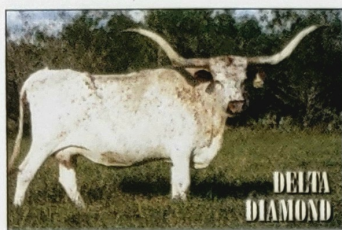
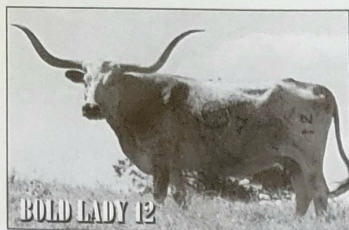
years, while other breeders were struggling to locate and acquire pure Longhorns. The quality advantage of the Butler program led to a high demand for the cattle—which has continued to this day.

In addition to the long-horn genetics, several other factors have helped to set a high value for Butler cattle. They survived a brush with extinction, as the breed itself had. After Milby Butler’s death in 1971, it was estimated that nearly 80% of his cattle were sent to slaughter. Fortunately, a handful of Longhorn breeders got word of the sales and were able to save some of the cattle. The resulting decrease in the supply of Butler breeding, coupled with its quality, increased its demand and value. Additionally, many of the Butler cattle were discovered by breeders during the greatest period of market growth in breed history. These big-horned, productive cattle were highly promoted during the boom days of the late ’70s and early ’80s. The names are very familiar, even twenty years later: Rose Red, Maressa, Graves 68, Graves 102, Droop Horns, Classic, Monarch, Bold Ruler, Colorado Cowboy, etc.

tip-to-tip horn measurement in a herd is a common perspective, but it misses the point. Milby Butler had a passion for his big-horned cattle, but he was far more interested in producing a specific type of animal which he believed to be a true embodiment of “the old blood.”

After the Butler dispersal following Milby’s death, many breeders felt that the small number of cattle that survived were too inbred to be kept as a viable bloodline, but almost thirty years later the Butler line is thriving in a pure form. With many females recognized as being among the breed’s very finest individuals and with a large semen inventory representing a wide cross-section of Butler genetics including many of the breed’s greatest-producing bulls, the Butler future seems limitless. There are a host of exciting young straight-Butler bulls poised to carry the bloodline well into the twenty-first century. Regardless of whether the prominence of the Butler line is the result of a “comeback” or just reflects continued growth, Butler Texas Longhorns are a bloodline with a future. Not a cure-all, just good cattle that make very good market sense.

Big Horns, Big Names, Big Bucks *Butler Cattle at Public Auction in the '90s*

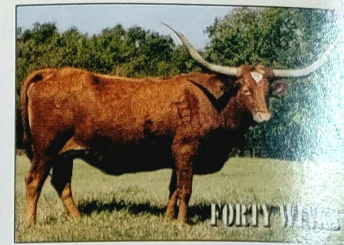
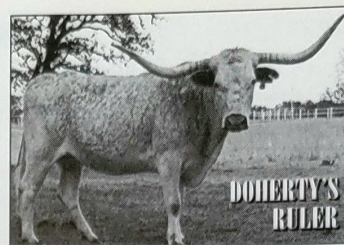
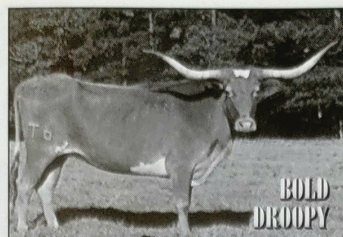
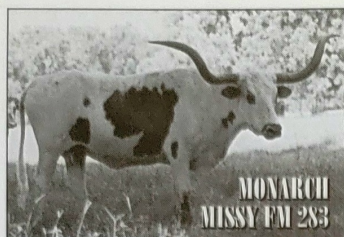


Rank *	Price	Name/Sire & Dam	Consignor	Buyer	Sale
1	\$23,000	MISS BLUE DENIM FM 102 <i>Ace's Dayton Despewrado x Classey Blubutler</i>	F.M "Blackie" Graves	Kety, Doyle, McLeod Burkhart & Claussen	1997 Blackie Graves Herd Dispersal Sale
2	\$21,000	COUNTRY LIBERATOR <i>Country Boy x Tri-W 698's Liberty</i>	DK Longhorns	W.O. & Patti Marquess	1992 Top of the Crop Sale
3	\$20,000	CLASSEY BLUBUTLER FM 386 <i>Classic x FM Graves 52</i>	Blackie Graves	Kaso Kety, Mike Dolan, Michael McLeod & Doyle	1997 Blackie Graves Herd Dispersal Sale
4	\$19,000	MONARCH'S SAMANTHA <i>Monarch 103 x B-D Miss Serina</i>	BettyLamb	Bob Loomis	1992 "The Gathering" Sale
5	\$15,200	SUZANNAH BLACK Safari B 977 <i>King Classic x Suzannah (Safari B 2)</i>	Safari B Ranch	Roberts & Glendenning partnership	1994 Safari B Ranch Dispersal Sale
6	\$13,000	DIXIE CREOLE <i>Emperor x Delta Ellie</i>	Johnnie & Ruth Hoffman	Steve Roberts	1995 Louisiana Purchase
7	\$12,000	ARCHER 240 <i>Archer 155 x Archer's Turkey Egg</i>	Betty Lamb	Sutton Ranches	1993 Betty Lamb Herd Dispersal Sale
8	\$12,000	BOLD LADY 12** <i>Bold Ruler x Canyon Lady</i>	Betty Lamb	Sutton Ranches	1993 Betty Lamb Herd Dispersal Sale
9	\$12,000	TRIXIE MONARCH 598/8 <i>Monarch 103 x Miss Brazos 556</i>	Blackie Graves	Briney's Lazy 5B Ranch	1997 Blackie Graves Herd Dispersal Sale
10a	\$11,000	DELTA DIAMOND** <i>Monarch 103 x Pearl</i>	Sutton Ranches El Coyote Ranch	El Coyote/Circle K Ranch partnership	1997 Sutton Ranches Complete Herd Dispersal
10b	\$11,000	JMC PHENOMENAL ABIGAIL** <i>Phenomenon x JVC Impressive Ruth</i>	Sutton Ranches	Jim & Barbara Atwell	1997 Sutton Ranches Complete Herd Dispersal
10c	\$11,000	TANGLEWOOD <i>Classic x Short</i>	Tomfoolery Farms	Margot Burrell	1991 Y.O. Ranch Spring Invitational Sale
13	\$10,600	CALL TO GLORY <i>Magnum Force 409 x Something Special 395</i>	Lucretia Bourrous	Brent & Cindy Bolen	1996 Shady W All-Star Longhorn Lineup Sale
14	\$10,200	BROAD 58 <i>Monarch 103 x Frosty 309</i>	Johnnie & Ruth Hoffman	Elmer Kirkland	1990 Louisiana Purchase
15a	\$10,000	DIXIE RIVER <i>Emperor x Delta Nichole</i>	Johnnie & Ruth Hoffman	W.O. & Patti Marquess	1995 Louisiana Purchase
15b	\$10,000	HCR MISS DOHERTY 38 <i>Classic Progress x Doherty 174</i>	Bud Berry	Bob & Linda Moore	1990 Santa Patricia Sale of Champions
15c	\$10,000	MONARCH MISSY FM 283 <i>Monarch 103 x FM Graves 52</i>	Blackie Graves	Royce Lively	1997 Blackie Graves Herd Dispersal Sale
15d	\$10,000	JMC PHENOMENAL ABIGAIL* <i>Phenomenon x JVC Impressive Ruth</i>	El Coyote Ranch	Sutton Ranches	1994 "The Gathering" Sale
15e	\$10,000	TARI GRAVES <i>Mr. Graves x Texas Tari FM 610</i>	Blackie Graves	Johnnie & Ruth Hoffman	1996 Louisiana Purchase
20	\$9,700	CLASSY CORDY <i>Classic x Cordy</i>	Jim Hutchinson	Frank Forest	1992 ITLA Houston Open
21	\$9,500	LARAMIE 27 <i>Monarch 103 x Jerky</i>	Hoffman & Graves	Elmer & Stella Kirkland	1991 Louisiana Purchase
22	\$9,200	DOHERTY'S 698 DELIVERY <i>Rural Delivery x Doherty 698</i>	W.O. & Patti Marquess	Sherman & Steve Boyles	1993 Top of the Crop Sale
23a	\$9,000	CHECOTAH'S FANTASIA <i>Checotah x Classic Bonita</i>	Lucretia Bourrous	Frank Forest	1992 ITLA Houston Chapter Sale
23b	\$9,000	DELTA EASTER <i>Emperor x Delta Nutmeg</i>	Johnnie & Ruth Hoffman	Leonard-Atwell partnership	1993 Louisiana Purchase
23b	\$9,000	WHELMING LANEY <i>Overwhelmer x Superior Symbol</i>	Bob Loomis	Ben & Ann Gravett	Alliance '96 Sale

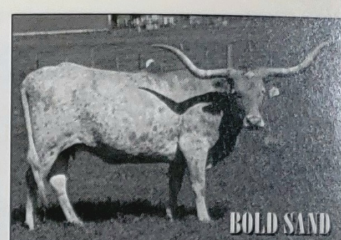
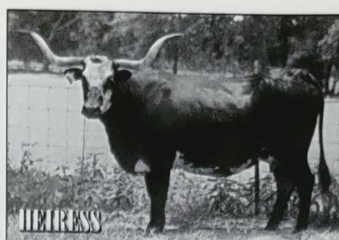
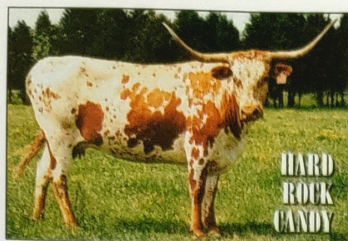
GRAY TYPE indicates straight-Butler breeding

*More than one listing in Top 75

TOP-SELLING BUTLER CATTLE OF THE '90s *continued on page 34*



Rank*	Price	Name/Sire & Dam	Consignor	Buyer	Sale
24a	\$8,500	DIXIE MOCHA <i>Emperor x Delta Twilight</i>	Graves & Fairchild	Jim & Barbara Atwell	1996 "The Gathering" Sale
24b	\$8,500	SAGE SHADOW FM 138 <i>Sage Dode FM 950 x Real Princess</i>	Blackie Graves	Bob Loomis	1997 Blackie Graves Herd Dispersal Sale
26	\$8,200	DELTA BRENDA <i>Monarch x Delta Ranger</i>	Johnnie & Ruth Hoffman	Sutton Ranches	1994 Louisiana Purchase
27a	\$8,000	DELTA BELLA <i>Emperor x Delta Serenade</i>	El Coyote Ranch	Bob Loomis	1997 Eddie Wood Spring Cowtown Sale
27b	\$8,000	DELTA DIAMOND* <i>Monarch 103 x Pearl</i>	Johnnie & Ruth Hoffman	El Coyote/Sutton Ranches partnership	1995 Louisiana Purchase
27c	\$8,000	DIXIE RIVER* <i>Emperor x Delta Nichole</i>	Lew Meibergen	Gene & Jolie Berry	Double L Longhorns Herd Dispersal Sale
30	\$7,750	W5 WICHITA CLASS <i>Bebopper x Classic Chance</i>	David & Bracy Wars	Jim Atwell	1996 "The Gathering" Sale
31a	\$7,500	L BET I CAN* <i>Wilman x Lightning "C" Black Velvet</i>	Betty Lamb	Sutton Ranches Herd Dispersal Sale	1993 Bettly Lamb
31b	\$7,500	DYNAMITE FM 190 <i>Headliner x Monarch's Charlotte FM 509</i>	Blackie Graves	Joe West	1997 Blackie Graves Herd Dispersal Sale
32	\$7,400	BOLD DROOPY <i>Bold Ruler x MF Droopy</i>	Ace Cattle Co,	Sutton Ranches	1994 Louisiana Purchase
33	\$7,300	MOONBEAM (Safari B 1166) <i>Blue Ruler x Tango</i>	Safari B Ranch	Steve Roberts	1994 Safari B Ranch Dispersal Sale
34a	\$7,200	CHERRY 803 <i>Dixie Hunter x Lu King</i>	Chris Jones	Jim & Barbara Atwell	1997 "The Gathering" Sale
34b	\$7,200	DOHERTY'S RULER <i>Bold Ruler x Doherty 698</i>	Margot Burrell	Robert and Kim Richey	1992 "Top of the Breed II" Texas Longhorn Sale
34c	\$7,200	PRINCESS <i>Texas Deuce x Ace's Black Magic</i>	Fairchild & Graves	Wayne Weber	1995 "The Gathering" Sale
34d	\$7,200	SINCERITY <i>Senator x Measles' Supreme</i>	El Coyote Ranch	Richard Spradlin	1996 "The Gathering" Sale
38	\$7,000	OZARK MOUNTAIN QUEEN <i>Ozark Ruler x Ozark Lady 34</i>	Ken Kirkham	Butch Geurin	1997 Eddie Wood Fall Cowtown Sale
39	\$6,900	MT LADY LUCK <i>Miller Time x DR-125</i>	Sherman & Steve Boyles	Johnnie & Ruth Hoffman	Alliance '95 Sale
40a	\$6,800	BOLD LADY 12* <i>Bold Ruler x Canyon Lady</i>	Sutton Ranches	Glendenning Farms	1997 Sutton Ranches Complete Dispersal Sale
40b	\$6,800	DELTA PIA <i>Emperor x Delta Dove</i>	Bob & Linda Moore	Richard Bergquist	Eddie Wood's Spring Cowtown Sale
40c	\$6,800	FORTY WINKS <i>Phenomenon x White Linen</i>	Mike Bowman	Billy & Doris Reed,	WF Ranch/End of the Trail Ranch Dispersal Sale
43a	\$6,700	KNOW I CAN <i>BG's Rough 'n Rowdy x L Bet I Can</i>	Mike Bowman	Bob Loomis	WF Ranch/End of the Trail Ranch Dispersal Sale
43b	\$6,700	SHE MIGHT BE <i>Overwhelmer x Seco Classey 4/21</i>	George Wilhite	Richard Farnsworth	1992 "The Gathering" Sale
45a	\$6,500	HARD ROCK CANDY <i>King x Circle R Candy</i>	Panther Creek Ranch	Ben Gravett	1995 ITLA Celebration Sale
45b	\$6,500	LONESOME DOVE <i>Bail Jumper x Impereckle</i>	Johnnie & Ruth Hoffman	Sherman & Steve Boyles	1993 Louisiana Purchase
45c	\$6,500	MISS QUIXOTE ESPECIAL <i>Classic Especial FM 222 x Quixote Joan</i>	Bob Loomis	Jim & Barbara Atwell	Alliance '96 Sale
45d	\$6,500	WIX GHOSTINA 446C <i>Impressive x Ghost</i>	John T.L. Jones	W.O. Marquess	J Bar 7/Saxony Farm Dispersal Sale



Rank*	Price	Name/Sire & Dam	Consignor	Buyer	Sale
49	\$6,200	MT ERA'S SUPREME <i>Miller Time x Manteca Lin's Lost Era</i>	Sherman & Steve Boyles	Jim Smith	1994 Creek Plantation Sale
50a	\$6,000	L BET I CAN* <i>Wilman x Lightning "C" Black Velvet</i>	Sutton Ranches	Glendenning Farms	1996 Sutton Ranches Complete Dispersal Sale
50b	\$6,000	CHANTILLY LACE <i>Lockhorn x Texas Linen 171</i>	Tomfoolery Farms	Larry & Sherry Stifflemire	1991 Eddie Wood Spring Cowtown Sale
50c	\$6,000	DELTA ANNATTE <i>Emperor x Delta Emerald</i>	Johnnie & Ruth Hoffman	Jim & Barbara Atwell	Alliance '96 Sale
50d	\$6,000	DELTA CHERRY <i>Emperor x Delta Ellen</i>	Johnnie & Ruth Hoffman	Steve Roberts	1994 Louisiana Purchase
50e	\$6,000	EXTRA EXTRA 200 <i>Headliner x Delta Dawn FM 61</i>	Blackie Graves	Gary Groves	1997 Blackie Graves Herd Dispersal Sale
50f	\$6,000	FANTASY <i>Redmac Beau Butler x Miss Redmac 22</i>	Safari B Ranch	El Coyote Ranch	1994 Safari B Ranch Herd Dispersal Sale
50g	\$6,000	GHOST AGAIN <i>Measles' Super Ranger x Ghost</i>	Jim & Barbie Burgess	W.O. & Patti Marquess	1991 Eddie Wood Fall Cowtown Sale
50h	\$6,000	LAMB'S TEMPTATION <i>Phenomenon x L Bet I Can</i>	Sutton Ranches	J.L. Collier	1996 Sutton Ranches Herd Dispersal Sale
50i	\$6,000	REBEL REBA <i>Texas Lin x Ghost Again</i>	Barbara Franklin	W.O. Marquess & J.B. Hunn partnership	1991 Heart of Texas Sale
59a	\$5,800	DELTA VICKI <i>Emperor x Delta Ellie</i>	Johnnie & Ruth Hoffman	Karl Wallace & Robert Guenther	1996 Louisiana Purchase
59b	\$5,800	HEIRESS <i>Impressive x Maressa</i>	Jim & Barbie Burgess	W.O. Marquess	1991 Eddie Wood Fall Cowtown Sale
61	\$5,700	JMC PHENOMENAL AUTUMN <i>Phenomenon x Miss Jinglebob 949/2</i>	El Coyote Ranch	Silver Oaks Ranch	1997 El Coyote Ranch Spotlight Sale
62a	\$5,500	ACE'S SASSEY FM 157 <i>Ace's Dayton Desperado x Miss Sassy FM 55</i>	Blackie Graves	Robert King	Blackie Graves Complete Dispersal Sale
62b	\$5,500	DELTA FLAME <i>Classic x Rose Red</i>	Creek Plantation	John Garmon	1996 Louisiana Purchase
62c	\$5,500	DELTA GLOW <i>Dode's Classic FM 446 x Delta Diamond</i>	Bob Loomis	Robert King	1997 Eddie Wood Fall Cowtown Sale
62d	\$5,500	DODE'S SUNRISE <i>Dode's Boy x Classic Slippers</i>	J.B. Blake	Steve Roberts	1994 Louisiana Purchase
62e	\$5,500	UNNAMED BULL CALF <i>Phenomenon x Bold Crystal</i>	Sutton Ranches	Bob Loomis	1996 Sutton Ranches Herd Dispersal Sale
62f	\$5,500	WIDE THUNDER <i>Widespread 11/9 x Thunder's 170D</i>	El Coyote Ranch	Leonard Farms	1997 Eddie Wood Spring Cowtown Sale
68a	\$5,300	CAILY RANGER <i>Measles' Super Ranger x Texas Arby</i>	El Coyote Ranch	Tommy Hope	1996 "The Gathering" Sale
68b	\$5,300	SAFARI B 1677 <i>Gold Rush x Safari B Fantasy</i>	Tom Wittrock	El Coyote Ranch	1996 Eddie Wood Fall Cowtown Sale
71a	\$5,200	BOLD SAND <i>Bold Ruler x Sandhill 63</i>	Mike Dolan	Tomfoolery Farms	1993 Louisiana Purchase
71b	\$5,200	CINA'S PHENOMENON <i>Phenomenon x Super Cina</i>	Joe Assad	Wayne Webber	1994 ITLA Houston Chapter "Rodeo" Sale
71c	\$5,200	DOHERTY'S 698 DELIVERY <i>Rural Delivery x Doherty 698</i>	Dr. Alan Baum	W.O. Marquess	1991 "The Gathering" Sale
71d	\$5,200	FAWNIE 08 <i>Classic x Fawnie 24/5</i>	Tomfoolery Farms	Margot Burrell	1991 Y.O. Ranch Spring Invitational Sale
71e	\$5,200	MONA JEAN TLB 153 <i>Monarch x Ms. JW Jean 22/0</i>	Shady W Ranch	Limited Edition Partnership	1997 Shady W Ranch All-Star Longhorn Lineup Sale