



A New Day Dawning

History Making Offering Featured

A star-studded offering unmatched in recent memory will be featured in the 9th Annual HCC Customer Appreciation Sale. Including four full sisters to Hotline; a full sister to the Grand & Reserve heifers at the 2003 National Junior Show; a daughter of Western Union out of Jazz's dam; a 38J daughter out of the \$100,000 sale topper in '02;

three paternal sisters to Tera Rooney's Reserve Grand Champion at the 2004 National Junior Show; a

Special Edition heifer out of American Girl; a daughter of Western Union out of Special Editions' dam; a Western Union daughter out of Campbell's 801 cow and the list goes on and on. There are 27 halter broke high percentage open heifers that are absolutely stunning — greater overall depth of quality and strength of pedigree than ever before!

Jack Nicholas says "no matter how good you are you can always be better." We're challenged every year to make them better and when you see these you'll see the bar has been raised.

There are 14 halter broke MaineTainer heifer calves that are ready to show. They are without a doubt the most exciting set of show broke MaineTainers, top to bottom, that we've ever assembled for this event. All AI sired, diverse in their pedigrees but each one powerful in their design and eye appeal. You

can end your search here! The forty-five fancy open MaineTainer heifers will be foundation females and club calf cows deluxe. Whatever route you want to go with these heifers they will fill the bill. All black, most polled, practically all AI sired by Hotline, All American, Western Union, Energizer, Cartel and Limited Edition. Handpicked with emphasis on quality, these are the best Mike chose out of literally hundreds.

Fifteen head of super bred heifers round out this illustrious offering. This is the entire 2003 heifer crop from Larry Lind of Fort Collins, Colorado. A herd known for producing some of

the breeds most renowned females. They're all here - none have been sold off and what a set of bred heifers they are. All black, all polled,

uniform as peas in a pod. Fancy, sweet fronted, moderate framed, eye

...Continued on Page 3



BSMA HEATHER 300N

Supreme Champion & Grand Champion Maine-Anjou heifer 2004 Kansas State Fair. This Money Man daughter was sold by Majors Maines, North Platte, NE in the 2003 Sale. She has been campaigned extensively by Tera Rooney, Satanta, KS and is one of the winningest heifers in the breed. There are three paternal sisters by Money Man in this years sale!

Schmidt-Long Major Buyers Two heifer crops go to Oklahoma

With the precision of a surgeon Dr. Schmidt and Charlie Long have creamed the Hartman Cattle Co. heifer crop in 2003 and 2004 to establish the Schmidt-Long cowherd at Wynnewood, Oklahoma as one of the best in the land. For the last two years they have picked the top 40 heifer calves out of each calf crop.

All black, all sired by the Power Bulls of the breed and out of our best cows. They are an awesome group. All high percentage, show heifers, ET's and naturals they will entrench Schmidt-Long as an immediate force in this breed.

We thank and congratulate these fellows for the foresight, dedication and enthusiasm

they bring to the breed. We predict great things from this herd in the future.

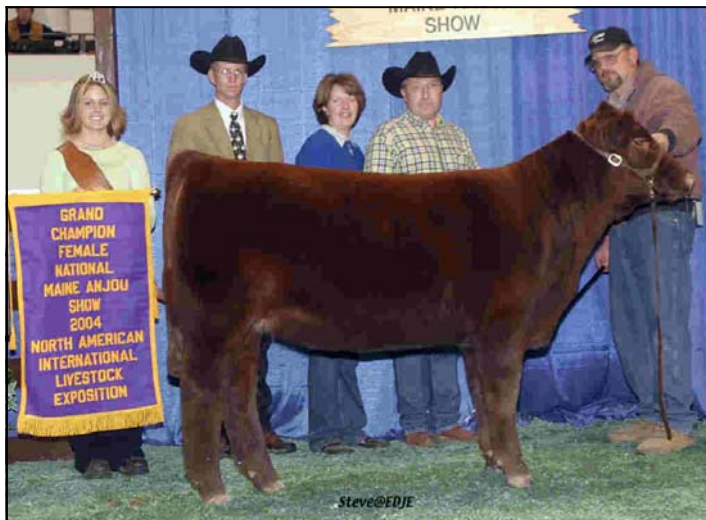


HAA COUNTESS 318N—Grand Champion Female, 2004 NWSS Denver Co. Sired by The Man. Just one of the 2003 heifers featured in the package of heifer calves purchased by Schmidt-Long.

National Champions— Hartman Bred!



JUST RITE 501M—National Reserve Grand Bull—one of the most exciting red Purebred bulls in the breed. Sired by Limited Edition out of FJH Countess 217K by Black Ice. Owned with GKB Cattle Co., Gary & Kathy Buchholtz, Bardwell, Texas, one of the leading Shorthorn herds in the nation. No doubt he'll sire outstanding MaineTainer & Appendix Shorthorns in their program. Buchholtz' have consigned a tremendous Roan MaineTainer—7/8 Appendix Shorthorn heifer by Just Rite in the December Sale. She's Lot 106—Watch for her!



HAA COUNTESS 22P—National Champion Female! This January heifer calf by Limited Edition swept her way through the recent 35th National Maine-Anjou Show in Louisville, KY and claimed the Grand Champion banner. This fancy stall mate to the popular Just Rite bull had people seein' red as this exceptional pair by Limited Edition created quite a stir. She was exhibited by BGood Livestock, Creston, IA and Hartman & Associates.

Hartman Cattle Company

HCC A Family Tradition of Excellence!
Mike, Kay, Erin, Dalton
and Katy Hartman

Rt. 3, Box 103, Tecumseh, NE 68450
402-335-2577 ♦ 402-335-3177

www.hartmancattleco.com or
email us at hartmancattleco@yahoo.com

Reality Show

In recent years over 50% of the cattle in the Customer Appreciation Sale have sold to repeat buyers. We're convinced quality, uniformity and honesty in representation is what keeps them coming back. This combined with the fact that they've had great success with their purchases is setting the standard for the industry.

One of our recent first-time visitors commenting on this years offering said "They're like Coca-Cola - they're the real thing." We're extremely pleased with this consignment and thank and congratulate the breeders that have committed their very best to this event. As stated in some ads we worked harder than ever

to assemble this great set of heifers. We made over 90 herd visits and thousands of road miles to bring them together. We can say with all sincerity we think we've got more good ones in one place on one day than we've ever had. It's the sale you have been waiting for!

If you analyze the stats from last years sale you see there's a wide price range and cattle that will fit any budget. Be assured they're all top quality so you can expect to get your moneys worth here. Remember all the heifer calves, high percentage and MaineTainers qualify for the Junior Bonus Program - regardless of their price!

REMINDER:

Check out the full color catalog online at www.hartmancattleco.com for the **December 11th HCC Customer Appreciation Sale** or call 402-335-2577 or 816-583-2104 to receive a copy in the mail!

2003 Stats

15 Head sold from	\$800— \$975
19 Head sold from	\$1000—\$1450
6 Head sold from	\$1500—\$1700
7 Head sold from	\$2000—\$2800
4 Head sold from	\$3000—\$3250
13 Head sold from	\$5000—\$9000
3 Head sold from	\$10,000—\$15,000
5 Head sold from	\$20,000—\$25,000
5 Head sold from	\$30,000—\$70,000

*...NEW DAY
continued from page 1.*

appealing, broody kind, with that extension and square hip you like. They're bred to be brood cows; 7 are sired by Witch Doctor and 14 of the 15 trace to the great Ashley cow some 2 and 3 times and 10 of them show the great Levi close up. 11 are safe AI to Hotline and 4 are bred to Nobleman, the lead bull in HCCs 2004 Grand champion Pen at Denver.

We think this is the best 100 Maine females we've had in one sale and we recommend them without reservation.



HBSC GRETA 224M 2CM—Supreme Champion Female ♦ Champion Chimaine Heifer 2004 Nebraska Cattlemen's Classic. Consigned by Holt Brothers & Emma Schaunaman, Aberdeen S.D., she established a new sale record when she sold for \$30,000 to Hartman & Associates and Tom Kearns, Rushville, NE. She'll supply some fresh genetics to our ET program.

FJH SPECIAL EDITION 505M—Sired by Limited Edition and out of PBar Jamica 1E the renowned Draft Pick donor cow. You'll recall a semen interest was syndicated for \$100,000 in the 2002 Sale by a collection of US and Canadian Breeders. There are six outstanding Special Edition heifer calves selling in this year's sale that we predict will make him a household name in the breed.



**BRED HEIFERS
SELLING...**

A bright future looms ahead for this splendid set of brood cow prospects.



HAA NOBLEMAN 307N—Featured natural service sire on Larry Lind's bred heifers selling in the December Sale. He's the Polled Purebred son of The Man out of FJH Countess 408L that was the Lead Bull in the HCC Grand Champion Pen 2004 NWSS.

HCC JUNIOR BONUS PROGRAM

Juniors may receive cash awards for exhibiting registered heifers purchased at Hartman Cattle Co. Cash awards will be paid as outlined below. Payout applies in both the high % and MaineTainer division at split shows.

National Junior Heifer Show

\$ 5,000	Grand Champion Heifer
\$ 2,500	Reserve Grand Champion Heifer
\$ 500	Division Winner
\$ 250	Reserve Division Winner
\$ 100	Class Winner

Major Junior Heifer Shows

(Denver, Fort Worth, Kansas City, Louisville, AK-SAR-BEN)

\$ 500	Grand Champion Heifer
\$ 250	Reserve Grand Champion Heifer
\$ 100	Division Winner
\$ 75	Reserve Division Winner
\$ 50	Class Winner

Major State Fair Junior Shows

(IL, IN, IA, KS, MO, NE, OH, OK, SD, TX)	
\$ 250	Grand Champion Heifer
\$ 125	Reserve Grand Champion Heifer

State Expo & Other State Fair Jr. Shows & Four Jr. Regionals

\$ 100	Grand Champion Heifer
\$ 50	Reserve Grand Champion Heifer

Plus \$1000!! Also all winners claiming awards by the December 1, 2005 deadline will automatically be entered in the drawing for \$1,000 credit certificate to be used toward the next heifer purchase at HCC. This winner to be selected by random drawing. Credit to be used by December 1, 2006.

HCC JUNIOR BONUS PROGRAM RULES

Don't Forget the Hard Luck Award! (See #7 below)

1. Must be a bonafide Junior AMAA member and exhibitor.
2. Junior exhibitors may receive cash awards for exhibiting registered heifers purchased at: HCC Customer Appreciation Sale, HCC Production Sales; HCC Private Treaty.
3. Heifers resold following purchase from HCC program aren't eligible.
4. Exhibitors are eligible for a one-time payment, per heifer, per year, based on highest placing at exhibitor's choice of qualifying shows.
5. All claims for cash awards must be made by Junior owner/exhibitor on or before December 1, 2005 on forms provided by HCC.
6. Exhibitors must provide proof of entry and show placing from qualifying show to HCC. This information must be accompanied by professional quality photo of winning animal taken at said show.
7. **Hard Luck Drawing.** Juniors exhibiting a qualified HCC heifer at any of the shows on the above schedule that does not place high enough to qualify for bonus monies should notify HCC and provide info from Hard Luck show(s). Exhibitors name will be placed in a drawing for \$500 credit toward their next HCC purchase (same stipulations as \$1000 credit).
8. Facts and photos become property of HCC and may be used at their discretion in future advertising.
9. Payments due exhibitor to be made at time and location determined by HCC.

Junior Bonus Program Expanded

Our long range plans at HCC include continuation of our Junior Bonus Program. It gives us great satisfaction to see the positive response to this program. By encouraging the youth in the industry to strive for improvement through the use of better genetics we're assured of a stronger breed as they come of age as seedstock producers.

Carlos and Sister Guerra, LaManeca Cattle Co., Simbra breeders from Linn, Texas, have one of the most successful youth programs in the industry. Carlos is vice-chairman of the Edinburg Education Foundation Inc. His leadership has led to raising over \$1 million for junior scholarship funds. "We try to instill in these kids that the only place that success comes before work is in the dictionary. We try to teach them to work smart and hard. I think we need to continue to promote the future of agriculture by keeping our children involved." We are of the same mindset at HCC.

The success of the Juniors exhibiting heifers enrolled in this program has been phenomenal. Up to, but not

including 2004, we've paid out over \$35,000 in cash and credit to 37 exhibitors from 9 states. It's money we gladly invest in the future of this great breed. We want to congratulate and thank the Juniors and their parents for a super job with HCC Genetics.

As the AMAA enlarged their Junior Program to include four regionals to augment the Junior National we elected to expand our Junior Bonus Program to include them as qualifying events. In 2004 these shows were held in Colorado, Georgia, Pennsylvania and South Dakota and we understand will be geographically dispersed in the future as well. Hopefully this will encourage greater expansion for Maine-Anjou Cattle.

We will continue to pay on two division shows; high % and MaineTainers and encourage Juniors to participate at both levels. We always look forward to the awards presentation at the sale. Plan to be there on December 11th! We wish all the Juniors the best of luck as we plan for next season.



Reserve Grand Champion MaineTainer Heifer WHAT ABOUT ME. 2004 National Junior Show. Exhibited by Leslie Arnold, Cairo, Ohio. Sired by Whasssup, sold privately by Mike Hartman.



HALLS ENCHANTRESS 38M—The \$100,000 female that topped the 2002 HCC Sale. She's a Limited Edition daughter out of Legacy Plus' dam. Proving her worth as a brood cow, the Enchantress Group have consigned her first calf, a powerful January 38J daughter as Lot 3 in the December Sale.

**Come
Look!**

**All of the Sale Cattle
may be inspected at
your convenience at the
Sale Site in town.**

Mark Your Calendar!

HARTMAN CATTLE CO.
10th Customer Appreciation Sale
Saturday, December 10, 2005
Tecumseh, NE



NBH PARAMOUNT 1K—Reserve Grand Champion bull 2001 NWSS, Denver, CO. Exhibited by Neil Haaland, Hanley, SK, Canada & Hartman Cattle Co. One of the early and best sons of Legacy Plus he's now in service at Vogler Cattle Co., Ashland, NE. An outstanding Paramount heifer, Lot 15, from Vogler has been an early favorite in the December sale.

9th Annual
HCC HARTMAN
CATTLE COMPANY
CUSTOMER APPRECIATION
MAINE-ANJOU SALE

**Saturday, December 11, 2004
Tecumseh, Nebraska**

12:00 Noon, Steak Lunch & Pre-Sale Hospitality
2:00 p.m. AUCTION SALE
Offering 101 Head of Show, Donor and
Brood Cow Prospects including...
27 High Percentage Heifer Calves
59 MaineTainer Heifer Calves
15 Bred Heifers

*All Open Heifers qualify for the
HCC Junior Bonus Program*

*Royally Bred -
Championship
Quality*

**MANY ARE DESTINED
FOR STARDOM!**

Eye-appealing heifers that excel in
performance and economically
important traits.

SUCCESS STARTS HERE!

Auctioneer: Stanley Stout—913-634-7610
Hartman Cattle Company

Mike and Kay Hartman
Rt. 3, Box 103, Tecumseh, NE 68450
402-335-2577 ♦ 402-335-3177

*www.hartmancattleco.com or
email us at hartmancattleco@yahoo.com*

View Full
Color
Catalog on
our
Website!

CONTINENTAL
LIVESTOCK
SERVICES, INC.

P.O. Box 368 ♦ Hamilton, Missouri 64644
816-583-2104 ♦ cell 816-803-9725
BUD SLOAN ♦ Professional Sales Service

The holiday season usually brings us all together at some point during the holidays. Our family grew by one last year as we welcomed a new son-in-law. The high point of 2003 for us was the marriage of Erin to Brad Sinclair. They're settled in well now near Cloverdale, Indiana, where Brad is associated with his family in the farming and cattle business with emphasis on show calves. Erin is working as a legal assistant and helps Brad with the cattle as time permits.

Dalton is working and serving an internship

with Kidwell Electric Co. in Lincoln. He likes this line of work but comes home as much as possible to help with the cattle. Of course, he has other interests that bring him home on a regular basis too.

When you see the dust going down the road it is generally Katy going to another Rodeo. She has racked up countless miles barrel racing and pole-bending this year and with a new grey horse (thanks Pop) she is really looking forward to next season. She is a Junior at Tecumseh High this year—my how time flies.

THE FAMILY CIRCLE



THE HARTMAN FAMILY—(L to R) Brad, Erin, Dalton, Mike, Katy and in the front, Katy.



Mr. and Mrs. Brad Sinclair

NEW YEAR'S RESOLUTIONS

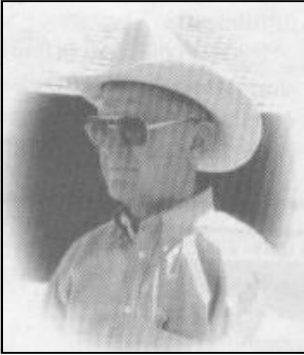
HARTMAN CREW & SALES STAFF

Match the people with their resolutions!

- Mike
- Kay
- Erin
- Brad
- Dalton
- Katy
- Steve
- Willie
- Butch
- Nate
- Andrew
- Mick
- Stanley
- Bud
- Jeff
- Darla
- Tim

- Quit Smokin'*
- Exercise More*
- Work Smarter*
- Get Home Earlier*
- Lose Weight*
- Drive Slower*
- Quit Chewin'*
- Use Less Minutes*
- Go On a Diet*
- Cuss Less*
- Drink Less Beer*
- Burn Less Gas*
- Go To Church More*
- Aim Better*
- Gamble Less*
- No Drinkin' & Drivin'*
- Not Make Resolutions!*

Pat Koons



Pat Koons, Manager, Kearney County Feeders, in Laken, Kansas is one of the most respected men in the industry. He purchased a semen interest in Hotline as a source of Maine-Anjou genetics for Tate Ranch and Triple T. Tate Ranch had an 1800 head bred heifer sale in November and the top selling pen of heifers in the entire sale was a set bred to Hotline! Pat and Bret Tate have an excellent consignment of MaineTainer heifers by Hotline in the December Sale. We're pleased when a man with his credentials in the beef cattle business endorses our program.



HOTLINE—Grand Champion Bull 2004 NWSS Denver, CO. The most popular bull to date we have ever shown in Denver. We sold numerous semen packages to Maine Breeders and cattlemen of some other breeds as well. A highlight of the female sale in December will be the eleven head of bred heifers in the Larry Lind consignment selling safe to Hotline. A special feature of the 2004 HCC sale will be four tremendous 2004 full sisters to Hotline selling as Lots 10, 14, 19 and 20. They're the kind that will really light the lamp!

School's Out and Fun's In Junior National Scheduled in June

One of the most anticipated annual events in the breed is the Maine-Anjou Junior National. It has great educational and entertainment value to the

youngsters involved in this breed. We believe strongly in this program and encourage parents to support their kids in this process.

The 2005 Junior National will be June 19-24 in Springfield, MO, one of the nations leading family vacation destinations. Centrally located in the heart of the Ozarks and 30 minutes from Branson, the hub of Country music entertainment, this site should spur great participation.

The HCC Junior Bonus Program supports the Junior National with its biggest payout schedule. We congratulate the many Juniors who have had such great success at this event with HCC bred heifers. With the depth in this years open heifer consignment we're convinced we have the greatest selection of Junior project heifers we've ever had, both high percentage and MaineTainers. Plan to be on hand December 11th.



FJH POWER PLUS 502M—World Champion Bull 2004, Kansas City. He was the lead bull in our 2003 Reserve Grand Champion Pen at Denver. This powerful herdsire by Legacy Plus is owned with Richard and Rosemary Carlson, Plattsburg, Missouri. He's been working in the real world environment seeing pasture service at Carlson's this season. He was pulled in August and prepped for Kansas City and Denver. He's one of the most exciting 2 year olds we've shown in recent years. Watch for him in Denver! One of his first daughters to sell is Lot 4 in the December sale.

BEST WISHES

*For a Merry Christmas
and Happy New Year.*

Hartman Cattle Co.

Mike, Kay, Erin, Dalton, & Katy



FJH ALL AMERICAN 501L—Member of the Grand Champion pen in the yards in 2002 as a yearling and Grand Champion Bull on the hill in 2003 as a 2 year old. This popular Champion is rapidly proving himself as a top sire. He sired the top averaging group of MaineTainer heifers in last years sale and this year his set of MaineTainer heifers should really ring the bell. His dam, Burkes Fantasia, is to be remembered as the female that topped the '98 HCC Sale.



**IN THE YARDS
NWSS Denver, CO**

The pen shows in the yards at Denver reflect the pulse of the industry. Our pens are always full and our participation in the Maine-Anjou pen show has done much to promote our program. We'll be in pens 2236-2238, see you there in 2005.

**CONTINENTAL
LIVESTOCK
SERVICES, INC.**

P.O. Box 368 • Hamilton, MO 64644
816-583-2104 • cell 816-803-9725
BUD SLOAN • Professional Sales Service



FIRST CLASS

TO:



HAA STOCKMAN 321N—Champion Junior Bull Calf Division 2, 2004 NWSS, Denver, CO. Sired by The Man out of FJH Countess 413L, a first calf heifer by Legacy Plus. Our pick of the 2003 Bull calf crop, he has continued to develop to the point that we feel he is one of the best bulls we've ever produced. Look for him "on the Hill" again in Denver 2005!

**It's In
The Mail-**

Sale Catalogs have been mailed to requests, past buyers and attendees. If you are not in that group please call 402-335-2577 or 816-583-2104 to receive yours. Or you may view the catalog on line and in color at www.hartmancattle.co.com