

HARRELL 30th Spring BULL ROUNDUP

Monday **MARCH 2** 2009
12:30 PM PST • AT THE RANCH

- **115 EPD PERFORMANCE BULLS**
75 Powerful Yearlings • 40 Big Country Twos
- **20 REG. HEIFERS** ...Herd Builders!
- **15 COMMERCIAL HEIFERS**
Standout Replacements ...info. on page 25

**Special
Feature**

- **24 QUARTER HORSES**
3 Bred Broodmares • 2 Yrlg. Fillies
19 Performance Prospect Two Year Olds
Geldings and broodmare caliber fillies
from the Harrell-Mackenzie performance
Quarter Horse program!

HORSE PREVIEW - Sun., Mar. 1 @ 1 pm
Mackenzie Ranch Hdqtrs. ...I-84, Exit 298
6 miles north of Baker City, 1 mile west

HORSES SELL - Mon., Mar. 2 @ 2:30 pm
Harrell Hereford Ranch Hdqtrs.
(upon completion of the bull sale)

AUCTIONEER • C.D. "Butch" Booker
Colfax, WA - 509/989-2855

• SALE REPRESENTATIVES •

MARK HOLT, American Hereford Assn.
509/840-2468

WILLARD WOLF, Special Representative
509/994-8051

JERRY YORK, Western Livestock Journal
208/863-1172

MATT MACFARLANE, California Cattleman
916/803-3113



UNITED LIVESTOCK BROKERS, INC.
Jay George • 605/391-6230
1025 28th Rd. NW
Lebo, Kansas 66856

Photography by Beth Mackenzie, Becky Harrell, Jay George

PHONE - A - BULL

When buyers can't attend ...ask about the Harrell Hereford Ranch's satisfaction guaranteed bid program. We'll select bulls right for your needs.

Call **Bob Harrell Jr. 541/523-4322**,
Don Schafer 541/403-0008,
or Ranch 541/523-4401

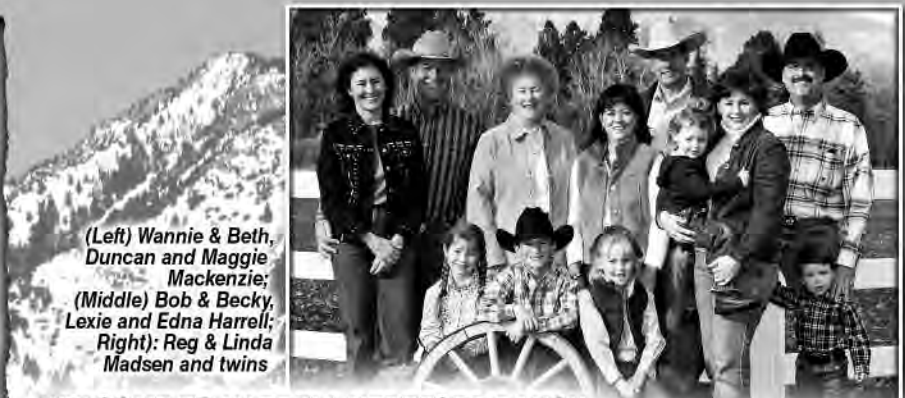
Bulls are fertility tested and backed by the Harrell Hereford Ranch guarantee!

SALE DAY PHONES
541/523-4401
541/403-2210

www.harrellherefordranch.com

HARRELL
HEREFORD RANCH

Bob Jr. 541/523-4322
Don Schafer 541/403-0008
Ranch 541/523-4401
42590 Salmon Creek Rd.
BAKER CITY, OREGON 97814



(Left) Wannie & Beth,
Duncan and Maggie
Mackenzie;
(Middle) Bob & Becky,
Lexie and Edna Harrell;
(Right): Reg & Linda
Madsen and twins

WELCOME TO HARRELL HEREFORD RANCH...

Welcome to our 30th Annual Spring Bull Roundup. We are proud to present this offering of Hereford cattle and Quarter Horses that bear our brands as a trademark of performance, quality and proven genetics.

Driven by bottom-line economics of the beef cattle industry, our business is "rancher" herd bulls. In challenging times, there are always opportunities to better position ourselves for the future. HHR is working hard for our customers to take advantage of every genetic, breeding, and marketing opportunity that will benefit them now and in years to come. In addition, Northwest Premium Genetic Rancher/Partners are doing what it takes to improve the quality, consistency and uniformity of their product, which adds value for themselves as well as the feedlot.

Last year with production costs being at an all-time high, we have seen the benefits of using quality, efficient Hereford cattle. In addition to fertility and longevity, there is tremendous savings in feeding and breeding cattle with Hereford influence. Time after time, the data has supported the reasons for crossbreeding. Maximizing your black cowherd with a Hereford bull is one of the most economically beneficial decisions that you will make this year.

Please join the Harrell, Thomas and Mackenzie families for our big, 3-day Western Ranchers Event. It begins Sun., March 1st at the Mackenzie Ranch Headquarters with our Quarter Horse Preview, our 30th annual Spring Bull Roundup held at Harrell Hereford Ranch on Monday, March 2nd, and concluding Tues., March 3rd with the Thomas Angus Ranch Annual Spring Bull Sale.

We extend a special invitation for "The Cowboy Gathering" on Monday evening, 6:30 p.m. following our sale. Join us at the Geiser Grand Hotel for an evening of western fellowship with fellow cattlemen and industry leaders hosted by Harrell Hereford Ranch, Thomas Angus Ranch, and Pfizer Animal Health.

Plan on three big days of good cattle, good horses and good western hospitality. Please call with questions and we'll look forward to seeing you!

**Bob Harrell Jr.
and The Harrell & Mackenzie Families**



Tracy Lehman Family



Charles & Joyce Bornstedt



Filiberto Rosales Family



Bid live via the Internet...

LiveAuctions.TV

www.LiveAuctions.tv
Call Brad Fahrmeier for details 816/392-9241

New buyers be prepared to fax a bank reference to 541/523-5502. Please contact Harrell Hereford Ranch about your cattle of interest the week prior to the sale.