

ROWELL CATTLE COMPANY

Inaugural
SPRING PRODUCTION SALE



• Schedule •

FRIDAY, APRIL 3

10am

Cattle Available for Viewing

11am

Classes Open for Judging Workout
(4-H, FFA, AND COLLEGIATE TEAMS WELCOME)

SATURDAY, APRIL 4

8am

Cattle Available for Viewing

11am

Lunch

1pm

Sale Start

LOCATION

OK COW SALES INC.

3401 Highway 81 - Chickasha, OK 73018

[JUNCTION OF HIGHWAY 81 + HIGHWAY 19]

From I-44 go South out of Chickasha to the Junction of Highways 81 and 19. Go East on Highway 19, take the first right onto Old Highway 81, OK Cow Sales will be your first right off Old Highway 81.

SALE DAY PHONES

Monte Rowell 405.519.1593

Jake Grossnicklaus 405.320.4170

Dean Pike 303.810.7605

AUCTIONEER

Bruce Miller 817.247.0115

SALE STAFF

Dean Pike, American Salers Assoc.

303.810.7605

Colton Pratz, Oklahoma Cowman

405.385.1054

ONLINE BIDDING

+ VIDEOS

Chad Gordon, LiveAuctions.TV

580.678.1918

LiveAuctions.TV

TERMS + CONDITIONS

All cattle sell under the standard terms and conditions of the American Salers Association.

Payment can be made in the form of cash or good check.

Any announcements from the block on sale day supersede any printed material associated with the sale.

ALL BULLS SELL WITH FULL POSSESSION + 2/3 SEMEN INTEREST, EXCEPT THOSE NOTED.

LIABILITY

Neither Rowell Cattle Company nor OK Cow Sales Inc. assume liability for any accidents or injuries to the animal that may occur after they are sold. Livestock Mortality Insurance will be available at the sale.

Any person attending the sale does so at their own risk. Rowell Cattle Company and OK Cow Sales Inc. do not assume liability for any accidents or injuries incurred at the sale.

GUARANTEE

All bulls will have passed a Breeding Soundness Exam (BSE) prior to sale day.

Bulls sell with a first breeding season guarantee. All females sell with the guarantee to breed.

If there is an issue with your purchase, contact Monte Rowell immediately to apply the guarantee. Once the animal is inspected by a licensed veterinarian and an agreement is made between the buyer and seller, Rowell Cattle Co. will either find a suitable replacement or give the buyer full credit (less the salvage value of the animal in a future purchase from Rowell Cattle Co.

THIS GUARANTEE IS NOT A SUBSTITUTION OR REPLACEMENT FOR POOR MANAGEMENT DECISIONS AND ANIMAL HUSBANDRY PRACTICES. THE BUYER WILL ASSUME ALL RISK ASSOCIATED WITH MULTI-SIRE TURNOUT GROUPS AND OR ANY MANAGEMENT DECISIONS THAT ARE OUT OF GENETIC CONTROL.

SIGHT UNSEEN GUARANTEE

Buyers that are interested in purchasing animals, but that cannot be with us sale day online or in person are given our Sight Unseen Guarantee. If the buyer is not satisfied with the animal they purchased, they may send the animal back to Rowell Cattle Co. The Sight Unseen Guarantee is only good for the first 48 hours after the animal is on the buyer's premises and is only good for buyers who contact Sale Staff, on site and online buyers do not receive this guarantee.

PLEASE CONTACT MONTE, DEAN, OR JAKE TO HELP YOU WITH YOUR PURCHASE IF YOU AREN'T ABLE TO BE WITH US ON SITE OR ABLE TO TUNE IN AT LIVEAUCTIONS.TV.

TRANSPORTATION

Free Trucking on bulls within a 400 mile radius of Rowell Cattle Co.

If trucking is outside the 400 mile radius, affordable arrangements with a reputable firm will be made.

VOLUME DISCOUNT

There will be a 5% Discount added on purchases of 3 or more bulls.

\$100 will be taken off each bull loaded sale day.

No discounts for females.

LIVESTOCK MORTALITY INSURANCE

Jake Grossnicklaus 405.320.4170

INSUREYOURCATTLE.COM





SPECIAL THANK YOU

PHOTOGRAPHY

Kendall Harsh,
KTH Photography
405.503.3971

CATALOG

Robin Kleine Struck,
G.O. Promo LLC
219.306.0323

TRANSPORTATION

Tanner Smith,
T Wade Trucking
580.387.8246

CATERING

Dwayne Heffington,
Heff's Fish and Q
405.756.6314

MEAL SPONSOR

Apache Farmers
Cooperative
and
Ahrberg Feeds

A note from the owner -

This sale has been 35 years in the making. When my father purchased our first Red Salers bull in 1986, I had no idea it would land us to where we are now. We initially purchased Red Salers bulls to compliment our Simmental x Beefmaster commercial cows, however seeing the quality in these Salers cattle drove me to the Val-Leo Dispersion in 1991. There I sought to purchase 12 bred females, however I ended up buying 28 registered Salers cows. The following spring we had a 100% calf crop and haven't looked back on growing our registered herd since then. With dad passing in 2013 I took over management of mom's commercial cow herd, where we utilize high percentage Salers females that are bred to bulls that have not been sold by June 1.

Over the years we have brought in many different herd sires from multiple top end breeders across the nation to offer outcross genetics to our customers, while still enhancing the quality of our cowherd base. Many of our females in our cowherd go back 4-5 generations to cows with our prefix on them. Cow longevity, soundness, fertility, and udder quality have been 4 of the main selection criteria for retaining heifers back into our cowherd.

We have always prided ourselves in offering some of the leading genetics that the Salers breed has to offer. Putting focus on enhancing EPDs with the commercial cowman in mind while not letting go of eye appeal and structure. All the bulls and registered females offered have been DNA parent verified and the bulls have been genomically enhanced on their EPD's. All the bulls in the offering have gone through our selection process looking at soundness, phenotype, EPD's, and docility. A few years ago, I made the decision to introduce Moderator (Angus x Aberdeen Influence) cattle into our herd. Mostly to provide calving ease on our bred heifers we were calving out at home, however after seeing the offspring, I realized that the Moderators brought the Salers down in frame size while not giving up performance. We have found out that the females with a little moderator in them, more than often wean off some of our biggest calves, even with the smaller mature cow weight.

With Salers Jr. Nationals being in Chickasha, OK this summer we found it only fitting to offer a few show prospects to support our junior association. Out of these show prospects, 3 of the females offered were exhibited at the 2026 Cattleman's Congress, with two being in the Res. National Champion Pen of Three Purebred Salers Females and the other being Res. Division 2 in the National Open Optimizer Show.

It's not very often we offer females from the heart of our replacement pen, but we felt with the significance of this event it was time to offer maybe our finest set of replacement females we have ever had. Take a hard look at each and everyone of these females and there is a set of cows in there that are front pasture quality.

I can't forget to thank some very important people for all their help over the years: my wife Janice, my sons Drew and Ethan, my daughter in laws and grandkids, my Mom and Dad, Aubrey Pool, David Ray, Dean and Jillian Pike, and Jake and Sydney Grossnicklaus. Without each of you we couldn't be having this event.

I've always wanted to have a sale and I've been waiting on the right set of cattle to put that sale together for 35 years. This set of bulls and females is the calf crop we've been waiting on. I want to welcome everyone to come down to OK Cow Sales in Chickasha, OK April 4th and join us for our Inaugural Spring Production Sale. Come enjoy top tier Oklahoma hospitality, look through the offering, and if you come on Friday reach out and we would love to take you through the cowherd and herd sires. If you have any questions about the offering please call and we can have a good visit.

Well Wishes,

Monte Rowell

Monte Rowell

ROWELL
Cattle Company

- EPD Explanations -

CALVING EASE DIRECT (CED)

is expressed as a difference in percentage of unassisted births, with a higher value indicating greater calving ease in first-calf heifers. It predicts the average difference in ease with which a sire's calves will be born when he is bred to first-calf heifers.

BIRTH WEIGHT EPD (BW)

expressed in pounds, is a predictor of a sire's ability to transmit birth weight to his progeny compared to that of other sires.

WEANING WEIGHT EPD (WW)

expressed in pounds, is a predictor of a sire's ability to transmit weaning growth to his progeny compared to that of other sires.

YEARLING WEIGHT EPD (YW)

expressed in pounds, is a predictor of a sire's ability to transmit yearling growth to his progeny compared to that of other sires.

MATERNAL MILK EPD (MILK)

is a predictor of a sire's genetic merit for milk and mothering ability as expressed in his daughters compared to daughters of other sires. In other words, it is that part of a calf's weaning weight attributed to milk and mothering ability.

STAYABILITY (STAY)

Predicts the probability of a bull's daughters remaining productive until at least six years of age.

MARBLING EPD (MARB)

expressed as a fraction of the difference in USDA marbling score of a sire's progeny compared to progeny of other sires.

RIBEYE AREA EPD (RE)

expressed in square inches, is a predictor of the difference in ribeye area of a sire's progeny compared to progeny of other sires.

2025 Non Parent EPD Averages

CED	BW	WW	YW	MILK	STAY	MARB	REA
12.6	-0.4	59	87	18	15	0.1	0.6

Genomic Enhanced EPDs -

ROWELL CATTLE CO. PARTICIPATED IN THE AMERICAN SALERS ASSOCIATION COW HERD GENOMIC PROJECT.

We did our best to gather a tissue sample on every active cow and herd bull in our operation.

Those DNA samples, along with every calf crop since, have been sent in for testing through the International Genetic Solutions group to help provide the most predictable EPDs to our commercial producers and ourselves in breeding future seedstock. In addition to genotypes the bulls in this catalog have been tested for parentage, color status, and polled status. This tool is a supplement to our very important production traits such as fertility, calving ease, mothering ability, grazing ability, and trailing ability to name a few.

The Estimated Progeny Equivalent chart below give you some indication regarding what Genomic Enhanced EPDs can mean to you when purchasing a bull who has not yet had offspring.

ESTIMATED PROGENY EQUIVALENTS

is the average number of progeny records it would take to see an equivalent change in accuracy from a genomic DNA test. For example, if a non-parent animal is genotyped, the accuracy of his/her EPD is akin to an animal that has already produced 25 offspring with a weaning weight record (see table below). Overtime, these estimates will change as statistical models are improved, the number of phenotypes increases, and the information from genomic data improves.



TRAIT	CED	CEM	BW	WW	YW	MILK	STAY	DOC	CW	MARB	REA
ESTIMATED PROGENY EQUIVALENTS	25+	4	22	25+	25+	19	15	25+	5	8	6

ASA Gold Sire + Dam -

THE ASA GOLD SIRE AND DAM PROGRAM RECOGNIZES SALERS BREEDERS' TOP PRODUCING COWS WITHIN A HERD BASED ON NUMBER OF CALVES WEANED PER COW EXPOSED AND WEANING WEIGHT OF CALVES. COWS AND SIRES CAN BE RECOGNIZED FROM ANY ENVIRONMENT BECAUSE THE LIST IS BASED ON WITHIN HERD PERFORMANCE.

- Gold Dams must have had a calf before they are 2.3 years of age and calve within a 395 day calving interval which allows the producers to calve heifers earlier than the main cow herd.
- Dams must have a minimum of three natural (non-ET) calves with an average weaning ratio greater than 105.
- These are the top quality most efficient cows in a herd. Only 2% of the registered cows make the Golden Dam list.

GOLD SIRES: Salers bulls can earn the title of Gold Sires by siring five or more Gold Dams.

GOLD DAMS AND SIRES CAN BE IDENTIFIED IN SALERS PEDIGREES BY AN (*) BEHIND EACH NAME IN THE PEDIGREE.



Health Protocol -

- Two rounds of shots consisting of Pyramid 5+ Presponse and Covexin 8 at pre-weaning and weaning.
- Ivermectin and Safeguard at weaning.
- As Yearlings they are given Bovi-Shield Gold FP- 5LV5.
- All heifers have been calfhood vaccinated.
- All mature cows are given Bovi-Shield Gold FP-5LV5, Ivermectin, and Safeguard.

Cattle are weighed at weaning prior to being turned out on creep feed. All registered cattle have DNA on file with the American Salers Association and all bulls have been tested for Homozygous Status.

THANK YOU TO HERD VETERINARIAN -
Dr. Jason and Lin Zwilling



Nutrition -

BULLS:

Bulls were developed on 8lbs of Ahrberg Grower Ration with Rumensin, free choice wheat hay, and wheat pasture for 5 hours a day. The wheat pasture the bulls were on is a ¼ mile long 24ac pasture. We believe in growing bulls and not fattening them. We feel keeping these bulls in good working shape without having them over-conditioned, while also allowing them to exercise on wheat pasture helps maintain the longevity of the bulls.

REPLACEMENT FEMALES:

All Replacement females were fed 8lbs of Ahrberg Grower Ration with Rumensin with free choice bermuda grass hay and wheat hay. The show heifers were developed on Livestock Nutrition Center's Maxi Gain, free choice mineral, and free choice bermuda hay.



WATCH VIDEOS &
REGISTER TO BID ONLINE
LIVEAUCTIONS.TV

LiveAuctions.TV

Bully





Lot 1

MJR NO DOUBT 17N

HOMO POLLED • HOMO BLACK • 3/4 SA 1/8 AD 1/8 AN

TATTOO:
MJR17N

ASA#:
P768483

CALVED:
2/2/25

MAC CONNOR 7C
MAC HURRICANE 15H

*MAC FEDORA 369F

DCS FEDERAL RESERVE 81F

MJR HELEN 142H

MJR FARREN 58F

*SRS OUTBACK 0809X
MAC ANGIL 272A

*MAC BLACKBEARD 31B
MAC VERDA 352X

MGR MAKING MONEY
DCS BERRY 1B

WARD A336 RELIC 30R
MJR YETTA 92Y

BW 81		ADJWW 671		WR 102		DAM PROD 4 @ 100	
CED	BW	WW	YW	MILK	STAY	MARB	REA
18	-2.3	52	68	20	15	0.1	0.5



MAC HURRICANE 15H SIRE OF LOT 1 - 3

ONE OF THE PREMIER HERD SIRE PROSPECTS OFFERED IN THE ROWELL CATTLE CO. INAUGURAL PRODUCTION SALE.

This MAC Hurricane 15H son combines a smoothly made sound structured phenotype with natural performance. Weaning off a 1270lb cow at 671lbs, this bull will be one that will take your cow herd foundation and propel it to raise the kind of sons and daughters that will continue to succeed for years after they enter production.

Selling 1/2 Interest and 1/2 Possession.

Buyer will receive use the first year, then alternating years after with Rowell Cattle Co.

R



Lot 2

Lot 2

MJR NEXT CHAPTER 29N

HOMO POLLED • HOMO BLACK • 7/8 SA 1/8 AN

TATTOO:

MJR29N

ASA#:

P768496

CALVED:

2/4/25

MAC CONNOR 7C

MAC HURRICANE 15H

*MAC FEDORA 369F

HA DUPONT D671

*BARN GRETA

HA SARA W9131

*SRS OUTBACK 0809X

MAC ANGIL 272A

*MAC BLACKBEARD 31B

MAC VERDA 352X

HA AMAZON A348

HA DOLLY PRIDE P4197

JD SPECIAL OFFER 311N

HA SARA N312

BW 84	ADJ WW 664	WR 101	DAM PROD 5 @ 108				
CED	BW	WW	YW	MILK	STAY	MARB	REA
15.3	-0.8	52	72	22	14	0.1	0.28



MJR NEXT CHAPTER – THE COW MAKER.

A 7/8 Hurricane son that has plenty of eye appeal and balance. 29N found a lot of friends when he made the trip to the 2026 Cattleman's Congress where he placed second in class; 29N was also in the Champion Best of Five Head. He is out of Cow 186 which received Gold Dam status with the American Sals Association. This young herd sire prospect has the potential to make a significant impact on a cowherd for generations.

Selling 1/2 Interest and 1/2 Possession.

Buyer will receive use the first year, then alternating years after with Rowell Cattle Co.



Lot 3

Lot 3

MJR NIGHT TRAIN 25N

HOMO POLLED • BLACK • 7/8 SA 1/8 AN

TATTOO:

MJR25N

ASA#:

P768492

CALVED:

2/3/25

MAC CONNOR 7C

MAC HURRICANE 15H

*MAC FEDORA 369F

AVS POWER WAGON 801A

*MJR FERN 27F

MJR MISS SASSIE 60S

*SRS OUTBACK 0809X

MAC ANGIL 272A

*MAC BLACKBEARD 31B

MAC VERDA 352X

MAC LIBERTY 76Y

AVS MISS 307Y

JD 87 MILLENNIUM 1153L

MJR NONE BETTER 101N

BW 84	ADJ WW 670	WR 102	DAM PROD 6 @ 106				
CED	BW	WW	YW	MILK	STAY	MARB	REA
18.4	-1	55	81	22	16	0.2	0.46



A BULL MONTE THINKS A LOT OF WHEN HE LOOKS THROUGH THE OFFERING.

Another 7/8 Hurricane son bringing depth, muscle, and soundness and puts it all together in an ultra attractive package. He throws in shot of maternal traits, adding a +22 Milk EPD. His mother goes back to AVS Power Wagon 801A, which Monte and Gary Ward partnered on in 2016. Power Wagon went on to raise a Champion Pen of Heifers at the National Western Stock Show in Denver, Colorado.

A bull to keep in mind if you're wanting to raise show heifers or front pasture females.

2 Year Old Bulls



Lot 4

Lot 4

MJR MANUEL 20M

HOMO POLLED • BLACK • PUREBRED

TATTOO:
20M
ASA#:
P785682
CALVED:
2/1/24

TSB LASER 41F
PCSL JEFFERSON
*PCSL ZONE

MAC EMPORER 114E
MJR HELEN 76H
MJR ELSIE 121E

BIG SKY DOCUMENT 14D
*TSB SUGAR 1D
*OPP SABER 847U
TSB CARLIE 11X
*BIG SKY EVIDENCE 53Y
MAC SNAP DRAGON 57S
KEYS RETRIBUTION 18B
MJR NICE GIRL 28N

BW 78		ADJ WW 666		WR 103		DAM PROD 4 @ 102	
CED	BW	WW	YW	MILK	STAY	MARB	REA
10.9	1.2	70	94	19	13	-0.1	0.57



The only PCSL Jefferson son in the entire offering, a coming two year old that offers tons of potential in terms of growth and eye appeal. He brings a modest 78lb birthweight and turns that into a 667lb Weaning Weight. 20M is a 3/4 sibling to the current Jr. Triple Crown National Champion Heifer MJR Mabel 36M that sold to Garrett Cattle of Topeka, KS for \$21,000 in the 2025 National Sales Sale in OKC.

Jefferson is no longer with us and semen is very limited. Don't miss out on this opportunity!



MJR MABEL 36M 3/4 SIBLING TO LOT 4

Lot 5

MJR MITCH 57M

HOMO POLLED • BLACK • 7/8 SA 1/8 AN

TATTOO:
57M
ASA#:
P705695
CALVED:
2/10/24

ECR GRAND CANYON 9656 OF 69A

ECR JR 357J

BODINES MS D695

MJR FLINT 97F

MJR JOY 106J

MJR DAYLE 143D

*BIG SKY REVELATION 40B
OPP BK LADY 69A

TMC ULTRA INTREPID 365A
ZBR WHITNEY 395A

*KEYS BONFIRE 97B
*MJR CASSIE 141C

AVS POWER WAGON 801A
*MJR ARLENE 88A

BW 82		ADJ WW 663		WR 106		DAM PROD 3 @ 100	
CED	BW	WW	YW	MILK	STAY	MARB	REA
9.6	1.7	62	88	21	19	-0.1	0.79



A powerhouse high percentage coming 2-year-old bull that is probably the biggest hiped and biggest footed bull in the 2-year-old offering. 57M has an adjusted weaning weight of 663lbs and adds it all together in a nice moderate package. Make sure and ring the bell with his offspring when you take them across the scales. 57M's maternal brother sells as Lot 36.



LOT 5 MJR MITCH 57M

Lot 6

MJR MASON 110M

HOMO POLLED • RED • 3/4 SA 1/4 AN

TATTOO:
110M
ASA#:
P705604
CALVED:
2/21/24

KEYS EXCEL 666

TSB JERICO 117J

TSB GILDA 39C

AVS POWER WAGON 801A

MJR DAYLE 143D

*MJR ARLENE 88A

KEYS EXCEL 50E
MISS KEY NOREEN 130C

*KEYS LONGSHOT 1Z
TSB ROSE 34A

MAC LIBERTY 76Y
AVS MISS 307Y

*MAC UNION STATION 87U
MJR MISS TOY 96T

BW 86		ADJ WW 745		WR 116		DAM PROD 7 @ 107	
CED	BW	WW	YW	MILK	STAY	MARB	REA
9.4	1.2	70	110	18	15	-0.1	0.81



The only Red bull in the entire offering. 110M is sired by the Jericho Bull that Monte selected out of the TB Salers Program in 2022. 110M weaned off at an astonishing 745lbs. Put power and color in your calf crop with this one.

BID LIVE ONLINE

CREATE AN ACCOUNT
Click "Register to Bid" on the top right corner of LiveAuctions.tv. Fill out the required information to bid online.

REGISTER FOR A BUYER NUMBER
From the home page page, choose the sale you're interested in and click the "request a buyer number" button. Then, verify your email address with the email verification link.

BID SUCCESSFULLY
If you're a winning bidder, your lots will appear in your cart on the bottom of your screen. You will be contacted by the ranch or sale manager for your payment and shipping plans.

FOR ASSISTANCE CONTACT: 682.816.4900 OR TECHSUPPORT@LIVEAUCTIONS.TV

Lot 7

MJR MITCH 129M

HOMO POLLED • BLACK • 3/4 SA 1/4 AN

TATTOO:
129M
ASA#:
P705601
CALVED:
3/4/24

MJR FLINT 97F

MJR JIMMIE 67J

*TSB DARLA 177D

WARD A336 RELIC 30R

MJR DAWN 115D

MJR TAMMIE 45T

*KEYS BONFIRE 97B
*MJR CASSIE 141C

TSB BADGER 122B
*TSB BEYONCE 72Y

MAC RELIC 30R
WARD RAINSTAR U823

JVR PRECISION
MJR NO STARS 32N

BW 80		ADJ WW 738		WR 115		DAM PROD 7 @ 106	
CED	BW	WW	YW	MILK	STAY	MARB	REA
10.2	1.2	61	80	20	12	0.2	0.96



Performance Bull. A high quality 2-year-old bull that brings lots of function and practicality with an impressive 738lb. weaning weight. This MJR Jimmie 67J son brings multiple attributes together to make a package that will be ideal for kicking out on a large number of cows. Full sister sells in the lead off draft of the commercial heifers.



LOT 7 MJR MITCH 129M

Yearling Bulls



Lot 8

Lot 8

DCS NEON 4N

HOMO POLLED • HOMO BLACK • 1/2 AD 3/8 SA 1/8 AN

TATTOO:
DCS4N
ASA#:
P768524
CALVED:
1/25/25

JCR FIRST RESPONDER 8103F

WC LINK 4L

DCS FARRAH 2F

COLEMAN BRAVO 6313
FAIRWYN'S TATIANA 703T

DUFF TRUST ME 2525
EZ SIZZLE 137X (13379)

ECR GRAND CANYON 9656 OF 69A
BODINES MS D695

MCR MAKING MONEY
DCS ANDRE 10A

ECR JR 357J

DCS LACEY 37L

DCS FANNY 84F

BW		ADJ WW		WR		DAM PROD @	
CED	BW	WW	YW	MILK	STAY	MARB	REA
24.3	-5.8	31	47	20	18	0.2	-0.1



HEIFER BULL.

8N comes to us in a heifer safe package. This young herd sire prospect comes from a long line of highly efficient and fertile cows that have been in the Rowell Cattle Co. program for years. His mother is a 2018 model that still produces top end calves every year. With a +23 CED and a -5.6 BW, he is without a doubt the premier calving ease bull of the offering.

Lot 9

MJR NATE 8N

HOMO POLLED • HOMO BLACK • 5/8 SA 1/4 AN 1/8 AR

TATTOO:
MJR8N
ASA#:
P768568
CALVED:
1/29/25

MJR FLINT 97F

MJR JIMMIE 67J

*TSB DARLA 177D

MAC ULTRASONIC 285U

MJR ALICE 4A

MJR WHITNEY 18W

*KEYS BONFIRE 97B

*MJR CASSIE 141C

TSB BADGER 122B

*TSB BEYONCE 72Y

*MAC NAVIGATOR 281N

MAC F1 RAINBOW 2R

*WARD 611 EDWARD 2409

MJR MISS KATIE 51K

BW 81		ADJ WW 641		WR 100		DAM PROD 10 @ 95	
CED	BW	WW	YW	MILK	STAY	MARB	REA
10.4	-0.8	52	81	19	14	0.3	0.45



A bull that is packed with a Maternal lineage. He is a maternal sibling to the 21L heifer that was a member of the Champion Pen of Optimizer Heifers at the 2024 Cattlemen's Congress. 21L would later go on to be the Res. Optimizer heifer at the 2025 Jr. Nationals and the Res. AOB Heifer at the 2025 Tulsa State Fair.

Lot 10

MJR NOBLEMAN 9N

HOMO POLLED • HOMO BLACK • 5/8 SA 1/4 AD 1/8 AN

TATTOO:
MJR9N
ASA#:
P768579
CALVED:
1/30/25

MJR FLINT 97F

MJR JIMMIE 67J

*TSB DARLA 177D

KBW HELIOS

MJR CONNIE 132C

MJR AMBER 31A

*KEYS BONFIRE 97B

*MJR CASSIE 141C

TSB BADGER 122B

*TSB BEYONCE 72Y

MCR FINDON'S MONARCHY 643D

EBC SUPER SONIC 97W

OPP YELLOWSTONE 04Y OF 33U

MJR RENITA 14R

BW 83		ADJ WW 669		WR 104		DAM PROD 8 @ 95	
CED	BW	WW	YW	MILK	STAY	MARB	REA
17.6	-1.6	38	55	16	13	0.1	0.41



9N comes from a highly efficient and productive cow family. His Dam 132C has proven the cow family's efficiency weaning off over 50% of her body weight with this young herd sire prospect. 9N weaned off at 669lbs and 132C's offspring have a YW Ratio average of 102.

Lot 11

MJR NIGHT RIDER 12N

HOMO POLLED • HOMO BLACK • 3/4 SA 1/4 AN

TATTOO:
MJR12N
ASA#:
P788464
CALVED:
2/1/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

KEYS RETRIBUTION 18B
MJR FAYE 158F
MJR DESTANIE 117D

*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
KEYS DIRECT FIRE 18Y
MISS KEY KRISTIN 57Y
MJR ANGULAR 24A
*MJR MISS POLLY 303P

BW 81	ADJWW 591	WR 90	DAM PROD 5 @ 95	
CED	BW	WW	YW	MILK STAY MARB REA
18.8	-2	49	74	18 16 0.2 0.34



Pedigree, Pedigree, Pedigree. 12N is another Hurricane son that has his entire future ahead of him. His dam is 158F, another gold dam, that is sired by KEYS Retribution 18B. Retribution also sired the highly used and popular AI sire MJB Velocity 414E. Make sure and study this young herd sire to infuse some of the best bloodlines the Salers breed has to offer into your herd.



MAC HURRICANE 15H
SIRE OF LOTS 11, 12, 14 + 18



Lot 12

Lot 12

MJR NO LIMITS 13N

HOMO POLLED • HOMO BLACK • 3/4 SA 1/8 AD 1/8 AN

TATTOO:
MJR13N
ASA#:
P788474
CALVED:
2/1/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

MAC EMPORER 114E
MJR HEATHER 18H
MJR ELECTRA 69E

*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
*BIG SKY EVIDENCE 53Y
MAC SNAP DRAGON 57S
DCS CASH 1C
MJR CHARITY 24C

BW 84	ADJWW 669	WR 101	DAM PROD 4 @ 102	
CED	BW	WW	YW	MILK STAY MARB REA
14.9	-1.9	60	81	22 14 0.2 0.62



TWO WORDS - HERD SIRE.

Hurricane may have out did himself on this young herd bull. 13N may be one of the most royally bred bulls in the offering - being out of the MAC Hurricane bull on the top side of his pedigree and going back to the MAC Emperor bull on the bottom side. Here's a herd sire that is already proven in pedigree. Every one of his maternal sisters out of the 18H cow have been retained in the Rowell Cattle Co. herd.

This young herd sire brings a lot of real-world traits and puts them into an attractive package that will raise daughters and sons that will go on to impact your herd for generations upon generations.

Lot 13

MJR NATHAN 14N

HOMO POLLED • HOMO BLACK • 1/2 SA 3/8 AD 1/8 AN

TATTOO:
MJR14N
ASA#:
P788480
CALVED:
2/1/25

JCR FIRST RESPONDER 8103F
WC LINK 4L
DCS FARRAH 2F

MJR HENRY 158H
MJR LYNDI 103L
*MJR BREE 83B

COLEMAN BRAVO 6313
FAIRWYN'S TATIANA 703T
DUFF TRUST ME 2525
EZ SIZZLE 137X (13379)
*KEYS BONFIRE 97B
MJR TES 93T
OPP DOMINATOR 03Y OF 74T
MJR WHY NOT 22W

BW 68	ADJWW 605	WR 91	DAM PROD 1 @ 91	
CED	BW	WW	YW	MILK STAY MARB REA
19.2	-3.5	48	77	20 13 0.2 0



Heifer Bull. Here's a sleep all night calving ease bull. No need to check every hour, catch up on some sleep and let 14N do the work for you. His maternal granddam 83B is another one of our Gold Dams and even at 12 years old is still in production today.

Lot 14

MJR NATHANIEL 15N

POLLED • BLACK • 3/4 SA 1/8 AD 1/8 AN

TATTOO:
MJR15N
ASA#:
P788481
CALVED:
2/1/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

DCS FEDERAL RESERVE 81F
MJR HERA 144H
MJR FAYDELL 123F

*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
MCR MAKING MONEY
DCS BERRY 1B
WARD A336 RELIC 30R
*MJR ZOFIA 7Z

BW 83	ADJWW 635	WR 96	DAM PROD 4 @ 98	
CED	BW	WW	YW	MILK STAY MARB REA
18.4	-1.6	56	80	19 18 0 0.39



Heifer Bull. Another heifer safe bull that brings a lot of maternal good to the offering. With a +18.4 CED, This Hurricane son's full sister 3K has been retained in the herd and we expect great things out of her progeny.

Lot 15 MJR NATIVE SON 23N

SCURRED • BLACK • PUREBRED

TATTOO:
MJR23N
ASA#:
P768490
CALVED:
2/3/25

JSR MERCEDES 107I
MJR LAMAR 43L
MJR HOLLIE 45H
MJR FLINT 97F
MJR JANICE 23J
MJR CISSY 12C
JSR MR MERCEDES 3126G
JSR MS ROYCE 917I
MAC EMPORER 114E
MJR ELLEN 88E
*KEYS BONFIRE 97B
*MJR CASSIE 141C
AVS POWER WAGON 801A
*MJR ANNIE 137A

BW 81	ADJWW 688	WR 104	DAM PROD 3 @ 99	
GED	BW	WW	YW	MILK STAY MARB REA
8.1	0.4	78	122	18 17 -0.1 0.36



Performance bull to the max. 23N checks a lot of boxes in terms of performance. Not only did he wean off at 668lbs, he also holds an impressive 78 WW EPD and a 122 YW EPD. Study this bull hard to add some growth into your calf crop.



LOT 15 MJR NATIVE SON 23N

Lot 16 MJR NED 24N

HOMO POLLED • HOMO BLACK • 3/4 SA 1/4 AD

TATTOO:
MJR24N
ASA#:
P768491
CALVED:
2/3/25

JSR MERCEDES 107I
MJR LAMAR 43L
MJR HOLLIE 45H
KBW HELIOS
MJR DEB 118D
MJR BECKY 154B
JSR MR MERCEDES 3126G
JSR MS ROYCE 917I
MAC EMPORER 114E
MJR ELLEN 88E
MCR FINDON'S MONARCHY 6430
EBC SUPER SONIC 97W
MJR YO YO 26Y
MJR MISTY 64M

BW 71	ADJWW 634	WR 99	DAM PROD 8 @ 90	
GED	BW	WW	YW	MILK STAY MARB REA
14.8	-2.7	51	83	11 12 0 0.52



When we pictured bulls, this one wasn't really on our radar. However, Kendall thought we should get a picture of him. The more we saw him in the picture pen the more we came to really appreciate this young herd bull. Lot 16 comes in at a modest 71lb actual birth weight. Make sure and study this big hipped big footed up and coming herd bull.



LOT 16 MJR NED 24N

Lot 17 MJR NEWMAN 43N

HOMO POLLED • BLACK • 3/4 SA 1/4 AN

TATTOO:
MJR43N
ASA#:
P768517
CALVED:
2/7/25

MJR FLINT 97F
MJR JIMMIE 67J
*TSB DARLA 177D
OPP 239Z QF 70U
MJR BEULAH 21B
MJR WREN 42W
*KEYS BONFIRE 97B
*MJR CASSIE 141C
TSB BADGER 122B
*TSB BEYONCE 72Y
*AVS OUT WEST 210X
S POLLED LADY 70U
*WARD 611 EDWARD 2409
JJB MISS INTERNET A33J

BW 87	ADJWW 558	WR 100	DAM PROD 10 @ 94	
GED	BW	WW	YW	MILK STAY MARB REA
12.9	-0.1	51	68	15 18 0 0.7



IF YOU WANT A BULL THAT DOESN'T HAVE ANY QUIT IN HIM, HERE'S YOUR BULL. 43N's mother was an 11 year old cow that broke her leg late last spring. Even though he lost his mother he still made it to the bull pen. This young herd sire has a lot of stamina to keep breeding cows for many seasons.

Lot 18 MJR NEWTON 44N

HOMO POLLED • HOMO BLACK • 7/8 SA 1/8 AN

TATTOO:
MJR44N
ASA#:
P768518
CALVED:
2/8/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F
OPP VALOR 351A
MJR FERN 152F
WHR MS OUTBACK 75D
*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
*MAC BLACK VISTA 349Y
OPP BLACK LADY 53S
*SRS OUTBACK 0809X
D 20R WHITNEY 7213T

BW 83	ADJWW 643	WR 97	DAM PROD 6 @ 103	
GED	BW	WW	YW	MILK STAY MARB REA
17.5	-1.6	51	69	24 15 0.1 0.69



Cow Power through and through in this young herd sire prospect. His pedigree goes back to the Hurricane bull on the top side and the great Outback and Vista bulls on the bottom side. His 8 year old dam is a very consistent and efficient female, averaging a 74lb birth weight and a 594lb weaning weight on all her calves.

Lot 19 MJR NICHOLAS 45N

SCURRED • HOMO BLACK • 3/4 SA 1/4 AN

TATTOO:
MJR45N
ASA#:
P768519
CALVED:
2/8/25

MJR FLINT 97F *KEYS BONFIRE 97B
MJR JIMMIE 67J *MJR CASSIE 141C
*TSB DARLA 177D TSB BADGER 122B
WARD A336 RELIC 30R *TSB BEYONCE 72Y
MJR GAY 23G MAC RELIC 30R
MJR ZARITA 1Z WARD RAINSTAR U823
MAC ULTRASONIC 285U
MJR MISS PANDORA 52P

BW 78	ADJWW 621	WR 94	DAM PROD 4 @ 97	
GED	BW	WW	YW	MILK STAY MARB REA
16.9	-1.8	50	67	19 19 0.2 0.58



Another MJR Jimmie son that has a stacked decked in turns of true cow power in his pedigree. Both 45N's dam and maternal granddam are American Sals Association Gold Dams.



LOT 21 MJR NOAH 52N

Lot 20 MJR NILES 51N

SCURRED • HOMO BLACK • 7/8 SA 1/8 AN

TATTOO:
MJR51N
ASA#:
S768526
CALVED:
2/10/25

MAC CONNOR 7C *SRS OUTBACK 0809X
MAC HURRICANE 15H MAC ANGIL 272A
*MAC FEDORA 369F *MAC BLACKBEARD 31B
MAC EMPORER 114E *MAC VERDA 352X
MJR HOLLIE 45H *BIG SKY EVIDENCE 53Y
MJR ELLEN 88E MAC SNAP DRAGON 57S
*KEYS BONFIRE 97B
*MJR ARLENE 88A

BW 78	ADJWW 642	WR 97	DAM PROD 4 @ 100	
GED	BW	WW	YW	MILK STAY MARB REA
13.6	-0.4	64	96	19 12 0.3 0.85



Talk about a bull with a reputation to live up to. This Hurricane son has a lot success on the bottom side of his pedigree being out of the MAC Emperor x Keys Bonfire 45H cow. 45H has raised two significant progeny that have impacted Rowell Cattle Co. Her son MJR Lamar 43L was kept back as a herd sire and has been used extensively throughout the past 2 years. Her other progeny is none other than MJR Mabel 36M. Mabel needs no introduction being the high selling female at the 2025 Cattleman's Congress for \$21,000 to Garrett Cattle of Topeka, KS. Mabel is the current reigning Triple Crown Jr. Champion winning the American Royal, the North American in Louisville, KY, and Cattleman's Congress in OKC, OK.

Lot 21 MJR NOAH 52N

HOMO POLLED • HOMO BLACK • 7/8 SA 1/8 AN

TATTOO:
MJR52N
ASA#:
P768527
CALVED:
2/10/25

JSR MERCEDES 1071 JSR MR MERCEDES 3126C
MJR LAMAR 43L JSR MS ROYCE 9171
MJR HOLLIE 45H MAC EMPORER 114E
KEYS RETRIBUTION 18B MJR ELLEN 88E
MJR JOSEY 112J KEYS DIRECT FIRE 18Y
MJR ADDIE 64A MISS KEY KRISTIN 57Y
MAC ULTRASONIC 285U
*MJR XELA 2X

BW 79	ADJWW 693	WR 105	DAM PROD 3 @ 101	
GED	BW	WW	YW	MILK STAY MARB REA
12.4	0.3	70	112	17 12 0 0.7



The first MJR Lamar 43L son to be offered and what a way to represent one of the up and coming herd sires at Rowell Cattle Co. This young herd bull offers plenty of growth and performance, while still bringing lots of eye appeal with a sleek front end and plenty of depth and center mass. 52N weaned off at 693lbs. His half sister was Res. Division at the 2026 Cattleman's Congress National Optimizer Show and she sells as Lot 42.

Lot 22 MJR NORTH 62N

HOMO POLLED • HOMO BLACK • 3/4 SA 1/4 AN

TATTOO:
MJR62N
ASA#:
P768538
CALVED:
2/12/25

MJR FLINT 97F *KEYS BONFIRE 97B
MJR JIMMIE 67J *MJR CASSIE 141C
*TSB DARLA 177D TSB BADGER 122B
MJR ANGULAR 24A *TSB BEYONCE 72Y
MJR DANI 97D MAC ULTRASONIC 285U
MJR MISS SOPHIE 87S *MJR WINNIE 98W
JD 87 MILLENNIUM 1153L
MJR NIGHT LADY 115N

BW 85	ADJWW 630	WR 98	DAM PROD 8 @ 99	
GED	BW	WW	YW	MILK STAY MARB REA
9.5	-0.3	44	63	19 13 0.2 0.73



Another impressive 3/4 blood Jimmie son, that brings a lot of cow power to the table. With the MJR prefix on both sides of his pedigree, 62N has 5 Gold Dams stacked in his pedigree and all of them have made a lasting impact at Rowell Cattle Co.

Lot 23 MJR NORTON 64N

HOMO POLLED • HOMO BLACK • 5/8 SA 1/4 AD 1/8 AN

TATTOO:
MJR64N
ASA#:
P768540
CALVED:
2/12/25

MAC CONNOR 7C *SRS OUTBACK 0809X
MAC HURRICANE 15H MAC ANGIL 272A
*MAC FEDORA 369F *MAC BLACKBEARD 31B
MAC VERDA 352X
DCS CASH 1C DUFF TRUST ME 2525
*MJR FERN 2F EZ SIZZLE 137X (13379)
MJR DANI 97D MJR ANGULAR 24A
MJR MISS SOPHIE 87S

BW 78	ADJWW 605	WR 91	DAM PROD 6 @ 103	
GED	BW	WW	YW	MILK STAY MARB REA
22.6	-5	43	44	23 14 0.2 0.23



Heifer Bull. Big time calving ease 5/8 Hurricane son. 64N carries a 22.1 CED and a -4.9 BW. Feel comfortable when you turn him out on your replacement heifers. 64N has two sisters, 34J and 17M, that Monte retained back in the herd and have turned out to be phenomenal cows.

Lot 24 MJR NIGHTFIRE 67N

POLLED • BLACK • 7/8 SA 1/8 AD

TATTOO:
MJR67N
ASA#:
P768543
CALVED:
2/13/25

GGT P BULLETPROOF 901F
JBC LEGEND 28L
JBC DAWN 155D

MAC EMPORER 114E
MJR JULIE 45J
MJR ELECTRA 69E

*GGT P BLK HEAVY HITTER
GGT P BK CHERUB 603E
*RCM P BLK AGE 335A
JBC MISS FLAT IRON 14U
*BIG SKY EVIDENCE 53Y
MAC SNAP DRAGON 57S
DCS CASH 1C
MJR CHARITY 24C

BW 80		ADJWW 587		WR 89		DAM PROD 3 @ 97	
CED	BW	WW	YW	MILK	STAY	MARB	REA
16.8	-3.3	47	61	14	20	-0.2	0.66



Heifer Bull. The first JBC Legend 28L son to sell from Rowell Cattle Co and backed by the infamous MAC Emperor on the bottom side of his pedigree. 28L was ours and Doubet Ranch's selection out of the National Champion Pen of 3 Purebred Salers Bulls from Jaspersen Cattle Co. This heifer bull brings an incredible phenotype to the table adding style and balance, all while carrying a 16.6 CED and a -3.9 BW. Sleep all night with this heifer bull.

Lot 26 MJR NOBLE 69N

SCURRED • HOMO BLACK • 7/8 SA 1/8 AN

TATTOO:
MJR69N
ASA#:
P768545
CALVED:
2/13/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

WARD A336 RELIC 30R
***MJR FIFI 102F**
*MJR AMITA 48A

*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
MAC RELIC 30R
WARD RAINSTAR U823
*MAC UNION STATION 87U
*MJR MISS SALLIE 129S

BW 89		ADJWW 708		WR 107		DAM PROD 6 @ 111	
CED	BW	WW	YW	MILK	STAY	MARB	REA
10.1	0.6	73	110	23	14	0.1	0.84



Another 7/8 Hurricane son that brings big time growth and performance to the table. Going back to the Ward Relic cow on the bottom side on his pedigree, 69N weaned off the cow at 707 and carries a 77 WW and 110 YW EPD. Weigh down scales with his calves when you take them to town.

Lot 27 MJR NOBLE GUARD 73N

HOMO POLLED • HOMO BLACK • 3/4 SA 1/4 AN

TATTOO:
MJR73N
ASA#:
P768550
CALVED:
2/14/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

*KEYS BONFIRE 97B
MJR FERN 137F
MJR CHERRIE 106C

*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
KEYS DIRECT FIRE 18Y
MISS KEY TOPS 77W
AVS POWER WAGON 801A
MJR AMY 95A

BW 82		ADJWW 614		WR 93		DAM PROD 6 @ 99	
CED	BW	WW	YW	MILK	STAY	MARB	REA
15.3	-2.9	52	75	19	14	0.4	0.4



A 3/4 Hurricane son that goes back to the KEYS Bonfire bull on the bottom side. 73N comes in with a -2.9 BW EPD and a real balanced set of EPD's all the way across the board. A bull you don't want to overlook.

Lot 25 MJR NIGHT SHIFT 68N

POLLED • BLACK • 1/2 SA 3/8 AD 1/8 AN

TATTOO:
MJR68N
ASA#:
P768544
CALVED:
2/13/25

JSR MERCEDES 107I
MJR LAMAR 43L
MJR HOLLIE 45H

DCS CASH 1C
ROW FERN 2F
GB SHUFFLE GIRL 603D

JSR MR MERCEDES 3126C
JSR MS ROYCE 917I
MAC EMPORER 114E
MJR ELLEN 88E
DUFF TRUST ME 2525
EZ SIZZLE 137X (13379)
JJ SHUFFLE UP AND DEAL 5X
GB ANGUS DAM W403

BW 87		ADJ WW 727		WR 109		DAM PROD 6 @ 101	
CED	BW	WW	YW	MILK	STAY	MARB	REA
14.3	-0.1	60	91	20	12	0.2	0.42



A MJR Lamar 43L son that brings a lot of growth to the table. 68N's dam 2F has a mature cow weight of 1250 and weaned 68N off at an impressive 727lbs, well over 50% of her body weight. This young herd bull also brings some astonishing EPD's being in the top 9% of the breed on his Milk EPD and the top 25% for Stayability.



LOT 25 MJR NIGHT SHIFT 68N



MJR LAMAR 43L SIRE OF LOTS 21 + 25

Lot 28 MJR NOBLE LAND 79N

HOMO POLLED • HOMO BLACK • 1/2 SA 3/8 AD 1/8 AN

TATTOO:
MJR79N
ASA#:
P788556
CALVED:
2/16/25

DUFF DIVIDEND 1711Z
DCS LAZER 2L
EZ SIZZLE 137X (13379)
JSR MERCEDES 107I
MJR LUCINDA 18L
MJR HERA 144H
RUDROW'S CAPITAL GAIN 50
DUFF ABERDEEN+ 448
VITULUS BRANDED RED
EBC ULYSSES 41W
JSR MR MERCEDES 3126C
JSR MS ROYCE 917I
DCS FEDERAL RESERVE 81F
MJR FAYDELL 123F

BW 73	ADJ WW 662	WR 100	DAM PROD 1 @ 100	
CED	BW	WW	YW	MILK STAY MARB REA
13.5	-0.7	52	78	17 14 0.2 0.04



If every calf out of a first calf heifer could look this good, Monte would be ecstatic. 79N is one of the first bulls to be offered out of our new herd sire DCS Lazer 2L. Packed with lots of hip, foot, and bone all in a moderate package, 79N is a bull not to underestimate to put power in your herd. Half siblings sell as lots 45, 46, and 47.



LOT 28 MJR NOBLE LAND 79N

Lot 29 MJR NOBLE LEGACY 83N

HOMO POLLED • HOMO BLACK • 1/2 SA 1/4 AD 1/4 AN

TATTOO:
MJR83N
ASA#:
P788561
CALVED:
2/18/25

DUFF DIVIDEND 1711Z
DCS LAZER 2L
EZ SIZZLE 137X (13379)
JSR MERCEDES 107I
MJR LETA 113L
MJR HILDA 147H
RUDROW'S CAPITAL GAIN 50
DUFF ABERDEEN+ 448
VITULUS BRANDED RED
EBC ULYSSES 41W
JSR MR MERCEDES 3126C
JSR MS ROYCE 917I
FR DAHLEN 6D
MJR BARBIE 128B

BW 71	ADJ WW 611	WR 92	DAM PROD 1 @ 92	
CED	BW	WW	YW	MILK STAY MARB REA
15.9	-2.6	49	78	16 13 0.1 0.36



Heifer Bull. A Lazer 2L herd bull prospect out of a first calf heifer. 83N comes to us with exponential growth and plenty of calving ease. 83N weaned off a 1070lb cow at 611lbs, 57% of the cow's body weight. He also brings in a -2.9 BW EPD with a 75lb actual. Making him ideal to put on a set of true two year old first time heifers.

Lot 30 MJR NITRO 93N

HOMO POLLED • BLACK • PUREBRED

TATTOO:
MJR93N
ASA#:
P788572
CALVED:
2/22/25

JSR MERCEDES 107I
MJR LAMAR 43L
MJR HOLLIE 45H
BIG SKY GLADIATOR 96G
MJR KIMRA 31K
MJR FIFI 145F
JSR MR MERCEDES 3126C
JSR MS ROYCE 917I
MAC EMPORER 114E
MJR ELLEN 88E
MAC BALTIC 456B
BIG SKY MS EDITION 101A
KEYS RETRIBUTION 18B
MJR DAYLE 143D

BW 82	ADJ WW 774	WR 116	DAM PROD 2 @ 109	
CED	BW	WW	YW	MILK STAY MARB REA
12.8	-1	70	109	22 12 -0.2 0.46



Performance Performance, Performance. Another 43L son backed by a Big Sky Gladiator cow on the bottom side. Here's the highest actual weaning weight bull in the whole sale. 93N brings an explosive 774 actual weaning weight to the offering with a -1.0 BW and a +22 Milk EPD's, all wrapped up in a Purebred package. A young bull out of a young herd sire that's making waves in the program.

Lot 31 MJR NOBLE STRENGTH 101N

HOMO POLLED • BLACK • PUREBRED

TATTOO:
MJR101N
ASA#:
P788434
CALVED:
2/24/25

GGT P BULLETPROOF 901F
JBC LEGEND 28L
JBC DAWN 155D
BIG SKY GLADIATOR 96G
MJR KIMRA 67K
MJR GEORGIA 99G
*GGT P BLK HEAVY HITTER
GGT P BK CHERUB 603E
*RCM P BLK AGE 335A
JBC MISS FLAT IRON 14U
MAC BALTIC 456B
BIG SKY MS EDITION 101A
FR DAHLEN 6D
MJR DAWN 115D

BW 84	ADJ WW 730	WR 110	DAM PROD 2 @ 113	
CED	BW	WW	YW	MILK STAY MARB REA
13.1	0.8	70	89	19 15 -0.2 0.91



A Purebred 28L son with a big time set of EPD's. Going back to the 67K, Big Sky Gladiator Cow, 101N weaned off at an outstanding 731lbs and has above average EPD's across the board while standing out with an impressive +0.89 Ribeye Area and a +25.2 Carcass Weight. If you need to improve the carcass data on cattle you send to the packer, don't overlook this one.

Lot 32 MJR NORTHBOUND 104N

SCURRED • BLACK • 3/4 SA 1/4 AD

TATTOO:
MJR104N
ASA#:
S788437
CALVED:
2/25/25

JSR MERCEDES 107I
MJR LAMAR 43L
MJR HOLLIE 45H
DCS CASH 1C
MJR JAMIE 32J
MJR GLADIS 158G
JSR MR MERCEDES 3126C
JSR MS ROYCE 917I
MAC EMPORER 114E
MJR ELLEN 88E
DUFF TRUST ME 2525
EZ SIZZLE 137X (13379)
FR DAHLEN 6D
MJR CHERRIE 106C

BW 71	ADJ WW 650	WR 99	DAM PROD 3 @ 90	
CED	BW	WW	YW	MILK STAY MARB REA
15	-1.3	64	94	13 15 0.2 0.2



Another 43L son who goes back to the DCS Cash 1C bull on the bottom side of his pedigree. A very attractive bull with a comfortable 72lb actual birth weight that converts to a -1.3 BW EPD. If you have a set of replacement heifers, here's a bull to consider.

Lot 33 MJR NORTHCLIFF 105N

SCURRED • HOMO BLACK • 7/8 SA 1/8 AD

TATTOO:
MJR105N
ASA#:
P768438
CALVED:
2/26/25

JSR MERCEDES 1071 JSR MR MERCEDES 3126C
MJR LAMAR 43L JSR MS ROYCE 9171
MJR HOLLIE 45H MAC EMPORER 114E
MJR ELLEN 88E
MAC HURRICANE 15H MAC CONNOR 7C
MJR KARLA 79K *MAC FEDORA 369F
MJR HEATHER 18H MAC EMPORER 114E
MJR ELECTRA 69E

BW 80	ADJ WW 682	WR 102	DAM PROD 2 @ 106	
GED	BW	WW	YW	MILK STAY MARB REA
14	0.3	82	122	18 12 0 0.74



A 43L son out of the 79K Karla Cow that was Res. National Champion Optimizer Female at the 2023 Cattleman's Congress in OKC. Packed full of growth and performance 105N brings in a 82 WW and a 122 YW EPD's. Take your calf crop to the next level with this champion mating in this bull.



LOT 35 MJR NEW VISION 125N

Lot 34 MJR NEW VENTURE 124N

HOMO POLLED • HOMO BLACK • 5/8 SA 1/4 AD 1/8 AN

TATTOO:
MJR124N
ASA#:
P768458
CALVED:
3/6/25

GGT P BULLETPROOF 901F *GGT P BLK HEAVY HITTER
JBC LEGEND 28L GGT P BK CHERUB 603E
JBC DAWN 155D *RCM P BLK AGE 335A
DCS CASH 1C JBC MISS FLAT IRON 14U
*MJR JILL 17J DUFF TRUST ME 2525
MJR GERTIE 120C EZ SIZZLE 137X (13379)
*KEYS BONFIRE 97B
*MJR YOSHI 88Y

BW 84	ADJ WW 736	WR 112	DAM PROD 3 @ 106	
GED	BW	WW	YW	MILK STAY MARB REA
14.2	-1.3	61	85	15 16 0.3 0.85



This 28L x Cash son brings a lot of good to the table. Weaning off his cow at 736lbs, 124N came off his cow at 58% of her mature body weight. Efficiency is key when retaining females. Make sure and get in on a cow family that earns their keep.



LOT 34 MJR NEW VENTURE 124N

Lot 35 MJR NEW VISION 125N

POLLED • BLACK • PUREBRED

TATTOO:
MJR125N
ASA#:
P768459
CALVED:
3/9/25

JSR MERCEDES 1071 JSR MR MERCEDES 3126C
MJR LAMAR 43L JSR MS ROYCE 9171
MJR HOLLIE 45H MAC EMPORER 114E
MJR ELLEN 88E
MJR FLINT 97F *KEYS BONFIRE 97B
MJR JOY 106J *MJR CASSIE 141C
MJR DAYLE 143D AVS POWER WAGON 801A
*MJR ARLENE 88A

BW 78	ADJ WW 678	WR 103	DAM PROD 3 @ 100	
GED	BW	WW	YW	MILK STAY MARB REA
10.6	1.2	79	122	19 14 0 0.55



A 43L son on a MJR Flint cow that has a solid set of numbers to go along with a herd bull look. Bringing a 72lb actual birth weight this young sire is one to keep an eye on. His maternal brother sells as lot 5.

Lot 36 MJR NIGHTWATCH 129N

HOMO POLLED • HOMO BLACK • 7/8 SA 1/8 AN

TATTOO:
MJR129N
ASA#:
P768463
CALVED:
3/12/25

MAC CONNOR 7C *SRS OUTBACK 0809X
MAC HURRICANE 15H MAC ANGIL 272A
*MAC FEDORA 369F *MAC BLACKBEARD 31B
FR DAHLEN 6D MAC VERDA 352X
MJR GENNIFER 137G DY ANDREW 310A
MJR CARMALA 11C FR MISS FAITH HILL 33RT
OPP 239Z OF 70U
*MJR ZIVA 50Z

BW 82	ADJ WW 714	WR 108	DAM PROD 5 @ 96	
GED	BW	WW	YW	MILK STAY MARB REA
20	-2.3	55	70	17 14 0 0.65



Performance and Heifer Bull. Calving ease and performance all bundled up in one package. This 7/8 Hurricane son brings an impressive -2.4 BW EPD along with a 19.7 CED. Even with these great calving ease traits, he still weaned off at an explosive 714lbs. Get the best of both worlds with this bull.

Lot 37 MJR NASCENDI 130N

HOMO POLLED • BLACK • PUREBRED

TATTOO:
MJR130N
ASA#:
P788465
CALVED:
3/12/25

JSR MERCEDES 1071
MJR LAMAR 43L
MJR HOLLIE 45H
BIG SKY GLADIATOR 966
MJR KAMIE 49K
MJR EVE 147E
JSR MR MERCEDES 3126C
JSR MS ROYCE 9171
MAC EMPORER 114E
MJR ELLEN 88E
MAC BALTIC 456B
BIG SKY MS EDITION 101A
*KEYS BONFIRE 97B
MJR AVA 155A

BW 81		ADJ WW 702		WR 105		DAM PROD 2 @ 102	
CED	BW	WW	YW	MILK	STAY	MARB	REA
10.5	1.1	78	118	19	13	-0.1	0.42



Lots of growth and potential in this young herd sire. This purebred 43L son brings a 714lb weaning weight into the ring along with a 78 WW EPD and a 118 YW EPD. Put pounds on your calves with this bull.

Lot 38 MJR NAUTILUS 305N

HOMO POLLED • HOMO BLACK • 1/2 SA 1/4 AD 1/4 AN

TATTOO:
MJR305N
ASA#:
P788499
CALVED:
2/26/25

STP LUCKY LARRY
STP KNOX C2K
STP ANGIE 2C
JJ SHUFFLE UP AND DEAL 5X
GB SHUFFLE GIRL 610D
GB ANGUS DAM W410
STP LMB DR JONES
DCS MS OUTBACK 19E
DJF WHISKEY RIVER 9006W
STP ANGIE 2X
ARDROSSAN JAMBEROO
BAR J TARA 8H5-6S81

BW 72		ADJ WW 556		WR 96		DAM PROD 6 @ 98	
CED	BW	WW	YW	MILK	STAY	MARB	REA
20.7	-6.4	13	17	17	15	0.3	0.08



Heifer Bull. A big time calving ease sleep all night bull. This STP Knox C2K son that packs an impeccable -6.4 BW EPD along with a 20.7 CED. Not only does he read good on paper he adds plenty of natural good with a 72lb actual birth weight.

Lot 39 MJR NAUTICAL 306N

HOMO POLLED • HOMO BLACK • 1/2 SA 1/4 AD 1/4 XX

TATTOO:
MJR306N
ASA#:
P788500
CALVED:
3/1/25

STP LUCKY LARRY
STP KNOX C2K
STP ANGIE 2C
JJ SHUFFLE UP AND DEAL 5X
GB SHUFFLE GIRL 645D
GB ANGUS DAM W445
STP LMB DR JONES
DCS MS OUTBACK 19E
DJF WHISKEY RIVER 9006W
STP ANGIE 2X
ARDROSSAN JAMBEROO
BAR J TARA 8H5-6S81

BW 80		ADJ WW 558		WR 96		DAM PROD 6 @ 100	
CED	BW	WW	YW	MILK	STAY	MARB	REA
17.3	-2	24	33	17	11	0.3	0.11



Heifer Bull. Another heifer safe Knox son that brings plenty of calving ease to your next calf crop. He has a little more growth than his other two brothers. Sleep all night with this bull.

Lot 40 MJR NEANDERTHAL 309N

HOMO POLLED • HOMO BLACK • 1/2 SA 1/4 AD 1/4 AN

TATTOO:
MJR309N
ASA#:
P788502
CALVED:
3/27/25

STP LUCKY LARRY
STP KNOX C2K
STP ANGIE 2C
JJ SHUFFLE UP AND DEAL 5X
GB SHUFFLE GIRL 656D
GB ANGUS DAM W456
STP LMB DR JONES
DCS MS OUTBACK 19E
DJF WHISKEY RIVER 9006W
STP ANGIE 2X
ARDROSSAN JAMBEROO
BAR J TARA 8H5-6S81

BW 70		ADJ WW 626		WR 108		DAM PROD 6 @ 96	
CED	BW	WW	YW	MILK	STAY	MARB	REA
20.3	-4.5	29	43	15	8	0.3	-0.15



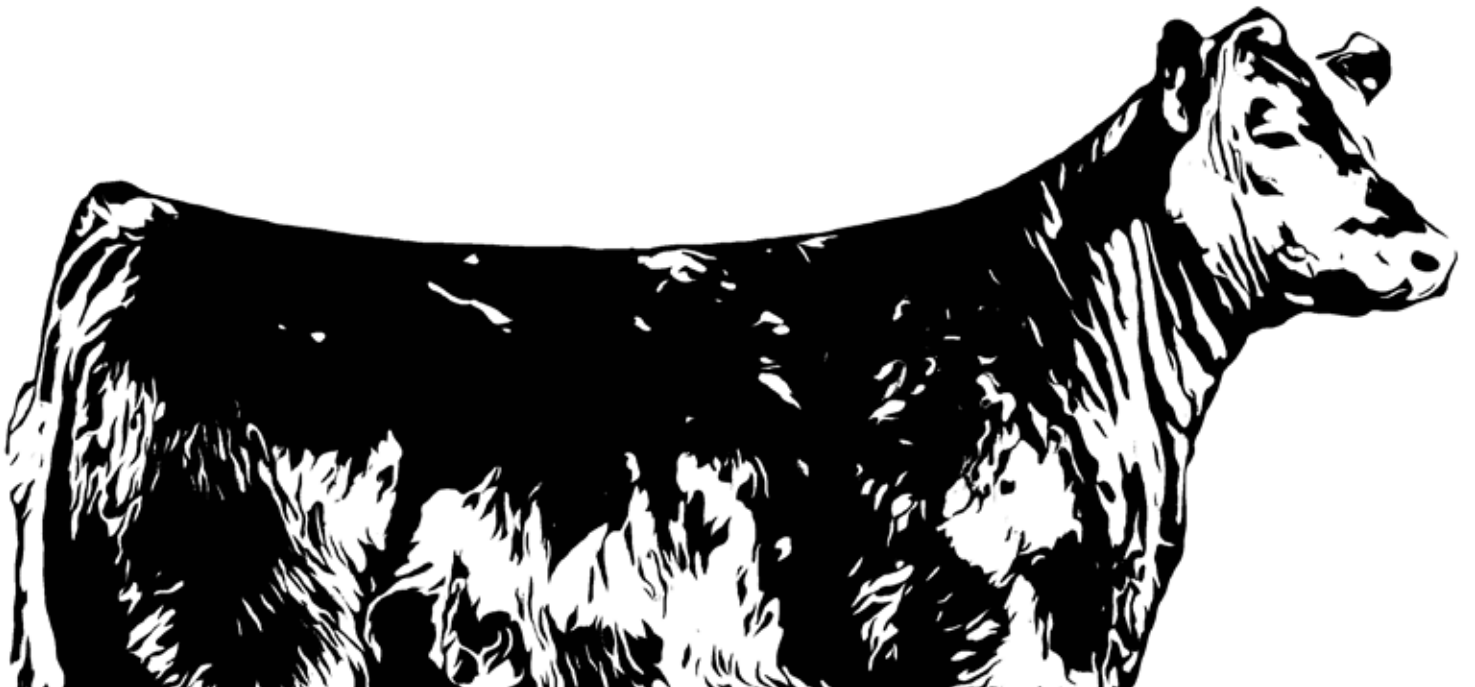
Heifer Bull. Plenty of calving ease and growth in this young bull. The youngest bull in the offering, but the best growth numbers out of the trio of Knox sons. Make sure and latch on to this one if you don't want to wake up at midnight to check heifers.

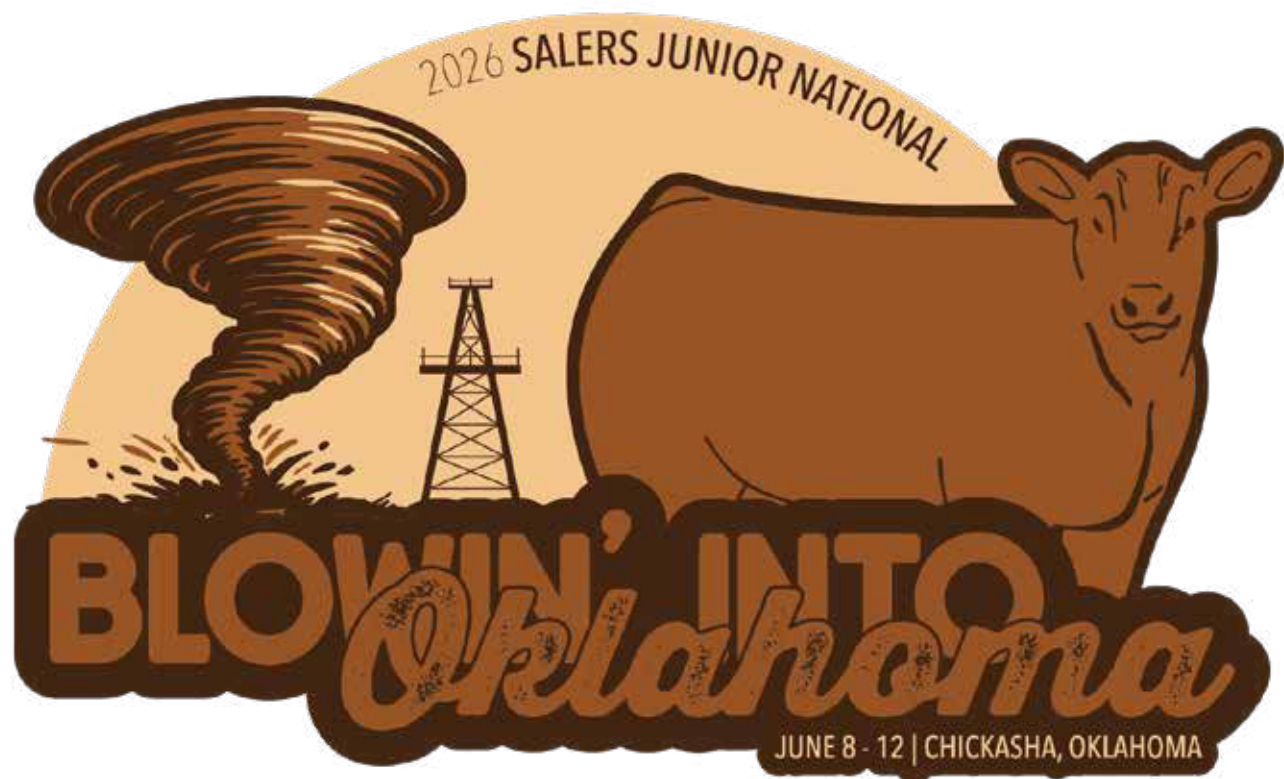
Thank You -

to these past customers who purchased half siblings to this year's bull offering

- LOT 1 -
Parr Farms, Paula Franklin, and Chad Strong
- LOT 2 -
Desert Rose Farms and Terry + Debbie Goode
- LOT 10 -
Trace Ranch
- LOT 11 -
Desert Rose Farms
- LOT 12 -
Betty Surber and Lincoln + Randi Hunter
- LOT 16 -
Parr Farms
- LOT 20 -
Desert Rose Farms
- LOT 22 -
Todd Palesano
- LOT 25 -
Eric + Vicki Ernsting and Rodney Hyslope
- LOT 31 -
Wade Louthan
- LOT 35 -
Betty Surber
- LOT 37 -
Wade Louthan

Heifleg





*Join us in
Chickasha*



Lot 41 MJR NICOLE 30N

POLLED • BLACK • 7/8 SA 1/8 AN

TATTOO:
MJR30N
ASA#:
P768503
CALVED:
2/4/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

MAC EMPORER 114E
MJR HOSHI 36H
WHR MS OUTBACK 75D

*SRS OUTBACK 0809X
MAC ANGIL 272A

*MAC BLACKBEARD 31B
MAC VERDA 352X

*BIG SKY EVIDENCE 53Y
MAC SNAP DRAGON 57S

*SRS OUTBACK 0809X
D 20R WHITNEY 7213T

BW 82	ADJ WW 549	WR 96	DAM PROD 3 @ 102	SA GE EPD			
CED	BW	WW	YW	MILK	STAY	MARB	REA
15.1	0	61	90	21	13	0.2	0.45

What a way to start the Show Heifer offering. The sole high percentage heifer of the offering and a member of the Res. National Pen of Purebred Salers Females, Champion Get of Sire, Champion Jr. Get of Sire, and Champion Best of 5 Head at the 2026 Cattleman's Congress. This February yearling is great necked, big bellied, and has plenty of hip. A Hurricane x Emperor daughter that will be one to look at in Chickasha this summer at the 2026 Salers Jr. Nationals.

Retaining 2 Flushes with a guarantee of 5 Transferable Embryos per flush at the buyer's convenience and the seller's expense.



**RES. NATIONAL CHAMPION PEN OF 3 SALERS FEMALES
2026 CATTLEMEN'S CONGRESS**

R



Lot **42**

Lot **42** **MJR NICKI 53N**
POLLED • BLACK • 3/4 SA 1/4 AN

TATTOO:
MJR53N
ASA#:
P788528
CALVED:
2/10/25

MAC CONNOR 7C
MAC HURRICANE 15H
*MAC FEDORA 369F

*KEYS BONFIRE 97B
MJR EDEN 150E
MJR ADDIE 64A

*SRS OUTBACK 0809X
MAC ANGIL 272A
*MAC BLACKBEARD 31B
MAC VERDA 352X
KEYS DIRECT FIRE 18Y
MISS KEY TOPS 77W
MAC ULTRASONIC 285U
*MJR XELA 2X

BW 85		ADJ WW 623		WR 103		DAM PROD 7 @ 99	
CED	BW	WW	YW	MILK	STAY	MARB	REA
12.3	-0.6	61	97	18	12	0.3	0.48



Probably the sleeper heifer of the offering that is first time showman approved. This Hurricane x Bonfire daughter is a big time 3/4 blood show prospect for Jr. Nationals. Bringing a geek neck and plenty of hip and middle into an attractive donor package. Also a member of the Res. National Pen of Purebred Salers Females, Champion Get of Sire, Champion Jr. Get of Sire, and Champion Best of 5 Head at the 2026 Cattleman's Congress. Don't let this one get overlooked or you may not make the backdrop picture with her this summer.

Retaining 2 Flushes with a guarantee of 5 Transferable Embryos per flush at the buyer's convenience and the seller's expense.



Lot **43**

Lot **43** **MJR NITA 48N**
POLLED • BLACK • 3/4 SA 1/8 AD 1/8 AN

TATTOO:
MJR48N
ASA#:
P788522
CALVED:
2/9/25

JSR MERCEDES 107I
MJR LAMAR 43L
MJR HOLLIE 45H

MJR FLINT 97F
MJR JAN 68J
MJR CONNIE 132C

JSR MR MERCEDES 3126C
JSR MS ROYCE 917I
MAC EMPORER 114E
MJR ELLEN 88E
*KEYS BONFIRE 97B
*MJR CASSIE 141C
KBW HELIOS
MJR AMBER 31A

BW 78		ADJWW 585		WR 103		DAM PROD 3 @ 89	
CED	BW	WW	YW	MILK	STAY	MARB	REA
13.3	0.7	60	88	13	13	-0.1	0.44



The only 43L daughter in the show heifer offering but a big time show prospect. 48N went to Cattleman's Congress and was a member of the Champion Best of 5 Head. She also went on to be Res. Champion Division 2 Heifer at the 2026 National Show in OKC. Packing plenty of foot, bone, hip, and depth, this February Optimizer heifer brings a lot of good to a tough division. First time showman approved.

Retaining 2 Flushes with a guarantee of 5 Transferable Embryos per flush at the buyer's convenience and the seller's expense.



Lot 44

Lot 44 MJR NATALA 35N

POLLED • RED • 3/4 SA 1/4 AD

TATTOO:
MJR35N
ASA#:
P788508
CALVED:
2/5/25

GGT P BULLETPROOF 901F

JBC LEGEND 28L

JBC DAWN 155D

KBW HELIOS

MJR DARLING 163D

MJR BAMBI 97B

*GGT P BLK HEAVY HITTER

GGT P BK CHERUB 603E

*RCM P BLK ACE 335A

JBC MISS FLAT IRON 14U

MCR FINDON'S MONARCHY 6430

EBC SUPER SONIC 97W

OPP 239Z OF 70U

MJR YSABEL 143Y

BW 83		ADJ WW 583		WR 99		DAM PROD 8 @ 96	
CED	BW	WW	YW	MILK	STAY	MARB	REA
18.6	-2.2	44	53	11	14	-0.1	0.5



The sole red female of the show heifer offering and the sole 28L daughter. This February Optimizer heifer reads big time donor prospect. Good footed, big hiped, and huge middled. She weaned off her mother at over 60% of her mother's mature body weight.

Stand out in the lineup this summer in Chickasha with this red female.



JBC LEGEND 28L SIRE OF LOT 44



Lot 45

Lot 45 MJR NATIVE GIRL 121N

POLLED • BLACK • 1/2 SA 3/8 AN 1/8 AD

TATTOO:
MJR121N
ASA#:
P788455
CALVED:
3/4/25

DUFF DIVIDEND 1711Z

DCS LAZER 2L

EZ SIZZLE 137X (13379)

ECR JR 357J

MJR LETTY 119L

*MJR FLETA 147F

RUDROW'S CAPITAL GAIN 50

DUFF ABERDEEN+ 448

VITULUS BRANDED RED

EBC ULYSSES 41W

ECR GRAND CANYON 9656 OF 69A

BODINES MS D695

*KEYS BONFIRE 97B

MJR GADY 76C

BW 79		ADJ WW 608		WR 103		DAM PROD 1 @ 103	
CED	BW	WW	YW	MILK	STAY	MARB	REA
13.4	-0.9	45	68	19	16	0.6	0.33



The first of a trio of 1/2 blood show heifer prospects sired by our herd sire DCS Lazer 2L. Lots of length and extension backed with plenty of structural correctness and balance in this female. Watch this one find the backdrop as a two year old.



Lot **46**

Lot **46** **MJR NATALIE 109N**
POLLED • BLACK • 1/2 SA 3/8 AN 1/8 AD

TATTOO:
MJR109N
ASA#:
P768442
CALVED:
2/26/25

DUFF DIVIDEND 17112
DCS LAZER 2L
EZ SIZZLE 137X (13379)

JSR MERCEDES 1071
MJR LINNIE 88L
MJR GERTIE 1206

RUDROW'S CAPITAL GAIN 50
DUFF ABERDEEN+ 448
VITULUS BRANDED RED
EBC ULYSSES 41W
JSR MR MERCEDES 3126C
JSR MS ROYCE 9171
*KEYS BONFIRE 97B
*MJR YOSHI 88Y

BW 78		ADJWW 582		WR 99		DAM PROD 1@ 99	
CED	BW	WW	YW	MILK	STAY	MARB	REA
10.2	0	59	93	16	13	0.4	0.46



Another 1/2 blood Lazer daughter that offers plenty of cow power and soundness. 109N has a super long spine in her and that show ring presence that demands attention. Packed with cow power her granddam is our 88Y cow that has reached Gold Dam status with the American Salers Association.



DCS LAZER 2L SIRE OF LOTS 46 + 47



Lot **47**

Lot **47** **MJR NOEL 99N**
POLLED • BLACK • 1/2 SA 3/8 AN 1/8 AD

TATTOO:
MJR99N
ASA#:
P768578
CALVED:
2/24/25

DUFF DIVIDEND 17112
DCS LAZER 2L
EZ SIZZLE 137X (13379)

ECR JR 357J
MJR LACEY 28L
*MJR FERN 27F

RUDROW'S CAPITAL GAIN 50
DUFF ABERDEEN+ 448
VITULUS BRANDED RED
EBC ULYSSES 41W
ECR GRAND CANYON 0656 OF 69A
BODINES MS 0695
AVS POWER WAGON 801A
MJR MISS SASSIE 60S

BW 80		ADJWW 580		WR 98		DAM PROD1@98	
CED	BW	WW	YW	MILK	STAY	MARB	REA
14.5	-0.7	50	72	19	16	0.3	0.35



The greenest of the trio of Lazer females. Super good footed and plenty of length. This March female is a sleeper to keep an eye on for sure. Her Maternal 1/4 sib sells as Lot 3.



Commercial Heifers

SELLING 44 HEAD HIGH PERCENTAGE SALERS COMMERCIAL HEIFERS

MONTE HAS WORKED FOR 35 YEARS STUDYING GENETICS, PEDIGREES, AND EFFICIENCY TO BUILD A COW HERD THAT UNTIL THIS YEAR HAS BEEN VIRTUALLY UNTAPPED.

All these heifers have gone through Monte's elaborate selection process that he uses to retain heifers in his own herd. Convincing Monte to offer this large of a volume of replacement heifers at this sale wasn't an easy task.

**ALL HEIFERS HAVE BEEN PELVIC SCORED, AND ARE OPEN AND READY TO BREED.
EACH HEIFER HAS BEEN CALFHOOD VACCINATED AND TREATED WITH ROWELL CATTLE CO. HEALTH PROTOCOL.**

Here's an exciting opportunity to dive in and put together a cow herd from one of the top registered Salers breeders in the country. Take the initiative to put together a front pasture set of cows!

Lot 48

A: Tag 1N
B: Tag 27N
C: Tag 63N
D: Tag 77N
E: Tag 119N

Lot 49

A: Tag 19N
B: Tag 21N
C: Tag 47N
D: Tag 85N
E: Tag 138N

Lot 50

A: Tag 31N
B: Tag 56N
C: Tag 97N
D: Tag 108N
E: Tag 110N

Lot 51

A: Tag 6N
B: Tag 59N
C: Tag 102N
D: Tag 122N
E: Tag 127N

Lot 52

A: Tag 32N
B: Tag 86N
C: Tag 96N
D: Tag 135N
E: Tag 139N

Lot 53

A: Tag 126N
B: Tag 238N
C: Tag 267N
D: Tag 270N
E: Tag 274N

Lot 54

A: Tag 201N
B: Tag 209N
C: Tag 250N
D: Tag 252N
E: Tag 301N

Lot 55

A: Tag 78N
B: Tag 113N
C: Tag 207N
D: Tag 229N
E: Tag 239N

Lot 56

A: Tag 57N
B: Tag 203N
C: Tag 205N
D: Tag 214N

**HIGH BIDDER CAN PURCHASE PICK
OUT OF EACH DRAFT OF 5.**

**IF THE HIGH BIDDER ON THE FIRST
DRAFT TAKES ALL 5 OF THAT DRAFT,
THEY UNLOCK THE OPPORTUNITY TO
TAKE AS MANY DRAFTS OF 5 AS THEY
WANT IN CHRONOLOGICAL ORDER.**

NOTE:

**All yellow tagged heifers are registered,
and papers can be transferred
for an additional \$100/head.**



Bulk Feed - Custom Rations - Bulk Commodities

SINCE



1960

AHRBERG

Milling Company

YOUR LIVESTOCK FEED SPECIALIST

Northern Oklahoma Rep.

Justin Bush

918-230-6863

Southern Oklahoma Rep.

Ken Suess

580-421-7410

Apache

(580) 588-3351



Chickasha

(405) 224-5810

**Proudly serving the Caddo, Comanche, and Grady
County Areas for over 100 Years**

Supplying your Cattle Operation Needs:

AFC Mineral Line *Specifically* Formulated For SW Oklahoma

Mix 30 Liquid Feed

Bulk Feed

Bulk Fertilizer

Custom Spraying

Elgin

Ft. Cobb

(580) 492-4830

(405) 643-2177

Notes



BID LIVE ONLINE

LiveAuctions.TV

CREATE AN ACCOUNT

Click "Register to Bid" on the top right corner of LiveAuctions.tv. Fill out the required information to bid online.

REGISTER FOR A BUYER NUMBER

From the home page, choose the sale you're interested in and click the "request a buyer number" button. Then, verify your email address with the email verification link.

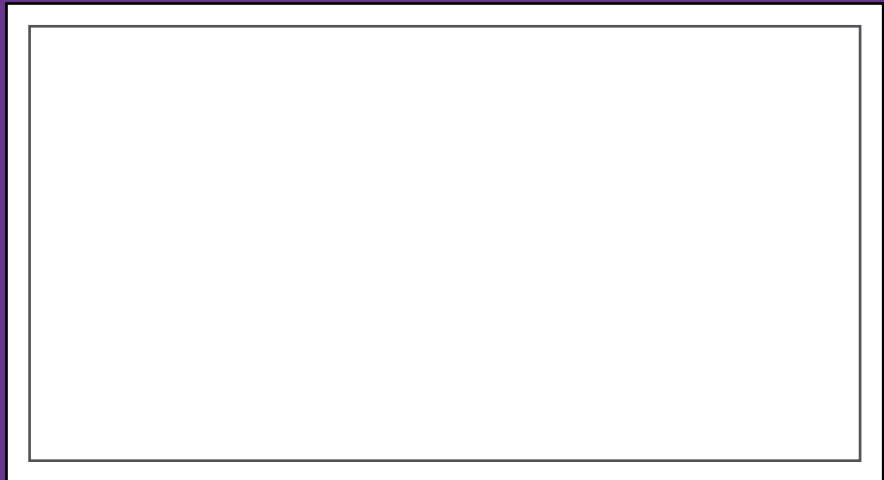
BID SUCCESSFULLY

If you're a winning bidder, your lots will appear in your cart on the bottom of your screen. You will be contacted by the ranch or sale manager for your payment and shipping plans.

FOR ASSISTANCE CONTACT: 682.816.4900 OR TECHSUPPORT@LIVEAUCTIONS.TV



MONTE ROWELL + FAMILY
731 COUNTY ROAD 1450
NINNEKAH, OKLAHOMA 73067



Time sensitive material, do not delay.

ROWELL CATTLE COMPANY [1pm CDT]
Inaugural **SATURDAY**
APRIL 4, 2026
SPRING PRODUCTION SALE

