

# EFFERTZ

## KEY RANCH

**New date  
and location!**

**Effertz Key Ranch  
36th Annual Bull Sale  
Friday, April 18, 2014**

**1 p.m. CDT**

**Kist Livestock, Mandan, ND**

**Auctioneer: Roger Jacobs**

**Offering 135 Bulls**

**78 Charolais Bulls**

**57 Optimizer Bulls**



Lot 7



Lot 135



Lot 16



Lot 109



Lot 17

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# HIGH-IMPACT GENETICS ...



## *Welcome to our 36th Annual Bull Sale.*

Some of you are probably wondering how we ended up on April 18 for our bull sale date. We started with the only barn in the Bismarck/Mandan area, Kist Livestock, and we all know how busy they are. The long and the short of it is, April 18 was the first available date. There are some benefits. It allows us to have one bull sale a year instead of two and semen test our bulls prior to sale time. Also, Warren Woroniecki, our nutritionist, has been able to move our ration down from a 53 to a 46 mega-calorie ration to grow these bulls out on a higher roughage ration. Warren will be at the sale to answer any questions.

I was just reading my greetings to you from our last two years' catalogs talking about how wild the cattle market has been. Then I watched today's market news at the end of February, and it makes a person sit back and analyze. We are clearly on a new plateau and have to re evaluate a little bit. We are approaching \$2300 for a 1500 lb fat steer, \$1350 for an eight-weight steer, and a killer bull can retrieve over \$2000. Now we all know what has happened to our expenses, and we don't apologize for this increasing in our product.

We can do some things to take advantage of this market. One is to use this time in our cycle to entice some young people into our business. We should be able to show them opportunity in this environment.

Next, I think we can get more out of our cow herds. Yes, I am back on heterosis. It clearly brings benefits in reproduction, calf survival, longevity, milk production and overall growth. It also allows you to increase the value of your calf crop by being able to split your focus between carcass and feedlot traits and cowherd traits such as longevity and fertility.

As to the offering, there will be 78 Charolais and 57 Salers Optimizer bulls. In our Charolais offering, over half of the bulls will be sons or grandsons of Tenacious. These are linebred bulls with excellent performance, good disposition and with average birth weights. Again in the mix of our Charolais will be several sons of our red factor

purebred Charolais bulls. For those of you wanting to stay in your black-hided steer programs, these double-bred red bulls will throw you black calves.

In our composite offering, we are heavy on the black side with various percentages of Angus and Salers genetics to provide an opportunity to select for more British or Continental influence. These bulls will offer strong maternal traits, excellent calving ease, and tremendous vigor at birth. A majority of these bulls have a moderate 5 to 6 frame score. When assessing these bulls, keep in mind the birth dates because we've moved a large segment of our composite cowherd to April calving.

We do not creep feed our calves and we are pleased with their rate of gain. It's interesting to note that the composite sons of Clyde out of our Salers/Angus composite cow herd had noticeably lower birth weights than our purebred Charolais Clyde sons.

We continue to DNA test for the Leptin gene because of its positive effects on maternal values, weaning weight, feed efficiency, marbling, and general feedlot management. Access more Leptin research on our website.

In closing, Effertz Key Ranch wants to thank our loyal customers for following us through these changes. We want you to know how much we appreciate your business over the years and hope that we can continue to be your seedstock supplier. If we can be of any help, please contact any of us here at EKR.

*Roger Effertz*

**EFFERTZ  
KEY RANCH**



# 36th Annual Bull Sale

Friday,  
**April 18, 2014**

Kist Livestock • Mandan, ND • 1 p.m. CDT



## Selling 135 Bulls

78 Charolais Bulls ..... pages 2 - 19  
57 Salers Optimizer Bulls ..... pages 20 - 31

### Sale Day Phones:

Neil Effertz (cell)..... 701-471-0153  
Roger Effertz (cell)..... 701-720-1156  
Kevin Effertz (cell).....701-720-1363

### Auctioneer:

Roger Jacobs, Billings, MT .....406-698-7686

### Join Us!

The bulls will be penned and ready to look at Thursday, April 17.

Thank you to Warren Woroniecki, Prairie Nutrition, for sponsoring donuts and coffee sale morning.

Join us for lunch before the sale.

### Directions to Sale Site:

Kist Livestock.....701-663-9573  
1715 40th Ave SE, Mandan, ND 58554

### Special Representatives:

Colt Keffer, Charolais Journal.....765-376-8784  
Dean Pike, American Salers.....303-810-7605  
Kris Petersen, Cattle Business Weekly .....701-339-0305  
Kirby Goetsch, Farm & Ranch Guide.....605-226-8925

**Our Exclusive Profit Index:** Designed by NDSU research specialists, our profit index is a combined index of a terminal cross sire's value in a retained ownership scenario and predicts carcass yield, feedlot gain and final carcass weight, the most economically significant criteria for profit. The Profit Index will be online at [www.effertzkeyranch.com](http://www.effertzkeyranch.com) on April 1.

**Registration Papers:** Most bulls are registered with the American International Charolais Association or the American Salers Association. Their registration numbers appear in the catalog.

**Insurance:** Will be available at the settlement desk.

**Video:** A video of individual bulls will be available on our website, [www.effertzkeyranch.com](http://www.effertzkeyranch.com) by April 1.

**Herd Health:** The sale cattle are up-to-date on the Effertz Key Ranch health program as follows: calves were vaccinated for IBR, BVD, Somnagen, 7-way, BRSV Syncial Virus, PI3 and treated with Dectomax. Our vet will be on hand to write interstate health certificates. Our cowherd is tested free of John's Disease.

**Trucking:** We will assist in making trucking arrangements to minimize your cost. Haul your bull home sale day and receive a \$50-per-bull discount.

**Guarantee:** Effertz Key Ranch bulls sell fully guaranteed. Yearling bulls are guaranteed to pass a semen test at turnout time. Please refer to the terms and conditions on the inside back cover.

**Final Performance:** Scrotal measurements, REA and Profit Index will be available on our website April 1. Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com). Call us and we will be happy to mail, fax or email a copy of the final data.

**Absentee Bidders:** If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), Kevin (701-720-1363) or Kris Petersen (701-339-0305) to discuss the bulls and arrange to place a bid.

This sale will be broadcast live on the internet.



For questions contact Justin Dikoff at (605) 290-0635 - [jdikoff@dvauction.com](mailto:jdikoff@dvauction.com)



### Sale Manager Auction Effertz, Ltd.

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# A KEYS TEN-ACIOUS 166S

BIRTH DATE: 3/10/06 H/P/S: POLLED COLOR: WHITE REG. #: M724532  
 BW: 88 ADJ. WW: 801 IGENITY TENDERNESS: 10 LEPTIN: TT FR: 7.1

CE	BW	WW	YW	Milk	MCE	MTNL
1.8	2.6	44	83	-16	6.6	6

KEYS MCHENRY 24M  
**KEYS MCTENDER 279P**  
 KEYS ABE 70C

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 MR KEY ABRAHAM 23  
 MISS KEY HURDLER 119Z

KEYS HANDYMAN PLD 255H  
**MISS KEY MAYBELL 73N**  
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET  
 MS KEY STYLISH STAR 149E  
 EC BRONSON 204 POLLED  
 LTC MISS NORWOOD 895X

Tenacious is a powerful performance bull that is very attractive with tremendous length and a perfect 10 for tenderness. His calves come easy, are impressively long sided yet deep and full bodied. They are great feeding cattle which is further supported by the fact that he is a TT for the leptin gene.

# 1 KEYS TENACIOUS 26A

BIRTH DATE: 2/8/13 H/P/S: POLLED COLOR: WHITE REG. #: M836193  
 BW: 88 ADJ. WW: 600 ADJ. YW: 1205 LEPTIN: TT ADG: 3.78 WDA: 3.05

CE	BW	WW	YW	Milk	MCE	MTNL
2.3	0.9	28	51	-8	7.5	6

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS PIRATE 183P  
**MISS KEY ANNA 280T**  
 MISS KEY ANNA 344P ET

KEYS MCHENRY 24M  
 MISS KEY KIRSTEN 89K  
 LHD CIGAR E46  
 MISS KEY DISTANCE 32E

There are only a few of these well sought after Tenacious sons in the sale and here's one to fit the bill.

# 3 KEYS TENACIOUS 102A

BIRTH DATE: 3/4/13 H/P/S: POLLED COLOR: WHITE REG. #: M836131  
 BW: 88 ADJ. WW: 679 ADJ. YW: 1369 LEPTIN: TT ADG: 4.31 WDA: 4.48

CE	BW	WW	YW	Milk	MCE	MTNL
1.8	1.7	37	60	-5	7.2	13

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS MCHENRY 76T  
**MISS KEY ELSIE 144W**  
 MISS KEY ELSIE 178T

KEYS MCHENRY 24M  
 MISS KEY LISA 92P  
 CARDINALS LAD D693  
 MISS KEY ELSIE 468K

A well balanced son of Tenacious, big topped, clean chested, nice headed with plenty of muscle from front to rear and a 4.31 gain.

# 5 KEYS TENACIOUS 127A

BIRTH DATE: 3/10/13 H/P/S: SCURRED COLOR: WHITE REG. #: M836162  
 BW: 94 ADJ. WW: 754 ADJ. YW: 1426 LEPTIN: TT ADG: 4.20 WDA: 3.78

CE	BW	WW	YW	Milk	MCE	MTNL
2.6	1.7	38	68	-6	5.4	13

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS MODEL 270N  
**MISS KEY HI GAL 180T**  
 MISS KEY HI GAL 221K

CF FRONTLINE 1241 ET  
 MISS KEY PAIGE 402H ET  
 KEYS RAVEN 205D PLD ET  
 LTC HI GAL 968Y

One of the bigger framed Tenacious sons in the sale, tremendously long bodied, level topped, and very sound in his conformation. He ratio'd 109 on his weaning wt and is gaining 4.2#/day.



REF. SIRE A

# 2 KEYS TENACIOUS 71A TW

BIRTH DATE: 2/24/13 H/P/S: POLLED COLOR: WHITE REG. #: M836203  
 BW: 78 ADJ. WW: 622 ADJ. YW: 1153 LEPTIN: TT ADG: 3.32 WDA: 3.05

CE	BW	WW	YW	Milk	MCE	MTNL
-0.7	3.0	43	79	-7	3.8	14

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS MCHENRY 24M  
**MISS KEYFIRE 80S**  
 MISS KEYFIRE 1L

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 LAFRAISE EXTRA EASE 848  
 MISS KEYFIRE 95H PLD ET

The Tenacious-McHenry cross has really worked well for us. This bull unfortunately was a twin and their mother raised them both so he started out a little behind but has been making up ground quite well. His modest birth wt of 78 lbs should make him easy calving and his pedigree will make his calves perform.

# 4 KEYS TENACIOUS 109A

BIRTH DATE: 3/7/13 H/P/S: POLLED COLOR: WHITE REG. #: M836134  
 BW: 97 ADJ. WW: 698 ADJ. YW: 1319 LEPTIN: CT ADG: 3.88 WDA: 4.46

CE	BW	WW	YW	Milk	MCE	MTNL
1.9	2.1	33	62	-5	4.8	11

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS UNO 1S  
**MISS KEY FOREVER 120U**  
 MISS KEY FOREVER 105JTW

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 ANKONIAN DUKE F220 ET  
 MISS KEY FOREVER 118F

A Tenacious son that's really attractive in his appearance, well balanced, smooth polled, long and level topped with a deep well muscled quarter. His full brother last year was horned and brought \$4500.

# 6 KEYS TENACIOUS 128A

BIRTH DATE: 3/10/13 H/P/S: POLLED COLOR: WHITE REG. #: M836163  
 BW: 100 ADJ. WW: 667 ADJ. YW: 1272 LEPTIN: CT ADG: 3.78 WDA: 3.30

CE	BW	WW	YW	Milk	MCE	MTNL
-2.1	3.1	37	62	-4	3.8	14

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS MCHENRY 24M  
**MISS KEY GOLD 179W**  
 MISS KEY GOLD QUEEN 56K

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 2UP PEUGEOT ET  
 MISS KEY GOLD QUEEN 73E

If you're looking for a uniform set of bulls that are bred alike, take note of these Tenacious sired bulls out of McHenry cows.



# 7 KEYS TENACIOUS 115A

BIRTH DATE: 3/8/13 H/P/S: POLLED COLOR: WHITE REG. #: M836138  
 BW: 88 ADJ. WW: 596 ADJ. YW: 1234 LEPTIN: TT ADG: 3.99 WDA: 3.11

CE	BW	WW	YW	Milk	MCE	MTNL
4.0	0.5	21	37	-8	6.2	3

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS UNO 1S  
**MISS KEY SUPREME 34W**  
 MISS KEY SUPREME 70P

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 TARGET PLD MAVERICK 26M  
 MS KEY SUPREME 89E PLD

You can definitely pick him out, a Tenacious sired bull that's good headed, clean fronted, thick topped, and well muscled from end to end.



Lot 7

# 8 KEYS TENACIOUS 198A

BIRTH DATE: 4/3/13 H/P/S: POLLED COLOR: WHITE REG. #: M836180  
 BW: 90 ADJ. WW: 596 ADJ. YW: 1106 LEPTIN: CT ADG: 3.19 WDA: 2.97

CE	BW	WW	YW	Milk	MCE	MTNL
1.6	1.1	27	51	-10	5.6	4

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS PIRATE 183P  
**MISS KEY TARA 197U**  
 MISS KEY TARA 320H ET

KEYS MCHENRY 24M  
 MISS KEY KIRSTEN 89K  
 2UP PEUGEOT ET  
 MISS KEY SKYFIRE 101Z

This bull is a little younger in age but still carries that sharp, well balanced Tenacious look.

# 9 KEYS TENACIOUS 203A

BIRTH DATE: 4/5/13 H/P/S: POLLED COLOR: WHITE REG. #: M836182  
 BW: 93 ADJ. WW: 682 ADJ. YW: 1269 LEPTIN: ADG: 3.67 WDA: 3.44

CE	BW	WW	YW	Milk	MCE	MTNL
2.2	1.8	31	55	-7	6.0	9

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

KEYS NEW CHOICE 23P  
**MISS KEY LAVENDER 270S**  
 MISS KEY LAVENDER 351L

KEYS MCHENRY 24M  
 MISS KEY LACE 42L  
 2UP PEUGEOT ET  
 MS KCC DAK ROCKET 272B

If you're looking to add some length and stretch to your calf crop this Tenacious sired bull could be the one you're looking for.

# 10 KEYS SPECIALIST 118A

BIRTH DATE: 3/9/13 H/P/S: POLLED COLOR: WHITE REG. #: M836155  
 BW: 84 ADJ. WW: 572 ADJ. YW: 1177 LEPTIN: TT ADG: 3.78 WDA: 3.03

CE	BW	WW	YW	Milk	MCE	MTNL
1.9	0.8	14	31	4	4.7	11

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY PERFECTION 77P**  
 MISS KEY PERFECTION 144E

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 WHITECAP NEW REQUEST50B  
 MISS KEY 548T

A low birth wt Specialist son out of a high end McHenry cow. I've toyed with the idea of flushing this cow because of her looks, milking ability, and the overall production of high end bulls and females. Her 2011 bull brought \$5,000.



Lot 10

# 11 KEYS SPECIALIST 124A

BIRTH DATE: 3/10/13 H/P/S: POLLED COLOR: WHITE REG. #: M836161  
 BW: 86 ADJ. WW: 637 ADJ. YW: 1181 LEPTIN: TT ADG: 3.40 WDA: 3.15

CE	BW	WW	YW	Milk	MCE	MTNL
6.1	-0.7	16	29	2	9.1	10

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY LOTUS 208S**  
 MISS KEY LOTUS 33L TW

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 2UP PEUGEOT ET  
 MISS KEY BLAZE 157A PLD

Specialist is the sire of cattle that excel in soundness, structural correctness, muscling and style. His maternal side is very strong which has transmitted into nice, well balanced udders on his daughters and his sons exhibit the performance with style that demand the attention of commercial bull buyers.



Lot 11



## B KEYS SPECIALIST 18U

BIRTH DATE: 2/2/08 H/P/S: POLLED COLOR: WHITE REG. #: M761126  
 BW: 92 ADJ. WW: 728 IGENITY TENDERNESS: 10 LEPTIN: TT

CE	BW	WW	YW	Milk	MCE	MTNL
2.5	1.8	23	48	-5	8.4	7

KEYS MCTENDER 279P  
**KEYS TEN-ACIOUS 166S**  
 MISS KEY MAYBELL 73N

KEYS MCHENRY 24M  
 KEYS ABE 70C  
 MEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET  
**MISS KEY KRISTEN 63K**  
 MISS KEY AUGUSTA 216E

UUP LIMITED EDITIONL147  
 PALGROVEESTELLA14PKJ124E  
 KEYS POLLED AUGUSTUS112C  
 MISS KEY BULLET 8240W ET

For four years now, the Specialist sons were the most popular bulls in the sale with their style and performance. Specialist is an outstanding son of Ten-acious out of a tremendous Peugeot donor cow. He is a perfect 10 for tenderness and a TT for leptin.



REF. SIRE B

## 12 KEYS CARSON 135A

BIRTH DATE: 3/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M835689  
 BW: 92 ADJ. WW: 856 ADJ. YW: 1286 LEPTIN: TT ADG: 2.69 WDA: 3.73

CE	BW	WW	YW	Milk	MCE	MTNL
0.3	2.8	42	69	-2	7.3	19

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY HANNA 146S**  
 MISS KEY HANNA 255L

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 LAFRAISE EXTRA EASE 848  
 MISS KEY HANNA 114H ET

Carson's mother is very consistent, producing bulls that are in high demand by commercial and purebred breeders alike. Her 2011 bull brought \$10,000 to Larry Starr, and her 2012 brought \$8,500 to Bina Charolais. This year's calf was a member of our Denver pen and is stout made, well muscled, with excellent length.



Lot 12

## 13 KEYS SPECIALIST 136A

BIRTH DATE: 3/14/13 H/P/S: HORNED COLOR: WHITE REG. #: M836170  
 BW: 96 ADJ. WW: 714 ADJ. YW: 1335 LEPTIN: TT ADG: 3.88 WDA: 3.56

CE	BW	WW	YW	Milk	MCE	MTNL
0.4	2.3	32	56	-1	5.8	15

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY GOLD 205S**  
 MISS KEY GOLD 474K

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 2UP PEUGEOT ET  
 MISS KEY GOLD 69F

Whether it's a Specialist out of a McHenry or a Tenacious on a McHenry, there's a good number of these well made, linebred bulls to choose from.



Lot 13

## 14 KEYS SPECIALIST 133A

BIRTH DATE: 3/13/13 H/P/S: POLLED COLOR: WHITE REG. #: M836168  
 BW: 96 ADJ. WW: 817 ADJ. YW: 1430 LEPTIN: CT ADG: 3.83 WDA: 3.89

CE	BW	WW	YW	Milk	MCE	MTNL
-2.7	3.0	37	61	2	2.3	21

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY JAIME 74P**  
 MISS KEY JAIME 365J

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 KEYS POLLED ABE 74F  
 LTC MS LONE TREE 333 PLD

An 817 lb WW with a ratio of 118, this long bodied, high performance bull is very much the same design as Lot 5. Put these two together if you're looking to put some stretch in your calf crop.

## 15 KEYS SPECIALIST 138A

BIRTH DATE: 3/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M836169  
 BW: 85 ADJ. WW: 635 ADJ. YW: 1230 LEPTIN: TT ADG: 3.72 WDA: 3.22

CE	BW	WW	YW	Milk	MCE	MTNL
3.6	0.2	25	45	-2	6.7	11

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY PERFECTION 278U**  
 MISS KEY PERFECTION 77P

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 KEYS MCHENRY 24M  
 MISS KEY PERFECTION 144E

The design and shape of these Specialist sons are very uniform in type. They're sound footed, straight topped, with excellent muscle definition over their hip and rear quarter.



# 16 KEYS TURBINE 149A

BIRTH DATE: 3/18/13 H/P/S: POLLED COLOR: WHITE REG. #: M835690  
 BW: 101 ADJ. WW: 890 ADJ. YW: 1477 LEPTIN: TT ADG: 3.67 WDA: 4.09

CE	BW	WW	YW	Milk	MCE	MTNL
-1.3	3.5	47	76	-4	3.9	19

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS MCHENRY 24M  
**MISS KEY LUCY 135U**  
 MISS KEY LUCY 278R

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 CARDINAL WESTERN MAVERICK  
 LTC LUCY 516 POLLED

Don't overlook this bull on sale day. A member of our Denver pen, Turbine is a big time herd-sire, he displays a nice keen head, excellent length and depth, and a muscle pattern that carries deep into his rear quarter and stifle.



Lot 16

# 17 KEYS SPECIALIST 160A

BIRTH DATE: 3/21/13 H/P/S: POLLED COLOR: WHITE REG. #: M836175  
 BW: 87 ADJ. WW: 833 ADJ. YW: 1438 LEPTIN: TT ADG: 3.78 WDA: 3.90

CE	BW	WW	YW	Milk	MCE	MTNL
4.1	1.3	35	61	1	6.7	18

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS UNO 1S  
**MISS KEY BISKIT 42W**  
 MISS KEY BISKIT 26T

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS RAVEN 205D PLD ET  
 MISS KEY BISKIT 412H

A real nice made son of Specialist, he exhibits a lot of the same attributes of his grandsire, Tenacious - strong topped, clean fronted, square made with style to boot. He weaned off at 833 lbs. and ratio'd at 120. Retaining ¼ semen interest.



Lot 17

# 18 KEYS SPECIALIST 216A

BIRTH DATE: 4/11/13 H/P/S: POLLED COLOR: WHITE REG. #: M836185  
 BW: 88 ADJ. WW: 668 ADJ. YW: 1137 LEPTIN: CT ADG: 2.93 WDA: 3.12

CE	BW	WW	YW	Milk	MCE	MTNL
2.3	1.2	23	42	0	5.3	12

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS UNO 1S  
**MISS KEY DANIELLE 85W**  
 MISS KEY DANIELLE 152LTW

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 CF FRONTLINE 124I ET  
 MISS KEYS DANIELLE 106D

A young Specialist bull with a lot of potential. Specialist is a sire whose progeny are sound footed, easy moving, stylish to look at, and perform very well.



Our entire Denver pen sells.

# 19 KEYS SPECIALIST 239A

BIRTH DATE: 4/24/13 H/P/S: HORNED COLOR: WHITE REG. #: M836189  
 BW: 94 ADJ. WW: 706 ADJ. YW: 1220 LEPTIN: CT ADG: 3.21 WDA: 3.32

CE	BW	WW	YW	Milk	MCE	MTNL
-2.7	2.2	16	22	4	1.4	12

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

2UP PEUGEOT ET  
**MISS KEY OLIVIA 444H**  
 MISS KEY FOSTER 6126U

2UP LIMITED EDITIONL147  
 PALGROVEESTELLA14PKJ124E  
 KEYS FOSTER 231P  
 MISS KEY 950L

A son of Specialist out of the never miss cow 444H. Even at 15 years of age she continues to produce bulls that are sound, square hipped, well muscled, and very easy to sell. A lot of longevity bred into this calf.



The 2014 National Reserve Champion Pen of Bulls were all sired by Key's All State 149X and exhibited by Suttles Charolais Farm, Murrayville, IL. Congratulations!

## 20 KEYS WISHBONE 59A

BIRTH DATE: 2/18/13 H/P/S: POLLED COLOR: WHITE REG. #: M836198  
 BW: 88 ADJ. WW: 656 ADJ. YW: 1302 LEPTIN: TT ADG: 4.04 WDA: 3.34

CE	BW	WW	YW	Milk	MCE	MTNL
2.9	0.6	19	29	4	3.9	14

KEYS SPECIALIST 18U  
**KEYS WISHBONE 40Y**  
 MISS KEY BISKIT 108S

CARDINAL WESTERN MAVERICK  
**MISS KEY OLIVIA 100R**  
 MISS KEY OLIVIA 444H

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 CEDER SPRINT 901-Y  
 MISS KEY BISKIT 177L

CARDINALS MAVERICK 9023P  
 CARDINALS LADY A111P  
 2UP PEUGEOT ET  
 MISS KEY FOSTER 6126U

One of the first Key's Wishbones to sell. Wishbone sold for \$10,000 to P & H Ranching, Alberta, Canada, in the Black Hills Stock Show a couple years ago. Just like his sire, 59A is a classy-looking, well-made individual with a gain of over 4 lbs/day.



Key's Wishbone 40Y, sire of lots 20, 21 and 22.

## 21 KEYS WISHBONE 94A

BIRTH DATE: 3/2/13 H/P/S: POLLED COLOR: WHITE REG. #: M836209  
 BW: 84 ADJ. WW: 641 ADJ. YW: 1195 LEPTIN: TT ADG: 3.46 WDA: 3.13

CE	BW	WW	YW	Milk	MCE	MTNL
5.1	-0.6	22	36	3	5.4	14

KEYS SPECIALIST 18U  
**KEYS WISHBONE 40Y**  
 MISS KEY BISKIT 108S

KEYS UNO 1S  
**MISS KEY MEG 124U**  
 MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 CEDER SPRINT 901-Y  
 MISS KEY BISKIT 177L

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS MCHENRY 24M  
 MISS KEY MEG 123L

A clean made, sharp looking son of Wishbone with an 84 lb birth wt. He embodies his sire's look, long and smooth through his front, straight topped, clean sheathed, long and deep in his muscle pattern and moves out with a long and fluid stride.

## 22 KEYS WISHBONE 180A

BIRTH DATE: 3/26/13 H/P/S: POLLED COLOR: WHITE REG. #: M836178  
 BW: 83 ADJ. WW: 668 ADJ. YW: 1222 LEPTIN: TT ADG: 3.46 WDA: 3.28

CE	BW	WW	YW	Milk	MCE	MTNL
4.4	-0.2	24	42	-1	4.9	11

KEYS SPECIALIST 18U  
**KEYS WISHBONE 40Y**  
 MISS KEY BISKIT 108S

KEYS PIRATE 183P  
**MISS KEY KIT 174U**  
 MISS KEY KIT 310K

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 CEDER SPRINT 901-Y  
 MISS KEY BISKIT 177L

KEYS MCHENRY 24M  
 MISS KEY KRISTEN 89K  
 KEYS POLLED READY MAN29F  
 MS KEY SUPREME STAR 58E

A light birth weight Wishbone son with his sire's look. Clean and smooth through his neck and shoulders, strong topped and square made.

## 23 KEYS TENACIOUS 233A

BIRTH DATE: 4/21/13 H/P/S: POLLED COLOR: WHITE REG. #: M836187  
 BW: 90 ADJ. WW: 720 ADJ. YW: 1197 LEPTIN: TT ADG: 2.98 WDA: 3.37

CE	BW	WW	YW	Milk	MCE	MTNL
1.1	1.4	28	55	0	1.8	14

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 153X**  
 MISS KEY SONNET 400K

WPLB GODFATHER 23H  
**BC MISS GODFATHER 690**  
 BC MISS CONQUEST 846

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS RICH-N-RARE 14G PLD  
 LTC SONNET 531 POLLED

ROCK HIGH FLIGHT 6D  
 WPLB COUNTRY DANCER 19D  
 LTC CONQUEST 5214 POLLED  
 BC MISS ROCKET 425

We only have a couple of bulls sired by our Tenacious 153X bul. We unfortunately lost him due to injury but he left us with some really nice made, stylish cattle that are really structurally sound in their overall makeup.

## 24 KEYS TENACIOUS 241A

BIRTH DATE: 4/28/13 H/P/S: POLLED COLOR: WHITE REG. #: M836190  
 BW: 90 ADJ. WW: 777 ADJ. YW: 1407 LEPTIN: CT ADG: 3.94 WDA: 3.89

CE	BW	WW	YW	Milk	MCE	MTNL
1.3	1.3	36	63	7	3.5	25

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 153X**  
 MISS KEY SONNET 400K

KEYS DUKE 118M  
**MISS WE LISA**  
 MISS KEY LISA 145M

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS RICH-N-RARE 14G PLD  
 LTC SONNET 531 POLLED

KEYS DUKE 99K  
 MISS KEY DANCER 348K  
 KEYS EXPRESSWAY 182K  
 ABC LISA EDE

Here's a bull that catches your eye as soon as you walk into the pen. A very classy and good looking bull, nice keen head, straight topped and stands square on all four corners.

## 25 KEYS ALLSTATE 12A

BIRTH DATE: 1/30/13 H/P/S: POLLED COLOR: WHITE REG. #: M836165  
 BW: 87 ADJ. WW: 674 ADJ. YW: 1356 LEPTIN: CT ADG: 4.26 WDA: 3.11

CE	BW	WW	YW	Milk	MCE	MTNL
5.1	0.2	33	58	-5	7.0	12

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
 MISS KEY MEG 2T

KEYS TEN-ACIOUS 166S  
**MISS KEY ASSERTION 31Y**  
 JLS ASSERTION 473 PLD

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 LT ASSERTION 1277 P  
 JLS WIND 273 POLLED

Here's an easy calving, thick, stout made son of All State, not the biggest framed bull in the pen but gaining quite well with an ADG of 4.26. His mother is a Tenacious daughter out of the cow that produced the lot 32 Jaxson son in the sale. An excellent cow family with moderate birth weights bred in.

## 26 KEYS ALLSTATE 63A

BIRTH DATE: 2/21/13 H/P/S: HORNED COLOR: WHITE REG. #: M836199  
 BW: 93 ADJ. WW: 719 ADJ. YW: 1383 LEPTIN: TT ADG: 4.15 WDA: 3.61

CE	BW	WW	YW	Milk	MCE	MTNL
3.2	0.6	39	63	1	3.0	20

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
 MISS KEY MEG 2T

CARDINALS LAD D693  
**MISS KEY DAWN 291R**  
 MISS KEY DAWN 395M

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

CARDINALS LAD B180P  
 CARDINALS LADY 9125P  
 2UP PEUGEOT ET  
 MISS KEY DAWN 345H

Here's a high performing, bigger framed son of Allstate. He boasts a 4.15 ADG and exhibits a lot of depth and thickness as you view him from the side and rear, he should really put the pounds on a set of calves.



# C KEYS ALL STATE 149X

BIRTH DATE: 4/2/10 H/P/S: POLLED COLOR: WHITE REG. #: M792787  
 BW: 82 ADJ. WW: 816 ADJ. YW: 1445 IGENITY TENDERNESS: 7 LEPTIN: TT REA: 19.38

CE	BW	WW	YW	Milk	MCE	MTNL
7.0	-1.2	37	65	-2	6.6	16

KEYS TEN-ACIOUS 166S  
**KEYS SPECIALIST 18U**  
 MISS KEY KRISTEN 63K

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 216E

KEYS CHUMLEY 8R  
**MISS KEY MEG 2T**  
 MISS KEY MEG 4R

CARDINAL WESTERN MAVERICK  
 MISS KEY KODEE 1K  
 KEYS MCHENRY 24M  
 MISS KEY MEG 123L

All State sired the Reserve Champion Pen of Bulls in Denver this year. He has worked well on first calf heifers. His calves are good patterned cattle with some extra muscle. They'll work in the feedlot and in the show ring. Co-owned with Nathan Suttles.



REF. SIRE C

# 27 KEYS ALLSTATE 31A

BIRTH DATE: 2/10/13 H/P/S: POLLED COLOR: WHITE REG. #: M836194  
 BW: 86 ADJ. WW: 651 ADJ. YW: 1264 LEPTIN: TT ADG: 3.83 WDA: 3.20

CE	BW	WW	YW	Milk	MCE	MTNL
6.1	-0.5	31	59	-2	6.8	13

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
 MISS KEY MEG 2T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
**MISS KEY DENISE 14W**  
 MISS KEY DENISE 355M

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

A definite show bull is how you would describe this classy All State son, clean made, nice headed, with excellent muscle shape and pattern from front to rear. He's linebred and out of one the, if not the, top Tenacious females in our herd.



Lot 27

# 28 KEYS ALLSTATE 39A

BIRTH DATE: 2/12/13 H/P/S: POLLED COLOR: WHITE REG. #: M836196  
 BW: 96 ADJ. WW: 713 ADJ. YW: 1377 LEPTIN: TT ADG: 4.15 WDA: 3.26

CE	BW	WW	YW	Milk	MCE	MTNL
0.9	2.4	47	83	-5	4.5	18

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
 MISS KEY MEG 2T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
**MISS KEY FIRE 130Y**  
 MISS KEY FIRE 80S

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS MCHENRY 24M  
 MISS KEY FIRE 1L

A nice made, well muscled son of Allstate out of a first calf Tenacious female. He's linebred and good, with an ADG of 4.15. He should sire a uniform set of calves with a lot of performance.



Lot 28

# 29 KEYS ALLSTATE 134A

BIRTH DATE: 3/13/13 H/P/S: POLLED COLOR: WHITE REG. #: M836167  
 BW: 96 ADJ. WW: 757 ADJ. YW: 1395 LEPTIN: CT ADG: 3.99 WDA: 3.74

CE	BW	WW	YW	Milk	MCE	MTNL
2.5	1.2	37	65	2	4.5	20

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
 MISS KEY MEG 2T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS MERIT 100L  
**MISS KEY ABBA 402N**  
 KEYS ABE 70C

MERIT 5133E  
 MISS KEY IDA 21J  
 MR KEY ABRAHAM 23  
 MISS KEY HURDLER 119Z

A strong topped, big hipped bull with a lot of depth and capacity. These All State bulls are nice headed, good boned, with excellent muscle, design, and shape.

# 30 KEYS ALLSTATE 230A

BIRTH DATE: 2/25/13 H/P/S: HORNED COLOR: WHITE REG. #: M836186  
 BW: 84 ADJ. WW: 665 ADJ. YW: 1134 LEPTIN: TT ADG: 2.93 WDA: 3.03

CE	BW	WW	YW	Milk	MCE	MTNL
6.4	-1.0	29	45	-1	6.1	13

KEYS SPECIALIST 18U  
**KEYS ALL STATE 149X**  
 MISS KEY MEG 2T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS UNO 1S  
**MISS KEY BISKIT 208W**  
 MISS KEY BISKIT 34P

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 CARDINALS SMOKE B159P  
 MISS KEY BISKIT 58M

A moderate framed, stout made son of All State. He's really wide topped with an explosive rear quarter.



## D KEYS JAXSON 200Y ET

BIRTH DATE: 4/14/11 H/P/S: POLLED COLOR: WHITE REG. #: EM806052  
 BW: 94 ADJ. WW: 879 ADJ. YW: 1482 LEPTIN: CT REA: 17.74

CE	BW	WW	YW	Milk	MCE	MTNL
-2.0	2.1	23	48	10	1.3	22

FC TRUBO 756 P  
**SCR BRONCO 9026**  
 SCR MS KINGDOM 1228

SCR MR TURBO 4009  
 FC MS MAGIC JOSIE  
 SCR MAJESTIC 7397  
 SCR MISS POLAR 4185

2 UP PEUGEOT ET  
**MISS KEY DENISE 355M**  
 MISS KEYS DENISE 48D PLD

2UP LIMITED EDITION L147  
 PALGROVE ESTELLA 14PKJ 124E  
 RPJ MISTER UNLIMITED 206B  
 MS KEY HIGH ROLLER 105A

Jaxson is a long-bodied performance sire that is very strong in the maternal traits. He sires that extra length that gives you the pounds without any problems. His females should be good milking, maternal females.



REF. SIRE D

## 31 KEYS BOOMER 43A

BIRTH DATE: 2/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M835687  
 BW: 88 ADJ. WW: 771 ADJ. YW: 1273 LEPTIN: CT ADG: 3.14 WDA: 3.32

CE	BW	WW	YW	Milk	MCE	MTNL
0.4	1.6	30	54	10	2.1	25

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS UNO 231U  
**MISS KEY VESTA 120X**  
 MISS KEY VESTA 48U

KEYS UNO 1S  
 MISS KEY DALENNA 20M  
 KEYS TEN-ACIOUS 166S  
 MISS KEY VESTA 17L

If you're in search of a bull that stands on good bone, is square hiped, wide based, with plenty of natural thickness, then Boomer is your bull. He was a member of our Denver pen and comes from a young eye catching cow with a beautiful udder.



Lot 31

## 32 KEYS JAXSON 6A

BIRTH DATE: 1/28/13 H/P/S: POLLED COLOR: WHITE REG. #: M836202  
 BW: 88 ADJ. WW: 631 ADJ. YW: 1226 LEPTIN: CC ADG: 3.72 WDA: 3.12

CE	BW	WW	YW	Milk	MCE	MTNL
2.8	0.6	14	32	7	5.6	14

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

LT ASSERTION 1277 P  
**JLS ASSERTION 473 PLD**  
 JLS WIND 273 POLLED

EATONS ASSERT 9171  
 LT ALLI'S CLASS 9140 P  
 LT WYOMING WIND 4020 PLD  
 JLS RAINMAKER 073 POLLED

The first and oldest Jaxson son in the sale. The first thing you'll notice on the Jaxson calves is their exceptional length of body, this young bull is really long and well muscled, out of a smaller framed cow that has really produced well for us.



Brent and Nancy Thiel with Kevin and Pat at last year's sale.

## 33 KEYS JAXSON 37A

BIRTH DATE: 2/11/13 H/P/S: POLLED COLOR: WHITE REG. #: M836195  
 BW: 88 ADJ. WW: 607 ADJ. YW: 1292 LEPTIN: CT ADG: 4.28 WDA: 3.16

CE	BW	WW	YW	Milk	MCE	MTNL
0.1	1.6	28	55	2	3.8	16

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY NORA 11W**  
 MISS KEY NORA 164S

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS MCHENRY 24M  
 MISS KEY NORA 16K

Here's a nice made, smooth polled, Jaxson bull out of a Tenacious cow, a cross that's really worked well. His 4.28 ADG stands on a nicely balanced, well muscled frame work.



# 34 KEYS MASERATI 53A

BIRTH DATE: 2/16/13 H/P/S: POLLED COLOR: WHITE REG. #: M835688  
 BW: 90 ADJ. WW: 734 ADJ. YW: 1210 LEPTIN: CT ADG: 2.98 WDA: 3.33

CE	BW	WW	YW	Milk	MCE	MTNL
-0.3	1.6	32	58	3	1.3	19

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS MODEL 270N  
**MISS KEY HEATHER 207R**  
 MISS KEY HEATHER 205L

CF FRONTLINE 124I ET  
 MISS KEY PAIGE 402H ET  
 CF FRONTLINE 124I ET  
 MISS KEY HEATHER 258H

Maserati is a smooth made, level topped, eye appealing bull that could show. He's very sound in his overall conformation and was a member of our Denver pen. His mother is an outstanding donor cow, her last year's calf went on to be National Bull Calf Champion and sold to Thomas Charolais, Raymondville, TX for \$10,000.

# 35 KEYS JAXSON 67A

BIRTH DATE: 2/22/13 H/P/S: HORNED COLOR: WHITE REG. #: M836200  
 BW: 92 ADJ. WW: 691 ADJ. YW: 1273 LEPTIN: TT ADG: 3.64 WDA: 3.34

CE	BW	WW	YW	Milk	MCE	MTNL
-0.1	1.9	29	55	2	2.9	17

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY RAVE 88U**  
 MISS KEY RAVE 142M

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY RAVE 183E ET

Here's a bigger framed, long bodied rascal out of Jaxson. Length is performance, and these Jaxson sons really display the stretch.

# 37 KEYS JAXSON 86A

BIRTH DATE: 2/27/13 H/P/S: POLLED COLOR: WHITE REG. #: M836205  
 BW: 92 ADJ. WW: 666 ADJ. YW: 1253 LEPTIN: CT ADG: 3.67 WDA: 3.13

CE	BW	WW	YW	Milk	MCE	MTNL
-0.8	1.8	21	46	10	3.0	20

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS CHARLES BRONSON 2U  
**MISS KEY GIRL 194X**  
 MISS KEY GIRL 36P

EC BRONSON 204 POLLED  
 MISS KEY LACE 42L  
 KEYS MARK IT 157M  
 MISS KEY GIRL 82M

Here's a powerhouse bull – deep ribbed, thick topped, smooth polled, with an excellent set of EPDs. He is an easy-doing bull with a lot to offer.

# 39 KEYS JAXSON 112A

BIRTH DATE: 3/7/13 H/P/S: POLLED COLOR: WHITE REG. #: M836136  
 BW: 96 ADJ. WW: 781 ADJ. YW: 1496 LEPTIN: CT ADG: 4.47 WDA: 3.78

CE	BW	WW	YW	Milk	MCE	MTNL
-2.6	3.1	31	63	11	1.5	26

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS CHARLES BRONSON 2U  
**MISS KEY MEG 167X**  
 MISS KEY MEG 123L

EC BRONSON 204 POLLED  
 MISS KEY LACE 42L  
 LAFRAISE EXTRA EASE 848  
 MISS KEY MEG 22H PLD

One of, if not the, longest bodied bulls in the sale. Had I pulled him in earlier and put him on feed he would have ended up in our pen of bulls that went to Denver – he's that good. With a 4.47 ADG, 113 ratio on his weaning wt and coming from the same cow family that produced All State, he's a definite herdsire.



Lot 34

# 36 KEYS JAXSON 82A

BIRTH DATE: 2/26/13 H/P/S: HORNED COLOR: WHITE REG. #: M836204  
 BW: 88 ADJ. WW: 719 ADJ. YW: 1281 LEPTIN: TT ADG: 3.51 WDA: 3.27

CE	BW	WW	YW	Milk	MCE	MTNL
1.2	1.4	26	53	5	4.5	18

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY FIRE 27X**  
 MISS KEY FIRE 291S

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS MARK IT 157M  
 MISS KEY FIRE 427K

A wide bodied Jaxson son out of a good milking Tenacious female.

# 38 KEYS JAXSON 111A

BIRTH DATE: 3/7/13 H/P/S: POLLED COLOR: WHITE REG. #: M836135  
 BW: 90 ADJ. WW: 710 ADJ. YW: 1297 LEPTIN: CT ADG: 3.67 WDA: 3.30

CE	BW	WW	YW	Milk	MCE	MTNL
-0.8	1.3	27	42	8	2.2	21

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS DUKE 118M  
**MISS KEY FAME 1X**  
 MISS KEY FAME 61U

KEYS DUKE 99K  
 MISS KEY DANCER 348K  
 KEYS UNO 1S  
 MISS KEY FAME 191S

A very showy rascal with a lot of muscle expression, especially over his topline and down through his rear quarter. He's clean fronted, polled and comes from an easy calving, nice milking cow.



Lot 39



# 40 KEYS JAXSON 165A

BIRTH DATE: 2/27/13 H/P/S: HORNED COLOR: WHITE REG. #: M836206  
 BW: 102 ADJ. WW: 703 ADJ. YW: 1444 LEPTIN: TT ADG: 4.63 WDA: 3.69

CE	BW	WW	YW	Milk	MCE	MTNL
-6.2	4.0	27	56	10	-2.0	23

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

EC BRONSON 204 POLLED  
**MISS KEY SKY 77S**  
 MISS KEY SKY 174N

SIR EC STINGER 48  
 MISS EC 204  
 KEYS MERIT 85L  
 MISS KEY SKY 30H PLD

Here's a stout-made bull that transmits much of his sire's attributes. He's long sided and wide topped with ample bone and muscling plus an ADG of 4.63 lbs.



Lot 40

# 41 KEYS JAXSON 116A

BIRTH DATE: 3/9/13 H/P/S: HORNED COLOR: WHITE REG. #: M836140  
 BW: 101 ADJ. WW: 681 ADJ. YW: 1294 LEPTIN: CT ADG: 3.83 WDA: 3.42

CE	BW	WW	YW	Milk	MCE	MTNL
-3.4	3.5	30	52	9	1.8	24

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

CARDINALS LAD D693  
**MISS KEY MAYBELLINE 236R**  
 MISS KEY MAYBELLINE 73M

CARDINALS LAD B180P  
 CARDINALS LADY 9125P  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

This cow consistently kicks out top end commercial bulls and 116A is no exception, long and level with plenty of power to sire high end market topping calves.

# 42 KEYS JAXSON 185A

BIRTH DATE: 3/29/13 H/P/S: POLLED COLOR: WHITE REG. #: M836179  
 BW: 98 ADJ. WW: 716 ADJ. YW: 1354 LEPTIN: CT ADG: 3.99 WDA: 3.48

CE	BW	WW	YW	Milk	MCE	MTNL
-3.7	3.6	34	60	2	2.9	19

SCR BRONCO 9026  
**KEYS JAXSON 200Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY HANNAH 3X**  
 MISS KEY HANNAH 75U

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS UNO 1S  
 MISS KEY HANNA 146S

Cattlemen, here's a load - not overly big framed but very powerful in his overall design, lots of depth and capacity in his rib structure, big topped, and when you get right behind him he displays excellent thickness and muscle expression over his hip and down into his rear quarter.

# 43 KEYS CLYDE 2A ET

BIRTH DATE: 1/18/13 H/P/S: POLLED COLOR: RED REG. #: EQM200622  
 BW: 92 ADJ. WW: 657 ADJ. YW: 1398 LEPTIN: TT ADG: 4.63 WDA: 3.43

CE	BW	WW	YW	Milk	MCE	MTNL
-1.9	2.2	23	33	6	1.1	17

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
 MOORMAID FOCUS 810H  
 STERLING HOSS' HONOR 1H  
 HHT MS POLL STAR 1A

SVS MASTERCARD 2M  
**MISS KEY COOKIE 74S**  
 MISS KEY COOKIE 242K

MSW Y2K  
 SVS DONNA 39J  
 ABC ED TORO  
 LTC MS COOKIE 740 PLD

A dark cherry red, ET son of Clyde, smooth polled, nice headed, long and clean in his overall design, really smooth and square through his neck and shoulder area. He also exhibits a lot of length and a well muscled top and rear quarter.



Lot 43

# 44 KEYS CLYDE 14A

BIRTH DATE: 2/1/13 H/P/S: POLLED COLOR: RED REG. #: QM200618  
 BW: 92 ADJ. WW: 653 ADJ. YW: 1248 LEPTIN: TT ADG: 3.72 WDA: 3.16

CE	BW	WW	YW	Milk	MCE	MTNL
-1.1	1.6	18	21	4	3.9	13

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
 MOORMAID FOCUS 810H  
 STERLING HOSS' HONOR 1H  
 HHT MS POLL STAR 1A

2UP PEUGEOT ET  
**MISS KEY CHABLIS 166L**  
 MISS KEY CHABLIS 82E

2UP LIMITED EDITIONL147  
 PALGROVEESTELLA14PKJ124E  
 ABC ATORO HOMBRE  
 MISS KEY FRED 7222W

Another easy going son of Clyde that's well muscled, good footed, and out of a 12-year-old cow that is still producing the replacement kind. His full brother brought \$4,000 last year.



Lot 44



# E PRO-CHAR CLYDE 79T

BIRTH DATE: 3/1/07 H/P/S: POLLED COLOR: RED REG. #: QM200258  
LEPTIN: TT

CE	BW	WW	YW	Milk	MCE	MTNL
-1.7	2.1	20	25	4	2.4	14

WMG SHERIFF ACE 27H  
WRANGLER HEADLINER 28N  
MOORMAID FOCUS 810H

STZ GOOD TIMES 13D  
WMG LADY ACE 21E  
MISTY CREEK FOCUS 5F  
MOORMAID

STERLING HOSS' HONOR 1H  
STER STAR'S HONOR 4L  
HHT MS POLL STAR 1A

STERLING SCOUT'S HONOR 2A  
CK MISS STAR 30A  
POLL STAR  
HHT MS BARONESS 6Y

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. When bred to our black Optimizer cows, most of our Clyde sons are black. Our winning WDA and ADG sire group at Midland in 2012 were Clyde sons.

## 45 KEYS CLYDE 3A ET

BIRTH DATE: 1/19/13 H/P/S: POLLED COLOR: RED REG. #: EQM200625  
BW: 90 ADJ. WW: 549 ADJ. YW: 1231 LEPTIN: TT ADG: 4.26 WDA: 2.94

CE	BW	WW	YW	Milk	MCE	MTNL
-1.9	2.2	23	33	6	1.1	17

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
MOORMAID FOCUS 810H  
STERLING HOSS' HONOR 1H  
HHT MS POLL STAR 1A

SVS MASTERCARD 2M  
MISS KEY COOKIE 74S  
MISS KEY COOKIE 242K

MSW Y2K  
SVS DONNA 39J  
ABC ED TORO  
LTC MS COOKIE 740 PLD

A full brother to lot 43. He is dark red, thick made, and just like his brother, really quiet and easy to be around.

## 47 KEYS CLYDE 92A

BIRTH DATE: 3/2/13 H/P/S: POLLED COLOR: RED REG. #: QM200633  
BW: 92 ADJ. WW: 746 ADJ. YW: 1410 LEPTIN: CT ADG: 4.15 WDA: 3.72

CE	BW	WW	YW	Milk	MCE	MTNL
0.5	1.8	27	40	5	3.5	19

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
MOORMAID FOCUS 810H  
STERLING HOSS' HONOR 1H  
HHT MS POLL STAR 1A

CARDINALS LAD D693  
MISS KEY FERN 167R  
MISS KEY FERN 53M

CARDINALS LAD B180P  
CARDINALS LADY 9125P  
CURTIS WALLACE 141H  
MISS KEY FERN 169H

One of the very top Clyde sons in the sale, excellent in his temperament, wide and level over his top, he carries his muscling deep through his rear quarter. Just an overall nicely balanced bull.

## 48 KEYS CLYDE 113A

BIRTH DATE: 3/7/13 H/P/S: POLLED COLOR: RED REG. #: QM200616  
BW: 98 ADJ. WW: 685 ADJ. YW: 1229 LEPTIN: TT ADG: 3.40 WDA: 3.27

CE	BW	WW	YW	Milk	MCE	MTNL
-5.4	3.4	29	45	1	-1.3	16

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
MOORMAID FOCUS 810H  
STERLING HOSS' HONOR 1H  
HHT MS POLL STAR 1A

LVB LUCK OF THE DRAW L306  
MISS KEY QUEEN 37U  
MISS KEY QUEEN 112L

M6 GRID MAKER 104 PET  
LVB MISS LUCKYCHARM L132  
LAFRAISE EXTRA EASE 848  
MISS KEYS QUEEN 118H PLD

Another outstanding son of Clyde, I put this calf right in with the Lot 47 bull, excellent in his overall conformation, wide based, and well muscled.



REF. SIRE E

## 46 KEYS CLYDE 38A

BIRTH DATE: 2/12/13 H/P/S: POLLED COLOR: RED REG. #: QM200624  
BW: 90 ADJ. WW: 671 ADJ. YW: 1225 LEPTIN: CT ADG: 3.46 WDA: 3.20

CE	BW	WW	YW	Milk	MCE	MTNL
0.1	1.2	13	18	6	2.4	13

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
MOORMAID FOCUS 810H  
STERLING HOSS' HONOR 1H  
HHT MS POLL STAR 1A

MGM MERLOT  
MISS KEY COOKIE 38U  
MISS KEY COOKIE 74S

MGM RED SASH III  
MGM CARL'S MODEL  
SVS MASTERCARD 2M  
MISS KEY COOKIE 242K

A cherry red son of Clyde out of a top notch Merlot female, there's red factor breeding going back for five generations in this outstanding bull. This is Cookie's first bull calf, she's always had females up until now, every one have been replacements in the herd, and all are highly productive cows. 38A is a no miss herdsire with a lot of maternal bred in. Retaining 1/4 interest.



Lot 47



Lot 48



# 49 KEYS CLYDE 143A

BIRTH DATE: 3/15/13 H/P/S: POLLED COLOR: RED REG. #: QM200617  
 BW: 92 ADJ. WW: 683 ADJ. YW: 1227 LEPTIN: CT ADG: 3.40 WDA: 3.26

CE	BW	WW	YW	Milk	MCE	MTNL
-2.1	2.1	27	36	2	1.9	16

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
 MOORMAID FOCUS 810H  
 STERLING HOSS' HONOR 1H  
 HHT MS POLL STAR 1A

KEYS DAKOTA STYLE 21T  
**MISS KEY PERFECTION 140W**  
 MISS KEY PERFECTION 77P

KEYS MODEL 270N  
 MISS KEY KODEE 1K  
 KEYS MCHENRY 24M  
 MISS KEY PERFECTION 144E

A lighter tan bull sired by Clyde. He's long sided and smooth made with a very easy going temperament.



Lot 49

# 50 KEYS CLYDE 88A

BIRTH DATE: 2/28/13 H/P/S: SCURRED COLOR: RED REG. #: QM200631  
 BW: 91 ADJ. WW: 693 ADJ. YW: 1187 LEPTIN: TT ADG: 3.09 WDA: 3.20

CE	BW	WW	YW	Milk	MCE	MTNL
-2.4	2.3	19	30	6	3.0	15

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
 MOORMAID FOCUS 810H  
 STERLING HOSS' HONOR 1H  
 HHT MS POLL STAR 1A

KEYS MASTERCARD 23S  
**MISS KEY FIRE 99U**  
 MISS KEY FIRE 291S

SVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 KEYS MARK IT 157M  
 MISS KEYFIRE 427K

A long level topped red factor son of Clyde, his dam has done an excellent job of producing highly productive females and well sought after commercial bulls.

# 51 KEYS CLYDE 251A

BIRTH DATE: 5/6/13 H/P/S: POLLED COLOR: RED REG. #: QM200620  
 BW: 85 ADJ. WW: 734 ADJ. YW: 1244 LEPTIN: TT ADG: 3.19 WDA: 3.48

CE	BW	WW	YW	Milk	MCE	MTNL
-2.8	2.9	25	44	4	3.2	17

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H  
 MOORMAID FOCUS 810H  
 STERLING HOSS' HONOR 1H  
 HHT MS POLL STAR 1A

KEYS MASTERCARD 23S  
**MISS KEY JENNA 122U**  
 MISS KEY JENNA 121S

SVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 KEYS NEW CHOICE 23P  
 MISS KEY JENNA 131L

A young Clyde son that could be the sleeper in the sale. He's just a May calf but is really built right, out of a cow that's consistently produced high end bulls and females.



Lot 52

# 52 KEYS REDMAN 32A

BIRTH DATE: 2/10/13 H/P/S: HORNED COLOR: RED REG. #: QM200623  
 BW: 92 ADJ. WW: 735 ADJ. YW: 1348 LEPTIN: TT ADG: 3.83 WDA: 3.38

CE	BW	WW	YW	Milk	MCE	MTNL
-2.8	3.1	25	42	3	2.1	16

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

MSW Y2K  
 HC VERONICA 11K  
 SDC FERRUGO 45N  
 MSW STORMFIRE 1S

PRO-CHAR CLYDE 79T  
**MISS KEY KATIE 114X**  
 MISS KEY KATIE 183N

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 KEYS MAKERS MARK 276K  
 LTC MS KATIE 648 POLLED

A tremendously high volume, deep, soggy bull that's out of our new red factor sire, Redman. This bull is double bred red and should really put the pay weight on his calves come weaning time.



Lot 53

# 53 KEYS REDMAN 51A

BIRTH DATE: 2/16/13 H/P/S: POLLED COLOR: RED REG. #: QM200627  
 BW: 100 ADJ. WW: 782 ADJ. YW: 1464 LEPTIN: CT ADG: 4.26 WDA: 3.67

CE	BW	WW	YW	Milk	MCE	MTNL
-8.2	5.3	37	57	6	0.1	24

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

MSW Y2K  
 HC VERONICA 11K  
 SDC FERRUGO 45N  
 MSW STORMFIRE 1S

PRO-CHAR CLYDE 79T  
**MISS KEY LISA 45X**  
 MISS WE LISA

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 KEYS DUKE 118M  
 MISS KEY LISA 145M

With an ADG of 4.26 and a 113 WW ratio there's no doubt this calf has the performance. He's double bred red and out of a super uddered Clyde female.



# 54 KEYS REDMAN 93A

BIRTH DATE: 3/2/13 H/P/S: POLLED COLOR: RED REG. #: QM200632  
 BW: 92 ADJ. WW: 643 ADJ. YW: 1366 LEPTIN: CT ADG: 4.52 WDA: 3.46

CE	BW	WW	YW	Milk	MCE	MTNL
-1.7	2.3	19	32	6	1.0	15

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

MSW Y2K  
 HC VERONICA 11K  
 SDC FERRUGO 45N  
 MSW STORMFIRE 1S

SVS MASTERCARD 2M  
**MISS KEY COOKIE 74S**  
 MISS KEY COOKIE 242K

MSW Y2K  
 SVS DONNA 39J  
 ABC ED TORO  
 LTC MS COOKIE 740 PLD

Here's a natural calf out of our ET cow 74S, she's also the dam of Lots 43 and 45. He is sired by Redman, he's dark red in color and is deep ribbed, long bodied, and well muscled with a 4.52 ADG.



Lot 54

# 55 KEYS REDMAN 170A

BIRTH DATE: 3/24/13 H/P/S: POLLED COLOR: RED REG. #: EQM200619  
 BW: 90 ADJ. WW: 661 ADJ. YW: 1479 LEPTIN: CC ADG: 5.11 WDA: 3.77

CE	BW	WW	YW	Milk	MCE	MTNL
-1.2	2.3	18	33	3	4.2	12

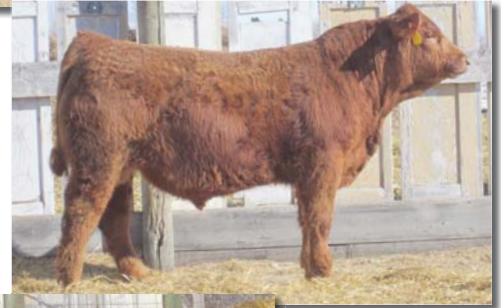
SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

MSW Y2K  
 HC VERONICA 11K  
 SDC FERRUGO 45N  
 MSW STORMFIRE 1S

SDC PROGRESS 16M  
**MISS KEY FAWNA 125P**  
 MISS KEY FAWNA 161F

MSW Y2K  
 SDC MISS GYPSY 40J  
 ABC ATORO HOMBRE  
 MISS KEYS 9Y01

This solid red, triple bred red bull comes from one of the most highly prolific and productive Polled Progress cows in our herd. He's an ET calf with a combination of good looks and style, along with mass and power illustrated by his over 5 lb/day gain - a surefire herdsire.



Lot 55

# 56 KEYS REDMAN 45A

BIRTH DATE: 2/14/13 H/P/S: POLLED COLOR: RED REG. #: QM200626  
 BW: 100 ADJ. WW: 748 ADJ. YW: 1266 LEPTIN: CC ADG: 3.24 WDA: 3.28

CE	BW	WW	YW	Milk	MCE	MTNL
-8.8	5.6	33	54	3	0.2	19

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

MSW Y2K  
 HC VERONICA 11K  
 SDC FERRUGO 45N  
 MSW STORMFIRE 1S

PRO-CHAR CLYDE 79T  
**MISS KEY NORA 57X**  
 MISS KEY NORA 169N

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 ZUP PEUGEOT ET  
 MISS KEY NORA 152E PLD

A Redman son with a lot of length, out of a Clyde daughter. He's double bred red and ratio'd off his mama at a 108.



Lot 57

# 57 KEYS TOMAHAWK 55A

BIRTH DATE: 2/17/13 H/P/S: POLLED COLOR: RED REG. #: QM200629  
 BW: 90 ADJ. WW: 734 ADJ. YW: 1244 LEPTIN: TT ADG: 3.19 WDA: 3.09

CE	BW	WW	YW	Milk	MCE	MTNL
2.9	0.7	23	34	-1	3.0	10

LANG'S RED SOLDIER 22S  
**JWK TOMAHAWK 505X**  
 NOR INDIAN MAID 5R

LANG'S RED MAC 24M  
 LANG'S RED HEROINE 5H  
 BELMONT'S INDIANA 9J  
 LKPR WINDY 237M

PRO-CHAR CLYDE 79T  
**MISS KEY COOKIE 53Y**  
 MISS KEY COOKIE 38U

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 MGM MERLOT  
 MISS KEY COOKIE 74S

A darker red Tomahawk son out of the productive Cookie 38U cow family. This calf exhibits a nice, clean made head and neck, he is heavy topped with a lot of muscle expression over his top line, a very well balanced bull from front to rear.

# 58 KEYS TOMAHAWK 54A

BIRTH DATE: 2/17/13 H/P/S: POLLED COLOR: RED REG. #: QM200628  
 BW: 86 ADJ. WW: 823 ADJ. YW: 1215 LEPTIN: CC ADG: 2.45 WDA: 3.20

CE	BW	WW	YW	Milk	MCE	MTNL
5.4	0.6	34	49	-2	4.5	15

LANG'S RED SOLDIER 22S  
**JWK TOMAHAWK 505X**  
 NOR INDIAN MAID 5R

LANG'S RED MAC 24M  
 LANG'S RED HEROINE 5H  
 BELMONT'S INDIANA 9J  
 LKPR WINDY 237M

CARDINALS LAD K521P  
**MISS KEY COOKIE 226Y**  
 MISS KEY COOKIE 99W

SAMACUS 6131 PLD  
 CARDINALS LADY G194 P  
 KEYS UNO 1S  
 MISS KEY COOKIE 242K

This bull's mother put everything she had into her first calf, weaning off at 823 lbs and ratio'ing 119 with a start off weight of 86 lbs. He is a long spined, classy looking individual with a slightly different red factor pedigree.

# 59 KEYS TOMAHAWK 77A

BIRTH DATE: 2/25/13 H/P/S: POLLED COLOR: RED REG. #: QM200630  
 BW: 90 ADJ. WW: 721 ADJ. YW: 1334 LEPTIN: CT ADG: 3.83 WDA: 3.23

CE	BW	WW	YW	Milk	MCE	MTNL
0.5	1.6	28	41	-4	1.1	10

LANG'S RED SOLDIER 22S  
**JWK TOMAHAWK 505X**  
 NOR INDIAN MAID 5R

LANG'S RED MAC 24M  
 LANG'S RED HEROINE 5H  
 BELMONT'S INDIANA 9J  
 LKPR WINDY 237M

PRO-CHAR CLYDE 79T  
**MISS KEY COOKIE 8Y**  
 MISS KEY COOKIE 117U

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 SCHURRTOP-DC INTIMIDATOR  
 MISS KEY COOKIE 242K

We used Tomahawk on our first calf Clyde daughters and it's worked really well. The Tomahawk's are easy calving and as they develop they express excellent muscling and conformation with a classy look.



## F KEYS BONUS 3Y

BIRTH DATE: 2/3/11 H/P/S: POLLED COLOR: WHITE REG. #: M805815  
 BW: 86 ADJ. WW: 693 ADJ. YW: 1463 LEPTIN: TT REA: 19.69

CE	BW	WW	YW	Milk	MCE	MTNL
11.9	-1.2	25	60	3	11.7	16

CARDINALS SLEEP EZ  
**CARDINALS LAD K5566P**  
 CARDINALS LADY C445 P

CARDINALS PATRIOT C431  
 CARDINALS LADY A108P  
 WESTERN DOMINATOR PLD  
 CARDINAL LADY 7643P

KEYS TEN-ACIOUS 166S  
**MISS KEY DENISE 14W**  
 MISS KEY DENISE 355M

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

This home-raised, homozygous polled bull is our heifer bull. He has worked well for two years on our first-calf heifers. He's a -1.2 for BW and a +11.9 for calving ease yet had a 1,463 lb. yearling weight with a 110 index. He is a TT for Leptin.



REF. SIRE F

## 60 KEYS BONUS 20A

BIRTH DATE: 2/7/13 H/P/S: POLLED COLOR: WHITE REG. #: M836184  
 BW: 90 ADJ. WW: 695 ADJ. YW: 1308 LEPTIN: TT ADG: 3.83 WDA: 3.10

CE	BW	WW	YW	Milk	MCE	MTNL
4.2	1.8	29	57	2	8.1	17

CARDINALS LAD K566P  
**KEYS BONUS 3Y**  
 MISS KEY DENISE 14W

CARDINALS SLEEP EZ  
 CARDINALS LADY C445 P  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DENISE 355M

KEYS SPECIALIST 18U  
**MISS KEY BRANDY 20Y**  
 MISS KEY BRANDY 44T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS MODEL 270N  
 MISS KEY BRANDY 80K

This bull has the power, hair, look and genetics all in one complete package. A son of Bonus out of a super uddered, first calf Specialist heifer. Retaining a 1/4 interest.



Lot 60

## 61 KEYS BONUS 15A

BIRTH DATE: 2/3/13 H/P/S: POLLED COLOR: WHITE REG. #: M836174  
 BW: 75 ADJ. WW: 597 ADJ. YW: 1253 LEPTIN: TT ADG: 4.10 WDA: 2.81

CE	BW	WW	YW	Milk	MCE	MTNL
9.5	-1.5	16	40	1	9.6	9

CARDINALS LAD K566P  
**KEYS BONUS 3Y**  
 MISS KEY DENISE 14W

CARDINALS SLEEP EZ  
 CARDINALS LADY C445 P  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DENISE 355M

KEYS SPECIALIST 18U  
**MISS KEY HEATHER 66Y**  
 MISS KEY HEATHER 207R

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS MODEL 270N  
 MISS KEY HEATHER 205L

A nice patterned son of Bonus, the sire we've used exclusively on our first calf heifers. This bull has a 75 lb. birth wt and a 4.1 lb. ADG.

## 62 KEYS BONUS 17A

BIRTH DATE: 2/6/13 H/P/S: POLLED COLOR: WHITE REG. #: M836177  
 BW: 85 ADJ. WW: 709 ADJ. YW: 1347 LEPTIN: TT ADG: 3.99 WDA: 3.19

CE	BW	WW	YW	Milk	MCE	MTNL
6.1	0.8	25	56	3	6.7	15

CARDINALS LAD K566P  
**KEYS BONUS 3Y**  
 MISS KEY DENISE 14W

CARDINALS SLEEP EZ  
 CARDINALS LADY C445 P  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DENISE 355M

KEYS SPECIALIST 18U  
**MISS KEY DALENNA 155Y**  
 MISS KEY DALENNA 355K

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 KEYS RICH-N-RARE 14G PLD  
 KEYS MISS DALENNA 26D

A long patterned, straight topped son of Bonus that exhibits a lot of style, again a modest birth wt and a near 4 lb. ADG.

## 63 KEYS BONUS 47A

BIRTH DATE: 2/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M836197  
 BW: 82 ADJ. WW: 666 ADJ. YW: 1210 LEPTIN: TT ADG: 3.40 WDA: 2.90

CE	BW	WW	YW	Milk	MCE	MTNL
7.1	-0.4	24	54	5	7.6	18

CARDINALS LAD K566P  
**KEYS BONUS 3Y**  
 MISS KEY DENISE 14W

CARDINALS SLEEP EZ  
 CARDINALS LADY C445 P  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DENISE 355M

SCR BRONCO 9026  
**MISS KEY DENISE 183Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

A long bodied, easy calving son of Bonus with an 82 lb birth wt. His dam is a heavy milking ET daughter of Bronco and a full sister to our herdsire Jaxson.

## 64 KEYS BONUS 105A

BIRTH DATE: 3/5/13 H/P/S: POLLED COLOR: WHITE REG. #: M836133  
 BW: 88 ADJ. WW: 676 ADJ. YW: 1271 LEPTIN: CT ADG: 3.72 WDA: 3.07

CE	BW	WW	YW	Milk	MCE	MTNL
5.1	0.7	27	58	5	6.9	19

CARDINALS LAD K566P  
**KEYS BONUS 3Y**  
 MISS KEY DENISE 14W

CARDINALS SLEEP EZ  
 CARDINALS LADY C445 P  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DENISE 355M

SCR BRONCO 9026  
**MISS KEY DENISE 196Y ET**  
 MISS KEY DENISE 355M

FC TURBO 756 P  
 SCR MS KINGDOM 1228  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

Genetically a full brother to the Lot 63 bull and maternally related to our herdbul Jaxson. He's really small headed with a nice poll and should calve out of heifers with ease.



## G CJC MASTERPLAN Y795 P

BIRTH DATE: 3/12/11 H/P/S: POLLED COLOR: WHITE REG. #: M813469  
 BW: 98 ADJ. WW: 840 ADJ. YW: 1368

CE	BW	WW	YW	Milk	MCE	MTNL
-2.7	2.7	34	55	3	-0.4	20

LHD CIGAR E46  
**CJC MR PRESIDENT T122**  
 CJC DAYLIGHT K1662

LHD HEISMAN G1066  
**CJC MS HEISMAN M781**  
 CJC MS PRIZM H576

LHD MR PERFECT Y416  
 LHD MS CLASSIC BELL X613  
 SS DAYLIGHT 28E  
 MISS BH A1

LHD FERNANDO'S PLOY C302  
 LHD MS LANDMARK Y732  
 MD APPROVAL D1282  
 LHD FERNANDO MAC C118

Masterplan is a good-looking sire who is a TT for Leptin. His grandsire LHD Cigar E46 has sired some powerfully thick cattle. He is siring moderate birth weights.



LOT 66

## 65 KEYS MASTERPLAN 66A

BIRTH DATE: 2/22/13 H/P/S: POLLED COLOR: WHITE REG. #: M836201  
 BW: 94 ADJ. WW: 677 ADJ. YW: 1247 LEPTIN: TT ADG: 3.56 WDA: 3.26

CE	BW	WW	YW	Milk	MCE	MTNL
-0.9	2.3	34	56	-2	2.1	15

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

KEYS TEN-ACIOUS 166S  
**MISS KEY QUEEN 87U**  
 MISS KEY GOLD QUEEN 56K

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY GOLD QUEEN 73E

Here's the first of the Masterplan sired bulls. Masterplan was bought out of the Debryker herd in Dutton, MT, and he's really developed into an easy doing, high capacity bull.

## 66 KEYS MASTERPLAN 207A

BIRTH DATE: 4/7/13 H/P/S: POLLED COLOR: WHITE REG. #: M839338  
 BW: 90 ADJ. WW: 706 ADJ. YW: 1250 LEPTIN: TT ADG: 3.40 WDA: 3.41

CE	BW	WW	YW	Milk	MCE	MTNL
-0.6	1.8	32	54	-1	1.9	16

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

KEYS TEN-ACIOUS 166S  
**MISS KEY GOLD 83U**  
 MISS KEY GOLD 32H

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY GOLD 65E

Another bull bred very similar to many of the Masterplans in the sale. Here's a good opportunity to put together a set of bulls bred alike for a uniform set of calves come payday.

## 67 KEYS MASTERPLAN 103A

BIRTH DATE: 3/5/13 H/P/S: POLLED COLOR: WHITE REG. #: M836132  
 BW: 84 ADJ. WW: 710 ADJ. YW: 1366 LEPTIN: CT ADG: 4.10 WDA: 3.59

CE	BW	WW	YW	Milk	MCE	MTNL
2.7	0.6	28	49	1	1.7	15

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

KEYS NEW CHOICE 23P  
**MISS KEY GOLD 178S**  
 MISS KEY GOLD 69F

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS MCHENRY 24M  
 MISS KEY LACE 42L  
 RPJ EVEREADY 403D  
 MISS KEYS GOLD 166C

A deep bellied, long bodied son of Masterplan, with an 84 lb birth wt and a 4.10 lb. ADG.

## 68 KEYS MASTERPLAN 122A

BIRTH DATE: 3/9/13 H/P/S: POLLED COLOR: WHITE REG. #: M836160  
 BW: 92 ADJ. WW: 701 ADJ. YW: 1322 LEPTIN: TT ADG: 3.88 WDA: 3.48

CE	BW	WW	YW	Milk	MCE	MTNL
-2.8	2.7	33	58	1	-1.5	18

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

KEYS TEN-ACIOUS 166S  
**MISS KEY LIPPI 65U**  
 MISS KEY LIPPI 391L

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 CF FRONTLINE 1241 ET  
 MISS KEY FUTURA 61E

Here's a load, tremendously thick made, wide based, and well muscled, all on a moderate frame size.

## 69 KEYS MASTERPLAN 129A

BIRTH DATE: 3/11/13 H/P/S: POLLED COLOR: WHITE REG. #: M836164  
 BW: 92 ADJ. WW: 617 ADJ. YW: 1222 LEPTIN: TT ADG: 3.78 WDA: 3.16

CE	BW	WW	YW	Milk	MCE	MTNL
0.2	1.9	29	52	2	3.0	16

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

KEYS TEN-ACIOUS 166S  
**MISS KEY DENISE 162U**  
 MISS KEY DENISE 355M

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEYS DENISE 48D PLD

A deep, soggy made bull by Masterplan out of a Tenacious female that comes from the same cow family as our herdsires Jaxson and Bonus.

## 70 KEYS MASTERPLAN 141A

BIRTH DATE: 3/15/13 H/P/S: POLLED COLOR: WHITE REG. #: M836171  
 BW: 90 ADJ. WW: 669 ADJ. YW: 1239 LEPTIN: TT ADG: 3.56 WDA: 3.26

CE	BW	WW	YW	Milk	MCE	MTNL
-1.5	2.4	34	61	-2	2.4	15

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

KEYS TEN-ACIOUS 166S  
**MISS KEY KAREL 69W**  
 MISS KEY KAREL 231N

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS MAKERS MARK 276K  
 MISS KEY KAREL 48K

Another Masterplan with good length.



## 71 KEYS MASTERPLAN 158A

BIRTH DATE: 3/21/13 H/P/S: POLLED COLOR: WHITE REG. #: M836173  
 BW: 99 ADJ. WW: 660 ADJ. YW: 1306 LEPTIN: CT ADG: 4.04 WDA: 3.39

CE	BW	WW	YW	Milk	MCE	MTNL
-2.9	2.9	31	51	1	1.7	17

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS TEN-ACIOUS 166S  
**MISS KEY DIANA 23W**  
 MISS KEY DIANA 124M

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY DIANA 17F PLD

Here's a classy looking son of Masterplan gaining over 4 lbs. per day. His dam is a smaller framed Tenacious female that really milks heavy.

## 72 KEYS MASTERPLAN 175A

BIRTH DATE: 3/25/13 H/P/S: POLLED COLOR: WHITE REG. #: M836176  
 BW: 99 ADJ. WW: 667 ADJ. YW: 1232 LEPTIN: CT ADG: 3.53 WDA: 3.27

CE	BW	WW	YW	Milk	MCE	MTNL
-2.8	3.5	40	68	1	1.0	22

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS TEN-ACIOUS 166S  
**MISS KEY LEANNE 41W**  
 MISS KEY LEANNE 214S

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 CARDINALS LAD D693  
 MISS KEY LEANNE 79N

Another deep, soggy Masterplan son out of a heavy milking Tenacious cow.

## 73 KEYS MASTERPLAN 204A

BIRTH DATE: 4/5/13 H/P/S: POLLED COLOR: WHITE REG. #: M836183  
 BW: 95 ADJ. WW: 656 ADJ. YW: 1226 LEPTIN: TT ADG: 3.56 WDA: 3.29

CE	BW	WW	YW	Milk	MCE	MTNL
-2.3	2.7	30	47	-1	2.9	14

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS TEN-ACIOUS 166S  
**MISS KEY CHABLIS 73U**  
 MISS KEY CHABLIS 166L

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY CHABLIS 82E

There are several of these Masterplan sired bulls out of Tenacious females, they're good footed bulls that are stout and easy doing.

## 74 KEYS MASTERPLAN 215A

BIRTH DATE: 4/11/13 H/P/S: POLLED COLOR: WHITE REG. #: M839339  
 BW: 90 ADJ. WW: 674 ADJ. YW: 1151 LEPTIN: CT ADG: 2.98 WDA: 3.15

CE	BW	WW	YW	Milk	MCE	MTNL
0.3	1.5	29	46	3	1.7	17

CJC MR PRESIDENT T122  
**CJC MASTER PLAN Y795 P**  
 CJC MS HEISMAN M781

LHD CIGAR E46  
 CJC MS DAYLIGHT K1662  
 LHD HEISMAN G1066  
 CJC MS PRIZM H576

KEYS UNO 1S  
**MISS KEY WHITNEY 154W**  
 BC MISS EQUALIZER 609

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 HBR EQUALIZER 940 P ET  
 BC MISS MARQUEE 472

A thick topped, big butted bull out of a top notch Uno bred female that has always raised calves with lots of thickness.

## 75 KEYS NAVIGATOR 258A

BIRTH DATE: 4/29/13 H/P/S: POLLED COLOR: WHITE REG. #: M836191  
 BW: 85 ADJ. WW: 702 ADJ. YW: 1196 LEPTIN: CT ADG: 3.09 WDA: 3.36

CE	BW	WW	YW	Milk	MCE	MTNL
4.4	-0.7	17	27	2	2.5	11

CSS SIR NAVIGATOR 37T  
**CSS SIR JR NAVIGATOR 75Y**  
 CSS LADY RAIN 18R

PCC NAVIGATOR 403P  
 CSS LADY SPRING WIND 59L  
 HTA PLD RAIN 258M  
 CSS LADY STOCKMAN 46G

HBR EQUALIZER 940 P ET  
**BC MISS EQUALIZER 609**  
 BC MISS MARQUEE 472

VCR SIR DUKE 914 PLD  
 VCR MISS MAC IV 902 PLD  
 KEYS MARQUEE 80M  
 BC MISS GODFATHER 018

A light birth weight son of our new herdsire Navigator.

## 76 KEYS NAVIGATOR 261A

BIRTH DATE: 5/12/13 H/P/S: POLLED COLOR: WHITE REG. #: M836192  
 BW: 90 ADJ. WW: 767 ADJ. YW: 1229 LEPTIN: TT ADG: 2.89 WDA: 3.49

CE	BW	WW	YW	Milk	MCE	MTNL
-2.0	1.8	19	30	10	-3.9	20

CSS SIR NAVIGATOR 37T  
**CSS SIR JR NAVIGATOR 75Y**  
 CSS LADY RAIN 18R

PCC NAVIGATOR 403P  
 CSS LADY SPRING WIND 59L  
 HTA PLD RAIN 258M  
 CSS LADY STOCKMAN 46G

KEYS DUKE 99K  
**MISS KEY DALENNA 20M**  
 MISS KEY DALENNA 355K

ANKONIAN DUKE F220 ET  
 MISS KEY SALLY 73H PLD  
 KEYS RICH-N-RARE 14G PLD  
 KEYS MISS DALENNA 26D

Just a May calf, out of our new Canadian herdsire. He is long bodied, well muscled with a nice made head. He boasts a 767 lb WW/111. His dam is one of our last Duke females and has been in our embryo transplant program. A solid made calf with excellent EPDs.



John Brunei, longtime customer, and Pat at last year's sale



Lot 76



# 77 KEYS PURE POWER 119A

BIRTH DATE: 3/9/13 H/P/S: POLLED COLOR: WHITE REG. #: PENDING  
 BW: 93 ADJ. WW: 769 ADJ. YW: 1364 LEPTIN: CT ADG: 3.72 WDA: 3.69

CE	BW	WW	YW	Milk	MCE	MTNL
NA	NA	NA	NA	NA	NA	NA

NAV NAPOLEON 25N  
 ANJOU PURE POWER 184Y  
 ANJOU ROCHELLE 528R

KEYS MCHENRY 24M  
 MISS KEY MARISA 131S  
 MISS KEY MARISA 76L

- [ JEZABEL
- [ NAV HYDRA 2H
- [ NAV LEIF 95L
- [ ANJOU FARCE 20F
- [ KEYS HANDYMAN PLD 255H
- [ MISS KEY DIANA 102G PL
- [ KEYS SKETCH 208J
- [ LTC MS MARISA 630 PLD

Here's your outcross herdsire. This calf has that added dimension that will get you the added weights.



Lot 77

# 78 KEYS X-RAY 188A

BIRTH DATE: 3/30/13 H/P/S: POLLED COLOR: CREAM REG. #: QM200680  
 BW: 100 ADJ. WW: 651 ADJ. YW: 1153 LEPTIN: CT ADG: 3.14 WDA: 3.16

CE	BW	WW	YW	Milk	MCE	MTNL
-5.1	3.3	18	28	5	-0.9	14

CRYSTAL D PIERCE 40P  
 JWX X-RAY 91X  
 HOPEWELL SASFIRE 510R

CARDINALS LAD D693  
 MISS KEY KAY 203R  
 MISS KEY KAY 83M

- [ MOORE'S LARIAT 136L
- [ FHC RED LADY 14J
- [ SDC FERRUGO 45N
- [ HOPEWELL SELENA 148L
- [ CARDINALS LAD B180P
- [ CARDINALS LADY 9125P
- [ KEYS EXPRESSWAY 182K
- [ MISS KEY KAY 93K

A bull that's bred slightly different than the rest of our red factor bulls, he stems from a highly productive cow that produced a \$6,500 bull two years ago and a \$4,750 bull last year.



Congratulations to Bailey Hinrichs, Ayr, NE for exhibiting the 2014 National Champion Cow/Calf Pair, WL Ms Perfect 1070P and All American 372A, her bull calf sired by Key's All State 149X.





# H KEYS LONGSHOT 1X

BIRTH DATE: 1/20/14 H/P/S: POLLED COLOR: BLACK REG. #: P668995  
 BW: 70 ADJ. WW: 633 ADJ. YW: 1268

BW	WW	YW	MILK	MWW
+1.9	+61	+97	+20	+50

SC PLD BLK RAZOR 34R  
**SC PLD BLK TRADER 107T**  
 CS POLLED REGENCY 7R

SC POLLED LEGACY 23L %SA: PURE-BRED  
 CSS MISS CORNERSTONE LUCKY 46L BRED  
 SC POLLED MASTERPLAN 44M SA  
 SC POLLED NATALIE 7N

SC POLLED BLACK MEDALLION 19M  
**MISS KEY MELODY 114P**  
 MISS KEY MEDAL 79H

WRN PLD BLK GENERATION  
 SC POLLED KIMONO 44K  
 KEYS HEAVY MEDAL 23F PLD  
 MISS KEY TALL 969Y

Longshot has become a leading herdsire for Effertz Key Ranch. He is tremendously long bodied, level topped and very sound made in every aspect. We used him exclusively on our first-calf heifers. He calved easy and his calves were up and going in minutes. His sire group is very uniform. They are sound, long bodied, deep flanked with performance and longevity bred in.

# 79 KEYS LONGSHOT 21A

BIRTH DATE: 2/6/13 H/P/S: POLLED COLOR: BLACK REG. #: P690868  
 BW: 74 ADJ. WW: 658 ADJ. YW: 1228 LEPTIN: CC ADG: 3.56 WDA: 3.13

BW	WW	YW	MILK	MWW
+1.4	+56	+95	+20	+48

SC PLD BLK TRADER 107T  
**KEYS LONGSHOT 1X**  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R %SA: 75SA  
 CS POLLED REGENCY 7R 25AR  
 SC POLLED BLACK MEDALLION 19M  
 MISS KEY MEDAL 79H

5L DIRECT FIRE 1641-6443  
**MISS KEY GRACE 70Y**  
 MISS KEY GRACE 104N

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641  
 KEYS RED CONNECTION 11L  
 MISS KEY GRACE 16J

This calf is out of a first calf heifer and should work on first calf heifers.

# 81 KEYS LONGSHOT 49A

BIRTH DATE: 2/14/13 H/P/S: POLLED COLOR: RED REG. #: P690883  
 BW: 80 ADJ. WW: 698 ADJ. YW: 1328 LEPTIN: CT ADG: 3.94 WDA: 3.30

BW	WW	YW	MILK	MWW
+0.7	+53	+90	+22	+49

SC PLD BLK TRADER 107T  
**KEYS LONGSHOT 1X**  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R %SA: 93SA  
 CS POLLED REGENCY 7R 7AN  
 SC POLLED BLACK MEDALLION 19M  
 MISS KEY MEDAL 79H

NJF TOP LEVEL 41T  
**MISS KEY PERFECTION 50Y**  
 BEAR MS PERFECTION 160W

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 FFS MYSTERY MAN 24M  
 FFS MS 160K

Check out this red herd sire prospect with tremendous conformation. This Long Shot son combines an 80 lb. BW with an almost 4 lb. rate of gain.

# 82 KEYS LONGSHOT 25A

BIRTH DATE: 2/7/13 H/P/S: POLLED COLOR: BLACK REG. #: P690870  
 BW: 65 ADJ. WW: 644 ADJ. YW: 1188 LEPTIN: CT ADG: 3.40 WDA: 2.99

BW	WW	YW	MILK	MWW
-1.5	+44	+75	+20	+42

SC PLD BLK TRADER 107T  
**KEYS LONGSHOT 1X**  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R %SA: PURE-BRED  
 CS POLLED REGENCY 7R BRED  
 SC POLLED BLACK MEDALLION 19M SA  
 MISS KEY MEDAL 79H

NJF TOP LEVEL 41T  
**MISS KEY MELODY 3Y**  
 MISS KEY MELODY 69W

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 JCG DIAMOND  
 MISS KEY MELODY 31S

This is one of our high percentage Saler bulls in the sale out of a first calf heifer. With his 65 lb. birth weight, he should work fine on heifers.



Lot 80

# 80 KEYS LONGSHOT 39A

BIRTH DATE: 2/10/13 H/P/S: POLLED COLOR: RED REG. #: P690879  
 BW: 80 ADJ. WW: 702 ADJ. YW: 1425 LEPTIN: CT ADG: 4.52 WDA: 3.47

BW	WW	YW	MILK	MWW
+1.1	+56	+94	+21	+49

SC PLD BLK TRADER 107T  
**KEYS LONGSHOT 1X**  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R %SA: PURE-BRED  
 CS POLLED REGENCY 7R BRED  
 SC POLLED BLACK MEDALLION 19M SA  
 MISS KEY MEDAL 79H

NJF TOP LEVEL 41T  
**MISS KEY ANGELA 39Y**  
 MISS KEY ANGELA 42W

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 JCG DIAMOND  
 MISS KEY ANGELA 128M

Here's a high percentage red heifer bull with almost an 800 lb. actual weaning weight and a 4.52 rate of gain.



Lot 81

# 83 KEYS LONGSHOT 34A

BIRTH DATE: 2/9/13 H/P/S: POLLED COLOR: RED REG. #: P690875  
 BW: 68 ADJ. WW: 662 ADJ. YW: 1257 LEPTIN: TT ADG: 3.72 WDA: 3.17

BW	WW	YW	MILK	MWW
-0.1	+58	+96	+17	+46

SC PLD BLK TRADER 107T  
**KEYS LONGSHOT 1X**  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R %SA: 75SA  
 CS POLLED REGENCY 7R 12.5AN  
 SC POLLED BLACK MEDALLION 19M 12.5MA  
 MISS KEY MEDAL 79H

KEYS MATRIX 99T  
**MISS KEY CARMELLE 85Y**  
 MISS KEY CARMELLE 70U

RCM PB 44P  
 MISS KEY 23M  
 SOONER MA BULL  
 MISS KEY DESIGN 128N

Red heifer bull alert here. He came unassisted out of a first calf heifer with a 68 lb. birth weight.



# KEYS ROCKSTAR 95X

BIRTH DATE: 3/31/10 H/P/S: POLLED COLOR: BLACK REG. #: P669027  
 BW: 80 ADJ. WW: 737 ADJ. YW: 1279 REA: 15.83

BW	WW	YW	MILK	MWW
+1.8	+39	+71	+20	+39

GGT P BLK QUANTUM 207M  
 NJF TOP LEVEL 41T  
 NJF MISS FEIST 215M

GGT P HEAVY DUTY 100J  
 GGT MS BLACK BENZ 269G  
 SPRINGDALE SATURN 19J  
 NJF MISS JETHRO 055K

%SA: PURE-BRED SA

BIG SKY P BLK STEALTH  
 MISS KEY ESTELLE 10N  
 MISS KEY ESTELLE 24G

BIG SKY PLD BLACK JET  
 BIG SKY MISS 14C  
 KEYS POLLED REDWOOD 60E  
 MISS KEY ESTELLE 10E

Key's Rock Star 95X is a real good looking sire that puts great pattern in his calves. His calves have modest birth weights, are all black and all polled. He is homozygous black and homozygous polled. Co-owned with Rob Bodine.



REF. SIRE I

# 84 KEYS ROCKSTAR 58A

BIRTH DATE: 2/16/13 H/P/S: POLLED COLOR: BLACK REG. #: P690886  
 BW: 90 ADJ. WW: 623 ADJ. YW: 1269 LEPTIN: CT ADG: 4.04 WDA: 3.29

BW	WW	YW	MILK	MWW
+1.9	+41	+77	+20	+40

NJF TOP LEVEL 41T  
 KEYS ROCKSTAR 95X  
 MISS KEY ESTELLE 10N

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 BIG SKY P BLK STEALTH  
 MISS KEY ESTELLE 24G

%SA: 87.55A  
 12.5AN

JCG DIAMOND  
 MISS KEY MONIQUE 81W  
 MISS KEY MONIQUE 6T

JSR JAMACA 431  
 JCG CARMA  
 J W K NEW DESIGN 0028  
 MISS KEY MONIQUE 111L

Here is one of the three Rock Star sons in the sale. Rock Star was our top selling purebred bull in our 2010 sale and is currently being campaigned by Rob Bodine.



Lot 84



Lot 86

# 85 KEYS ROCKSTAR 115A

BIRTH DATE: 3/3/13 H/P/S: POLLED COLOR: BLACK REG. #: P690907  
 BW: 84 ADJ. WW: 554 ADJ. YW: 1056 LEPTIN: CT ADG: 3.14 WDA: 2.78

BW	WW	YW	MILK	MWW
+1.1	+30	+61	+19	+34

NJF TOP LEVEL 41T  
 KEYS ROCKSTAR 95X  
 MISS KEY ESTELLE 10N

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 BIG SKY P BLK STEALTH  
 MISS KEY ESTELLE 24G

%SA: PURE-BRED SA

NJF TOP LEVEL 41T  
 MISS KEY NOREEN 173W  
 MISS KEY NOREEN 26N

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 KEYS TOTAL 415S  
 MISS KEY CANNON 115G

Purebred Rock Star son.

# 86 KEYS ROCKSTAR 100A

BIRTH DATE: 2/28/13 H/P/S: POLLED COLOR: BLACK REG. #: P690905  
 BW: 87 ADJ. WW: 573 ADJ. YW: 1237 LEPTIN: CT ADG: 4.15 WDA: 3.17

BW	WW	YW	MILK	MWW
+1.0	+34	+66	+17	+34

NJF TOP LEVEL 41T  
 KEYS ROCKSTAR 95X  
 MISS KEY ESTELLE 10N

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 BIG SKY P BLK STEALTH  
 MISS KEY ESTELLE 24G

%SA: 87.55A  
 12.5AN

JCG DIAMOND  
 MISS KEY WHITNEY 24W  
 MISS KEY WHITNEY 150N

JSR JAMACA 431  
 JCG CARMA  
 J W K NEW DESIGN 0028  
 MISS KEY WHITNEY 115F

He is one of our high percentage Rock Star sons that's got style and eye appeal to stamp a set of calves.

# 87 KEYS LONGSHOT 80A

BIRTH DATE: 2/22/13 H/P/S: POLLED COLOR: BLACK REG. #: P690901  
 BW: 90 ADJ. WW: 614 ADJ. YW: 1209 LEPTIN: CT ADG: 3.72 WDA: 3.00

BW	WW	YW	MILK	MWW
+2.5	+49	+91	+19	+43

SC PLD BLK TRADER 107T  
 KEYS LONGSHOT 1X  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R  
 CS POLLED REGENCY 7R  
 SC POLLED BLACK MEDALLION 19M  
 MISS KEY MEDAL 79H

%SA: 87.55A  
 12.5AN

NJF TOP LEVEL 41T  
 MISS KEY EVIE 135Y  
 MISS KEY EVIE 125P

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 J W K NEW DESIGN 0028  
 MISS KEY EVIE 93L

This is a sharp looking 7/8 Salers calf that is out of a heifer with a low birth weight EPD.

# 88 KEYS LONGSHOT 101A

BIRTH DATE: 2/28/13 H/P/S: POLLED COLOR: BLACK REG. #: P690906  
 BW: 75 ADJ. WW: 667 ADJ. YW: 1280 LEPTIN: CC ADG: 3.83 WDA: 3.19

BW	WW	YW	MILK	MWW
+0.3	+56	+93	+20	+48

SC PLD BLK TRADER 107T  
 KEYS LONGSHOT 1X  
 MISS KEY MELODY 114P

SC PLD BLK RAZOR 34R  
 CS POLLED REGENCY 7R  
 SC POLLED BLACK MEDALLION 19M  
 MISS KEY MEDAL 79H

%SA: PURE-BRED SA

NJF TOP LEVEL 41T  
 MISS KEY CHANDRA 128Y  
 MISS KEY CHANDRA 2R

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 W BAR VIEW 77N  
 MISS KEY CHANDRA 1N

Heifer bull candidate that is black and bred for easy calving.



# J MAC CAMERON 318X

BIRTH DATE: 3/29/10 H/P/S: POLLED COLOR: BLACK REG. #: P668332

BW	WW	YW	MILK	MWW
+4.1	+54	+105	+18	+45

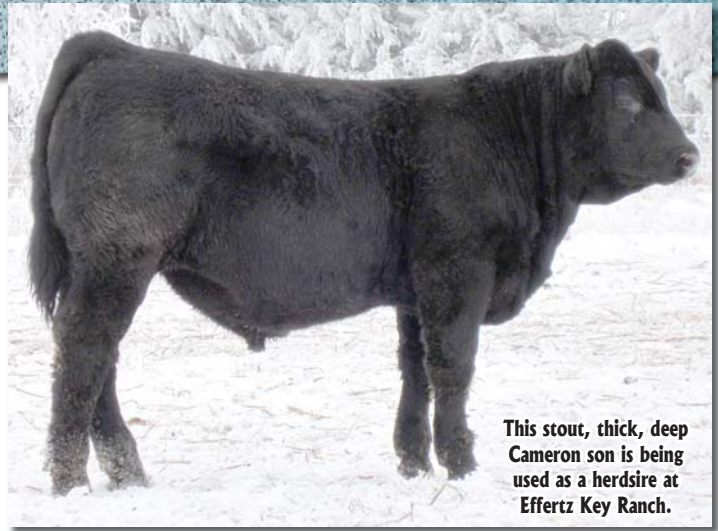
JGK PLD BLK JASPER 634R  
**HA THUNDER T705**  
 HA ROSE F657

SRI NATHAN 01N %SA: PURE-BRED  
 JGK MARLA 128K BRED  
 NRC POLLED BENZ SA  
 HA ROSE Z033

BIG SKY TRITON 40R  
**MAC TALLIE 234T**  
 MAC BLACK ELLEN 47E

GGT P BLK STOUT 111N  
 BIG SKY MISS DUSTY 57E  
 SPRINGDALE GUS 10C  
 MISS 7 HALF DIAMOND 458U

He is an easy-calving, high-performance sire. This is the second set of bulls to sell out of Cameron, to date all of his calves have been black and polled. A lot of his bulls are some of the youngest ones in the sale. They're deep-bodied, soggy-looking calves with good dispositions.



This stout, thick, deep Cameron son is being used as a herd sire at Effertz Key Ranch.

# 89 KEYS CAMERON 120A

BIRTH DATE: 3/5/13 H/P/S: POLLED COLOR: BLACK REG. #: P690910

BW: 84 ADJ. WW: 554 ADJ. YW: 1244 LEPTIN: CC ADG: 4.31 WDA: 3.24

BW	WW	YW	MILK	MWW
+1.7	+43	+95	+11	+32

HA THUNDER T705  
**MAC CAMERON 318X**  
 MAC TALLIE 234T

JGK BLK PLD JASPER 634R %SA: 62.55A  
 HA ROSE F657 25MA  
 BIG SKY TRITON 40R 12.5AN  
 MAC BLACK ELLEN 47E

SOONER MA BULL  
**MISS KEY JENISE 78U**  
 MISS KEY DESIGN 130M

J W K NEW DESIGN 0028  
 MISS KEY WIZARD 10D

Here is another calf that combines low birth weight with high rate of gain.

# 90 KEYS CAMERON 138A

BIRTH DATE: 3/13/13 H/P/S: POLLED COLOR: BLACK REG. #: P690918

BW: 90 ADJ. WW: 664 ADJ. YW: 1310 LEPTIN: CC ADG: 4.04 WDA: 3.58

BW	WW	YW	MILK	MWW
+2.1	+58	+111	+16	+45

HA THUNDER T705  
**MAC CAMERON 318X**  
 MAC TALLIE 234T

JGK BLK PLD JASPER 634R %SA: 75SA  
 HA ROSE F657 25AN  
 BIG SKY TRITON 40R  
 MAC BLACK ELLEN 47E

J W K NEW DESIGN 0028  
**MISS KEY KEEPSAKE 47S**  
 MISS KEY KEEPSAKE 62K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY WIZARD 26D PLD

This is clearly a performance calf with one of the highest yearling EPDs in the sale.

# 91 KEYS CAMERON 155A

BIRTH DATE: 3/22/13 H/P/S: POLLED COLOR: BLACK REG. #: P690927

BW: 80 ADJ. WW: 609 ADJ. YW: 1307 LEPTIN: TT ADG: 4.36 WDA: 3.49

BW	WW	YW	MILK	MWW
+1.3	+49	+101	+17	+41

HA THUNDER T705  
**MAC CAMERON 318X**  
 MAC TALLIE 234T

JGK BLK PLD JASPER 634R %SA: 75SA  
 HA ROSE F657 25AN  
 BIG SKY TRITON 40R  
 MAC BLACK ELLEN 47E

J W K NEW DESIGN 0028  
**MISS KEY MELODY 31S**  
 MISS KEY MELODY 114P

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 SC POLLED BLACK MEDALLION 19M  
 MISS KEY MEDAL 79H

Excellent conformation on one of our top gaining calves.

# 92 KEYS CAMERON 243A

BIRTH DATE: 4/14/13 H/P/S: POLLED COLOR: BLACK REG. #: P690942

BW: 82 ADJ. WW: 655 ADJ. YW: 1234 LEPTIN: CC ADG: 3.62 WDA: 3.46

BW	WW	YW	MILK	MWW
+2.0	+52	+103	+19	+45

HA THUNDER T705  
**MAC CAMERON 318X**  
 MAC TALLIE 234T

JGK BLK PLD JASPER 634R %SA: 75SA  
 HA ROSE F657 25AN  
 BIG SKY TRITON 40R  
 MAC BLACK ELLEN 47E

J W K NEW DESIGN 0028  
**MISS KEY EMBER 25T**  
 MISS KEY EMBER 35K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY EMBER 13G PLD

This young Cameron son should put it all together by sale day.

# 93 KEYS 275A

BIRTH DATE: 4/22/13 H/P/S: POLLED COLOR: BLACK REG. #:

BW: 90 ADJ. WW: 693 ADJ. YW: 1306 LEPTIN: CC ADG: 3.83 WDA: 3.56

BW	WW	YW	MILK	MWW
+2.0	+31	+80	+17	+35

JGC DIAMOND  
**KEYS HIGHWAY 101W**  
 MISS KEY ESTELLE 24G

JSR JAMACA %SA: 75SA  
 JCG CARMA 25AN  
 KEYS POLLED REDWOOD  
 MISS KEY ESTELLE 10E

J W K NEW DESIGN 0028  
**MISS KEY GYPSY 51U**  
 MISS KEY GYPSY 35L

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY GYPSY 48G

This young calf will have to catch your eye on sale day with his classy conformation and performance. He should really stamp a set of calves. Will be just a year old on sale day.



Many of "the cousins" pitch in at sale time - here they are relaxing after last year's sale



# K "TNT" DJF 311X

BIRTH DATE: 9/12/10 H/P/S: POLLED COLOR: RED REG. #: P670252  
 BW: 94 ADJ. WW: 629 LEPTIN: TT

BW	WW	YW	MILK	MWW
+3.5	+42	+81	+21	+41

D ON STAR 557R  
 LINDENHILL TNT 753T  
 LINDENHILL NILLY 351N

D MILLENNIUM 6104F %SA:  
 D MISS 55 METAL 810H 86SA  
 LINDENHILL ULTIMATE 021K 14AN  
 LHFS DAM 22

BEV MASTERPIECE 110H  
 DJF MISS 311N  
 DJF POLLED JANELLE 911J

MAC MICHAELANGELO 66D  
 BEV EMMA 262E  
 JFW PACKER 40F  
 DJF MISS TERRY 51T

"TNT" 311X is a TT for Leptin. He's not quite a purebred that puts tremendous length in his calves. Here are some long bodied, high performance red Salers genetics.



Lot 95

# 94 KEYS TNT 13A

BIRTH DATE: 2/3/13 H/P/S: POLLED COLOR: RED REG. #: P690866  
 BW: 82 ADJ. WW: 632 ADJ. YW: 1270 LEPTIN: TT ADG: 3.99 WDA: 3.27

BW	WW	YW	MILK	MWW
+1.3	+42	+77	+23	+43

LINDENHILL TNT 753T  
 DJF 311X  
 DJF MISS 311N

D ON STAR 557R %SA: 67.85A  
 LINDENHILL NILLY 351N 7.2AN  
 BEV MASTERPIECE 110H 25AR  
 DJF POLLED JANELLE 911J

OHRR 9502 MR ROBUST 18N  
 MISS KEY BANNER 17X  
 MISS KEY BANNER 88U

BADLANDS MR BEEF 805  
 MESSMER OPHELIA 9502  
 EPIC DISCOVERY 34M  
 MISS KEY BANNER 175C

Here's a calf with a small birth weight and an outstanding actual weaning weight of 800 lbs.

# 95 KEYS TNT 27A

BIRTH DATE: 2/8/13 H/P/S: POLLED COLOR: RED REG. #: P690873  
 BW: 95 ADJ. WW: 719 ADJ. YW: 1391 LEPTIN: CT ADG: 4.20 WDA: 3.62

BW	WW	YW	MILK	MWW
+3.7	+61	+106	+20	+50

LINDENHILL TNT 753T  
 DJF 311X  
 DJF MISS 311N

D ON STAR 557R %SA: 67.85A  
 LINDENHILL NILLY 351N 25AR  
 BEV MASTERPIECE 110H 7.2AN  
 DJF POLLED JANELLE 911J

LCOC HIGH NOON A093R  
 MISS KEY LYDIE 30X  
 MISS KEY LYDIE 116L

BIEBER MAKE MIMI 7249  
 SRN HI DEE 3021  
 KEYS TOPCOAT 116H  
 MISS KEY LYDIE 173B

His mother has been one of our top performing young cows, and this calf is no exception. He has one of our biggest actual weaning weights at 885 lbs.

# 96 KEYS TNT 59A

BIRTH DATE: 2/16/13 H/P/S: POLLED COLOR: RED REG. #: P690887  
 BW: 90 ADJ. WW: 598 ADJ. YW: 1270 LEPTIN: CT ADG: 4.20 WDA: 3.21

BW	WW	YW	MILK	MWW
+2.4	+46	+91	+17	+40

LINDENHILL TNT 753T  
 DJF 311X  
 DJF MISS 311N

D ON STAR 557R %SA: 55.35A  
 LINDENHILL NILLY 351N 37.5AR  
 BEV MASTERPIECE 110H 7.2AN  
 DJF POLLED JANELLE 911J

LCOC HIGH NOON A093R  
 MISS KEY SILHOUET 34X  
 MISS KEY SILHOUET 192P

BIEBER MAKE MIMI 7249  
 SRN HI DEE 3021  
 PFFR BEEF MAN 263  
 MS KEY PL SILHOUETTE 59E

Another red herd sire prospect. He has an excellent mother with good individual stats.



Lot 96

# 97 KEYS TNT 74A

BIRTH DATE: 2/20/13 H/P/S: POLLED COLOR: RED REG. #: P690897  
 BW: 87 ADJ. WW: 573 ADJ. YW: 1091 LEPTIN: CT ADG: 3.24 WDA: 2.84

BW	WW	YW	MILK	MWW
+2.3	+36	+78	+18	+36

LINDENHILL TNT 753T  
 DJF 311X  
 DJF MISS 311N

D ON STAR 557R %SA: 80.35A  
 LINDENHILL NILLY 351N 12.5AR  
 BEV MASTERPIECE 110H 7.2AN  
 DJF POLLED JANELLE 911J

RCM P R FIRECRACKER  
 MISS KEY ROBIN 201X  
 MISS KEY ROBIN 155R

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 PFFR BEEF MAN 263  
 MISS KEY REDWOOD 70G

His half brother sold in the Midland Bull Test for \$5000 and is being used as a herd sire.



Lot 97



# 98 KEYS TNT 67A

BIRTH DATE: 2/18/13 H/P/S: POLLED COLOR: RED REG. #: P690890  
 BW: 88 ADJ. WW: 604 ADJ. YW: 1174 LEPTIN: CT ADG: 3.56 WDA: 2.99

BW	WW	YW	MILK	MWW
+2.7	+35	+68	+23	+40

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 92.85A  
 LINDENHILL NILLY 351N 7.2AN  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

JSR JAMACA 431  
**MISS KEY BANNER 61X**  
 MISS KEY BANNER 175C

CMC MR JAMACA M44K  
 JSR MS PACIFIC 2188  
 BANNERS PRIDE 172T  
 MISS KEY 590T

One of the higher percentage red Salers calves in the sale.



Nadine and Jeff's son Jim and wife Lisa welcomed Madelynn Marie in March.

# 99 KEYS TNT 75A

BIRTH DATE: 2/20/13 H/P/S: POLLED COLOR: RED REG. #: P690894  
 BW: 90 ADJ. WW: 668 ADJ. YW: 1289 LEPTIN: CT ADG: 3.88 WDA: 3.33

BW	WW	YW	MILK	MWW
+2.0	+47	+89	+24	+48

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 80.35A  
 LINDENHILL NILLY 351N 19.7AN  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

NJF TOP LEVEL 41T  
**MISS KEY DESIGN 171X**  
 MISS KEY DESIGN 202N

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 J W K NEW DESIGN 0028  
 MISS KEY PRIDE 84X

Exceptional length on this 311 X calf.

# 100 KEYS TNT 128A

BIRTH DATE: 3/8/13 H/P/S: POLLED COLOR: RED REG. #: P690913  
 BW: 84 ADJ. WW: 656 ADJ. YW: 1277 LEPTIN: TT ADG: 3.88 WDA: 3.50

BW	WW	YW	MILK	MWW
+2.6	+52	+101	+17	+43

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 67.85A  
 LINDENHILL NILLY 351N 25AR  
 BEV MASTERPIECE 110H 7.2AN  
 DJF POLLED JANELLE 911J

PFFR BEEF MAN 263  
**MISS KEY COURTNEY 5P**  
 MISS KEY COURTNEY 43M

BADLANDS MR BEEF 805  
 RED RACHEL R405  
 KEYS HEAVY MEDAL 4J  
 MISS KEY COURTNEY 131F

He has to be the longest red calf in the sale and should put tremendous length and performance in a set of red cows.

# 101 KEYS TNT 135A

BIRTH DATE: 3/12/13 H/P/S: POLLED COLOR: RED REG. #: P690916  
 BW: 87 ADJ. WW: 604 ADJ. YW: 1132 LEPTIN: CT ADG: 3.30 WDA: 3.07

BW	WW	YW	MILK	MWW
+3.0	+46	+90	+19	+42

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 80.35A  
 LINDENHILL NILLY 351N 19.7AN  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

RCM P R FIRECRACKER  
**MISS KEY REESE 43U**  
 MISS KEY DESIGN 204N

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 J W K NEW DESIGN 0028  
 MISS KEY NOREEN 22G PLD

This calf fits right in with the good group sired by the 311X red bull.

# 102 KEYS TNT 136A

BIRTH DATE: 3/11/13 H/P/S: POLLED COLOR: RED REG. #: P690915  
 BW: 93 ADJ. WW: 625 ADJ. YW: 1238 LEPTIN: CT ADG: 3.83 WDA: 3.37

BW	WW	YW	MILK	MWW
+3.4	+52	+102	+18	+44

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 67.85A  
 LINDENHILL NILLY 351N 25AR  
 BEV MASTERPIECE 110H 7.2AN  
 DJF POLLED JANELLE 911J

PFFR BEEF MAN 263  
**MISS KEY SILHOUET 192P**  
 MS KEY PL SILHOUETTE 59E

BADLANDS MR BEEF 805  
 RED RACHEL R405  
 KEYS TOTAL 415S  
 SBC GENTLE BREEZE

His mother is one of our top red producers over the years.

# 103 KEYS TNT 145A

BIRTH DATE: 3/17/13 H/P/S: POLLED COLOR: RED REG. #: P690923  
 BW: 100 ADJ. WW: 650 ADJ. YW: 1237 LEPTIN: TT ADG: 3.67 WDA: 3.23

BW	WW	YW	MILK	MWW
+4.8	+52	+98	+19	+45

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 86.55A  
 LINDENHILL NILLY 351N 13.5AN  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

RCM P R FIRECRACKER  
**MISS KEY SANDY 184X**  
 MISS KEY SANDY 117S

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 KEYS MEDALLION 144P  
 MISS KEY DESIGN 209M

He is one of our good, thick, deep 311X calves in the sale.

# 104 KEYS TNT 188A

BIRTH DATE: 4/3/13 H/P/S: POLLED COLOR: BLACK REG. #: P690932  
 BW: 88 ADJ. WW: 634 ADJ. YW: 1170 LEPTIN: CT ADG: 3.35 WDA: 3.25

BW	WW	YW	MILK	MWW
+2.8	+46	+90	+17	+40

LINDENHILL TNT 753T  
**DJF 311X**  
 DJF MISS 311N

D ON STAR 557R %SA: 80.35A  
 LINDENHILL NILLY 351N 19.7AN  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

KEYS STEALTH 41M  
**MISS KEY KEEPSAKE 92R**  
 MISS KEY KEEPSAKE 5M

BIG SKY P BLK STEALTH  
 MISS KEY 390D  
 J W K NEW DESIGN 0028  
 MISS KEY KEEPSAKE 62K

This is our only black son of our red 311X herd sire.



# 105 KEYS TNT 197A

BIRTH DATE: 4/5/13 H/P/S: POLLED COLOR: RED REG. #: P690933  
 BW: 88 ADJ. WW: 630 ADJ. YW: 1260 LEPTIN: CT ADG: 3.94 WDA: 3.42

BW	WW	YW	MILK	MWW
+3.2	+50	+97	+22	+47

LINDENHILL TNT 753T  
 DJF 311X  
 DJF MISS 311N

D ON STAR 557R %SA: 80.3SA  
 LINDENHILL NILLY 351N 19.7AN  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

KEYS MEDALLION 144P  
 MISS KEY SANDY 117S  
 MISS KEY DESIGN 209M

SC POLLED BLACK MEDALLION 19M  
 MISS KEY EBONY 99K  
 J W K NEW DESIGN 0028  
 MISS KEY OLES PRIDE 69B

Don't pass up these April sons of 311X who will have a chance to catch the older bulls by sale day. This should be one of them.

# 106 KEYS TNT 223A

BIRTH DATE: 4/11/13 H/P/S: POLLED COLOR: RED REG. #: P690940  
 BW: 90 ADJ. WW: 697 ADJ. YW: 1302 LEPTIN: TT ADG: 3.78 WDA: 3.66

BW	WW	YW	MILK	MWW
+3.8	+55	+101	+23	+51

LINDENHILL TNT 753T  
 DJF 311X  
 DJF MISS 311N

D ON STAR 557R %SA: 67.8SA  
 LINDENHILL NILLY 351N 25AR  
 BEV MASTERPIECE 110H 7.2AN  
 DJF POLLED JANELLE 911J

OHR 9502 MR ROBUST 18N  
 MISS KEY MONIQUE 184S  
 MISS KEY MONIQUE 9F PLD

BADLANDS MR BEEF 80S  
 MESSMER OPHELIA 9502  
 STETSON  
 ECR GOLD MONIQUE 899C

This calf is really coming on and should be one of our top performers by sale day.

# 107 KEYS ACCEL 234A

BIRTH DATE: 4/13/13 H/P/S: POLLED COLOR: RED REG. #:  
 BW: 90 ADJ. WW: 650 ADJ. YW: 1255 LEPTIN: TT ADG: 3.78 WDA: 3.38

BW	WW	YW	MILK	MWW
+2.0	+33	+82	+16	+36

LAZY J & J ACCELL 68  
 KEYS ACCELL 6X  
 PANHANDLE NEW TRADITION

PIE ACCELERATOR 4028 %SA: 44SA  
 PANDHANDLE NEW TRADITION 37AR  
 PIE GET R DONE 684 19AN  
 MISS KEY LORRI 45P

KEYS HEFTY 1P  
 MISS KEY GARNET 13S  
 MISS KEY GARNET 19P

KEYS STEALTH 41M  
 MISS KEY DESIGN 209M  
 J W K NEW DESIGN 0028  
 MISS KEY GARNET 100G PLD

He is a really well-made red calf that puts it all together.



Lot 107

# 108 KEYS TIMELESS 103A

BIRTH DATE: 2/28/13 H/P/S: POLLED COLOR: RED REG. #: P690904  
 BW: 92 ADJ. WW: 581 ADJ. YW: 1237 LEPTIN: CT ADG: 4.10 WDA: 3.07

BW	WW	YW	MILK	MWW
+3.0	+42	+89	+11	+33

TSB TIMELESS 52U  
 KEYS TIMELESS 221Y  
 MISS KEY SHANTI 12S

MAC NEUTRON 94N %SA: 43.8SA  
 TSB BUTTER CUP 17P 31.3AN  
 J W K NEW DESIGN 0028 25CH  
 MISS KEY MAXINE 914J

PRO-CHAR CLYDE 79T  
 MISS KEY VICKI 150Y  
 MISS KEY VICKI 91P

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 J W K NEW DESIGN 0028  
 MISS KEY VICKI 7E PLD

Here's a well made red calf with above average rate of gain at 4.10.



Nadine, Karen and Jamie, our trusty clerking crew



Congratulations to Mardee Reich on her purchase of Nutter Butter Baby. EKR born and raised, Butter was Roger's main ranch horse and also carried Shelly to multiple rodeo finals. Thanks Mardee, and good luck in the 2014 season.



# L KEYS DIRECT FIRE 18Y

BIRTH DATE: 2/11/11 H/P/S: POLLED COLOR: BLACK REG. #: P675511  
 BW: 77 ADJ. WW: 669 ADJ. YW: 1217 LEPTIN: TT REA: 14.18

BW	WW	YW	MILK	MWW
-0.7	+38	+74	+16	+34

C A FUTURE DIRECTION 5321  
**5L DIRECT FIRE 1641-6443**  
 5L FIREFLY 174-1641

GAR PRECISION %SA: 50SA  
 CA MISS POWER FIX 308 50AR  
 5L MILLENNIUM RED 816  
 5L FIREFLY 666-174

RCM P R FIRECRACKER  
**MISS KEY RUBY 133W**  
 MISS KEY RUBY 204R

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 SC POLLED BLACK MEDALLION 19M  
 MISS KEY GT 114D

Key's Direct Fire 18Y puts good balance and performance in his calves. He is a TT for Leptin. His calves will be above average for weaning weight and ADG. He is a moderate birth weight sire.



REF. SIRE L

# 109 KEYS DIRECT FIRE 8A

BIRTH DATE: 2/1/13 H/P/S: HORNED COLOR: RED REG. #: 690864  
 BW: 80 ADJ. WW: 616 ADJ. YW: 1344 LEPTIN: CT ADG: 4.55 WDA: 3.32

BW	WW	YW	MILK	MWW
-0.2	+38	+78	+18	+37

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 50SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 25AN  
 MISS KEY RUBY 204R

J W K NEW DESIGN 0028  
**MISS KEY EMBER 271X**  
 MISS KEY EMBER 35K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY EMBER 13G PLD

What an excellent red calf. He's two generations of half on half, with top rate of gain of 4.55.



Lot 109

# 110 KEYS DIRECT FIRE 24A

BIRTH DATE: 2/6/13 H/P/S: POLLED COLOR: BLACK REG. #: P690869  
 BW: 70 ADJ. WW: 569 ADJ. YW: 1156 LEPTIN: CT ADG: 3.67 WDA: 2.94

BW	WW	YW	MILK	MWW
-1.5	+25	+51	+15	+27

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 65.7SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 9.3AN  
 MISS KEY RUBY 204R

WARD 793 MASTER PLAN 43L  
**MISS KEY NAOMI 194X**  
 MISS KEY NAOMI 74R

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 BULL  
 MISS KEY NAOMI 59N

This calf started out small at 70 pounds and ended up as one of our picture bulls with a 700 lb. actual weaning weight.



Lot 110

# 111 KEYS DIRECT FIRE 26A

BIRTH DATE: 2/8/13 H/P/S: POLLED COLOR: BLACK REG. #: P690874  
 BW: 94 ADJ. WW: 611 ADJ. YW: 1293 LEPTIN: CT ADG: 4.26 WDA: 3.39

BW	WW	YW	MILK	MWW
+0.3	+38	+84	+12	+31

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 37.5SA  
 5L FIREFLY 174-1641 25 AR  
 RCM P R FIRECRACKER 25MA  
 MISS KEY RUBY 204R 12.5AN

SOONER MA BULL  
**MISS KEY LIANA 76U**  
 MISS KEY DESIGN 5N

J W K NEW DESIGN 0028  
 MISS KEY PRIDE 82L

This is our number 1 son of our Direct Fire bull in the sale. As you can see from his picture, he is big, long and stout made.



Lot 111



# 112 KEYS DIRECT FIRE 38A

BIRTH DATE: 2/10/13 H/P/S: POLLED COLOR: BLACK REG. #: P690878  
 BW: 84 ADJ. WW: 598 ADJ. YW: 1160 LEPTIN: CT ADG: 3.51 WDA: 3.04

BW	WW	YW	MILK	MWW
-0.1	+37	+77	+15	+33

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 50SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 25AN  
 MISS KEY RUBY 204R

MYTTY IN FOCUS  
**CCHS MS FOCUS ALAMO 549X**  
 CCHS MS BALAMO 297U

S A F FOCUS OF E R  
 MYTTY COUNTESS 906  
 CCHS BALANCE ALAMO 824P  
 CCHS MS RED ALAMO 262J

Two generation half-blood bull with an excellent spread of an 84 lb. bw and a 740 lb. actual weaning wt.



Lot 112

# 113 KEYS DIRECT FIRE 12A

BIRTH DATE: 2/2/13 H/P/S: POLLED COLOR: BLACK REG. #: P690865  
 BW: 70 ADJ. WW: 589 ADJ. YW: 1151 LEPTIN: CT ADG: 3.51 WDA: 2.94

BW	WW	YW	MILK	MWW
-1.3	+32	+64	+12	+27

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 62.5SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 7.1AN  
 MISS KEY RUBY 204R

WARD 793 MASTER PLAN 43L  
**MISS KEY KEEPSAKE 133X**  
 MISS KEY KEEPSAKE 92R

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 KEYS STEALTH 41M  
 MISS KEY KEEPSAKE 5M

This is a deep ribbed, thick made calf. He's a minus on his birth EPD, with a 70 lb. actual birth weight.

# 114 KEYS DIRECT FIRE 35A

BIRTH DATE: 2/9/13 H/P/S: POLLED COLOR: BLACK REG. #: P690876  
 BW: 70 ADJ. WW: 581 ADJ. YW: 1099 LEPTIN: TT ADG: 3.24 WDA: 2.86

BW	WW	YW	MILK	MWW
-1.6	+29	+61	+14	+28

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 56.3SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 18.8AN  
 MISS KEY RUBY 204R

WARD 793 MASTER PLAN 43L  
**MISS KEY KRISTIN 210X**  
 MISS KEY KRISTIN 1T

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 MISS KEY KRISTIN 28K

This calf has excellent conformation with tremendous muscling and a 70 lb. birth weight.

# 115 KEYS DIRECT FIRE 68A

BIRTH DATE: 2/18/13 H/P/S: POLLED COLOR: BLACK REG. #: P690891  
 BW: 98 ADJ. WW: 637 ADJ. YW: 1335 LEPTIN: CT ADG: 4.36 WDA: 3.37

BW	WW	YW	MILK	MWW
+3.3	+53	+101	+17	+44

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 62.5SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 12.5AN  
 MISS KEY RUBY 204R

TSB TIMELESS 52U  
**MISS KEY DESIGN 137X**  
 MISS KEY DESIGN 123P

MAC NEUTRON 94N  
 TSB BUTTER CUP 17P  
 J W K NEW DESIGN 0028  
 MISS KEY RULES 10L

Here is the bull to knock down your cow size and still retain tremendous muscle.

# 116 KEYS DIRECT FIRE 186A

BIRTH DATE: 4/3/13 H/P/S: POLLED COLOR: BLACK REG. #: P690931  
 BW: 80 ADJ. WW: 641 ADJ. YW: 1313 LEPTIN: CT ADG: 4.20 WDA: 3.58

BW	WW	YW	MILK	MWW
-0.1	+49	+93	+12	+36

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 37.5SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 25MA  
 MISS KEY RUBY 204R 12.5AN

SOONER MA BULL  
**MISS KEY MYAH 13U**  
 MISS KEY DESIGN 165N

J W K NEW DESIGN 0028  
 MS KEY BO'S LADY 203B PL

This calf has got a tremendous look to him and is another one of our 80 lb birth weight and 4 lb. gainers.

# 117 KEYS DIRECT FIRE 76A

BIRTH DATE: 2/21/13 H/P/S: SCURRED COLOR: BLACK REG. #: S690899  
 BW: 92 ADJ. WW: 601 ADJ. YW: 1367 LEPTIN: CT ADG: 4.79 WDA: 3.52

BW	WW	YW	MILK	MWW
+0.2	+44	+89	+11	+33

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA: 37.5SA  
 5L FIREFLY 174-1641 25AR  
 RCM P R FIRECRACKER 25MA  
 MISS KEY RUBY 204R 12.5AN

SOONER MA BULL  
**MISS KEY BRIELLA 77U**  
 MISS KEY DESIGN 118M

J W K NEW DESIGN 0028  
 MISS KEY LADY 79E PLD

One of the top performance calves in the sale.



Lot 117



# M PRO-CHAR CLYDE 79T

BIRTH DATE: 3/1/07 H/P/S: POLLED COLOR: RED REG. #: QM200258  
LEPTIN: TT

CE	BW	WW	YW	Milk	MCE	MTNL
-1.7	+2.1	+20	+25	+4	+2.4	+14

WMG SHERIFF ACE 27H  
WRANGLER HEADLINER 28N  
MOORMAID FOCUS 810H

STZ GOOD TIMES 13D  
WMG LADY ACE 21E  
MISTY CREEK FOCUS 5F  
MOORMAID

STERLING HOSS' HONOR 1H  
STER STAR'S HONOR 4L  
HHT MS POLL STAR 1A

STERLING SCOUT'S HONOR 2A  
CK MISS STAR 30A  
POLL STAR  
HHT MS BARONESS 6Y

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. When bred to our black Optimizer cows, most of our Clyde sons are black. Our winning WDA and ADG sire group at Midland in 2012 were Clyde sons.

# 118 KEYS CLYDE 36A

BIRTH DATE: 2/10/13 H/P/S: POLLED COLOR: BLACK REG. #: P690877  
BW: 88 ADJ. WW: 597 ADJ. YW: 1269 LEPTIN: TT ADG: 4.20 WDA: 3.25

BW	WW	YW	MILK	MWW
+1.2	+35	+66	+11	+29

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 50SA  
MOORMAID FOCUS 810H 50CH  
STERLING HOSS HONOR 1H  
HHT MS POLL STAR 1A

JCG DIAMOND  
MISS KEY TARA 33W  
MISS KEY TARA 80T

JSR JAMACA 431  
JCG CARMA  
KKCC BLK PLD MATRIX 304N  
MISS KEY BANNER 175C

This big, stout Clyde son is out of one of our purebred Salers cows.



# 119 KEYS CLYDE 16A

BIRTH DATE: 2/4/13 H/P/S: POLLED COLOR: BLACK REG. #: P690867  
BW: 94 ADJ. WW: 639 ADJ. YW: 1380 LEPTIN: TT ADG: 4.63 WDA: 3.56

BW	WW	YW	MILK	MWW
+2.4	+50	+105	+7	+32

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 12.5SA  
MOORMAID FOCUS 810H 50CH  
STERLING HOSS HONOR 1H 37.5AN  
HHT MS POLL STAR 1A

O C C PROVOST 737P  
MISS KEY PATIENCE 179U  
MISS KEY PATIENCE 6R

O C C EMBLAZON 854E  
O C C DIXIE ERICA 903E  
J W K NEW DESIGN 0028  
MISS KEY PATIENCE 20N

This is one of the big performance bulls in the sale. His numbers are impressive all the way across the board.

# 120 KEYS CLYDE 47A

BIRTH DATE: 2/13/13 H/P/S: SCURRED COLOR: BLACK REG. #: S690882  
BW: 93 ADJ. WW: 670 ADJ. YW: 1308 LEPTIN: CT ADG: 3.99 WDA: 3.58

BW	WW	YW	MILK	MWW
+2.3	+52	+106	+13	+39

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 25SA  
MOORMAID FOCUS 810H 50CH  
STERLING HOSS HONOR 1H 25AN  
HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
MISS KEY DESIGN 17P  
MISS KEY CLAIRE 217M

B/R NEW DESIGN 036  
J W K GAINES LADY 8062  
KEYS TOTAL 415S  
KEY SALERS PB DAM

This Clyde son is out of one of our good halfblood cows and is a full brother to the \$6500 bull purchased by Josh Heitkamp in 2012.

# 121 KEYS CLYDE 54A

BIRTH DATE: 2/16/13 H/P/S: POLLED COLOR: BLACK REG. #: P690885  
BW: 92 ADJ. WW: 648 ADJ. YW: 1184 LEPTIN: TT ADG: 3.35 WDA: 3.31

BW	WW	YW	MILK	MWW
+1.4	+48	+96	+10	+34

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 25SA  
MOORMAID FOCUS 810H 50CH  
STERLING HOSS HONOR 1H 25AN  
HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
MISS KEY MELODY 32U  
MISS KEY MELODY 114P

B/R NEW DESIGN 036  
J W K GAINES LADY 8062  
SC POLLED BLACK MEDALLION 19M  
MISS KEY MEDAL 79H

Tremendous maternal pedigree on this bull with a big actual weaning weight of 830 lbs.

# 122 KEYS CLYDE 78A

BIRTH DATE: 2/21/13 H/P/S: POLLED COLOR: BLACK REG. #: P690900  
BW: 90 ADJ. WW: 642 ADJ. YW: 1255 LEPTIN: CT ADG: 3.83 WDA: 3.39

BW	WW	YW	MILK	MWW
+0.8	+50	+97	+8	+33

WRANGLER HEADLINER 28N  
PRO-CHAR CLYDE 79T  
STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 12.5SA  
MOORMAID FOCUS 810H 50CH  
STERLING HOSS HONOR 1H 37.5AN  
HHT MS POLL STAR 1A

O C C PROVOST 737P  
MISS KEY KRISTIN 95U  
MISS KEY KRISTIN 3P

O C C EMBLAZON 854E  
O C C DIXIE ERICA 903E  
J W K NEW DESIGN 0028  
MISS KEY KRISTIN 28K

An excellent Clyde son that's got the length and conformation to change a calf crop.



# 123 KEYS CLYDE 63A

BIRTH DATE: 2/17/13 H/P/S: POLLED COLOR: BLACK REG. #: P690888  
 BW: 90 ADJ. WW: 662 ADJ. YW: 1156 LEPTIN: CT ADG: 3.09 WDA: 3.30

BW	WW	YW	MILK	MWW
+2.0	+47	+95	+14	+38

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 25SA  
 MOORMAID FOCUS 810H 50CH  
 STERLING HOSS HONOR 1H 25AN  
 HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
**MISS KEY MONIQUE 6T**  
 MISS KEY MONIQUE 111L

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY MONIQUE 9F PLD

One of the big performance Clyde sons in the sale who boasts a top actual weaning weight of 850 lbs.



Lot 123

# 124 KEYS CLYDE 66A

BIRTH DATE: 2/18/13 H/P/S: POLLED COLOR: BLACK REG. #: P690889  
 BW: 90 ADJ. WW: 620 ADJ. YW: 1326 LEPTIN: CT ADG: 4.41 WDA: 3.39

BW	WW	YW	MILK	MWW
+1.7	+42	+89	+13	+34

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 25SA  
 MOORMAID FOCUS 810H 50CH  
 STERLING HOSS HONOR 1H 25AN  
 HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
**MISS KEY PRIDE 27W**  
 MISS KEY PRIDE 82L

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS HEAVY MEDAL 23F PLD  
 MISS KEY PRIDE 825X

One of the strong performance bulls in the sale, clipping along at a 4.41 rate of gain.



Lot 124

# 125 KEYS CLYDE 117A

BIRTH DATE: 3/5/13 H/P/S: POLLED COLOR: BLACK REG. #: P690909  
 BW: 90 ADJ. WW: 614 ADJ. YW: 1209 LEPTIN: CT ADG: 3.72 WDA: 3.28

BW	WW	YW	MILK	MWW
+1.8	+43	+91	+11	+33

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 25SA  
 MOORMAID FOCUS 810H 50CH  
 STERLING HOSS HONOR 1H 25AN  
 HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
**MISS KEY EMBER 106W**  
 MISS KEY EMBER 35K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY EMBER 13G PLD

His mother has produced three bulls that have all made our sale.



Lot 125

# 126 KEYS CLYDE 169A

BIRTH DATE: 3/28/13 H/P/S: POLLED COLOR: RED REG. #: P690929  
 BW: 99 ADJ. WW: 621 ADJ. YW: 1205 LEPTIN: CT ADG: 3.65 WDA: 3.27

BW	WW	YW	MILK	MWW
+4.5	+47	+91	+9	+32

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WMG SHERIFF ACE 27H %SA: 31.35A  
 MOORMAID FOCUS 810H 50CH  
 STERLING HOSS HONOR 1H 18.8AN  
 HHT MS POLL STAR 1A

WARD 793 MASTER PLAN 43L  
**MISS KEY VICKI 139U**  
 MISS KEY VICKI 91P

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 MISS KEY VICKI 7E PLD

One of the few red half-blood Clyde sons in the sale.



Lot 126



# 127 KEYS CLYDE 132A

BIRTH DATE: 3/10/13 H/P/S: POLLED COLOR: BLACK REG. #: P690914  
 BW: 82 ADJ. WW: 707 ADJ. YW: 1312 LEPTIN: CT ADG: 3.78 WDA: 3.64

BW	WW	YW	MILK	MWW
+1.2	+61	+112	+15	+46

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WVG SHERIFF ACE 27H %SA: 25SA  
 MOORMAID FOCUS 810H 50CH  
 STERLING HOSS HONOR 1H 25AN  
 HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
**MISS KEY MONIQUE 67W**  
 MISS KEY MONIQUE 111L

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY MONIQUE 9F PLD

His mother has produced three bulls for our sales. This is one of her best with an 825 actual weaning weight.



Three-peat! The NDSU Bison are three time National Champions! Becky and Pete and their sons Thomas and Daniel were in Texas to cheer them on.

# 128 KEYS CLYDE 208A

BIRTH DATE: 4/6/13 H/P/S: POLLED COLOR: BLACK REG. #: P690936  
 BW: 98 ADJ. WW: 677 ADJ. YW: 1128 LEPTIN: CT ADG: 2.82 WDA: 3.28

BW	WW	YW	MILK	MWW
+4.3	+60	+115	+13	+43

WRANGLER HEADLINER 28N  
**PRO-CHAR CLYDE 79T**  
 STER STAR'S HONOR 4L

WVG SHERIFF ACE 27H %SA: 25SA  
 MOORMAID FOCUS 810H 50CH  
 STERLING HOSS HONOR 1H 25AN  
 HHT MS POLL STAR 1A

J W K NEW DESIGN 0028  
**MISS KEY DESIGN 155M**  
 MISS KEY WIZARD 26D PLD

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS PLD WIZARD 119B  
 MISS KEY TALL 114A

Excellent size and scale in the youngest Clyde son in the sale.

# 129 KEYS REDMAN 4A

BIRTH DATE: 1/26/13 H/P/S: POLLED COLOR: BLACK REG. #: UP690944  
 BW: 93 ADJ. WW: 580 ADJ. YW: 1346 LEPTIN: CT ADG: 4.79 WDA: 3.27

BW	WW	YW	MILK	MWW
+2.5	+35	+79	+8	+25

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

FCS YUMA 762Y %SA: 6.3SA  
 HC VERONICA 11K 50CH  
 SDC FERRUGO 45N 43.7AN  
 MSW STORMFIRE 1S

SUMMITCREST TRUE GRIT 7R06  
**MISS KEY PATIENCE 2X**  
 MISS KEY PATIENCE 179U

G A R INTEGRITY  
 SUMMITCREST PRIMROSE 2J02  
 O C C PROVOST 737P  
 MISS KEY PATIENCE 6R

One of our 15 Charolais halfbloods in the sale, this one is black. His 4.79 gain puts him right at the front.

# 130 KEYS REDMAN 51A

BIRTH DATE: 2/15/13 H/P/S: POLLED COLOR: RED REG. #: P690945  
 BW: 90 ADJ. WW: 553 ADJ. YW: 1183 LEPTIN: CT ADG: 3.94 WDA: 2.98

BW	WW	YW	MILK	MWW
+3.6	+32	+70	+9	+25

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

FCS YUMA 762Y %SA: 31.3SA  
 HC VERONICA 11K 50CH  
 SDC FERRUGO 45N 18.8AN  
 MSW STORMFIRE 1S

WARD 793 MASTER PLAN 43L  
**MISS KEY DESIGN 218X**  
 MISS KEY DESIGN 204N

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 MISS KEY NOREEN 22G PLD

For those wanting to put a little Char in their calves and keep them red, this is one of the sons of our purebred red Charolais bull Red Man.

# 131 KEYS REDMAN 83A

BIRTH DATE: 2/23/13 H/P/S: POLLED COLOR: BLACK REG. #: P690946  
 BW: 95 ADJ. WW: 682 ADJ. YW: 1200 LEPTIN: CT ADG: 3.24 WDA: 3.27

BW	WW	YW	MILK	MWW
+4.9	+59	+111	+12	+42

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

FCS YUMA 762Y %SA: 12.5SA  
 HC VERONICA 11K 75CH  
 SDC FERRUGO 45N 12.5AN  
 MSW STORMFIRE 1S

PRO-CHAR CLYDE 79T  
**MISS KEY PATIENCE 16X**  
 MISS KEY PATIENCE 6R

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 J W K NEW DESIGN 0028  
 MISS KEY PATIENCE 20N

A Red Man son with a 805 lb. actual weaning weight.

# 132 KEYS REDMAN 89A

BIRTH DATE: 2/24/13 H/P/S: POLLED COLOR: BLACK REG. #: P690947  
 BW: 92 ADJ. WW: 590 ADJ. YW: 1152 LEPTIN: CT ADG: 3.51 WDA: 3.03

BW	WW	YW	MILK	MWW
+3.3	+40	+79	+15	+35

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

FCS YUMA 762Y %SA: 34.4SA  
 HC VERONICA 11K 50CH  
 SDC FERRUGO 45N 15.6AN  
 MSW STORMFIRE 1S

JCG DIAMOND  
**MISS KEY RHONDA 57X**  
 MISS KEY RHONDA 116U

JSR JAMACA 431  
 JCG CARMA  
 O C C PROVOST 737P  
 MISS KEY RHONDA 29R

Expect excellent performance from this Red Man son.

# 133 KEYS REDMAN 90A

BIRTH DATE: 2/25/13 H/P/S: POLLED COLOR: BLACK REG. #: UP690948  
 BW: 90 ADJ. WW: 599 ADJ. YW: 1212 LEPTIN: TT ADG: 3.83 WDA: 3.20

BW	WW	YW	MILK	MWW
+2.7	+47	+92	+9	+32

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

FCS YUMA 762Y %SA: 6.3SA  
 HC VERONICA 11K 50CH  
 SDC FERRUGO 45N 40.6AN  
 MSW STORMFIRE 1S 3.1BV

O C C PROVOST 737P  
**MISS KEY DESIGN 202W**  
 MISS KEY DESIGN 77P

O C C EMBLAZON 854E  
 O C C DIXIE ERICA 903E  
 J W K NEW DESIGN 0028  
 MISS KEY 807H

This Red Man son has no holes in him and is out of a good halfblood cow.



# 134 KEYS REDMAN 97A

BIRTH DATE: 2/26/13 H/P/S: POLLED COLOR: RED REG. #: P690949  
 BW: 97 ADJ. WW: 584 ADJ. YW: 1189 LEPTIN: CT ADG: 3.78 WDA: 3.07

BW	WW	YW	MILK	MWW
+4.9	+41	+80	+9	+29

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB MISS FERRUGO 9009

FCS YUMA 762Y %SA: 31.35A  
 HC VERONICA 11K 50CH  
 SDC FERRUGO 45N 18.8AN  
 MSW STORMFIRE 1S

WARD 793 MASTER PLAN 43L  
**MISS KEY KASSIE 252X**  
 MISS KEY KASSIE 153M

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 MISS KEY KASSIE 133F

A big-framed Red Man son.



# 135 KEYS TRUE GRIT 7A

BIRTH DATE: 1/30/13 H/P/S: POLLED COLOR: BLACK REG. #: P690863  
 BW: 80 ADJ. WW: 543 ADJ. YW: 1148 LEPTIN: CT ADG: 3.78 WDA: 2.81

BW	WW	YW	MILK	MWW
-1.1	+30	+71	+10	+25

G A R INTEGRITY  
**SUMMITCREST TRUE GRIT 7R06**  
 SUMMITCREST PRIMROSE 2J02

BON VIEW NEW DESIGN 1407 %SA: 12.55A  
 G A R PRECISION 1019 62.5AN  
 SUMMITCREST SCOTCH CAP 0B45 25CH  
 SUMMITCREST PRIMROSE 0G84

PRO-CHAR CLYDE 79T  
**MISS KEY MELODY 45Y**  
 MISS KEY MELODY 32U

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 J W K NEW DESIGN 0028  
 MISS KEY MELODY 114P

This calf has heifer bull potential. His 80 lb birth weight and his sire, a proven easy calver, make him a desirable choice.



Lot 135

## TERMS & CONDITIONS

**Terms:** Terms of the sale are cash or check payable immediately upon conclusion of the sale and before animals are moved. Seller will reserve the right to require a certified check as settlement before releasing any cattle.

**Insurance of Purchases and Risk:** All animals are the owner's risk prior to their sale and become the buyer's property as soon as declared sold by the auctioneer. Insurance will be available when making settlement.

**Bidding:** All animals sell to the highest bidder. Any disputes or challenges regarding bids will be settled by the auctioneer and his decision will be final.

**Health:** All animals will have proper individual health certificates, making them eligible for transport to destinations within the U.S.

**Registration and Transfer:** Please notify us when making settlement if you want registration papers.

**Announcements:** Any errors or changes of information contained in the catalog will be announced from the auction block and such announcements shall take precedence over information contained herein.

**Breeding Guarantee:** Bulls ...If a yearling bull fails to pass a semen test at turnout time, he may be returned to Effertz Key Ranch if healthy and in adequate condition. The buyer can select a suitable replacement or receive credit for the purchase price in our next bull sale. The bulls will be semen tested prior to the sale.

**Liabilities:** All persons who attend the sale do so at their own risk and Effertz Key Ranch and Auction Effertz, Ltd. assume no liability for any loss or injury to livestock due to theft, mysterious disappearance, sickness, improper handling or Act of God. It is to be clearly understood that Auction Effertz, Ltd. and its representatives act only as a medium between the buyer and seller. They are not responsible in any way for any failure on the part of the buyer and the seller to live up to their obligations or for the truth of any warranties or representation, expressed or implied. Neither does Auction Effertz, Ltd. assume any financial obligations to collect or enforce collection of monies between parties. Any legal action that may in exceptional cases be taken, must be between the buyer and seller.

**Contract:** The above terms and guarantee constitute a contract between buyer and seller of each animal sold.

**Mail Bids:** Mail or wire bids may be furnished. Bids must be in the hands of the Sale Management in ample time prior to the sale date and will be handled in strict confidence.





## **Auction Effertz, Ltd.**

*Your Market Masters*

**NEIL & JAN EFFERTZ**

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## **36th Annual Bull Sale** **Friday, April 18, 2014**

**Kist Livestock, Mandan, ND • 1 p.m. CDT**

**78 Charolais Bulls • 57 Optimizer Bulls**

**Auctioneer: Roger Jacobs**

