

# EFFERTZ KEY RANCH

Catalog and Videos online at:  
[www.effertzkeyranch.com](http://www.effertzkeyranch.com)

---

Effertz Key Ranch  
38th Annual Bull Sale  
**Thursday, March 10, 2016**

1 p.m. CST  
Rugby Livestock, Rugby, ND  
Auctioneer: Tracy Harl

---

**Offering 124 Bulls**  
69 Charolais Bulls  
55 Salers Optimizer Bulls



Lot 2



Lot 86



Lot 24

# HIGH-IMPACT GENETICS ...



## *Welcome to our 38th Annual Bull Sale.*

We've had our Charolais cattle since 1959, and we have been breeding our Salers since 1983. Here at Effertz Key Ranch, we are always working on genetics that will make this business more profitable. We are trying to offer healthy, sound bulls that have been tested and measured to show the differences in their potential. These bulls were weaned off of what I would call average grass with no creep, but when these genetics get to the bunk, the rate of gain averages over four pounds which tells me the performance is bred into these bulls.

The offering includes 69 Charolais bulls, some of which carry a buckskin gene and even though are purebred Charolais, they may have different shades of red hide. Some of these red-hided bulls will throw black hide on black cows.

The Salers offering includes 55 bulls, split in half between red and black hides. They include different percentages of Angus and Salers. There are a few carrying a percentage of Charolais. These bulls will get weighed at the completion of the test and will be ultrasounded for loin eye and marbling. These measurements will be incorporated into our exclusive profit index which does a good job of sorting this offering. This data will be available on our website.

There are videos of all the sale bulls on our website now:  
[www.effertzkeyranch.com](http://www.effertzkeyranch.com).

I would like to call your attention to a unique DNA feature that we have been developing for several years. We explain it in more detail on our web page ([www.effertzkeyranch.com](http://www.effertzkeyranch.com)). In general, a TT for leptin and an AA for PMCH, benefits cattle in the following ways: increased weaning weight, increased milk production in the females, a longer period of production, and on the carcass side, increased marbling, lower yield grade, and increased tenderness. The results of this research will be on our website, and I will also add, one of the largest feedlot companies in the United States, Cactus Feeders, uses these genes to manage their feedlot cattle.

We know you are busy this time of year. We welcome you to come by and take a look at the bulls at our Velva ranch or study the videos on our website before the sale. If you can't make it to Rugby Livestock on sale day, call us to discuss the bull options that will fit your cows, even if you plan to bid online with [liveauctions.tv](http://liveauctions.tv). If you have any problems, feel free to call one us on our cell phones:

Roger: 701-720-1156 Kevin: 701-720-1363 Neil: 701-471-0153.

We will be happy to help you with trucking arrangements after the sale.

Since the closure of Farmers Livestock in Bismarck, we have struggled finding a site and time of year to hold our sale, but we are happy to be doing business this year with the owners of Rugby Livestock, the Seright family and Lynn Meyer. I think you will find their sale barn friendly and accommodating.

Along with the site change, we have a new date, March 10, and family friend Tracy Harl is our auctioneer. What has NOT changed is the guarantee from Effertz Key Ranch that ensures you are happy with your purchase. I feel good about this industry that we are all in, and I look forward to doing business with new and old friends on March 10.

If you have any questions, give any of us here at EKR a call.

*Roger Effertz and the EKR Crew*



# 38th Annual Bull Sale

Thursday,  
**March 10, 2016**

Rugby Livestock • Rugby, ND • 1 p.m. CST



## Selling 124 Bulls

69 Charolais Bulls ..... pages 2 - 15  
 55 Salers Optimizer Bulls ..... pages 16 - 26

### Sale Day Phones:

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

### Auctioneer:

Tracy Harl..... 402-461-3575

### Join Us!

The bulls will be penned and ready to look at Wednesday, March 9.

Join us for lunch before the sale.

### Directions to Sale Site:

Rugby Livestock..... 701-776-6393  
 Rugby Livestock Auction, 2818 Hwy 2 West, Rugby, ND 58368

### Special Representatives:

Colt Keffer, Charolais Journal..... 765-376-8784  
 Dean Pike, American Salers..... 308-810-7605  
 Kris Petersen, Cattle Business Weekly ..... 701-339-0305  
 Kirby Goetsch, Farm & Ranch Guide ..... 605-226-8925

### Area Motel:

Cobblestone Inn ..... 701-881-3000  
 402 Highway 2 East, Rugby ND 58368

### 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.

LIVE ON THE INTERNET. LIVE AUDIO. LIVE VIDEO. BIDDING

## LiveAuctions TV

To register and follow the auction in real time on the internet, log on to Website: <http://www.liveauctions.tv>  
 For More Information, call Brad Fahrmeier at (816) 392-9241

If you wish to follow the sale on the computer and bid by telephone, please call the sale day phone numbers or one of the consultants listed in our catalog.

"We appreciate your attendance"

**Registration Papers:** 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:** Video of individual bulls is on our website now – check them out at [www.effertzkeyranch.com](http://www.effertzkeyranch.com).

**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 Johne's Disease.

**Trucking:** Ask us about feeding and trucking arrangements.

**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.

**Scrotal Measurements:** Scrotal measurements will be available sale day.

**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.



### Sale Manager Auction Effertz, Ltd.

Your Market Masters • NEIL & JAN EFFERTZ  
 effertz@bektel.com • 17350 Hwy. 1804 N. • Bismarck, ND 58503  
 Ph: 701-223-5202 • Fax: 701-223-5458 • Cell: 701-471-0153



Gerald Effertz Family  
 P.O. Box 640 • Velva, ND  
 58790-0640

[ekrinc@srt.com](mailto:ekrinc@srt.com) • [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

Kevin (701) 338-2980 • Roger (701) 728-6459  
 Neil (701) 223-5202 • Bryan Dean (701) 624-5104

# A OW MAXIMIZER 3041 PLD

BIRTH DATE: 1/14/13 H/P/S: POLLED COLOR: WHITE REG. #: M827220  
 BW: 54 ADJ. WW: 710 ADJ. YW: 1284 REA: 17.3 IMF: 2.93 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
-6.0	41	66	7	10.0	3.5	28

FC MAGIC WIND 0105 P  
**DC-OW MAXIMIZER 385 PLD**  
 DC MISS JOSEY 0215 PLD

LT WYOMING WIND 4020 PLD  
 FUNKS MS HI MAGIC 704 P  
 SCV JOE MONTANA  
 PD MISS SENTINEL 5323 PLD

MC-OW SANDCREEK 375  
**OW MISS SANDCREEK Y46**  
 OW MISS DESIGN W78 PLD

HOODOO SANDCREEK 9008  
 MC HANNA 904  
 DA NEW DESIGN 104 P ET  
 OW MISS MAC 1029 ET

Maximizer is our impressive new herdsire with tremendous calving ease numbers that has left us with a first calf crop that is truly on the mark. Both heifer and bull calves come easy, have excellent growth and a terrific look. Big time numbers and a TT for Leptin!



REF. SIRE A

# 1 KEYS MAXIMIZER 15C

M864855

BW	WW	YW	Milk	CE	MCE	MTNL
-0.7	42	72	11	2.9	1.9	32

BD: 2/12/15 H/P/S: POLLED COLOR: WHITE BW: 84 ADJ. WW: 844  
 INTERIM 1/5 WT: 1145 INTERIM 88-DAY ADG: 3.47 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
**MISS KEY DEE 107A**  
 MISS KEY DEE 42X

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS UNO 231U  
 MISS KEY DEE 45U

He's the first son of our new herdsire OW Maximizer and what a way to start off a new set of genetics - low birth and explosive performance out of a first calf, heavy milking Jaxson daughter. This outstanding bull is definitely worth a look if you're searching for low birth, big time weaning weights, and an excellent maternal pedigree. 84# BW, 840# WW with that herdsire look. Retaining 1/4 interest.



Lot 1

# 2 KEYS EASY MAX 23C

M864886

BW	WW	YW	Milk	CE	MCE	MTNL
-1.2	40	66	11	3.1	1.5	31

BD: 2/15/15 H/P/S: POLLED COLOR: WHITE BW: 80 ADJ. WW: 847  
 INTERIM 1/5 WT: 1100 INTERIM 88-DAY ADG: 3.01 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
**MISS KEY LIPPI 56A**  
 MISS KEY LIPPI 99X

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS UNO 231U  
 MISS KEY LIPPI 65U

Take a hard look at the Maximizer X Jaxson bred bulls. They're out of first calf heifers and excel in structural soundness, good looks, they are long sided, straight topped, smooth in their overall makeup, and combine all these traits with a modest birth weight and a powerful weaning weight.



Lot 2

# 3 KEYS MAXIMIZER 20C

M864881

BW	WW	YW	Milk	CE	MCE	MTNL
-1.7	38	68	11	4.3	2.8	30

BD: 2/14/15 H/P/S: HORNED COLOR: WHITE BW: 83 ADJ. WW: 844  
 INTERIM 1/5 WT: 1190 INTERIM 88-DAY ADG: 4.03 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
**MISS KEY KAREL 68A**  
 MISS KEY KAREL 125X

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS UNO 231U  
 MISS KEY KAREL 39U

You're going to like these Maximizer sons out of our Jaxson females. They're long bodied, straight topped with plenty of depth and natural thickness. This curve bending bull again started off at 83# and weaned with an impressive 835# out of a first calf heifer.

# 4 KEYS MAXIMIZER 29C

M864889

BW	WW	YW	Milk	CE	MCE	MTNL
-2.7	25	44	4	5.2	5.1	16

BD: 2/18/15 H/P/S: POLLED COLOR: WHITE BW: 74 ADJ. WW: 728  
 INTERIM 1/5 WT: 1005 INTERIM 88-DAY ADG: 3.52 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS SPECIALIST 18U  
**MISS KEY RHIANNA 110A**  
 MISS KEY RHIANNA 164R ET

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 AMOUR DE PARIS  
 MISS KEY DISTANCE 32E

Here's a low BW bull that should work on heifers out of our heifer bull Maximizer. He's well balanced, well muscled, and exhibits a small, keen, polled head - TT for leptin, AA for PMCH.

**5****KEYS MAXIMIZER 45C****M864896**

BW	WW	YW	Milk	CE	MCE	MTNL
-1.8	35	60	1	5.4	4.6	18

BD: 2/24/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **83** ADJ. WW: **729**  
 INTERIM 1/5 WT: **1070** INTERIM 88-DAY ADG: **3.41** LEPTIN: **TT** PMCH: **AA**

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

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

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

He's by Maximizer and out of one of our larger framed cows, resulting in an 83# BW and a bull that's got the performance and muscle composition to sire a set of calves that come easy and go on to perform with the best of them.

**Lot 5****6****KEYS MAXIMIZER 43C****M864895**

BW	WW	YW	Milk	CE	MCE	MTNL
-2.9	28	45	5	6.9	3.4	19

BD: 2/24/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **72** ADJ. WW: **714**  
 INTERIM 1/5 WT: **930** INTERIM 88-DAY ADG: **3.01** LEPTIN: **TT** PMCH: **AA**

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS WISHBONE 40Y  
**MISS KEY DALENNA 72A**  
 MISS KEY DALENNA 171W

KEYS SPECIALIST 18U  
 MISS KEY BISKIT 108S  
 KEYS UNO 231U  
 MISS KEY DALENNA 20M

This good bull is has a low birth weight of 72#. He's built right and bred right for calving ease and should work really well on first calf heifers, plus the added carcass benefits of TT leptin gene and AA for PMCH.

**KEYS MAXIMIZER 52C****QM200968**

BW	WW	YW	Milk	CE	MCE	MTNL
-2.7	32	46	1	5.6	2.7	17

BD: 2/25/15 H/P/S: **HORNED** COLOR: **WHITE** BW: **70** ADJ. WW: **745**  
 INTERIM 1/5 WT: **1035** INTERIM 88-DAY ADG: **3.86** LEPTIN: **TT** PMCH: **AA**

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

JWX X-RAY 91X  
**MISS KEY FAME 178A**  
 MISS KEY FAME 153U

CRYSTAL D PIERCE 40P  
 HOPEWELL SASFIRE 510R  
 KEYS UNO 1S  
 MISS KEY FAME 255R

Another low BW Maximizer son out of a first calf heifer. There's a great opportunity to put together a set of these Maximizer sons, sleep with ease at night and sell a set of heavy weights in the fall.



Keys Evermore 21C, a gorgeous show heifer with outstanding EPDs and a daughter of Maximizer. Watch for her at the Junior Nationals this summer. Thanks Taylor Ohlde for your purchase!

**8****KEYS MAXIMIZER 69C****M865282**

BW	WW	YW	Milk	CE	MCE	MTNL
0.0	37	68	3	0.8	1.7	22

BD: 3/1/15 H/P/S: **POLLED** COLOR: **CREAM** BW: **90** ADJ. WW: **746**  
 INTERIM 1/5 WT: **1050** INTERIM 88-DAY ADG: **4.15** LEPTIN: **TT** PMCH: **AT**

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

CJC MASTER PLAN Y795 P  
**MISS KEY JENNA 145A**  
 MISS KEY JENNA 121S

CJC MR PRESIDENT T122  
 CJC MS HEISMAN M781  
 KEYS NEW CHOICE 23P  
 MISS KEY JENNA 131L

Here's a light cream colored son of Maximizer with an excellent hair coat. He demonstrates stoutness, muscle composition, and rib dimension, with a pedigree known for calving ease.

**Lot 8****9****KEYS MAXIMIZER 96C****M864918**

BW	WW	YW	Milk	CE	MCE	MTNL
-1.4	41	72	12	4.0	2.5	32

BD: 3/8/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **82** ADJ. WW: **872**  
 INTERIM 1/5 WT: **1135** INTERIM 88-DAY ADG: **3.86** LEPTIN: **CT** PMCH: **AA**

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
**MISS KEY DIANA 40A**  
 MISS KEY DIANA 135W

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 KEYS UNO 1S  
 MISS KEY DIANA 94L

A valuable calving ease bull with curve bending performance - 82# BW, 872# WW/ratio 115 off a first calf heifer. He's long bodied, straight topped, and very smooth with an abundance of muscle over his top and down through his quarter. His young, prolific dam is sired by Jaxson, sire of some of our highly productive, excellent females.

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

**3**

**10****KEYS MAXIMIZER 110C****M864833**

BW	WW	YW	Milk	CE	MCE	MTNL
-2.9	25	46	12	7.0	4.8	24

BD: 3/12/15 H/P/S: **HORNED** COLOR: **WHITE** BW: 73 ADJ. WW: 750  
 INTERIM 1/5 WT: 935 INTERIM 88-DAY ADG: 3.13 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS JAXSON 200Y ET  
**MISS KEY LACE 30A**  
 MISS KEY LACE 42L

SCR BRONCO 9026  
 MISS KEY DENISE 355M  
 CF FRONTLINE 1241 ET  
 MISS KEY DISTANCE 32E

A modest framed bull that's as thick and stylish as you can make one. His young dam comes from one of our foundation cow families and his grandmother is still producing at 16 years of age. There's calving ease, style, and thickness all wrapped up in a very complete package.

**Lot 10****11****KEYS MAXIMIZER 127C****M864840**

BW	WW	YW	Milk	CE	MCE	MTNL
-2.0	37	63	2	5.6	4.7	21

BD: 3/17/15 H/P/S: **POLLED** COLOR: **WHITE** BW: 83 ADJ. WW: 765  
 INTERIM 1/5 WT: 1050 INTERIM 88-DAY ADG: 3.18 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS TEN-ACIOUS 166S  
**MISS KEY RHIANNA 55U**  
 MISS KEY RHIANNA 164R ET

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 AMOUR DE PARIS  
 MISS KEY DISTANCE 32E

Here's a powerhouse Maximizer son with a maternal pedigree that features some of the most elite cows in our herd. Miss Key Rhianna 164R is probably the only Amour de Paris cow in existence and she has been an outstanding producer. Take note of his 83# BW and the power he phenotypically exhibits.

**12****KEYS MAXIMIZER 154C****M865390**

BW	WW	YW	Milk	CE	MCE	MTNL
-1.5	44	69	8	5.2	2.1	30

BD: 3/23/15 H/P/S: **HORNED** COLOR: **WHITE** BW: 80 ADJ. WW: 816  
 INTERIM 1/5 WT: 1015 INTERIM 88-DAY ADG: 3.41 LEPTIN: TT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

ANJOU PURE POWER 184Y  
**MISS KEY LEANNE 220A**  
 MISS KEY LEANNE 214S

NAV NAPOLEON 25N  
 ANJOU ROCHELLE 528R  
 CARDINALS LAD D693  
 MISS KEY LEANNE 79N

Here's a rancher bull, deep bodied, tremendous expression of muscle over his topline, and carrying that thickness through his rump and down into his rear leg and stifle. He's out of a maternally bred, heavy milking first calf heifer with a 80# BW.

**13****KEYS MAXIMIZER 161C****M864853**

BW	WW	YW	Milk	CE	MCE	MTNL
-0.5	41	77	7	3.3	3.4	28

BD: 3/27/15 H/P/S: **POLLED** COLOR: **WHITE** BW: 85 ADJ. WW: 769  
 INTERIM 1/5 WT: 1015 INTERIM 88-DAY ADG: 4.03 LEPTIN: CT PMCH: AA

DC-OW MAXIMIZER 385 PLD  
**OW MAXIMIZER 3041 PLD**  
 OW MISS SANDCREEK Y46

FC MAGIC WIND 0105 P  
 DC MISS JOSEY 0215 PLD  
 MC-OW SANDCREEK 375  
 OW MISS DESIGN W78 PLD

KEYS BONUS 3Y  
**MISS KEY MEG 89A**  
 MISS KEY MEG 206Y

CARDINALS LAD K566P  
 MISS KEY DENISE 14W  
 SCR BRONCO 9026  
 MISS KEY MEG 123L

Easy doing, easy keepin', easy fleshing. This younger Maximizer son is moderate framed with the capacity to gain over 4 #/day, with a WW ratio of 107 and an 85# BW out of a first calf heifer.



Congratulations to Morgan (Alan and Monica's daughter) and Isaac (Chad's son), Velva High School class of 2015.



**Miss Key Virginia 87C**  
 Maximizer is siring some terrific females for us too. She is a spectacular March heifer out of an own daughter of Keys Tenacious 166S with a 78# BW. She's long fronted, big bodied, feminine and alert!

# B KAYR MAINSTREET 910A

BIRTH DATE: 1/23/13 H/P/S: POLLED COLOR: WHITE REG. #: M846238  
LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	20	27	-5	-2.1	0.4	5

HTA PURSUIT 646S  
**ROLLING D CLASSIC 878U**  
ROLLING D PRETTY BABE 27P

HEJ RIPPER 66P  
HTA SARA 212M  
MVX COUGARHILL HANK 720G  
SNOWPOINT POL UNL 25L

RGP REAL ESTATE 129R  
**KAYR MISS 910W**  
KAYR MISS 514R

SVY FREEDOM PLD 307N  
RGP LAUREL 129L  
KEYS POLLED COMPASS  
KAY-R MISS PEUGEOT 523U

This new, powerful, deep ribbed, deep quartered Canadian bred herdsire is really long with a quiet disposition and great performance. His sons are among our top gaining sire groups – most over 4#/day.



REF. SIRE B

# 14 KEYS MAIN EVENT 4C ET

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	32	64	0	-3.5	0.7	16

BD: 1/17/15 H/P/S: POLLED COLOR: WHITE BW: 80 ADJ. WW: 777  
INTERIM 1/5 WT: 1345 INTERIM 88-DAY ADG: 4.43 LEPTIN: TT PMCH: AA

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

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

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

An ET bull from our new herdsire Mainstreet, and out of the dam of All State, Main Event has the pedigree and the presence of a truly great herdsire. He is tremendously long bodied, smooth yet thick made from end to end, with a 955# Act WW and 1/5 wt of 1345# with an 88 day ADG of 4.43. Retaining 1/4 interest.



Lot 14

# 15 KEYS MAIN ATTRACTION 22C ET

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	32	64	0	-3.5	0.7	16

BD: 2/15/15 H/P/S: POLLED COLOR: WHITE BW: 94 ADJ. WW: 795  
INTERIM 1/5 WT: 1260 INTERIM 88-DAY ADG: 4.43 LEPTIN: TT PMCH: AA

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

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

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

An ET full brother to lot 14 and just like his brother, he will capture your attention for his smooth looks, depth of body, length of spine, and a well muscled, flawless structure. Take note of his 870# Act WW and 4.43 ADG.



Lot 15

# 16 KEYS MAINSTREET 28C

M864932

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	29	46	-6	-6.8	8.0	8

BD: 2/18/15 H/P/S: HORNED COLOR: WHITE BW: 95 ADJ. WW: 746  
INTERIM 1/5 WT: 1090 INTERIM 88-DAY ADG: 3.81 LEPTIN: TT PMCH: AA

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

KEYS ALL STATE 149X  
**MISS KEY FIRE 76Z**  
MISS KEYFIRE 221U

KEYS SPECIALIST 18U  
MISS KEY MEG 2T  
KEYS TEN-ACIOUS 166S  
MISS KEYFIRE 427K

If you're looking for length, this bull's got it, and we all know length is weight. Don't miss out on a Mainstreet X All State cross, he will put some major league weight on your next calf crop.

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

# 17 KEYS MAINSTREET 32C

M868091

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	23	37	-1	-1.6	2.0	10

BD: 2/20/15 H/P/S: HORNED COLOR: WHITE BW: 92 ADJ. WW: 681  
INTERIM 1/5 WT: 1100 INTERIM 88-DAY ADG: 4.20 LEPTIN: CT PMCH: AA

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
KAYR MISS 910W

HTA PURSUIT 646S  
ROLLING D PRETTY BABE 27P  
RGP REAL ESTATE 129R  
KAYR MISS 514R

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

His dam produced one of the top sellers in last year's sale, selling to Allen and Becky Walth of Moberg, SD. This calf, like all of her offspring, is gaining over 4 #/day and is as stout and complete as you can make them.

**18****KEYS MAINSTREET 40C**

M864934

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	26	31	-2	-0.7	0.8	11

BD: 2/23/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **92** ADJ. WW: **791**  
 INTERIM 1/5 WT: **1200** INTERIM 88-DAY ADG: **4.09** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

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

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

You will notice this bull when you walk into his pen. He's as long as a well rope like all the Mainstreet's, he's deep ribbed, wide topped, and carries a well muscled rear quarter, gaining over 4#/day.



Lot 18

**19****KEYS MAINSTREET 34C**

M864933

BW	WW	YW	Milk	CE	MCE	MTNL
1.6	20	35	0	0.7	1.5	10

BD: 2/21/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **92** ADJ. WW: **744**  
 INTERIM 1/5 WT: **1155** INTERIM 88-DAY ADG: **4.09** LEPTIN: **CT** PMCH: **AT**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS UNO 1S  
**MISS KEY FOREVER 120U**  
 MISS KEY FOREVER 105J TW

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

Another long made Mainstreet bull gaining over 4 #/day. A real smooth, clean made bull that's out of an excellent milking female who has produced some top end replacements for our herd.

**20****KEYS MAINSTREET 42C**

M864935

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	25	38	-2	-0.8	2.3	11

BD: 2/23/15 H/P/S: **HORNED** COLOR: **WHITE** BW: **90** ADJ. WW: **736**  
 INTERIM 1/5 WT: **1190** INTERIM 88-DAY ADG: **4.66** LEPTIN: **CT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

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

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

Length weighs boys! Here's a Mainstreet bull that's proving it, he's gaining 4.66 #/day and out of a moderate framed cow that comes from the Meg cow family, the lineage that produced All State and Progressive.

**21****KEYS MAINSTREET 51C**

M865281

BW	WW	YW	Milk	CE	MCE	MTNL
3.2	29	52	-5	-3.9	2.0	9

BD: 2/25/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **98** ADJ. WW: **737**  
 INTERIM 1/5 WT: **1070** INTERIM 88-DAY ADG: **3.92** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS TEN-ACIOUS 166S  
**MISS KEY GOLD 131Z**  
 MISS KEY GOLD 205S

[ KEYS MCTENDER 279P  
 [ MISS KEY MAYBELL 73N  
 [ KEYS MCHENRY 24M  
 [ MISS KEY GOLD 474K

Here's a bull designed to fit the needs of cowmen looking to add length, substance, and weight to their next calf crop. The Mainstreet cattle are designed to do just that.

**22****KEYS MAINSTREET 64C**

M864939

BW	WW	YW	Milk	CE	MCE	MTNL
0.9	20	32	-3	1.8	4.9	7

BD: 3/1/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **87** ADJ. WW: **767**  
 INTERIM 1/5 WT: **1145** INTERIM 88-DAY ADG: **4.09** LEPTIN: **CT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

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

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

This Mainstreet bull exhibits tremendous length of body and is maternally bred for calving ease and longevity with a homozygous polled cow on his dam's side that's approaching 12 years of age and still going strong.

**23****KEYS MAINSTREET 44C**

M864936

BW	WW	YW	Milk	CE	MCE	MTNL
0.7	13	23	-5	1.4	3.6	2

BD: 2/24/15 H/P/S: **HORNED** COLOR: **WHITE** BW: **85** ADJ. WW: **667**  
 INTERIM 1/5 WT: **1050** INTERIM 88-DAY ADG: **4.03** LEPTIN: **CT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS SPECIALIST 18U  
**MISS KEY FAME 151X**  
 MISS KEY FAME 226T

[ KEYS TEN-ACIOUS 166S  
 [ MISS KEY KRISTEN 63K  
 [ KEYS MODEL 270N  
 [ MISS KEY FAME 73F PLD

Another outstanding Mainstreet gaining over 4 #/day. He's wide topped, deep sided, and very correct. His dam is one of our past show heifers who has really developed into a nice milking and outstanding producing female.



Lot 23



**24****KEYS STREET SMART 74C**

M865843

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	32	50	-6	-0.8	4.2	10

BD: 3/2/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **88** ADJ. WW: **792**  
 INTERIM 1/5 WT: **1135** INTERIM 88-DAY ADG: **4.15** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS TEN-ACIOUS 166S  
**MISS KEY LADY 40Z**  
 MISS KEY LADY 148W

[ KEYS MCTENDER 279P  
 [ MISS KEY MAYBELL 73N  
 [ KEYS PIRATE 183P  
 [ CARDINALS LADY D781P

*Street Smart is one of Kevin's favorites. He's got a great disposition with incredible muscle design and the thickness and volume to make him an excellent herdsire prospect, in a moderate framed package and gaining over 4 #/day. Retaining 1/4 interest*



Lot 24



Lot 26

**25****KEYS MAINSTREET 77C**

M865844

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	28	47	0	-1.2	2.7	14

BD: 3/3/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **88** ADJ. WW: **804**  
 INTERIM 1/5 WT: **1085** INTERIM 88-DAY ADG: **3.47** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS FRONTLINE 106X  
**MISS KEY DREAM 153Z ET**  
 MISS KEY DREAM 52J

[ CF FRONTLINE 1241 ET  
 [ MISS KEY MAYBELL 73N  
 [ ZUP PEUGEOT ET  
 [ MISS COMPASS DREAM 83E

*A long bodied Mainstreet out of a top ET cow with an 804# WW and carrying all the right markers for DNA carcass merit.*

**26****KEYS MAINSTREET 81C**

M865845

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	30	53	1	-3.1	-1.5	16

BD: 3/5/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **96** ADJ. WW: **816**  
 INTERIM 1/5 WT: **1150** INTERIM 88-DAY ADG: **4.15** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS FRONTLINE 106X  
**MISS KEY KAI 70Z**  
 MISS KEY KAI 114M

[ CF FRONTLINE 1241 ET  
 [ MISS KEY MAYBELL 73N  
 [ KEYS DUKE 99K  
 [ MISS KEY KAI 290K

*He's stout, clean fronted, straight and correct from front to rear with excellent muscle dimension over his topline and down through his rear quarter. A first class herdsire prospect with an 816# WW, 4.15 ADG and TT for leptin and AA for PMCH.*

**27****KEYS MAINSTREET 118C**

M865846

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	24	39	0	-0.6	2.8	12

BD: 3/14/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **88** ADJ. WW: **731**  
 INTERIM 1/5 WT: **1090** INTERIM 88-DAY ADG: **4.20** LEPTIN: **CT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS MCHENRY 24M  
**MISS KEY GIRL 126U**  
 MISS KEY GIRL 36P

[ KEYS HANDYMAN PLD 255H  
 [ MISS KEY DIANA 102G PL  
 [ KEYS MARK IT 157M  
 [ MISS KEY GIRL 82M

*Here's a standout Mainstreet bull with worlds of style, shape, and substance. He displays a nice, keen polled head, tremendous width over his topline, and as he walks away from you, note his powerful hip and stifle, all in an ideal size frame and 4.20 ADG.*

**28****KEYS MAINSTREET 191C**

M865849

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	27	46	3	-1.1	1.6	17

BD: 4/5/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **88** ADJ. WW: **802**  
 INTERIM 1/5 WT: **1060** INTERIM 88-DAY ADG: **4.09** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

KEYS CHARLES BRONSON 2U  
**MISS KEY MAYBELLINE 177Z**  
 MISS KEY MAYBELLINE 8P

[ EC BRONSON 204 PLD  
 [ MISS KEY LACE 42L  
 [ CARDINALS SMOKE B159P  
 [ MISS KEY MAYBELLINE 73M

*Here's a long, straight made son of Mainstreet with a WW over 800#, ratio 111, and interim ADG of 4.09. His mother is a daughter of Keys Charles Bronson 2U, the sire of the Maybelline cow family that produced Ten-Acious.*

**29****KEYS WORLD CLASS 176C**

M865848

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	20	33	-2	-1.3	0.5	8

BD: 4/1/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **90** ADJ. WW: **661**  
 INTERIM 1/5 WT: **1000** INTERIM 88-DAY ADG: **4.26** LEPTIN: **TT** PMCH: **AA**

ROLLING D CLASSIC 878U  
**KAYR MAINSTREET 910A**  
 KAYR MISS 910W

[ HTA PURSUIT 646S  
 [ ROLLING D PRETTY BABE 27P  
 [ RGP REAL ESTATE 129R  
 [ KAYR MISS 514R

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

[ CF FRONTLINE 1241 ET  
 [ MISS KEY PAIGE 402H ET  
 [ CF FRONTLINE 1241 ET  
 [ MISS KEY HEATHER 258H

*Here's one that will make you look, he's super fronted, clean made, and very correct with plenty of muscle and thickness to compliment his good looks. He is the natural calf of our donor Miss Key Heather 207R who also has two McHenry ET bulls in the sale, lots 60 and 61.*

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)



Lot 29

# C KEYS ALL STATE 149X

BIRTH DATE: 4/2/10 H/P/S: POLLED COLOR: WHITE REG. #: M792787  
 BW: 82 ADJ. WW: 817 ADJ. YW: 1446 REA: 19.4 LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
0.0	41	76	-8	-7.5	2.2	13

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 top two high-selling bulls in our 2015 Sale. He was the sire of the Intermediate Champion Bull at Louisville this year, exhibited by Megan Johnson. He has worked well on first-calf heifers. His calves are good-patterned cattle with some extra muscle and work in the feedlot and show ring. Co-owned with Nathan Suttles.

# 30 KEYS ALLSTATE 6C

M864880

BW	WW	YW	Milk	CE	MCE	MTNL
0.5	30	59	0	-1.5	3.5	15

BD: 2/5/15 H/P/S: HORNED COLOR: WHITE BW: 90 ADJ. WW: 757  
 INTERIM 1/5 WT: 1210 INTERIM 88-DAY ADG: 4.09 LEPTIN: TT PMCH: AA

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

KEY'S LUCK OF THE DRAW 119U  
**MISS KEY LACE 81X**  
 MISS KEY LACE 42L

LVB LUCK OF THE DRAW L306  
 MISS KEY MAYBELL 73N  
 CF FRONTLINE 1241 ET  
 MISS KEY DISTANCE 32E

The All State progeny continue to be dominating for show ring design, performance, carcass quality, and above all good ol' cowboy and commercial cowman acceptance. 6C has both T's for leptin and both A's for PMCH, 850# Act WW with an interim ADG over 4.

# 31 KEYS ALLSTATE 14C

M864847

BW	WW	YW	Milk	CE	MCE	MTNL
-0.2	38	63	2	-1.5	5.0	21

BD: 2/11/15 H/P/S: POLLED COLOR: WHITE BW: 82 ADJ. WW: 796  
 INTERIM 1/5 WT: 1200 INTERIM 88-DAY ADG: 3.58 LEPTIN: TT PMCH: AA

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

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

KEYS DUKE 118M  
**MISS KEY DREAM 62W**  
 MISS KEY DREAM 52J

KEYS DUKE 99K  
 MISS KEY DANCER 348K  
 2UP PEUGEOT ET  
 MISS KEY COMPASS DREAM 83E

Another top notch All State son with an exceptional mother, she had the top indexing heifer calf last year and consistently raises a top calf year after year, always with a modest to low BW. 14C started out at 82# BW and weaned off at 885# Act WW.

# 33 KEYS ALLSTATE 37C

M864893

BW	WW	YW	Milk	CE	MCE	MTNL
-0.1	24	49	1	-1.4	4.0	13

BD: 2/23/15 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 712  
 INTERIM 1/5 WT: 1155 INTERIM 88-DAY ADG: 4.55 LEPTIN: TT PMCH: AA

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 MARK IT 157M  
**MISS KEY FIRE 291S**  
 MISS KEYFIRE 427K

KEYS MAKERS MARK 276K  
 MISS KEY FREDINE 187J ET  
 CARDINALS LAD 814  
 MISS KEYFIRE 7B

A full brother to last year's high seller that went to Rosenow Ranch for \$13,000 and this calf is a spittin' image. Gaining 4.55#/day, out of All State, he is powerful in his makeup, stout and proud in his design, TT and AA for his leptin and PMCH score. Retaining 1/4 interest.



REF. SIRE C



Lot 30

# 32 KEYS ALLSTATE 76C

M846917

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	32	65	-5	-2.4	2.2	11

BD: 3/3/15 H/P/S: HORNED COLOR: WHITE BW: 86 ADJ. WW: 763  
 INTERIM 1/5 WT: 1110 INTERIM 88-DAY ADG: 3.69 LEPTIN: CT PMCH: AA

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

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

A wide topped, thick made son of All State, the sire our high selling sire group in last year's sale. All State is appreciated by many astute cattlemen across the country as a bull who will sire offspring that compete in the show ring, perform in the feedlot, and hang a very profitable carcass.



Lot 33

## D KEYS PROGRESSIVE 170Z

BIRTH DATE: 4/1/12 H/P/S: POLLED COLOR: WHITE REG. #: M819936  
 BW: 90 ADJ. WW: 710 ADJ. YW: LEPTIN: TT

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	25	53	11	-0.5	3.2	24

EC BRONSON 204 POLLED  
**KEYS CHARLES BRONSON 2U**  
 MISS KEY LACE 42L

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 1241 ET  
 MISS KEY DISTANCE 32E

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

*This long sided, Bronson 2U son out of the predictable Meg cow family shows tremendous stretch in his high performance calves. We expect his daughters will really milk and bulls are consistently gaining over 4#/day and most are TT and AA for Leptin and PMCH. You have got to like their look!*



REF. SIRE D

## 34 KEYS PROGRESSIVE 31C

M864891

BW	WW	YW	Milk	CE	MCE	MTNL
-0.1	22	41	9	4.3	4.9	20

BD: 2/19/15 H/P/S: POLLED COLOR: WHITE BW: 82 ADJ. WW: 729  
 INTERIM 1/5 WT: 1075 INTERIM 88-DAY ADG: 3.30 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

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

*This outstanding Progressive calf is proud and stylish. He's sure footed and displays an abundance of muscling over his top and down through his rear quarter. His 10 yr old mother is sound and youthful looking and has always produced a top calf.*



Cary (Neil and Jan's son) and Amanda welcomed their first child Marshall in September.

## 35 KEYS PROGRESSIVE 50C

M864898

BW	WW	YW	Milk	CE	MCE	MTNL
2.7	30	62	7	-2.3	3.6	22

BD: 2/24/15 H/P/S: POLLED COLOR: WHITE BW: 98 ADJ. WW: 741  
 INTERIM 1/5 WT: 1100 INTERIM 88-DAY ADG: 3.81 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
**MISS KEY LEANNE 88Y ET**  
 MISS KEY LEANNE 214S

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

*A really clean made, attractive bull by Progressive with a nice, keen polled head, exceptionally smooth through his neck and shoulder yet wide topped and really square made on all four corners. His dam is a nice made ET daughter of Ten-Acious and from one of our top cow families.*



Lot 35

## 36 KEYS PROGRESSIVE 53C

M864907

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	32	61	8	-2.4	1.3	24

BD: 2/25/15 H/P/S: POLLED COLOR: WHITE BW: 93 ADJ. WW: 827  
 INTERIM 1/5 WT: 1205 INTERIM 88-DAY ADG: 3.92 LEPTIN: TT PMCH: AT

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

CARDINALS SMOKE B159P  
**MISS KEY MAYBELLINE 8P**  
 MISS KEY MAYBELLINE 73M

LHD CIGAR E46  
 CARDINALS LADY 9019P  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

*The Progressive sired cattle are all polled and they're really sound on all four legs with a well built, sound hoof design - they're built to last. 53C has this soundness about him along with a lot of length, size, and scale. He's out of a heavy milking, highly maternal dam - he has an 827 # WW.*

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)



Lot 36

### 37 KEYS PROGRESSIVE 62C QM200969

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	29	60	1	2.0	5.9	16

BD: 2/27/15 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 728  
 INTERIM 1/5 WT: 1075 INTERIM 88-DAY ADG: 3.58 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
**MISS KEY KATIE 46U**  
 MISS KEY KATIE 69M

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY KATIE 79H

Again, another well designed, attractive son of Progressive. He's got all the right markers for leptin and PMCH and is probably homozygous polled. He's really well balanced and square made and out of a no miss Ten-Acious cow.



Lot 37

### 38 KEYS PROGRESSIVE 115C M864834

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	38	65	10	-1.5	2.6	29

BD: 3/14/15 H/P/S: POLLED COLOR: WHITE BW: 95 ADJ. WW: 865  
 INTERIM 1/5 WT: 1220 INTERIM 88-DAY ADG: 4.20 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

One of the top Progressive sons in the sale. He's stout yet smooth made, very wide based on all four corners, plenty of thickness, and, like all the Progressive sons, is sound and good footed. 865# WW, ratio 114, and TT for leptin and AA for PMCH.



Lot 38

### 39 KEYS PROGRESSIVE 122C M864837

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	21	49	3	-3.3	3.4	14

BD: 3/15/15 H/P/S: POLLED COLOR: WHITE BW: 94 ADJ. WW: 705  
 INTERIM 1/5 WT: 1030 INTERIM 88-DAY ADG: 4.03 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

This stout, well made son of Progressive is thick topped, wide based, with excellent muscle expression through his rear quarter and stifle. His dam is a smaller framed cow that goes back to our donor cow Heather 207R.



Lot 39

### 40 KEYS PROGRESSIVE 104C M864827

BW	WW	YW	Milk	CE	MCE	MTNL
1.0	23	54	10	0.3	4.2	22

BD: 3/10/15 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 762  
 INTERIM 1/5 WT: 1065 INTERIM 88-DAY ADG: 3.52 LEPTIN: CT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

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

A line bred, moderate framed bull with excellent EPDs. He's well balanced, thick made, with an attractive stylish look.

### 41 KEYS PROGRESSIVE 124C M864839

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	29	57	5	-1.6	3.2	20

BD: 3/16/15 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 695  
 INTERIM 1/5 WT: 1060 INTERIM 88-DAY ADG: 4.09 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

Another Progressive son gaining over 4#/day. He's a smaller headed bull that is correct, stylish, and very sound. His mother is a very heavy milking cow sired by McHenry.

## 42 KEYS PROGRESSIVE 179C M864864

BW	WW	YW	Milk	CE	MCE	MTNL
1.2	29	63	5	2.0	5.2	19

BD: 4/1/15 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 700  
 INTERIM 1/5 WT: 1000 INTERIM 88-DAY ADG: 4.03 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS TEN-ACIOUS 166S  
**MISS KEY IMPRESSIVE 178Y**  
 BC MISS IMPRESSIVE 387

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 SCR SIR IMPRESSIVE 387 P  
 BC MISS GOLD 423

Another Progressive bull with style to burn. He's square made, straight topped, and really correct, with an ADG of 4.03.



Lot 42

## 43 KEYS PROGRESSIVE 129C M864842

BW	WW	YW	Milk	CE	MCE	MTNL
2.8	31	49	9	-3.5	2.8	25

BD: 3/17/15 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 756  
 INTERIM 1/5 WT: 1085 INTERIM 88-DAY ADG: 3.69 LEPTIN: CT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

KEYS MODEL 270N  
**MISS KEY BRANDY 44T**  
 MISS KEY BRANDY 80K

CF FRONTLINE 1241 ET  
 MISS KEY PAIGE 402H ET  
 2UP PEUGEOT ET  
 KEYS POLLED BRANDY

A Progressive sired bull that displays excellent length and frame and should add some additional weight to your next calf crop.

## 44 KEYS PROGRESSIVE 239C M864875

BW	WW	YW	Milk	CE	MCE	MTNL
3.0	36	65	7	-3.6	0.5	25

BD: 4/20/15 H/P/S: POLLED COLOR: WHITE BW: 97 ADJ. WW: 774  
 INTERIM 1/5 WT: 1010 INTERIM 88-DAY ADG: 3.86 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

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

Don't pass up some of these younger bulls - they are keeping up with the older ones, and this young Progressive bull is no exception. He's well made, really correct, sound on his feet and legs, and out of a powerful broody cow that has consistently produced top bulls for our sales.

## 45 KEYS PROGRESSIVE 246C M864877

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	28	52	7	-2.6	4.1	21

BD: 4/25/15 H/P/S: POLLED COLOR: WHITE BW: 90 ADJ. WW: 725  
 INTERIM 1/5 WT: 975 INTERIM 88-DAY ADG: 4.26 LEPTIN: TT PMCH: AA

KEYS CHARLES BRONSON 2U  
**KEYS PROGRESSIVE 170Z**  
 MISS KEY MEG 2T

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 KEYS CHUMLEY 8R  
 MISS KEY MEG 4R

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

A young, super made Progressive son and gaining 4.26#/day. He should be a top herd sire - deep bodied, clean made, really correct, with excellent muscle development as you look over his top and down through his rear quarter. His mother is an excellent young cow with a super nice made udder. Retaining 1/4 interest.



# E KEYS REDHAWK 93A

BIRTH DATE: 3/2/13 H/P/S: POLLED COLOR: RED REG. #: QM200632  
 BW: 92 ADJ. WW: 643 ADJ. YW: 1366 REA: 16.9 IMF: 2.81 LEPTIN: CT PCMH: AA

BW	WW	YW	Milk	CE	MCE	MTNL
2.9	33	68	4	-2.0	1.4	20

SVS NOBLEMAN 25N  
**RED MAN 1021**  
 LVB FERRUGO 45N

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

The deep-ribbed, deep-red purebred Canadian-bred Charolais sire has worked extremely well on our Clyde and Tomahawk daughters. They are growthy, well-muscled red bulls that will really give you the hybrid vigor in your crossbreeding program on your Red Angus and red Simmental-influenced cows. The buckskin calves will likely top the market.



Lot 47

## 46 KEYS REDHAWK 26C

QM200967

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	30	57	2	1.3	2.5	17

BD: 2/16/15 H/P/S: SCURRED COLOR: RED FACTOR BW: 90 ADJ. WW: 755  
 INTERIM 1/5 WT: 1125 INTERIM 88-DAY ADG: 4.03 LEPTIN: CT PCMH: AA

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 SVS MASTERCARD 2M  
 MISS KEY COOKIE 242K

JWK TOMAHAWK 505X  
**MISS KEY KATIE 5Z**  
 MISS KEY KATIE 114X

LANGS RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 MISS KEY KATIE 183N

Here's a good looking red bull with three generations of red factor breeding in his pedigree. A well balanced, structurally sound bull that is gaining over 4 lbs./day.

## 47 KEYS REDHAWK 125C

QM200958

BW	WW	YW	Milk	CE	MCE	MTNL
2.3	30	55	4	-0.9	3.2	19

BD: 3/16/15 H/P/S: POLLED COLOR: RED FACTOR BW: 94 ADJ. WW: 780  
 INTERIM 1/5 WT: 1140 INTERIM 88-DAY ADG: 4.09 LEPTIN: CT PCMH: AA

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 SVS MASTERCARD 2M  
 MISS KEY COOKIE 242K

PRO-CHAR CLYDE 79T  
**MISS KEY FAWNA 79X**  
 MISS KEY FAWNA 125P

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 SDC PROGRESS 16M  
 MISS KEY FAWNA 161F

One of the top red factor bulls in the sale, out of a top producing daughter of the legendary Clyde. There's plenty of top red factor breeding in this bull going back three to four generations. He's easy fleshing, stout, and attractive red bull and gaining over 4#/day.

## 48 KEYS REDHAWK 82C

QM200972

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	25	52	6	-0.7	2.8	19

BD: 3/5/15 H/P/S: POLLED COLOR: RED FACTOR BW: 92 ADJ. WW: 732  
 INTERIM 1/5 WT: 1090 INTERIM 88-DAY ADG: 4.09 LEPTIN: CT PCMH: AT

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 SVS MASTERCARD 2M  
 MISS KEY COOKIE 242K

PRO-CHAR CLYDE 79T  
**MISS KEY MARQUEE 219Y**  
 BC MISS MARQUEE 663

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 KEYS MARQUEE 80M  
 BC MISS GOLD 2111

A red factor son of Redhawk out of a top producing Clyde daughter who produced a very successful, super made show heifer. This bull has got the genetics and is gaining over 4 #/day.

## 49 KEYS REDHAWK 90C

QM200973

BW	WW	YW	Milk	CE	MCE	MTNL
2.1	21	40	5	-0.7	3.7	15

BD: 3/6/15 H/P/S: POLLED COLOR: RED FACTOR BW: 90 ADJ. WW: 707  
 INTERIM 1/5 WT: 995 INTERIM 88-DAY ADG: 3.24 LEPTIN: CT PCMH: AA

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 SVS MASTERCARD 2M  
 MISS KEY COOKIE 242K

PRO-CHAR CLYDE 79T  
**MISS KEY BRANDY 232X**  
 MISS KEY BRANDY 80K

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 2UP PEUGEOT ET  
 KEYS POLLED BRANDY

Three generations of red breeding and balanced EPDs in this Redhawk son.

## 50 KEYS REDHAWK 91C

QM200974

BW	WW	YW	Milk	CE	MCE	MTNL
1.8	28	51	3	0.0	5.1	17

BD: 3/6/15 H/P/S: POLLED COLOR: RED FACTOR BW: 88 ADJ. WW: 779  
 INTERIM 1/5 WT: 1135 INTERIM 88-DAY ADG: 3.98 LEPTIN: CT PCMH: AA

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 SVS MASTERCARD 2M  
 MISS KEY COOKIE 242K

PRO-CHAR CLYDE 79T  
**MISS KEY DREAM 162X**  
 MISS KEY DREAM 52J

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 2UP PEUGEOT ET  
 MISS COMPASS DREAM 83E

A Redhawk sired red factor bull that's strong topped, thick quartered, and loaded with muscle. He's the kind that grabs your attention in the pen.

## 51 KEYS REDHAWK 100C

QM200956

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	31	53	2	-0.7	1.8	17

BD: 3/8/15 H/P/S: POLLED COLOR: RED FACTOR BW: 92 ADJ. WW: 791  
 INTERIM 1/5 WT: 1060 INTERIM 88-DAY ADG: 3.52 LEPTIN: TT PCMH: AA

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

SVS NOBLEMAN 25N  
 LVB MISS FERRUGO 9009  
 SVS MASTERCARD 2M  
 MISS KEY COOKIE 242K

JWK TOMAHAWK 505X  
**MISS KEY COOKIE 24Z**  
 MISS KEY COOKIE 157X

LANGS RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 MISS KEY COOKIE 38U

This attractive red factor bull exhibits length, muscle, and eye-catching style. He's got over four generations of red factor breeding and is homozygous for the leptin and PMCH markers.

**52****KEYS REDHAWK 148C**

QM200961

BW	WW	YW	Milk	CE	MCE	MTNL
3.2	31	61	4	-2.2	2.0	20

BD: 3/22/15 H/P/S: **POLLED** COLOR: **RED FACTOR** BW: **90** ADJ. WW: **732**  
 INTERIM 1/5 WT: **1050** INTERIM 88-DAY ADG: **4.26** LEPTIN: **TT** PMCH: **AA**

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

[ SVS NOBLEMAN 25N  
 [ LVB MISS FERRUGO 9009  
 [ SVS MASTERCARD 2M  
 [ MISS KEY COOKIE 242K

PRO-CHAR CLYDE 79T  
**MISS KEY MARQUEE 14Z**  
 MISS KEY MARQUEE 92W

[ WRANGLER HEADLINER 28N  
 [ STER STAR'S HONOR 4L  
 [ LVB LUCK OF THE DRAW L306  
 [ BC MISS MARQUEE 663

A moderate framed buckskin son of Redhawk out of a Clyde dam. He's smooth and complete in his overall design, carries the preferred carcass markers and is gaining 4.26 #/day.

**53****KEYS REDHAWK 171C**

QM200964

BW	WW	YW	Milk	CE	MCE	MTNL
1.3	31	56	4	0.9	4.5	19

BD: 3/30/15 H/P/S: **POLLED** COLOR: **RED FACTOR** BW: **84** ADJ. WW: **784**  
 INTERIM 1/5 WT: **1000** INTERIM 88-DAY ADG: **3.07** LEPTIN: **CT** PMCH: **AA**

RED MAN 1021  
**KEYS REDHAWK 93A**  
 MISS KEY COOKIE 74S

[ SVS NOBLEMAN 25N  
 [ LVB MISS FERRUGO 9009  
 [ SVS MASTERCARD 2M  
 [ MISS KEY COOKIE 242K

PRO-CHAR CLYDE 79T  
**MISS KEY FIRE 18Y**  
 MISS KEY FIRE 99U

[ WRANGLER HEADLINER 28N  
 [ STER STAR'S HONOR 4L  
 [ KEYS MASTERCARD 23S  
 [ MISS KEY FIRE 291S

Here's a low birth weight, stylish, well made son of Redhawk. He's really square made with excellent muscle expression along his top, rump, and lower rear quarter. He is out of a top producing Clyde dam and has three or more generations of red breeding.

**54****KEYS DARK THREAT 141C ET**

EQM200960

BW	WW	YW	Milk	CE	MCE	MTNL
1.4	12	19	2	-1.3	1.0	8

BD: 3/20/15 H/P/S: **SCURRED** COLOR: **RED FACTOR** BW: **98** ADJ. WW: **806**  
 INTERIM 1/5 WT: **1155** INTERIM 88-DAY ADG: **4.03** LEPTIN: **CT** PMCH: **AT**

WRANGLER DOUBLE SHOT 11S  
**SDC TRIPLE THREAT 852U**  
 SDC MISS BERNINA 47L

[ PRO-CHAR MAXIM 38N  
 [ PRO-CHAR LAKOTA 15P  
 [ 2UP PEUGEOT ET  
 [ RKG HOLLYWOOD 67H

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

Here is a dark cherry red ET son of Triple Threat, a new red factor bull we used last year. This bull carries a lot of dark red breeding in his pedigree and is out of Miss Key Cookie 38U who is a cherry red cow herself and a very heavy milking daughter of Merlot. This bull is stout! He's big topped, well muscled, good footed, and gaining over 4 #/day.



Lot 54

**55****KEYS TRIPLE THREAT 151C**

QM200963

BW	WW	YW	Milk	CE	MCE	MTNL
2.0	17	25	2	-0.7	2.8	11

BD: 3/22/15 H/P/S: **HORNED** COLOR: **RED FACTOR** BW: **90** ADJ. WW: **697**  
 INTERIM 1/5 WT: **985** INTERIM 88-DAY ADG: **3.58** LEPTIN: **TT** PMCH: **AA**

WRANGLER DOUBLE SHOT 11S  
**SDC TRIPLE THREAT 852U**  
 SDC MISS BERNINA 47L

[ PRO-CHAR MAXIM 38N  
 [ PRO-CHAR LAKOTA 15P  
 [ 2UP PEUGEOT ET  
 [ RKG HOLLYWOOD 67H

PRO-CHAR CLYDE 79T  
**MISS KEY LACE 134Y**  
 MISS KEY LACE 92R

[ WRANGLER HEADLINER 28N  
 [ STER STAR'S HONOR 4L  
 [ CARDINALS LAD D693  
 [ MISS KEY LACE 42L

A little different pedigree on his top side - Triple Threat was used on a few Clyde daughters for an outcross pedigree and for the few numbers we had, they've done quite well.

**56****KEYS COPPERTOP 12C**

QM200962

BW	WW	YW	Milk	CE	MCE	MTNL
3.2	31	48	3	-1.6	2.7	18

BD: 2/10/15 H/P/S: **POLLED** COLOR: **RED FACTOR** BW: **94** ADJ. WW: **778**  
 INTERIM 1/5 WT: **1090** INTERIM 88-DAY ADG: **3.64** LEPTIN: **TT** PMCH: **AA**

JWK TOMAHAWK 505X  
**KEYS COPPERTOP 55A**  
 MISS KEY COOKIE 53Y

[ LANG'S RED SOLDIER 22S  
 [ NOR INDIAN MAID 5R  
 [ PRO-CHAR CLYDE 79T  
 [ MISS KEY COOKIE 38U

PRO-CHAR CLYDE 79T  
**MISS KEY MANDI 73A**  
 MISS KEY MANDI 175S

[ WRANGLER HEADLINER 28N  
 [ STER STAR'S HONOR 4L  
 [ KEYS MCHENRY 24M  
 [ MISS KEY MANDI 193M

Three generations of red breeding in this bull, he is double bred Clyde on the top and bottom side of his pedigree. He is TT for leptin and AA for PMCH out of a first calf heifer. He displays exceptional length of body, a well muscled rear quarter, and a nice clean polled head.

**57****KEYS COPPERTOP 84C**

QM200971

BW	WW	YW	Milk	CE	MCE	MTNL
2.5	31	48	1	-1.1	2.6	16

BD: 3/5/15 H/P/S: **POLLED** COLOR: **RED FACTOR** BW: **93** ADJ. WW: **820**  
 INTERIM 1/5 WT: **1175** INTERIM 88-DAY ADG: **4.83** LEPTIN: **TT** PMCH: **AT**

JWK TOMAHAWK 505X  
**KEYS COPPERTOP 55A**  
 MISS KEY COOKIE 53Y

[ LANG'S RED SOLDIER 22S  
 [ NOR INDIAN MAID 5R  
 [ PRO-CHAR CLYDE 79T  
 [ MISS KEY COOKIE 38U

JWK TOMAHAWK 505X  
**MISS KEY JENNA 27A**  
 MISS KEY JENNA 173Y

[ LANGS RED SOLDIER 22S  
 [ NOR INDIAN MAID 5R  
 [ PRO-CHAR CLYDE 79T  
 [ MISS KEY JENNA 122U

This impressive red factor bull carries three generations of red breeding on the top and bottom sides of his pedigree. Better yet, he's line bred to Clyde and Tomahawk, two of the foundation red sires used at EKR. He weaned off of a first calf heifer at 820# and is one of the top gainers in the interim 88 day test at 4.83 #/day.



Lot 57

Visit [www.effertzkeyranch.com](http://www.effertzkeyranch.com)

**58****KEYS ALLSTATE 303 119C**

QM200957

BW	WW	YW	Milk	CE	MCE	MTNL
0.2	35	62	0	2.5	4.5	18

BD: 3/1/15 H/P/S: SCURRED COLOR: RED FACTOR BW: 85 ADJ. WW: 798  
 INTERIM 1/5 WT: 1170 INTERIM 88-DAY ADG: 4.89 LEPTIN: CT PMCH: AA

KEYS ALL STATE 149X  
**MJ ALL STATE 303**  
 MJ ELIZA 900P

KEYS SPECIALIST 18U  
 MISS KEY MEG 2T  
 M6 GRID MAKER 104 PET  
 CARDINALS LADY E930 P

JWK TOMAHAWK 505X  
**MISS KEY MARQUEE 57A**  
 MISS KEY MARQUEE 219Y

LANGS RED SOLDIER 22S  
 NOR INDIAN MAID 5R  
 PRO-CHAR CLYDE 79T  
 BC MISS MARQUEE 663

A powerful grandson of All State out of a first calf heifer that was successfully campaigned at many of the top shows across the country. She's a tremendous brood cow in the making with a beautiful udder. This calf weaned off at 798# with a 4.89 ADG. He's not overly large in frame but is very long, really easy fleshing, and tremendously thick from front to rear.



Lot 58

**59****KEYS MCHENRY 71C**

M864916

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	37	63	6	1.7	5.3	24

BD: 3/2/15 H/P/S: POLLED COLOR: WHITE BW: 88 ADJ. WW: 722  
 INTERIM 1/5 WT: 1080 INTERIM 88-DAY ADG: 3.98 LEPTIN: CT PMCH: AA

KEYS HANDYMAN PLD 255H  
**KEYS MCHENRY 24M**  
 MISS KEY DIANA 102G PL

2UP PEUGEOT ET  
 MS KEY STYLISH STAR 149E  
 KEYS SKYFIRE 101E PLD  
 MISS KEY DIANA MAC 25D

KEYS TEN-ACIOUS 166S  
**MISS KEY LEANNE 110Y ET**  
 MISS KEY LEANNE 214S

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

It's been a few years since we had McHenry sired bulls in our sale. McHenry has become a very influential sire in the Key Ranch program - many of our top producing cows are his daughters. 71C is long bodied, correct, and very eye appealing.



This productive Tenacious daughter is the dam of Lot 59.

**60****KEYS MCHENRY 109C ET**

EM864831

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	37	62	2	-1.4	2.5	20

BD: 3/12/15 H/P/S: POLLED COLOR: WHITE BW: 89 ADJ. WW: 691  
 INTERIM 1/5 WT: 990 INTERIM 88-DAY ADG: 3.47 LEPTIN: TT PMCH: AA

KEYS HANDYMAN PLD 255H  
**KEYS MCHENRY 24M**  
 MISS KEY DIANA 102G PL

2UP PEUGEOT ET  
 MISS KEY STYLISH STAR 149E  
 KEYS SKYFIRE 101E PLD  
 KEYS MISS DIANA MAC 25D

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

CF FRONTLINE 1241 ET  
 MISS KEY PAIGE 402H ET  
 CF FRONTLINE 1241 ET  
 MISS KEY HEATHER 258H

His dam R207 cow started her career as an awesome show heifer and is now in our embryo transplant program - she's the kind that gets it done. This McHenry ET bull is tremendously long sided, smooth made, and strides out and moves with ease.

**61****KEYS MCHENRY 116C ET**

EM864836

BW	WW	YW	Milk	CE	MCE	MTNL
1.9	37	62	2	-1.4	2.5	20

BD: 3/14/15 H/P/S: POLLED COLOR: WHITE BW: 85 ADJ. WW: 746  
 INTERIM 1/5 WT: 1050 INTERIM 88-DAY ADG: 3.58 LEPTIN: CT PMCH: AA

KEYS HANDYMAN PLD 255H  
**KEYS MCHENRY 24M**  
 MISS KEY DIANA 102G PL

2UP PEUGEOT ET  
 MS KEY STYLISH STAR 149E  
 KEYS SKYFIRE 101E PLD  
 KEYS MISS DIANA MAC 25D

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

CF FRONTLINE 1211 ET  
 MISS KEY PAIGE 402H ET  
 CF FRONTLINE 1241 ET  
 MISS KEY HEATHER 258H

Here's a full ET brother to lot 60. For some predictability, consider putting these two bulls together. They're sound, thick, and smooth made, and would compliment anyone's commercial herd with predictable performance genetics.

**62****KEYS MAXWELL 66C**

M864914

BW	WW	YW	Milk	CE	MCE	MTNL
0.3	32	56	5	3.2	5.2	21

BD: 3/1/15 H/P/S: POLLED COLOR: WHITE BW: 92 ADJ. WW: 829  
 INTERIM 1/5 WT: 1215 INTERIM 88-DAY ADG: 4.03 LEPTIN: CT PMCH: AT

KEYS TEN-ACIOUS 166S  
**KEYS MAXWELL 68Z**  
 MISS KEY LISA 54U

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS UNO 1S  
 MISS WE LISA

HBR EQUALIZER 940 P ET  
**BC MISS EQUALIZER 60S**  
 BC MISS GODFATHER 413

VCR SIR DUKE 914 PLD  
 VCR MISS MAC IV 902 PLD  
 WPLB GODFATHER 23H  
 BC MISS SIMBA 621

Length weighs and this guy's got length. He weaned off at 829 # with a 110 ratio and is gaining over 4#/day.

**63****KEYS MAXWELL 180C**

M864862

BW	WW	YW	Milk	CE	MCE	MTNL
-2.3	31	57	4	7.7	7.2	19

BD: 4/1/15 H/P/S: POLLED COLOR: WHITE BW: 70 ADJ. WW: 678  
 INTERIM 1/5 WT: 1035 INTERIM 88-DAY ADG: 4.49 LEPTIN: TT PMCH: AA

KEYS TEN-ACIOUS 166S  
**KEYS MAXWELL 68Z**  
 MISS KEY LISA 54U

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS UNO 1S  
 MISS WE LISA

KEYS MCHENRY 24M  
**MISS KEY MEG 4R**  
 MISS KEY MEG 123L

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 LAFRAISE EXTRA EASE 848  
 MISS KEY MEG 22H PLD

Here's an April Maxwell son with a 70# BW and out of Miss Key Meg 4R, the grandmother of All State and Progressive. The Maxwell cattle are easy calving and show excellent muscle development over their top and down through their stifle and rear quarter. 4.49 ADG on the interim 88 day test.



**64****KEYS SPECIALIST 138C**

M864845

BW	WW	YW	Milk	CE	MCE	MTNL
2.2	23	43	-5	-1.3	7.2	7

BD: 3/19/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **90** ADJ. WW: **677**  
 INTERIM 1/5 WT: **980** INTERIM 88-DAY ADG: **3.64** LEPTIN: **CT** PMCH: **AA**

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

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

CARDINALS LAD K605P  
**MISS KEY WHITLEY 5Y**  
 MISS KEY WHITLEY 4W

CARDINALS SMOKE B159P  
 CARDINALS LADY B177P  
 KEYS TEN-ACIOUS 166S  
 BC MISS EQUALIZER 60S

A stylish, well made son of our proven and still going herdsire Specialist. He will be eight this year and is still producing offspring that excel in good looks, soundness, muscle design and expression.

**Keys Specialist 18U, sire of Lots 64 - 67****65****KEYS SPECIALIST 165C**

M684856

BW	WW	YW	Milk	CE	MCE	MTNL
1.5	22	47	2	-1.1	5.7	13

BD: 3/27/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **88** ADJ. WW: **694**  
 INTERIM 1/5 WT: **1020** INTERIM 88-DAY ADG: **4.15** LEPTIN: **CT** PMCH: **AA**

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

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

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

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

A very straight made, level topped son of Specialist that is gaining over 4#/day on the interim 88 day test. He's out of a young ET cow that's modest in size but big in productivity, she's a full sister to our Jaxson herdsire.

**Lot 65****66****KEYS SPECIALIST 156C**

M864852

BW	WW	YW	Milk	CE	MCE	MTNL
1.7	32	63	1	-0.6	5.6	17

BD: 3/25/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **87** ADJ. WW: **751**  
 INTERIM 1/5 WT: **1100** INTERIM 88-DAY ADG: **4.38** LEPTIN: **CT** PMCH: **AT**

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

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

SCR BRONCO 9026  
**MISS KEY MAYBELLINE 84Y**  
 MISS KEY MAYBELLINE 236R

FC TURBO 756P  
 SCR MS KINGDOM 1228  
 CARDINALS LAD D693  
 MISS KEY MAYBELLINE 73M

Here's a younger Specialist bull that I've been watching and admiring as the winter moves on. He's packed full of meat, very smooth through his neck and shoulder, and gaining 4.38 #/day. His mother is a moderate framed cow with a tremendous udder. A top notch herdsire prospect.

**67****KEYS 195C SPECIALIST 195C**

M869506

BW	WW	YW	Milk	CE	MCE	MTNL
3.6	32	57	2	-3.0	4.3	18

BD: 4/6/15 H/P/S: **HORNED** COLOR: **WHITE** BW: **100** ADJ. WW: **750**  
 INTERIM 1/5 WT: **1005** INTERIM 88-DAY ADG: **3.58** LEPTIN: **TT** PMCH: **AT**

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

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

KEYS UNO 231U  
**MISS KEY DEE 42X**  
 MISS KEY DEE 45U

KEYS UNO 1S  
 MISS KEY DALENNA 20M  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DEE 55M

Another good Specialist son out of an Uno bred cow.

**68****KEYS ZERXES 134C**

M864844

BW	WW	YW	Milk	CE	MCE	MTNL
0.4	16	26	2	3.0	3.1	10

BD: 3/18/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **84** ADJ. WW: **684**  
 INTERIM 1/5 WT: **1000** INTERIM 88-DAY ADG: **3.58** LEPTIN: **TT** PMCH: **AT**

CEDARDALE WINCHESTER 70W  
**CEDARDALE ZERXES 116Z**  
 CEDARDALE MISS 57U

SPARROWS ALCATRAZ 18N  
 CEDARDALE NOSTALGIA 3N  
 LT BLUEGRASS 4017 P  
 CEDARDALE MAJESTIC LADY 2M

KEYS UNO 1S  
**MISS KEY LALITA 204W**  
 MISS KEY LALITA 159L

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS BOOK-EM 204J  
 MISS KEY COBB 171C

A powerful calving ease bull with excellent carcass DNA. You will like the fact that he started light but will end up with some pretty good performance numbers.

**69****KEYS ZERXES 145C**

M864846

BW	WW	YW	Milk	CE	MCE	MTNL
0.6	12	29	7	2.8	4.7	13

BD: 3/21/15 H/P/S: **POLLED** COLOR: **WHITE** BW: **84** ADJ. WW: **724**  
 INTERIM 1/5 WT: **1000** INTERIM 88-DAY ADG: **3.41** LEPTIN: **TT** PMCH: **AA**

CEDARDALE WINCHESTER 70W  
**CEDARDALE ZERXES 116Z**  
 CEDARDALE MISS 57U

MISS KEY GLANCE 199L  
 CEDARDALE NOSTALGIA 3N  
 LT BLUEGRASS 4017 P  
 CEDARDALE MAJESTIC LADY 2M

KEYS CHARLES BRONSON 2U  
**MISS KEY GLANCE 113Y**  
 MISS KEY GLANCE 199L

EC BRONSON 204 PLD  
 MISS KEY LACE 42L  
 2UP PEUGEOT ET  
 MISS KEY GLANCE 92G PLD

A sure-fire calving-ease bull by Zerxes - not alot of his sons in this year's sale so grab hold of a polled, well made, light BW bull, that's got the right DNA to sire your next high quality calf crop.

## G KEYS DIRECT FIRE 18Y

BIRTH DATE: 2/16/11 H/P/S: POLLED COLOR: BLACK REG. #: P675511  
 BW: 77 ADJ. WW: 669 ADJ. YW: 1217 REA: 14.2 IMF: LEPTIN:

BW	WW	YW	Milk	MWW	CE	MCE
+1.2	+41	+89	+16	+37	+0.6	+0.1

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 18M  
 MISS KEY GT 114D

Direct Fire sires moderate, easy fleshing bulls and females with tremendous carcass characteristics with good balance and performance. His sons had an average IMF ratio of 134 and 119 the last two years. His calves are above average for weaning weight and ADG and he is a moderate birth weight sire.



REF. SIRE H

## 70 KEYS DIRECT FIRE 3C

P704319

BW	WW	YW	Milk	MWW	CE	MCE
+2.4	+43	+94	+15	+36	-0.2	+0.1

BD: 2/3/15 H/P/S: POLLED COLOR: BLACK BW: 87 ADJ. WW: 674  
 INTERIM 1/5 WT: 1110 INTERIM 88-DAY ADG: 4.32 LEPTIN: TT PMCH: AT

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 56SA  
 5L FIREFLY 174-1641  
 RCM P R FIRECRACKER 25AR  
 MISS KEY RUBY 204R 19AN

RCM P BLK XENOS 050X  
**MISS KEY SUNDANCE 190A**  
 MISS SUNDANCE 36S

RCM P BLK UNO 833U  
 RCM P BLK SERENA 70S  
 LAGRAN SUN DANCE 4211  
 MISS KEY 23M

We are offering 8 sons of Direct Fire this year. His sons are thick and good looking with high carcass value and great dispositions. They were our high selling sire group last year.

## 71 KEYS DIRECT FIRE 8C

P704322

BW	WW	YW	Milk	MWW	CE	MCE
+1.8	+42	+95	+13	+34	-0.2	+0.4

BD: 2/7/15 H/P/S: POLLED COLOR: BLACK BW: 83 ADJ. WW: 656  
 INTERIM 1/5 WT: 1180 INTERIM 88-DAY ADG: 4.55 LEPTIN: TT PMCH: AA

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 50SA  
 5L FIREFLY 174-1641  
 RCM P R FIRECRACKER 25AN  
 MISS KEY RUBY 204R 25AR

J W K NEW DESIGN 0028  
**MISS KEY VICKI 60X**  
 MISS KEY VICKI 4K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS HEAVY MEDAL 23F PLD  
 MISS KEY VICKI 7E PLD

He's a herd sire with eye appeal, TT for Leptin and AA for PMCH, an 83# BW and gaining 4.55#/day. Tremendous EPDs too.

## 72 KEYS DIRECT FIRE 5C

P704320

BW	WW	YW	Milk	MWW	CE	MCE
+0.9	+52	+107	+19	+45	+0.3	-0.4

BD: 2/6/15 H/P/S: POLLED COLOR: BLACK BW: 75 ADJ. WW: 723  
 INTERIM 1/5 WT: 1230 INTERIM 88-DAY ADG: 4.2 LEPTIN: CT PMCH: AA

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 50SA  
 5L FIREFLY 174-1641  
 RCM P R FIRECRACKER 25AN  
 MISS KEY RUBY 204R 25AR

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

His top producing mother has averaged \$4500 on her last 3 bulls and she has calved every year for ten in a row.

## 73 KEYS DIRECT FIRE 17C

P704325

BW	WW	YW	Milk	MWW	CE	MCE
+2.3	+45	+102	+11	+33	-0.4	-0.2

BD: 2/10/15 H/P/S: POLLED COLOR: BLACK BW: 89 ADJ. WW: 660  
 INTERIM 1/5 WT: 1185 INTERIM 88-DAY ADG: 4.49 LEPTIN: CT PMCH: AA

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 38SA  
 5L FIREFLY 174-1641  
 RCM P R FIRECRACKER 25AR  
 MISS KEY RUBY 204R 25MA  
 12AN

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

J W K NEW DESIGN 0028  
 MISS KEY WIZARD 10D

This calf has a very attractive profile and is very complete and moderate in his frame.

## 74 KEYS DIRECT FIRE 34C

P704336

BW	WW	YW	Milk	MWW	CE	MCE
+1.4	+41	+96	+11	+32	+0.4	+0.1

BD: 2/17/15 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 666  
 INTERIM 1/5 WT: 1200 INTERIM 88-DAY ADG: 4.83 LEPTIN: CT PMCH: AT

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 38SA  
 5L FIREFLY 174-1641  
 RCM P R FIRECRACKER 25MA  
 MISS KEY RUBY 204R 25AR  
 12AN

SOONER MA BULL  
**MISS KEY LIANA 76U**  
 MISS KEY DESIGN 5N

J W K NEW DESIGN 0028  
 MISS KEY PRIDE 82L

He's an exceptionally long-made calf with low birth numbers and above average gain.

## 75 KEYS DIRECT FIRE 40C

P704340

BW	WW	YW	Milk	MWW	CE	MCE
+1.3	+41	+84	+19	+40	+0.4	0.0

BD: 2/19/15 H/P/S: POLLED COLOR: RED BW: 84 ADJ. WW: 679  
 INTERIM 1/5 WT: 1160 INTERIM 88-DAY ADG: 4.32 LEPTIN: CT PMCH: AT

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321 %SA 50SA  
 5L FIREFLY 174-1641  
 RCM P R FIRECRACKER 25AN  
 MISS KEY RUBY 204R 25AR

S A V INTEGRITY 5015  
**MISS KEY PAMELA 188T**  
 MISS KEY TOPCOAT 42L

G A R INTEGRITY  
 S A V EMULOUS 8145  
 KEYS TOPCOAT 116H  
 MISS KEY EFFIE 141J

Low birth numbers on this calf and we expect his ultrasound data to prove him to be one of our high marbling bulls.

**76****KEYS DIRECT FIRE 59C**

P704350

BW	WW	YW	Milk	MWW	CE	MCE
+3.0	+58	+108	+19	+48	-0.4	-1.0

BD: 2/26/15 H/P/S: **POLLED** COLOR: **RED** BW: **84** ADJ. WW: **746**  
 INTERIM 1/5 WT: **1160** INTERIM 88-DAY ADG: **3.98** LEPTIN: **CT** PMCH: **AA**

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641 %SA **75SA**  
 RCM P R FIRECRACKER **25AR**  
 MISS KEY RUBY 204R

S PRINCE 407P  
**MISS KEY NOREEN 74T**  
 MISS KEY NOREEN 31R

D LIMITED EDITION 179L  
 S BLACK LADY 50K  
 KEYS TOTAL 415S  
 MISS KEY NOREEN 67K

*Excellent weaning performance on one of the few red sons of our leading carcass bull Key Direct Fire 18Y.*

**Lot 76****77****KEYS DIRECT FIRE 41C**

P704341

BW	WW	YW	Milk	MWW	CE	MCE
+1.7	+42	+94	+15	+36	-0.2	-0.1

BD: 2/20/15 H/P/S: **POLLED** COLOR: **BLACK** BW: **90** ADJ. WW: **653**  
 INTERIM 1/5 WT: **1200** INTERIM 88-DAY ADG: **5.17** LEPTIN: **TT** PMCH: **AT**

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641 %SA **50SA**  
 RCM P R FIRECRACKER **25AN**  
 MISS KEY RUBY 204R **25AR**

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

*Here is the top gaining calf in our offering with and ADG of 5.17 on the interim test. His mother is a good producing halfblood with her two bulls averaging \$5000 in our sale.*

**78****KEYS DIRECT FIRE 139C**

P706610

BW	WW	YW	Milk	MWW	CE	MCE
+2.9	+45	+90	+17	+40	n.a	n.a

BD: 3/29/15 H/P/S: **POLLED** COLOR: **RED** BW: **80** ADJ. WW: **657**  
 INTERIM 1/5 WT: **970** INTERIM 88-DAY ADG: **3.81** LEPTIN: **CT** PMCH: **AT**

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641 %SA **75SA**  
 RCM P R FIRECRACKER **25AR**  
 MISS KEY RUBY 204R

PCSL UNCANNY  
**CCHS MS UNCANNY WEB 572X**  
 CCHS MS DOUBLE WEB 130T

PCSL SPARK  
 PCSL RANDI 43H  
 JJB WEBSITE  
 CCHS MS WEB ALAMO 663N

*This is a good young son of Direct Fire with low birth and he should leave you with exceptional females.*

**79****KEYS DIRECT FIRE 148C**

P706611

BW	WW	YW	Milk	MWW	CE	MCE
+2.8	+45	+84	+14	+36	n.a	n.a

BD: 3/31/15 H/P/S: **POLLED** COLOR: **BLACK** BW: **82** ADJ. WW: **674**  
 INTERIM 1/5 WT: **975** INTERIM 88-DAY ADG: **3.75** LEPTIN: **CT** PMCH: **AA**

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641 %SA **75SA**  
 RCM P R FIRECRACKER **25AR**  
 MISS KEY RUBY 204R

CCHS MARK OUT 51S  
**CCHS MS MARK WEB 711X**  
 CCHS MS WEB BOE 658N

PCSL BENCHMARK  
 CCHS MS OUT ALAMO 378K  
 JJB WEBSITE  
 CCHS MISS MIDNIGHT 201H

*He's a half brother to lot 78 with the same low birth number. Don't pass up these young Direct Fire sons - they were our high sellers last year.*

**80****KEYS DIRECT FIRE 172C**

P706613

BW	WW	YW	Milk	MWW	CE	MCE
+0.9	+48	+96	+15	+39	n.a	n.a

BD: 4/5/15 H/P/S: **POLLED** COLOR: **BLACK** BW: **80** ADJ. WW: **721**  
 INTERIM 1/5 WT: **990** INTERIM 88-DAY ADG: **3.41** LEPTIN: **CT** PMCH: **AA**

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641 %SA **63SA**  
 RCM P R FIRECRACKER **25CH**  
 MISS KEY RUBY 204R **12AN**

JCG DIAMOND  
**MISS KEY MELODY 69W**  
 MISS KEY MELODY 31S

JSR JAMACA 431  
 JCG CARMA  
 J W K NEW DESIGN 0028  
 MISS KEY MELODY 114P

*This eye appealing calf should work on heifers. These Direct Fire sons were our high sellers last year.*

**81****KEYS DIRECT FIRE 175C**

P706614

BW	WW	YW	Milk	MWW	CE	MCE
+1.7	+57	+113	+18	+46	n.a	n.a

BD: 4/7/15 H/P/S: **POLLED** COLOR: **BLACK** BW: **80** ADJ. WW: **730**  
 INTERIM 1/5 WT: **1075** INTERIM 88-DAY ADG: **4.26** LEPTIN: **CT** PMCH: **AA**

5L DIRECT FIRE 1641-6443  
**KEYS DIRECT FIRE 18Y**  
 MISS KEY RUBY 133W

C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641 %SA **50SA**  
 RCM P R FIRECRACKER **25AN**  
 MISS KEY RUBY 204R **25AR**

J W K NEW DESIGN 0028  
**MISS KEY ELITA 20R**  
 MISS KEY ELITA 49L

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 CKSF KIM'S ELITA 33C

*He's a two generation 50/50 young Direct Fire son. You have to keep in mind his age when evaluating him.*

**Lot 81**

# H KEYS CAMERON 219Z

BIRTH DATE: 4/29/12 H/P/S: POLLED COLOR: BLACK REG. #: P683141  
 BW: 85 ADJ. WW: 755 ADJ. YW: 1590 REA: 17.9 LEPTIN: TT

BW	WW	YW	Milk	MWW	CE	MCE
+3.2	+61	+115	+25	+55	-0.5	+0.5

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

JGK BLK PLD JASPER 634R %SA 69SA  
 HA ROSE F657 25AR  
 BIG SKY TRITON 40R 6AN  
 MAC BLACK ELLEN 47E

OHRM MR. ROBUST 18N  
**MISS KEY ELITA 199U**  
 MISS KEY ELITA 78P

BADLANDS MR. BEEF 805  
 MESSMER OPHELIA 9502  
 KEYS STEALTH 41M  
 MISS KEY ELITA 26M

He is the #1 performance bull in the Salers breed with all the markers. He is homozygous black, homozygous polled and also homozygous for good disposition!



Ref. Sire H

# 82 KEYS CAMERON 7C

P704321

BW	WW	YW	Milk	MWW	CE	MCE
+1.0	+51	+95	+20	+45	+0.3	+0.4

BD: 2/6/15 H/P/S: POLLED COLOR: BLACK BW: 76 ADJ. WW: 706  
 INTERIM 1/5 WT: 1240 INTERIM 88-DAY ADG: 4.72 LEPTIN: TT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

HA THUNDER T705 %SA 59SA  
 MAC TALLIE 234T 28AN  
 OHRM 9502 MR ROBUST 18N 13AR  
 MISS KEY ELITA 78P

KEYS MATRIX 99T  
**MISS KEY KRISTIN 57Y**  
 MISS KEY KRISTIN 95U

RCM PB 44P  
 MISS KEY 23M  
 O C C PROVOST 737P  
 MISS KEY KRISTIN 3P

Excellent calf here. His mother produced our second high seller last year, purchased by MJB Ranches and Rowell Cattle Co. His 76# BW, 706# WW combined with his preferred DNA markers, 4.72 ADG and tremendous EPDs certainly add to his appeal.



Lot 82

# 83 KEYS CAMERON 27C

P704332

BW	WW	YW	Milk	MWW	CE	MCE
+3.2	+56	+96	+23	+51	-0.3	+0.1

BD: 2/14/15 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 726  
 INTERIM 1/5 WT: 1235 INTERIM 88-DAY ADG: 4.72 LEPTIN: CT PMCH: AT

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

HA THUNDER T705 %SA 84SA  
 MAC TALLIE 234T 13AR  
 OHRM 9502 MR ROBUST 18N 3AN  
 MISS KEY ELITA 78P

KKCC BLK PLD MATRIX 304N  
**MISS KEY TARA 80T**  
 MISS KEY BANNER 175C

JFW PACKER 40F  
 KKCC BP CHATTER 123L  
 BANNERS PRIDE 172T  
 MISS KEY 590T

Herd sire alert!! He is one of the top performers in our sale, out of one of our best purebred cows.



Lot 83

# 84 KEYS CAMERON 28C

P704333

BW	WW	YW	Milk	MWW	CE	MCE
+0.1	+45	+96	+21	+43	+0.7	+0.7

BD: 2/15/15 H/P/S: POLLED COLOR: BLACK BW: 75 ADJ. WW: 665  
 INTERIM 1/5 WT: 1200 INTERIM 88-DAY ADG: 4.94 LEPTIN: CT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

HA THUNDER T705 %SA 47SA  
 MAC TALLIE 234T 41AN  
 OHRM 9502 MR ROBUST 18N 12AR  
 MISS KEY ELITA 78P

SUMMITCREST TRUE GRIT 7R06  
**MISS KEY SALINA 181W**  
 MISS KEY SALINA 3S

G A R INTEGRITY  
 SUMMITCREST PRIMROSE 2J02  
 KEYS HEFTY 1P  
 MISS KEY DESIGN 77P

This high performing calf will work on heifers.

# 85 KEYS CAMERON 30C

P704335

BW	WW	YW	Milk	MWW	CE	MCE
+3.3	+65	+127	+25	+57	-1.0	0.0

BD: 2/16/15 H/P/S: POLLED COLOR: BLACK BW: 85 ADJ. WW: 761  
 INTERIM 1/5 WT: 1320 INTERIM 88-DAY ADG: 5.11 LEPTIN: CT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

HA THUNDER T705 %SA 59SA  
 MAC TALLIE 234T 28AN  
 OHRM 9502 MR ROBUST 18N 13AR  
 MISS KEY ELITA 78P

J W K NEW DESIGN 0028  
**MISS KEY GARNET 19P**  
 MISS KEY GARNET 100G PLD

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS POLLED REDWOOD 60E  
 MISS KEY BO 158D PLD

A leading performance calf with almost a Act 900# WW and is continuing with a 5.11 ADG at the mid-term weight. His dam is a proven 12 year old halfblood Salers.

## 86 KEYS CAMERON 29C

P704334

BW	WW	YW	Milk	MWW	CE	MCE
+3.9	+60	+115	+16	+46	-1.4	+0.3

BD: 2/15/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 92 ADJ. WW: 727  
 INTERIM 1/5 WT: 1245 INTERIM 88-DAY ADG: 4.83 LEPTIN: TT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

[ HA THUNDER T705  
 MAC TALLIE 234T %SA 59SA  
 OHRR 9502 MR ROBUST 18N 28AN  
 MISS KEY ELITA 78P 13AR

KEYS MATRIX 99T  
**MISS KEY PATIENCE 30Y**  
 MISS KEY PATIENCE 179U

[ RCM PB 44P  
 MISS KEY 23M  
 O C C PROVOST 737P  
 MISS KEY PATIENCE 6R

*This is one of our top herd sire candidates, especially from the performance side of things, and is carrying all of our desirable DNA markers. Selling half interest and possession.*



Lot 86

## 87 KEYS CAMERON 38C

P704337

BW	WW	YW	Milk	MWW	CE	MCE
+4.3	+63	+114	+24	+56	-1.4	-0.1

BD: 2/18/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 92 ADJ. WW: 762  
 INTERIM 1/5 WT: 1265 INTERIM 88-DAY ADG: 4.89 LEPTIN: CT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

[ HA THUNDER T705  
 MAC TALLIE 234T %SA 84SA  
 OHRR 9502 MR ROBUST 18N 13AR  
 MISS KEY ELITA 78P 3AN

NJF TOP LEVEL 41T  
**MISS KEY EBONY 168X**  
 MISS KEY EBONY 34L

[ GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 KEYS HEAVY MEDAL 4J  
 MISS KEY EBONY 8H

*He is one of our top herd sire prospects with a mother that is one of our top producing purebred cows.*



Lot 87

## 88 KEYS CAMERON 57C

P704348

BW	WW	YW	Milk	MWW	CE	MCE
+2.2	+43	+86	+19	+40	-0.3	-0.4

BD: 2/26/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 75 ADJ. WW: 655  
 INTERIM 1/5 WT: 1060 INTERIM 88-DAY ADG: 4.26 LEPTIN: PMCH:

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

[ HA THUNDER T705  
 MAC TALLIE 234T %SA 84SA  
 OHRR 9502 MR ROBUST 18N 13AR  
 MISS KEY ELITA 78P 3AN

KEYS TOPCOAT 116H  
**MISS KEY ESTELLE 16M**  
 MISS KEY ESTELLE 24G

[ LM GOLD MEDAL 33D  
 MISS KEY EDREA 77E PLD  
 KEYS POLLED REDWOOD 60E  
 MISS KEY ESTELLE 10E

*The story behind this calf is his 14 year-old mother. She has an average BW of 79# on 12 calves.*

## 89 KEYS CAMERON 64C

P704351

BW	WW	YW	Milk	MWW	CE	MCE
+2.6	+56	+111	+17	+45	+1.0	+0.4

BD: 2/27/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 92 ADJ. WW: 689  
 INTERIM 1/5 WT: 1205 INTERIM 88-DAY ADG: 4.94 LEPTIN: CT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

[ HA THUNDER T705  
 MAC TALLIE 234T %SA 47SA  
 OHRR 9502 MR ROBUST 18N 25MA  
 MISS KEY ELITA 78P 16AN  
 12AR

SOONER MA BULL  
**MISS KEY JOSILYN 18U**  
 MISS KEY DESIGN 146M

[ J W K NEW DESIGN 0028  
 MISS KEY BANNER 175C

*He's gaining nearly 5#/day on the interim test.*

## 90 KEYS CAMERON 65C

P704352

BW	WW	YW	Milk	MWW	CE	MCE
+1.9	+49	+95	+21	+45	-0.1	+0.5

BD: 3/1/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 80 ADJ. WW: 687  
 INTERIM 1/5 WT: 1150 INTERIM 88-DAY ADG: 4.66 LEPTIN: TT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

[ HA THUNDER T705  
 MAC TALLIE 234T %SA 59SA  
 OHRR 9502 MR ROBUST 18N 38AR  
 MISS KEY ELITA 78P 3AN

5L DIRECT FIRE 1641-6443  
**MISS KEY COURTNEY 64Y**  
 MISS KEY COURTNEY 19N

[ C A FUTURE DIRECTION 5321  
 5L FIREFLY 174-1641  
 BIG SKY P BLK STEALTH  
 MISS KEY COURTNEY 131F

*This is a moderate framed calf with all the DNA markers. We expect him to have some interesting ultrasound data.*

## 91 KEYS CAMERON 78C

P704358

BW	WW	YW	Milk	MWW	CE	MCE
+2.2	+54	+109	+23	+50	-0.3	+0.1

BD: 3/6/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 85 ADJ. WW: 708  
 INTERIM 1/5 WT: 1200 INTERIM 88-DAY ADG: 5.06 LEPTIN: CT PMCH: AA

MAC CAMERON 318X  
**KEYS CAMERON 219Z**  
 MISS KEY ELITA 199U

[ HA THUNDER T705  
 MAC TALLIE 234T %SA 59SA  
 OHRR 9502 MR ROBUST 18N 28AN  
 MISS KEY ELITA 78P 13AR

J W K NEW DESIGN 0028  
**MISS KEY MONIQUE 49X**  
 MISS KEY MONIQUE 111L

[ B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY MONIQUE 9F PLD

*This is a pound-maker calf doing over 5lbs/day at this time.*

**92****KEYS CAMERON 85C**

P704362

BW	WW	YW	Milk	MWW	CE	MCE
+3.0	+58	+109	+22	+51	-0.3	+0.2

BD: 3/9/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 87 ADJ. WW: 753  
 INTERIM 1/5 WT: 1150 INTERIM 88-DAY ADG: 4.32 LEPTIN: TT PMCH: AT

MAC CAMERON 318X	[	HA THUNDER T705	%SA	72SA
<b>KEYS CAMERON 219Z</b>		MAC TALLIE 234T		16AN
MISS KEY ELITA 199U		OHRR 9502 MR ROBUST 18N		12AR
		MISS KEY ELITA 78P		
JCG DIAMOND	[	JSR JAMACA 431		
<b>MISS KEY PRIDE 10Y</b>		JCG CARMA		
MISS KEY PRIDE 27W		J W K NEW DESIGN 0028		
		MISS KEY PRIDE 82L		

*This calf has a herdsire look with big-time EPDs.*



Lot 92

**93****KEYS CAMERON 82C**

P704359

BW	WW	YW	Milk	MWW	CE	MCE
+2.8	+64	+123	+21	+53	-0.6	+0.1

BD: 3/7/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 86 ADJ. WW: 724  
 INTERIM 1/5 WT: 1140 INTERIM 88-DAY ADG: 4.26 LEPTIN: CT PMCH: AA

MAC CAMERON 318X	[	HA THUNDER T705	%SA	47SA
<b>KEYS CAMERON 219Z</b>		MAC TALLIE 234T		41AN
MISS KEY ELITA 199U		OHRR 9502 MR ROBUST 18N		12AR
		MISS KEY ELITA 78P		
O C C PROVOST 737P	[	O C C EMBLAZON 854E		
<b>MISS KEY DESIGN 86W</b>		O C C DIXIE ERICA 903E		
MISS KEY DESIGN 34P		J W K NEW DESIGN 0028		
		MISS KEY STETS 37J		

*One of the top yearling EPDs in the sale at 123 with the breed average at 63, that's double the performance number.*



*Congratulations to Abbey (Neil and Jan's daughter) and husband Matt, married in August.*

**94****KEYS CAMERON 86C**

P704365

BW	WW	YW	Milk	MWW	CE	MCE
+1.4	+45	+90	+13	+35	+0.1	+0.1

BD: 3/10/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 80 ADJ. WW: 649  
 INTERIM 1/5 WT: 1030 INTERIM 88-DAY ADG: 3.92 LEPTIN: TT PMCH: AA

MAC CAMERON 318X	[	HA THUNDER T705	%SA	47SA
<b>KEYS CAMERON 219Z</b>		MAC TALLIE 234T		25CH
MISS KEY ELITA 199U		OHRR 9502 MR ROBUST 18N		16AN
		MISS KEY ELITA 78P		12AR
PRO-CHAR CLYDE 79T	[	WRANGLER HEADLINER 28N		
<b>MISS KEY VICKI 9X</b>		STER STAR'S HONOR 4L		
MISS KEY VICKI 59T		J W K NEW DESIGN 0028		
		MISS KEY VICKI 19R		

*This good low BW calf that has all of our desirable DNA markers. Here is an opportunity to put a shot of Charolais in your calf crop and keep them black-hided.*

**95****KEYS CAMERON 95C**

P704367

BW	WW	YW	Milk	MWW	CE	MCE
+1.2	+45	+91	+19	+41	+0.1	+0.1

BD: 3/13/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 80 ADJ. WW: 636  
 INTERIM 1/5 WT: 1050 INTERIM 88-DAY ADG: 4.38 LEPTIN: CT PMCH: AA

MAC CAMERON 318X	[	HA THUNDER T705	%SA	59SA
<b>KEYS CAMERON 219Z</b>		MAC TALLIE 234T		28AN
MISS KEY ELITA 199U		OHRR 9502 MR ROBUST 18N		13AR
		MISS KEY ELITA 78P		
O C C PROVOST 737P	[	O C C EMBLAZON 854E		
<b>MISS KEY NAOMI 202U</b>		O C C DIXIE ERICA 903E		
MISS KEY NAOMI 59N		KEYS STEALTH 41M		
		MISS KEY RULER 179B		

*A high maternal calf in a real attractive package.*

**96****KEYS CAMERON 104C**

P704371

BW	WW	YW	Milk	MWW	CE	MCE
+1.4	+52	+103	+22	+48	-0.1	0.0

BD: 3/17/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 78 ADJ. WW: 686  
 INTERIM 1/5 WT: 1100 INTERIM 88-DAY ADG: 4.2 LEPTIN: TT PMCH: AA

MAC CAMERON 318X	[	HA THUNDER T705	%SA	59SA
<b>KEYS CAMERON 219Z</b>		MAC TALLIE 234T		28AN
MISS KEY ELITA 199U		OHRR 9502 MR ROBUST 18N		13AR
		MISS KEY ELITA 78P		
J W K NEW DESIGN 0028	[	B/R NEW DESIGN 036		
<b>MISS KEY EBONY 60U</b>		J W K GAINES LADY 8062		
MISS KEY EBONY 99K		KEYS POLLED REDWOOD 60E		
		MISS KEY EBONY 89F PLD		

*Homozygous for desirable DNA, this calf qualifies as a curve-bender - low birth with high performance numbers.*



## KEYS MONUMENT 234A

BIRTH DATE: 4/13/13 H/P/S: POLLED COLOR: RED REG. #: P694195  
 BW: 90 ADJ. WW: 627 ADJ. YW: 1154 16.8 LEPTIN: TT

BW	WW	YW	Milk	MWW	CE	MCE
+3.5	+45	+93	+25	-1.2	-0.4	+4.7

BEV MASTERPIECE 110H  
 NJF FEIST'S MASTERPIECE 7  
 NJF MISS MERCURY 623S

MAC MICHAELANGELO 66D %SA SA81  
 BEV EMMA 262E AN19  
 KKCC MERCURY 416P  
 NJF MISS MAGISTRATE 721G

KEYS HEFTY 1P  
 MISS KEY GARNET 13S  
 MISS KEY GARNET 19P

KEYS STEALTH 41M  
 MISS KEY DESIGN 209M  
 JWK NEW DESIGN 0028  
 MISS KEY GARNET 100G PLD

Monument is a very well made, well balanced, good headed bull that really stamps his calves with a great look and excellent performance. He is a TT for Leptin and AA for PMCH.



Ref. Sire I

## 97 KEYS MONUMENT 50C

P704346

BW	WW	YW	Milk	MWW	CE	MCE
+3.2	+51	+92	+24	+50	-0.9	-0.2

BD: 2/23/15 H/P/S: POLLED COLOR: RED BW: 87 ADJ. WW: 747  
 INTERIM 1/5 WT: 1145 INTERIM 88-DAY ADG: 3.92 LEPTIN: CT PMCH: AA

NJF FEISTS MASTERPEICE 7  
 KEYS MONUMENT 234A  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H %SA 91SA  
 NJF MISS MERCURY 623S 9AN  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

JSR JAMACA 431  
 MISS KEY JAMACA 26X  
 MISS KEY BANNER 175C

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

One of our top weaning calves with a real strong maternal line.



Lot 97

## 98 KEYS MONUMENT 54C

P704347

BW	WW	YW	Milk	MWW	CE	MCE
+3.9	+45	+92	+23	+45	-1.1	-0.3

BD: 2/24/15 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 697  
 INTERIM 1/5 WT: 1045 INTERIM 88-DAY ADG: 4.09 LEPTIN: TT PMCH: AT

NJF FEISTS MASTERPEICE 7  
 KEYS MONUMENT 234A  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H %SA 82SA  
 NJF MISS MERCURY 623S 15AN  
 KEYS HEFTY 1P 3AR  
 MISS KEY GARNET 19P

DJF 311X  
 MISS KEY POLLY 88A  
 MISS KEY POLLY 114Y

LINDENHILL TNT 753T  
 DJF MISS 311N  
 DJF 311U  
 MISS KEY POLLY 177T

He's one of the top Monument calves in the sale. These will be his first sons to sell and are a very consistent group.



Lot 98

## 99 KEYS MONUMENT 56C

P704349

BW	WW	YW	Milk	MWW	CE	MCE
+3.3	+29	+65	+20	+34	-0.8	+0.3

BD: 2/26/15 H/P/S: POLLED COLOR: RED BW: 85 ADJ. WW: 638  
 INTERIM 1/5 WT: 1020 INTERIM 88-DAY ADG: 3.81 LEPTIN: CT PMCH: AA

NJF FEISTS MASTERPEICE 7  
 KEYS MONUMENT 234A  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H %SA 91SA  
 NJF MISS MERCURY 623S 9AN  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

RCM P R FIRECRACKER  
 MISS KEY VICKI 4T  
 MISS KEY VICKI 7E PLD

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 SPRINGDALE TUCKER 28C  
 MIS KEY OPTIMUM PLD 227Z

This calf has a real strong maternal line.



**100****KEYS MONUMENT 71C**

P704354

BW	WW	YW	Milk	MWW	CE	MCE
+3.9	+39	+82	+20	+39	-1.3	-0.8

BD: 3/3/15 H/P/S: **POLLED** COLOR: **RED** BW: **86** ADJ. WW: **656**  
 INTERIM 1/5 WT: **1020** INTERIM 88-DAY ADG: **3.81** LEPTIN: **CT** PMCH: **TT**

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

[ BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P ] %SA **91SA**  
**9AN**

RCM P R FIRECRACKER  
**MISS KEY NOREEN 109W**  
 MISS KEY NOREEN 31R

[ TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 KEYS TOTAL 415S  
 MISS KEY NOREEN 67K ]

A stout made, moderate son of Monument.



Lot 100

**101****KEYS MONUMENT 74C**

P704355

BW	WW	YW	Milk	MWW	CE	MCE
+3.9	+48	+97	+24	+48	-1.5	-0.3

BD: 3/4/15 H/P/S: **POLLED** COLOR: **RED** BW: **90** ADJ. WW: **709**  
 INTERIM 1/5 WT: **1140** INTERIM 88-DAY ADG: **4.2** LEPTIN: **TT** PMCH: **AA**

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

[ BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P ] %SA **66SA**  
**25AR**  
**9AN**

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 ]

He is one of the red herd sire prospects in the sale. We are retaining a semen interest in this bull.



Lot 101

**102****KEYS MONUMENT 77C**

P704356

BW	WW	YW	Milk	MWW	CE	MCE
+5.5	+58	+110	+21	+50	-1.8	-0.5

BD: 3/5/15 H/P/S: **POLLED** COLOR: **RED** BW: **98** ADJ. WW: **759**  
 INTERIM 1/5 WT: **1175** INTERIM 88-DAY ADG: **4.43** LEPTIN: **CT** PMCH: **AT**

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

[ BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P ] %SA **91SA**  
**9AN**

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 ]

Another red herd sire prospect sired by Monument. His mother produced our Direct Fire herd sire.



Lot 102

**103****KEYS MONUMENT 83C**

P704360

BW	WW	YW	Milk	MWW	CE	MCE
+2.6	+53	+105	+22	+48	-0.4	-0.3

BD: 3/8/15 H/P/S: **POLLED** COLOR: **RED** BW: **85** ADJ. WW: **708**  
 INTERIM 1/5 WT: **1035** INTERIM 88-DAY ADG: **3.81** LEPTIN: **CT** PMCH: **AT**

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

[ BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P ] %SA **78SA**  
**13AR**  
**9AN**

MAC BAYSIDE 292X  
**MISS KEY GRACE 151Z**  
 MISS KEY GRACE 63S

[ MAC TORRINGTON 139T  
 MAC ROSLYN 268R  
 PFFR BEEF MAN 263  
 MISS KEY GRACE 30M ]

He is a moderate, thick, red heifer bull with a lot of eye appeal.



Lot 103



# 104 KEYS MONUMENT 84C TW P704361

BW	WW	YW	Milk	MWW	CE	MCE
+3.5	+54	+110	+21	+48	-1.3	-0.6

BD: 3/9/15 H/P/S: POLLED COLOR: RED BW: 76 ADJ. WW: 681  
 INTERIM 1/5 WT: 1085 INTERIM 88-DAY ADG: 4.2 LEPTIN: CT PMCH: TT

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

%SA 66SA  
 25AR  
 9AN

PFFR BEEF MAN 263  
**MISS KEY SILHOUETTE 192P**  
 MS KEY PL SILHOUETTE 59E

BADLANDS MR BEEF 805  
 RED RACHEL R405  
 KEYS TOTAL 415S  
 SBC GENTLE BREEZE

A low percentage calf with tremendous length.



Lot 104



Lot 106

# 105 KEYS MONUMENT 98C P704369

BW	WW	YW	Milk	MWW	CE	MCE
+2.6	+46	+85	+22	+45	-0.3	-0.3

BD: 3/15/15 H/P/S: POLLED COLOR: RED BW: 78 ADJ. WW: 691  
 INTERIM 1/5 WT: 1040 INTERIM 88-DAY ADG: 4.09 LEPTIN: CT PMCH: AA

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

%SA 91SA  
 9AN

RCM P R FIRECRACKER  
**MISS KEY LORRI 211X**  
 MISS KEY LORRI 38S

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 S PRINCE 407P  
 MISS KEY LORRI 45P

He's a low birth weight calf with tremendous length.

# 106 KEYS MONUMENT 90C P704363

BW	WW	YW	Milk	MWW	CE	MCE
+4.1	+51	+97	+21	+46	-1.4	-0.8

BD: 3/10/15 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 734  
 INTERIM 1/5 WT: 1075 INTERIM 88-DAY ADG: 3.75 LEPTIN: TT PMCH: AT

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

%SA 78SA  
 13AR  
 9AN

KEYS HIGHWAY 101W  
**MISS KEY CLAIRE 61Y**  
 MISS KEY CLAIRE 26W

JCG DIAMOND  
 MISS KEY ESTELLE 24G  
 PIE GET R DONE 684  
 MISS KEY CLAIRE 217M

This calf will catch your eye with his moderate frame and loads of volume and capacity.

# 107 KEYS MONUMENT 103C P704372

BW	WW	YW	Milk	MWW	CE	MCE
+1.5	+44	+82	+20	+42	0.0	+0.1

BD: 3/17/15 H/P/S: POLLED COLOR: RED BW: 77 ADJ. WW: 676  
 INTERIM 1/5 WT: 995 INTERIM 88-DAY ADG: 3.75 LEPTIN: CT PMCH: AT

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

%SA 84SA  
 10AN  
 6AR

NJF TOP LEVEL 41T  
**MISS KEY PATIENCE 12Z**  
 MISS KEY PATIENCE 164X

GGT P BLK QUANTUM 207M  
 NJF MISS FEIST 215M  
 RCM P R FIRECRACKER  
 MISS KEY PATIENCE 25R

A calf with eye appeal that should work for heifers.

# 108 KEYS MONUMENT 114C P704377

BW	WW	YW	Milk	MWW	CE	MCE
+0.3	+40	+83	+22	+42	+0.7	-0.3

BD: 3/23/15 H/P/S: POLLED COLOR: RED BW: 65 ADJ. WW: 655  
 INTERIM 1/5 WT: 945 INTERIM 88-DAY ADG: 3.58 LEPTIN: TT PMCH: AT

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

%SA 78SA  
 13AR  
 9AN

MAC BAYSIDE 292X  
**MISS KEY NOREEN 144Z**  
 MISS KEY NOREEN 53U

MAC TORRINGTON 139T  
 MAC ROSLYN 268R  
 PIE GET R DONE 684  
 MISS KEY NOREEN 31R

He is the lowest birthweight red calf in the sale.

# 109 KEYS MONUMENT 105C P704370

BW	WW	YW	Milk	MWW	CE	MCE
+1.0	+43	+82	+21	+43	+0.3	-0.5

BD: 3/17/15 H/P/S: POLLED COLOR: RED BW: 70 ADJ. WW: 664  
 INTERIM 1/5 WT: 1075 INTERIM 88-DAY ADG: 4.6 LEPTIN: TT PMCH: AA

NJF FEISTS MASTERPEICE 7  
**KEYS MONUMENT 234A**  
 MISS KEY GARNET 13S

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS HEFTY 1P  
 MISS KEY GARNET 19P

%SA 84SA  
 10AN  
 6AR

DJF 311U  
**MISS KEY CLAIRE 169Y**  
 MISS KEY CLAIRE 217M

MAC F1 PARADOX 63P  
 DJF MISS 311N  
 KEYS TOTAL 415S  
 KEY SALERS PB DAM

This calf puts it all together as a red herd sire for use on cows or heifers - a low BW of 70# with a 4.6 ADG and good, balanced EPDs. Selling 1/2 interest and full possession.



Lot 109

# J KEYS LONGSHOT 1X

BIRTH DATE: 1/20/10 H/P/S: POLLED COLOR: BLACK REG. #: P668995  
 BW: 70 ADJ. WW: 633 ADJ. YW: 1286 ADJ. REA: 13.8 LEPTIN: CT

BW	WW	YW	Milk	MWW	CE	MCE
+2.7	+62	+94	+22	+53	+0.9	0.2

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

SC POLLED LEGACY 23L %SA  
 CSS MISS CORNERSTONE LUCKY 46L **PURE-BRED**  
 SC POLLED MASTERPLAN 44M  
 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

Big time growth EPDs and lots of soundness and longevity in this purebred bull. His modest birthweight calves really grow. He has an outcross purebred pedigree for most Salers herds.



Ref. Sire J

# 110 KEYS LONGSHOT 11C

P704323

BW	WW	YW	Milk	MWW	CE	MCE
+4.6	+60	+97	+21	+51	-0.7	-0.2

BD: 2/8/15 H/P/S: POLLED COLOR: BLACK BW: 92 ADJ. WW: 733  
 INTERIM 1/5 WT: 1125 INTERIM 88-DAY ADG: 4.2 LEPTIN: CC PMCH: AA

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

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

KEYS ROCKSTAR 95X  
**MISS KEY TOPS 92A**  
 MISS KEY TOPCOAT 42L

NJF TOP LEVEL 41T  
 MISS KEY ESTELLE 10N  
 KEYS TOPCOAT 116H  
 MISS KEY EFFIE 141J

This calf should stretch out a calf crop that will add pounds to your bottom line.



Lot 110

# 111 KEYS LONGSHOT 13C

P704328

BW	WW	YW	Milk	MWW	CE	MCE
+3.8	+57	+94	+22	+50	-0.6	-0.9

BD: 2/10/15 H/P/S: POLLED COLOR: RED BW: 84 ADJ. WW: 719  
 INTERIM 1/5 WT: 1095 INTERIM 88-DAY ADG: 4.15 LEPTIN: TT PMCH: AA

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

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

NJF FEISTS MASTERPEICE 7  
**MISS KEY CLAIRE 184A**  
 MISS KEY CLAIRE 217M

BEV MASTERPIECE 110H  
 NJF MISS MERCURY 623S  
 KEYS TOTAL 415S  
 KEY SALERS PB DAM

This calf has an excellent profile. He is one of our purebreds and has high maternal value.

# 112 KEYS LONGSHOT 49C

P704343

BW	WW	YW	Milk	MWW	CE	MCE
+3.7	+55	+92	+20	+48	-0.2	-0.4

BD: 2/23/15 H/P/S: POLLED COLOR: BLACK BW: 84 ADJ. WW: 710  
 INTERIM 1/5 WT: 1060 INTERIM 88-DAY ADG: 4.2 LEPTIN: CC PMCH: AA

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

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

DJF 311X  
**MISS KEY EMBER 162A**  
 MISS KEY EMBER 69L

LINDENHILL TNT 753T  
 DJF MISS #11N  
 KEYS TOPCOAT 116H  
 MISS KEY EMBER 13G PLD

This is another calf that should stretch out a calf crop and is a purebred to offer maximum heterosis.

# 113 KEYS LONGSHOT 81C

P704357

BW	WW	YW	Milk	MWW	CE	MCE
+2.8	+58	+98	+14	+42	+0.1	+0.1

BD: 3/6/15 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 702  
 INTERIM 1/5 WT: 1100 INTERIM 88-DAY ADG: 4.03 LEPTIN: CT PMCH: AA

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

SC PLD BLK RAZOR 34R  
 CS POLLED REGENCY 7R %SA  
 SC POLLED BLACK MEDALLION 19M **63SA**  
 MISS KEY MEDAL 79H **25CH**  
**12AN**

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

Here is a chance to put a shot of Charolais in your calf crop and keep them black.



# 114 KEYS DESIGN 147C P704387

BW	WW	YW	Milk	MWW	CE	MCE
+0.1	+49	+101	+17	+41	+0.8	+0.3

BD: 3/31/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 75 ADJ. WW: 671  
 INTERIM 1/5 WT: 1020 INTERIM 88-DAY ADG: 4.15 LEPTIN: **CC** PMCH: **AA**

B/R NEW DESIGN 036  
**J W K NEW DESIGN 0028**  
 J W K GAINES LADY 8062

V D A R NEW TREND 315  
 B/R BLACKCAP EMPRESS 76 %SA **41SA**  
 N BAR EMULATION EXT **50AN**  
 ANKONY GAINES LADY 105R **9XX**

CCHS BALANCE ALAMO 824P  
**CCHS MS BAL PATRIOT 737X**  
 CCHS MISS PATRIOT 682N

JCGG BK PLD BALANCE 145L  
 CCHS MS AL PATRIOT 559M  
 KK POLLED BLACK OUTCROSS 76G  
 CCHS MISS PATRIOT 539D

He's a low birthweight son of our foundation Angus bull New Design 0028.



**JWK New Design 0028**

# 115 KEYS WYATT 92C P704366

BW	WW	YW	Milk	MWW	CE	MCE
+0.4	+54	+96	+23	+50	+0.9	+0.3

BD: 3/12/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 72 ADJ. WW: 783  
 INTERIM 1/5 WT: 1120 INTERIM 88-DAY ADG: 4.49 LEPTIN: **TT** PMCH: **AT**

SRS WYATT EARP 965W  
**DJF 850Y**  
 DJF UNIQUE 850U

SRS SAFE BET 9529S  
 SRS PRETTY FACE 0121L %SA **84SA**  
 DJF ROLEN 5002R **12AR**  
 DJF POLLED ELSIE 50E **4AN**

DJF 311X  
**MISS KEY PAIGE 133A**  
 MISS KEY PAIGE 4W

LINDENHILL TNT 753T  
 DJF MISS 311N  
 PIE GET R DONE 684  
 MISS KEY PAIGE 4L

He's out of a heifer and should work on heifers. Above average gain.

# 116 KEYS MASTERPIECE 136C P704384

BW	WW	YW	Milk	MWW	CE	MCE
+3.2	+50	+100	+16	+41	-1.2	-0.5

BD: 3/28/15 H/P/S: **POLLED** COLOR: **RED** BW: 85 ADJ. WW: 674  
 INTERIM 1/5 WT: 1000 INTERIM 88-DAY ADG: 3.69 LEPTIN: **CT** PMCH: **AA**

BEV MASTERPIECE 110H  
**NJF FEISTS MASTERPEICE 7**  
 NJF MISS MERCURY 623S

MAC MICHAELANGELO 66D  
 BEV EMMA 262E %SA **75SA**  
 KKCC MERCURY 416P **25AR**  
 NJF MISS MAGISTRATE 721G

PFFR BEEF MAN 263  
**MISS KEY CHANDRA 10R**  
 MISS KEY CHANDRA 25G PLD

BADLANDS MR BEEF 805  
 RED RACHEL R405  
 KEYS POLLED REDWOOD 60E  
 MISS KEY CHANDRA 4E

Length equals pounds and he should add both to a calf crop.

# 117 KEYS MASTERPIECE 192C P704392

BW	WW	YW	Milk	MWW	CE	MCE
+1.7	+49	+90	+20	+45	+0.3	-0.5

BD: 4/10/15 H/P/S: **POLLED** COLOR: **RED** BW: 80 ADJ. WW: 692  
 INTERIM 1/5 WT: 985 INTERIM 88-DAY ADG: 3.75 LEPTIN: **TT** PMCH: **AT**

BEV MASTERPIECE 110H  
**NJF FEISTS MASTERPEICE 7**  
 NJF MISS MERCURY 623S

MAC MICHAELANGELO 66D  
 BEV EMMA 262E %SA **75 SA**  
 KKCC MERCURY 416P **25AR**  
 NJF MISS MAGISTRATE 721G

OHR 9502 MR ROBUST 18N  
**MISS KEY GOLD 201W**  
 MISS KEY GOLD 42T

BADLANDS MR BEEF 805  
 MESSMER OPHELIA 9502  
 S PRINCE 407P  
 MISS KEY GOLD MEDAL 174G

These Masterpiece sons have high maternal value.

# 118 KEYS TOP LEVEL 36C TW P704339

BW	WW	YW	Milk	MWW	CE	MCE
+0.2	+44	+78	+15	+37	+0.8	+0.4

BD: 2/18/15 H/P/S: **POLLED** COLOR: **BLACK** BW: 65 ADJ. WW: 644  
 INTERIM 1/5 WT: 1045 INTERIM 88-DAY ADG: 4.43 LEPTIN: **CT** PMCH: **AA**

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

KEYS LONGSHOT 1X  
**MISS KEY PATIENCE 2A**  
 MISS KEY PATIENCE 30Y

SC PLD BLK TRADER 107T  
 MISS KEY MELODY 114P  
 KEYS MATRIX 99T  
 MISS KEY PATIENCE 179U

He should be a slam-dunk heifer bull.

# 119 KEYS JENGA 26C P704331

BW	WW	YW	Milk	MWW	CE	MCE
+2.2	+33	+70	+14	+30	0.0	-0.2

BD: 2/14/15 H/P/S: **POLLED** COLOR: **RED** BW: 87 ADJ. WW: 622  
 INTERIM 1/5 WT: 1115 INTERIM 88-DAY ADG: 4.77 LEPTIN: **TT** PMCH: **AA**

KEYS ACCEL 6X  
**KEYS JENGA 18Z**  
 MISS KEY REGAN 131X

LAZY J&J ACCEL 68  
 MISS KEY LORRI 104U %SA **69SA**  
 RCM P R FIRECRACKER **31AR**  
 MISS KEY REGAN 143R

DJF 311U  
**MISS KEY LYDIE 99Y**  
 MISS KEY LYDIE 116L

MAC F1 PARADOX 63P  
 DJF MISS 311N  
 KEYS TOPCOAT 116H  
 MISS KEY LYDIE 173B

Here is one of our composite bulls carrying all of our desirable DNA markers and is also one of our high gaining bulls.



**Keys Jenga 18Z, sire of Lot 119**

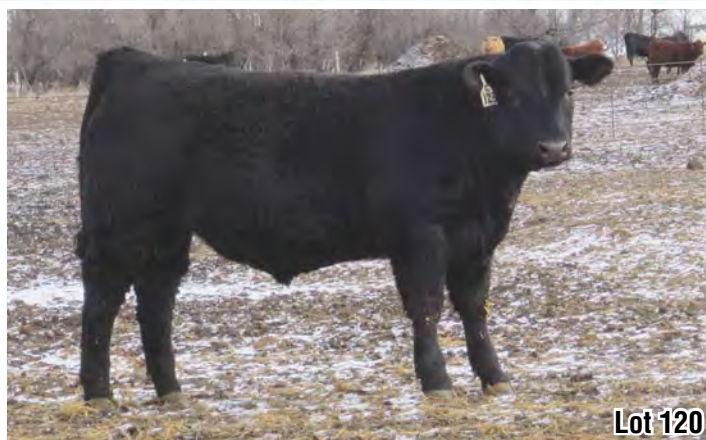
## 120 KEYS ALBERT 123C P704382

BW	WW	YW	Milk	MWW	CE	MCE
-1.8	+32	+61	+14	+30	+1.6	+0.2

BD: 3/25/15 H/P/S: POLLED COLOR: BLACK BW: 60 ADJ. WW: 607  
 INTERIM 1/5 WT: 925 INTERIM 88-DAY ADG: 3.75 LEPTIN: CC PMCH: AT

NJF TOP LEVEL 39X [ NJF TOP LEVEL 41T %SA 69SA  
 RAO ALBERT [ NJF MISS FEIST 731T 25CH  
 RAO WAUMA 914W [ NJF SILVERSMITH 45S 6AN  
 [ RAO 06L  
 [ WRANGLER HEADLINER 28N  
 MISS KEY CHANDRA 58Z [ STER STAR'S HONOR 4L  
 MISS KEY CHANDRA 2R [ W BAR VIEW 77N  
 [ MISS KEY CHANDRA 1N

Here's a for sure black heifer bull.



Lot 120

## 121 KEYS ALBERT 159C P704390

BW	WW	YW	Milk	MWW	CE	MCE
+2.1	+53	+99	+16	+42	-0.2	-0.1

BD: 4/3/15 H/P/S: POLLED COLOR: BLACK BW: 86 ADJ. WW: 705  
 INTERIM 1/5 WT: 1060 INTERIM 88-DAY ADG: 4.49 LEPTIN: CT PMCH: AA

NJF TOP LEVEL 39X [ NJF TOP LEVEL 41T %SA 63SA  
 RAO ALBERT [ NJF MISS FEIST 731T 25CH  
 RAO WAUMA 914W [ NJF SILVERSMITH 45S 12AN  
 [ RAO 06L  
 [ WRANGLER HEADLINER 28N  
 MISS KEY PATIENCE 79Z [ STER STAR'S HONOR 4L  
 MISS KEY PATIENCE 6R [ J W K NEW DESIGN 0028  
 [ MISS KEY PATIENCE 20N

He's a quarter Charolais black bull whose mother produced a top seller last year at \$6250.



ROA Albert, sire of Lots 120 & 121

## 122 KEYS CLYDE 14C TW P704327

BW	WW	YW	Milk	MWW	CE	MCE
+2.0	+47	+90	+9	+32	-0.5	+0.1

BD: 2/10/15 H/P/S: POLLED COLOR: RED BW: 90 ADJ. WW: 723  
 INTERIM 1/5 WT: 1270 INTERIM 88-DAY ADG: 4.55 LEPTIN: CT PMCH: AA

WRANGLER HEADLINER 28N [ WMG SHERIFF ACE 27H %SA 25SA  
 PRO-CHAR CLYDE 79T [ MOORMAID FOCUS 810H 50CH  
 STER STAR'S HONOR 4L [ STERLING HOSS HONOR 1H 25AN  
 [ HHT MS POLL STAR 1A  
 [ B/R NEW DESIGN 036  
 MISS KEY STACY 10S [ J W K GAINES LADY 8062  
 MISS KEY MEDAL 81H [ KEYS HEAVY MEDAL 23F PLD  
 [ KPS MISS SLAM 55Y

He's one of the few Clyde sons in our offering this year. This calf posted an impressive 870# WW, and has continued at 4.5 ADG on our 88 day interim test.



Pro-Char Clyde 79T, sire of Lot 122

## 123 KEYS TRIPLE THREAT 190C P704402

BW	WW	YW	Milk	MWW	CE	MCE
+4.1	+47	+97	+15	+38	-1.4	-0.3

BD: 4/10/15 H/P/S: POLLED COLOR: BLACK BW: 98 ADJ. WW: 692  
 INTERIM 1/5 WT: 1070 INTERIM 88-DAY ADG: 4.6 LEPTIN: CT PMCH: TT

WRANGLER DOUBLESOT 11S [ PRO-CHAR MAXIM 38N %SA 25SA  
 SDC TRIPLE THREAT 852U [ PRO-CHAR LAKOTA 15P 50CH  
 SDC MISS BERNINA 47L [ 2UP PEUGEOT ET 25AN  
 [ RKG HOLLYWOOD 67H  
 [ B/R NEW DESIGN 036  
 MISS KEY GYPSY 56W [ J W K GAINES LADY 8062  
 MISS KEY GYPSY 35L [ KEYS TOPCOAT 116H  
 [ MISS KEY GYPSY 46G PLD

One of the black 50% Charolais bull in the sale and it shows up right away in the rate of gain.

## 124 KEYS TRIPLE THREAT 201C P704406

BW	WW	YW	Milk	MWW	CE	MCE
+3.4	+42	+93	+13	+34	-1.0	+0.1

BD: 4/13/15 H/P/S: POLLED COLOR: BLACK BW: 90 ADJ. WW: 663  
 INTERIM 1/5 WT: 980 INTERIM 88-DAY ADG: 4.03 LEPTIN: CT PMCH: TT

WRANGLER DOUBLESOT 11S [ PRO-CHAR MAXIM 38N %SA 25SA  
 SDC TRIPLE THREAT 852U [ PRO-CHAR LAKOTA 15P 50CH  
 SDC MISS BERNINA 47L [ 2UP PEUGEOT ET 25AN  
 [ RKG HOLLYWOOD 67H  
 [ B/R NEW DESIGN 036  
 MISS KEY RENA 53R [ J W K GAINES LADY 8062  
 MISS KEY POWERPOINT 43H [ KEYS PLD POWERPOINT 83F  
 [ XSR BO'S MISS LYRE 14C

Another black halfblood Charolais bull with good rate of gain.

# NOTES

*In heaven,  
the gardens are  
now especially well tended,  
the children are  
very well loved  
and the books are well read.*

*We miss her.*

***Loretta Effertz***

*October 29, 1926 –  
April 17, 2015*



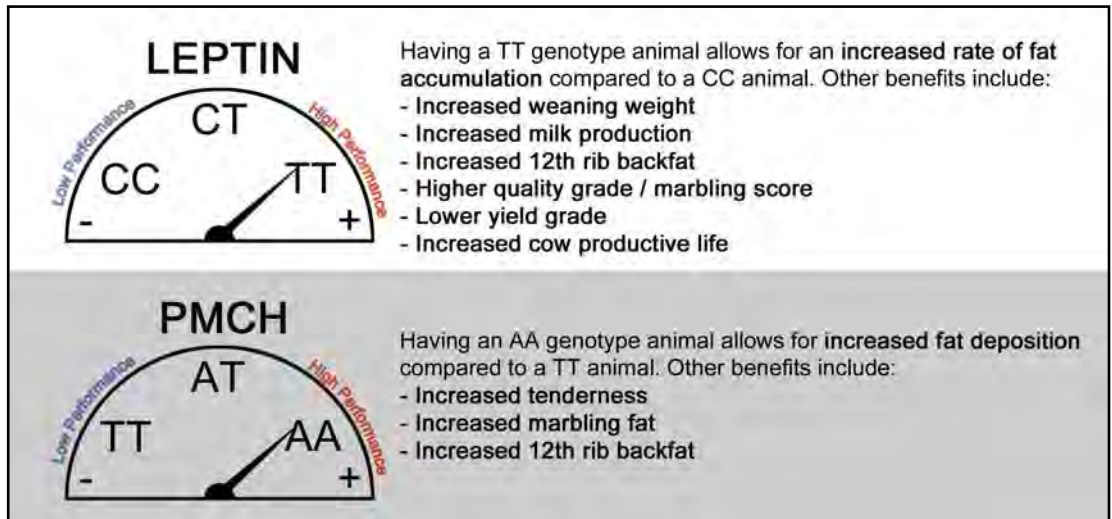
# WHY DO WE LEPTIN & PMCH TEST OUR BULLS?

Dr. Eric DeVuyst, OSU Ag Economist wrote in an Oklahoma Extension Service circular The Economics of Gene Testing...

Genotype (TT) fed cattle are more profitable than lean genotype (CC) cattle. Differences in profit range from \$14 to \$60 per head.

The same mutation has been investigated in milk production and beef calf weaning weight. DeVuyst et al. (2008) also report heavier calf weaning weights for TT and CT cows. The effect was significant in crossbred cows. TT cows wean heavier calves than CC cows. Cross-bred TT cows wean calves weighing 27 pounds more than calves weaned from crossbred CC cows.

Their analysis found that TT and CT cows were more profitable than CC cows due to 1) higher calf weaning weights and 2) longer productive lives. Differences in profitability ranged from \$15 to \$39 per year depending on breed.





## 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.

**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**

17350 Hwy. 1804 N. • Bismarck, ND 58503

Ph: 701-223-5202 • Fax: 701-223-5458

[effertz@bektel.com](mailto:effertz@bektel.com)

PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
[LivestockDirect.net](http://LivestockDirect.net)  
PERMIT NO. 29



**38th Annual Bull Sale**  
**Thursday, March 10, 2016**

**Rugby Livestock, Rugby, ND • 1 p.m. CST**

**69 Charolais Bulls • 55 Salers Optimizer Bulls**

**Auctioneer: Tracy Harl**



**Lot 109**



**Lot 97**

