

# HIGH-IMPACT GENETICS ...



**35th Annual Bull Sale**  
**Saturday,**  
**February 16, 2013**

**Prairie Skies Arena, Mandan, ND**  
**1:00 pm CST**

**69 Charolais Bulls**  
**64 Salers x Angus Optimizer Bulls**  
**50 Bred Commercial Optimizer Heifers**

**EFFERTZ**  
**KEY RANCH**

# HIGH-IMPACT GENETICS ...



## *Welcome to our 35th Annual Bull Sale.*

As I write this I have been reading one of the market forecasting gurus. His 2013 take is \$1.40 plus on fat cattle and \$5.00 corn. If he's right, I'll let you do the math on feeder cattle, but it would have to be a good year. Bottom line is hang onto those cows, we all can't be farmers, and hope for a good year for calving and mother nature's cooperation with moisture. The next thing we can do to take advantage of this market is to produce pounds, which leads us to Effertz Key Ranch's time tested program of combining Angus and Salers genetics maternally, and the Charolais bull for the pound making terminal cross.

We are pleased with the offering of 69 Charolais bulls and 64 Salers composite bulls in our 35th annual bull sale. Once again nearly half the Charolais bull offering are sons or grandsons of our Ten-acious bull. Ten-acious bulls are linebred with excellent performance, quiet disposition, and low birth EPDs.

Also included are 11 sons of our red purebred Charolais bull, Pro-Char Clyde 79T. These bulls will carry the buckskin gene and are buckskin colored themselves. For those of you who want to use Charolais bulls, but remain in a black hided program, the research on these colored Charolais bulls indicates they tend to throw black calves off of black cows or in the case of a red gene in a black cow, a red calf. Along with the 12 purebred sons of Clyde, we also have nine Clyde bulls in our composite offering, eight of which are black, one red.

In our composite offering, we are heavy on the black side with various percentages of Angus and Salers genetics to provide an opportunity to select for more British or Continental influence. These bulls will offer strong maternal traits, excellent calving ease, and tremendous vigor at birth. A majority of these bulls have a moderate 5 to 6 frame score. When assessing these bulls, keep in mind the birth dates because we've moved a large segment of our composite cowherd to April calving. We do not creep feed our calves and we are pleased with their rate of gain. It's interesting to note that the

composite sons of Clyde out of our Salers/Angus composite cow herd had noticeably lower birth weights than our purebred Charolais Clyde sons.

We've included a sample of composite genetics in a select group of 50 commercial bred heifers due to calve in April.

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

I want to take a moment to congratulate the North Dakota Stockmen's Association for their leadership in defeating Measure #5 this fall. Effertz Key Ranch encourages your membership and participation with the NDSA. If you are not a member and want to join, we will pay half of your membership fee if you purchase a bull. Stop and see us at the sale where we will have membership forms.

With the acceptance of our commercial replacement heifers we are always looking to increase our numbers of replacement females that are sired by our Composite bulls or semen. If you have some available, give me a call.

There will be videos of the individual sale bulls on our website [www.effertzkeyranch.com](http://www.effertzkeyranch.com) on Feb. 2.

We welcome your calls and visits before the sale and as always, we will do all we can to assist you in your selections. Having you get the bull you want... the right bull... is the key to our success.

*Roger Effertz*

**EFFERTZ  
KEY RANCH**

# 35th Annual Bull Sale

Saturday,  
February 16, 2013

Prairie Skies Arena • Mandan, ND • 1:00 pm CST



*Selling 133 Bulls • 50 Bred Heifers*

- 69 Charolais Bulls ..... Pages 2-15  
For added value with calving ease, increased performance and higher carcass value
- 64 Optimizer Bulls ..... Pages 16-27  
Choose your level of Salers influence from a wide spectrum of red and black composite bulls
- 50 Bred Commercial Optimizer Heifers ..... Page 28

**Sale Day Phones:**

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

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

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

**Video:** A video of individual bulls will be available on our website, [www.effertzkeyranch.com](http://www.effertzkeyranch.com) on Feb. 2.

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

**Feed:** Bulls can be wintered at at cost.

**Financing:** Our popular half now, half later financing will be offered again this year. Pay half sale day and half when you pick up your bull or by April 1, whichever comes first, interest free until April 1.

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

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

**Final Performance:** The ADG in the catalog is a mid-test gain. Yearling weights, ADG, WDA, scrotal measurements, REA and Profit Index will be available on our website Feb.2. Visit: [www.effertzkeyranch.com](http://www.effertzkeyranch.com). Call us and we'll be happy to mail, fax or email a copy of the final performance data.

**Absentee Bidders:** If you are unable to attend the sale, please contact Neil (701-471-0153), Roger (701-720-1156), Kevin (701-720-1363) or Kris Petersen (701-339-0305) to discuss the bulls and arrange to place a bid. Please refer to page 28 for more information on DV Auction procedures.



**Sale Headquarters:**

Seven Seas Hotel, 2611 Old Red Trail, Mandan, ND 58554, 701-663-7401. Ask for the Effertz Key Ranch block of rooms and rate.

**Join Us!** The sale cattle will be penned and ready to look at Friday, February 15. Join us for lunch before the sale.

**Directions to Sale Site:**

Prairie Skies Arena, 3085 ND 1806, Mandan ND 58554

About 10.6 miles north of Mandan. Take exit 153 off I-94. Go north .3 miles toward Hwy 1806, take a slight left on Township Road 10 for .7 miles. Go right on Hwy 1806 9.6 miles. Prairie Skies Arena will be on the left.

**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, Western Livestock Reporter.....605-226-8925

**Our Exclusive Profit Index:** Designed by NDSU research specialists, our profit index is a combined index of a terminal cross sire's value in a retained ownership scenario and predicts carcass yield, feedlot gain and final carcass weight, the most economically significant criteria for profit. The Profit Index will be online at [www.effertzkeyranch.com](http://www.effertzkeyranch.com) with all the final performance on Feb. 2.



**Sale Manager & Auctioneer**  
**Auction Effertz, Ltd.**  
Your Market Masters • NEIL & JAN EFFERTZ  
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# A KEYS SPECIALIST 18U

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

CE	BW	WW	YW	Milk	MCE	MTNL
2.2	1.6	19	40	2	6.9	11

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

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

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

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

*This is the third sale where we will offer Specialist sons. The past two years, the Specialist sons were the most popular bulls in the sale with their style and performance. Specialist is an outstanding son of Ten-acious out of a tremendous Peugeot donor cow. He is a perfect 10 for tenderness and a TT for leptin.*

# 1 KEYS SPECIALIST 29Z TW

BIRTH DATE: 2/14/12 H/P/S: HORNED COLOR: WHITE REG. #: M819562  
 BW: 80 ADJ. WW: 638 LEPTIN: CT ADG: 5.21

CE	BW	WW	YW	Milk	MCE	MTNL
-1.8	3.4	25	49	6	4.3	19

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

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

KEYS RAVEN 205D PLD ET  
**MISS KEY BISKIT 26T**  
 MISS KEY BISKIT 412H

NZL POLLED RAVEN 165Y  
 MISS KEY 411S  
 2UP PEUGEOT ET  
 MISS KEY BULLETSLADY952Y

*The Specialist bulls were well received in our last two sales. They're good footed, well muscled with style. This bull comes in with a 5.21 mid-test gain.*

# 3 KEYS SPECIALIST 44Z

BIRTH DATE: 2/19/12 H/P/S: POLLED COLOR: WHITE REG. #: M819566  
 BW: 90 ADJ. WW: 619 LEPTIN: CT ADG: 5.27

CE	BW	WW	YW	Milk	MCE	MTNL
1.7	1.9	20	39	-1	7.4	9

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

CARDINAL WESTERN MAVERICK  
**MISS KEY TAM 35R**  
 MISS KEY TAM 396H ET

CARDINALS MAVERICK 9023P  
 CARDINALS LADY A111P  
 2UP PEUGEOT ET  
 MISS KEY STAMINA 8165X

*Nice patterned, clean made son of Specialist with a mid-test gain of 5.27.*

# 5 KEYS SPECIALIST 74Z TW

BIRTH DATE: 2/26/12 H/P/S: POLLED COLOR: WHITE REG. #: M821612  
 BW: 84 ADJ. WW: 645 LEPTIN: TT ADG: 6.16

CE	BW	WW	YW	Milk	MCE	MTNL
-4.2	4.1	31	59	1	2.5	16

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

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

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

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

*You can almost witness this guy's performance from day to day. He's a real doer. At over 6 pounds of gain per day, he is a definite converter of feed to muscle and sired by Specialist, the sire who puts in muscle, shape, and style.*



REF. SIRE A

# 2 KEYS SPECIALIST 30Z

BIRTH DATE: 2/14/12 H/P/S: POLLED COLOR: WHITE REG. #: M819563  
 BW: 99 ADJ. WW: 630 LEPTIN: TT ADG: 5.48

CE	BW	WW	YW	Milk	MCE	MTNL
-0.8	2.9	26	48	2	5.6	15

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

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

KEYS MARK IT 9R  
**MISS KEY DOLL 9U**  
 DCR MS F ONE N263

KEYS MARK IT 157M  
 MISS KEY LEANNE 79N  
 SNOWPOINT FORMULA ONE25E  
 DCR MISS REBOK 627

*A tremendously long bodied Specialist son. Length is performance and this guy has got it with a 5.48 mid-test gain.*

# 4 KEYS SPECIALIST 78Z

BIRTH DATE: 2/26/12 H/P/S: POLLED COLOR: WHITE REG. #: M819575  
 BW: 98 ADJ. WW: 726 LEPTIN: CT ADG: 5.41

CE	BW	WW	YW	Milk	MCE	MTNL
-1.1	3.1	29	48	3	4.4	17

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

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

2UP PEUGEOT ET  
**MISS KEY EVERMORE 178N**  
 MISS KEY EVERMORE 263J

2UP LIMITED EDITIONL147  
 PALGROVEESTELLA14PKJ124E  
 KEYS RICH-N-RARE 14G PLD  
 MISS KEY EVERMORE 57FPLD

*A bigger framed, long bodied Specialist son with a whopping 5.41 mid-test gain. This bull, just like all the Specialist bulls, exhibits wide level hip and extra muscle dimension through his lower hind quarter.*



Lot 5

## 6 KEYS SPECIALIST 100Z

BIRTH DATE: 3/4/12 H/P/S: POLLED COLOR: WHITE REG. #: M819577  
 BW: 98 ADJ. WW: 779 LEPTIN: TT ADG: 4.86

CE	BW	WW	YW	Milk	MCE	MTNL
-2.0	3.3	28	56	5	2.7	19

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

TARGET PLD MAVERICK 26M  
**MISS KEY MAYBELLINE 32P**  
 LTC MAYBELLINE 539 PLD

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

TARGET DERRICK 11D  
 TARGET PLD GINNY 26G  
 EC BRONSON 204 POLLED  
 LTC MISS NORWOOD 895X

*Here's a herd bull. He's got the look, he's got the muscling, he's got the performance, and he's got the credentials to be a big time herdsire. His mother, a maternal half sister to Tenacious' mother 73N, has consistently produced top indexing calves, both bulls and females alike.*



Lot 6

## 7 KEYS SPECIALIST 98Z

BIRTH DATE: 3/4/12 H/P/S: POLLED COLOR: WHITE REG. #: M819578  
 BW: 90 ADJ. WW: 648 LEPTIN: CT ADG: 4.79

CE	BW	WW	YW	Milk	MCE	MTNL
2.3	1.1	19	39	0	3.9	10

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

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

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

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

*This Specialist son is a smooth, well balanced bull with a long, level top and a 4.79 mid-test gain.*

## 8 KEYS SPECIALIST 145Z

BIRTH DATE: 3/20/12 H/P/S: POLLED COLOR: WHITE REG. #: M819614  
 BW: 88 ADJ. WW: 688 LEPTIN: CT ADG: 4.38

CE	BW	WW	YW	Milk	MCE	MTNL
0.1	1.2	23	41	7	2.1	18

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

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

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

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

*A long sided, well muscled bull that comes from one of the top McHenry cows in our herd. Her Bronson bull brought \$6,750 in last year's sale.*



## B "KRYPTON" KEYS TENACIOUS 36U

BIRTH DATE: 2/6/08 H/P/S: POLLED COLOR: WHITE REG. #: M761134  
 BW: 78 ADJ. WW: 697 ADJ. YW: 1172 LEPTIN: CT

CE	BW	WW	YW	Milk	MCE	MTNL
8.8	-2.0	7.0	16.0	-3.0	8.5	1.0

KEYS MCTENDER 279P  
**KEYS TENACIOUS 166S**  
 MISS KEY MAYBELL 73N

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

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 P

Keys Tenacious 36U "Krypton" is a homozygous polled, reliable calving-ease sire used exclusively on our first-calf heifers. Krypton is moderately framed, clean jointed, clean sheathed and clean fronted. His structurally sound calves have excellent performance out of a true calving-ease sire.

## 9 KEYS ATOMIC 2Z

BIRTH DATE: 2/3/12 H/P/S: POLLED COLOR: WHITE REG. #: M820025  
 BW: 80 ADJ. WW: 747 LEPTIN: CT ADG: 5.55

CE	BW	WW	YW	Milk	MCE	MTNL
4.9	0.3	25	44	2	6.0	14

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS UNO 231U  
**MISS KEY TOREE 93X**  
 MISS KEY TOREE 193U

KEYS UNO 1S  
 MISS KEY DALENNA 20M  
 KEYS TEN-ACIOUS 166S  
 MISS KEY TOREE 169M

Your first impression of Keys Atomic 2Z is, "I need to get a better look at him." You can't help but notice this bull is complete, smooth made, nice headed, long, level, and wide made from front to back. He carries his muscle deep into his quarter and is very sound in his overall makeup. He's low birth (out of a first-calf heifer), linebred Tenacious with a great disposition. He's also performing well with a 5.55 mid-test gain. We are retaining an interest in this bull.

## 10 KEYS KRYPTON 1Z

BIRTH DATE: 2/1/12 H/P/S: POLLED COLOR: WHITE REG. #: M820023  
 BW: 75 ADJ. WW: 672 LEPTIN: CC ADG: 4.45

CE	BW	WW	YW	Milk	MCE	MTNL
7.9	-1.4	16	24	-2	7.2	6

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS UNO 1S  
**MISS KEY MAYBELL 24X**  
 MISS KEY MAYBELL 178U

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 LVB LUCK OF THE DRAW L306  
 MISS KEY MAYBELL 73N

The Krypton progeny are low birth weight bulls with excellent performance and muscling. This bull is Tenacious bred on the top side and goes back to Tenacious's dam on the bottom side.

## 12 KEYS KRYPTON 18Z

BIRTH DATE: 2/11/12 H/P/S: POLLED COLOR: WHITE REG. #: M820022  
 BW: 75 ADJ. WW: 603 LEPTIN: TT ADG: 4.66

CE	BW	WW	YW	Milk	MCE	MTNL
6.6	-1.3	11	18	1	6.7	7

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS UNO 231U  
**MISS KEY CHABLIS 71X**  
 MISS KEY CHABLIS 73U

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

Another linebred Krypton son with a 75 lb. BW.



This Char-cross calf is sired by an Effertz Key Ranch bull purchased by our good customer Henry Ranch, Jerry, Sean and Joe, Westhope, ND.



Lot 9

## 11 KEYS KRYPTON 7Z

BIRTH DATE: 2/5/12 H/P/S: POLLED COLOR: WHITE REG. #: M820027  
 BW: 80 ADJ. WW: 689 LEPTIN: TT ADG: 4.18

CE	BW	WW	YW	Milk	MCE	MTNL
6.3	-0.9	17	29	1	6.2	10

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS UNO 231U  
**MISS KEY KAREL 125X**  
 MISS KEY KAREL 39U

KEYS UNO 1S  
 MISS KEY DALENNA 20M  
 KEYS TEN-ACIOUS 166S  
 MISS KEY KAREL 231N

Five of these Krypton bulls are three quarter brothers. They're all linebred Tenacious out of 1st calf heifers, all polled with excellent performance and light birth weights ... exceptional uniformity.

## 13 KEYS KRYPTON 25Z

BIRTH DATE: 2/13/12 H/P/S: POLLED COLOR: WHITE REG. #: M820024  
 BW: 86 ADJ. WW: 690 LEPTIN: TT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
6.0	-0.3	15	33	2	6.5	10

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS 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

It gets redundant talking about these Krypton bulls, but the fact is, they're all complete, very uniform, and all out of 1st calf heifers.

# 14 KEYS KRYPTON 34Z

BIRTH DATE: 2/16/12 H/P/S: POLLED COLOR: WHITE REG. #: M820026  
 BW: 84 ADJ. WW: 711 LEPTIN: CC ADG: 4.66

CE	BW	WW	YW	Milk	MCE	MTNL
6.4	-0.9	21	31	1	7.0	11

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS POLLED RIATA 97H  
**MISS KEY MEG 17X**  
 MISS KEY MEG 124U

ASC ELIMINATOR 032  
 LTC MS DEMPSEY 335  
 KEYS UNO 1S  
 MISS KEY MEG 4R

*Muscle, style and depth of rib exemplify this bull's phenotype. He's good haired with a great temperament and is double bred for calving ease on both the top and bottom sides of his pedigree.*



Lot 14

# 15 KEYS KRYPTON 85Z

BIRTH DATE: 2/29/12 H/P/S: POLLED COLOR: WHITE REG. #: M820028  
 BW: 88 ADJ. WW: 767 LEPTIN: TT ADG: 4.86

CE	BW	WW	YW	Milk	MCE	MTNL
3.5	1.1	29	47	1	4.5	15

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

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

*One of the nicest made bulls in the sale, really complete and well balanced from all angles. He's just a downright good looker with a weaning weight ratio of 112.*



Lot 15

# 16 KEYS KRYPTON 121Z

BIRTH DATE: 3/9/12 H/P/S: POLLED COLOR: WHITE REG. #: M820021  
 BW: 84 ADJ. WW: 787 LEPTIN: TT ADG: 5.00

CE	BW	WW	YW	Milk	MCE	MTNL
4.5	0.6	29	49	2	5.3	16

KEYS TEN-ACIOUS 166S  
**KEYS TENACIOUS 36U**  
 JLS ASSERTION 473 PLD

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

KEYS UNO 231U  
**MISS KEY DENISE 36X**  
 MISS KEY DENISE 162U

KEYS UNO 1S  
 MISS KEY DALENNA 20M  
 KEYS TEN-ACIOUS 166S  
 MISS KEY DENISE 355M

*A well balanced, good muscled Krypton calf with an 84 lb. birth weight, ratioed 115 on his weaning weight and has a 5.00 mid-test gain. His maternal side is one of the very best cow families in our herd.*



Kevin, Bryan and Randy working cattle last September.



## C KEYS TEN-ACIOUS 166S

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

CE	BW	WW	YW	Milk	MCE	MTNL
1.2	2.3	44	84	-9	4.9	13

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

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

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

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

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

## 17 KEYS TENACIOUS 60Z TW

BIRTH DATE: 2/22/12 H/P/S: POLLED COLOR: WHITE REG. #: M819571  
 BW: 80 ADJ. WW: 588 LEPTIN: TT ADG: 4.73

CE	BW	WW	YW	Milk	MCE	MTNL
-3.2	3.9	33	62	0	4.1	17

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

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

LHD CIGAR E46  
**MISS KEY LACE 33T**  
 MISS KEY LACE 42L

LHD MR PERFECT Y416  
 LHD MS CLASSIC BELL X613  
 CF FRONTLINE 1241 ET  
 MISS KEY DISTANCE 32E

A typical Tenacious son—wide topped, long bodied with added muscle dimension. His grandmother is the mother of our Bronson 2U herd sire.

## 19 KEYS MAXWELL 68Z

BIRTH DATE: 2/23/12 H/P/S: POLLED COLOR: WHITE REG. #: M819935  
 BW: 88 ADJ. WW: 739 LEPTIN: CT ADG: 5.21

CE	BW	WW	YW	Milk	MCE	MTNL
2.6	1.0	38	65	-1	4.2	18

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

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

KEYS UNO 1S  
**MISS KEY LISA 54U**  
 MISS WE LISA

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS DUKE 118M  
 MISS KEY LISA 145M

This might be the thickest Tenacious calf we've raised. He's absolutely explosive from the rear view and has a nice, small head with a wide and smooth top line. He captures a mid-test gain of 5.21.

## 20 KEYS TENACIOUS 105Z

BIRTH DATE: 3/5/12 H/P/S: HORNED COLOR: WHITE REG. #: M819579  
 BW: 90 ADJ. WW: 635 LEPTIN: TT ADG: 4.86

CE	BW	WW	YW	Milk	MCE	MTNL
0.4	1.1	31	54	-5	1.8	11

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

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

KEYS MCHENRY 24M  
**MISS KEY IDALIA 194P**  
 MISS KEY IDALIA 449H

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 2UP PEUGEOT ET  
 MISS KEY FOSTER 827X

The Tenacious bloodline crosses really well with the McHenry breeding and here's a great bull that illustrates it with style, balance, and uniformity.



REF. SIRE C

## 18 KEYS TENACIOUS 64Z

BIRTH DATE: 2/23/12 H/P/S: POLLED COLOR: WHITE REG. #: M819574  
 BW: 80 ADJ. WW: 666 LEPTIN: TT ADG: 4.79

CE	BW	WW	YW	Milk	MCE	MTNL
5.5	-0.2	32	58	-7	6.6	10

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

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

KEYS UNO 1S  
**MISS KEY RUMOR 134W**  
 HC MISS RUMOR 32R PLD

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS FREEWAY 126K  
 MISS KEY RUMOR 267K

A tremendously thick topped and wide based bull with just an 80 lb. birth weight. He has excellent muscle composition from head to toe.



Lot 19

## 21 KEYS TENACIOUS 138Z

BIRTH DATE: 3/16/12 H/P/S: HORNED COLOR: WHITE REG. #: M819590  
 BW: 90 ADJ. WW: 709 LEPTIN: CT ADG: 5.00

CE	BW	WW	YW	Milk	MCE	MTNL
3.6	1.1	34	65	-4	4.6	13

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

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

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

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

Here's a bull that's really easy-fleshing, attractive in his appearance, and exhibits superb muscling through his top and lower quarter with a 5.00 mid-test gain.



## 22 KEYS TENACIOUS 141Z

BIRTH DATE: 3/17/12 H/P/S: POLLED COLOR: WHITE REG. #: M819592  
 BW: 97 ADJ. WW: 730 LEPTIN: CT ADG: 5.00

CE	BW	WW	YW	Milk	MCE	MTNL
0.0	2.5	37	69	-1	3.9	17

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

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

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

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

An extra long sided bull that ratio'd 107 at weaning and is gaining 5.00 lbs per day and comes from a proven cow family that produced our McTender bull, the sire of Tenacious.

## 23 KEYS TENACIOUS 128Z

BIRTH DATE: 3/13/12 H/P/S: POLLED COLOR: WHITE REG. #: M819585  
 BW: 86 ADJ. WW: 735 LEPTIN: CT ADG: 4.93

CE	BW	WW	YW	Milk	MCE	MTNL
2.2	1.4	28	64	8	3.5	22

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

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

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

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

A real eye catcher, smooth, long bodied, level topped and correct. WI of 108, has a mid-est gain of 4.93 and comes from the same cow family that produced the All State bull.

## 24 KEYS ALLSTATE 99Z

BIRTH DATE: 3/4/12 H/P/S: POLLED COLOR: WHITE REG. #: M819576  
 BW: 84 ADJ. WW: 722 LEPTIN: TT ADG: 4.86

CE	BW	WW	YW	Milk	MCE	MTNL
3.3	0.8	35	60	0	3.6	18

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

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

KEYS TEN-ACIOUS 166S  
**MISS KEY LAURA 37X**  
 MISS KEY LAURA 111N

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 CF FRONTLINE 124I ET  
 MISS KEY LAURA 443J

Here's an All State bull out of a 1st calf Tenacious daughter. He displays tremendous length of body with a wide top and well muscled loin. He's linebred with an 84 lb. BW and 106 WI.



Lot 24

## 25 KEYS ALLSTATE 107Z

BIRTH DATE: 3/6/12 H/P/S: SCURRED COLOR: WHITE REG. #: M819580  
 BW: 80 ADJ. WW: 651 LEPTIN: TT ADG: 3.70

CE	BW	WW	YW	Milk	MCE	MTNL
6.2	-1.7	20	36	5	3.5	15

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

CF FRONTLINE 124I ET  
**MISS KEY ADELAIDE 170N**  
 MISS KEY ADELAIDE 235J

MANDALONG LOVER  
 DCC CARRIE 22Y  
 2UP PEUGEOT ET  
 MISS KEY AUGUSTA 18E

We have only two All State bulls in the sale. We had way more All State heifers than bulls. Hopefully next year will bring us more of these good All State bulls.



Lot 27

## 26 KEYS INTEGRITY 103Z

BIRTH DATE: 3/4/12 H/P/S: POLLED COLOR: WHITE REG. #: PENDING  
 BW: 88 ADJ. WW: 601 LEPTIN: CC ADG: 4.73

CE	BW	WW	YW	Milk	MCE	MTNL
-1.6	2.8	32	61	3	2.3	19

RC BUDSMYDAD 225 PLD  
**TLC INTEGRITY 5087P**  
 RAC MISS EXPEDTER 6024

RC BUD 04ET  
 MISS SHOWGUN RC 416  
 MR INLAND EXPEDITER 501  
 RAR MISS FRIG Z0203 TW

KEYS TEN-ACIOUS 166S  
**MISS KEY EVERMORE 34U**  
 MISS KEY EVERMORE 178N

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 2UP PEUGEOT ET  
 MISS KEY EVERMORE 263J

This is an outcross pedigreed bull, moderate in frame and thick and stylish in his overall makeup.

## 27 KEYS BRONCO 111Z

BIRTH DATE: 3/6/12 H/P/S: POLLED COLOR: WHITE REG. #: M819581  
 BW: 90 ADJ. WW: 759 LEPTIN: CT ADG: 4.66

CE	BW	WW	YW	Milk	MCE	MTNL
1.2	1.0	38	70	5	4.8	24

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

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

KEYS MCHENRY 24M  
**MISS KEY NOLA 12T**  
 MISS KEY NOLA 264N

KEYS HANDYMAN PLD 255H  
 MISS KEY DIANA 102G PL  
 KEYS EXPRESSWAY 182K  
 MISS KEY DEMPSEY 183H

This is the one and only Bronco in this year's sale, and a great one he is. Tremendously long bodied and deep and thick in his muscle pattern with lots of rib and capacity. Our 2013 calf crop will offer the first calves of a good Bronco son.

# D PRO-CHAR CLYDE 79T

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

CE	BW	WW	YW	Milk	MCE	MTNL
-2.0	2.2	18	21	1	3.2	10

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

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

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

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

Clyde is a moderate-framed, long-bodied, polled, double-red, purebred Charolais bull. He is really thick yet incredibly sound, very good footed and clean jointed with an excellent disposition. This year we are selling 12 purebred Charolais Clyde sons as well as 9 Clyde sons out of our Optimizer cows, lots 99-107. 8 of the 9 are black.

# 28 KEYS CLYDE 48Z

BIRTH DATE: 2/19/12 H/P/S: POLLED COLOR: RED REG. #: QM200472  
BW: 95 ADJ. WW: 543 LEPTIN: CT ADG: 4.73

CE	BW	WW	YW	Milk	MCE	MTNL
-3.5	2.5	17	24	0	2.8	8

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

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

KEYS TEN-ACIOUS 166S  
MISS KEY JAIME 40U  
MISS KEY JAIME 119N

KEYS MCTENDER 279P  
MISS KEY MAYBELL 73N  
2UP PEUGEOT ET  
MISS KEY JAIME 365J

This is the third year of selling these Clyde sons, and from all reports, the bulls are sound and holding up well. The commercial operators I've talked to said they really like the calves.

# 30 KEYS CLYDE 95Z

BIRTH DATE: 3/3/12 H/P/S: POLLED COLOR: RED REG. #: QM200476  
BW: 84 ADJ. WW: 654 LEPTIN: TT ADG: 4.52

CE	BW	WW	YW	Milk	MCE	MTNL
2.7	0.4	23	33	-1	6.1	11

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

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

KEYS MCTENDER 279P  
MISS KEY CHABLIS 84S  
MISS KEY CHABLIS 63N

KEYS MCHENRY 24M  
KEYS ABE 70C  
KEYS MAKERS MARK 276K  
MISS KEY CHABLIS 82E

Another eye catching son of Clyde. He's long and level topped with added muscle dimension through the hip and hind quarter.

# 32 KEYS CLYDE 104Z

BIRTH DATE: 3/4/12 H/P/S: POLLED COLOR: RED REG. #: QM200478  
BW: 96 ADJ. WW: 670 LEPTIN: CT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
-2.1	1.9	20	26	2	0.5	12

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

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

KEYS MCHENRY 24M  
MISS KEY ABIGAIL 204R  
MISS KEY ABIGAIL 283H

KEYS HANDYMAN PLD 255H  
MISS KEY DIANA 102G PL  
KEYS NORTHSTAR PLD 16FTW  
MISS LONE TREE 017

This bull is a clean fronted, attractive Clyde son with plenty of shape and style.



REF. SIRE D

# 29 KEYS CLYDE 91Z

BIRTH DATE: 3/1/12 H/P/S: POLLED COLOR: RED REG. #: QM200475  
BW: 100 ADJ. WW: 723 LEPTIN: TT ADG: 4.73

CE	BW	WW	YW	Milk	MCE	MTNL
-3.8	3.4	28	42	6	1.0	20

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

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

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

CARDINALS LAD B180P  
CARDINALS LADY 9125P  
KEYS EXPRESSWAY 182K  
MISS KEY KAY 93K

This bull is a stout, well muscled red factor. He's very similar to his full brother who sold for \$6500 at last year's sale to VAL Charolais in Nyssa, Oregon.

# 31 KEYS CLYDE 102Z

BIRTH DATE: 3/4/12 H/P/S: POLLED COLOR: RED REG. #: QM200477  
BW: 90 ADJ. WW: 598 LEPTIN: CT ADG: 4.66

CE	BW	WW	YW	Milk	MCE	MTNL
1.3	0.8	17	22	-2	3.8	7

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

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

KEYS UNO 1S  
MISS KEY FAME 61U  
MISS KEY FAME 191S

KEYS MCHENRY 24M  
CARDINALS LADY D781P  
KEYS DUKE 158P  
MISS KEY FAME 111P

Here's a well balanced, moderate framed Clyde son with plenty of thickness over his top and carries a deep, well muscled quarter.

# 33 KEYS CLYDE 109Z

BIRTH DATE: 3/6/12 H/P/S: POLLED COLOR: RED REG. #: QM200479  
BW: 92 ADJ. WW: 667 LEPTIN: TT ADG: 4.38

CE	BW	WW	YW	Milk	MCE	MTNL
-3.7	2.8	18	29	4	3.1	13

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

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

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

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

Here's a Clyde calf that will command your attention. He's long and thick, double-bred red with good muscling, and sound structural make up.

# 34 KEYS CLYDE 142Z

BIRTH DATE: 3/18/12 H/P/S: POLLED COLOR: RED REG. #: QM200499  
 BW: 90 ADJ. WW: 709 LEPTIN: CT ADG: 4.25

CE	BW	WW	YW	Milk	MCE	MTNL
-0.6	1.6	22	26	2	4.3	13

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

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

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

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

Here's a really neat, nice patterned, red factor bull out of Clyde. Super good disposition, good footed and proportionately well muscled from end to end.



# 35 KEYS CLYDE 118Z

BIRTH DATE: 3/9/12 H/P/S: POLLED COLOR: RED REG. #: QM200481  
 BW: 80 ADJ. WW: 597 LEPTIN: TT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
4.2	-0.8	15	17	-4	3.7	4

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

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

KEYS UNO 1S  
**MISS KEY FAME 153U**  
 MISS KEY FAME 255R

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS MCHENRY 24M  
 MISS KEY FAME 73F PLD

A solid made Clyde with an 80 lb. birth weight, straight level topped and good footed.

# 36 KEYS CLYDE 124Z

BIRTH DATE: 3/10/12 H/P/S: POLLED COLOR: RED REG. #: QM200482  
 BW: 90 ADJ. WW: 626 LEPTIN: CT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
-2.1	2.2	20	24	0	0.7	10

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

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

KEYS UNO 1S  
**MISS KEY COOKIE 99W**  
 MISS KEY COOKIE 242K

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 ABC ED TORO  
 LTC MS COOKIE 740 PLD

This Clyde son is a cherry red colored bull with a great disposition, he's proportionally well balanced with a smooth, wide muscle shape over his top line and down through his rear quarter.

# 37 KEYS CLYDE 132Z

BIRTH DATE: 3/14/12 H/P/S: POLLED COLOR: RED REG. #: QM200483  
 BW: 92 ADJ. WW: 713 LEPTIN: TT ADG: 4.04

CE	BW	WW	YW	Milk	MCE	MTNL
-1.5	2.8	27	40	1	3.4	15

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

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

KEYS UNO 1S  
**MISS KEY CHARZADA 101U**  
 MISS KEY CHARZADA 129S

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 SILVER CIGAR 0188  
 ABC HERMOSO CHARZADA

A top-notch red factor Clyde son, wide and level over his top with a good well muscled hind leg and stifle. He's backed by a great young cow that produced a \$6000 bull in last year's sale.



# 38 KEYS CLYDE 164Z

BIRTH DATE: 3/28/12 H/P/S: POLLED COLOR: RED REG. #: QM200484  
 BW: 97 ADJ. WW: 738 LEPTIN: TT ADG: 4.38

CE	BW	WW	YW	Milk	MCE	MTNL
-2.4	2.8	33	46	-2	1.3	15

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

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

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

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

Although one of the youngest Clyde sons in the sale, he's definitely keeping up with the older ones. He exhibits plenty of frame, with extra length and depth of rib.

# 39 KEYS CLYDE 178Z

BIRTH DATE: 4/5/12 H/P/S: POLLED COLOR: RED REG. #: QM200485  
 BW: 97 ADJ. WW: 642 LEPTIN: TT ADG: 4.38

CE	BW	WW	YW	Milk	MCE	MTNL
-3.7	2.9	27	43	-1	1.1	13

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

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

KEYS TEN-ACIOUS 166S  
**MISS KEY TRADITION 51U**  
 MISS KEY TRADITION 236P

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 KEYS SKETCH 208J  
 KCC MS TRADITION 573E

One of the younger red factors in the sale, long and clean made in his overall makeup, and out of a nice made Tenacious female.

# E JWK TOMAHAWK 505X

BIRTH DATE: 2/2/10 H/P/S: POLLED COLOR: RED REG. #: QM200364  
LEPTIN: CT

CE	BW	WW	YW	Milk	MCE	MTNL
11.4	-4.6	8.0	10.0	-6.0	5.8	-2.0

LANG'S RED MAC 24M  
LANG'S RED SOLDIER 22S  
LANGS RED HEROINE 5H

[ MSW Y2K  
[ LANGS ICE TEA 1F  
[ LAZY S MR REDMAN 81Y  
[ CAR-K MISS FANCY 34F

BELMONT'S INDIANA 9J  
NOR INDIAN MAID 5R  
LKPR WINDY 237M

[ LLW RED HEAT PLD 25D  
[ SVS FIREBALL 19F  
[ LKPR PRAIRIE WIND 2K  
[ LKPR MISS KITTY 18J

*This light red, light birthweight bull sires calves that are nice made with really good performance. His cow family is noted for strong milk production and very sound udders.*



REF: SIRE E

# 40 KEYS TOMAHAWK 4Z

BIRTH DATE: 2/4/12 H/P/S: POLLED COLOR: LT CREAM REG. #: QM200467  
BW: 80 ADJ. WW: 641 LEPTIN: CC ADG: 5.00

CE	BW	WW	YW	Milk	MCE	MTNL
3.1	-0.3	16	21	-3	1.8	5

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

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

PRO-CHAR CLYDE 79T  
MISS KEY COOKIE 75X  
MISS KEY COOKIE 242K

[ WRANGLER HEADLINER 28N  
[ STER STAR'S HONOR 4L  
[ ABC ED TORO  
[ LTC MS COOKIE 740 PLD

*A solid made Tomahawk calf out of an ET Clyde daughter. We used our Tomahawk bull on most of our 1st calf Clyde daughters and he calved extremely well. They start out small but perform well, as noted by this calf's mid-test gain.*



Miss Key Cookie 74S, a maternal sister to the dam of lot 40.

# 41 KEYS TOMAHAWK 15Z

BIRTH DATE: 2/10/12 H/P/S: POLLED COLOR: LT CREAM REG. #: QM200468  
BW: 80 ADJ. WW: 686 LEPTIN: TT ADG: 5.96

CE	BW	WW	YW	Milk	MCE	MTNL
4.0	-0.2	18	30	-2	4.4	7

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

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

PRO-CHAR CLYDE 79T  
MISS KEY JENNA 15X  
MISS KEY JENNA 122U

[ WRANGLER HEADLINER 28N  
[ STER STAR'S HONOR 4L  
[ KEYS MASTERCARD 23S  
[ MISS KEY JENNA 121S

*Here's a curve bender with lots of style. He's well muscled, clean made, and real nice headed with low birth and super performance, 5.96 mid-test gain.*



Lot 41

# 42 KEYS TOMAHAWK 20Z

BIRTH DATE: 2/11/12 H/P/S: HORNED COLOR: RED REG. #: QM200469  
BW: 80 ADJ. WW: 692 LEPTIN: TT ADG: 4.79

CE	BW	WW	YW	Milk	MCE	MTNL
7.1	-1.7	19	29	-4	5.4	6

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

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

PRO-CHAR CLYDE 79T  
MISS KEY KATIE 2X  
MISS KEY KATIE 46U

[ WRANGLER HEADLINER 28N  
[ STER STAR'S HONOR 4L  
[ KEYS TEN-ACIOUS 166S  
[ MISS KEY KATIE 69M

*A real bruiser here - from front to rear he's stuck together well. He's wide topped, deep quartered, and double bred red, a real looker.*



Lot 42

# 43 KEYS TOMAHAWK 32Z

BIRTH DATE: 2/14/12 H/P/S: POLLED COLOR: RED REG. #: QM200470  
 BW: 85 ADJ. WW: 712 LEPTIN: CT ADG: 3.56

CE	BW	WW	YW	Milk	MCE	MTNL
2.5	0.2	26	37	0	3.0	13

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

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

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

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

*A double red factor bull out of a super uddered, first-calf Clyde daughter.*



Neil and Jan's daughter Abbey was married at their ranch last June. Welcome to the family, Chris!

# 44 KEYS TOMAHAWK 39Z

BIRTH DATE: 2/17/12 H/P/S: POLLED COLOR: RED REG. #: QM200471  
 BW: 85 ADJ. WW: 710 LEPTIN: CT ADG: 4.86

CE	BW	WW	YW	Milk	MCE	MTNL
1.7	0.7	23	33	-2	3.2	9

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

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

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

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 2UP PEUGEOT ET  
 MISS KEY NORA 152E PLD

*Here's a flashy, nicely made, double bred red Tomahawk son. He's got a nice keen head and well muscled top and hind quarter.*

# 45 KEYS TOMAHAWK 65Z

BIRTH DATE: 2/23/12 H/P/S: POLLED COLOR: LT CREAM REG. #: QM200473  
 BW: 83 ADJ. WW: 637 LEPTIN: CT ADG: 4.93

CE	BW	WW	YW	Milk	MCE	MTNL
5.4	-0.9	15	22	-3	4.6	4

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

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

PRO-CHAR CLYDE 79T  
**MISS KEY DIANA 55X**  
 MISS KEY DIANA 163L

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 KEYS POLLED COMPASS  
 LTC DIANA 254 POLLED

*If you're looking for some light birth weight bulls with bred in color, this bull should fit the bill.*

# 46 KEYS TOMAHAWK 72Z

BIRTH DATE: 2/24/12 H/P/S: POLLED COLOR: RED REG. #: QM200474  
 BW: 70 ADJ. WW: 623 LEPTIN: CT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
8.8	-3.1	8	10	0	5.9	4

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

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

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

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

*Here's a low birth weight bull, just 70 pounds. If you want to breed heifers to a Charolais bull that is double bred red from a good milking cow family, then 72Z is your bull.*



Neil and Jan's daughter, Kate, and husband Lucas are the proud parents of Maris Elizabeth, born in September. She joins brother Alex and sister Grace (who loves to dress her up as a princess).



All the Effertz cousins were at Abbey and Chris' wedding last June. Unfortunately Kevin and Karen's kids - Kyle, Joe and Jamie - missed the photo op.

# F "SMOKE" CARDINALS LAD K605P

BIRTH DATE: 3/31/09 H/P/S: POLLED COLOR: WHITE REG. #: M780041  
 BW: 78 ADJ. WW: 794 LEPTIN: TT

CE	BW	WW	YW	Milk	MCE	MTNL
2.1	2.1	10.0	13.0	6.0	8.7	12.0

LHD CIGAR E46  
**CARDINALS SMOKE B159P**  
 CARDINALS LADY 9019P

LHD MR PERFECT Y416  
 LHD MS CLASSIC BELL X613  
 WALLS POLLED SCOUT 574  
 CARDINAL LADY 7177

CARDINALS LAD 9038  
**CARDINALS LADY B177P**  
 CARDINALS LADY 9101

JBJ AJ 787G  
 BVF BABE 3223  
 WALLS POLLED SCOUT 574  
 FR BELLATRIX 650

Smoke is a smooth-made, homozygous-polled bull with a TT for Leptin. He's a nice-looking bull with excellent EPDs.



Lot 47

# 47 KEYS SMOKE 31Z

BIRTH DATE: 2/14/12 H/P/S: POLLED COLOR: WHITE REG. #: M819564  
 BW: 95 ADJ. WW: 748 LEPTIN: TT ADG: 4.52

CE	BW	WW	YW	Milk	MCE	MTNL
-0.7	3.1	25	37	7	5.4	19

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

LHD CIGAR E46  
 CARDINALS LADY 9019P  
 CARDINALS LAD 9038  
 CARDINALS LADY 9101

KEYS UNO 1S  
**MISS KEY DIANA 135W**  
 MISS KEY DIANA 94L

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS BOOK-EM 204J  
 MISS KEY DIANA 17F PLD

Here's a top notch herdsire. He's smooth, well muscled, level topped, moves out with a long fluid stride and is one of the very best sons we've raised out of the Cardinal's Lad bull. He had a WI of 110 and is out of a real nice uddered, young Uno bred female.

# 48 KEYS SMOKE 36Z

BIRTH DATE: 2/17/12 H/P/S: POLLED COLOR: WHITE REG. #: M819565  
 BW: 90 ADJ. WW: 704 LEPTIN: TT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
1.2	1.8	21	29	7	3.5	17

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

LHD CIGAR E46  
 CARDINALS LADY 9019P  
 CARDINALS LAD 9038  
 CARDINALS LADY 9101

KEYS UNO 1S  
**MISS KEY DALENNIA 171W**  
 MISS KEY DALENNIA 20M

KEYS MCHENRY 24M  
 CARDINALS LADY D781P  
 KEYS DUKE 99K  
 MISS KEY DALENNIA 355K

Excellent frame and length are displayed in this Cardinal's Lad son. His grandmother has served us well and is in our ET program.

# 49 KEYS SMOKE 47Z

BIRTH DATE: 2/19/12 H/P/S: POLLED COLOR: WHITE REG. #: M819567  
 BW: 98 ADJ. WW: 694 LEPTIN: CT ADG: 4.86

CE	BW	WW	YW	Milk	MCE	MTNL
-2.6	3.6	23	33	5	3.7	17

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

LHD CIGAR E46  
 CARDINALS LADY 9019P  
 CARDINALS LAD 9038  
 CARDINALS LADY 9101

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

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

# 50 KEYS SMOKE 50Z

BIRTH DATE: 2/20/12 H/P/S: POLLED COLOR: WHITE REG. #: M819568  
 BW: 85 ADJ. WW: 704 LEPTIN: CT ADG: 3.77

CE	BW	WW	YW	Milk	MCE	MTNL
2.2	1.7	25	37	5	7.9	17

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

LHD CIGAR E46  
 CARDINALS LADY 9019P  
 CARDINALS LAD 9038  
 CARDINALS LADY 9101

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

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

# 51 KEYS SMOKE 53Z

BIRTH DATE: 2/20/12 H/P/S: POLLED COLOR: WHITE REG. #: M819569  
 BW: 93 ADJ. WW: 642 LEPTIN: TT ADG: 5.14

CE	BW	WW	YW	Milk	MCE	MTNL
0.0	2.6	22	39	3	6.1	15

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

LHD CIGAR E46  
 CARDINALS LADY 9019P  
 CARDINALS LAD 9038  
 CARDINALS LADY 9101

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

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

Here's a good looking Smoke son out of a really good and young Tenacious cow that produced a herdsire we're using on our heifers. This bull has a mid-test gain of 5.14.



Keys All State 149X, co-owned with Nathan Suttles, We are pleased to offer his first sons this year.

## 52 KEYS SMOKE 58Z

BIRTH DATE: 2/21/12 H/P/S: POLLED COLOR: WHITE REG. #: M819570  
 BW: 90 ADJ. WW: 586 LEPTIN: CT ADG: 4.32

CE	BW	WW	YW	Milk	MCE	MTNL
0.3	2.1	11	11	6	6.3	11

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

[ LHD CIGAR E46  
 [ CARDINALS LADY 9019P  
 [ CARDINALS LAD 9038  
 [ CARDINALS LADY 9101

KEYS UNO 1S  
**MISS KEY BRANDY 88W**  
 MISS KEY BRANDY 44T

[ KEYS MCHENRY 24M  
 [ CARDINALS LADY D781P  
 [ KEYS MODEL 270N  
 [ MISS KEY BRANDY 80K

*This wide based, attractive bull comes from a good, young cow that produced an outstanding bull in last year's sale that sold to Gail Cook of Missouri for \$5500.*

## 53 KEYS SMOKE 62Z

BIRTH DATE: 2/22/12 H/P/S: POLLED COLOR: WHITE REG. #: M819572  
 BW: 100 ADJ. WW: 620 LEPTIN: TT ADG: 4.38

CE	BW	WW	YW	Milk	MCE	MTNL
-4.3	4.2	23	42	2	4.9	13

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

[ LHD CIGAR E46  
 [ CARDINALS LADY 9019P  
 [ CARDINALS LAD 9038  
 [ CARDINALS LADY 9101

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

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

*When you cross the Cardinal's Lad herd sire on a Tenacious bred cow you almost always get that added length that translates into added weight in your calf crop.*

## 54 KEYS SMOKE 69Z

BIRTH DATE: 2/23/12 H/P/S: POLLED COLOR: WHITE REG. #: M819573  
 BW: 99 ADJ. WW: 574 LEPTIN: CT ADG: 4.52

CE	BW	WW	YW	Milk	MCE	MTNL
-2.0	3.1	15	19	5	4.5	13

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

[ LHD CIGAR E46  
 [ CARDINALS LADY 9019P  
 [ CARDINALS LAD 9038  
 [ CARDINALS LADY 9101

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

## 55 KEYS SMOKE 83Z

BIRTH DATE: 2/28/12 H/P/S: POLLED COLOR: WHITE REG. #: M820029  
 BW: 85 ADJ. WW: 660 LEPTIN: TT ADG: 4.73

CE	BW	WW	YW	Milk	MCE	MTNL
2.9	1.4	21	38	4	6.7	14

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

[ LHD CIGAR E46  
 [ CARDINALS LADY 9019P  
 [ CARDINALS LAD 9038  
 [ CARDINALS LADY 9101

LVB LUCK OF THE DRAW L306  
**MISS KEY FIRE 25W**  
 MISS KEY FIRE 80S

[ M6 GRID MAKER 104 PET  
 [ LVB MISS LUCKYCHARM L132  
 [ KEYS MCHENRY 24M  
 [ MISS KEY FIRE 1L

*Here's a wide topped son of Cardinal's Lad out of a heavy milking cow. This bull's grandmother is the dam of the high gainer lot 5.*

## 56 KEYS SMOKE 134Z

BIRTH DATE: 3/15/12 H/P/S: POLLED COLOR: WHITE REG. #: M819587  
 BW: 94 ADJ. WW: 770 LEPTIN: CT ADG: 3.70

CE	BW	WW	YW	Milk	MCE	MTNL
-0.7	3.0	31	47	3	5.1	19

CARDINALS SMOKE B159P  
**CARDINALS LAD K605P**  
 CARDINALS LADY B177P

[ LHD CIGAR E46  
 [ CARDINALS LADY 9019P  
 [ CARDINALS LAD 9038  
 [ CARDINALS LADY 9101

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

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

## 57 KEYS SAM 137Z

BIRTH DATE: 3/16/12 H/P/S: POLLED COLOR: WHITE REG. #: M819589  
 BW: 91 ADJ. WW: 682 LEPTIN: CT ADG: 4.66

CE	BW	WW	YW	Milk	MCE	MTNL
3.2	2.3	24	42	6	6.8	18

SAMACUS 6131 PLD  
**CARDINALS LAD K521P**  
 CARDINALS LADY G194 P

[ SAMACUS 411 PLD  
 [ IOWNA N131  
 [ CARDINALSDOMINATORSLEGACY  
 [ CARDINALS LADY E953 P

KEYS SPECIALIST 18U  
**MISS KEY BISKIT 150X**  
 MISS KEY BISKIT 26T

[ KEYS TEN-ACIOUS 166S  
 [ MISS KEY KRISTEN 63K  
 [ KEYS RAVEN 205D PLD ET  
 [ MISS KEY BISKIT 412H

*Not overly large in skeletal frame, but a bull that's really stuck together, wide topped, with a deep, full muscled hind quarter.*



**We were privileged to host a delegation from Kazakhstan this fall.**



**"Sammy", sire of Lot 57**

## G KEYS CHARLES BRONSON 2U

BIRTH DATE: 1/28/08 H/P/S: POLLED COLOR: WHITE REG. #: M767357  
 BW: 90 ADJ. WW: 701 IGENITY TENDERNESS: 6 LEPTIN: CT

CE	BW	WW	YW	Milk	MCE	MTNL
4.6	0.2	5	34	19	5.5	22

SIR EC STINGER 48  
**EC BRONSON 204 POLLED**  
 MISS EC 204

JDS NITRO  
 WCR MISS MAC 3020  
 THOMAS MR 3202 T5516  
 LBH MISS EDUCATOR 8407

CF FRONTLINE 124I ET  
**MISS KEY LACE 42L**  
 MISS KEY DISTANCE 32E

MANDALONG LOVER  
 DCC CARRIE 22Y  
 KEYS DISTANCE 2Z  
 MISS KEY ZEKE 118C

*This low birthweight, high milk bull is the best son of Bronson we have raised. His sons are straight topped with good legs and extra performance. YW: 1,328 • Adj REA: 14.85*



REF. SIRE G

## 58 KEYS CHARLES BRONSON 143Z

BIRTH DATE: 3/18/12 H/P/S: POLLED COLOR: WHITE REG. #: M819612  
 BW: 85 ADJ. WW: 723 LEPTIN: CT ADG: 4.59

CE	BW	WW	YW	Milk	MCE	MTNL
4.3	0.2	21	47	8	4.5	18

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

KEYS TEN-ACIOUS 166S  
**MISS KEY OLIVIA 60U**  
 MISS KEY OLIVIA 135P

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 TARGET PLD MAVERICK 26M  
 MISS KEY OLIVIA 444H

*A large framed, long sided bull with a WW ratio of 106 and a great, well balanced set of EPDs.*

## 59 KEYS CHARLES BRONSON 144Z

BIRTH DATE: 3/20/12 H/P/S: POLLED COLOR: WHITE REG. #: M819613  
 BW: 84 ADJ. WW: 618 LEPTIN: CC ADG: 4.32

CE	BW	WW	YW	Milk	MCE	MTNL
6.6	-0.9	10	28	10	5.8	15

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

KEYS UNO 1S  
**MISS KEY SUPREME 114U**  
 MISS KEY SUPREME 163R

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

*Nice patterned bull with a low birth weight EPD of -0.9.*

## 60 KEYS CHARLES BRONSON 165Z

BIRTH DATE: 3/28/12 H/P/S: POLLED COLOR: WHITE REG. #: M819615  
 BW: 84 ADJ. WW: 707 LEPTIN: CT ADG: 3.84

CE	BW	WW	YW	Milk	MCE	MTNL
4.4	-0.1	22	52	11	5.1	22

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

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

## 61 KEYS CHARLES BRONSON 169Z

BIRTH DATE: 3/30/12 H/P/S: POLLED COLOR: WHITE REG. #: M819617  
 BW: 80 ADJ. WW: 633 LEPTIN: CT ADG: 3.56

CE	BW	WW	YW	Milk	MCE	MTNL
5.2	-0.4	15	38	12	6.8	19

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

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

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

*This Bronson calf is low birth and high maternal, really clean made with a flashy style about him, an excellent choice for heifers or club calves.*

## 62 KEYS CHARLES BRONSON 168Z

BIRTH DATE: 3/30/12 H/P/S: POLLED COLOR: WHITE REG. #: M819616  
 BW: 85 ADJ. WW: 724 LEPTIN: CC ADG: 4.52

CE	BW	WW	YW	Milk	MCE	MTNL
6.7	-1.0	16	36	11	7.1	19

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

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

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

*Phenotypically this bull is a standout, really correct, super stylish and out of a nice uddered, good looking McHenry dam.*



Lot 62



## 63 KEYS CHARLES BRONSON 175Z

BIRTH DATE: 4/1/12 H/P/S: POLLED COLOR: WHITE REG. #: M819618  
 BW: 95 ADJ. WW: 648 LEPTIN: CT ADG: 4.93

CE	BW	WW	YW	Milk	MCE	MTNL
-1.1	2.3	18	42	7	1.7	16

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

TARGET PLD MAVERICK 26M  
**MISS KEY GOLD 133P**  
 MISS KEY GOLD 474K

PEMC165568  
 TARGET PLD GINNY 26G  
 2UP PEUGEOT ET  
 MISS KEY GOLD 69F

A long made larger framed Bronson son out of a herdsire producing dam. Her outstanding calf last year sold for \$10,000 to Rosenow Ranch.

## 64 KEYS CHARLES BRONSON 182Z

BIRTH DATE: 4/8/12 H/P/S: POLLED COLOR: WHITE REG. #: M819620  
 BW: 96 ADJ. WW: 739 LEPTIN: CT ADG: 4.32

CE	BW	WW	YW	Milk	MCE	MTNL
-2.2	2.9	26	61	9	-0.1	22

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

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

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 CF FRONTLINE 124I ET  
 MISS KEY FUTURA 61E

An April calf with good frame and length and a WW ratio of 108.

## 65 KEYS CHARLES BRONSON 184Z

BIRTH DATE: 4/9/12 H/P/S: POLLED COLOR: WHITE REG. #: M819621  
 BW: 94 ADJ. WW: 692 LEPTIN: CT ADG: 3.77

CE	BW	WW	YW	Milk	MCE	MTNL
0.8	1.7	20	49	12	3.5	22

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

SIR EC STINGER 48  
 MISS EC 204  
 CF FRONTLINE 124I ET  
 MISS KEY DISTANCE 32E

KEYS CHUMLEY 8R  
**MISS KEY DANIELLE 255U**  
 MISS KEY DANIELLE 26P

CARDINAL WESTERN MAVERICK  
 MISS KEY KODEE 1K  
 CARDINALS SMOKE B159P  
 MISS KEY DANIELLE 33M

A solid made Bronson son with excellent style and shape.

## 66 KEYS PEUGEOT 129Z

BIRTH DATE: 3/14/12 H/P/S: HORNED COLOR: WHITE REG. #: M819586  
 BW: 99 ADJ. WW: 769 LEPTIN: CT ADG: 4.93

CE	BW	WW	YW	Milk	MCE	MTNL
-3.5	3.5	35	52	14	1.4	32

2UP LIMITED EDITIONL147  
**2UP PEUGEOT ET**  
 PALGROVEESTELLA14PKJ124E

SILVERSTREAMBONECRUSHER  
 KAYLAHP75KDP75D(P)  
 BCJ PETER PATRIATION  
 PALGROVE ESTELLA7PKE101D

KEYS DUKE 99K  
**MISS KEY LEANNE 79N**  
 MISS KEY LEANNE 25L

ANKONIAN DUKE F220 ET  
 MISS KEY SALLY 73H PLD  
 KEYS BOOK-EM 204J  
 LTC MS DEMPSEY 33S

It's been awhile since we've offered any bulls sired by 2UP Peugeot, but I believe his type fits as well today as they did 10 years ago. This rascal's pretty stout, well muscled and thick made from front to back.

## 67 KEYS PEUGEOT 136Z

BIRTH DATE: 3/15/12 H/P/S: POLLED COLOR: WHITE REG. #: M819588  
 BW: 95 ADJ. WW: 691 LEPTIN: CT ADG: 5.07

CE	BW	WW	YW	Milk	MCE	MTNL
-0.1	2.5	34	59	3	6.1	20

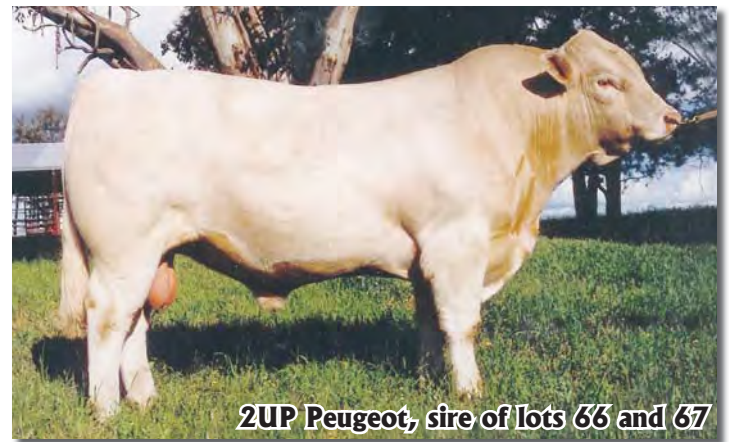
2UP LIMITED EDITIONL147  
**2UP PEUGEOT ET**  
 PALGROVEESTELLA14PKJ124E

SILVERSTREAMBONECRUSHER  
 KAYLAHP75KDP75D(P)  
 BCJ PETER PATRIATION  
 PALGROVE ESTELLA7PKE101D

KEYS TEN-ACIOUS 166S  
**MISS KEY HIGHLIGHT 56U**  
 MISS KEY HIGHLIGHT 257R

KEYS MCTENDER 279P  
 MISS KEY MAYBELL 73N  
 CARDINALS LAD D693  
 MISS KEY HIGHLIGHT 100J

We decided to try the 2UP Peugeot bull on a Tenacious female, believing it should work. And did it! The Tenacious bloodline really put a nice front on the bull and the combination of the two produced style, shape, muscling and performance.



2UP Peugeot, sire of lots 66 and 67

## 68 KEYS DUKE 117Z

BIRTH DATE: 3/8/12 H/P/S: POLLED COLOR: WHITE REG. #: M819582  
 BW: 86 ADJ. WW: 728 LEPTIN: CT ADG: 4.79

CE	BW	WW	YW	Milk	MCE	MTNL
1.9	1.2	28	48	17	1.1	30

ANKONIAN DUKE F220 ET  
**KEYS DUKE 99K**  
 MISS KEY SALLY 73H PLD

VCR SIR DUKE 914 PLD  
 CF MARY 146 P  
 ASC ELIMINATOR 032  
 LTC MS SALLY 618 POLLED

KEYS SPECIALIST 18U  
**MISS KEY LACE 177X**  
 MISS KEY LACE 33T

KEYS TEN-ACIOUS 166S  
 MISS KEY KRISTEN 63K  
 LHD CIGAR E46  
 MISS KEY LACE 42L

This is the last Duke 99 calf to be born as there is no more semen and his sire is deceased. This bloodline has left us with some super cows, excellent milking ability. This bull is well muscled, has great EPDs and had a WI of 107.

## 69 KEYS FRONTLINE 151Z

BIRTH DATE: 3/21/12 H/P/S: POLLED COLOR: WHITE REG. #: EM822349  
 BW: 93 ADJ. WW: 625 LEPTIN: TT ADG: 4.18

CE	BW	WW	YW	Milk	MCE	MTNL
-0.1	1.8	27	52	5	3.5	19

CF FRONTLINE 124I ET  
**KEYS FRONTLINE 106X**  
 MISS KEY MAYBELL 73N

MANDALONG LOVER  
 DCC CARRIE 22Y  
 KEYS HANDYMAN PLD 255H  
 LTC MAYBELLINE 539 PLD

2UP PEUGEOT ET  
**MISS KEY DREAM 52J**  
 MISS COMPASS DREAM 83E

2UP LIMITED EDITIONL147  
 PALGROVEESTELLA14PKJ124E  
 KEYS POLLED COMPASS  
 SHOW GIRL 912

# H KEYS LONGSHOT 1X

BIRTH DATE: 1/20/10 H/P/S: POLLED COLOR: BLACK REG. #: P668995  
 BW: 70 WW: 633 YW: 1268 %SA: PUREBRED SA

BW	WW	YW	MILK	MWW
0.2	39.0	71.0	20.0	39.0

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

SC POLLED LEGACY 23L  
 CSS MISS CORNERSTONE LUCKY 46L  
 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

Longshot is quickly becoming a leading purebred herd sire for Effertz Key Ranch. This bull is tremendously long bodied, level topped and very sound made in every aspect. He was used exclusively on our first-calf heifers. He calved easy and his calves were up and going in just minutes. His sire group is very uniform. They're sound, long bodied, deep flanked, with performance and longevity bred in.

# 70 KEYS LONGSHOT 1Z

BIRTH DATE: 1/26/12 H/P/S: POLLED COLOR: BLACK REG. #: P685470  
 BW: 75 ADJ. WW: 595 %SA: 56SA 44AN ADG: 5.48

BW	WW	YW	MILK	MWW
-1.2	37	78	14	32

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

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

SUMMITCREST TRUE GRIT 7R06  
 MISS KEY PATIENCE 2X  
 MISS KEY PATIENCE 179U

G A R INTEGRITY  
 SUMMITCREST PRIMROSE 2J02  
 O C G PROVOST 737P  
 MISS KEY PATIENCE 6R

It's rare to find a sire whose progeny combine light birth weight with excellent performance, style, length, and soundness. Longshot does just that. They're all out of first calf heifers and this individual (1Z) has a mid-test gain of 5.48 with a birth weight of 75 lbs.

# 71 KEYS LONGSHOT 2Z

BIRTH DATE: 1/31/12 H/P/S: POLLED COLOR: BLACK REG. #: P685471  
 BW: 77 ADJ. WW: 608 %SA: 91SA 9AN ADG: 4.04

BW	WW	YW	MILK	MWW
0.4	35	66	19	36

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

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

JCG DIAMOND  
 MISS KEY VICKI 12X  
 MISS KEY VICKI 139U

JSR JAMACA 431  
 JCG CARMA  
 WARD 793 MASTER PLAN 43L  
 MISS KEY VICKI 91P

Another Longshot calf with excellent length. He displays a nice, smooth made muscle design and moves out with a long easy going stride.

# 72 KEYS LONGSHOT 7Z

BIRTH DATE: 2/6/12 H/P/S: POLLED COLOR: BLACK REG. #: P685473  
 BW: 80 ADJ. WW: 659 %SA: 81SA 19AN ADG: 5.27

BW	WW	YW	MILK	MWW
1.0	41	79	17	38

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

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

WARD 793 MASTER PLAN 43L  
 MISS KEY ANGELA 213X  
 MISS KEY ANGELA 128M

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 MISS KEY ANGELA 92F

A 715# WW, 80# BW and a mid-test gain of 5.27, this bull is a stand out. He's powerfully thick, tremendously long bodied, clean made, and sound in his make up with style to boot.



REF. SIRE H



Lot 70



Lot 71



Lot 72

# 73 KEYS LONGSHOT 11Z

BIRTH DATE: 2/8/12 H/P/S: POLLED COLOR: RED REG. #: P685475  
 BW: 82 ADJ. WW: 713 %SA: PUREBRED SA ADG: 4.18

BW	WW	YW	MILK	MWW
1.0	44	79	25	47

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

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

JSR JAMACA 431  
**MISS KEY BANNER 51X**  
 MISS KEY BANNER 175C

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

Here's a red polled purebred with a slightly different pedigree than most of the popular bloodlines. He is out of an ET first calf heifer by JSR Jamaca 431 and an outstanding Banner's Pride fullblood cow. He exhibits excellent style, balance, and muscle conformation.



Lot 73

# 74 KEYS LONGSHOT 6Z

BIRTH DATE: 2/6/12 H/P/S: POLLED COLOR: BLACK REG. #: P685472  
 BW: 83 ADJ. WW: 678 %SA: 56SA 31AN 12MA ADG: 3.97

BW	WW	YW	MILK	MWW
0.0	48	91	13	37

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

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

SUMMITCREST TRUE GRIT 7R06  
**MISS KEY GRACE 19X**  
 MISS KEY GRACE 99U

G A R INTEGRITY  
 SUMMITCREST PRIMROSE 2J02  
 SOONER MA BULL  
 MISS KEY GRACE 74P

This Longshot bull is real long bodied, with a strong level top and a 760# WW.

# 75 KEYS LONGSHOT 38Z

BIRTH DATE: 2/20/12 H/P/S: POLLED COLOR: BLACK REG. #: P685481  
 BW: 85 ADJ. WW: 581 %SA: 81SA 19AN ADG: 5.21

BW	WW	YW	MILK	MWW
1.7	32	67	19	35

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

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

WARD 793 MASTER PLAN 43L  
**MISS KEY ELITA 145X**  
 MISS KEY ELITA 20R

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 MISS KEY ELITA 49L

A real clean made, attractive son of Longshot with excellent performance, a nice front with a very smooth and well designed muscle pattern. He moves with a long fluid stride, standing on a good solid hoof.

# 76 KEYS LONGSHOT 41Z

BIRTH DATE: 2/20/12 H/P/S: POLLED COLOR: RED REG. #: P685480  
 BW: 77 ADJ. WW: 735 %SA: PUREBRED SA ADG: 4.18

BW	WW	YW	MILK	MWW
1.2	56	96	19	47

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

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

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

This calf is one to look for. A purebred son of Longshot out of a first-calf Top Level daughter, he is tremendously wide based with that extra dimension of muscle through his quarter and stifle. He's really clean sheathed and super fronted with a small and clean polled head. He's got great EPDs, a 77# BW and should work on heifers or any cow you want to improve.

# 77 KEYS LONGSHOT 42Z

BIRTH DATE: 2/20/12 H/P/S: POLLED COLOR: BLACK REG. #: P685479  
 BW: 85 ADJ. WW: 671 %SA: 75SA 25AN ADG: 4.59

BW	WW	YW	MILK	MWW
1.9	47	91	21	44

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

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

J W K NEW DESIGN 0028  
**MISS KEY LISSA 40X**  
 RBB 147S

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 D CENTURY  
 MAC LISSA 341L

The Longshot progeny are really sound, free moving cattle, that exhibit style, length and muscle shape. This lot 77 bull fits the mold.

# 78 KEYS LONGSHOT 51Z

BIRTH DATE: 2/23/12 H/P/S: POLLED COLOR: RED REG. #: P685482  
 BW: 85 ADJ. WW: 660 %SA: 91SA 9AN ADG: 4.04

BW	WW	YW	MILK	MWW
1.6	39	70	19	38

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

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

WARD 793 MASTER PLAN 43L  
**MISS KEY NAOMI 194X**  
 MISS KEY NAOMI 74R

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 BULL  
 MISS KEY NAOMI 59N

# 79 KEYS LONGSHOT 61Z

BIRTH DATE: 2/28/12 H/P/S: POLLED COLOR: BLACK REG. #: P685504  
 BW: 88 ADJ. WW: 600 %SA: 84SA 16AN ADG: 4.66

BW	WW	YW	MILK	MWW
1.4	35	70	15	33

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

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

JCG DIAMOND  
**MISS KEY RHONDA 57X**  
 MISS KEY RHONDA 116U

JSR JAMACA 431  
 JCG CARMA  
 O C C PROVOST 737P  
 MISS KEY RHONDA 29R

As a sire group the Longshot calves are impressive. Out of first calf heifers, they calved really well and grew out to be some of the longest bodied, nicest made bulls in the sale.

# 80 KEYS LONGSHOT 64Z

BIRTH DATE: 2/29/12 H/P/S: POLLED COLOR: BLACK REG. #: P685505  
 BW: 83 ADJ. WW: 571 %SA: 81SA 13MA 6AN ADG: 4.73

BW	WW	YW	MILK	MWW
0.4	30	63	16	31

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

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

JCG DIAMOND  
**MISS KEY BRIELLA 114X**  
 MISS KEY BRIELLA 77U

JSR JAMACA 431  
 JCG CARMA  
 SOONER MA BULL  
 MISS KEY DESIGN 118M

Although his sire Longshot was never tested for the homozygous polled gene, to date he has not sired a horned calf. They're polled, they're correct, and they're sound made bulls with good performance.

# 81 KEYS LONGSHOT 67Z

BIRTH DATE: 3/1/12 H/P/S: POLLED COLOR: RED REG. #: P685483  
 BW: 82 ADJ. WW: 725 %SA: 62SA 38AR ADG: 4.32

BW	WW	YW	MILK	MWW
1	62	109	16	47

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

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

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

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

This red bull sired by Longshot is long sided, level topped, and nice headed. He carries a wide and expressive muscle design over his hip and hindquarter.

# 83 KEYS LONGSHOT 94Z

BIRTH DATE: 3/14/12 H/P/S: POLLED COLOR: BLACK REG. #: P685485  
 BW: 82 ADJ. WW: 652 %SA: PUREBRED SA ADG: 4.73

BW	WW	YW	MILK	MWW
1.4	44	82	19	41

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

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

RCM P R FIRECRACKER  
**MISS KEY SANDY 184X**  
 MISS KEY SANDY 117S

TFI POLLED AFTERSHOCK  
 DJF POLLED LEAH 127L  
 KEYS MEDALLION 144P  
 MISS KEY DESIGN 209M

Low birth weight, classy look and built for calving ease, this black polled purebred has an outcross pedigree for many of the Salers bloodlines and is out of a heavy milking daughter of RCM Firecracker.



Chad, Bryan, Karl, Roger, Shelly and Neil decked out in their green and gold at the NDSU game in Frisco, TX.

# 82 KEYS LONGSHOT 93Z

BIRTH DATE: 3/14/12 H/P/S: POLLED COLOR: RED REG. #: P685503  
 BW: 82 ADJ. WW: 652 %SA: 63SA 25CH 12AN ADG: 4.52

BW	WW	YW	MILK	MWW
0.4	46	88	17	40

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

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

PRO-CHAR CLYDE 79T  
**MISS KEY DESIGN 37X**  
 MISS KEY DESIGN 17P

WRANGLER HEADLINER 28N  
 STER STAR'S HONOR 4L  
 J W K NEW DESIGN 0028  
 MISS KEY CLAIRE 217M

This is one of the younger Longshot bulls in the sale. He's bred a little different in that his mother is a Clyde daughter. This calf displays excellent length, a clean front, and a well muscled hindquarter.



Our beloved NDSU Bison played in the NCAA Division II FCS National Championship in Frisco, TX, on January 5.



Back-to-Back National Champions - Bison fans storm the field at the end of the game after beating Sam Houston State 39 - 13. GO BISON!!

# MAC CAMERON 318X

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

BW	WW	YW	MILK	MWW
5	55.0	110.0	17.0	45.0

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

SRI NATHAN 01N  
JGK MARLA 128K  
NRC POLLED BENZ  
HA ROSE Z033

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

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

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



Lot 85

# 84 KEYS CAMERON 110Z

BIRTH DATE: 3/23/12 H/P/S: POLLED COLOR: BLACK REG. #: P683117  
BW: 83 ADJ. WW: 640 %SA: 62SA 38AR ADG: 4.11

BW	WW	YW	MILK	MWW
1.1	48	99	13	37

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

JGK BLK PLD JASPER 634R  
HA ROSE F657  
BIG SKY TRITON 40R  
MAC BLACK ELLEN 47E

O C C PROVOST 737P  
**MISS KEY KRISTIN 95U**  
MISS KEY KRISTIN 3P

O C C EMBLAZON 854E  
O C C DIXIE ERICA 903E  
J W K NEW DESIGN 0028  
MISS KEY KRISTIN 28K

This is the first calf crop to sell out of our new herd sire Cameron. They're thick made bulls with lots of rib, excellent performance and all his calves have been polled and black.

# 85 KEYS CAMERON 219Z

BIRTH DATE: 4/29/12 H/P/S: POLLED COLOR: BLACK REG. #: P683141  
BW: 85 ADJ. WW: 755 %SA: 69SA 25AR 6AN ADG: 5.00

BW	WW	YW	MILK	MWW
3.4	62	119	21	52

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

JGK BLK PLD JASPER 634R  
HA ROSE F657  
BIG SKY TRITON 40R  
MAC BLACK ELLEN 47E

OHRR 9502 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

Just a late April calf, this young, black, polled Cameron son is one stout specimen. Gaining 5 lbs/day, he's tremendously wide made over his top and he carries that thickness deep into his rear quarter. He stands on a wide base and is sound and clean made in his structure, a real herd sire prospect.

# 86 KEYS CAMERON 115Z

BIRTH DATE: 3/24/12 H/P/S: POLLED COLOR: BLACK REG. #: P683118  
BW: 87 ADJ. WW: 608 %SA: PUREBRED SA ADG: 4.45

BW	WW	YW	MILK	MWW
3.7	42	84	17	38

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

JGK BLK PLD JASPER 634R  
HA ROSE F657  
BIG SKY TRITON 40R  
MAC BLACK ELLEN 47E

WARD 793 MASTER PLAN 43L  
**MISS KEY NATARA 143U**  
MISS KEY NATARA 148N

MJR MASTER PLAN 43L  
JSR MS POWER DRIVE 791  
KEYS TOPCOAT 116H  
MISS KEY POWERPOINT 122H

A purebred son of Cameron with a moderate birth weight, he's a well muscled, clean made bull with a 4.45 mid-test gain.

# 87 KEYS CAMERON 135Z

BIRTH DATE: 4/1/12 H/P/S: POLLED COLOR: BLACK REG. #: P683128  
BW: 98 ADJ. WW: 646 %SA: 61SA 39AN ADG: 4.66

BW	WW	YW	MILK	MWW
3.7	54	109	12	39

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

JGK BLK PLD JASPER 634R  
HA ROSE F657  
BIG SKY TRITON 40R  
MAC BLACK ELLEN 47E

O C C PROVOST 737P  
**MISS KEY RICKI 109U**  
MISS KEY RICKI 59R

O C C EMBLAZON 854E  
O C C DIXIE ERICA 903E  
OPP OPPORTUNITY 305N  
MISS KEY DESIGN 5N

A young Cameron son with top end performance, gaining over 4.5 lbs/day and thick made from front to rear. He comes from a moderate framed, good milking Provost daughter whose pedigree goes back to OCC Emblazon 854E.

# 88 KEYS CAMERON 167Z

BIRTH DATE: 4/16/12 H/P/S: POLLED COLOR: BLACK REG. #: P685758  
BW: 84 ADJ. WW: 655 %SA: 63SA 37AN ADG: 4.25

BW	WW	YW	MILK	MWW
1.2	48	97	17	41

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

JGK BLK PLD JASPER 634R  
HA ROSE F657  
BIG SKY TRITON 40R  
MAC BLACK ELLEN 47E

SUMMITCREST TRUE GRIT 7R06  
**MISS KEY DARCY 38U**  
MISS KEY DESIGN 209M

G A R INTEGRITY  
SUMMITCREST PRIMROSE 2J02  
J W K NEW DESIGN 0028  
MISS KEY OLE'S PRIDE 69B

He is long bodied with tremendous thickness from end to end and displays a well-muscled rear quarter and stifle, gaining well over 4 lbs/day. Very similar in kind to Lot 89.

# 89 KEYS CAMERON 168Z

BIRTH DATE: 4/17/12 H/P/S: POLLED COLOR: BLACK REG. #: P685757  
BW: 85 ADJ. WW: 690 %SA: 75SA 25AN ADG: 4.59

BW	WW	YW	MILK	MWW
2.7	55	112	17	44

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

JGK BLK PLD JASPER 634R  
HA ROSE F657  
BIG SKY TRITON 40R  
MAC BLACK ELLEN 47E

JW K NEW DESIGN 0028  
**MISS KEY ELISSA 9R**  
MISS KEY ELISSA 95E PLD

B/R NEW DESIGN 036  
J W K GAINES LADY 8062  
KEYS BO 22C  
MISS KEY PRISM 51B

He and Lot 88 are very similar in kind - long bodied with tremendous thickness from end to end. Both display a well muscled rear quarter and stifle, and both gaining well over 4 lbs/day.

# KEYS ACCEL 6X

BIRTH DATE: 2/10/10 H/P/S: POLLED COLOR: RED REG. #: P669083  
%SA: 25SA 75AR

BW	WW	YW	MILK	MWW
4.0	29.0	66.0	12.0	27.00

PIE ACCELERATOR 4028  
**LAZY J & J ACCEL 68**  
PANHANDLE NEW TRADITION

PERKS ADVANCE 121R  
PIE MS DINARO 1035  
RED BRYLOR NEW TREND 22  
PANHANDLE SANDY 932

PIE GET R DONE 684  
**MISS KEY LORRI 104U**  
MISS KEY LORRI 45P

PIE CHICAWA 366  
PIE RED RUBY 4094  
EPIC DISCOVERY 34M  
MISS KEY LORRI 8M

This red herd sire was a top-gaining, high-performance bull in the 2011 Midland Bull Test. He sires deep-bodied, high-capacity bulls with a lot of length. The calves are mild mannered and should cross real well on Red Angus or Simmental-cross females.



Lot 91

# 90 KEYS ACCEL 16Z

BIRTH DATE: 2/13/12 H/P/S: HORNED COLOR: RED REG. #: 683090  
BW: 98 ADJ. WW: 647 %SA: 62SA 38AR ADG: 5.00

BW	WW	YW	MILK	MWW
4.9	39	83	18	37

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
MISS KEY LORRI 104U

PIE ACCELERATOR 4028  
PANHANDLE NEW TRADITION 3018  
PIE GET R DONE 684  
MISS KEY LORRI 45P

KEYS RED CONNECTION 11L  
**MISS KEY LORRI 86N**  
MISS KEY LORRI 67E

KEYS HEAVY MEDAL 4J  
MISS KEY TOTAL  
KEYS BO 22C  
MS KEY OLE'S PRIDE 201B

Length and depth of body are the standout points of this high performance calf with a mid-test gain of 5.00 lbs/day.

# 91 KEYS JENGA 18Z

BIRTH DATE: 2/14/12 H/P/S: POLLED COLOR: RED REG. #: P685540  
BW: 85 ADJ. WW: 657 %SA: 50SA 50AR ADG: 5.07

BW	WW	YW	MILK	MWW
3	40	81	11	31

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
MISS KEY LORRI 104U

PIE ACCELERATOR 4028  
PANHANDLE NEW TRADITION 3018  
PIE GET R DONE 684  
MISS KEY LORRI 45P

RCM P R FIRECRACKER  
**MISS KEY REGAN 131X**  
MISS KEY REGAN 143R

TFI POLLED AFTERSHOCK  
DJF POLLED LEAH 127L  
PFFR BEEF MAN 263  
MISS KEY REDWOOD 71H

Here's a high-performance bull that's got it all. He is extremely stylish and attractive from all angles and he's long sided, clean fronted, and well muscled from end to end.

# 92 KEYS ACCEL 33Z

BIRTH DATE: 2/19/12 H/P/S: POLLED COLOR: RED REG. #: P683093  
BW: 84 ADJ. WW: 671 %SA: 50SA 50AR ADG: 5.14

BW	WW	YW	MILK	MWW
2.7	41	84	15	35

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
MISS KEY LORRI 104U

PIE ACCELERATOR 4028  
PANHANDLE NEW TRADITION 3018  
PIE GET R DONE 684  
MISS KEY LORRI 45P

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

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

Out of a good milking first calf heifer, this good looking red bull is just how you would like them. He's long bodied, deep sided, has great disposition with a long, deep muscle design and 5.14 mid-test gain.

# 93 KEYS ACCEL 39Z

BIRTH DATE: 2/20/12 H/P/S: POLLED COLOR: RED REG. #: P683094  
BW: 64 ADJ. WW: 617 %SA: 62SA 38AR ADG: 4.38

BW	WW	YW	MILK	MWW
2.8	31	67	16	31

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
MISS KEY LORRI 104U

PIE ACCELERATOR 4028  
PANHANDLE NEW TRADITION 3018  
PIE GET R DONE 684  
MISS KEY LORRI 45P

BIG SKY P BLK STEALTH  
**MISS KEY COURTNEY 19N**  
MISS KEY COURTNEY 131F

BIG SKY PLD BLACK JET  
BIG SKY MISS 14C  
LM GOLD MEDAL 33D  
MISS KEY PICASSO 103Z

Here's a long sided bull with just a 64# BW and out of a great older Stealth cow who has produced many replacements in our herd.

# 94 KEYS ACCEL 46Z

BIRTH DATE: 2/22/12 H/P/S: POLLED COLOR: RED REG. #: P683097  
BW: 85 ADJ. WW: 596 %SA: 62SA 38AR ADG: 4.52

BW	WW	YW	MILK	MWW
2.1	29	69	12	26

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
MISS KEY LORRI 104U

PIE ACCELERATOR 4028  
PANHANDLE NEW TRADITION 3018  
PIE GET R DONE 684  
MISS KEY LORRI 45P

KEYS TOTAL 415S  
**MISS KEY NASHA 67N**  
MISS KEY 87C

SR WALK 'N TALL  
MISS KEY N11  
SCF BO  
MISS KEY SLAMMER 224A

Here's a long bodied, thick, square hipped bull with plenty of depth and substance. His mother is a never miss cow and one of the last Keys Total daughters in the herd.



Nadine, Karen and Jamie, our trusty clerking crew.

# 95 KEYS ACCEL 70Z

BIRTH DATE: 3/3/12 H/P/S: POLLED COLOR: RED REG. #: P683104  
 BW: 90 ADJ. WW: 615 %SA: 38SA 62AR ADG: 5.07

BW	WW	YW	MILK	MWW
3.2	38	83	12	31

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
 MISS KEY LORRI 104U

PFFR BEEF MAN 263  
**MISS KEY GRACE 52R**  
 MISS KEY GRACE 30M

- [ PIE ACCELERATOR 4028
- [ PANHANDLE NEW TRADITION 3018
- [ PIE GET R DONE 684
- [ MISS KEY LORRI 45P
- [ BADLANDS MR BEEF 805
- [ RED RACHEL R405
- [ KEYS TOPCOAT 116H
- [ MISS KEY GRACE 16J

You can't help but notice this bull from his side profile, really clean made up through his neck and shoulders, long and level over his top, square hiped, and deep muscled in his rear quarter. He's got the looks and the performance with a 5.07 mid-test gain.



Lot 95

# 96 KEYS ACCEL 52Z

BIRTH DATE: 2/24/12 H/P/S: SCURRED COLOR: RED REG. #: S683098  
 BW: 99 ADJ. WW: 704 %SA: 38SA 62AR ADG: 5.07

BW	WW	YW	MILK	MWW
4.3	48	88	19	43

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
 MISS KEY LORRI 104U

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

- [ PIE ACCELERATOR 4028
- [ PANHANDLE NEW TRADITION 3018
- [ PIE GET R DONE 684
- [ MISS KEY LORRI 45P
- [ BADLANDS MR BEEF 805
- [ MESSMER OPHELIA 9502
- [ EPIC DISCOVERY 34M
- [ MISS KEY BANNER 175C

A high performance, stoutly made bull, with a mid-test gain of 5.07 lbs/day. His mother is a heavy milking cow that goes back to our foundation fullblood cow Keys Banner 175C.

# 97 KEYS ACCEL 53Z

BIRTH DATE: 2/24/12 H/P/S: POLLED COLOR: RED REG. #: P683099  
 BW: 90 ADJ. WW: 618 %SA: 62SA 38AR ADG: 5.24

BW	WW	YW	MILK	MWW
3.4	35	77	14	32

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
 MISS KEY LORRI 104U

S PRINCE 407P  
**MISS KEY NASHA 18S**  
 MISS KEY NASHA 67N

- [ PIE ACCELERATOR 4028
- [ PANHANDLE NEW TRADITION 3018
- [ PIE GET R DONE 684
- [ MISS KEY LORRI 45P
- [ D LIMITED EDITION 179L
- [ S BLACK LADY 50K
- [ KEYS TOTAL 415S
- [ MISS KEY 87C

This bull matches really well with the lot 94 bull. Both have outstanding performance and are phenotypically built out of the same mold with tremendous length, depth, and style. They're bred alike with the same sire as well as the same cow family.

# 98 KEYS ACCEL 92Z

BIRTH DATE: 3/12/12 H/P/S: HORNED COLOR: RED REG. #: 685506  
 BW: 90 ADJ. WW: 574 %SA: 38SA 62AR ADG: 4.52

BW	WW	YW	MILK	MWW
2.8	31	76	12	28

LAZY J&J ACCEL 68  
**KEYS ACCEL 6X**  
 MISS KEY LORRI 104U

PFFR BEEF MAN 263  
**MISS KEY CLAIRE 124R**  
 MISS KEY CLAIRE 217M

- [ PIE ACCELERATOR 4028
- [ PANHANDLE NEW TRADITION 3018
- [ PIE GET R DONE 684
- [ MISS KEY LORRI 45P
- [ BADLANDS MR BEEF 805
- [ RED RACHEL R405
- [ KEYS TOTAL 415S
- [ KEY SALERS PB DAM

Here's the youngest son of the Accel 6X bull. These bulls exhibit that easy doing look with a deep and highly capacious rib structure and a long smooth muscle pattern.



Brad, Daniel and Ross at last year's sale



It was a beautiful day for looking at bulls last year.

# K PRO-CHAR CLYDE 79T

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

CE	BW	WW	YW	Milk	MCE	MTNL
-2.0	2.2	18	21	1	3.2	10

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

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

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

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

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

# 99 KEYS CLYDE 44Z

BIRTH DATE: 2/21/12 H/P/S: POLLED COLOR: BLACK REG. #: P683096  
BW: 90 ADJ. WW: 566 %SA: 25SA 50CH 25AN ADG: 5.68

BW	WW	YW	MILK	MWW
1.6	29	72	10	25

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

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

J W K NEW DESIGN 0028  
MISS KEY KADENCE 203S  
MISS KEY KADENCE 41K

[ B/R NEW DESIGN 036  
[ J W K GAINES LADY 8062  
[ KEYS POLLED REDWOOD 60E  
[ MISS KEY FORTUNE 876X

Here's a Clyde son that's superbly stuck together, strong and wide at the top with a deep, well muscled quarter and a great disposition.



REF. SIRE K



Lot 99

# 100 KEYS CLYDE 14Z

BIRTH DATE: 2/11/12 H/P/S: POLLED COLOR: RED REG. #: P683089  
BW: 90 ADJ. WW: 598 %SA: 12.5SA 50CH 12.5AN 25MA ADG: 4.93

BW	WW	YW	MILK	MWW
1.3	40	81	7	27

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

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

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

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

Here's an extra long bodied bull that's smooth made with a good docile disposition.

# 101 KEYS CLYDE 59Z

BIRTH DATE: 2/27/12 H/P/S: POLLED COLOR: BLACK REG. #: P683100  
BW: 98 ADJ. WW: 613 %SA: 25SA 50CH 25AN ADG: 4.73

BW	WW	YW	MILK	MWW
2.7	39	87	12	31

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

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

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

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

A nice patterned, stylish bull, sired by Clyde and out of a good milking Design daughter whose mother is the dam of our new purebred herdsire Keys Longshot 1X.

# 102 KEYS CLYDE 65Z

BIRTH DATE: 2/29/12 H/P/S: POLLED COLOR: BLACK REG. #: P683102  
BW: 96 ADJ. WW: 576 %SA: 19SA 50CH 31AN ADG: 4.86

BW	WW	YW	MILK	MWW
2.5	36	78	5	23

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

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

O C C PROVOST 737P  
MISS KEY RHONDA 116U  
MISS KEY RHONDA 29R

[ O C C EMBLAZON 854E  
[ O C C DIXIE ERICA 903E  
[ KEYS STEALTH 41M  
[ MISS KEY DESIGN 143N

# 103 KEYS CLYDE 83Z

BIRTH DATE: 3/7/12 H/P/S: POLLED COLOR: BLACK REG. #: P683106  
BW: 90 ADJ. WW: 593 %SA: 25SA 50CH 25AN ADG: 4.79

BW	WW	YW	MILK	MWW
1.5	34	73	5	22

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

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

O C C PROVOST 737P  
MISS KEY RHEA 102U  
MISS KEY RHEA 36R

[ O C C EMBLAZON 854E  
[ O C C DIXIE ERICA 903E  
[ KEYS STEALTH 41M  
[ MISS KEY MEDAL 38H

He is a moderate framed Clyde son out of an OCC Provost 737 cow. The Provost cows are moderate framed with lots of width and depth of rib. They generally produce calves that are thick, easy keepin' and slightly smaller framed.



# 104 KEYS CLYDE 85Z

BIRTH DATE: 3/9/12 H/P/S: SCURRED COLOR: BLACK REG. #: P683107  
 BW: 86 ADJ. WW: 580 %SA: 31SA 50CH 19AN ADG: 3.84

BW	WW	YW	MILK	MWW
1.8	28	67	9	23

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

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

WARD 793 MASTER PLAN 43L  
 MISS KEY ELITA 190U  
 MISS KEY ELITA 26M

MJR MASTER PLAN 43L  
 JSR MS POWER DRIVE 791  
 J W K NEW DESIGN 0028  
 CKSF KIM'S ELITA 33C

Here's a nicely patterned bull with style and balance. He shows a small scur but should calve easy with an 86# BW.



Lot 104

# 105 KEYS CLYDE 90Z

BIRTH DATE: 3/12/12 H/P/S: POLLED COLOR: BLACK REG. #: P683112  
 BW: 85 ADJ. WW: 587 %SA: 25SA 50CH 25AN ADG: 4.25

BW	WW	YW	MILK	MWW
1.2	36	74	6	24

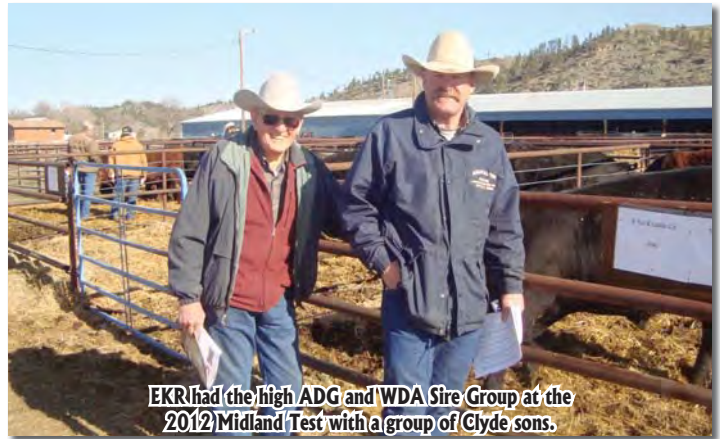
WRANGLER HEADLINER 28N  
 PRO-CHAR CLYDE 79T  
 STER STAR'S HONOR 4L

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

O C C PROVOST 737P  
 MISS KEY TOREY 101U  
 MISS KEY PATIENCE 24R

O C C EMBLAZON 854E  
 O C C DIXIE ERICA 903E  
 KEYS STEALTH 41M  
 MISS KEY PATIENCE 31M

He is bred just like the lot 103 bull both on the top and bottom sides of his pedigree. These bulls are thick, straight topped and meaty.



EKR had the high ADG and WDA Sire Group at the 2012 Midland Test with a group of Clyde sons.

# 106 KEYS CLYDE 96Z

BIRTH DATE: 3/15/12 H/P/S: POLLED COLOR: BLACK REG. #: P683113  
 BW: 88 ADJ. WW: 624 %SA: 25SA 50CH 25AN ADG: 4.18

BW	WW	YW	MILK	MWW
1.6	36	79	14	32

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

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

J W K NEW DESIGN 0028  
 MISS KEY PRIDE 27W  
 MISS KEY PRIDE 82L

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS HEAVY MEDAL 23F PLD  
 MISS KEY PRIDE 825X

Here is a Clyde son out of a Design bred dam. The Clyde sons were well received in last year's sale and this bull should be well liked. He's long, deep, and structurally sound.



Congratulations to Wanda Brown, Edgemont, SD, on her purchase of Saltys Key Celebrity. The 9-year-old Key Ranch-bred mare was a three-time qualifier to both the Roughrider and NDRA Finals, the 2010 Roughrider Finals Champion, 2012 Reserve Roughrider Champion, 2011 and 2012 NWBRA ND State 1D Champion, and a 2012 NDRA Shootout Finalist. Pictured here with Shelly.

# 107 KEYS CLYDE 105Z

BIRTH DATE: 3/20/12 H/P/S: POLLED COLOR: BLACK REG. #: P683115  
 BW: 80 ADJ. WW: 604 %SA: 38SA 50CH 12AN ADG: 3.97

BW	WW	YW	MILK	MWW
0.4	31	71	10	25

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

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

KEYS STEALTH 41M  
 MISS KEY RHONDA 29R  
 MISS KEY DESIGN 143N

BIG SKY P BLK STEALTH  
 MISS KEY 390D  
 J W K NEW DESIGN 0028  
 MISS KEY SYLVIA 42J

A black polled Clyde son with an 80# BW, he is a bull that should calve easy and sire calves with ample bone, muscling and style.



# 108 KEYS X-RAY 54Z

BIRTH DATE: 2/24/12 H/P/S: POLLED COLOR: BLACK REG. #: P683143  
 BW: 98 ADJ. WW: 634 %SA: 25SA 50CH 25AN ADG: 5.27

BW	WW	YW	MILK	MWW
4.2	44	90	12	34

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

MOORES LARIAT 136L  
 FHC RED LADY 14J  
 SDC FERRUGO 45N  
 HOPEWELL SELENA 148L

J W K NEW DESIGN 0028  
**MISS KEY EBONY 60U**  
 MISS KEY EBONY 99K

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS POLLED REDWOOD 60E  
 MISS KEY EBONY 89F PLD

*This bull is out of our new red factor Charolais herdsire, X-rRay. Just like the Clyde sons that sold well in last year's sale, 54Z has those same traits - black, polled, stout made, and a performance mid-test gain of 5.27 lbs/day.*

# 109 KEYS X-RAY 174Z

BIRTH DATE: 4/17/12 H/P/S: POLLED COLOR: BLACK REG. #: P683135  
 BW: 88 ADJ. WW: 733 %SA: 12SA 50CH 31AN 6BV ADG: 4.11

BW	WW	YW	MILK	MWW
3.5	62	112	13	44

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

MOORES LARIAT 136L  
 FHC RED LADY 14J  
 SDC FERRUGO 45N  
 HOPEWELL SELENA 148L

J W K NEW DESIGN 0028  
**MISS KEY DESIGN 77P**  
 MISS KEY 807H

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS HEAVY MEDAL 23F PLD  
 KEY AN BN COW

*Here's a really long sided, straight topped, good muscled son of X-Ray, one of our newer red factor Charolais bulls. This bull is black, polled, and is gaining over 4 lbs/day.*

# 110 KEYS X-RAY 187Z

BIRTH DATE: 4/21/12 H/P/S: POLLED COLOR: RED REG. #: P683138  
 BW: 94 ADJ. WW: 710 %SA: 38SA 50CH 12AN ADG: 4.18

BW	WW	YW	MILK	MWW
4.3	53	104	15	41

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

MOORES LARIAT 136L  
 FHC RED LADY 14J  
 SDC FERRUGO 45N  
 HOPEWELL SELENA 148L

KEYS STEALTH 41M  
**MISS KEY RACHEL 78R**  
 MISS KEY DESIGN 68M

BIG SKY P BLK STEALTH  
 MISS KEY 390D  
 J W K NEW DESIGN 0028  
 MISS KEY WIZARD 143G

# 111 KEYS MASTERCARD 182Z

BIRTH DATE: 4/21/12 H/P/S: POLLED COLOR: RED REG. #: P683137  
 BW: 80 ADJ. WW: 690 %SA: 25SA 50CH 25AN ADG: 4.86

BW	WW	YW	MILK	MWW
1.4	55	101	15	43

KEYS MASTERCARD 23S  
**KEYS MASTERCARD 269U**  
 MISS KEY FAWNA 125P

SSVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 SDC PROGRESS 16B  
 MISS KEY FAWNA 161F

J W K NEW DESIGN 0028  
**MISS KEY WHITNEY 150N**  
 MISS KEY WHITNEY 115F

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS BO 22C  
 MISS KEY STETS 81Z

# 112 KEYS MASTERCARD 199Z

BIRTH DATE: 4/24/12 H/P/S: POLLED COLOR: TAN REG. #: PENDING  
 BW: 110 ADJ. WW: %SA: 25SA 50CH 25AN ADG: 5.48

BW	WW	YW	MILK	MWW

KEYS MASTERCARD 23S  
**KEYS MASTERCARD 269U**  
 MISS KEY FAWNA 125P

SSVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 SDC PROGRESS 16B  
 MISS KEY FAWNA 161F

J W K NEW DESIGN 0028  
**MISS KEY LORRI 68P**  
 MISS KEY LORRI 67E

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS BO 22C  
 MS KEY OLE'S PRIDE 201B

# 113 KEYS MASTERCARD 203Z

BIRTH DATE: 4/24/12 H/P/S: POLLED COLOR: TAN REG. #: P685468  
 BW: 90 ADJ. WW: 761 %SA: 50SA 50CH ADG: 4.66

BW	WW	YW	MILK	MWW
3.4	62	101	14	45

KEYS MASTERCARD 23S  
**KEYS MASTERCARD 269U**  
 MISS KEY FAWNA 125P

SSVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 SDC PROGRESS 16B  
 MISS KEY FAWNA 161F

KEYS STEALTH 41M  
**MISS KEY NAOMI 59N**  
 MISS KEY RULER 179B

BIG SKY P BLK STEALTH  
 MISS KEY 390D  
 KEYS RULER 234Z PLD  
 MISS KEY TOTAL 68Z

*A buckskin son of our red factor Charolais bull Mastercard.*

# 114 KEYS MASTERCARD 218Z

BIRTH DATE: 4/29/12 H/P/S: SCURRED COLOR: TAN REG. #: S683140  
 BW: 84 ADJ. WW: 706 %SA: 25SA 50CH 25AN ADG: 4.52

BW	WW	YW	MILK	MWW
1.7	56	102	15	43

KEYS MASTERCARD 23S  
**KEYS MASTERCARD 269U**  
 MISS KEY FAWNA 125P

SSVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 SDC PROGRESS 16B  
 MISS KEY FAWNA 161F

JWK NEW DESIGN 0028  
**MISS KEY DESIGN 118M**  
 MISS KEY LADY 79E PLD

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS SLAMMER 201Z  
 MISS KEY PRIDE PLD 125Z

*A buckskin son of our red factor Charolais bull Mastercard.*

# 115 KEYS MASTERCARD 271Z

BIRTH DATE: 5/13/12 H/P/S: POLLED COLOR: TAN REG. #: P685469  
 BW: 105 ADJ. WW: 744 %SA: 38SA 50CH 12AN ADG: 4.66

BW	WW	YW	MILK	MWW
4.3	54	104	9	36

KEYS MASTERCARD 23S  
**KEYS MASTERCARD 269U**  
 MISS KEY FAWNA 125P

SSVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 SDC PROGRESS 16B  
 MISS KEY FAWNA 161F

KEYS STEALTH 41M  
**MISS KEY POLLY 64P**  
 MISS KEY DESIGN 151M

BIG SKY P BLK STEALTH  
 MISS KEY 390D  
 J W K NEW DESIGN 0028  
 MS KEY BO'S LADY 203B PL

*A buckskin son of our red factor Charolais bull Mastercard.*

# 116 KEYS MASTERCARD 288Z

BIRTH DATE: 5/24/12 H/P/S: POLLED COLOR: RED REG. #: P685755  
 BW: 88 ADJ. WW: 653 %SA: 25SA 50CH 25AN ADG: 4.38

BW	WW	YW	MILK	MWW
2.3	68	117	6	40

KEYS MASTERCARD 23S  
 KEYS MASTERCARD 269U  
 MISS KEY FAWNA 125P

SSVS MASTERCARD 2M  
 MISS KEY HATTIE 20P  
 SDC PROGRESS 16B  
 MISS KEY FAWNA 161F

OCC PROVOST 737P  
 KEYS SHYLAH 194S  
 MISS KEY MEDAL 37L

OCC EMBLAZON 854E  
 OCC DIXIE ERICA 903E  
 KEYS HEAVY MEDAL 4J  
 MISS KEY CANNON 172D PLD



Neil and Jan's daughter, Sarah, and husband Kris welcomed Connor James in January. He joins big sister Anna.

# 117 KEYS MATRIX 43Z

BIRTH DATE: 3/30/12 H/P/S: POLLED COLOR: BLACK REG. #: P683126  
 BW: 83 ADJ. WW: 620 %SA: 75SA 25AN ADG: 4.38

BW	WW	YW	MILK	MWW
0.7	35	70	15	32

RCM PB 44P  
 KEYS MATRIX 99T  
 MISS KEY 23M

KKCC BLK PLD MATRIX 304N  
 TSB PLD LIZZY 74N  
 J W K NEW DESIGN 0028  
 MISS KEY MEDAL 21K

JCG DIAMOND  
 MISS KEY ANGELA 42W  
 MISS KEY ANGELA 128M

JSR JAMACA 431  
 JCG CARMA  
 J W K NEW DESIGN 0028  
 MISS KEY ANGELA 92F

If you're looking for moderate framed bulls that are nicely made, sound footed, quiet, easy calving, black, and built with longevity in mind, the Matrix sire group is for you.



Lot 117

# 118 KEYS MATRIX 117Z

BIRTH DATE: 3/25/12 H/P/S: POLLED COLOR: BLACK REG. #: P683119  
 BW: 80 ADJ. WW: 626 %SA: 75SA 25AN ADG: 3.63

BW	WW	YW	MILK	MWW
0.2	35	69	16	34

RCM PB 44P  
 KEYS MATRIX 99T  
 MISS KEY 23M

KKCC BLK PLD MATRIX 304N  
 TSB PLD LIZZY 74N  
 J W K NEW DESIGN 0028  
 MISS KEY MEDAL 21K

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

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

A 3/4 blood bull out of Matrix 99T, these bulls are nice patterned, good headed, with calving ease bred in.

# 119 KEYS MATRIX 123Z

BIRTH DATE: 3/27/12 H/P/S: POLLED COLOR: BLACK REG. #: P683121  
 BW: 82 ADJ. WW: 643 %SA: 63SA 37AN ADG: 4.38

BW	WW	YW	MILK	MWW
0.8	41	83	15	35

RCM PB 44P  
 KEYS MATRIX 99T  
 MISS KEY 23M

KKCC BLK PLD MATRIX 304N  
 TSB PLD LIZZY 74N  
 J W K NEW DESIGN 0028  
 MISS KEY MEDAL 21K

J W K NEW DESIGN 0028  
 MISS KEY EMBER 106W  
 MISS KEY EMBER 35K

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

Lots 119 and 120 are two peas in a pod. Sired by Matrix 99T, they are good gaining, well muscled and nicely patterned. Recommended for use on heifers.

# 120 KEYS MATRIX 124Z

BIRTH DATE: 3/27/12 H/P/S: POLLED COLOR: BLACK REG. #: P683122  
 BW: 80 ADJ. WW: 670 %SA: 44SA 53AN 3BV ADG: 4.52

BW	WW	YW	MILK	MWW
0.4	52	96	12	38

RCM PB 44P  
 KEYS MATRIX 99T  
 MISS KEY 23M

KKCC BLK PLD MATRIX 304N  
 TSB PLD LIZZY 74N  
 J W K NEW DESIGN 0028  
 MISS KEY MEDAL 21K

O C C PROVOST 737P  
 MISS KEY DESIGN 202W  
 MISS KEY DESIGN 77P

O C C EMBLAZON 854E  
 O C C DIXIE ERICA 903E  
 J W K NEW DESIGN 0028  
 MISS KEY 807H

He and lot 119 are two peas in a pod, both sired by Matrix 99T. They are both gaining well over 4 lbs/day and born on the same day. These well muscled, nicely patterned bulls should work really well on heifers and produce excellent replacements.

# 121 KEYS MATRIX 130Z

BIRTH DATE: 3/30/12 H/P/S: POLLED COLOR: BLACK REG. #: P683125  
 BW: 74 ADJ. WW: 607 %SA: 50SA 48AN 2BV ADG: 3.84

BW	WW	YW	MILK	MWW
-1.3	34	71	13	30

RCM PB 44P  
 KEYS MATRIX 99T  
 MISS KEY 23M

KKCC BLK PLD MATRIX 304N  
 TSB PLD LIZZY 74N  
 J W K NEW DESIGN 0028  
 MISS KEY MEDAL 21K

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

A light birth weight son of Matrix. This bull fits right in with the lot 119 and 120 bulls that are so well matched.

# 122 KEYS MATRIX 134Z

BIRTH DATE: 4/1/12 H/P/S: POLLED COLOR: BLACK REG. #: P683127  
 BW: 85 ADJ. WW: 631 %SA: 50SA 25AN 25MA ADG: 3.90

BW	WW	YW	MILK	MWW
0.3	43	85	10	31

RCM PB 44P  
**KEYS MATRIX 99T**  
 MISS KEY 23M

[ KKCC BLK PLD MATRIX 304N  
 [ TSB PLD LIZZY 74N  
 [ J W K NEW DESIGN 0028  
 [ MISS KEY MEDAL 21K

SOONER MA BULL  
**MISS KEY BRIELLA 77U**  
 MISS KEY DESIGN 118M

[ MAINE  
 [ MAINE  
 [ J W K NEW DESIGN 0028  
 [ MISS KEY LADY 79E PLD

There are a number of these Matrix bulls in the sale. If you're looking for some well made, good muscled bulls to use on heifers, seriously consider the Matrix sire group.

# 123 KEYS MATRIX 139Z

BIRTH DATE: 4/4/12 H/P/S: POLLED COLOR: BLACK REG. #: P685761  
 BW: 85 ADJ. WW: 702 %SA: 44SA 56AN ADG: 3.97

BW	WW	YW	MILK	MWW
0.7	45	77	9	31

RCM PB 44P  
**KEYS MATRIX 99T**  
 MISS KEY DESIGN 23M

[ KKCC BLK PLD MATRIX 304N  
 [ TSB PLD LIZZY 74N  
 [ J W K NEW DESIGN 0028  
 [ MISS KEY MEDAL 21K

SUMMITCREST TRUE GRIT 7R06  
**MISS KEY DESIGN 156W**  
 MISS KEY DESIGN 124T

[ G A R INTEGRITY  
 [ SUMMITCREST PRIMROSE 2J02  
 [ SAV INTEGRITY 5015  
 [ MISS KEY DESIGN 202N

# 124 KEYS MATRIX 143Z

BIRTH DATE: 4/5/12 H/P/S: POLLED COLOR: BLACK REG. #: P683131  
 BW: 84 ADJ. WW: 666 %SA: 56SA 44AN ADG: 4.79

BW	WW	YW	MILK	MWW
0.2	44	83	12	34

RCM PB 44P  
**KEYS MATRIX 99T**  
 MISS KEY 23M

[ KKCC BLK PLD MATRIX 304N  
 [ TSB PLD LIZZY 74N  
 [ J W K NEW DESIGN 0028  
 [ MISS KEY MEDAL 21K

SUMMITCREST TRUE GRIT 7R06  
**MISS KEY KIA 193W**  
 MISS KEY KIA 6P

[ G A R INTEGRITY  
 [ SUMMITCREST PRIMROSE 2J02  
 [ KEYS STEALTH 41M  
 [ MISS KEY KIA 9M

# 125 KEYS MATRIX 157Z

BIRTH DATE: 4/10/12 H/P/S: POLLED COLOR: BLACK REG. #: P683133  
 BW: 88 ADJ. WW: 707 %SA: 63SA 37AN ADG: 3.97

BW	WW	YW	MILK	MWW
1.8	56	102	18	46

RCM PB 44P  
**KEYS MATRIX 99T**  
 MISS KEY 23M

[ KKCC BLK PLD MATRIX 304N  
 [ TSB PLD LIZZY 74N  
 [ J W K NEW DESIGN 0028  
 [ MISS KEY MEDAL 21K

J W K NEW DESIGN 0028  
**MISS KEY MONIQUE 67W**  
 MISS KEY MONIQUE 111L

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

# 126 KEYS VLADIMIR 23Z

BIRTH DATE: 2/17/12 H/P/S: POLLED COLOR: BLACK REG. #: P683092  
 BW: 84 ADJ. WW: 654 %SA: 50SA 50AN ADG: 4.11

BW	WW	YW	MILK	MWW
1.4	51	110	22	47

MAC F1 SUNDANCE 4S  
**MAC VLADIMIR 141X**  
 MAC TARYN 99T

[ RITO 112 OF 2536 RITO 616  
 [ MAC BLACK FLORA 6F  
 [ AP POLLED DYNAMITE 839H  
 [ VERMILION LASS 2267

J W K NEW DESIGN 0028  
**MISS KEY GRACE 74P**  
 MISS KEY GRACE 16J

[ B/R NEW DESIGN 036  
 [ J W K GAINES LADY 8062  
 [ KEYS REDWOOD 29G  
 [ MISS KEY GRACE 61G PLD

This is the one and only son of Vladimir in the sale. He's a bigger framed, longer bodied bull that should definitely add pay weight to your next calf crop.

# 127 KEYS BAYSIDE 194Z

BIRTH DATE: 4/23/12 H/P/S: POLLED COLOR: RED REG. #: P683139  
 BW: 85 ADJ. WW: 714 %SA: 70SA 25AR 5AN ADG: 4.45

BW	WW	YW	MILK	MWW
1.8	56	109	21	49

MAC TORRINGTON 139T  
**MAC BAYSIDE 292X**  
 MAC ROSLYN 268R

[ MAC NAVIGATOR 281N  
 [ JMAC LOLITA 2L  
 [ MAC POLLED MATADOR 208M  
 [ MAC KEELEY 249K

PIE GET R DONE 684  
**MISS KEY SHEREE 116W**  
 MISS KEY SHEREE 48S

[ PIE CHICAWA 366  
 [ PIE RED RUBY 4094  
 [ S PRINCE 407P  
 [ MISS KEY GARNET 20P

# 128 KEYS BAYSIDE 118Z

BIRTH DATE: 3/26/12 H/P/S: POLLED COLOR: RED REG. #: P683120  
 BW: 70 ADJ. WW: 598 %SA: 75SA 25AN ADG: 4.32

BW	WW	YW	MILK	MWW
-1.0	38	85	21	40

MAC TORRINGTON 139T  
**MAC BAYSIDE 292X**  
 MAC ROSLYN 268R

[ MAC NAVIGATOR 281N  
 [ JMAC LOLITA 2L  
 [ MAC POLLED MATADOR 208M  
 [ MAC KEELEY 249K

OHR 9502 MR ROBUST 18N  
**MISS KEY NAN 235T**  
 MISS KEY NAN 21N

[ BADLANDS MR BEEF 80S  
 [ MESSMER OPHELIA 9502  
 [ BIG SKY P BLK STEALTH  
 [ MISS KEY 390D

There are only two bulls in the sale sired by Bayside 292X and this calf is one to take note of. He's an eye catcher - wide based, clean fronted, good headed with a straight, wide top. He's levelhipped with a deep, well-muscled rear quarter, a really well proportioned bull from any angle.



Lot 128

# 129 KEYS ROCKSTAR 45Z

BIRTH DATE: 2/21/12 H/P/S: POLLED COLOR: BLACK REG. #: P683095  
 BW: 98 ADJ. WW: 624 %SA: 75SA 25AN ADG: 4.52

BW	WW	YW	MILK	MWW
3.4	47	95	15	39

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

J W K NEW DESIGN 0028  
**MISS KEY DAZY 162U**  
 MISS KEY WIZARD 38G

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

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS POLLED REDWOOD 60E  
 MISS KEY WIZARD 26D PLD

Here's a Rockstar bull with plenty of frame and length. He's very deep and soft in his rib structure and should sire some easy fleshing calves.



Keys Rockstar 95X, sire of Lot 129

# 130 KEYS HEAVY MEDAL 69Z

BIRTH DATE: 3/3/12 H/P/S: POLLED COLOR: RED REG. #: P683103  
 BW: 80 ADJ. WW: 590 %SA: PUREBRED SA ADG: 4.04

BW	WW	YW	MILK	MWW
2.7	29	68	18	32

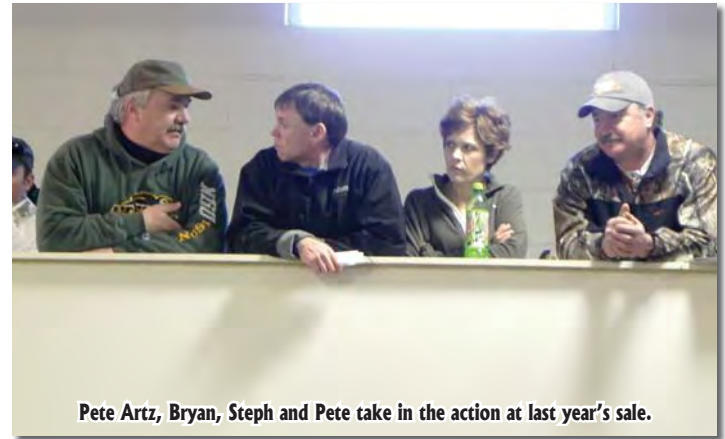
KEYS HEAVY MEDAL 23F PLD  
**KEYS HEAVY MEDAL 4J**  
 MISS KEY PATIENCE 15G

S PRINCE 407P  
**MISS KEY GOLD 42T**  
 MISS KEY GOLD MEDAL 174G

LM GOLD MEDAL 33D  
 XSR 80'S MISS LYRE 14C  
 KEYS POLLED REDWOOD 60E  
 MISS KEY TALL 114A

D LIMITED EDITION 179L  
 S BLACK LADY 50K  
 LM GOLD MEDAL 33D  
 MISS KEY PRIDE 84X

Here's a purebred son of our Heavy Medal 4J bull. This goes back a few years, but the 4J females made outstanding cows and this bull's mother is a no miss Prince 407 dam that has produced many replacements in our herd.



Pete Artz, Bryan, Steph and Pete take in the action at last year's sale.

# 131 KEYS HEAVY MEDAL 108Z

BIRTH DATE: 3/22/12 H/P/S: POLLED COLOR: BLACK REG. #: TP683116  
 BW: 82 ADJ. WW: 583 %SA: PUREBRED SA ADG: 3.70

BW	WW	YW	MILK	MWW
2.7	34	71	20	37

KEYS HEAVY MEDAL 23F PLD  
**KEYS HEAVY MEDAL 4J**  
 MISS KEY PATIENCE 15G

KKCC BLK PLD MATRIX 304N  
**MISS KEY BANNER 92T**  
 MISS KEY BANNER 175C

LM GOLD MEDAL 33D  
 XSR 80'S MISS LYRE 14C  
 KEYS POLLED REDWOOD 60E  
 MISS KEY TALL 114A

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

A purebred embryo transplant calf out of the Heavy Medal 4J bull and a highly maternal dam, 92T, who's out of Matrix and our foundation cow, Miss Banners Pride 175C.

# 132 KEYS PARADOX 128Z

BIRTH DATE: 3/29/12 H/P/S: POLLED COLOR: RED REG. #: P683124  
 BW: 82 ADJ. WW: 677 %SA: 88SA 12AR ADG: 3.84

BW	WW	YW	MILK	MWW
1.3	41	74	27	48

MAC F1 PARADOX 63P  
**DJF PARADOX 311U**  
 DJF MISS 311N

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

GLACIER CHATEAU 744  
 JMAC KERRIGAN 163K  
 BEV MASTERPIECE 110H  
 DJF POLLED JANELLE 911J

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

He is an easy calving son of our Paradox son, DJF 311U. His dam is an ET daughter of Jamaca and our Banners Pride fullblood cow 175C.

# 133 KEYS HIGHWAY 234Z

BIRTH DATE: 5/2/12 H/P/S: HORNED COLOR: BLACK REG. #: 685756  
 BW: 85 ADJ. WW: 694 %SA: 75SA 25AN ADG: 4.31

BW	WW	YW	MILK	MWW
2.2	32	76	20	36

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

JWK NEW DESIGN 0028  
**MISS KEY GYPSY 51U**  
 MISS KEY GYPSY 35L

JSR JAMACA 431  
 JCG CARMA  
 KEYS POLLED REDWOOD 60E  
 MISS KEY ESTELLE 10E

B/R NEW DESIGN 036  
 J W K GAINES LADY 8062  
 KEYS TOPCOAT 116H  
 MISS KEY GYPSY 46G



Keys Highway 101W, sire of Lot 133

# 134 50 BRED COMMERCIAL SALERS X ANGUS HEIFERS

30 are black, 20 are red. Synchronized and AI bred to calve April 1. The blacks were AI'ed to black bulls, the reds to red bulls. We will know sale day which are AI bred and which are bred to the clean-up bulls.



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