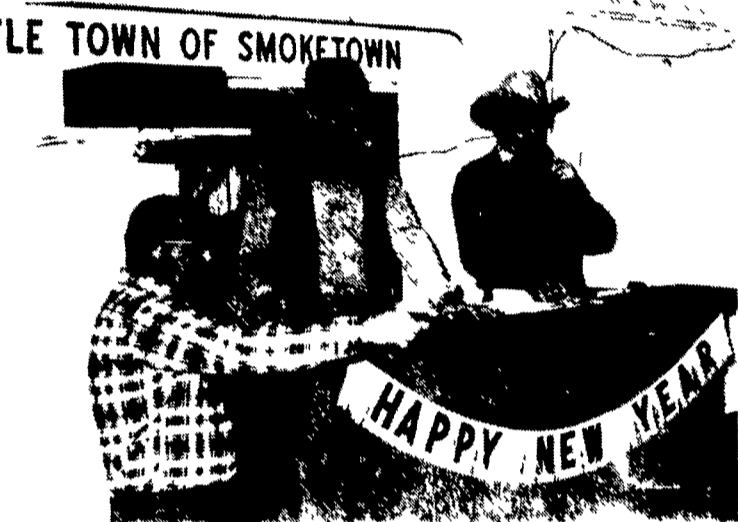


# Smoketown Dairy Sales observes 10th anniversary



Helen and Gordon Fritz, owners of Smoketown Quality Dairy Sales Co., Inc.



Handling cattle sale, from the left, are Gordon Fritz, of Smoketown Quality Dairy Sales; Henry Kettering, pedigrees; and Paul Snyder, auctioneer.

**BY JACK HUBLEY**  
**SMOKETOWN** — When Gordon Fritz tells you he was born 53 years ago, don't believe him. Fifty-three years ago he was shot out of a gun, and it's going to take a lot more than half-a-century to slow this man down.

Fritz and cattle mix like ham and eggs, a fact readily apparent during the 10th anniversary sale of his Smoketown Quality Dairy Sales Co., on December 30. Wearing a knit sweater with appropriate Holstein motif, Fritz teamed with ring man John Petersheim, making sure that buyers had ample opportunity to appraise his cows from all angles.

Things got underway with John Peila's introduction of each cow and Henry Kettering's presentation of milk records and pedigrees. After that it was up to auctioneers Paul Snyder and Carl Diller to keep things moving, the

whole affair being a well-orchestrated demonstration of just how a cow ought to be sold.

Now and then sensing when proceedings might benefit from a kick in the pants, Fritz was quick to grab a microphone and let buyers know just why they ought to be in the thick of things.

Developed through lifetime immersion in the cattle business, this sense of auction tempo is no accident. Born and raised in Smoketown, Gordon credits his father, John Fritz, for providing him with the backbone of his dairy experience.

"With Daddy running a cattle business the three of us boys had a

one-way ticket to hard work," Fritz recalls, "and by the time I was sixteen I was borrowing the pick-up to buy and sell calves."

The mid-50's found Gordon buying and selling with his brother Robert, a partnership that lasted until 1967, when Gordon and his wife Helen decided to go it alone.

A self-confessed "city" girl with no knowledge of the dairy business, Helen caught on quickly.

"She'd often do the feeding and milking while I was out buying and selling," Fritz reminisces. "I might be 500 miles from home when I'd call her and say, 'what's goin' on?' She'd say,

(Turn to Page B34)

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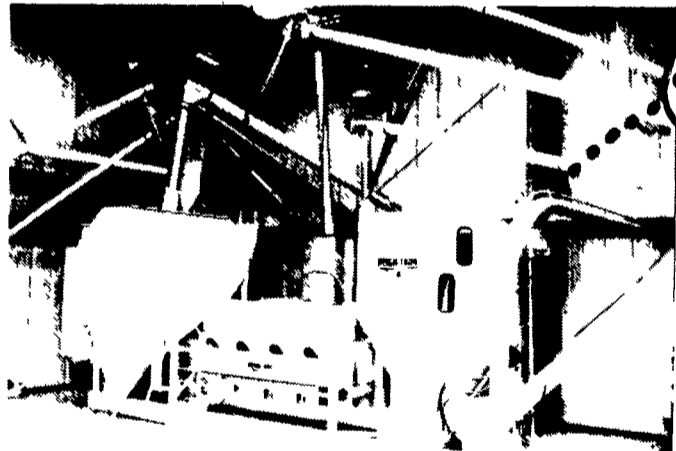
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