

It is interesting to know that Mr. Carter's choice of Pomona as the best place in which to locate in the automobile business was made only after he had looked well over the entire state. He preferred Pomona on account of its central location, the rich territory adjoining, and the city's growing trade; and because he had great confidence in the Valley and its future. As might be expected, having once cast his lot here, he has become very active in both the Chamber of Commerce and the Merchants' Association.

At Pasadena on May 12, 1915, Mr. Carter was married to Miss Dorothy Hartman, a native of Michigan and the daughter of Carrol S. Hartman, formerly of Grand Rapids. Mrs. Carter has always been the center of a circle of admiring friends, and shares with her husband his enthusiasm for Pomona Valley.

FRANK CATELLI

The proprietor of the San Dimas Fancy Bakery, a business he established, Frank Catelli was born in the city of Lucca, near Florence, Italy, May 3rd, 1884, and was reared on his father's farm and received a good education in the excellent schools of his native place. Having heard of the opportunities that awaited young men in the land of the Stars and Stripes, he resolved, when sixteen years of age, to migrate to America; so May 13, 1901, he arrived in New York City, and three months later he made his way to Providence, R. I., where he apprenticed himself to the baker's trade, beginning with a salary of seven dollars a week, and at the end of two years he was receiving fourteen dollars a week. Next we find him in Boston earning eighteen dollars a week until he started in business in a partnership in New Bedford, Mass., but eighteen months later, having heard gratifying reports from California, he came to Los Angeles, April, 1910, and immediately found employment in the Franco-American Bakery at twenty dollars a week, resigning to accept the position of superintendent of the Fancy Bakery in Long Beach, receiving twenty-four dollars a week and expenses. This position he filled satisfactorily for a period of three years and only resigned to remove to Tonopah, Nev., where he was superintendent of a bakery, receiving a salary of \$110 a month and expenses. However, the climate of California appealed to him so strongly that in eighteen months he resigned to return to the Coast. In 1917 he came to Pomona, where he was employed at his trade. He was made a citizen of the United States in Los Angeles in 1918, and responded to the draft and was accepted and called out, when the armistice was signed and he was not needed for service.

In January, 1919, he established the San Dimas Fancy Bakery, to which he gives all of his time and best efforts, and is meeting with deserving success.