







2nd Infantry Division



105mm Howitzer



155mm Howitzer

Frank was born on 23 February 1929 in West Pittston, Pennsylvania, where he attended grade school and high school. He graduated from high school in 1947, and then went to work as a Caddy and Locker Man for Fox Hill Country Club in Exeter, Pennsylvania, until entering the Army. Frank was drafted and inducted into the Army as a Private on 13 December 1950 in Wilkes-Barre, Pennsylvania, and assigned to the 3rd Armored Division at Fort Knox, Kentucky, where he underwent 14 weeks basic training, followed by a course in Leadership Training from 1 March 1951 to May 1951. He was then ordered to Korea, arriving there on 24 June 1951. He served in Korea for 11 months with the 2nd Infantry ("Warriors") Division as a Radio Operator, first for the 37th Field Artillery Battalion (105mm Howitzers), and then the 503rd Artillery Battalion (155mm Howitzers). He participated in the hard-fought battles for "Bloody Ridge" (12 August - 12 September 1951) and "Heartbreak Ridge" (13 September – 22 October 1951), providing gunfire support for the 2nd Division. In April 1952, he returned to the States for assignment to the 85th Tank Battalion at Indiantown Gap, Pennsylvania, and assignment to the Supply Depot while awaiting discharge. Frank was discharged there as a Sergeant on 18 September 1952, and was awarded the National Defense Service Medal, United Nations Service Medal, Korean Service Medal (w/bronze star), and Korean War Medal. Frank returned to Wilkes-Barre and went to work there for General Acceptance Corporation (GAC) in the Finance Division as a Manager Trainee until 1954, when he took a position as Assistant Manager for Hartsfield Company in Birmingham, Alabama, for a year. In 1955, he returned to work for GAC Finance as an Assistant Manager for a year in Philadelphia, Pennsylvania, and then was assigned to the Audit Division where he worked as an Auditor for a couple of years and then moved to Washington, D.C. in 1960 as Regional Personnel Director. Subsequently, Frank accepted various assignments and moves, relocating back to Pennsylvania, then to Miami, Florida, as Executive Recruiter for GAC. In 1971, he returned to Allentown as Vice President of Personnel for Finance America. In 1972 Frank was promoted to Group Vice President and a year later to Senior Vice President for Personnel and Administration for Finance America and the successor Company, Chrysler First, in Allentown until his retirement in 1992. In 1974, Frank enrolled in evening classes at Muhlenberg College in Allentown, earning a Bachelor of Arts Degree in Accounting and Business Administration in 1982. Subsequently, he served on the Board of Trustees for Muhlenberg for nine years, and was awarded the Muhlenberg Alumni Achievement Award in 1991. Frank married Jane Ann Buckholtz (born 18 November 1932) on 10 September 1955 in Mount Rainer, Maryland. They moved to Salisbury Township, Pennsylvania, in 1972, and then to Lower Macungie Township, Pennsylvania, in September 2006. Frank and Jane raised five children: Reta Jane Geld, Lisa Ann Galutia, Jeffrey Anthony, William Franklyn, and Matthew James. Frank's parents were Pasquale Cella (25 October 1883 – 1946) and Mary Maria Oliveri (1883 – 1957), both of whom were born in Italy and emigrated in 1904. Frank's brother, Charles Cella, served during World War II during 1942 and 1943; he was killed when thrown from a tank while serving in France.