

PACKARD News Service
1580 E. Grand Blvd., Box 117
Detroit 32, Michigan

For release Monday, Dec. 17

PACKARD APPOINTS

NORTHERN MICHIGAN

DISTRICT MANAGER

W. D. Foster Named By Detroit Zone Office For
Managership Of Area Including Seven Key Cities

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Detroit, Dec. 17 -- The Detroit zone office of the Packard Motor Car Company today announced appointment of W. D. Foster as northern Michigan district manager.

The appointment was announced by Henry Whiting, Detroit zone manager, who said Foster's district area will include Petoskey, Cadillac, Alpena, Bay City, Saginaw, Traverse City and Midland.

"Production of Packard cars is to be stepped up to 200,000 units annually," Whiting said, "and Michigan will share proportionately in the increase.

"Mr. Foster's past experience with automobile dealers, and in merchandising and sales promotion work will be invaluable in our dealer development program throughout the state."

Worked Extensively With Michigan Dealers

Foster, who attended Lansing schools and Michigan State College, first became affiliated with the automotive industry with Universal Credit Company of Detroit.

During his six years with the Universal Credit Company, he served as branch manager of the Lansing office and worked with dealers in all sections of Michigan in connection with sales activities in Saginaw, Muskegon and Grand Rapids offices.

Prior to joining Packard, he was assistant secretary-manager of the Grand Haven Chamber of Commerce. During the war, Foster served in a supervisory capacity in Nash-Kelvinator's propeller division.

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