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David C. Frailey has been appointed New England regional director of public relations for American Airlines, with headquarters in Boston, it was announced today by Rex Smith, vice president-public relations.

A former newspaperman, Frailey joined the airline in July, 1946, becoming chief of its Washington public relations division. He later was assistant director of public relations for American's eastern region, with headquarters in New York, and for the past year and a half had been San Francisco district public relations representative.

He is a native of Emmitsburg, Md., where he was graduated from Mount St. Mary's College in 1942. He was a correspondent for several Maryland, Pennsylvania and Washington, D.C. dailies and weeklies, and was a staff writer for the Associated Press bureaus at Baltimore and Annapolis, Md.

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