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Richard E. Fisher has been appointed assistant director of public relations for American Airlines in the eastern region by Rex Smith, vice president-public relations. The eastern region covers New York and other Atlantic seaboard states.

Irwin Nye, presently assistant editor of the company's biweekly newspaper Flagship News, has also been assigned to the regional offices in New York City.

Fisher, a veteran of public relations and sales promotion work, has been a public relations representative in New York and San Francisco for American Airlines since 1946. Nye was director of public relations for Airborne Instruments Laboratory before joining American a year ago.

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