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Michael J. Wardell has been appointed eastern regional director of public relations for American Airlines with headquarters in New York, Rex Smith, vice president - public relations, announced.

Wardell has had wide experience in theatrical, radio, motion picture and television public relations.

As a captain in the U.S. Army during the war, he pioneered soldier show entertainment, producing the first shows for combat groups stationed at rest camps between combat assignments. He assisted with the production of Irving Berlin's "This Is The Army" and also specialized in entertainment for hospitalized G.I.s. Wardell invented "grenade golf," a new training method for troops learning grenade throwing. He was responsible for many war department manuals and was editor and publisher of the official Second Service Command publication "Morale Minutes," which went to armed forces throughout the world. He was awarded the Army Commendation Ribbon for his work.

Upon being separated from the Army, Wardell was requested by the government to work with the Veterans Administration and organize a recreation program for hospitalized veterans. He spent three years in building up this program.

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