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AAR Corp., Elk Grove Village, Ill., a marketer of aviation parts and services, announced that Ira Eichner, chairman and chief executive officer, was assuming the additional title of chief operating officer.

* Advanced Semiconductor Materials International N.V., Bilthoven, the Netherlands, has appointed Franc R. J. De Weeger as president of its subsidiary, ASM America Inc. in Phoenix.

* Alpine Geophysical Corp., whose principal business is oceanography, oil and gas, has named Steven S. Elbaum chairman and chief executive officer.

* Applied DNA Systems Inc., Pittsburgh, has elected to its board Donald M. Bachmann, an accountant and chairman of the New York State Housing Finance Agency, and Dr. Arnold L. Demain, professor of industrial microbiology at the Massachusetts Institute of Technology.

* Beatrice Foods Co., Chicago, has named Paul W. Hylbert and Donn Robbins vice presidents.

* Brae Corp., San Francisco, a manufacturing, leasing and transportation services company, has appointed Richard B. Johnston president of Cargo Inc., Brae's trucking business.

* Computer Horizons Corp., a computer software and management consulting company, has named Carl A. Schulz to the new position of senior vice president and director of the company's new communications industry group.

* Flying Tigers, Los Angeles, an air cargo carrier, has appointed William C. Bond vice president-flight operations.

* Grand Union Co., Elmwood Park, N.J., has named William C. Holsworth vice president in charge of operational planning and analysis.

* Interphase Corp., Dallas, a producer of controllers and disk drive subsystems for microcomputers, has named Mark A. Floyd vice president and chief financial officer.

* Jacobs Engineering Group Inc., Pasadena, Calif., has appointed Gary L. Allison executive vice president in charge of the newly formed Jacobs Systems Company division.

* Midland Bank, London, has appointed T. Jefferson Cunningham 3d senior international adviser based in New York.

* Pillsbury Co., Minneapolis, has appointed Ronald E. Lund, Mahlon C. Schneider, Michael D. Ellwein, Ralph O. Thrane and Thomas N. Wilkolak vice presidents.

* Simon & Schuster Inc. has appointed Eric Rayman vice president- general counsel.

* Southeast Banking Corp., Miami, and Southeast Bank have appointed James E. Adams senior vice president/finance and Kristen M. Hudak senior vice president/controller.

* Westinghouse Electric Corp., Pittsburgh, has elected Maurice C. Sardi vice president, corporate relations.

* John Wiley & Sons, a publisher, announced that Richard O. Johnson had joined as vice president, corporate development.

* World Mail Center Inc., Camarillo, Calif., announced that Jerry L. Record had resigned as president, chief executive officer and chief financial officer.

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