

# Airport Here to Be Used In Aviation Business Film

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Staff Reporter

Smith Reynolds Airport will be featured in a motion picture being prepared by the Academy of Applied Science to tell the story of business aviation in the United States.

A photography team headed by Kermit Echols of the Lockheed-Georgia Co. of Marietta, Ga., the firm doing the filming, is scheduled to start shooting activity at the airport Wednesday, Aug. 18.

The movie is called "Wings

at Work" and will use Smith Reynolds Airport to portray what an airport means to communities the size of Winston-Salem.

Smith Reynolds was picked because its manager, Arthur R. Graham, never passes up a chance to get in a plug for the airport and its economic contributions.

This is the background:

In February, Houston Branch, executive director of the Academy of Applied Science of Cambridge, Mass.,

wrote Graham, telling him of the plans for the movie and asking for his ideas.

Branch said the movie would stress the role business aviation plays in pacing the economy and in enriching the recreational and cultural life of the nation and would recognize the role played by the local airports.

"Our goal is to create an authoritative film on the subject — which will command national attention and stimulate local pride and support," Branch wrote.

The academy is a non-profit scientific and educational corporation. It is preparing a program of motion pictures saluting singular achievements of American industry. The film on the history and future of business aviation is the first.

The film will be premiered at the National Business Aircraft Association convention in October in California. It will then be shown on television and to civic groups across the nation.

## Sends Material

Graham replied to Branch immediately, sending him all the material he could find on how Smith Reynolds serves Winston - Salem and passing along his ideas on what the film should contain.

"I would like to see such a story clearly indicate the dollars and cents impact of business aviation on a community," Graham wrote. "This is a theme I try to get across in talks to local civic groups."

Graham said people must be made to realize that general aviation is no longer "the young man down the street flying his Piper Cub on Sunday afternoon." It involves aircraft costing upwards of \$50,000. These airplanes are used by dollar conscious businessmen because it saves them time and money. And the business conducted by this corporate aircraft travel results in increased earnings for these companies and more jobs and higher earnings to be spent in the community.

## New Industry

And thinking of the airport's success with its industrial park, Graham added: "Another factor is the desire of the aircraft - owning companies to locate their decentralized plants on or adjacent to airports. A good airport thus invites new industry into an area."

Graham heard nothing else until this week when Echols called him to make arrangements for the visit of the photography crew.

Echols told Graham that the academy had built its script on the contribution of local airports around Graham's ideas and material and would use Smith Reynolds to portray that phase of business aviation in the film.

"Needless to say, I was surprised and pleased," Graham said.