



**An aircraft bearing the name EL AL, with Israeli officials in front of it, shortly before operating the historic flight to Geneva, Switzerland on September 29, 1948 to bring Chaim Weizmann home for his inauguration as Israel's first President.**

**(Israel Ministry of Defense Archives).**



**Some crew members on the first flight of EL AL, Israeli National Aviation Company, that brought Chaim Weizmann from Geneva to Israel, to be sworn in as Israel's first President. (State of Israel Ministry of Defense Archives)**



**The first EL AL purchased aircraft, a Douglas DC-4, Israeli registration 4X-ACC, acquired in March of 1949.**



**First EL AL scheduled passenger flight (July 31 – August 1, 1949) arrives at Orly Airport, Paris following a flight from Tel Aviv via Rome.**



**The draped coffin of Theodor Herzl arrives in Tel Aviv at Lod Airport (now Ben Gurion), having been carried to Israel aboard an EL AL special flight from Vienna on August 16, 1949.**

(Israel Government Press Office)



**Yemenite airlift flight operated by an EL AL crew. Forty thousand Jews from Yemen were rescued in 1949 as part of Operation Magic Carpet on flights from Aden to Israel.**

(Israel Government Press Office)



Welcome reception hosted by the City of New York at Idlewild Airport (now JFK) upon arrival of the first scheduled EL AL flight to the USA using a Lockheed Constellation aircraft. May 1, 1951.



**Golda Meir, an Israeli government Minister at the time and later Prime Minister, arrives in New York after flying on an EL AL Constellation aircraft, mid 1950's.**





**Abba Eban arrives at Idlewild Airport (now JFK) Airport on EL AL in the mid-1950s while serving as Israel's Ambassador to the United States and the United Nations.**



**Eleanor Roosevelt, one of the many well known international visitors carried on EL AL, is greeted by an EL AL hostess upon arrival at Lod (now Ben Gurion) Airport, about 1958.**



**Israel is a popular destination for Christians making a pilgrimage to the Holy Land. Shown is a group of Christian clergy from Europe upon arrival at Lod (Ben Gurion) Airport, in the late 1960s.**



**Captain Zvi Tohar, one of the first native Israelis to become an EL AL captain, in the cockpit of a Britannia at Lod (now Ben Gurion) Airport, about 1958.**



EL AL offices in the 1960s were typically located on the street level and featured many beautiful window displays. This display element features EL AL flight attendants from many of its country destinations.



**David Ben Gurion, former Prime Minister of Israel and one of EL AL's most frequent travelers, gives an interview in New York following one of his many trips on EL AL, 1960. Ben Gurion Airport (formerly 'Lydda' or 'Lod') is named in his memory.**

Fasten your seat belts... unfasten your seat belts... magazine?  
care for a pillow?... check your coat?... are you comfortable enough?  
no, Ma'am... EL AL means "to the skies," Sir... just push the button  
just pull the knob... yes, Sir... no, Sir... coffee, tea or milk?... piece of gum?  
piece of fruit?... yes, Ma'am... yes, Sir... **NO, SIR!**... coffee, tea or milk?  
two Martinis are the limit, Sir... I'll fix that... I'm 23, Sir... we're not allowed, Sir  
the wings always do that... no, Ma'am... yes, Ma'am... coffee, tea or milk?  
feeling better?... just push the button... just pull the knob... another pillow?  
isn't that cute?... Here's your dinner... no, Sir... **PLEASE, SIR!**  
more coffee?... fasten your seat belts... Shalom... Shalom... Shalom.  
I feel like I walked all the way from Tel Aviv.

*I did!*



1960

Big enough to serve—  
small enough to care



Poster featuring EL AL flight attendant Zahava Shilon in her bright new uniform depicting Israeli warmth, optimism and the airline's motto, 'Big enough to serve—small enough to care.' Late 1960s, early 1970s.



# My name is Israel. I am 20.

Good people died that I might be born in a land called home.

I have heard the stories and seen the graves.

But now we are here, and the land is ours. Not all milk and honey, but ours.

We share a name, the land and I—Israel. And we share a birthday.

Twenty years. For me, a long time. For my people, who waited thousands of years, almost nothing.

But we have made something of that nothing.

Now the hills of rock are hills of trees. Fifty million trees, Jerusalem pines, planted one at a time.

Cities thrive where nothing thrived.

Orange trees bloom where nothing bloomed.

An almost dead language is alive again. We read the Dead Sea Scrolls as easily as you read this magazine.

We mine copper where King Solomon mined copper.

We make fresh water from the sea,

and we share what we have learned with other nations.

We build airports and schools in Asia, sell baby chickens and farm equipment in Europe, and exchange our students with even younger countries in Africa.

How do we go to so many places? Easy. We have our own airline.

El Al Israel Airlines.

You don't know what El Al means? It means "to the skies" in that almost dead language.

It also means that our jets are welcome in 17 different nations.

Yes, we have everything now: Universities, symphony orchestras, great museums, politicians, dropouts, traffic jams, a little air pollution—everything.

We are of this century, with all of the strengths and weaknesses and problems of people everywhere.

We will survive.

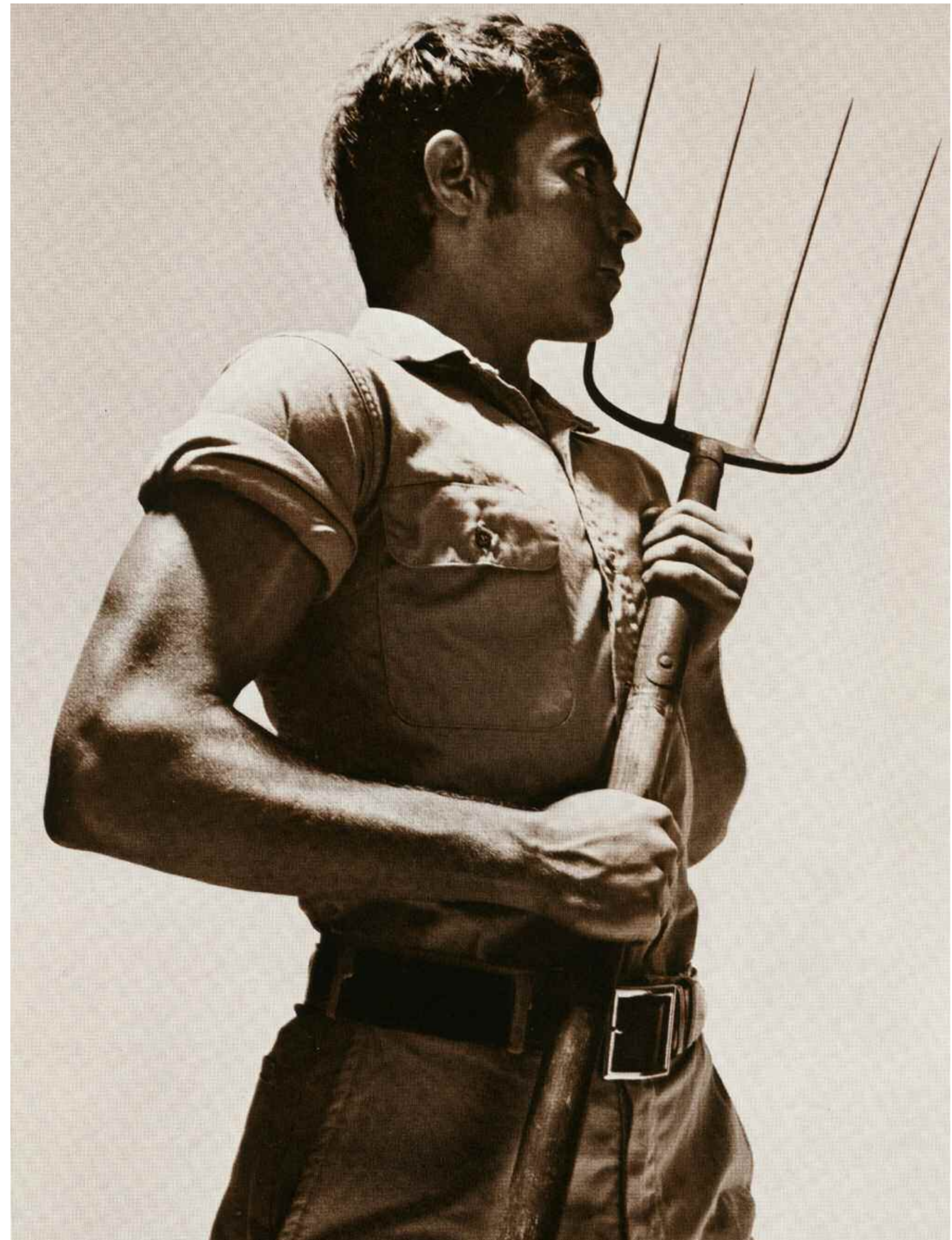
Because, above all, we are here. Alive.

In a land called home.

The Airline of the People of Israel



El Al Israel Airlines: New York, Beverly Hills, Boston, Chicago, Cleveland, Detroit, Houston, Mexico City, Miami Beach, Montreal, Philadelphia, San Francisco, St. Louis, Toronto, Washington, D.C.





**Menachem Begin, Prime Minister of Israel from 1977 to 1983, returning to Ben Gurion Airport from one of his frequent trips abroad on EL AL in the late 1970's. To his left in the photo is wife Aliza.**



**EL AL Captain Amitai Levin and two flight attendants in 1984 wearing the new uniforms introduced at that time.**



**Arrival in Israel of Jewish immigrants from the Soviet Union on the first EL AL charter flight from Moscow as part of Operation Exodus, January 1, 1990.**

**The sign (in Curillic) welcomes the new arrivals.**

**EL AL carried a large number of the 860,000 immigrants to Israel from the former Soviet Union during the 1990s.**



**...Boarding an EL AL 747 aircraft in Addis Ababa, Ethiopia during the Operation Solomon airlift on May 24, 1991 in which 14,000 Ethiopian Jews were rescued and brought to Israel. The aircraft shown carried 1,087 persons, an all-time record for the most passengers on any plane.**



**Following the appointment of EL AL as 'The Official Airline to the Holyland' by the Vatican Committee Assisting Pilgrims to Israel in the year 2000, Pope John Paul II visited Israel during March of 2000. The Pope returned from Tel Aviv to Rome on flight LY2000 aboard an EL AL 747-400 named: 'City of Jerusalem.'**



**The new EL AL Boeing 777 aircraft named Kiryat Shmona, an Israeli border city in the north, landing at Newark Liberty International Airport in 2007 with New York's Manhattan skyline in the background.**



**A current EL AL cargo aircraft showing the open nose. These large aircraft are available for normal commercial cargo operations and are utilized during times of emergency.**



EL AL

IT'S NOT JUST AN AIRLINE. IT'S ISRAEL.



## Bringing people home for 60 years.

EL AL began as a dream — that the new nation of Israel should have an airline to bring its people home. For 60 years, through triumphs and difficult times, EL AL has had the honor of being a dream realized. As the national airline of Israel, we have undertaken some of the most dramatic humanitarian missions in history, reunited countless families and introduced millions of visitors and immigrants to the beloved land we call Israel.

Today, we are on the cutting edge of innovation and a world leader in air travel. After 60 years, our proudest achievement isn't bringing travelers home. It's bringing home to our travelers wherever we may find them. To start your journey, call your travel agent, visit [www.elal.com](http://www.elal.com) or call 800-223-6700.



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EL AL via Marvin Goldman collection

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**Special Thank You to  
Marvin G. Goldman,**

**author of  
EL AL: Star in the Sky**

**(and just off the press)**

**EL AL: Israel's Flying Star**

**(in honor of the 60th anniversary of EL AL)**

**for providing  
these historical EL AL photos  
from his personal collection**



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