



Twenty-year veterans and their families

Twenty Years

Baruch Saville

For 150 employees of the company, the 16th of August 1970, will be a date to remember and look back upon with pride. For this day saw the official completion of their 20 years of service with El Al. The ceremony was attended by the Chairman of the El Al Board, Mr. Moshe Carmel, senior Company Executives, delegates of the Worker's Commit-

tees, families and other guests. The veterans were honored by the company, and each received a Certificate of Service, an inscribed watch and a gold lapel pin.

Amongst them were four female employees, bearers of an honor which is still rare in young Israel.

Another company employee who received the honored award — was

Mr. Mordechai Ben-Ari, President of El Al. There are few Presidents in the airline business who have started almost together with the company and stand together with other veterans to receive the Certificate of 20 years service.

In the speeches, the following points were made:

Twenty years back, in 1950, saw the real commercial beginning of the company and the commencement of its expansion and development.

In these early years, tens of thousands of refugees poured into Israel from Europe and most Middle East

Mordechai Ben-Ari, President, receives his award from Mr. M. Carmel



countries. This was the time of the "Magic Carpet" operation, with the airlift of thousands of immigrants from Yemen.

The planes that flew them into Israel were regarded with awe as the prophesy of the Bible come true... I Bare You on Eagles Wings and Brought you to My Land... (Exodus, Chap XIX Verse 4).

Through the generations of vintage aircraft, the D.C. 4, the C.46, the Super Constellations, we witnessed the opening of new routes as El Al spread its wings to Africa and the U.S.A.

As the airline expanded and new employees were trained, came the

Hannah Lukatch receives her award



Baruch Saville, another 20-year veteran

acquisition of the Whispering Giants, the Britannias, and with them El Al's proud achievement in winning the coveted Blue Riband of the Atlantic, and our ads announced to the world that "we have cut the Atlantic by 20%".

The company has grown from a handful of employees, to a staff of almost 4,000.

El Al has shown a profit for 12 years in succession. We have been attacked, highjacked, and threatened, but through it all we have never failed to maintain our scheduled flights.

Overheard In London

One of our managers recently overheard the following conversation at the Arrivals Building of Number three terminal, at London Airport. The conversation took place between two airport information clerks, and concerned an El Al Ground Hostess who had been speaking to them several minutes before. The manager, leaning against the information desk, heard this:

"Nice girl that — El Al".

"Yes, El Al has a lot of girls, and they're very kind."

"Have you ever noticed how courteous they are on the plane?"

"Yes, they answer with that 'Shalom' — and when they say 'can I help you,' they seem to mean it."

The El Al manager, leaning against the counter, was profoundly impressed at the results of a little bit of goodwill. "Unfortunately," he said, "I don't know who the girl is, but they're mostly like that at London Airport. This sort of spirit of courtesy and goodwill comes from the top."