

First Lady—of the Air

To Eleanor Roosevelt, Flying Is a Convenience—
To the Airline Companies, She's
Worth a Fortune



First step in the First Lady's air journey: She reserves her seat at an airline office just as anyone else would do. Mrs. Roosevelt is the nation's Number One airplane customer



Her business and professional duties keep her busy up to the last moment. These natural-color photos were taken while Mrs. Roosevelt was making a trip on an American Airlines "Flagship" plane.



WHATEVER the opinion of American business may be of her husband's policies, there is one industry that thoroughly approves of Mrs. Franklin Delano Roosevelt.

This is the aviation industry, for the First Lady of the Land is unchallenged as the First Lady of the Air. She not only is the air transport business's most profitable customer, but the example she sets is an advertisement of incalculable value.

Eleanor Roosevelt doesn't look at it that way at all. She simply states that airplanes enable her to get where she wants to go quicker and more easily.

Modern air transport has been a great boon to the President's wife. The most active First Lady in the history of the land—who will, by the way, be 55 years old on October 11—her multitudinous social, educational, commercial and family duties demand her personal presence in all four corners of the land almost at once. Were she to rely on slower methods of travel, she'd never be able to breakfast with her grandchildren in Seattle, speak before a woman's club that night in Milwaukee and play official hostess to a visiting diplomat the next morning in Washington.

Mrs. Roosevelt is popular with air hostesses and knows many of them. Here she is being greeted by an old friend, a young lady with whom she has flown scores of times.



It's not often that you see Eleanor Roosevelt relaxing like she is in the comfortable plane seat pictured here. But as soon as the plane gets under way she'll probably take up her notes and books and get back to work.