



Golden West Airlines

MAGAZINE

VOLUME 3 • NUMBER 5

**Now
Helicopter Service
from
Los Angeles to Anaheim, California**



Home of Disneyland Park

Golden West Inaugurates Helicopter Service

Helicopter service between Los Angeles International Airport and the Anaheim/Disneyland Heliport was inaugurated March 15 by Golden West Airlines.

Civic leaders and airline officials participated in ceremonies at the Anaheim/Disneyland Heliport prior to departure of the first scheduled flight to Los Angeles International Airport at 11:50 a.m.

Golden West with two 30-passenger Sikorsky S-61L helicopters will operate 28 daily flights between the two points. The first flight departs at 6:10 a.m. from the Golden West Commuter Terminal

at Los Angeles International Airport, and the last flight of the day departs Anaheim/Disneyland at 9:55 p.m.

A fully trained stewardess is aboard each of the 16-minute flights to assist passengers with schedules, reservations and airline connections. Making their debut on the inaugural flight, the hostesses were attired in gold pant dresses with black velvet equestrian hats and matching gloves and boots.

Agreements on the Golden West helicopter service with 62 domestic and international airlines make it

possible for passengers to have one reservation, one ticket and one baggage check service between the Anaheim/Disneyland area and any destination in the world.

One-way local fare for the new service is \$14.82 per person plus tax. Special reduced fare agreements have been made with Delta, Eastern, National and United Air Lines between Anaheim and many destinations on their systems. For reservations or flight information contact travel agents or local Golden West reservation offices throughout Northern and Southern California.



Years of experience in aircraft design and manufacturing and thousands of flight hours have gone into making the Sikorsky S-61L the "workhorse" of the helicopter airline industry.

Now operating on Golden West Airlines' new service between Los Angeles International Airport and Anaheim/Disneyland are two of the S-61L 30-passenger commercial helicopters.

The first helicopter ever designed specifically for airline use and to airline standards, the S-61L is powered by twin turbine engines and is fully instrumented. When loaded to capacity, the S-61L weighs 19,000 pounds, flies at speeds up to 150 m.p.h. and climbs at the rate of 1,300 feet per minute.

Over 20 years of Sikorsky helicopter experience plus the most extensive test program in helicop-

ter history are behind the S-61L. Over 700 have been built for military and commercial use since 1959, and 45 of the S-61 models are used by commercial operators throughout the world. The S-61L has accumulated a total of 210,000 flight hours and has carried more than 4½ million passengers.

The S-61L is the same type used by the White House and NASA in astronaut recovery operations.

Fly Right In



The big birds are flying again. Helicopter service between the Disneyland Hotel and Los Angeles International Airport has resumed, cutting the travel time between these points to just 16 minutes.

Operated by Golden West Airlines, the giant 30-seat Sikorskys make 28 flights a day. The first incoming flight leaves International at 6:10 a.m. and departs the Hotel for the return at 6:30 a.m. Last flight of the day leaves the airport at 9:35 p.m., takes off from the Hotel at 9:55.

During a gala party celebrating the resumption of service, Golden West conducted visitors through its new terminal near the landing pad which is located just across Cerritos from the Hotel's Marina Tower. The guests also inspected the gleaming white Sikorskys with their plush new interiors. Of no small interest: Golden West's pretty golden girls — "stews" to you — on hand to greet the dignitaries including the airline's board chairman Hollis B. Roberts and Anaheim Pro Tem Mark Stephenson.



Big Sikorsky settles on its pad during inaugural flight to the Disneyland Hotel.



Nattily attired stewardesses and KEZY newsman Ed Nix greet helicopter passengers.



Pilot explains instrument panel to a fascinated guest.

ON THE COVER

This is the Disneyland Hotel's fascinating "Water World" as a guest — or bird — would see it from the 11th floor of the Marina Tower building. This new recreational and entertainment area features a continuing boat show, pedal boat rides, marine artifacts, a fishing pond, the Shipyard Inn restaurant and its companion cocktail lounge, the Sailmaker's Den. And

when the sun goes down there's the internationally famous "Dancing Waters" show, presented three times nightly.

Be sure to visit "Water World" during your stay at the Disneyland Hotel. You've never seen anything quite like it.



Hollis B. Roberts
Chairman of the Board
&
President
Roberts Farms
&
Chairman of the Board
Golden West
Airlines

Golden West Chairman Builds Empire from California Soil

In the late 1930's, more than 80 years after the Great California Gold Rush, Hollis B. Roberts discovered another treasure in California — its rich soil.

Within 30 years, he turned a modest five acre farm into one of the largest agricultural companies in the nation. Today, he has 750 full-time employees to farm the more than 130,000 acres he owns and manages and a weekly payroll in excess of \$200,000.

An innovator in California agricultural land development, Roberts has had an interest in the commuter airline industry since 1967 when he purchased a stock interest in Skymark Airlines, a northern California commuter air service.

In October 1968, he acquired the majority of stock in Skymark which subsequently became one of the commuter airlines that was consolidated to form Golden West Airlines.

In 1971, Roberts became the major stockholder of Golden West and was elected Chairman of the Board. Since then, he has been a guiding force behind the commuter airline, largest in the United States.

Born in Weatherford, Texas, in 1912, Roberts married his high school sweetheart, Manon Welty, and farmed in Texas until 1936 when they moved to California.

Roberts settled in Kern County and began his career as the architect

and builder of Roberts' Farms, Inc. by acquiring five acres which he personally farmed. Within five years, Roberts had increased his holdings to 800 acres and by 1945, he was cultivating 2,500 acres of farmland in the San Joaquin Valley.

During those years, he and his staff pioneered many of the "tree crops" and farming methods which have become a vital part of the San Joaquin Valley. In 1957, he began planting fields in Kern and Tulare Counties with nut, citrus and fruit trees which now represent 59 percent of his total acreage.

Today, Roberts' Farms, Inc. is the world's largest producer of walnuts. The company also owns and manages the nation's largest acreage of almonds and persimmons and California's largest orchards of oranges, lemons and cling peaches. They are presently planting 8,000 acres of wine grapes, in addition to those already planted or producing, which will bring their total wine grape acreage to one of the largest in the nation.

For the past several years, Roberts' Farms, Inc. has become an owner/developer/manager of agricultural properties throughout central California. The company has acquired undeveloped land, im-

proved the property and planted the acreage to its maximum economic agricultural crop. In some cases, the fully developed land was sold, but continued to be farmed by Roberts under a Farm Management Agreement. This unique concept has made Roberts a leader in the important field of agribusiness.

The vastness of the Roberts' Farms operations has created unique requirements for rapid communication and transportation. All key personnel are immediately available for administrative conferences by a radio network that reaches into every corner of the Farms' 203 square miles. A corporate Twin Otter aircraft stands ready to fly company executives to the busy agricultural and business centers of California on a moment's notice.

The farms also are responsible for building one of the nation's most modern walnut dehulling plants and owns and operates two of the largest almond dehulling plants. In addition, the company owns and operates two large fruit

packing and processing plants which have cold storage facilities capable of storing thousands of lugs of fresh fruit.

President Nixon appointed Roberts in 1968, as one of his advisors on agricultural problems. On the state level, he also has been active in community and civic affairs.

For the past nine years he has served as president of the Kern County Fair Board and is a member of the board of directors of Calcot, Ltd., Paramount Citrus Growers and Diamond Walnut.

Zane J. Smith, Roberts' son-in-law and vice president of Roberts Farms, also is a director of Golden West Airlines. In addition, Smith also serves as a director of Sunsweet Growers and as a representative to the Cling Peach Advisory Board. Prior to joining the Roberts Farms organization 12 years ago, he worked with the Federal Communications System in Alaska.

Roberts and his wife have two grown daughters, Betty Roberts Smith of Porterville and Elyonda Roberts.

STAY, PLAY, SHOP AT THE
Disneyland Hotel
A MAGIC WORLD OF ITS OWN



GOLDEN WEST AIRLINES
Magazine
is published every other month.
Material contained herein may be
reproduced if proper credit is
given. For advertising information
telephone William Veneman.
(714) 675-8582



**RIDE THE PALM SPRINGS
AERIAL TRAMWAY**
Fantastic Family Adventure
Excellent Dining
Free Parking

Palm Springs Aerial Tramway
Drawer FF, Palm Springs, Calif.
Phone: (714) 324-1391





Anaheim Convention Bureau