

By: Clardy

H.R. No. 1310

R E S O L U T I O N

1 WHEREAS, The Texas Basket Company of Jacksonville is
2 celebrating its 100th anniversary on May 2, 2019; and

3 WHEREAS, Located on the same Myrtle Drive site since at least
4 1919, Texas Basket Company was originally known as the Slover Box
5 Company; it made containers for transporting produce at a time when
6 Jacksonville was known as the "Tomato Capital of the World"; and

7 WHEREAS, The name of the company changed twice in the early
8 decades as owners took on new business partners; in 1977,
9 J. C. Swanson and his son, Martin, purchased the enterprise, and
10 after Martin Swanson bought out his father a few years later, he
11 adopted the company's current name; and

12 WHEREAS, Mr. Swanson has expanded the product line from
13 bushel and half-bushel baskets to more than 200 different types of
14 baskets, crates, display racks, and other items; in the 1980s,
15 *Southern Living* magazine featured the company in an article,
16 resulting in a stream of visitors, and the Swansons subsequently
17 opened a retail store at the factory; and

18 WHEREAS, One of the nation's few remaining basket
19 manufacturers, TBC produces thousands of items daily for sale to
20 farmers, local shops, mail-order businesses, and stores across the
21 country, including such well-known retailers as Williams Sonoma,
22 Whole Foods Market, Pottery Barn, and Dollar Tree; in addition, it
23 has a number of customers overseas; and

24 WHEREAS, Many members of the extended Swanson family have

1 been involved in TBC operations over the years; in 2013, the Texas
2 Historical Commission presented the firm with the Texas Treasure
3 Business Award in recognition of its long history of contributions
4 to the state's prosperity; and

5 WHEREAS, For the past century, the Texas Basket Company has
6 created jobs and helped to strengthen the economic vitality of
7 Jacksonville, and its remarkable longevity as a local, family-owned
8 business is a source of pride to the community; now, therefore, be
9 it

10 RESOLVED, That the House of Representatives of the 86th Texas
11 Legislature hereby commemorate the 100th anniversary of the Texas
12 Basket Company and extend to all those associated with this
13 noteworthy enterprise sincere best wishes for continued success;
14 and, be it further

15 RESOLVED, That an official copy of this resolution be
16 prepared for the company as an expression of high regard by the
17 Texas House of Representatives.