

By: Craddick

H.C.R. No. 70

CONCURRENT RESOLUTION

1 WHEREAS, Southwest Airlines is celebrating its 50th
2 anniversary in 2021; and

3 WHEREAS, In 1967, Herb Kelleher and Rollin King founded the
4 company with a concept simple enough to fit on a cocktail napkin;
5 they envisioned a triangle connecting Dallas, Houston, and San
6 Antonio, and after victories in court against challenges by
7 competitors, Southwest carried its first passengers on June 18,
8 1971; two years later, despite a fare war waged against its
9 Dallas-Houston route, it turned its first annual profit; it soon
10 began service to Harlingen in the Rio Grande Valley and bought its
11 fifth Boeing 737; in 1976, it received permission to fly to Austin,
12 Corpus Christi, El Paso, Lubbock, and Midland, and by the end of the
13 following year, it owned a fleet of ten 737s; and

14 WHEREAS, Airline deregulation in 1979 allowed Southwest to
15 begin an era of rapid expansion, although the Wright Amendment
16 limited flights from its Dallas Love Field airport hub to states
17 bordering Texas; as the carrier grew, it maintained its core values
18 of low fares and good customer service; it added its 60th
19 destination in 2003, and that year, it flew over 65 million
20 passengers; in the middle of the decade, it launched service in
21 Denver, Colorado, which became an important base of operations; it
22 also finally won the ability to offer connecting and one-stop
23 direct flights from Dallas Love Field across its entire system; and

24 WHEREAS, In 2011, Southwest closed on its acquisition of

1 rival AirTran Airways and also received permission from the U.S.
2 Department of Transportation to fly internationally; it has
3 continued to move into new markets, including Central America, the
4 Caribbean, and in 2019, Hawaii; and

5 WHEREAS, Since its inception, Southwest has contributed to
6 the economic prosperity of the Lone Star State, and today, as one of
7 the nation's largest airlines, it plays an increasingly significant
8 role as a valued corporate citizen; now, therefore, be it

9 RESOLVED, That the 87th Legislature of the State of Texas
10 hereby commemorate the 50th anniversary of Southwest Airlines and
11 extend to all those associated with the company sincere best wishes
12 for continued success; and, be it further

13 RESOLVED, That an official copy of this resolution be
14 prepared for the corporation as an expression of high regard by the
15 Texas House of Representatives and Senate.