

1 IN THE HOUSE

BY ADAMS, SUND AND MENARD

2

HOUSE JOINT RESOLUTION NO. 41

3

IN THE LEGISLATURE OF THE STATE OF ALASKA

4

FIFTEENTH LEGISLATURE - SECOND SESSION

5

Expressing support for the Alaska Air-

6

lines "Happy Face" logo.

7 BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF ALASKA:

8 WHEREAS Alaska Airlines is synonymous with air service in Alaska due
9 to its 44 years of operation in the state; and

10 WHEREAS several years ago, Alaska Airlines adopted a smiling Eskimo
11 face, known as the "Happy Face," as its logo on the tail of its jet air-
12 craft; and

13 WHEREAS the "Happy Face" has greeted millions of air travelers in
14 Alaska and, as the airline expanded its operations, the western United
15 States with a promise of warm Alaskan hospitality; and

16 WHEREAS the "Happy Face" symbolizes Alaska Airlines' historic ties
17 with the friendly people of Alaska and to the "last frontier" where the
18 airline had its origins; and

19 WHEREAS Alaska Airlines may replace the "Happy Face" with a new logo
20 that some people think is more relevant to the airline's expanded area of
21 operations in the western United States;

22 BE IT RESOLVED that the Alaska State Legislature respectfully ex-
23 presses its support for the continued use of the "Happy Face" logo and its
24 wish that Alaskans may always "Fly with a happy face."

25 COPIES of this resolution shall be sent to Bruce R. Kennedy, chairman
26 and chief executive officer of Alaska Air Group, Inc., and the board of
27 directors of Alaska Airlines, Inc.