



MEDIA DECODER BLOG: SOUTHWEST BROADENS APPROACH IN NEW CAMPAIGN

The article is about the Southwest Broadens Approach in New Campaign. The story of Southwest's legal fight was turned into a children's book, *Gumwrappers and Goggles* by Winifred Barnum in 1983. In the story, T.J. Love, a small jet, is taken to court by two larger jets to keep him from their hangar and to stop him from flying. In court, T.J. Love's right to fly is upheld after an impassioned plea from a character. In 1997 Southwest's efforts began to pay off with the Shelby Amendment, which added Alabama, Mississippi and Kansas to the allowed destination states. Southwest began non-stop service between Dallas Love Field and Birmingham, Alabama.

Read the full article here:

[Media Decoder Blog: Southwest Broadens Approach in New Campaign](#)

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