

SECOND BRANIFF HISTORICAL PLAQUE DEDICATED TODAY - Today, Wednesday, December 14, 2016, the second Braniff Historical Marker Plaque was dedicated by Braniff Airways Foundation. The second marker was placed at The University of Texas at Dallas Special Collections Department History of Aviation Collection, which houses the Braniff Airways, Inc., Public Relations Archives. A series of over 30 additional plaques will be placed at specified locations throughout the world that played significant roles in the development and growth of Braniff International.

The new plaque was placed to honor the site where Braniff's Public Relations Archives have been housed since February 3, 1982. The UTD Braniff Archive is one of the largest Braniff related collections in world, which includes over 100,000 slides, negatives and transparencies that chronicle the birth of the first Braniff aviation entity in April 1926 to the relaunch of Braniff, Inc., the successor of Braniff Airways, Inc., in March 1984. Braniff's unique intellectual property is wholly owned by the university and it is the largest ownership of the Airline's intellectual property second only to Braniff Airways Foundation.

The placement of the UTD plaque follows the dedication of the first Braniff Historical Marker Plaque, which was placed at The University of Texas Southwestern earlier this year on May 20, 2016. The UTSouthwestern plaque was placed in the main lobby of Braniff Tower at Exchange Park in Dallas, Texas, near Love Field. The first marker states that Braniff's executive and administrative offices were housed in the 10-story office building from 1958 to 1978. UTSouthwestern has owned Braniff Tower and the Exchange Park complex since 2007.

Braniff Airways Foundation Founder and President Richard Ben Cass presented the plaque to Paul Oelkrug, Director of the Special Collections Department and History of Aviation Collection. A brief ceremony was held and photographs were taken of the plaque and its presentation and dedication. The impressive UTD plaque, similar to the UTSouthwestern plaque, measures 8 inches by 10 inches and is constructed from 1/4 inch thick brushed aluminum and features black laser etched text. Planning for the UTD plaque began on November 2, 2016, and concluded with the printing of the plaque later that month.

In the first photo, the handsome plaque is placed on a temporary easel where it will remain while a special 4-foot tall brushed aluminum stand is manufactured. Once the stand is completed, then the plaque will be permanently affixed to the specially built stand. UTD elected to place their plaque on a movable stand to that it could be easily moved when adjustments are made to the floor plan of the collection.

UTD History of Aviation Collection Director Paul Oelkrug is shaking hands with Braniff Airways Foundation President Richard Ben Cass, left, in the second photo. Mr. Cass and UTD officials are admiring the new plaque in the last photograph. From left to right: Mr. Oelkrug, Mr. Cass, Braniff Collection Curator Ms. Patrizia Nava and University Historian Dr. Thomas Allen. University reporter and photographer Jill Glass captured the event and interviewed Mr. Cass and Mr.

Oelkrug. An article and photos will be released to the school's social media and internal outlets in January 2017.

Braniff Airways Foundation

Copyright 2012 2016

Photo: Braniff Flying Colors Collection, Copyright



