

BRANIFF HISTORY TODAY - On this day, Friday, June 10, 2016, Braniff Airways Foundation placed a new historical plaque in the main entrance lobby of Braniff Tower located at the Exchange Park Complex in Dallas, Texas, southwest of Love Field. The stainless steel plaque officially marked that the building served as Braniff's headquarters from Valentines Day, February 14, 1958, until December 1, 1978, when the Airline moved all of its administrative and training departments to the new Braniff Place World Headquarters Employee Work/Playground at Dallas/Ft. Worth Regional Airport.

On October 18, 2014, Braniff Airways Foundation's predecessor Braniff Preservation Group hosted, with Preservation Dallas and DOCOMOMO, a tour of Braniff Tower and the Exchange Park facility, which was purchased by University of Texas Southwestern in 2008. Through the gracious help of University Art Director Courtney Crothers and Building Superintendent Michael P. Sarelli, a group of over 70 Braniff employees and preservationists toured the magnificent facility. After the tour, the group enjoyed a hot dog cookout on the patio immediately outside of the main entrance to Braniff Tower.

During the cookout, Ms. Crothers was asked if it might be possible to erect a Braniff plaque in the lobby of Braniff Tower. Her response was extremely positive and the long process was begun, which resulted in the placement of the plaque 20 months later. Initially, a proposed text was given to Ms. Crothers who submitted it to UTSouthwestern's Sign Committee. The committee completed their review and the respective changes were made to the final design.

In January 2016, the striking stainless steel sign measuring 8" by 10" and 1/4 inches thick was produced by Plaquemaker.com for \$110.00 USD, which was paid for by donations to Braniff Airways Foundation. Plans were made to erect the sign in the coming months and after a planning meeting at the erection site, the materials were ordered for affixing the sign to the white marble wall on the left elevator bank in the main lobby of Braniff Tower.

The plaque was placed on the wall at 330PM in the afternoon on June 10, 2016. Braniff Tower Building Superintendent Michael Sarelli and University Building Maintenance Technician Noah Scholefield along with Braniff Airways Foundation President Richard Ben Cass, prepared the sign for placement on the marble. A special glue tape combined with four dots of Fuze-It glue by Liquid Nails ensured that the plaque could not be removed.

The placement of the Braniff Tower Plaque marked the first of a series of plaques that will be placed in Braniff building throughout Dallas and Oklahoma City. Proposed sites for the new plaques are the Braniff Chapel in Terminal B at DFW Airport, the Braniff Operations and Maintenance Base at Dallas Love Field, which is currently undergoing a complete restoration, Dallas Love Field Terminal, Wycliff Hostess College and Braniff Place World Headquarters at DFW Airport and the Braniff Headquarters Building and Will Rogers Airport in Oklahoma City.

On February 14, 1958, Braniff Airways moved into the company's brand new ten-story Braniff Tower Headquarters Building at 6303 Forest Park Road in the new Exchange Park Complex that was bounded by Mockingbird Avenue on the north, Forest Park on the east, Inwood Road on the south and Harry Hines to the west.

Braniff was the first tenant in the new multi-use office park located a mile to the west and southwest of Dallas Love Field.

Braniff was already a tenant of the Exchange Park Complex prior to the Valentines Day 1958, move to Braniff Tower. On March 29, 1957, the airline moved from its original headquarters building on Roanoke Drive at Dallas Love Field to the Exchange Bank Building, which was linked to the new tower by a unique indoor mall walkway that featured an array of restaurants and boutique shops.

Braniff's administrative offices occupied 27000 square feet of temporary space in the basement and second floor of the bank tower while the new Tower was being completed. The airline was required to move early because the Roanoke Building was 10-feet from the new Dallas Love Field Terminal that opened for scheduled operations a month earlier in January 1958.

The 3309 Roanoke Drive or Red Brick Building, as it was affectionately known, had served as Braniff's Executive and Administrative offices since the airline moved its headquarters from Oklahoma City to Dallas Love Field beginning in November 1941. A majority of the Braniff Operations Base was also demolished to make room for the new terminal, which included the Braniff Treasury Building, Personnel Building, Printing and Mailing Building and the Company Canteen.

A spectacular new Operations and Maintenance Base was being built for Braniff on the East Side of Love Field at 7701 Lemmon Avenue, which was occupied in the fall of 1958. This mid century modern themed hangar building is in the process of being listed on the National Park Service Register of Historic Places and is also undergoing a complete restoration and rehabilitation program.

When Braniff was founded in 1928, the carrier was based at the Braniff Building located at 324 North Robinson Street in downtown Oklahoma City. Company co-founder Thomas Elmer Braniff was highly successful in the insurance business and his associated companies were also located in the Braniff Building, which was built in 1923, and held title as the city's first skyscraper.

The three Braniff Family airline operations including Paul R. Braniff, Inc, Braniff Airlines, and ultimately Braniff Airways, Inc., were headquartered in this historically significant building. In 2013, a complete restoration of the building to its former stature was completed and now houses a restaurant and barber shop on the street level floor. The building is listed on the National Park Service Register of Historic Places and was the first Braniff building to be placed on the Register.

On January 22, 1956, Braniff President Charles Edmund Beard announced plans for a spectacular new Corporate Headquarters and Administration Building at the new \$125 million USD Exchange Park Office Development located southwest of Dallas Love Field. The new Exchange Park Headquarters was the fourth administration facility that Braniff occupied since being founded in 1928. In 1932, Braniff Airways, Inc.'s, corporate headquarters was moved from the 324 North Robinson Street Headquarters to the Curtiss-Wright Airport, in Oklahoma City,

the first Wiley Post Airport, and remained there until administration was moved to Dallas in 1941 and 1942.

The Exchange Park development was a project planned and developed by former Texas Senator William A. Blakley, a Braniff Director. Senator Blakley, who first served as the Senator from Texas, when he finished the term of Senator Price Daniel who left the office early to assume the Governorship of Texas. Mr. Blakley also replaced Senator Lyndon Baines Johnson in 1961, after he was elected Vice President. Mr. Blakley was a close friend of Tom Braniff, and became the single largest shareholder in the airline after Mr. Braniff's death in January 1954.

Located on 120 wooded acres, the new Braniff Tower was located at the east end of an air-conditioned mall that featured unique shops and restaurants. The mall connected the Braniff Tower, via a short walk, to the new Exchange Bank Building on the west end of the Exchange Park development. Lane, Gamble and Associates were lead architects with William K. Hall and Associates as supporting architects for the Braniff Building and Exchange Park development.

The new Braniff Tower, at 6303 Forest Park Road, served as the airline's Executive and Administration Headquarters until December 1978. Composed of 10 floors, Braniff occupied the top four floors and the basement. The total square footage that the Airline occupied was 68505 square feet. The Executive Offices, designed by Gale Authors, took up the entire top or 10th floor of the building and were linked along the west side of the building with a 275-foot long terrace that featured live shrubs and plants. Gale Arthurs also designed the stylish interiors in Braniff's Douglas DC-7C El Dorado airliners and Boeing 707 El Dorado Super Jets. The terraces were later removed and replaced with glass similar to the other floors. The removal of the terraces is the only change to the exterior of the building since it was built.

Luxurious wood paneled walls added to the beauty of the 10th floor accommodations. A massive 28-foot long solid wood Boardroom Table had to be hoisted up to the tenth-floor on the outside of the building using a crane. The crane moved the table up on the East or Main Entrance side of the building and was then moved into the boardroom through the floor to ceiling glass windows.

Other Braniff offices that occupied the tower was Purchasing and Stores, Airports and Facilities, Research and Statistics, Passenger Service, Reservations Training and Reservations Control. Braniff Assistant Vice President V. A. "Vic" Kopff was in charge of the moving of 300 employees into the tower. He stated that employees would be relocated into the new Exchange Park offices between February 1 and February 15, 1958, and made good on his promise by exactly one day. The move was dependent on an access road being completed from Forest Park Road to the Tower.

Braniff Tower was easily identified not only from the ground but from departing aircraft from Love Field by huge red neon Braniff Airways letters on the top of the east and west sides of the building. The lighted letters were attached to a large white painted "Penthouse Floor" that rose above the 10th floor that housed the buildings elevator equipment and even a large water tower that provided

sufficient water pressure to the building. Beautiful blue porcelain exterior panels made the building a uniquely elegant addition to the Dallas skyline. Braniff occupied Braniff Tower until December 1, 1978, when it moved to a sprawling facility on the West Side of DFW Airport, named Braniff Place World Headquarters or "The White Palace on the Prairie."

The building was purchased by the University of Texas Southwestern Medical Center in 2008, and renamed Bass Center Tower One, which was previously owned by ATT since 1998. UT Southwestern purchased the Exchange Park development for \$38 million USD. Chase Bank currently occupies the Exchange Bank Tower, which was also purchased by the University, and they also occupy the center tower that previously housed the Frito-Lay Corporation. Building Superintendent Michael P. Sarelli has worked tirelessly to ensure that Exchange Park retains its originality and remains true to its history.

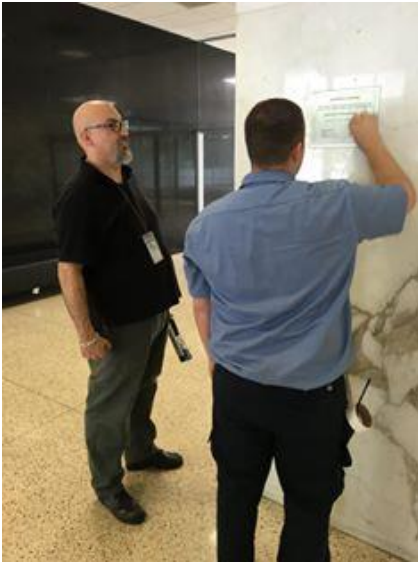
Photo: A historical plaque made from stainless steel and measuring 8" x 10" and 1/4 inch in thickness was placed in the main entrance lobby of Braniff Tower at Exchange Park in Dallas, Texas, on June 10, 2016. A formal dedication ceremony will be held on Saturday, September 10, 2016, during the Second Braniff History and Architecture Conference that will be held at Braniff Place World Headquarters at Dallas/Ft. Worth International Airport. Tickets for this historical event can be purchased at this link:

<http://events.r20.constantcontact.com/register/event...>

Braniff Airways Foundation
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HISTORICAL MARKER
This building, originally known as the "Bank of America Building," was constructed in 1928 and is a significant landmark in the city. It was designed by the architectural firm of **BRUNNEN & BRUNNEN, INC.**
Completed in 1928 - Reconstructed in 1978
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