

BRANIFF INTERNATIONAL

HOSTESS COLLEGE HOTEL

FULL PRESS RELEASE

November 18, 2020

BRANIFF AIRWAYS SIGNS HISTORIC LICENSING AGREEMENT FOR NEW BRANIFF THEMED HOTEL IN DALLAS, TEXAS

Braniff Airways, Incorporated, d/b/a Braniff International, the former international airline based in Dallas and now a leading global historic airline branding and marketing, retail and historic airliner tour firm, signed an historic licensing agreement May 21, 2020, for the licensing of a new Braniff International hotel project at the former Braniff International Hostess College located at 2801 Wycliff Avenue in the Oaklawn district of Dallas, according to Braniff International, Chairman Richard Ben Cass.

The agreement was signed with Dallas historical property developer MM Property Holdings, Inc. (Centurion American), the new owner of the Hostess College property, which was purchased from Greenway Properties of Dallas. MM Property Holdings was the developer of the famed and historic 169-room Statler Hilton Hotel in Dallas, which was fully restored to its former glory in 2018.

This agreement is the second licensing agreement Braniff has signed in as many years for a historic Braniff building in the Dallas area. In early 2019, Braniff signed an historic agreement with the Dallas Cowboys, TACAir, Lincoln Property Company and Randall Reed Enterprises authorizing their use of the Braniff name at the newly restored former 1958 Braniff International Operations and Maintenance Base located at 7701 Lemmon Avenue at Dallas Love Field.

The Hostess College Hotel will feature 75 luxury rooms amidst the elegant and stylish themes of Braniff International including both historic as well as Braniff's recently created designs and styles. Braniff's copyrighted and trademarked designs include those created exclusively for Braniff by Alexander Girard, Emilio Pucci, Halston, Harper and George and Alexander Calder. The hotel will be the only Braniff hotel in existence in the United States with the TWA Hotel in New York as the only other airline-themed hotelier. Additional Braniff hotels are planned for other former Braniff destinations.

A Braniff Boutique store will be housed in the new hotel offering luxurious Braniff branded goods ranging from Braniff model airplanes to Braniff branded drink coasters and t-shirts as examples. Braniff Boutique is a wholly owned subsidiary of Braniff Airways, Inc., that sells Braniff branded goods and products online and at three retail locations in Texas, including Houston, Dallas, and Johnson City. The Boutique sells worldwide to 123 countries and is the 8th most searched Boutique on the Shopify network of stores.

Braniff will maintain creative control over the use of its intellectual property throughout the two-year restoration project. The company will also provide consultation and assistance with the interior and exterior restoration of the property. Proposed hotel amenities include a restaurant, bar and large swimming pool with outdoor bar and beverage service.

ABOUT BRANIFF INTERNATIONAL

Braniff International, the former international airline, is a leading global historic airline branding and marketing, online retail and historic airliner tour firm, which was originally formed in 1928. Braniff manages over 770 licensing agreements worldwide and continues to offer the licensing of the Braniff brand for new projects. The company today operates its lucrative Braniff Boutique Online Retail store that sells to 123 countries worldwide along with three brick and mortar stores. Braniff also administers its original Employee Airline Pass Program, which offers current and former employees discount travel on partner airlines and travel companies.

Braniff also supports Braniff Airways Foundation, which is the repository for Braniff's historical corporate and employee records, photographs and negatives and memorabilia. Over 20 million pages of Braniff corporate documents and 40,000 historical items and over 500,000 photos, slides and negatives are housed in the Foundation's Braniff International Heritage Archives, which are maintained at three locations in Dallas, Texas, with a new facility scheduled to open in Glen Rose, Texas, in 2021.

In 2019, Braniff Airways, created an endowment at The University of Texas at Dallas to support Braniff's Public Relations Archives that have been housed in the University's History of Aviation Collection since February 1981. An additional endowment will be created to support the administration of Braniff International Heritage Archives.

ABOUT BRANIFF INTERNATIONAL HOSTESS COLLEGE

2801 Wycliff Avenue at Hartford Street and Dallas North Tollroad Dallas, Texas 75219

Historical Overview

By: Richard Ben Cass, Chairman, Braniff Airways, Inc.

On Saturday, January 5, 1968, Braniff International dedicated the new Hostess College located at the corner of Wycliff Avenue and the Dallas North Tollway (the first segment of the Tollway from downtown Dallas North to Royal Lane would not open until June, 1968). All Braniff hostess training took place at this new facility and the opening of the facility was celebrated with three days of fanfare.

The three days of grand opening celebration began on Thursday, January 4, 1968, (the January, 1968, B Liner Employee Newsletter incorrectly states that it was December 4 but in fact was January 4). Local Dallas news media members as well as press from around the country, including many from aviation and home magazines, were in attendance for the first glance press day.

Aviation and travel publications such as *Air Transport World*, *Air Travel*, *Interline Report*, and *Travel Agent* magazines were on hand to report on the historic college opening. Other publications in attendance included *Hair Do Magazine* and *What's New In Home Economics*.

Fifteen beautiful Braniff Hostesses made themselves available to the press for modeling and photographs as well as for filming of special news clips of the college facility.

Designed by Dallas architect firm Pierce Lacey and Associates by John Allen Pierce, Neal Lacey, and Jim Henderson, the five-story facility could house 142 would-be Braniff hostesses in training. The builder of the facility was Julian P. Barry, General Contractor, Inc. with interior design by Braniff International's Interior Design and Art Consultant Chuck Ax who created a relaxed and cheerful environment full of Alexander Girard designed elements and Herman Miller furniture. Mr. Ax was especially fond of Mr. Girard's Bluebird of Happiness and used it liberally throughout the facility including the placement of a huge enhanced steel bar Bluebird on the Tollway front of the building. A giant wall-sized Bluebird was also placed on the wall in the first-floor cafeteria.

Hopeful Braniff hostesses would spend five weeks training and living in the new \$2 million USD dollar facility. Prior to that, from 1965 until the opening of the new Wycliff Hostess College, Braniff had rented space at Blanton Towers at the south end of Dallas Love Field to the east of the Cedar Springs entry to conduct hostess training and living quarters. Blanton Towers became Executive Inn, Ramada Inn, Holiday Inn, Wyndham Hotel and in 2020, the Doubletree Hotel.

Floors three, four and five provided sleek and modern living quarters during training. Each room housed four girls and were decorated using the Braniff color motif with each room receiving a different color design that included red, orange, yellow blue and green. Matted and framed Mexican and South American artwork from the Braniff International South American Art Collection (this collection is now curated by Braniff Airways Foundation) enhanced the beauty of each room that included a huge headboard covered in fabric that allowed the hostesses to pin up their keepsakes. Each room was equipped with a bath and shower as well as a makeup room with double basins and a complete wall of cubby hole storage and closet space.

In the Main Lobby, was a floor to ceiling giant wall panel of fabric colors similar to a "Joseph's Coat" that used Herman Miller fabrics that mimicked the colorways used throughout the facility. The use of color was paramount to the unique interior design of the stark white interior of the building. It was a brilliant exercise in design excellence and a prime example of Braniff's good taste in public presentation.

Adjacent to the Main Lobby was a circular room where hostesses were allowed to entertain guests or a date. This room was called the Dream Parlor™/Fire Pit™, which featured a round suspended fireplace in the center of the room with a huge flue flowing upward to the ceiling. The warm comfort of the fire was enjoyed from a round pit directly below the round flue. Low and luxurious circular seating surrounded the Fire Pit and allowed for quiet and intimate visitation.

Other facilities included full scale aircraft mockups on the second floor for training along with a heated pool, dining area and additional training areas on the first floor. A sauna, steam room, beauty shop, boutique, laundry room with full-size washer that also contained a smaller washer for lingerie items. A large tiered auditorium classroom and Powder Puff Room™ also rounded out the striking and industry leading facilities. The Powder Puff Room was where Hostesses learned to acquire that Hollywood starlet look and included huge floor-to-ceiling mirrors with special lighting to ensure proper makeup application.

On the parking level main entrance floor was Braniff Boutique® that housed the hostess uniform fitting expertise of Ms. Andrea Pope. The Boutique was well stocked with all of the Braniff Pucci designed uniform pieces including the iconic RainDome™ clear plastic bubble hat. The would-be hostess was fitted for her uniform in this facility to ensure that she was picture perfect on graduation day.

On January 5, 1968, Braniff Chairman Harding L. Lawrence, accompanied by Dallas Mayor Erik Jonsson and Dallas Chamber of Commerce President Morris Hite, dedicated the facility at noontime. Mr. Lawrence presented a gold key to the new building to the Manager of Hostess Training Ms. Jean Duncan to symbolize the golden opportunities that the new facility would provide to its students.

The entrance to the facility was shrouded in a huge fabric cover of Alexander Girard fabrics that coordinated with the color theme used throughout the building. Braniff jet airliner models flanked the ceremonial dais and Braniff Hostesses dressed in their Emilio Pucci uniforms acted as the Braniff Color Guard. Dallas Mayor Erik Jonsson pulled the huge Alexander Girard fabric covering away from the entrance marking the official opening of the new college. Behind the fabric cover was a cadre of additional uniformed Braniff Hostesses that led the well-wishers into the Wycliff Hostess College.

After the special tours were conducted the group retired to the spacious dining room for a beautiful luncheon hosted by Mr. Lawrence. As Master of Ceremonies, Lawrence introduced distinguished guests and keynote speaker, Mr. E. O. Cartwright. Cartwright was immediate past president of the Dallas Chamber and in his speech lauded Braniff for having the foresight to invest in new facilities that fostered not only the growth of Braniff International but the City of Dallas as well.

The following day, Saturday, January 6, 1968, Braniff International employees and their families were invited to tour the new Wycliff Hostess College from 10AM to 5PM. Frigid cold weather and sleet had occurred throughout the three day event but the continuing winter weather did not prevent some 650 members of the Braniff Family to turn out to witness what Keith Saunders, Editor of Air Travel Magazine and author of the book *So You Want To Be A Stewardess*, deemed as being 10 years ahead of any other training facility in the airline business.

Braniff operated the Hostess College until 1975, when the building was sold to Dresser Industries. The airline had a twenty-year lease on the building from Wycliff Associates which owned the land and building. Braniff then moved hostess training to the Royal Coach Inn on Northwest Highway and Lemmon Avenue just to the northeast of Dallas Love Field. Training remained there until Braniff Place World Headquarters™ opened on the west side of Dallas/Ft Worth Regional Airport in December 1978. Dresser owned the building throughout the 1980s and 1990s.

The college was purchased and became the home of the luxury Park Gate Retirement Villa from 1998 until June 2014. The owner of Park Gate was mindful of the historic building and retained the fabled Dream Parlor or Fire Pit lounge. Other telltale signs of Braniff's ownership of the building included Alexander Girard Sky Font signage, Girard fabric wall coverings, and original casework in bright vibrant laminates.

The College was purchased by Greenway Investment Company of Dallas on June 1, 2014, and enlisted Jones Lange and LaSalle to assist in leasing the facility to a new customer. During the summer of 2014, Braniff Airways Foundation Founder and President Richard Ben Cass authored the initial nomination for admitting the Hostess College to the National Park Service's National Register of Historic Places. However, because the building was privately owned and no federal funds were used to purchase or maintain the building, the decision to allow the registration to move forward lay solely with the owner.

In 2016, the building was sold to another investment group, which did initially attempt to begin landmark proceedings with the City of Dallas. Mr. Cass was on the planning committee for the landmark process but again, the owner decided not to move forward with the process. This owner has remediated floors 3, 4 and 5 but has left intact the historical areas of the building's interior including the entire first floor.

In December 2019, Dallas-based MM Holdings, Inc., purchased the Hostess College and announced intentions to restore the building to its former glory and have the facility landmarked, which would protect it from ever being torn down. The group joined with Braniff Airways, Inc., to license the project as a Braniff-branded hotel facility.

Photo: TBD

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Braniff International Heritage Archives, Curator
Now Associated with The University of Texas at Dallas System
Braniff Airways Public Relations Archives Endowment
Braniff International Heritage Archives Endowment

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