



27 November 2012

Ms. Linda Henderson
Historian, Federal Programs
History Programs Division
Texas Historical Commission
P.O. Box 12276
Austin, Texas 78711-2276

Re: Braniff Operations and Maintenance Building, Love Field, Dallas, Texas

Dear Ms. Henderson:

As you know, the 1958 Braniff Building at Love Field is threatened with demolition by a recent motion of the Dallas City Council. We understand that the Texas Historical Commission is currently reviewing the building to determine its eligibility for possible inclusion on the National Register of Historic Places.

Two representatives of our organization (myself included) had the pleasure of visiting the building yesterday for some three hours, walking through almost every portion of its rather vast area. We were most encouraged and excited by what we saw, which was a modern industrial building designed by one of the leading architects of the mid-20th century in generally good condition, with almost all significant features intact. And, where those features have been modified, the modifications appear to be easily reversible.

The significance of this building from a number of standpoints cannot be understated. To name a few, quickly:

1. Architecturally, it represents a unique example of modern industrial architecture by architects Charles Luckman and William Peireira, two of the leading practitioners of the modern style in the 20th century, in collaboration with Mark Lemmon, one of the leading architects of Dallas during this same period.
2. Culturally, the Braniff story of innovative design is unmatched. One of the first airlines to emphasize design, Braniff created a seamless, progressive image that included jelly-bean planes, modern lounges, designer "stewardess" uniforms, sleek graphics, and hip advertising. The Braniff O&M Building, with its soaring V-shape, is an integral part of that story.
3. Technologically, the Braniff O&M Building housed the first computerized reservations system in the US, and was the site of several innovative maintenance programs on a variety of jets, including one of the first fleets of iconic 747s.

To find a modern industrial building, in good condition, with such a multi-faceted history, is rare. For these reasons, and others, we believe that the Braniff Operations and Maintenance Building is eligible for, and should be listed on, the National Register of Historic Places.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Meckfessel".

Robert L. Meckfessel, FAIA
Board Member, DOCOMOMO US NTX

A handwritten signature in black ink, appearing to read "Catherine Horsey".

Catherine Horsey
Board Member, DOCOMOMO US NTX