

Braniff Collection History of Aviation Collection

Provenance

The material in the Braniff Collection was donated with all literary rights to The University of Texas In 1982, as one of the final official acts of Braniff International prior to its bankruptcy. Braniff public relations employee, Pat Sahrt supervised the transfer of the documents, most of which had originated in the public relations office, to the History of Aviation Collection in Special Collections, The University of Texas at Dallas McDermott Library.

Scope and Contents

The Braniff Collection is composed of 20 linear feet of documents which are contained in 48 manuscript boxes. Most of the material is dated between 1928, when Braniff was first organized as a company and 1982 after its first bankruptcy.

A hierarchical subject arrangement was utilized in order to position like subject matter together. Standard Library of Congress subject headings were used for all main headings and most subheadings. For the most part, documents are arranged chronologically under their subject headings.

The collection illustrates the history of Braniff as a company, which was progressively named Paul R. Braniff, Inc; Braniff Airways; Braniff International Airways; and Braniff International. The Collection documents the first 20 years when founder Thomas E. Braniff achieved extraordinary business success, based on high quality service to customers and a warm, paternal relationship with employees. His laudable efforts for world brotherhood are also recorded. After Tom Braniff's death in 1951, his second-in-command Charles Beard capably managed the company for 15 years until he retired in 1965. As is evident in the collection, Beard's business and public relations practices were similar in style to Tom Braniff's.

In material dated 1965 and later, the volume of promotional items in the collection increases greatly. Braniff president Harding L. Lawrence set a new tone for the company with unique, stylish ad campaigns with such slogans as "the end of the plain plane." Although advertising hype and aggressive expansion led to phenomenal success for Braniff for approximately 15 more years, it eventually contributed to its downfall after deregulation of the airline industry. Lawrence was forced to resign in 1981, and Braniff International was declared bankrupt in 1982. The collection ends at this point, although the company has since been reorganized on a small scale and has undergone several subsequent bankruptcies.

In many ways, the material in the Braniff Collection also illustrates the development of commercial aviation in the Dallas/Fort Worth area. Braniff began operating a maintenance base at Love Fielding the early 1930's and moved its entire base of

operations there in 1942. Braniff was largely responsible for the creation of DFW Airport. The company introduced many innovations in the airline industry, such as computerized reservations, instrument landing, and jet assisted take-off. The collection also contains material pertaining to Braniff's pioneering of many new routes to South American countries in the 1940's.

Because most of the records in the Braniff Collection originated in the public relations office, the collection tends to present a subjective view of the company. Although many records portray Braniff only in a favorable light, others do provide objective information and true insight to researchers. The collection contains much visually-oriented documentation, since many of the records were created for publicity purposes. Many photographs in the collection appear in the Braniff house organ, the B-Liner.

To provide access to well-known personalities, a selected proper name index was compiled. Specific Braniff directors and employees can be found alphabetically under their subject headings. In the case that an individual held more than one position in the company, their biographical information is located at highest level they attained. For example, R.V. Carleton was initially a pilot, but his file is located und DIRECTORS, since he ultimately became a director.

Box 1

Administration and Operation

Activities, equipment, and personnel involving airports and related buildings, such as administrative offices, city ticket offices, and hangars—interiors and exteriors. Includes material pertaining to historic terminals, construction, groundbreakings and other public relations activities, and maintenance procedures; some aerial photographs and architectural drawings.

- 1 Administration and operation - Asia, N. America, Mexico 1967
- 2 Mexico Aerovias Braniff, S.A. - photographs nd
- 3 Mexico Aerovias Braniff, S.A. - photographs nd
- 4 U.S. Arkansas - Kansas - photographs nd
- 5 Kansas - Tennessee- photographs nd
- 6 Texas Amarillo - Dallas DFW Airport 1968-1973
- 7 DFW Airport 1973

Box 2

- 1 DFW Airport 1973
- 2 DFW Airport 1973
- 3 DFW Airport Braniff Place 1976
- 4 DFW Airport Braniff Terminal 1972-1973
- 5 DFW Airport Braniff Terminal 1973-1974
- 6 DFW Airport Braniff Terminal 1977-1979
- 7 DFW Airport Braniff Terminal Plesiosaur 1973

Box 3

- 1 Exchange Park 1955-1957
- 2 Exchange Park 1957
- 3 Love Field 1935-1941
- 4 Love Field 1942-1947
- 5 Love Field 1950-1957
- 6 Love Field 1957
- 7 Love Field 1957

Box 4

- 1 Love Field 1957-1959
- 2 Love Field 1966-1968

- 3 Love Field Jetrail 1970's
- 4 Love Field Maintenance & Operating Base 1954-1957
- 5 Love Field Maintenance & Operating Base 1958
- 6 Love Field Maintenance & Operating Base 1959-1973
- 7 Texas, Fort Worth, San Antonio, Washington nd

Box 5

- 1 South America, Argentina - Ecuador nd
- 2 Panama - Peru nd
- 3 Aircraft Accidents 1935-1955
- 4 Aircraft Accidents 1955-1958
- 5 Aircraft Accidents 1959

Box 6

- 1 Aircraft Accidents 1959-1966
- 2 Aircraft Accidents 1968
- 3 Aircraft Accidents 1968-1969
- 4 Aircraft Hijacking 1971
- 5 Aircraft Hijacking 1972
- 6 Aircraft Maintenance 1940-1970
- 7 Aircraft Maintenance nd

Box 7

- 1 Maintenance Cargo, Cleaningnd
- 2 Communications nd
- 3 Engineering; Engines nd
- 4 Flight Control; Hydraulics; Instruments nd
- 5 Meteorology; Printing & mailing; Propellers; nd
Purchasing and stores
- 6 Reservations 1945-1955
- 7 Reservations 1956-1967

Box 8

- 1 Reservations 1968-1969
- 2 Reservations 1970
- 3 Sheet metal; Training nd
- 4 Safety 1932-1941
- 5 Safety 1942-1967
- 6 Safety 1967-1977

Box 9

- 1 Aircraft Technical Innovations nd
- 2 Consolidation and Merger Mid-Continent Aircraft nd
- 3 Mid-Continent Aircraft nd
- 4 Mid-Continent Aircraft Accidents; Maintenance & repair nd

- 5 Mid-Continent Accidents; Maintenance & repair nd
- 6 Mid-Continent Employees; Collins-Sheilds nd
- 7 Mid-Continent Employees Flight Attendants, Female nd
- 8 Mid-Continent Employees Flight Attendants, Male nd
- 9 Mid-Continent Employees Groups 1941-1948

Box 10

- 1 Mis-Continent Flight Inaugurals 1930-1946
- 2 Mid-Continent Flight Inaugurals 1947
- 3 Mid-Continent Flight Inaugurals 1947-1952
- 4 Mid-Continent History 1936-1948
- 5 Mid-Continent History 1949-1952
- 6 Mid-Continent History 1952
- 7 Mid-Continent History 1952

Box 11

- 1 Mid-Continent History; Maps 1953-1956
- 2 Consolidation and Merger; Panagra 1928-1943
- 3 Panagra 1950-1966
- 4 Panagra 1966
- 5 Panagra 1966-1972
- 6 Panagra nd
- 7 Directors Acker 1965-1971

Box 12

- 1 Directors Acker 1971-1975
- 2 Directors Adams - Beard 1921-1948
- 3 Beard 1949-1955
- 4 Beard 1955-1957
- 5 Beard 1958-1960
- 6 Beard 1961-1963

Box 13

- 1 Beard 1964-1982
- 2 Bear nd
- 3 Beisecker - Brack nd
- 4 T.E. Braniff 1935-1946
- 5 T.E. Braniff 1947-1949
- 6 T.E. Braniff 1950-1951

Box 14

- 1 T.E. Braniff 1951-1952
- 2 T.E. Braniff 1952-1953
- 3 T.E. Braniff 1953-1954
- 4 T.E. Braniff 1954

5 T.E. Braniff 1954-1955

6 T.E. Braniff nd

Box 15

1 T.E. Braniff Family nd

2 T.E. Braniff Family - Bess Braniff nd

3 T.E. Braniff Family - Paul Braniff nd

4 T.E. Braniff - Humanitarianism 1941-1950

5 T.E. Braniff - Humanitarianism 1951-1953

6 T.E. Braniff - Humanitarianism 1953

Box 16

1 T.E. Braniff - Humanitarianism 1953

2 T.E. Braniff - Humanitarianism 1954-1955

3 T.E. Braniff - Humanitarianism 1956-1965

4 T.E. Braniff - Humanitarianism nd

5 T.E. Braniff - Leisure nd

6 T.E. Braniff - Portraits nd

7 T.E. Braniff - Portraits nd

8 T.E. Braniff - Speeches 1922-1949

Box 17

1	T.E. Braniff - Speeches	1950-1952
2	T.E. Braniff - Speeches	1952-1953
3	T.E. Braniff - Speeches	1953-1954
4	Burck - Carleton	1929-1949
5	Carleton	1950-1961
6	Carleton	1962-1971

Box 18

1	Carleton - Eppley	nd
2	Fitts - Law	nd
3	H.L. Lawrence	1965
4	H.L. Lawrence	1965-1969
5	H.L. Lawrence	1970-1971
6	H.L. Lawrence	1972-1973

Box 19

1	H.E. Lawrence	1974-1976
2	H.E. Lawrence	1976-1978
3	H.E. Lawrence	1979-1980
4	H.E. Lawrence - Marriage	nd
5	H.L. Lawrence - Marriage - Mary Lawrence	1966-1969
6	Mary Lawrence	1970-1971

7 Mary Lawrence 1972-1978

Box 20

1 Lay - Mecom nd

2 Miller - Porter nd

3 Post - Ryan nd

4 Shivers - Shrader nd

5 Skeen - Thurman nd

6 Thurman - Whiteford nd

7 Directors group nd

Box 21

1 Employees Achilles - Bolding nd

2 Booth - Buntin nd

3 Camoes - Eden nd

4 Fabrega - Fasolino nd

5 Garcia - Henshell nd

6 Hernandez - Kropff nd

7 J.B. Lawrence - McCoy nd

Box 22

1 McKillop - Phelan nd

2 Phinney - Rumsey nd

- 3 Salfen - Sorlie nd
- 4 South nd
- 5 Spamm - Ucros nd
- 6 Walker - Worsham nd
- 7 Air Pilots - Aguirre - Murray nd
- 8 Pardoe - Seaton 1932

Box 23

- 1 Seaton 1932-1937
- 2 Seaton - Warner 1937-1938
- 3 Air Pilots Group Portraits nd
- 4 Air Pilots Training nd
- 5 Air Pilots Training nd
- 6 Flight Attendants, Agar - Brayman nd
- 7 Flight Attendants, Brindley - Clark

Box 24

- 1 Flight Attendants, Collier - Duncan nd
- 2 Flight Attendants, Eberly - Garza nd
- 3 Flight Attendants, Gash - Gwinn nd
- 4 Flight Attendants, Haley - Key nd
- 5 Flight Attendants, Kiga - Miller nd

- 6 Flight Attendants, Moffett - Peck nd
- 7 Flight Attendants, Pedler - Saviers nd

Box 25

- 1 Flight Attendants, Schmirler - Swinson nd
- 2 Flight Attendants, Tylor - Zickuhr nd
- 3 Flight Attendants, Dooley Foundation nd
- 4 Flight Attendants, Dooley Foundation nd
- 5 Flight Attendants, History 1937-1950
- 6 Flight Attendants, History 1953-1967
- 7 Flight Attendants, History 1969-1977
- 8 Flight Attendants, History Anniversaries 20th - 25thnd

Box 26

- 1 Flight Attendants, History Anniversaries 25th - 35thnd
- 2 Flight Attendants, Publicity Pedometers; Male Flight attendants nd
- 3 Flight Attendants, Publicity Tequila-a-go-go; Twins nd
- 4 Flight Attendants, South America nd
- 5 Flight Attendants, Training 1937-1940
- 6 Flight Attendants, Training 1944-1956
- 7 Flight Attendants, Training 1957-1959
- 8 Flight Attendants, Training 1960-1968

Box 27

- 1 Flight Attendants, Training 1968-1973
- 2 Flight Attendants, Uniforms nd
- 3 Flight Attendants, Uniforms nd
- 4 Employees Groups 1936-1966
- 5 Employees Groups 1967-1979
- 6 Employees Groups nd
- 7 History, Early 1900-1936
- 8 History, Early 1937-1943

Box 28

- 1 History 1944-1948
- 2 History 1948
- 3 History 1949-1950
- 4 History 1950-1952
- 5 History 1953-1954
- 6 History 1955-1957
- 7 History 1958-1959

Box 29

- 1 History 1959-1961
- 2 History 1961-1964

3	History	1965-1966
4	History	1967
5	History	1968-1972
6	History	1973-1976

Box 30

1	History	1977-1982
2	History	1982
3	History Anniversaries, 1st - 12th	nd
4	History Anniversaries, 13th - 20th	nd
5	History Anniversaries, 23rd - 25th	nd
6	History Anniversaries, 25th	nd

Box 31

1	History Anniversaries, 25th	nd
2	History Anniversaries, 27th - 30th	nd
3	History Anniversaries, 30th	nd
4	History Anniversaries, 32nd - 50th	nd
5	History Chronologies, 1936 - 1962	nd
6	History Chronologies, 1963 - 1978	nd
7	History Chronologies, 1978 - 1980	nd

Box 32

- 1 Maps 1930-1956
- 2 Maps 1957 - 1979
- 3 Promotion of Special Events 1929 - 1949
- 4 Promotion of Special Events 1950 - 1951
- 5 Promotion of Special Events 1952 - 1956
- 6 Promotion of Special Events 1958 - 1960

Box 33

- 1 Promotion of Special Events 1960 - 1963
- 2 Promotion of Special Events 1964
- 3 Promotion of Special Events 1964
- 4 Promotion of Special Events 1965
- 5 Promotion of Special Events 1965

Box 34

- 1 Promotion of Special Events 1965
- 2 Promotion of Special Events 1966
- 3 Promotion of Special Events 1965
- 4 Promotion of Special Events 1965

Box 35

- 1 Promotion of Special Events 1967
- 2 Promotion of Special Events 1967

3 Promotion of Special Events 1967

4 Promotion of Special Events 1967

5 Promotion of Special Events 1967

Box 36

1 Promotion of Special Events 1968

2 Promotion of Special Events 1968

3 Promotion of Special Events 1969-1970

4 Promotion of Special Events 1970-1971

5 Promotion of Special Events 1971

6 Promotion of Special Events 1971

Box 37

1 Promotion of Special Events 1972

2 Promotion of Special Events 1972

3 Promotion of Special Events 1972-1974

4 Promotion of Special Events 1974

5 Promotion of Special Events 1975

6 Promotion of Special Events 1976-1977

Box 38

1 Promotion of Special Events 1977

2 Promotion of Special Events 1977

- 3 Promotion of Special Events 1978-1979
- 4 Promotion of Special Events 1979-1980
- 5 Promotion of Special Events 1979-1980
- 6 Promotion of Special Events 1979-1980

Box 39

- 1 Promotion of Special Events 1979-1980
- 2 Promotion of Special Events 1980
- 3 Promotion of Special Events 1980
- 4 Promotion of Special Events 1981
- 5 Promotion of Special Events nd
- 6 Promotion of Special Events nd

Box 40

- 1 Promotion of Special Events 1979-1980
- 2 Promotion of Special Events 1980
- 3 Promotion of Special Events 1980
- 4 Promotion of Special Events 1981
- 5 Promotion of Special Events nd
- 6 Promotion of Special Events nd

Box 41

- 1 Promotion of Special Events nd
- 2 Promotion of Special Events nd
- 3 Promotion of Special Events nd
- 4 Promotion of Special Events nd
- 5 Promotion of Special Events nd
- 6 Promotion of Special Events nd

Box 41a

- 1 Promotion of Special Events, Inaugurals 1928-1943
- 2 Inaugurals 1944-1946
- 3 Inaugurals 1946
- 4 Inaugurals 1947-1948
- 5 Inaugurals 1948
- 6 Inaugurals 1948-1949

Box 42

- 1 Inaugurals 1949
- 2 Inaugurals 1949
- 3 Inaugurals 1950
- 4 Inaugurals 1950-1951
- 5 Inaugurals 1951
- 6 Inaugurals 1951-1952

7 Inaugurals 1951-1953

Box 43

<u>Folder</u>	<u>Description</u>	<u>Date</u>
1	Inaugurals	1953-1955
2	Inaugurals	1955
3	Inaugurals	1956
4	Inaugurals	1956
5	Inaugurals	1956
6	Inaugurals	1956

Box 44

1	Inaugurals	1956-1957
2	Inaugurals	1957
3	Inaugurals	1957
4	Inaugurals	1959
5	Inaugurals	1959

Box 45

1	Inaugurals	1959
2	Inaugurals	1960
3	Inaugurals	1960
4	Inaugurals	1960
5	Inaugurals	1960

6 Inaugurals 1960

Box 46

1 Inaugurals 1960

2 Inaugurals 1960

3 Inaugurals 1960-1962

4 Inaugurals 1962-1964

5 Inaugurals 1965-1966

6 Inaugurals 1966

Box 47

1 Inaugurals 1966

2 Inaugurals 1966-1968

3 Inaugurals 1968-1969

4 Inaugurals 1969

5 Inaugurals 1969

6 Inaugurals 1969

Box 48

1 Inaugurals 1969-1970

2 Inaugurals 1970-1977

3	Inaugurals	1977-1978
4	Inaugurals	1978
5	Inaugurals	1978-1979
6	Inaugurals	nd

Braniff Collection

Name Index

Allred, James	1937	Box 12, Folder 2
Caulfield, Joan	1947	B10, F4
Colonna, Jerry	1947	B10, F4
Cugat, Xavier	n.d.	B11, F1
De Gaulle, Charles	1960's	B24, F7
Douglas, Donald W.	1940	B15, F3, B27, F8
Douglas, Donald W.	1956	B43, F5
Eisenhower, Dwight	n.d.	B16, F5
Eisenhower, Mamie	1953	B16, F1
Haddaway, George	1944	B13, F4
Hays, Bob	n.d.	B37, F2
Iturbi, Jose	1946	B10, F4
Johnson, Lyndon	1957; 1961	B13, F3
Jordan, Leroy	n.d.	B37, F2
Kay, Herbie	1939	B10, F4
Lilly, bob	n.d.	B37, F2
Malone, Dorothy	1956-1976	B8, F1

Mansfield, Jayne 1956 B31, F2
Mansfield, Mike 1961 B13, F3
Miller, Ann 1940 B30, F3
Murphy, Audie 1940's B25, F5
Nixon, Richard 1957 B13, F3
Nixon, Richard 1971 B18, F5
O'Daniel, W. Lee 1940 B27, F4
Peary, Harold 1930-1940 B8, F3
Peron, Eva 1950 B42, F3
Peron, Juan 1950 B42, F3
Post, Wiley 1930's B5, F3; B27, F7
Prince Philip 1966 B34, F6
Rickenbacker, Eddie 1940's B13, F4
Rickenbacker, Eddie 1952 B14, F2; B42, F6
Rickenbacker, Eddie n.d. B21, F5
Rockefeller, Nelson n.d. B16, F4
Rodgers, J. Woodall 1941 B3, F3
Rogers, Ginger 1956 B43, F5
Rogers, Will 1930's B17, F4
Roosevelt, Elliot 1936 B27, F7
Roosevelt, Franklin, Jr. 1946 B10, F4
Sanger, Mrs. Eli 1930's B15, F2
Singleton, Penny 1930-1940 B8, F3

Smith, Kate n.d. B16, F4
 Thornton, R.L.1955 B43, F1
 Thornton, R.L.1956 B43, F4
 Truman, Harry1948 B15, F5
 Tunney, Gene 1941 B10, F4
 Wayne, John 1940 B30, F3
 Wise, Wes 1972 B37, F1

**Braniff International Collection
 Film Inventory**

16 mm

1500' Calder DC 8 Rollout & Air to Air 1973
 Paris Air Show with BI uniforms
 NY, CHI, LAX Beard Mantle1956
 Air to Air of Calder DC 8 62 1973

1200' Calder paints DC 8 62 with H. Lawrence Maintenance 1973
 BI maintenance painting Calder DC 8 1973

1200 New Terminal & Golden Eldorado BI presents new food 1954, 66, 70
 C & Silent – New Love Field terminal History of 1970
 BI 1928 – 1970, Cargo on 727
 442 B & W – Job film footage 1960

900' Sound – End of the Plain Plane 1966
 Art students watch Calder paint 1973
 42 L Calder DC 8 Air to Air
 BI Painting Calder DC 8 62 1973
 BI Inaugural Service DSA 1948
 Solid Orange DC 62 Air to Air & 707, 727, and DC 8 1967

800' BI: A Family Affair: Employee promo
 MSC Braniff Family Vacation 1935
 BI Family Vacation 1936
 DAL, HOU, FTW, SFO

	New BI Terminal at Love Field, Dallas	1969
	Braniff Family Vacation: Yellowstone, Europe	1932
	Calder Flying Colors U.S.A. (Press Film)	
	BAC 111 at factory & BI (C. Beard) accepts 1 st delivery at Love Field	1961
400'	Calder painting DC 8 BI maintenance finished	1973
350'	Calder DC 8 Air to Air	
	Calder "76"	
	Flying Colors U.S.A. (Bicentennial Film)	
	BI goes to Europe 747 Fly by	
	B12 to 4 is Calder 747	
	"Flaunt It" Commercials	
	Concorde	
	BI Maintenance finished painting Calder DC 8	1973
	BI accepts Convair 340	1950
	1981 Dallas w/Commercials	

Braniff International Collection
Recording Inventory
Reel to Reel

"Braniff Salute" by Walter Henshel 1966
 2-7" reels

Distinguished Alumnus Awards Banquet 1966
 5-7" reels

[BI] Stock Holders meeting 1981
 2-7" reels 7 ½ IPS 1981

H. Lawrence's talk: BI Management Club 1965
 1-7" reel

Duncan MacDonald WOXR 1967
 1-7" reel

Pucci
 1-5" reel, 7 ½ IPS

[H. Lawrence's] telephone conversation: R. Edward
 Van Natta, Public Relations, Morton Int., Inc., Chicago
 1-3" reel, 3 ¾ IPS

Tex McCrary Time WOR 1966
1-7" reel

H. Lawrence's talk: Dallas Rotary Club 1965
1-7" reel

Tom Braniff's speech: BI employees: 25th anniversary of airline 1953
1-7" reel

Braniff International Collection
Recording Inventory
Records 33 1/3

New Year's Eve at the Terrells by Charley Paine 1944-45

Tom Braniff: Air Safety Awards 1946

Happy Landing Excerpt 1950

BI and Cabana Excelsior: Desi Arnez Program 1951

Tom Braniff's speech: BI employees: 25th Anniversary of airline 1953

Braniff Company Meeting (2 albums) 1954

Speech at Sales Meeting (2 albums) 1955

"The Braniff Promise" Promo 1980

Maiden Flight Boeing 707 by Tex Johnson n.d.

The Great Outdoors Show (6 albums) n.d.

Charles Beard, Pres., BI: KOA Marketing News n.d.

Audio Disc (3 albums) n.d.

Braniff International Collection
Graphics & Photographs
Archives Map Case

D-6 Travel Posters
Calder Photographs & layouts

D-7 Photographs
Negatives
Die-cuts

D-8 Die-cuts

D-9 Photo murals
Layouts

D-10 Progressive color proofs
Scotchprints
Advertising: Welcome to Braniff Place
New Routes
New Colors
Chefs
Schedule
Annual Report 1974