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 under 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**

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<td>DFW Airport Braniff Terminal</td>
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</table>
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, Cleaning  
2. Communications  
3. Engineering; Engines  
4. Flight Control; Hydraulics; Instruments  
5. Meteorology; Printing & mailing; Propellers; Purchasing and stores  
6. Reservations 1945-1955  
7. Reservations 1956-1967  

### Box 8

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

### Box 9

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

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1  T.E. Braniff  1951-1952
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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
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
8. Flight Attendants, History Anniversaries 20th - 25th nd

Box 26

1. Flight Attendants, History Anniversaries 25th - 35th nd
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
7. Flight Attendants, Training 1957-1959
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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
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Box 37
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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
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6 Promotion of Special Events nd

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Box 41a

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<td>1</td>
<td>Inaugurals</td>
<td>1953-1955</td>
</tr>
<tr>
<td>2</td>
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<td>1955</td>
</tr>
<tr>
<td>3</td>
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<td>1956</td>
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<td>4</td>
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<td>1956</td>
</tr>
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<td>6</td>
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<tr>
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<td>Inaugurals</td>
</tr>
<tr>
<td>4</td>
<td>Inaugurals</td>
</tr>
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<tr>
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</tr>
<tr>
<td>4</td>
<td>Inaugurals</td>
</tr>
<tr>
<td>5</td>
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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
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, Harry 1948 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 Mantle 1956
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 1935
MSC Braniff Family Vacation
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 1st delivery at Love Field

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

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 1953
of airline
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: 1953
25th Anniversary of airline

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.


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