

Great Visionaries: The Life and Careers of Paul Revere and Thomas Elmer Braniff
By Justin H. Libby

Acknowledgements:

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Braniff Bibliography:

The material relating to Braniff Airways is held in trust at the History of Aviation Collection in Special Collections at the University of Texas-Dallas McDermott Library and I would like to thank Ms. Sheila Blankenship for her kind and courteous assistance while preparation of this essay. The collection which had originated in the public relations office and transferred to the library in 1982.

The collection is composed of 20 linear feet containing 48 manuscript boxes and special collections. Most of the material is dated between 1928 and 1982 when the company filed for bankruptcy.

As the introduction states:

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's death in 1951 (~~sic~~-1954), his second-in-command Charles Beard capably managed the company for 15 years until he retired in 1965. (The correct years would be 11). As is evident in the collection, Beard's business and public relations practices were similar in style to Tom Braniff's.

The collection is a reflection of the growth of commercial aviation in the Dallas-Fort Worth area and following moving the maintenance facilities to Dallas in the 1930s transferred the operations of the carrier from Oklahoma City to Dallas in 1942. To provide access to the collection an index was compiled. Specific Braniff directors and employees can be found alphabetically under their subject headings. If an employee rose in the company hierarchy he or she would be found in the highest level achieved in the listing.

- Box 1: Administration and Operations
- Box 2: Dallas-Fort Worth Airport files
- Box 3: Mainly focuses on Love Field
- Box 4: Focusing on activities at Love Field

Box 5: South American information, Panama, and aircraft accidents
Box 6: Aircraft accidents and maintenance
Box 7: Maintenance, Communication, Engineering, Instruments, Meteorology and Reservations
Box 8: Reservations, sheet metal training and safety
Box 9: Aircraft technical innovations, merger with Mid-Continent and Mid-Continent accidents, maintenance and repair as well as Mid-Continent employees and female and male flight attendants
Box 10: Mid-Continent history
Box 11: Mid-Continent history, merger with Panagra
Box 12: Focuses mainly on Charles Beard
Box 13: Charles Beard and mainly on Tom Braniff
Box 14: Tom Braniff
Box 15: Tom Braniff and family and his humanitarianism
Box 16: Tom Braniff's humanitarianism, portraits and speeches
Box 17: Tom Braniff's speeches
Box 18: Focuses on Harding Lawrence
Box 19: Focuses on Harding Lawrence and Mary Wells Lawrence
Box 20: Various subjects and individuals
Box 21: Various subjects and individuals
Box 22: Various subjects and individuals
Box 23: Various individuals, pilot training and flight attendants
Box 24: Flight attendants
Box 25: Flight attendants
Box 26: Flight attendants
Box 27: Flight attendants, employee groups and early history
Box 28: History of the carrier
Box 29: History of the carrier
Box 30: History and anniversaries
Box 31: History and anniversaries
Box 32: Maps and promotional events
Box 33: Promotional events
Box 34: Promotional events
Box 35: Promotional events
Box 36: Promotional events
Box 37: Promotional events
Box 38: Promotional events
Box 39: Promotional events
Box 40: Promotional events
Box 41: Promotional events
Box 42: Promotional events and inaugurals
Box 42: Inaugurals
Box 43: Inaugurals
Box 44: Inaugurals
Box 45: Inaugurals
Box 46: Inaugurals
Box 47: Inaugurals

Box 48: Inaugurals

Special Collections:

Braniff Collection: Name Index

Braniff International Collection: Film Inventory

Braniff International Collection: Recording Inventory

Braniff International Collection: Recoding Inventory

Braniff International Collection: Graphics and Photographs, Archives Map Case

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