

Braniff International Airways: The Texan Giant 1948-1982

Braniff International Airways was a major American airline that operated from 1948 to 1982. It was based in Dallas, Texas, and was known for its innovative marketing and stylish aircraft. Braniff was one of the first airlines to use jets, and it also pioneered the use of in-flight movies and other amenities. The airline's colorful and creative advertising campaigns made it one of the most recognizable brands in the world. Braniff faced financial difficulties in the late 1970s and early 1980s, and it eventually ceased operations in 1982. Despite its brief existence, Braniff International Airways remains one of the most iconic airlines in American history.



Braniff International Airways: The Texan Giant, 1948-1982 by Lynette Anderson

★★★★☆ 4.2 out of 5

Language : English
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Screen Reader : Supported
Enhanced typesetting: Enabled
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History

Braniff International Airways was founded in 1948 by Thomas Braniff and Paul Rizzo. The airline's first flight was from Dallas to Oklahoma City. In the early years, Braniff expanded rapidly, acquiring several smaller airlines and

establishing routes to major cities across the United States. In 1959, Braniff became the first airline to order the Boeing 707 jetliner. The 707 was a major technological advance, and it helped Braniff to become one of the leading airlines in the world.

In the 1960s, Braniff continued to expand its operations, adding routes to South America and Europe. The airline also introduced a number of innovative marketing campaigns, including the "End of the Plain Plane" campaign, which featured colorful and stylish aircraft. Braniff's advertising was so successful that it helped to make the airline one of the most recognizable brands in the world.

In the 1970s, Braniff faced increasing competition from other airlines. The airline also began to experience financial difficulties. In 1982, Braniff filed for bankruptcy and ceased operations.

Legacy

Despite its brief existence, Braniff International Airways remains one of the most iconic airlines in American history. The airline's innovative marketing and stylish aircraft helped to make it one of the most recognizable brands in the world. Braniff's legacy continues to inspire airlines today.

Aircraft

Braniff International Airways operated a variety of aircraft over the years, including:

- Boeing 707 - Boeing 727 - Boeing 747 - Douglas DC-8 - Lockheed L-1011 TriStar

Braniff was one of the first airlines to use jets, and it also pioneered the use of in-flight movies and other amenities. The airline's aircraft were always stylish and well-maintained.

Destinations

Braniff International Airways flew to a variety of destinations across the United States, South America, and Europe. The airline's main hub was in Dallas, Texas. Braniff also had major hubs in Chicago, Denver, Houston, and Miami.

Marketing

Braniff International Airways was known for its innovative and creative marketing campaigns. The airline's advertising was often colorful and stylish, and it helped to make Braniff one of the most recognizable brands in the world. Some of Braniff's most famous advertising campaigns include:

- The "End of the Plain Plane" campaign, which featured colorful and stylish aircraft
- The "Fly in Style" campaign, which featured celebrities and models
- The "Braniff People" campaign, which featured employees of the airline

Braniff's marketing campaigns were so successful that they helped to make the airline one of the most popular in the world.

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