

BRANIFF IS EXPANDING AGAIN - Over the past week, Braniff Airways Foundation began an extensive expansion project of its flat file portfolio. Our current flat file case can house approximately 1000 posters and other flat media objects. With the expansion, which doubled the current size, the case can now hold 2000 flat objects.

A simple left and right elongation of the current file by 18 inches on each end enabled the significant increase in storage. All of the Foundation's flat file portfolios are acid-free and archival safe, which allows for eternally safe storage of these items. Storing of flat media in its original flat format ensures that color does not wear away such as the case with rolled storage techniques. Each flat object is stored inside of the flat file portfolios between a sandwich of two pieces of 90 pound acid-free and archival safe white paper dividers. This further ensures that each item is safe from color bleeding and erosion by contact with another non-acid-free item.

The Foundation's collection of flat file media includes the original production cuts and color samples of the famed Potts Agency posters. These mid-century themed posters, designed using various Latin American and American artists, were used to advertise Braniff services in North and South America from 1948 until early 1965. A final rendition was readied for release in early 1965 but because of the change in management and the company's public image, these were never published. These renditions are the items and their copyrights are owned by the Foundation along with a proposed Potts Agency Hawaii poster that was also never published.

In addition, the flat files also house the full complement of Alexander Girard's groundbreaking chrome/foil posters that he designed for Braniff during the summer of 1965. Many of these posters are the originals that were mounted to artist board for approval by Braniff management.

A sample selection of some of the Foundation's poster collection can be viewed in the Browning Gallery at Frontiers of Flight Museum through July 2, 2018. Braniff Airways Foundation and Frontiers of Flight have teamed up to present Braniff Around the Globe, a parade of colorful Braniff Airways posters depicting many of the carrier's destinations in the United States and abroad.

Braniff Airways Foundation  
Copyright 2012 2018

Photo: Braniff Flying Colors Collection

