

BRANIFF AIRWAYS CELEBRATES THE END OF THE PLAIN PLANE 60TH ANNIVERSARY AND HONORS MARY WELLS LAWRENCE

Dallas-based Braniff Airways begins its year-long celebration of the Airline's revolutionary End of the Plain Plane Campaign.

DALLAS, TX, UNITED STATES, April 22, 2025 /EINPresswire.com/ -- [BRANIFF](https://www.braniff.com) AIRWAYS CELEBRATES THE END OF THE PLAIN PLANE 60TH ANNIVERSARY AND HONORS MARY WELLS LAWRENCE – Dallas-based Braniff Airways, dba Braniff International, begins its year-long celebration of the Airline's revolutionary End of the Plain Plane Campaign, which was debuted to the public on November 6, 1965. For the first time ever, a major airline completely changed how it was presented to the public with colorfully painted jetliners and designer public contact employee uniforms, according to Braniff Airways Chief Operating Officer Collin L. Ice.



Braniff Boeing jetliners are wearing their beautiful new Solid Color Scheme from the End of the Plain Plane Era

Advertising Mary Wells Lawrence, then with Braniff's new agency Jack Tinker and Partners, known as Tinkers Thinkers, and her group of new-era advertisers who guided the transformation of Braniff, which became known simply as Braniff International in April 1965. This marked the beginning of the EOTPP era and with that Braniff became the ultimate trendsetter that other airline's attempted to emulate from both a visual and financial standpoint.

The focal point of the new look was the painting of all Braniff jet-powered aircraft (Jet-Powered Electra Jets were not painted in the new look until late 1966) in eight unique Solid Colors Schemes designed by noted New Mexico Architect and Herman Miller Designer Alexander "Sandro" Hayden Girard and further enhanced by Braniff's Maintenance and Engineering Department and advertising executive Mary Wells. Ms. Wells was Vice President of Braniff's new

advertising think tank firm, which spearheaded the new Braniff campaign along with John Anderson, Charlie Moss, Richard Rich and Stewart Greene. Initially, seven colors were selected for application to Braniff's aircraft including Periwinkle Blue or Lavender, Beige, Orange, Sky Blue, Turquoise, Lemon Yellow, Dark Blue, and Ochre. However, Periwinkle Blue was replaced by Dark Blue in September 1965.

Throughout the 60th year, Braniff will present several exciting events and historical postings to its social media outlets. This includes a review of the Airline's internal corporate documents and executive meeting minutes that specifically dealt with EOTPP, also known internally as the New Look. A new public contact series of traveling shows dubbed The EOTPP 60th Anniversary Show will bring to life the exciting Braniff time with a full parade of uniforms fashion show.

ABOUT BRANIFF INTERNATIONAL

Braniff Airways, Incorporated, d/b/a Braniff International, the former international airline, is now a leading global historic airline branding and marketing, online retail, historic airliner tour firm and hotelier, which was originally formed in 1928. Braniff manages a portfolio of licensing agreements worldwide. The company operates its lucrative Braniff Boutique Online Retail store at

www.braniffboutique.com that sells to 120 plus countries worldwide along with three brick and mortar stores.



Braniff International



**BRANIFF
AIRWAYS
FOUNDATION**

Braniff Airways Foundation

Braniff also administers its original Employee/Retiree Airline Pass Benefits Program, which offers current and former employees discount travel on partner airlines and travel companies. The company operates an online travel booking site at www.flybraniff.com, which offers significant travel discounts at many Braniff International hotel and destinations worldwide.

Braniff Airways supports Braniff Airways Foundation, which is the official repository for Braniff's historical corporate and employee records, photographs and negatives and memorabilia. Over 100 million pages of Braniff corporate documents and 40,000 historical items are preserved in the Foundation's Braniff International Heritage Archives, which are housed at three locations in Dallas, Texas, and the company's records retention facility in Arkansas.

Braniff Airways has created an endowment at The University of Texas at Dallas to support the Space Sciences Department. An additional endowment has been created to support the administration of Braniff International Heritage Archives.

For more information: www.braniffinternational.com

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