

Braniff One-Eleven release.

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## B.A.C. ONE-ELEVENS FOR AMERICA

### Braniff International Airways Orders Britain's New Jet.

British Aircraft Corporation announces that Braniff International Airways of Dallas, Texas, has chosen the B.A.C. One-Eleven short-haul jet airliner for its intermediate city service. The airline has already placed a firm order for six aircraft and has an option on another six.

Delivery of the first six will begin in October, 1964, and will continue through the first quarter of 1965. The value of the twelve aircraft, including spares, is approximately \$35m. (£12½m).

Announcing the order, Mr. Charles E. Beard, President of Braniff International Airways, said: "After devoting more than a year to comparative analyses, it is our conclusion that the B.A.C One-Eleven is the short-range jet best adapted to the routes on which we plan to operate them. The economy of the B.A.C One-Eleven, combined with its operating characteristics, make it unusually suitable for an operator with our kind of route, over which most of the flying is on segments of 250 miles or less. We already have the large jets for the longer hauls. The B.A.C One-Eleven will bring economical and comfortable jet travel to customers who make shorter flights."

Sir George Edwards, Managing Director of British Aircraft Corporation, said: "This is the first time that a major American airline has ordered a foreign aircraft 'off the drawing-board'. We welcome this indication of the confidence which Braniff feel that they can place in British Aircraft Corporation. We are much looking forward to working with Mr. Beard and his associates, with whom we have already forged strong personal and professional links. Their reasons for choosing the One-Eleven may well read across to a number of other airlines now studying the idea of a 'second jet' to serve all the routes below those now operated by their large jets. This has always been one of the major roles foreseen for the One-Eleven. There are already firm indications that before long there may be further orders for One-Elevens, including some from the United States."

B.A.C. One-Elevens for America  
BRANIFF INTERNATIONAL AIRWAYS ORDERS BRITAIN'S NEW JET

"From a national point of view, at this time of export need, I am sure this order will be particularly welcome to Her Majesty's Government.

"The previous sales of civil aircraft exported to North America by companies of British Aircraft Corporation amount to some \$250 million, and this Braniff order could well be the forerunner of another round of export orders for a British aircraft, which, with its high conversion ratio, makes a particularly powerful contribution to the solution of our balance of payment problems. In this respect I do not think we are being over-optimistic in regarding the One-Eleven as potentially 'another Viscount'".

BRANIFF INTERNATIONAL AIRWAYS

Background Information

Operating a fleet of 65 airliners and employing nearly 6,000 people, Braniff International Airways serves 38 metropolitan areas in the United States and 11 Latin-American cities.

The domestic routes extend from such Texas cities as Dallas, Fort Worth, San Antonio and Houston to New York and Memphis, Nashville and Chattanooga; to Chicago, Minneapolis and St. Paul through Oklahoma and Kansas City; to Denver on the west and New Orleans on the south.

Braniff also provides daily jet services to Mexico from the Mid-West via the South Atlantic gateways and serves Panama, Colombia, Ecuador, Peru, Bolivia, Paraguay, Brazil and Argentina through both the Miami and Houston air gateways.

The network covers the widest possible range of climatic conditions. This, coupled with Braniff's Company policy of maximum on-time service, resulted in a close investigation of the detailed engineering design of the One-Eleven, to ensure that it would enable the airline to maintain its high standards of reliability, punctuality and quick turn-round.

Braniff Airways was formed in 1928. Last year the airline carried over 2,281,000 passengers, and it has been carrying over 2 million passengers annually since 1957. In terms of total passengers Braniff rates eleventh among the 90 member airlines of I.A.T.A.

Among notable Braniff "firsts" have been: equipping all its fleet with automatic direction finders (A.D.F); pioneering the use of the instrument landing system (I.L.S); inauguration of scheduled tourist services on its international routes in June, 1948; and

Braniff International Airways  
Background Information

introduction to service of the Convair 340 in 1952.

THE AIRCRAFT

The B.A.C. One-Eleven is the first airliner designed and built by the new British Aircraft Corporation, formed in 1960 to merge the experience and resources of the Bristol, English Electric, Hunting and Vickers aircraft companies. The One-Eleven was announced in May, 1961, as the "jet successor to the Viscount", and news of the first order - from British United Airways - was released at the same time. B.U.A. has ordered ten One-Elevens with an option on five more.

Design and production of the One-Eleven are well under way at the Bournemouth, Luton, Filton and Weybridge plants of British Aircraft Corporation. Final assembly is at Hurn (Bournemouth), where nearly 300 of the 429 Viscounts sold to date have been built. The first flight will be early in 1963 and deliveries will start in the second half of 1964.

Full-scale "mock-ups" of the complete aircraft are already in existence, and the first production jigs are now being installed at Luton and Hurn.

The B.A.C. One-Eleven is powered by two rear-mounted Rolls-Royce Spey Turbofan engines of some 10,000lb. thrust each for take-off. Maximum cruise speed is 540 m.p.h. In the Braniff version the One-Eleven will seat 63 passengers - 39 tourist and 24 first class. With a payload of 14,000lb., it will fly 1,000 miles with two hours' reserve fuel. The One-Eleven has been designed to combine the passenger appeal of the rear-jet layout with better economics than existing short and medium haul airliners. The team responsible for the One-Eleven has drawn upon experience gained in designing and building over 500 turbine-powered transports for 68 operators in 40 different countries. British Aircraft Corporation airliners - Viscounts, Britannias and Vanguards - have now flown some 4½ million hours in service.

In the United States alone Viscounts have flown nearly 1 million hours since their introduction to service there in 1955. United Air Lines, Northeast Airlines and Continental Air Lines are operating a total of 71 Viscounts, and others are in service as executive aircraft with a number of North American private companies. In addition, over 80 Viscounts, Vanguards and Britannias are operating in Canada.