



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Lord, Dentsu & Partners Flying Tigers Advertising Collection

NMAH.AC.0455

NMAH Staff

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Lord, Dentsu & Partners Flying Tigers Advertising Collection
Date:	1981-1989
Identifier:	NMAH.AC.0455
Creator:	Lord, Dentsu & Partners (Creator)
Extent:	1.5 Cubic feet (4 boxes, 2 map folders)
Language:	English .
Summary:	Flying Tigers is a national and international cargo and express mail carrier based in Los Angeles, California . The collection consists of mechanicals, proofsheets, advertising slicks, promotional material and other collateral I created by Lord, Dentsu & Partners for the Flying Tigers account between 1981 and 1988.

Administrative Information

Acquisition Information

The collection was donated to the Center for Advertising History by the Los Angeles office of Lord, Dentsu & Partners in July 1992.

Provenance

Donated to the Center for Advertising History (NMAH) by the Los Angeles office of Lord, Dentsu & Partners in 1992.

Materials in the Archives Center, national Museum of American History

Researchers interested in advertising reflecting entrepreneurialism and changes in the air freight industry in the United States should also consult the Federal Express Advertising Collection, which includes advertising and oral histories documenting the founding and evolution of that corporation through the 1980s.

Processing Information

Collection processed by NMAH Staff, undated

Preferred Citation

Lord, Dentsu & Partners Flying Tigers Advertising Collection, 1981-1989, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Scope and Contents

Flying Tigers is a national and international cargo and express mail carrier based in Los Angeles, California. The collection consists of mechanicals, proofsheets, advertising slicks, promotional material and other collateral created by Lord, Dentsu & Partners for the Flying Tigers account between 1981 and 1988. For the most part, the materials are arranged chronologically by date of creation.

Arrangement

2 series: (1) promotional material and collateral; (2) advertising proof sheets and mechanicals. Topically arranged.

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Aeronautics, Commercial -- Freight
advertising

Types of Materials:

Proofs (printed matter)

Container Listing

Series 1: Promotional Material and Collateral

Box 3, Folder 1	Promotional Materials and Collateral, 1981
Box 1, Folder 1	Promotional Material and Collateral, 1982
Box 1, Folder 2	Promotional Material and Collateral, 1983
Box 1, Folder 3	Promotional Material and Collateral, 1984
Box 1, Folder 4	Promotional Material and Collateral, 1985
Box 1, Folder 5	Promotional Material and Collateral, 1986
Box 1, Folder 6	Promotional Material and Collateral, 1987
Box 1, Folder 7	Promotional Material and Collateral, 1988
Box 3, Folder 3	Promotional Materials and Collateral, undated
Box 2, Folder 1	International
Box 2, Folder 2	Flying Tiger P/X

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Series 2: Advertising Proofsheets and Mechanicals

Box 2, Folder 3	Mounted proof sheets, undated
Box 4, Folder 1	Proofsheets, mechanicals, 1984 - 1987
Box 4, Folder 2	Proofsheets, mechanicals, 1988 - 1989
Box 3, Folder 2	Proofsheets
Box 4, Folder 3	Proofsheets, mechanicals, 1984
Box 4, Folder 4	Proofsheets, mechanicals, 1987
Box 4, Folder 5	Proofsheets, mechanicals, 1988
Box 4, Folder 6	Proofsheets, mechanicals, 1989
Map-folder 1	Proofsheets, mechanicals, undated

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