



Guide to the J. Walter Thompson Company. Frankfurt Office. Wilfried Henkel Papers, 1957-1987, bulk 1975-1984

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Summary

Collection Title:

J. Walter Thompson Company. Frankfurt Office. Wilfried Henkel papers, 1957-1987,
bulk 1975-1984

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Creator:

J. Walter Thompson Company. Frankfurt Office

Extent:

13.5 Linear Feet
12,150 Items

Language:

English.

Collection ID:

RL.00697

Permalink:

<https://idn.duke.edu/ark:/87924/m1th0w>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Frankfurt Office.
Wilfried Henkel Papers, David M. Rubenstein Rare Book & Manuscript
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Background

Scope and Content

The papers of Wilfried Henkel, former managing director (Geschäftsführer) at the J. Walter Thompson Company (JWT), Frankfurt office, span the years 1957 to 1987, with the bulk of the material dating from 1975 to 1984. The collection consists of articles and presentations (typed or offprints) accompanied by charts and graphs, typed and handwritten correspondence, external and internal memoranda, as well as press clippings and other printed material, and documents Henkel's activities during his tenure at the Frankfurt office, where

he was considered the "chief ideologist." Throughout his time in Frankfurt, Henkel worked on individual accounts, but more importantly he was one of the early proponents of corporate advertising, especially in the form of corporate identity and corporate communications. In addition, he worked extensively on JWT's corporate strategy, the T-Plan (target plan).

Specific topics documented in the Wilfried Henkel papers include the philosophy of advertising as evidenced in particular (mostly German) advertising campaigns; analyses of agencies', businessmen's, and customers' attitudes toward advertising; JWT's corporate philosophy as presented in the T-Plan; presentations on the future of advertising; and individual advertising campaigns--including Deutsche Bank, Deutscher Wein, Fichtel and Sachs, Flachglas, Ford Motor Company, Frankfurter Hypothekenbank, Hercules, and Zanders--supervised by Henkel for JWT. While the general files in the Henkel papers document communication between JWT and its clients as well as within JWT, other parts of the collection contain a high percentage of presentations and talks.

Approximately 70% of the collection is in German. Only correspondence with foreign offices and clients, as well as some of the subject material, is in English. The collection is arranged into five series--the **General Files Series**, the **Client Files Series**, the **New Business Presentations Series**, the **Subject Files Series**, and the **Writings and Speeches Series**.

The **General Files Series** documents the day-to-day activities and proceedings in the JWT Frankfurt Office during Henkel's tenure. Most significantly, this series contains Henkel's domestic and foreign correspondence, house memoranda, and internal as well as client reports. Topics include the acquisition and loss of clients (especially Ford); JWT's position in the German advertising industry; organization and administration within JWT Frankfurt (especially internal finances and work in units); the celebration of 30 years of JWT in Frankfurt; the founding of subsidiaries Deltakos; JWT Direct; and Pro:Motion; and the opening of the Düsseldorf and Hamburg offices of JWT.

The **Client Files Series** reflects Henkel's involvement in the planning and financial aspects of JWT-Frankfurt's relationship with its clients. Most of the series documents the on-going planning and execution of advertising campaigns--through correspondence, presentations, and briefings--as well as general and economic relations between JWT-Frankfurt and its clients. The major accounts in this series include Braun, Commodore, Deutsche Bank, Deutscher Wein, Fichtel and Sachs, Flachglas, Ford Motor Company, Frankfurter Hypothekenbank, Hercules, Knauf, Kraft, PEP, and Zanders. One item of particular interest is the presentation made by JWT Frankfurt to Ford in 1985 in an unsuccessful attempt to keep the Ford account. For several clients--including Braun, Deutsche Bank, Ford and Zanders--Henkel supervised a corporate identity campaign. The files of several accounts also collect press clippings relevant to the client.

The **New Business Presentations Series** provides information on JWT-Frankfurt's efforts to win new clients or additional accounts. The material on any given presentation usually includes internal correspondence suggesting a new client or account, internal evaluations of that suggestion, first contacts with the prospective client, JWT's preparation for the presentation, the presentation itself, and a subsequent analysis of the company presentation and memoranda (Haus-Mitteilungen) on the success of the presentation and the likelihood of getting the account. These files include a small number of clients which were actually won (e.g., Frankfurter Hypothekenbank), but mostly cover companies which chose other agencies. In some cases, there was direct competition between the various companies to whom JWT was presenting, such as between the department stores, Hertie, Kaufhof, and Karstadt. Well-documented clients include Bridgestone, Hertie, and Philips.

The **Subject Files Series**, the centerpiece of the Henkel collection, covers a variety of topics related to the development and application of JWT's T-Plan: the concept of corporate identity and the idea of corporate communication. In addition, this series contains Henkel's collection of background material on the subject of consumerism. As "chief ideologist" of JWT's Frankfurt office in the 1970s and early 1980s, Henkel was especially involved in these areas. There are a number of different versions of JWT's T-Plan from between 1970 and 1982. Each of the individual topics contains articles and presentations pertaining to its theory, examples of its practice at JWT and in the advertising business at large, as well as research on the topic. Henkel participated in the discussion through presentations such as his frequently revised "Corporate Identity--Mehr Marktanteil im Bewußtsein der Öffentlichkeit" ("Corporate Identity--A Greater Share of the Market in the Public Consciousness") found in Corporate Identity/Presentations/Henkel Lecture 1977-78.

The **Writings and Speeches Series** collects works by Henkel as well as a number of outsiders to the company. While many articles, presentations, and talks come with author names, there is also a significant number of anonymous contributions. The topics of the writings range from philosophical examinations of particular aspects of advertising to comments on individual advertising campaigns. About half of the articles are in German, the rest in English.

Related materials may also be found in other collections from the J. Walter Thompson Company Frankfurt Office.

Biographical/Historical

Date	Description
1927 July 23	Born

Date	Description
1950s	Studied German Language and Literature and History at the University of Marburg
1955-1959	Worked as junior editor of a family-type magazine
1959 May 1	Began work for JWT Frankfurt as a copy-writer
1960	Creative Group Head; worked on S.C. Johnson account (launch of Pronto, etc.)
1968-1970	Creative Director, JWT Frankfurt; responsible for the Target Plan
1971 July 6	Director, JWT Frankfurt, deputy to George Black; responsible (with him) for design department (Gestaltungs-Abteilung) and assisting in organizational and personnel matters
1974	Unit Leader, JWT Frankfurt (clients included Ford, Braun, Kellogg's, Dunlop, BBC, Chevron, Hoffmanns, Pepsi, Unilever)
1977	Geschäftsführer/Managing Director and member of the Board of Directors; responsible for clients Deutsche Bank, Stabilisierungsfond Deutscher Wein, Commodore Computer, TEFAL and new business presentations
1987	Left JWT on July 31

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The J. Walter Thompson Company. Frankfurt Office. Wilfried Henkel Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 1995.

Processing Information

Processed by Norbert Schurer, Richard Collier

Completed December 31, 2002

Encoded by Michael Shumate

Processing was supported in part by gifts from the J. Walter Thompson Company Fund and the John and Kelly Hartman Foundation.

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Names and Subjects

- Clippings (information artifacts)
- Advertising -- Management
- Advertising executives
- Advertising agencies -- Germany
- Advertising agencies -- History
- Corporations -- Public relations -- Germany
- Corporate image -- Germany
- Marketing -- Germany
- Advertising -- History
- Advertising agencies
- Consumers -- Attitudes
- Zanders Feinpapiere AG
- J. Walter Thompson Company
- John W. Hartman Center for Sales, Advertising & Marketing History
- J. Walter Thompson Company. Frankfurt Office
- Henkel, Wilfried
- Hercules (Firm)
- Frankfurter Hypothekenbank (Firm)
- Ford Motor Company
- Flachglas AG
- Fichter and Sachs (Firm)
- Deutscher Wein (Firm)
- Deutsche Bank

Collection Inventory

General Files Series, 1971-1987

Scope and Contents note

Contains typed and hand-written letters, telexes and telegrams, printed material, notes, memoranda, clippings and articles, minutes, reports, charts and graphs, questionnaires, receipts, contracts, and other documents concerning JWT Frankfurt. Documents chiefly Henkel's communication with staff in management, with other JWT offices in foreign correspondence, and with his co-workers through memoranda. Includes his domestic correspondence with the public as well as memoranda and reports concerning a variety of subjects. Arranged alphabetically by type of record, thereunder chronologically.

See further item level description for this series in the inventory file in Research Services or in the Word document at F:\Specoll\Technical Services Department\Finding Aids\Word Files Created from Web\Henkel, Wilfried.doc.

Correspondence	Box 1
Domestic, 1972-1973, 1975, 1981-1986	Box 1
Physical Description: 8 folders	
Foreign, 1972-1973, 1975-1977, 1982-1986	Box 1
Physical Description: 7 folders	
Düsseldorf and Hamburg, 1983	Box 1
Electronic Data Processing (EDV), 1984	Box 1
Internal Finances, 1973, 1975, 1985-1986	Box 1
Physical Description: 3 folders	
Job Ads, 1972	Box 1
Job Applications	
Alphabetical A-Z, 1971-1980	Box 1
Physical Description: 2 folders	
Free lance, 1971-1980	Box 1
JWT Direct, 1985-1986	Box 1
Market Research, 1985-1986	Box 1
Memoranda	
1972, Group Head Meetings	Box 1
1972-1973, Organization	Box 1
1973, Quadrovirate	Box 1
1975-1977, 1981-1986	Box 1
Physical Description: 6 folders	
1984-1986, Organization	Box 1
Miscellaneous, 1972-1973, 1975-1977, 1982	Box 1
Miscellaneous, 1983-1987	Box 2

Personnel, 1972-1986	Box 2
Physical Description: 3 folders	
Press Clippings, 1971-1975	Box 2
Pro:Motion [subsidiary], 1985-1986	Box 2
Reports, 1975-1977, 1983-1986	Box 2
Physical Description: 6 folders	
Seminars and Meetings 1975-1977	Box 2
Schotten [location], 1979-1980	
Core group	Box 2
Efficiency	Box 2
General	Box 2
EMM [European Managers' Meeting], 1983	
Correspondence	Box 2
English material	Box 2
Background material	Box 2
View-Data (Btx) 1984	Box 2

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Client Files Series, 1970-1987

Scope and Contents note

Typed and handwritten domestic and foreign correspondence, telexes, notes, ad copy, contracts, memoranda (Haus-Mitteilungen), presentations and briefings, reports (Kontaktberichte), and research concerning the accounts with which Henkel was involved. Organized alphabetically by client for the major accounts, followed by a brief series of various clients. Within each account, the files are divided by topic (thereunder chronologically). Additional materials relating to the Ford Motor Company, which were discovered after processing of the collection had been completed, are listed here but are physically located at the end of the collection, and may be found in boxes 11-12.

See further item level description for this series in the inventory file in Research Services or in the Word document at F:\Specoll\Technical Services Department\Finding Aids\Word Files Created from Web\Henkel, Wilfried.doc.

Braun	Box 2
Ad Copy, 1975-1977	Box 2
Contact Reports, 1975-1977	Box 2
Corporate Identity, 1976-1977	Box 2
Correspondence, 1975-1978	Box 2
Memoranda, 1975-1978	Box 2
Miscellaneous, 1975-1977	Box 2
Commodore	
Ad Copy, 1984-1985	Box 2
Contract, 1982-1984	Box 2
Correspondence, 1983-1986	Box 2
International, 1983	Box 2
International, 1984-1985	Box 3
Memoranda, 1983-1986	Box 3
Miscellaneous, 1983-1986	Box 3
Presentations and Briefings, 1983-1985	Box 3
Deutsche Bank	
100 Years	
Background Material, 1986	Box 3
Correspondence, 1986	Box 3
Ad Copy, 1983	Box 3
Corporate Campaign, 1983-1985	Box 3
Correspondence, 1976-1985	Box 3
Physical Description: 2 folders	

Job Search, 1984	Box 3
Memoranda, 1981-1985	Box 3
Physical Description: 2 folders	
Miscellaneous, 1976-1978, 1981-1985	Box 3
Physical Description: 3 folders	
Presentations and Briefings, 1981-1985	Box 3
Physical Description: 6 folders	
Press Clippings, 1981-1985	Box 3
Reports, 1981-1985	Box 3
Seminars	
- Grasellenbach, 1984	
Königstein	
Organization, 1983-1984	Box 3
Presentations, 1983	Box 3
- Kronberg, 1984	Box 3
Deutscher Wein	Box 4
Ad Copy, 1983-1987	Box 4
Correspondence, 1982-1987	Box 4
Physical Description: 5 folders	
Memoranda, 1983-1987	Box 4
Physical Description: 2 folders	
Miscellaneous, 1977, 1983-1987	Box 4
Physical Description: 6 folders	
Presentations and Briefings, 1984-1987	Box 4
Physical Description: 4 folders	
Reports, 1982-1987	Box 4
Physical Description: 2 folders	
Fella	
Ad Copy, 1976	Box 4

Correspondence, 1976-1978	Box 4
Memoranda, 1976	Box 4
Miscellaneous, 1976-1977	Box 4
Presentations, 1976	Box 4
Reports, 1977	Box 4
<hr/>	
Fichtel and Sachs	
Ad Copy, 1976-1977	Box 4
Physical Description: 2 folders	
Background Material, 1976-1977	Box 4
Correspondence, 1976-1977	Box 4
Memoranda, 1976-1977	Box 4
Miscellaneous, 1976-1977	Box 4
Presentations and Briefings, 1976-1977	Box 4
Reports, 1976-1977	Box 4
Research, 1976-1977	Box 4
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Flachglas	
Correspondence, 1981-1986	Box 4
Memoranda, 1982-1985	Box 4
Miscellaneous, 1982-1984	Box 4
Presentations and Briefings, 1982	Box 4
Press Clippings, 1982-1983	Box 4
Reports, 1982-1985	Box 4
Research, 1982	Box 5
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Ford	
Processing Information:	
[Additional materials are located in boxes 11-12.]	
<hr/>	
Ad Copy	

Capri, 1971, 1977	Box 5
Physical Description: 2 folders	
Consul, 1970-1971	Box 5
Escort, 1977	Box 5
Eva, 1977	Box 5
Fiesta, 1977	Box 5
Granada, 1970-1971, 1977	Box 5
Physical Description: 2 folders	
MH Project, 1970-1971	Box 5
Miscellaneous, 1977	Box 5
Taunus, 1977	Box 5
Trade Pamphlet, 1971	Box 5
Transit, 1971, 1977	Box 5
Physical Description: 2 folders	
Briefings, 1977-1978	Box 5
Physical Description: 2 folders	
Car Orders, 1975-1983	Box 5
Corporate Identity	
Ad Copy, 1981-1982	Box 5
Background Material, 1980-1981	Box 5
Correspondence, 1981-1983	Box 5
Miscellaneous, 1980-1981	Box 5
Presentations and Briefings, 1981	Box 5
Research, 1981	Box 5
Correspondence	
Domestic, 1977-1978, 1983-1987	Box 5
Physical Description: 3 folders	

Foreign, 1973-1975, 1977-1978	Box 5
Physical Description: 3 folders	
Memoranda, 1977-1978	Box 5
Physical Description: 2 folders	
Miscellaneous, 1976-1978	Box 5
Physical Description: 2 folders	
Monthly Reports	
Advertising, 1977-1978	Box 5
Physical Description: 3 folders	
New Registrations, 1977-1978	Box 5
Physical Description: 2 folders	
Presentations, 1977-1978, 1984-1986	Box 6
Physical Description: 5 folders	
Preparation	
- English, 1985-1986	Box 6
- German, 1985-1986	Box 6
Physical Description: 2 folders	
Press Clippings, 1974-1975, 1977-1978, 1983-1986	Box 6
Physical Description: 3 folders	
Reports, 1977-1978	Box 6
Physical Description: 2 folders	
Research, 1974-1975	Box 6
Frankfurter Hypothekbank	
Ad Copy, 1985-1986	Box 6
Physical Description: 2 folders	
Correspondence, 1985-1986	Box 6
Physical Description: 2 folders	
Finances	
Budget, 1985-1986	Box 6
Physical Description: 3 folders	

Client Bills, 1985-1986	Box 6
Estimates, 1985-1986	Box 6
Physical Description: 2 folders	
Media, 1985	Box 6
Memoranda, 1985-1986	Box 6
Miscellaneous, 1985 Jan. - June	Box 6
Miscellaneous, 1985 Jul. - Dec.	Box 7
Miscellaneous, 1986	Box 7
Press Clippings, 1985-1986	Box 7
Reports, 1985-1986	Box 7
Physical Description: 2 folders	
Research, 1985	Box 7
Trade Mark Registration, 1985-1986	Box 7
Physical Description: 3 folders	
Hercules	
Ad Copy, 1976-1977	Box 7
Correspondence, 1975-1977	Box 7
Memoranda, 1976-1977	Box 7
Miscellaneous, 1974-1977	Box 7
Presentations and Briefings, 1976-1977	Box 7
Physical Description: 2 folders	
Press Clippings, 1976	Box 7
Reports, 1976-1977	Box 7
Johnson Wax	
Ad Copy, 1976	Box 7
Background Material, 1976	Box 7

Correspondence, 1976-1985	Box 7
Memoranda, 1976-1977	Box 7
Miscellaneous, 1976-1977	Box 7
Reports, 1976	Box 7
Knauf	
Ad Copy, 1976-1977	Box 7
Correspondence, 1976-1977	Box 7
Memoranda, 1976	Box 7
Miscellaneous, 1976	Box 7
Presentations, 1976	Box 7
Reports, 1976	Box 7
Kraft	
Cheese Umbrella	
Ad Copy, 1981	Box 7
Miscellaneous, 1981	Box 7
Presentations and Briefings, 1981-1982	Box 7
Correspondence, 1975-1985	Box 7
PEP	
Ad Copy, 1982	Box 7
Correspondence, 1982	Box 7
Miscellaneous, 1981	Box 7
Presentations and Briefings, 1981	Box 7
Reports, 1981-1982	Box 7
Zanders	
Ad Copy, 1983-1985	Box 7
Annual Report, 1983-1984	Box 7
Corporate Communication, 1984-1985	Box 7

Corporate Image, 1984-1985	Box 7
Correspondence, 1982-1985	Box 7
Finances, 1983-1984	Box 7
Media, 1983-1984	Box 7
Memoranda, 1983-1984	Box 7
Press Clippings, 1983-1984	Box 7
Reports, 1982-1983	Box 7
Various Clients	
A-C, 1974-1987	Box 7
De Beers, 1982-1986	Box 7
Physical Description: 2 folders	
E-H, 1974-1987	Box 7
Elida-Gibbs-Lever-Sunlicht, 1974-1976	Box 7
Elida-Gibbs-Lever-Sunlicht, 1977-1987	Box 8
Physical Description: 2 folders	
GEFA, 1984-1987	Box 8
IZE, 1981-1982	Box 8
Jacobs, 1975-1987	Box 8
L-P, 1974-1987	Box 8
R-W, 1974-1987	Box 8
Tefal, 1983-1987	Box 8
Physical Description: 3 folders	
Wick, 1975-1987	Box 8
Background Material, 1982-1986	Box 8
Physical Description: 2 folders	

Ford, 1975: Office Files	Box 11
Physical Description: 7 folders	
Processing Information:	
[Files in boxes 11-12 were discovered after full processing was completed and physically placed at the end of the collection.]	
Correspondence	Box 11
Briefings	Box 11
Memoranda (Haus-Mitteilungen)	Box 11
Contact Reports (KontaktBerichte)	Box 11
Minutes (Protokolle)	Box 11
Miscellaneous (Verschiedenes)	Box 11
Monthly Reports	Box 11
Presentations I (Präsentationen)	
Physical Description: 12 folders	
"Konzeption: Händler-Werks-Kampagne"	Box 11
"Kommunikationsstrategie Ford H-Serie" Escort RS	Box 11
"1977 Bobcat Program Advertising Agency Briefing," 1975 May 21	Box 11
Ford Taunus	Box 11
"Was Wir Kommunizieren Wollen: Leitgedanken"	Box 12
"Das Wichtigste Auf einen Blick: Ford Granada"	Box 12
"New Ford Taunus"	Box 12
"Einführung Taunus Escort 1975," 1974 Oct. 24	Box 12
"Der Neue Ford Granada"	Box 12

"Der Ford Taunus '75"	Box 12
"Die Vernünftige Serienausstattung," 1974 Sept. 10	Box 12
"Die Neue Ford Escort"	Box 12
Presentations II (Präsentationen) Physical Description: 9 folders	
"Überlegungen Zur Mediaplanung Für die Ford-Werbung 1976," 1975 Aug.	Box 12
Bobcat Deutschland	Box 12
Ford Taunus	Box 12
"Positionierungs-Überlegungen Taunus '76 ½"	Box 12
1976-½ Taunus Program	Box 12
New Ford Taunus	Box 12
Bobcat	Box 12
Taunus	Box 12
Ford-JWT Meeting, 1974 Mar. 11	Box 12
Reports (Texte) Physical Description: 3 folders	
Capri-Taunus	Box 12
Escort-Granada-Consul	Box 12
LKW-Transit-Händler-Allgem-Bobcat	Box 12

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New Business Presentation Files Series, 1974-1987

Scope and Contents note

Correspondence, reports, memoranda (Haus-Mitteilungen), reports (Kontaktberichte), market analysis drafts, notes, printed material, clippings and presentation material including photographs and storyboards. Arranged alphabetically by client's name, thereunder chronologically.

See further item level description for this series in the inventory file in Research Services or in the Word document at F:\Specoll\Technical Services Department\Finding Aids\Word Files Created from Web\Henkel, Wilfried.doc.

A, 1974-1987	Box 8
Apollo, 1977	Box 8
B, 1974-1987	Box 8
BASF, 1978-1986	Box 8
Bridgestone, 1978-1983	Box 8
C-G, 1974-1987	Box 8
Physical Description: 5 folders	
Gödecke, 1977-1978	Box 8
Gruppe 21, 1975-1977	Box 8
H, 1974-1987	Box 8
Hertie, 1974-1975	Box 8
I-P, 1974-1987	Box 8
Physical Description: 4 folders	
Philips, 1978-1983	Box 9
R-Z, 1974-1987	Box 9
Physical Description: 5 folders	
Uni-Cardan, 1977-1978	Box 9
Miscellaneous, 1981-1987	Box 9

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Subject Files Series, 1957-1987

Scope and Contents note

Typed and annotated presentations and memos, photocopied articles, clippings from newspapers and journals, other materials involved in presentations (transparencies, flashcards), research reports, and typed and hand-written

correspondence and telexes. Organized by overarching subject, thereunder by topical and formal subheadings, then chronological.

See further item level description for this series in the inventory file in Research Services or in the Word document at F:\Specoll\Technical Services Department\Finding Aids\Word Files Created from Web\Henkel, Wilfried.doc.

Consumerism	Box 9
Agencies, 1957-1983	Box 9
Consumers, 1973-1983	Box 9
Physical Description: 2 folders	
Counteradvertising, 1974-1976	Box 9
Criticism, 1974-1981	Box 9
Economy, 1974-1982	Box 9
Physical Description: 2 folders	
GWA, 1973-1977	Box 9
JWT, 1973-1975	Box 9
Management, 1974-1975, 1978-1983	Box 9
Physical Description: 2 folders	
Marketing, 1975-1983	Box 9
Miscellaneous, 1973-1983	Box 9
Physical Description: 3 folders	
New Media, 1980-1983	Box 9
Organization, 1974-1977	Box 9
Policy, 1974-1975	Box 9
Research, 1971-1983	Box 9
Physical Description: 2 folders	
Rules of Competition, 1974-1980	Box 9
Sales Promotion, 1980-1982	Box 9

Theses, 1974-1981	Box 9
<u>Corporate Communication</u>	
Philips, 1984-1985	Box 9
Zahnradfabrik, 1984-1985	Box 10
Zanders, 1981-1985	Box 10
<u>Corporate Identity</u>	
Addresses, 1977	Box 10
Correspondence, 1977-1980	Box 10
<u>Information</u>	
Background Material, 1976-1980	Box 10
<u>Campaign</u>	
- English, 1969-1977	Box 10
- German, 1977-1982	Box 10
Management, 1976-1981	Box 10
Miscellaneous, 1976-1980	Box 10
Research, 1977-1981	Box 10
Social Marketing, 1977-1978	Box 10
<u>Panel Discussion</u>	
Correspondence, 1976-1978	Box 10
Physical Description: 2 folders	
Organization, 1977	Box 10
Pamphlet, 1977	Box 10
Presentations, 1976-1977	Box 10
<u>Presentations</u>	
Cases, 1977-1986	Box 10
Henkel Lecture, 1977-1978	Box 10
Karstadt, 1977-1980	Box 10
Press Clippings, 1976-1979	Box 10

Research, 1979-1987	Box 10
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Publications	
Mittwochsreport, 1975-1979	Box 10
Physical Description: 5 folders	
<hr/>	
T-Plan	
Annual Report, 1980	Box 10
<hr/>	
Basisresearch, 1979-1980	Box 10
<hr/>	
Correspondence, 1973-1982	Box 10
<hr/>	
Documentation, 1972-1974	Box 10
<hr/>	
Examples	
A-Z, 1969-1982	Box 10
<hr/>	
Campari; CD, 1980s	Box 10
<hr/>	
Ford, 1969-1980	Box 10
<hr/>	
Korall; Lux, 1969-1980	Box 10
<hr/>	
Presentations	
English, 1973-1978	Box 10
<hr/>	
German, 1970-1982	Box 11
Physical Description: 4 folders	
<hr/>	
Press Clippings, 1971-1982	
Kontakter, 1979	Box 11

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Writings and Speeches Files Series, 1972-1985

Scope and Contents note

Type-written and photocopied articles, talks, and presentations, occasionally annotated by the author or reader; also some offprints of articles. Organized by author (where known), thereunder chronologically.

See further item level description for this series in the inventory file in Research Services or in the Word document at F:\Specoll\Technical Services Department\Finding Aids\Word Files Created from Web\Henkel, Wilfried.doc.

Anonymous, 1972-1985	Box 11
Physical Description: 5 folders	
Basisresearch, 1975	Box 11
Henkel, 1974-1984	Box 11
Osierski, 1976-1978	Box 11
Physical Description: 2 folders	
Schützensdorf, 1984	Box 11
Miscellaneous A-Z, 1972-1985	Box 11
Physical Description: 7 folders	

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