



# **Guide to the J. Walter Thompson Company. Frankfurt Office. Hans Ihlefeld Papers, 1952-1980, bulk 1972-1978**

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## Summary

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### **Collection Title:**

J. Walter Thompson Company. Frankfurt Office. Hans Ihlefeld papers, 1952-1980,  
bulk 1972-1978

### **Source:**

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

### **Creator:**

J. Walter Thompson Company. Frankfurt Office

### **Abstract:**

The J. Walter Thompson Company (JWT), founded in 1864, is one of the oldest and largest enduring advertising agencies in the United States. Hans Ihlefeld was financial manager and director of JWT's branch offices in Frankfurt, Vienna and Zurich in the 1960s and 1970s. The Hans Ihlefeld Papers document Ihlefeld's tenure as financial manager and director of the Frankfurt, Vienna, and Zurich offices of JWT, where he oversaw the expansion of the agency with regard to number of clients, subsidiaries, and financial volume. The collection includes correspondence, telexes and telegrams, memoranda, tables of results, charts and graphs, client and account lists, profit plans, computer printouts, invoices and receipts, contracts, clippings, articles and other printed material. Specific topics documented in the Hans Ihlefeld papers include financial statements and transactions concerning the German-speaking areas of Europe (Germany, Austria, and Switzerland) and Scandinavia, especially profit projections and periodic (monthly, quarterly, and annual) results reports; communication between Ihlefeld and other JWT executives and offices about JWT short- and long-term strategy; account planning; communication with JWT's European subsidiaries ARC, Basisresearch, Century, ProService, and PR; and correspondence with clients. The bulk of communications take place between the Vienna, Zurich, Stockholm, and New York offices. Notable company correspondents include Peter Gilow and Harry Clark. Clients well documented in the collection include Braun, Unilever (Elida Gibbs, Lever Sunlicht), Ford, Jacobs, Kraft, and PepsiCo. Approximately 60% of the collection is in German, and the remainder is in English, except for one very small portion in French.

### **Extent:**

13.5 Linear Feet

12,150 Items

### **Language:**

Material in English , German , French

### **Collection ID:**

RL.00698

### **Permalink:**

### Preferred Citation

[Identification of item], J. Walter Thompson Company. Frankfurt Office. Hans Ihlefeld Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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## Background

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### Scope and Content

The **Hans Ihlefeld Papers** span the years 1969 to 1978, with the bulk of the material dating from 1972 to 1978, and document Ihlefeld's tenure as financial manager and director of the Frankfurt, Vienna, and Zurich offices of JWT, where he oversaw the expansion of the agency with regard to number of clients, subsidiaries, and financial volume. The collection includes correspondence, telexes and telegrams, memoranda, tables of results, charts and graphs, client and account lists, profit plans, computer printouts, invoices and receipts, contracts, clippings, articles and other printed material. Specific topics documented in the Hans Ihlefeld papers include: financial statements and transactions concerning the German-speaking areas of Europe (Germany, Austria, and Switzerland) and Scandinavia, especially profit projections and periodic (monthly, quarterly, and annual) results reports; communication between Ihlefeld and other JWT executives and offices about JWT short- and long-term strategy; account planning; communication with JWT's European subsidiaries ARC, Basisresearch, Century, ProService, and PR; and correspondence with clients. The bulk of communications take place between the Vienna, Zurich, Stockholm, and New York offices. Notable correspondents include Peter Gilow and Harry Clark. Clients well documented in the collection include Braun, Unilever (Elida Gibbs, Lever Sunlicht), Ford, Jacobs, Kraft, and PepsiCo. Approximately 60% of the collection is in German, and the remainder is in English, except for one very small portion in French.

The collection is made up of three series: **Correspondence and Memoranda**; **Finance**; and **German-Speaking Areas (GSA) Series**.

The **Correspondence and Memoranda Series** comprises reports, summaries and written communications that passed through Ihlefeld's office. The series is organized into six subseries-- **General Correspondence**, **Clients**, **JWT Offices**, **JWT Subsidiaries**, **Memoranda/Haus Mitteilungen**, and **Trend**

**Letter** . The **General Correspondence Subseries** focuses primarily on the Frankfurt Office's financial negotiations and agreements with clients in the form of letters, budgets (of media and production costs), billings, and taxes. The **Clients Subseries** reflects the financial and planning aspects of JWT-Frankfurt's relationship with its clients. The Ford account in particular is well-documented, but files also exist for other clients including Braun, Jacobs, PepsiCo, and Unilever. The **JWT Offices Subseries** documents the coordination of financial operations between the Frankfurt Office and the Zurich, Stockholm, Vienna, and New York offices, and to a lesser extent with other JWT offices. Topics include short- and long-term financial planning (particularly with regard to profits and taxes), transactions between different JWT offices, tax audits, insurance matters, legal matters, and personnel matters (including visits) in the Frankfurt, Vienna, Zurich, and Stockholm offices. The **JWT Subsidiaries Subseries** gives information--mostly of a financial or tax-related nature--on JWT's European subsidiaries ARC, Basis, Century, ProService, and PR. The **Memoranda/Haus-Mitteilungen Subseries** documents the daily administration of the Frankfurt office, particularly with regard to production, financial matters, personnel, and taxes. The **Trend Letter Subseries** documents the acquisition and demise of Trend Letter, a financial newsletter designed for the business side of the advertising industry.

The **Finance Series** documents gains and losses, budgeting, taxes, the role of the comptroller, and monthly, quarterly, as well as annual results in the German Speaking Area.

The **German-Speaking Area (GSA) Series** documents JWT operations in the three-country area of Germany, Austria, and Switzerland. Topics include financial reporting and planning in the GSA and Scandinavia, as well as for several European subsidiaries.

## Biographical/Historical

Date	Description
1969	Joined JWT
1973	Financial Manager for Vienna and Zurich, JWT Frankfurt
1977	Director for Germany, JWT Frankfurt

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## **Administrative Information**

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### **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. Hans Ihlefeld Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a transfer in 1995.

### **Processing Information**

Processed by Richard Collier, Sylvia Pfeiffenberger, April 2006

Encoded by Richard Collier, Norbert Schurer

Completed April 2006

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## Related Materials

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### Related Material

For related materials, see other collections in the **J. Walter Thompson Company Archives**, especially the papers of other Frankfurt office executives in the **Frankfurt Office Records**, Such as the **Harry Clark Papers** and the **Peter Gilow Papers**. Additional information may be found in the **Frankfurt Advertisements Collection**, the **JWT Newsletter Collection**, **JWT Writings and Speeches Collection**, and the **Frankfurt Film and Video Collection**.

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## Names and Subjects

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- Clippings (information artifacts)
- Advertising -- Europe
- Advertising -- Scandinavia
- Advertising agencies -- Scandinavia
- Advertising agencies -- Scandinavia -- History
- Advertising agencies -- Accounting
- Advertising agencies -- Europe
- Advertising agencies -- Europe -- History
- Advertising agencies -- Management
- Advertising executives
- Contracts
- Memoranda
- Clark, Harry, 1935-
- J. Walter Thompson Company. Stockholm Office
- J. Walter Thompson Company. Vienna Office
- PepsiCo, Inc.
- J. Walter Thompson Company. Frankfurt Office
- Unilever (Firm)
- J. Walter Thompson Company. New York Office
- Ihlefeld, Hans
- John W. Hartman Center for Sales, Advertising & Marketing History
- Kraft Foods Company
- Ford Motor Company
- J. Walter Thompson Company. Zürich Office
- Gilow, Peter, 1918-1992

- J. Walter Thompson Company

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## Collection Inventory

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### Correspondence and Memoranda Series, 1967-1980, bulk 1972-1978

**Physical Description:** 5 boxes

#### General Correspondence Subseries, 1973-1978

##### Scope and Contents note

Contains typed and handwritten letters, notes, memoranda, and other documents. The most prominent correspondent is Manfred Ostwald of the JWT Frankfurt office, but several other JWT and corporate correspondents are also present. Referenced clients include Champion, De Beers, Johnson, Kaufhof, Kellogg's, Lever-Sunlight, and Wick. Arranged chronologically.

1973-1978

Box 1

**Physical Description:** 5 folders

#### Clients Subseries, 1974-1978

##### Scope and Contents note

Consists of typed and handwritten letters, telexes and telegrams, invoices, charts, notes, memoranda (Haus-Mitteilungen), contracts, fee agreements, call reports (Kontaktberichte), and file memos (Aktannotizen) concerning all aspects of account planning for JWT-Frankfurt, and to some extent of JWT-Vienna. Divided into three sections: account planning (thereunder by office), Ford of Europe (thereunder chronologically), and other clients (thereunder alphabetically) While a large part of the series records the financial transactions between the partners, another section of letters details the responsibilities of JWT as an advertising agency, the assessment of fees, and the future of the German-speaking area. Arranged alphabetically.

Account Planning

Box 1

Frankfurt, 1974-1978

Box 1

**Physical Description:** 10 folders

Vienna, 1976-1978

Box 1

Braun, 1977

Box 1

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Ford ESO, 1974-1979 Box 1

**Physical Description:** 5 folders

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Other clients, 1977 Box 1

**Physical Description:** 3 folders

**Scope and Contents note**

Includes Burger King, DeBeers, Elida, Pepsi, Seagram, and Teledyne Water Pik.

### **JWT Offices Subseries, 1971-1980**

**Scope and Contents note**

Chiefly Hans Ihlefeld's correspondence with JWT international offices, especially Vienna, Zurich, London, New York, and Stockholm. The series contains typed and hand-written letters, telexes and telegrams, printed material, notes, memoranda, clippings and articles, minutes, reports, charts and graphs, questionnaires, receipts, contracts, quarterly results, profit plans, account lists, and other documents concerning JWT's financial operations--from international tax planning to individual offices. Issues specifically noted in the series include accounts, tax planning, growth and investments. Important correspondents include Peter Horak (JWT-Zurich), John Novotny and Håkan Verner-Carlsson (both JWT-Stockholm), Alfred Tiefenbrunner (JWT-Vienna), Ed Lanzo (JWT-New York), and Manfred Ostwald (JWT-Frankfurt). Clients and products mentioned in this series include DeBeers, Elida, Ford, Gillette, Jacobs, Kodak, Kraft, PanAm, PepsiCo, Sunlight, and Unilever. Arranged alphabetically by office, preceded by a folder of general documents.

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General, 1972-1974 Box 2

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Amsterdam, 1972-1977 Box 2

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Brussels, 1973, 1975, 1978 Box 2

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Buenos Aires, 1975 Box 2

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Chicago, 1975 Box 2

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Copenhagen, 1972-1978 Box 2

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Detroit, 1974 Box 2

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Istanbul, 1978 Box 2

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Johannesburg, 1974, 1977 Box 2

Lisbon, 1975	Box 2
London, 1970-1978	Box 2
<b>Physical Description:</b> 5 folders	
Los Angeles, 1977	Box 2
Madrid, 1973, 1976-1978	Box 2
Milan, 1972-1978	Box 2
New York, 1971-1978	Box 2
<b>Physical Description:</b> 12 folders	
Paris, 1975-1978	Box 2
Rio de Janeiro, 1978	Box 2
San Juan, 1973-1974	Box 2
Stockholm	
General, 1973-1976	Box 2
Correspondence, 1973-1978	Box 2
<b>Physical Description:</b> 6 folders	
Kreatörerna, 1977	Box 2
Lagerlöf, 1975-1978	Box 2
Monthly Telexes, 1973-1977	Box 3
Price Waterhouse, 1977-1978	Box 3
Profit Plans, 1973-1976	Box 3
Quarterly Results, 1973-1976	Box 3
Sydney, 1974	Box 3
Toronto, 1972, 1974, 1977-1978	Box 3
Vienna	
General, 1971-1977	Box 3
<b>Physical Description:</b> 4 folders	

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Correspondence, 1971-1977	Box 3
<b>Physical Description:</b> 5 folders	
Hamtil, 1972-1974	Box 3
Haus-Mitteilungen, 1977	Box 3
Marketing plan, 1974	Box 3
Monthly telexes, 1971-1977	Box 3
<b>Physical Description:</b> 3 folders	
Profit Plan, 1972-1975	Box 3
Quarterly Results, 1972-1975	Box 3
<b>Physical Description:</b> 2 folders	
Statistics, 1972-1976	Box 3
<hr/> <b>Zurich</b>	
Banks, 1973-1974, 1977	Box 3
<b>Physical Description:</b> 2 folders	
Correspondence, 1972-1977	Box 3
<b>Physical Description:</b> 1-2 of 9 folders	
Correspondence, 1972-1977	Box 4
<b>Physical Description:</b> 3-9 of 9 folders	
FIDES, 1971-1977	Box 4
<b>Physical Description:</b> 2 folders	
Ford Audit, 1977	Box 4
Meetings, 1977	Box 4
Monthly Telexes, 1971-1977	Box 4
<b>Physical Description:</b> 2 folders	
Profit Plan, 1971-1975	Box 4
Quarterly Results, 1971-1977	Box 4
<b>Physical Description:</b> 3 folders	
Statistics, 1969-1978	Box 4

## JWT Subsidiaries Subseries, 1967-1980, bulk 1972-1978

### Scope and Contents note

Contracts, monthly statements, typed and hand-written letters, telexes and telegrams, notes, charts, profit plans, audit reports, quarterly reports, printed material, minutes, and other documents pertaining to JWT's European subsidiaries ARC, Basisresearch, Century, ProService, and PR. Arranged alphabetically by subsidiary.

ARC	Box 4
General, 1973-1978	Box 4
<b>Physical Description:</b> 3 folders	
Correspondence, 1971-1976	Box 4
Finance, 1971-1974	Box 4
Verträge, 1971-1976 (2 folders)	Box 4
<b>Basisresearch</b>	
General, 1972-1978	Box 4
Monthly Statements, 1971-1976 (2 folders)	Box 4
Profit Plan, 1972-1975	Box 5
Quarterly Results, 1972-1975 (2 folders)	Box 5
<b>Century</b>	
General, 1974-1977	Box 5
<b>Correspondence</b>	
General, 1967-1980	Box 5
<b>Physical Description:</b> 2 folders	
FIDES, 1968-1979	Box 5
<b>Physical Description:</b> 2 folders	
FIDES, Vieli, 1973-1979	Box 5
<b>Finance</b>	
1974-1980	Box 5
<b>Physical Description:</b> 3 folders	
Generalversammlungen, 1976-1979	Box 5

Protokolle, 1975-1978	Box 5
Shares/Verträge, 1972-1975	Box 5
Transactions, 1975-1979	Box 5
Urkunden, 1975-1977	Box 5
PR	
General, 1977-1978	Box 5
ProService	
General, 1972-1978	Box 5
Monthly Statements, 1971-1976	Box 5
Quarterly Results, 1972-1975	Box 5
<b>Physical Description:</b> 2 folders	

### **Memoranda/Haus-Mitteilungen Subseries, 1972-1978, bulk 1975-1978**

#### **Scope and Contents note**

Documents the daily administration of the Frankfurt office, particularly with regard to production, financial matters, personnel, and taxes. Includes the 1978 "Management Style Diagnosis Test" from the Norman H. Strouse Seminar and a 1978 document titled "Kommunikationsmonitor," published by JWT subsidiary Basisresearch (both in the 1977-1978 folder). Correspondents include Burkhard Schwarz, Tilman Mauser, Peter Gilow, Manfred Ostwald, Paul Siebel, and Heinz Möckel. Important clients represented include Ford and Glücksklee. Arranged alphabetically.

General, 1972-1978	Box 5
<b>Physical Description:</b> 5 folders	
Finance, 1977-1978	Box 5
H+D, 1977	Box 5
Internationale Gruppe, 1977	Box 5
Unit 1, 1977	Box 5
Unit 2, 1977	Box 5
Unit 3, 1977	Box 5
Vorschlagswesen, 1978	Box 5

## **Trend Letter Subseries, 1975-1979, bulk 1976-1978**

### **Scope and Contents note**

Correspondence, reports, newsletters and other publications document the history of the short-lived publication, Trend Letter. Originally founded by Bernd Rohrbach to address the business side of the advertising industry, Trend Letter ran into financial difficulties and transformed into a limited liability company with Rohrbach, JWT, and Basisresearch holding one third of the company each. By the end of 1976, however, Trend Letter was discontinued, but Rohrbach and JWT continued to fight over the outstanding debts for the next three years. The series documents JWT's dealings with Rohrbach and Trend Letter, from the initial proposition by Rohrbach to the demise of the newsletter, including Rohrbach's original concept for the newsletter; internal memos confirming the interest in, and need for, such a newsletter; and letters to prospective subscribers and discussions that led to discontinue publication. Correspondents include Bernd Rohrbach and Peter Gilow. Arranged alphabetically.

Correspondence, 1975-1979	Box 5
<b>Physical Description:</b> 3 folders	
Newsletter, 1976	Box 5

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## **Finance Series, 1952-1977, bulk 1965-1975**

**Physical Description:** 3 boxes

### **Scope and Contents note**

Contains budgets, memoranda, notes, charts, lists, graphs, telexes, typed letters, computer printouts and other documents concerning the financial transactions of JWT in the German-speaking area. Arranged alphabetically.

Budgets	Box 6
General, 1952-1972	Box 6
<b>Physical Description:</b> 16 folders	
Basisresearch, 1969-1971	Box 6
Frankfurt, 1967-1971	Box 6
<b>Physical Description:</b> 7 folders	
GSA	

General, 1970-1971	Box 6
Correspondence, 1970-1971	Box 6
Memoranda, 1967-1968, 1971	Box 6
Statistics, 1970-1971	Box 6
Vienna, 1967-1971	Box 7
<b>Physical Description:</b> 5 folders	
Zurich, 1967-1971	Box 7
<b>Physical Description:</b> 3 folders	
Financial Reporting	
Exchange Rates, 1976-1977	Box 7
London, 1974-1975	Box 7
New York, 1974-1975	Box 7
GWA-Betriebsvergleich, 1974	Box 7
Memoranda, 1973-1974	Box 7
Monthly Assessment	
General, 1971-1974	Box 7
<b>Physical Description:</b> 2 folders	
Frankfurt, 1970-1971 (2 folders)	Box 7
Vienna, 1970-1971	Box 7
Zurich, 1970-1971	Box 7
Monthly Telexes	
General, 1972-1977	Box 7
<b>Physical Description:</b> 5 folders	
ARC, 1977	Box 7
Basisresearch, 1977	Box 7
Century, 1977	Box 7
ProService, 1977	Box 7
Operating Results	

Correspondence, 1972-1975	Box 7
Frankfurt, 1972-1974	Box 7
International, 1972-1974	Box 7
Stockholm, 1972-1974	Box 7
Vienna, 1972-1974	Box 7
Zurich, 1972-1974	Box 7
Profit Plan, 1972-1975	Box 8
<b>Physical Description:</b> 2 folders	
Quarterly Results, 1970-1975	Box 8
<b>Physical Description:</b> 4 folders	
Statistics, 1970-1975	Box 8
<b>Physical Description:</b> 2 folders	

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### **German-Speaking Area (GSA) Series, 1976-1980**

**Physical Description:** 2 boxes

#### **Scope and Contents note**

Contains monthly telexes, profit plans, reports, three-year plans, notes, charts, computer printouts, typed correspondence, and other documents pertaining to financial reporting and planning of JWT in Germany, Austria, Switzerland and Scandinavia as well as to the subsidiaries ARC, Basisresearch, Century, PR, and ProService. In German and English. Arranged alphabetically.

General, 1976-1977	Box 8
Monthly Telexes	
ARC, 1978	Box 8
Basisresearch, 1978	Box 8
Frankfurt, 1978	Box 8
PR, 1978	Box 8
ProService, 1978	Box 8

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Stockholm, 1978	Box 8
Vienna, 1978	Box 8
Zurich, 1978	Box 8
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Profit Plans	
General, 1978	Box 8
ARC, 1977-1978	Box 8
Basisresearch, 1977-1978	Box 8
Ford ESO, 1976-1978	Box 8
Frankfurt, 1976-1978 (2 folders)	Box 8
PR, 1977-1978	Box 8
ProService, 1977-1978	Box 8
Stockholm, 1976-1978	Box 8
Vienna, 1976-1978	Box 8
Zurich, 1976-1978	Box 8
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Quarterly Results	
General, 1977-1978	Box 8
ARC, 1978	Box 8
Basisresearch, 1977-1978	Box 8
Ford ESO, 1978	Box 8
Frankfurt, 1976-1978 (3 folders)	Box 8
PR, 1978	Box 9
ProService, 1978	Box 9
Stockholm, 1976-1977	Box 9
Vienna, 1976-1978	Box 9

Zurich, 1976-1978

Box 9

**Physical Description:** 2 folders

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Three-year plan, 1977-1978

Box 9

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