CHARM Milestones

The Conference for Historical Analysis and Research in Marketing (CHARM) was organized by Stanley C. Hollander and Ronald Savitt in 1983 at Michigan State University. The original title, “The First North American Workshop on Historical Research in Marketing,” was later changed to “Conference on Historical Research in Marketing and Marketing Thought.” The CHARM name was adopted following the 1997 meeting. The Association for Historical Research in Marketing (AHRIM) was established in 1999. AHRIM’s named was changed to CHARM Association in 2005.

Dates, Themes, and Venues

<table>
<thead>
<tr>
<th>Year</th>
<th>Title</th>
<th>Venue</th>
<th>Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td><em>Marketing History at the Center</em>, John W. Hartman Center for Sales, Advertising &amp; Marketing History</td>
<td>Duke University, Durham, North Carolina</td>
<td>May 17-20</td>
<td></td>
</tr>
<tr>
<td>2005</td>
<td><em>The Future of Marketing’s Past</em>, Aboard the Queen Mary</td>
<td>Long Beach, California</td>
<td>April 28-May 1</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td><em>The Romance of Marketing History</em></td>
<td>Michigan State University</td>
<td>East Lansing, Michigan</td>
<td>May 15-18</td>
</tr>
<tr>
<td>2001</td>
<td><em>Milestones in Marketing History</em></td>
<td>Duke University, Durham, North Carolina</td>
<td>May 17-20</td>
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<tr>
<td>1999</td>
<td><em>Marketing History: The Total Package</em></td>
<td>Michigan State University</td>
<td>East Lansing, Michigan</td>
<td>May 13-16</td>
</tr>
<tr>
<td>1997</td>
<td><em>Marketing History Knows No Boundaries</em></td>
<td>Kingston, Ontario, Canada</td>
<td>May 22-25</td>
<td></td>
</tr>
<tr>
<td>1993</td>
<td><em>Contemporary Marketing History</em></td>
<td>Emory University, Atlanta, Georgia</td>
<td>May 22-25</td>
<td></td>
</tr>
<tr>
<td>1989</td>
<td><em>Marketing History: The Emerging Discipline</em></td>
<td>Charleston/Mt. Pleasant, South Carolina</td>
<td>April 29-May 1</td>
<td></td>
</tr>
<tr>
<td>1983</td>
<td><em>First North American Workshop on Historical Research in Marketing</em></td>
<td>Michigan State University</td>
<td>East Lansing, Michigan</td>
<td>June</td>
</tr>
</tbody>
</table>
## Past Winners of the Stanley C. Hollander Best Paper Award

<table>
<thead>
<tr>
<th>Year</th>
<th>Author(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>Diana Twede</td>
<td><em>The Origins of Paper Based Packaging</em></td>
</tr>
<tr>
<td>2003</td>
<td>D. G. Brian Jones, Simon Litman (1873-1965)</td>
<td><em>Pioneer Marketing Scholar</em></td>
</tr>
<tr>
<td>2001</td>
<td>John L. Solow</td>
<td><em>Exorcising the Ghost of Cigarette Advertising: Past: Collusion, Regulation and Fear Advertising</em></td>
</tr>
<tr>
<td>1999</td>
<td>Donald F. Dixon</td>
<td><em>Some Late Nineteenth Century Antecedents of Marketing Theory</em></td>
</tr>
<tr>
<td>1997</td>
<td>Terrence H. Witkowski</td>
<td><em>Gendered Patterns of Consumption in the Early American Household, 1750-1825</em></td>
</tr>
</tbody>
</table>

## Past Winners of the David D. Monieson Best Student Paper Awards

<table>
<thead>
<tr>
<th>Year</th>
<th>Author(s)</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>Garth E. Harris</td>
<td><em>Sidney Levy: Challenging the Philosophical Assumptions of Marketing</em></td>
</tr>
<tr>
<td>2003</td>
<td>Leighann Neilson</td>
<td><em>Marketing the 'Forest Primeval': Development of 'Romantic Tourism' in the Land of Evangeline, 1847-1920</em></td>
</tr>
<tr>
<td>2001</td>
<td>Leighann Neilson</td>
<td><em>The Development of Marketing in the Canadian Museum Community: 1840-1989</em></td>
</tr>
<tr>
<td>1999</td>
<td>David Bussiere</td>
<td><em>Evidence of Marketing Periodical Literature Within the American Economic Association: 1895-1936</em></td>
</tr>
<tr>
<td>1997</td>
<td>Maureen Hupfer</td>
<td><em>Anything in Skirts Stands a Chance: Marketing the Canadian North-West to British Women, 1880-1914</em></td>
</tr>
</tbody>
</table>
We thank the following individuals, institutions, and organizations for their contributions to the 13th CHARM:

**CHARM Association**

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

**Journal of Macromarketing**

Valerie Boyle and Richard W. Brown, Quinnipiac University

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**2007 CHARM**

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**Program Chair and Proceedings Editor**

Blaine J. Branchik, Quinnipiac University

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

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2007 CHARM
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Ed Applegate, Middle Tennessee State University
Barry Boothman, University of New Brunswick
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David Clampin, University of Wales
Richard Collier, Duke University
Peggy Cunningham, Queen’s University
Teresa Da Silva Lopes, Queen Mary, University of London
Simona De Iulio, University of Strasbourg
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Nanda Shrestha, Florida A&M University
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Howard Stanger, Canisius College
Richard D. Stone, Shippensburg University
Robert Tamilia, University of Quebec at Montreal
Kazuo Usui, Saitama University
Terrence H. Witkowski, California State University Long Beach
Ben Wooliscroft, University of Otago
Xin Zhao, University of Hawaii
Michael Zeliff, The George Washington University
Conference Program

Marketing History at the Center
13th Conference on Historical Analysis & Research in Marketing (CHARM)

May 17-20, 2007
Durham Marriott at the Civic Center, Durham, North Carolina USA
Hosted by the John W. Hartman Center for Sales, Advertising & Marketing History, Duke University

Thursday, May 17

4:00 – 6:30 pm  Registration – Foyer outside Rooms 105/106 and 107/108
5:30 – 6:30 pm  Welcome reception – Ballroom 104

Opening Dinner and Welcome – Ballroom 104
Terrence H. Witkowski, President, CHARM Association, California

6:30 – 8:00 pm
Blaine Branchik, Program Chair, Quinnipiac University, USA
Jacqueline Reid, Arrangements Chair, Hartman Center, USA

Friday, May 18

7:30 – 8:30 am  Breakfast – Foyer outside Rooms 105/106 and 107/108

8:30 – 10:30 am  Session 1a: Advertising agencies – Room 105/106
Chair: Richard Hawkins

Ad Agency Lost: The Rediscovery of Compton Advertising
Randy Jacobs, University of Hartford, USA

Foote, Cone and Belding: Hollywood Powerhouse
Susah Ohmer, University of Notre Dame, USA

Consumer Voice and Brand Loyalty: Lever, J. Walter Thompson and The Rise of Market Research in Britain, 1918-1939
Stefan Schwarzkopf, Queen Mary College, University of London, United Kingdom

Session 1b: Pre-20th Century International Marketing Issues – Room 107/108
Chair: Marilyn Liebrenz-Himes
Western Companies and the Ottoman Society - A Passionate Relationship  
Yavuz Köse, Ludwig-Maximilian University, Germany

The Roman Games and Consumption Rituals  
Yuko Minowa, Long Island University – Brooklyn Campus, USA

The Evil Trade that Opened China to the West  
Shirley Ye Sheng, Florida Atlantic University, USA  
Eric Shaw, Florida Atlantic University, USA

10:30 – 11:00 am  Break – Foyer outside rooms 105/106 and 107/108

11:00 am – 12:30 pm  Session 2a: Marketing Thought – Room 105/106  
Chair: Eric Shaw

A Revised Framework of Old, Modern, and Recent Marketing Schools  
Goran Svensson, Oslo School of Management, Norway  
Stefan Lagrosen, University West, Sweden

The Development of Ideas in Marketing Management from the Tacit to the Explicit: The Case of the USA 1910-40  
Kazuo Usui, Saitama University, Japan

Terrence H. Witkowski, California State University, Long Beach, USA

Session 2b: Advertising Personalities – Room 107/108  
Chair: Judy Foster Davis

"Trusted for Over 80 Years": Ted Bates and Trojan Advertising, 1985-2001  
Richard Collier, Duke University, USA

David Ogilvy versus Rosser Reeves and Their "Competing" Advertising Philosophies: The Real Story  
Daniel Haygood, University of Tennessee, USA

A True Pioneer of Research in Advertising: The Contribution of Paul Cherington's Works to Early Advertising Thoughts  
Yumiko Toda, Keio University, Japan

Lunch and Keynote Address – Ballroom 104  
Introduction: Terrence H. Witkowski, California State University, Long Beach, USA

The Evolution of Social Marketing -- an Identity Crisis Still?  
Alan R. Andreasen, Georgetown University, USA

12:30 – 2:00 pm
2:00 – 3:30 pm

**Session 3a: 20th Century International Marketing** – Room 105/106
Chair: Susan Ohmer

*The Americanization of Italian Advertising During the 50's and the 60's: Mediations, Conflicts and Appropriations*
Simona De Iulio, University of Strasbourg, France
Carlo Vinti, University of Venice, Italy

*Visions of America: Publicitaires and the United States, 1944-1960*
Clark Hultquist, University of Montevallo, USA

*From Happy Homemaker to Great Mother: The Formation of Women's Identity in Prewar and Postwar Japanese Home Appliances Advertising, 1931-1965*
Olga Khomenko, Waseda University, Japan

**Session 3b: Innovation** – Room 107/108
Chair: Kaz Usui

*Challenging Conditions and the Success of Academic Research in Marketing: A New Product Development Perspective*
Amir Grinstein, Harvard University, USA
Elie Ofek, Harvard University, USA
Stav Rosenzweig, The Hebrew University of Jerusalem, Israel

*Peddling Schwinn Bicycles: Marketing Lessons from the Leading Post WWII US Bicycle Brand*
Ross Petty, Babson College, USA

*A (Bumpy) Ride on Innovation Escalator: Historical Trends of Product Innovativeness*
Stav Rosenzweig, The Hebrew University of Jerusalem, Israel
David Mazursky, The Hebrew University of Jerusalem, Israel

3:30 – 4:00 pm

**Break** – Foyer outside rooms 105/106 and 107/108

4:00 – 5:30 pm

**Session 4a: Market orientation, cooperative and relationship marketing** – Room 105/106
Chair: Peggy Cunningham

*The Apple of Jobs’ Eyes: An Historical Look at the Link Between Customer Orientation and Corporate Identity*
Terry Beckman, Queen’s University, Canada
Garth Harris, Queen’s University, Canada

*Cooperative Marketing of Hawaiian Canned Pineapple, 1908-39*
Richard Hawkins, University of Wolverhampton, United Kingdom
The Relationship in Marketing: Contribution of a Historical Perspective
João F. Proença, University of Porto, Faculty of Economics, Portugal
Teresa M. Fernandes, University of Porto, Faculty of Economics, Portugal
P.K. Kannan, University of Maryland, USA

Session 4b: Advertising Histories – Room 107/108
Chair: Lydia McKinley-Floyd

Testimonial Advertising: Move Stars and American Girls Become Authorities
Leslie Midkiff DeBauche, University of Wisconsin-Stevens Point, USA

Does You Mean 'dis? Race and the Marketing of Rowntree Cocoa in the Twentieth Century
Emma Robertson, Leeds Metropolitan University, United Kingdom

The Case of the Disappearing Wedding Band: An Exploration into the Evolution of Marriage and Family in American Advertising (1920-present)
Andrea Scott, Pepperdine University, USA
Barbara Gross, California State University Northridge, USA

6:15 pm  Bus to Perkins Library, Duke University
6:30 – 9:00 pm  Reception and Dinner – Perkins Library, Duke University (shuttle buses back to hotel following dinner)

Saturday, May 19

7:30 – 8:30 am  Breakfast – Foyer outside rooms 105/106 and 107/108

8:30 – 10:30 am  Session 5a: Advertising and Health – Room 105/106
Chair: Goran Svensson

Na Zdorovye! Soviet Health Posters as Social Advertising
Karen Fox, Santa Clara University, USA

Take Two Aspirins and Don't Call Me in the Morning: A Descriptive History of Health Care Product Advertising, 1900-1980
D. G. Brian Jones, Quinnipiac University, USA
Patricia Norberg, Quinnipiac University, USA
Ronald Rozet, Quinnipiac University, USA

Odor, Oh No!: Deodorant, Melodramas and Hygiene Product
Session 5b: Retailing – Room 107/108
Chair: Randy Jacobs

"A More Definite System": The Emergence of Retail Food Chains in Canada, 1919-1945
Barry Boothman, University of New Brunswick, Canada

The Central Department Store and the Soviet State: Tallinn Kaubamaja - Estonia's "Department Store"
Brent McKenzie, University of Western Ontario, Canada

World's Fairs, Technology Transfer and the Department Store 1800s to 1930s
Robert Tamilia, University of Quebec at Montreal, Canada

10:30 – 11:00 am  Break – Foyer outside Rooms 105/106 and 107/108

11:00 am – 12:30 pm Session 6: Special Panel Session – Room 105/106
Moderator: Eric Shaw

Marketing History: A 30 Year Retrospective
Ron Savitt, The University of Vermont, USA
Ronald Fullerton, The American University in Cairo, Egypt
Eric Shaw, Florida Atlantic University, USA

Lunch and Award and Distinguished Speaker – Ballroom 104
Stanley C. Hollander Best Paper Award
Terrence H. Witkowski, President, CHARM Association, California State University, Long Beach, USA

12:30 – 2:00 pm

Distinguished speaker
Introduction: D.G. Brian Jones, Quinnipiac University, USA
The History of Accounting History: Strategies for Institutional Development
Alan J. Richardson, York University, Canada

2:00 – 3:30 pm Session 7a: The African-American Market – Room 105/106
Chair: Brent McKenzie

Blaine Branchik, Quinnipiac University, USA
Judy Foster Davis, Eastern Michigan University, USA
"Cadillac Flambé": Race and Brand Identity  
Margaret Myers, Northern Kentucky University, USA  
Sharon Dean, University of Cincinnati, USA

Promoting Philanthropy in the Black Community: A Macroscopic Exploration  
Nanda Shrestha, Florida A&M University, USA  
Lydia McKinley-Floyd, Florida A&M University, USA

Session 7b: Marketing, War and the Military – Room 107/108  
Chair: Al Holden

To "Guide, Help and Hearten Millions": The Place of Commercial Advertising in Wartime Britain 1939-1945  
David Clampin, University of Wales, United Kingdom

Selective Civil War Battlefield Preservation as a Method of Marketing the Southern "Lost Cause"  
Richard D. Stone, Shippensburg University, USA  
Mary M. Graham, York College of Pennsylvania, USA

Finding the Few: The History of the United States Marine Corps Advertising Message  
Michael Zeliff, The George Washington University, USA

3:30 – 4:30 pm  
Session 8a: Branding I – Room 105/106  
Chair: Ross Petty

The Eternal Lives of Brands in Alcoholic Beverages  
Teresa Da Silva Lopes, Queen Mary, University of London, UK

Heritage Brands - Welcome Inheritance or 'Over the Hill'  
Marilyn Liebrenz-Himes, The George Washington University, USA  
Hamed Shamma, The George Washington University, USA  
Robert Dyer, The George Washington University, USA

Session 8b: Branding II and Licensing – Room 107/108  
Chair: Nanda Shrestha

The "Scandinavian Ideal" in Design: Two Distinct Approaches to the Marketing of an Ideal  
Clive Edwards, Loughborough University, UK

"If Palmer Cox Wuz T'see Yer, He'd Git Yer Copyrighted in a Minute"  
The Origins of Licensing  
Wayne Morgan, Independent Scholar, Canada

5:00 – 6:30 pm  
Optional walking tour of downtown Durham Tobacco History
($5.00 per person)

7:00 – 9:00 pm  
*Dinner-on-your-own or optional group dinner*

**Sunday, May 20**

8:00 – 9:00 am  
**Breakfast** – Foyer outside Rooms 105/106 and 107/108

9:00 – 11:00 am  
**Session 9: Marketing History Potpourri** – Room 105/106  
Chair: Robert Tamilia

Entangled in the Societal Labyrinth: Marketers’ Management of Paradox and Authentic Norms  
Maureen Bourassa, Queen’s University, Canada  
Peggy Cunningham, Queen’s University, Canada  
Jay Handelman, Queen’s University, Canada

Reactions from Satirists in the Literary, Commercial, and Moneyed Center When the Marketing Prize is Lost: New York's Loss of the Columbian World's Fair Mandate is Chicago's Gain  
Alfred Holden, Fordham University, USA  
Laurie Holden

The History of Corrugated Fiberboard Shipping Containers  
Diana Twede, Michigan State University, USA

11:30 am – 1:30 pm  
**Lunch and 6th Biennial Meeting of the CHARM Association** – Room 107/108

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