

Conference Program

**Exploring Identity Building:
Marketing History as an Instrument of Transformation**
19th Biennial Conference on Historical Analysis & Research in Marketing
(CHARM)

May 16-19, 2019
Hosted by the Sprott School of Business, Carleton University

| Thursday, May 16 | |
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| 5:00 to 8:00 p.m. | Registration in corridor outside the Ontario Room, 3rd Floor |
| 6:00 to 8:00 p.m. | Opening Reception and Welcome Ontario Room, 3rd Floor |
| Friday, May 17 | |
| 8:00 to 5:00 p.m. | Registration Quebec Wall (outside Quebec meeting room), 4th Floor |
| 8:00 to 8:30 a.m. | Welcome Tea and Coffee Foyer outside Meeting Rooms, 4th Floor |
| 8:30 to 10:00 a.m. | <p>Session 1a – Quebec Room, 4th Floor</p> <p style="text-align: center;">Transforming Food Chair: Joanne McNeish</p> <p style="text-align: center;"><i>“Shortcuts, Mixes, and the Transformation of American Home Baking: The Pillsbury Bake-Off and the Promotion of Convenience Foods, 1949-1969”</i> Sarah Elvins University of Manitoba, Canada</p> <p style="text-align: center;"><i>The Anglo-Dutch Margarine War: The Use of Advertising in Commercial Combat During the Great War, 1914-18</i> Richard Hawkins University of Wolverhampton, UK</p> |
| 8:30 to 10:00 a.m. | <p>Session 1b – Nova Scotia/Newfoundland Room, 4th Floor</p> <p style="text-align: center;">Building Identities through Collectibles Chair: Jayne Krisjanous</p> <p style="text-align: center;"><i>The Gift that Starts the Home’: Marketing of the hope chest in North America</i> Leighann Neilson and Erin Barkel Carleton University, Canada</p> <p style="text-align: center;"><i>A History of Antique Arms and Armor Collecting in America</i> Terrence Wiktowski California State University, USA</p> |

*These papers have been nominated for the David D. Monieson Best Student Paper Award

**These papers have been nominated for the Stanley C. Hollander Best Paper Award

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| | <p><i>Variations in American marketing practices of early nineteenth-century ceramic importers and dealers, reflecting culture and identity.</i> **</p> <p>Neil Ewins, University of Sunderland, UK</p> |
| 10:00 to 10:30 a.m. | <p>Break Foyer outside Meeting Rooms, 4th Floor</p> |
| 10:30 a.m. to 12:00 p.m. | <p>Session 2a – Quebec Room, 4th Floor</p> <p>Marketing Thought: Controversy and Development Chair: David Clampin</p> <p><i>The Telos of Marketing: General Theory, Marketing History, Marketing Science</i> Val Larsen James Madison University, USA</p> <p><i>Outlines of Marketing History</i> Amedeo Lepore University of Campania “Luigi Vanvitelli” Capua, Italy</p> <p><i>The Emergence of ‘Science of Commerce (Shogyogaku)’ in 1900s Japan: An Early Controversy about how to Establish Scientific Thought</i> Kazua Usui Saitama Gakuen University, Japan</p> |
| 10:30 a.m. to 12:00 p.m. | <p>Session 2b – Nova Scotia/Newfoundland Room, 4th Floor</p> <p>Changing Attitudes through Marketing & Technology Chair: Jeanie Wills</p> <p><i>Paper Flyers in the Age of Social Media</i> Joanne McNeish Ted Rogers School of Management, Ryerson University, Canada</p> <p><i>Sharing Comes of Age in the Sharing Economy</i> Marilyn Liebreinz-Himes Terri Rittenburg Tara J. Radin George Washington University, USA</p> <p><i>“Many Females Will Vote”: Campaigning, Politics and Newspaper Marketing</i> Mary Ellen Zuckerman School of Business, SUNY Geneseo, USA</p> |
| 12:00 to 1:30 p.m. | <p>Lunch Provinces 2, 4th Floor</p> |

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| 1:30 to 3:00 p.m. | <p>Session 3a – Quebec Room, 4th Floor</p> <p>Marketing Gender & Sexuality Chair: Marilyn Liebrez-Himes</p> <p><i>Selling Rainbows, Dreams, and Dollars: The Fallacy of an LGBT Consumer Market</i> Gillian Oakenfull Farmer School of Business, U of Miami, USA</p> <p><i>Rainbow Marketing: A Historical Analysis of Sellers’ Embrace of the Gay Market Segment</i> Blaine Branchik Quinnipiac University, USA</p> <p><i>Masculinity and the Marketing of Postwar Military Employment in Canada</i> Sharon Wall University of Winnipeg, Canada</p> |
| 1:30 to 3:00 p.m. | <p>Session 3b – Nova Scotia/Newfoundland Room, 4th Floor</p> <p>Marketing Cigarettes & Patent Medicine Chair: Val Larsen</p> <p><i>‘Concern is to Vantage what Satisfaction is to Export’: Health Reassurance Marketing in the Canadian Cigarette Industry During the 1970s</i> Daniel Robinson University of Western Ontario, Canada</p> <p><i>“Why Did Uptown Go Down in Flames?” Uptown Cigarettes and the Targeted Marketing Crisis*</i> Dan Guadagnolo, Ph.D Candidate, U of Wisconsin., USA</p> <p><i>PAIN-KILLER: The Construction and Marketing of a Global Brand Identity for a 19th Century Patent Medicine</i> Ross Petty Babson College, USA</p> |
| 1:30 - 3:00 p.m. | <p>Session 3c -- New Brunswick Room, 4th Floor</p> <p>Marketing Stories from the Archives: Steel, Rail, and Retail Library and Archives Canada Chair: Shannon Perry</p> <p><i>Tourism Marketing in the 1920s: The Canadian National Railway Collection</i> Andrew Elliott, Library and Archives Canada, Ottawa, Canada</p> |

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| | <p><i>The Marketing of the Steel Industry Between World Wars I & II: The Stelco Collection</i> Kelly-Anne Griffin, Library and Archives Canada, Ottawa, Canada</p> <p><i>The Marketing of the Retail Industry in the 1950s and 1960s: Sears Canada Collection</i> Jennifer Anderson, Library and Archives Canada, Ottawa, Canada</p> <p>For video tours: https://www.bac-lac.gc.ca/eng/news/videos/Pages/orientation-services.aspx https://www.bac-lac.gc.ca/eng/news/videos/Pages/preservation.aspx</p> |
| 3:00 to 3:30 p.m. | <p style="text-align: center;">Break Foyer outside Meeting Rooms, 4th Floor</p> |
| 3:30 to 4:30 p.m. | <p>Session 4a – Quebec Room, 4th Floor</p> <p style="text-align: center;">Marketing Channels & Supply Chains Chair: Yuliya Melnyk</p> <p style="text-align: center;"><i>A Historical Overview of Logistics and Supply Chain Academic Luminaries</i> Bharat Tejwani, MBA student James Stock, University of South Florida, USA</p> <p style="text-align: center;"><i>Evolution of Marketing Channels and Supply Chain Marketing</i> Robert Tamilia, University of Quebec, Canada O.C. Ferrell, Auburn University, USA Karen Hopkins, Auburn University, USA</p> |
| 3:30 to 4:30 p.m. | <p>Session 4b- Nova Scotia/Newfoundland Room, 4th Floor</p> <p style="text-align: center;">Advertising & Social Control Chair: Jeannette Strickland</p> <p style="text-align: center;"><i>Future World Vision through Advertising</i> Maria Elena Aramendia-Muneta, Ph.D Student Universidad Pública de Navarra, Spain</p> <p style="text-align: center;"><i>The Control of Tourism Destination Image: From Bureaucracy to Adhocracy</i> Donna Sears, Terrance Weatherbee, F.C. Manning School of Business, Acadia University, Canada</p> |

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| 6:30 to 9:30 p.m. | CHARM Banquet Dinner Beckta Dining & Wine 150 Elgin Street (see conference kit for map) |
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| Saturday, May 18 | |
| 8:00 a.m. to 5:00 p.m. | Registration Quebec Wall (outside Quebec meeting room), 4th Floor |
| 8:00 to 8:30 a.m. | Tea and Coffee Foyer outside Meeting Rooms, 4th Floor |
| 8:30 to 10:00 a.m. | Session 5a – Quebec Room, 4th Floor <p style="text-align: center;">Watching and Watchers Chair: Richard Hawkins</p> <p style="text-align: center;"><i>From the Panopticon to Amazon Go: An Overview of Surveillance in Retailing*</i> Nada Elnahla, Ph.D. Student Sprott School of Business, Carleton U, Canada</p> <p style="text-align: center;"><i>Atom propaganda in newsreels during the Spanish dictatorship</i> Maria Elena Aramendia-Muneta, Ph.D. Student Universidad Pública de Navarra, Spain</p> <p style="text-align: center;"><i>A cinematic soap opera: the development of cinematography as an advertising and promotional tool in Lever Brothers Ltd.*</i> Jeanette Strickland, Ph.D. Student University of Liverpool, UK</p> |
| 8:30 to 10:00 a.m. | Session 5b – Nova Scotia/Newfoundland Room, 4th Floor <p style="text-align: center;">Marketing: Histories, Identities, Channels of Distribution Chair: Nada Elnahla</p> <p style="text-align: center;"><i>Market Research 1934-38</i> D.G. Brian Jones, Quinnipiac University, USA Mark Tadjewski, University of York, UK</p> <p style="text-align: center;"><i>History of Marketing Of Identity</i> Karen Fox, Santa Clara University, USA</p> <p style="text-align: center;"><i>History of Channels of Distribution</i> Robert Tamilya, University of Quebec at Montreal, Canada</p> |
| 10:00 – 10:30 a.m. | Break Foyer outside Meeting Rooms, 4th Floor |
| 10:30 a.m. to 11:30 a.m. | Session 6a – Quebec Room, 4th Floor |

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| | <p style="text-align: center;">Transforming Social Spaces Chair: M.Elena Aramendia-Muneta</p> <p style="text-align: center;"><i>Socially Produced Places and Spaces: the role of promotional literature in the social construction of “reality” on British transatlantic shipping, 1919 – 1939.</i> David Clampin, John Moores University, UK</p> <p style="text-align: center;"><i>The English Stately Home as Therapeutic Servicescape During World War I and II</i> Jayne Krisjanous, Victoria University of Wellington, NZ</p> |
| 10:30 a.m. to 12:00 p.m. | <p>Session 6C – Nova Scotia/Newfoundland Room, 4th Floor</p> <p style="text-align: center;">Finding the Source(s) Chair: Yun (Dora) Wang</p> <p style="text-align: center;"><i>How It all began: Marketing to Older Adults**</i> Dennis Olsen, University of West London, UK</p> <p style="text-align: center;"><i>Primary Sources for Advertising and Marketing</i> Fred Beard, University of Oklahoma, USA</p> <p style="text-align: center;"><i>When did the market grow two sides?</i> <i>Advertising and the media under Emperor Franz Joseph I.**</i> Jure Stojan, ISR Ljubljana, Slovenia</p> |
| 12:00 p.m. to 1:30 p.m. | <p style="text-align: center;">Luncheon and Awards Provinces 2, 4th Floor</p> <p style="text-align: center;">Stanley C. Hollander Best Paper Award Presented by David Clampin, CHARM President</p> <p style="text-align: center;">David D. Monieson Best Student Paper Award Presented by D.G. Brian Jones</p> |
| 1:30 to 2:30 p.m. | <p>Session 7a – Quebec Room, 4th Floor</p> <p style="text-align: center;">Advertising and Distribution in France Chair: Fred Beard</p> <p style="text-align: center;"><i>The emergence of advertising in the French telecommunications sector: 1959-1998”</i> Marie Carpenter, Institut Mines Telecom Business School, France Patrick Luciano, Université Paris-Dauphine, France</p> <p style="text-align: center;"><i>French Consumer Co-operatives: Pioneers of Modern Distribution</i></p> |

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| | <p>Magali Boespflug, IUT d'Angoulême, France Bruno Mazieres, IUT du Limousin, France</p> |
| 1:30 to 2:30 p.m. | <p>Session 7b – Nova Scotia/Newfoundland Room, 4th Floor</p> <p>Marketing: Wine, Music & Justice Andrew Pressey <i>The Marketing of Concerts in London 1672–1749</i> Catherine Harbor, Royal Holloway University of London, UK</p> <p><i>'The party intended to be benefited': the perception of the wine consumer in the nineteenth century – active or passive?</i> Graham Harding, St Cross College, Oxford, UK</p> <p><i>Marketing Justice: The Christmas Boycott</i> Katherine Parkin, Monouth University, USA</p> |
| 2:30 to 3:00 p.m. | <p>Break Foyer outside Meeting Room, 4th Floor</p> |
| 3:00 – 4:30 | <p>Meet the Editors: Q & A Brian Jones & Richard Hawkins Journal of Historical Research in Marketing</p> |
| 4:30 p.m. to 6:00 p.m. | <p>Time to enjoy Ottawa!</p> <p>Escape Room Experience Escape Manor, 41 York St., 3rd Floor (meet at registration table to walk over together)</p> |
| Sunday, May 19 | |
| 8:00 a.m. to 12 noon | <p>Registration Quebec Wall (outside Quebec meeting room), 4th Floor</p> |
| 8:00 to 8:30 a.m. | <p>Tea and Coffee Foyer outside Meeting Rooms, 4th Floor</p> |
| 9:30 to 11:00 a.m. | <p>Session 8a – Quebec Room, 4th Floor</p> <p>Authenticity & Affect Chair: Qi Deng</p> <p><i>General Motors: Value Expressive Advertising 1930-1960</i> Thomas L. Powers, Seongwon Choi, Ph.D. Student Collat School of Business, University of Alabama at Birmingham, USA</p> <p><i>Brand Identity: How the Russian Company Pallet Trucks Used Public Relations Strategies to Protect its Business and the German Brand Pfaff-silberblau in Russia</i></p> |

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| | <p>Yuliya Melnyk, Ph.D Student, Sprott School of Business, Carleton University, Canada</p> <p><i>Revisiting General Electric's 'Marketing Revolution' through the Prism of Collusion: The Heavy Electrical Equipment Cartel Hearings of 1961</i></p> <p>Andrew Pressy, Birmingham University, UK</p> |
| 9:30 to 11:00 a.m. | <p>Session 10a – Nova Scotia/Newfoundland Room, 4th Floor Brand Identity and New Brands Chair: Erin Barkel</p> <p><i>Creation and Transmission of Brand Identity: The Case Study of MUJI</i> Yumiko Toda, Nihon University, Japan</p> <p><i>The Liability of Newness: History, SMEs, and the Corporate</i> Terrance Weatherbee, Acadia University, Canada Donna Sears, Acadia University, Canada</p> |
| 11:00 to 11:30 a.m. | Check-out Time |
| 11:30 a.m. to 1:00 p.m. | Lunch and CHARM Association Meeting Quebec Room, 4 th Floor |
| 1:00 p.m. | Adjournment <i>Safe journey home everyone</i> |

The CHARM organizers would especially like to thank everyone who served their scholarly association as a reviewer. The work that you do, engaging in scholarly exchange, is crucial to the health of the scholarship in historical research in marketing and advertising. It is also a labour of love.

Thank you!

List of CHARM 2019 Reviewers

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|--------------------------|--------------------------|
| Jessica Borge | Herbert Pimlott |
| Blaine Branchik | Gordon Pirie |
| Oskar Broberg | Fredrick Sandgren |
| Fred Beard | Stefan Schwarzkopf |
| Kristin Brewe | Stan Shapiro |
| Jason Chambers | Hiroki Shin |
| David Clampin | James Simpson |
| Christopher Dingwall | Lorna Stevens |
| Nada Elnahla | Inger Stole |
| Dr. Anthony Francescucci | Robert Tamilia |
| Lorraine Fraser | James Taylor |
| Victoria Fraser | Jo Tidy |
| Judy Foster Davis | Jacqueline Reid Wachholz |

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| Karen Fox Christopher Greig Richard Hawkins John Hull David Johnson D.G. Brian Jones William Keep Erik Lakomaa Pamela Laird Val Larsen Marilyn Liebrezn Himes Patrick Luciano Pauline MacLaren Kim Mckeage Yuliya Melnyk Peter Miskell Alistair Moir Ali Nazari Leighann C. Neilson | Yun Wang Jeanie Wills Terrence Witkowski Sandi Wright Hui Zhang |
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