

**Charm website**

<https://charmassociation.org/>

**Charm Conference Proceedings**

<https://ojs.library.carleton.ca/index.php/pcharm/index>

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Conference on Historical Analysis and Research in Marketing

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**ABOUT CHARM**

CHARM (Conference on Historical Analysis and Research in Marketing) is a scholarly organization devoted to organizing and managing the biennial conference, and to supporting historical research in marketing by providing information and resources.

**EXECUTIVE COMMITTEE**

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**BOARD OF DIRECTORS**

Found on CHARM website at

<https://charmassociation.org/board-of-directors-2/>

**PRESIDENT’S MESSAGE**

Preparations are continuing for CHARM 2025. As with all conferences these involve a lot of work behind the scenes. At the moment, our Program Chair, Bill Keep, is hard at work managing the review process for the proposed abstracts and

papers. We are very grateful to Bill and all of the colleagues who have agreed to act as reviewers. Very soon our Proceedings Editor, Joanne McNeish, will be starting work on the proceedings after the review process has been completed. Meanwhile, our Arrangements Chair, Gurdeep Kohli is busy putting in place of the arrangements for June such as the catering. More information on hotels and logistics to come.

**EDITOR’S MESSAGE**

Happy New Year! This is the first issue of 2025. In December, the Executive Committee had an email discussion about the newsletter. There were some suggestions made about improvements and additions which will be implemented in 2025. In addition to publishing information on journal articles published by members, we look forward to receiving, and publishing summaries of other types of published articles, or book reviews that would be of interest to CHARM members.

**VIEWS FROM OUR MEMBERS**

**PUBLISHED ARTICLES**

If you have published an article in the past 12 months, please send an email to [jmcneish@torontomu.ca](mailto:jmcneish@torontomu.ca) with the author (s), year, article title, name of journal publication, a short summary (150 words) and a link to the article on the publisher’s website.

**Witkowski, Terrence H.** (2024), “Toy Guns in America: Marketing, Children’s Play, and Social

Unease,” *Journal of Macromarketing*, 44 (4), 813-842. <https://doi.org/10.1177/02761467241285564>



Toy guns have been mass produced, vigorously marketed, and widely consumed in the United States since the latter 19th century. They have come in a variety of configurations ranging from close replicas of real firearms to colorful fantasy objects. Toy guns have entertained generations of boys and a few girls, but their potential for misuse and being mistaken for dangerous weapons has generated criticism and government regulation. This study presents an historical account of toy gun marketing in America and how long-standing social unease over children’s play has periodically transformed these products and their consumption patterns.

**Witkowski, Terrence H.** (2024), A History of Visual Merchandising and American Firearms, *Journal of Historical Research in Marketing*, 16 (4), 416-444. <https://doi.org/10.1108/JHRM-05-2024-0029>

This article explores how American manufacturers and retailers have visually merchandised their firearms. Primary sources include engravings and photographs, plus articles, advertising, and illustrations in popular newspapers and trade magazines. Evidence shows that firearms were merchandised visually by Samuel Colt at three world expositions in the 1850s, by gunmakers and stores in the latter 19th century, by Winchester and Remington dealers in the 1920s and 1930s, by high- and low-end retailers in New York in the first half of the 20th century, and by gun stores, auctions, and shows today. This is the first such history of the subject.

### MEMBER INTERACTION

Member Interaction is all about members talking to members. We will include questions, comments or requests made by members or if relevant, non-members for information, interaction, data sets or potential collaboration.

Please send your questions, comments or requests to [jmcneish@torontomu.ca](mailto:jmcneish@torontomu.ca) to be published in the next newsletter. Nothing to report in this issue.

## PUBLISHING OPPORTUNITIES

### JOURNALS – CALL FOR PAPERS

**The European Review of Economic History**  
**Special Issue: *Transport and History: Pushing the Frontiers of Data, Measurement, and Outcomes*** guest edited by Dr. Dan Bogart and Dr. Carlo Ciccarelli

The special issue aims at exploring recent trends in the quantity analysis of transport and history that address the frontiers of data, measurement, and new outcomes linked to transport history. It seeks to assemble papers in the field of economic history but it is open to scholars from other related fields. New data sources are being used in the study of transport history. Historians are now digitizing maps, registers of shipwrecks, and railway time-tables among others. These new sources create opportunities, but also challenges. There are potential misinterpretations of new sources, which can be identified through careful use and comparative research. Recent research also gives emphasis to better measurement of transport costs and the attributes of transport services. For example, it is now standard to simulate transport costs between locations using GIS data and tools. But how accurate are these approaches? Can they be improved? Transport innovations are also being linked to outcomes other than trade, like fertility, culture, and social protests. Does it make sense to believe that transport could shape a wider range of outcomes? The answers are not clear.

Submission Deadline: **March 1 2025**

For information and call for papers:

<https://academic.oup.com/ereh/pages/pushing-frontiers-data-measurement-and-outcomes> or contact [dbogart@uci.edu](mailto:dbogart@uci.edu) and [carlo.cicarelli@uniroma2.it](mailto:carlo.cicarelli@uniroma2.it)

### CONFERENCES – CALL FOR PAPERS

#### **Economic History Society | The Military Medicine and Welfare of the First World War: Preparations, Evolutions and Legacies**

10-11 April 2025 | Muirhead Tower, University of Birmingham

In August 1914, several global empires marched into the world's first total war of the twentieth century with their nineteenth-century armies. In support of those land, sea and later air forces were medical and nursing units, corps and services, as well as transportation divisions and infrastructures, which, along with medical, convalescent, state welfare and private charity infrastructures and traditions on their home fronts were wholly unprepared for the onslaught they would face. Taking the First World War era as a case study, this event will look at the welfare, care and medical provisions afforded to service personnel, their families and other dependents, military welfare, before, during and after the conflict. In doing so, it seeks to both build upon and bring together the plethora of research produced by scholars around the globe on topics such as army doctors and nurses; medical transportation, technologies and infrastructures; state benefits; charity; pensions; rehabilitation and care; trauma and memory; migration; and gendered dimensions to military welfare. This conference seeks to provide a forum for multidisciplinary knowledge sharing, cross-pollination and constructive scholastic debate.

Submission Deadline: **February 14 2025**. For information or call for papers:

<https://ehs.org.uk/event/military-welfare-history-network-call-for-papers-2025-2/>

Submit papers or panels (abstract plus three papers. Abstracts should be no more than 250 words per paper and should be accompanied by a 50-word biography for each presenter.

#### **Women and the economics of the arts: trade and financing by women in France (late 17th century – 1945)**

26-27 September 2025 | TBD

At the crossroads of art history, women's history and economic history, this conference proposes to question the place of women in the mechanisms of financing the production and dissemination of the arts in France (painting, sculpture, architecture, decorative arts, prints, photography, etc.). The chronology envisaged, very broad, allows us to question the permanences and mutations of their involvement over the long term, starting from the policy of encouraging the arts initiated by Louis XIV to the careers pursued in the particular conditions of the Occupation. In this broad framework, women will be considered as actors circulating the money necessary for the design and production of works by third parties or by themselves, but also as stakeholders in the art trade, within the limits permitted to them by their marital and legal status. The conference will focus in particular on the strategies of adaptation, circumvention and affirmation deployed by French women or women working in France to insert themselves into male capitalist circuits according to modalities which, beyond the simple coexistence of the two sexes in the economic space, can also include collaboration, emulation, rivalry and conflict. Dependent on their access to education, knowledge and economic information, this positioning appears in a salient manner in the questions related to the financial and legal dependence of women, whether they are single, married or widowed. We will study their capacity to gather capital, invest in their own name or through nominees, run a shop, structure businesses and organize themselves into companies. We will also question the limits of their field of action, their empowerment and the existence (or not) of an economic practice specific to women in the field of the arts.

Submission Deadline: **March 15, 2025**

For information and call for papers: <http://blog.apahau.org/appel-a-communications-les-femmes-et-leconomie-des-arts-commerce-et-financement-au-feminin-en-france-fin-xviiie-siecle-1945-colloque-international-26-27-septembre-2025/>

Submit 500-word proposal for a 20-minute presentation and a 300-word biography to: Nastasia Gallian [nastasia.gallian@sorbonne-](mailto:nastasia.gallian@sorbonne-)

universite.fr, Elsa Jamet, [elsa.jamet@hotmail.fr](mailto:elsa.jamet@hotmail.fr),  
and Justine Lécuyer [justine.lecuyer@hotmail.fr](mailto:justine.lecuyer@hotmail.fr)

### Association of European Printing Museums Exploring Printing Heritage in theory and in practice

3-6 September 2025 | Winterbourne House &  
Garden, University of Birmingham, UK

Proposals are invited that will investigate the relationship between printing history and the heritage sites that are custodians of the material evidence of print. Over the past few years, digital humanities and craft revival have prompted a resurgence of interest in analogue forms of communication and the technologies that enabled them. Once dominant printing processes such as letterpress and off-set lithography are now commercially obsolete. The numbers of people trained in historical printing techniques are declining and heritage organisations often struggle to find the space, resources, or know-how to curate their printing collections. Usable equipment and material are becoming increasingly scarce, and those with the knowledge to repair and restore it are a dying breed. Preservation requires documentation, interpretation, and practice but also imaginative approaches to their adaptation and use in the present. Heritage sites provide the raw material, artefacts, machinery, documents, and archives, and experiential environments by which historians can understand the situations and locations of printing. On the other hand, printing historians produce the necessary context, information, data, interpretation, and scholarly assessment, necessary for the heritage sites to effectively exploit their collections and interpret printing history for a wide audience. This event will consider the role of printing heritage in the twenty-first century and the interdependent relationship between heritage sites and printing historians, how it works, how it could it work, the benefits, problems, and possible new models for working.

Submission Deadline: **March 31 2025**

For information and call for proposals:  
<https://www.cphc.org.uk/events/2025/9/3/2fi4jajk7de7u6ppmaobmtrm31gta4>

Submit proposal abstracts of 300 words for papers of twenty minutes and/or for themed panel of three or more speakers, accompanied by brief biographies to [Caroline Archer-Parré](mailto:Caroline.Archer-Parré@bcu.ac.uk), [caroline.archer@bcu.ac.uk](mailto:caroline.archer@bcu.ac.uk)

### Always Here: Non-Binary Gender, Trans Identities, and Queerness in the Global Middle Ages (c. 250–1650)

24-25 October 2025 | Binghamton University  
Binghamton, NY

Queer, trans, intersex, non-binary, genderfluid, and gender-nonconforming people and sources are abundant in the premodern textual, artistic, and artifactual record, and studies of gender and sexuality in the medieval period are flourishing as never before. Yet, work on the LGBTQIA+ Middle Ages remains limited, especially in our classrooms and in sharing our work with nonacademic queer and trans communities. Many important sources remain out of reach for students, and an alarming amount of queer and trans medieval and early-modern history is not available, and its existence routinely denied, to LGBTQIA+ people beyond academia. Even researchers and teachers dedicated to pre- and early-modern gender and sexuality frequently remain siloed according to language and region: Latinists speak primarily to Latinists, Arabists to Arabists, and so on, while scholars of the Americas are often absent from conversations among scholars of premodern Africa and Eurasia. Thus, despite recent growth and successes, the study of the queer and trans pre- and early modern remains disturbingly fragmented and vital sources inaccessible to many. In our own historical moment, members of the LGBTQIA+ community face frightening and rising levels of violence and oppression.

Submission Deadline: **April 15, 2025**

For information and call for papers:

<https://www.binghamton.edu/cemers/conference/index.html> or contact Bridget Whearty [bwhearty@binghamton.edu](mailto:bwhearty@binghamton.edu). Submit 500 word abstract plus CV to [cemers@binghamton.edu](mailto:cemers@binghamton.edu).