Table of Contents

CHARM Milestones ............................................................................................................................................... vii
Past Winners of the Stanley C. Hollander Best Paper Award ........................................................................ viii
Past Winners of the David D. Monieson Best Student Paper Award ........................................................ viii
2013 CHARM Sponsors and Acknowledgements ....................................................................................... ix
2013 CHARM Conference Committee ......................................................................................................... ix
CHARM Association Board of Directors ....................................................................................................... x
2013 CHARM Manuscript Reviewers ........................................................................................................... xi

Conference Program ......................................................................................................................................... xiii

Full Papers ........................................................................................................................................................ 1
* 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

Branding Basques, Bilbao, and Boise: Marketing as Metaphor for History.................................................. 2
John Bieter and Nina M. Ray

Forever Now: Gucci’s Use of a Partially Borrowed Heritage to Establish a Global Luxury Brand ...... 14
Mark DeFanti, Deirdre Bird and Helen Caldwell

Racing and the Motorization of the German People. 50 Years of the Automobile at the 1935 and 1936 Berlin Auto Shows * ................................................................. 32
Julia Grosse-Boerger

Marketing Against the Grain: Eaton’s Thrift House, Financial Literacy and Relationship Marketing in 1920s Toronto ....................................................................................................................................... 48
Susan Haight

Marketing and Imagined Communities; Nations and Cities as Brands: Festivals Yesterday, Today and Tomorrow ........................................................................................................................................... 59
Sue Vaux Halliday Joel Shahar

The Advertising Agency Office in London, 1900 – 1950 * ............................................................................ 70
Philippa Haughton

The Lord Baldwin Fund for Refugees, 1938-39: A Case Study of Third Sector Marketing in Pre-World War II Britain ** .......................................................................................................................... 82
Richard A. Hawkins

Consumption of “New Look” and “Femininity” in Post-war Japan (Cosmetic and Perfume Advertising During 1950s) ........................................................................................................................................... 106
Olga Khomenko

History as a Dog and Pony Show? The (Mis)uses of History for Marketing by Wells Fargo & Company ..................................................................................................................... 115_Toc353540568
Sjoerd Keulen
North and South: Advertising Prosperity in the Italian Economic Boom Years ........................................... 129
Maria Chiara Liguori

Physical Retail Space and Place: The Historical Development of a Social Psychogeography of Liminal Consumption .......................................................................................................................... 144
Charles McIntyre

Kim McKeage

Historical Ambidextrous Marketing: Antipodean Perspectives 1876 to 1915 ** ........................................ 170
Dale Miller and Bill Merrilees

Knowledge and Power in Academia: A Sociology of Science Case Study of a Research Community in Marketing .................................................................................. 184
Per Østergaard and Matthias Bode

From Ancient to Modern Logistics: Evidence in Ancient Egypt & the Early Development of Marketing .................................................................................................................. 195
Jennifer A. Pelletier

Towards a Modern History of Brand Marketing: Where Are We Now? ...................................................... 210
Ross D. Petty

Art at the Service of Tourism Marketing: From the Mountain Hare to the ‘Ski Girl’ Basking in the St. Moritz Sun ........................................................................................................... 221
Karin Rase

The Rise of Marketing in University Administration in Ontario, 1970-2010 ............................................. 230
Daniel J. Robinson and Lindsay Carrocci Bolan

The German and Austrian Barter-Centers of the 1940s: Mutual Exchange Systems as an Alternative to Rationing and the Black Market ** .............................................. 245
Rolf F. H. Schroeder

The Quest for a General Theory of the Marketing System ........................................................................... 255
Eric H. Shaw

Traders in Nature: Marketing Natural Medicine in 20th-century Britain ...................................................... 265
Jure Stojan

Early History and Distribution of Trade Ceramics in Southeast Asia ......................................................... 276
Terrence H. Witkowski

Extended Abstracts .......................................................................................................................................... 287

Brand Development in the Canadian Cast Iron Stove Industry in the First Half of the 20th Century.... 288
Lisa Baillargeon and Patrice Gélinas

Galbraith and Glasser: Two Scotsmen – One Misunderstood and the Other Unknown.. 291_Toc353540616
Raymond Benton, Jr.

Is Fair Trade a Mirror Image of Just Price? .................................................................................................. 294
Raymond Benton, Jr. and Ondrais Hassert
<table>
<thead>
<tr>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Role of American Advertising Agencies in Postwar Italy, 1950s-1970s</td>
<td>298</td>
</tr>
<tr>
<td>Elisabetta Bini and Ferdinando Fasce</td>
<td></td>
</tr>
<tr>
<td>Theatre of Consumption: The Marketing of Dramatic Spectacles Held in the New Fashion Display Hall, Barkers Department Store, Kensington, London, 1928 to 1930</td>
<td>301</td>
</tr>
<tr>
<td>Susan Bishop</td>
<td></td>
</tr>
<tr>
<td>Dollars and Scents: Fragrances, Masculinity and the Evolving Male Market Segment</td>
<td>304</td>
</tr>
<tr>
<td>Blaine J. Branchik and Charles M. Brooks</td>
<td></td>
</tr>
<tr>
<td>Oskar Broberg, Gustav Sjöblom and Ann-Sofie Axelsson</td>
<td></td>
</tr>
<tr>
<td>‘Is it essential that a steamship company’s poster must have a ship?’ The Shortcomings of British Shipping Posters c.1840 to c.1970</td>
<td>310</td>
</tr>
<tr>
<td>David Clampin and Nicholas J. White</td>
<td></td>
</tr>
<tr>
<td>Marketing Ancient Histories in the Early Modern World</td>
<td>314</td>
</tr>
<tr>
<td>Freyja Cox Jensen</td>
<td></td>
</tr>
<tr>
<td>Opening for Business: J. Walter Thompson and McCann Erickson Compared</td>
<td>317</td>
</tr>
<tr>
<td>Robert Crawford</td>
<td></td>
</tr>
<tr>
<td>The Role of Consumption and Advertising in the Creation and Perpetuation of Beauty Stereotypes of African-American Women</td>
<td>320</td>
</tr>
<tr>
<td>Elizabeth Crosby and Kim McKeage</td>
<td></td>
</tr>
<tr>
<td>Father Christmas’s Secretariat: Nurturing the Corporate Soul by Serving Children or Capturing a Global Child Icon?</td>
<td>323</td>
</tr>
<tr>
<td>Valérie-Inés de La Ville</td>
<td></td>
</tr>
<tr>
<td>Jackie Dickenson</td>
<td></td>
</tr>
<tr>
<td>Negotiating Modernity in the Monument Trade: The Barre Granite National Advertising Campaign of 1916 and the Vermont Marble Company Campaign of 1927</td>
<td>330</td>
</tr>
<tr>
<td>Bruce S. Elliott</td>
<td></td>
</tr>
<tr>
<td>The UK Ceramic Marketing Strategy in Response to Globalization c1990-2010</td>
<td>334</td>
</tr>
<tr>
<td>Neil Ewins</td>
<td></td>
</tr>
<tr>
<td>Michael Heller</td>
<td></td>
</tr>
<tr>
<td>Pauline Arnold’s Contributions to Market Research</td>
<td>341</td>
</tr>
<tr>
<td>D.G. Brian Jones</td>
<td></td>
</tr>
<tr>
<td>Multilevel Marketing: A Historical Perspective</td>
<td>345</td>
</tr>
<tr>
<td>William W. Keep and Peter Vander Nat</td>
<td></td>
</tr>
<tr>
<td>My Paradigm is Stronger than Yours: Critical Approach to Historical Attitudes and Behaviors Promoting Intellectual Stagnation and Loss of Multivocality Within the Marketing Discipline</td>
<td>348</td>
</tr>
<tr>
<td>Bernard Korai and Souiden Nizar</td>
<td></td>
</tr>
</tbody>
</table>
From Isolated Criticisms to Militant Associations: How Brands in Urban Landscape Became a Matter of Concern .................................................................................................................................. 350
Stéphanie Le Gallic

The St. Thomas White Bronze Company: A Diffusion of Innovations Perspective ........ 353_Toc353540682
Leighann C. Neilson

Roberto Parisini

Fredrik Sandgren

Market Research and Socio-Political Consciousness in the Twentieth Century ................... 364
Stefan Schwarzkopf

‘This is not a takeover’: US Participation in the Advertising Industry in Australia after 1959 ........................................................................................................................................... 367_Toc353540693
John Sinclair

British Retail and Its Influence on the Development of the Private Brand Strategy at Daiei, Inc. .... 370
Yumiko Toda

Marketing Dust: The Effect of Packaging Technology on the Marketing of Cement and Carbon Black .......................................................................................................................................... 372
Diana Twede and Bob Drasner

Using the Personal to Reconstruct the Corporate: The Case Example of Sanders Bros ............ 378
Neil Tyler and Leigh Sparks

Development of the Japanese Version of Modern Retailing: An Overview ........................................ 383
Kazu Usui

Email Addresses for CHARM 2013 Authors and Participants .................................................. 387