

The Consumer on the Home Front Second World War Civilian Consumption in Comparative Perspective

International Conference of the German Historical Institutes
London | Moscow | Washington



December, 5 – 7, 2013 | German Historical Institute London

Programme

Thursday, 5 December 2013

- 1.30 **Registration**
- 2.00 **Welcome** Andreas Gestrich (London)
- 2.10 **Introduction** Hartmut Berghoff (Washington)
- 2.30 **Keynote:** Sheldon Garon (Princeton) | The Home Front seen from Japan:
Transnational Learning since the First World War
- 3.30 Coffee & Tea
- 4.00-** **Panel I: Feeding the Home Front | Management**
- 6.30** Chair: Nikolaus Katzer (Moscow)
- Wendy Goldman (Pittsburgh) | The Hidden World of Soviet Wartime Food
Provisioning: Rationing, Inequality, and Corruption

Nicole Petrick-Felber (Jena) | Deprivation and Indulgence: the Nazi Consumption Policy on Tobacco and Coffee

Erich Pauer (Marburg) | Organizing Homefront Consumption in Japan: Neighbourhood Associations and Food Distribution in Japanese Cities in the Second World War

Ines Prodöhl (Washington) | The Food Front: Coordinating the Provision and Consumption of Food in the United States, Canada, and Great Britain

Friday, 6 December 2013

9.00 Panel II: Food | Experience

Chair: Uwe Spiekermann (Washington)

Ina Zweiniger-Bargielowska (Chicago) | Food Consumption in Great Britain during the Second World War

Felix Römer (London) | Consumers in Uniform: The German Home Front seen from the Frontlines

Donald Filtzer (London) | Children on the Soviet Home Front: Nutrition, Health, and Mortality

11.00 Coffee & Tea

11.30 Panel III: Advertising

Chair: Hartmut Berghoff (Washington)

David Clampin (Liverpool) | British commercial press advertising in the Second World War and Definitions of the Post-war World

Cynthia Henthorn (New York) | Selling a better America: Advertising Strategies of the Second World War on the American Home Front

Pamela Swett (Hamilton) | Ads amid Ashes: Commerce and Consumption in Germany, 1939-1945

1.30 Lunch

2.30 **Panel IV: Fashion & Culture**

Chair: Jan Logemann (Washington)

Mila Ganeva (Oxford / Ohio) | Vicarious Consumption: Fashion and Fashion Media in Germany during the War Years 1939-43

Erina Megowan (Georgetown) | Cultural Consumption and Civilian Mobilization: Evacuated Cultural Institutions and the Soviet Hinterland in the Second World War

Neil Gregor (Southampton) | Consuming the Canon: The Symphonic Concert Hall and its Audiences in Germany 1939-1945

3.30 Coffee & Tea

4.00 Panel IV: Fashion & Culture ctd.

Sergej Zhuravlev (Moscow) | War and Fashion: the Soviet Experience

5.30 **Keynote:** Frank Trentmann (London) | War and Peace: Consuming in Modern Times

7.00- Conference Dinner in the GHIL Library

9.00

Saturday, 7 December 2013

9.00 Panel V: Legacies

Chair: Peter Kramper (London)

Jan Lambertz (Washington) | Measuring Human Need in the Era of the Second World War

Bettina Liverant (Calgary) | Strategic Austerity on the Canadian Home Front

Oleg Khlevnyuk (Moscow) | Soviet Management of the War Economy and Consumption

10.00 Coffee & Tea

10.30 Panel V: Legacies ctd.

Jan Logemann (Washington) | European Émigrés in Corporate and State Engineering of American Wartime Consumption

Uwe Spiekermann (Washington) | A Consumer Society shaped by War: The German Experience, 1935-1955

12.30 - **Conclusion and Final Discussion** Hartmut Berghoff | Andreas Gestrich |
2.00 Nikolaus Katzer