

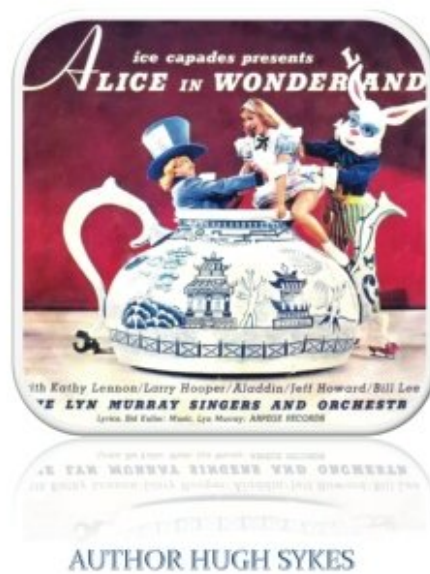
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ADVERTISING A TO Z
FEATURING THE
BLUE WILLOW PATTERN
PART 2



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Advertising A To Z Featuring The Blue Willow Pattern Part 2

Hugh Sykes : Advertising A To Z Featuring The Blue Willow Pattern Part 2 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advertising A To Z Featuring The Blue Willow Pattern Part 2:

3 of 3 people found the following review helpful. Who knew these pieces existed! Great detective work!By brenda hofferAn historic look at the use of the very collectible Blue Willow pattern combined with advertising. Hugh has given collectors a wonderful color presentation of the various forms of advertising incorporating the traditional and recognizable Blue Willow china pattern as a backdrop. A treat for the eye to see how and who marketed their wares using Blue Willow. His new book is an informative and comprehensive overview of creative marketing techniques from times gone by. For the thousands of Blue Willow collectors everywhere, I recommend this book - it's the next best thing to owning the pieces!5 of 5 people found the following review helpful. willow patternBy kenneth kowenThis intro to willow pattern in advertising fills a much needed void. The willow pattern is so universal that interest comes from many collector areas+++pottery, china, paper and now advertising. Hope to see more to come4 of

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By Helen Barber
Every collector of willow pattern will find this book a wonderful, thoroughly researched resource. It features rare and interesting aspects of willow pattern which are particularly featured in many forms of advertising. The author's passion for a unique take on the willow pattern makes for an entertaining book indeed.

Author Hugh Sykes has once again put his research skills and knowledge out there to produce this follow up book to his worldwide successful publication Advertising A to Z Featuring The Blue Willow Pattern. This book features many previously unseen examples of how the Willow pattern has been used to help advertise goods and services. Many of the pictures have been generously donated from private collections from around the world. This book is now held at the National Museum of American History at the Smithsonian.