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## ADVERTISING A TO Z FEATURING THE BLUE WILLOW PATTERN



AUTHOR HUGH SYKES

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### **Advertising A To Z Featuring The Blue Willow Pattern**

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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

4 people found the following review helpful. Unique page turnerBy Helen BarberEvery 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.

After being encouraged many times to do so, author Hugh Sykes has written this book which shows how the Blue Willow Pattern has been used to advertise and promote various products and services across the world. Containing over 250 pictures showing how the pattern has been used, the book also provides historical and background information on each piece. In this book you will see that many businesses have come and gone, one thing for sure though is that the legend of the Blue Willow Pattern remains strong and will continue to be used to advertise products for many years. This book is now held at the National Museum of American History at the Smithsonian.