

Sweet Memories



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'Sweet Memories' is a wonderful nostalgic journey through the development of British confectionery. Fry's Five Boys, Rowntree's Fruit Gums, Bassett's Liquorice Allsorts, Quality Street, Murray Mints, Dairy Milk, Black Magic: these are a selection of the evocative names from more than a hundred years of our favourite confectionery. The book, first published in 1988, is reissued after popular demand. Leading popular culture writer Rober Opie discusses the principal companies involved, their advertising, marketing slogans and gimmicks -- all illustrated with the author's vast collection of packaging and advertising ephemera that will evoke great sweet memories

作者介绍:

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