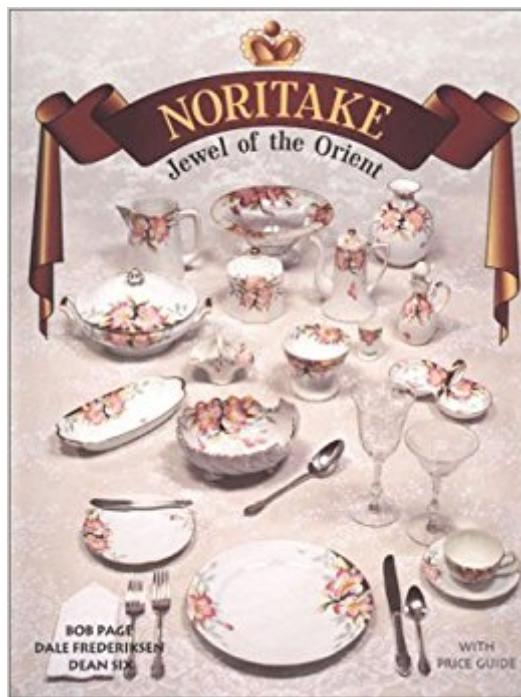


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# Noritake : Jewel Of The Orient, With Price Guide



## Synopsis

Noritake: Jewel of the Orient is the most complete book ever published on Noritake dinnerware. The book takes you on an historical journey beginning with Morimura Brothers, Inc. in 1876; continuing through Nippon Toki Kabushiki Kaisha, Ltd. in 1904; the post World War II "Occupied Japan" period of Rose China; and the eventual renaming to Noritake Company in the 1980s. The focus of this book is on Noritake china released prior to 1960, with special emphasis on patterns made popular as catalog premiums by Larkin (a competitor of Sears, Roebuck & Co.). These include the patterns Azalea, Tree in the Meadow, and Pattern #175 (White and Gold). Period ads, digital photos, lists and illustrations show the wide variety of piece types created. Sections on lusterware, giftware, pattern shapes, and backstamps are also included. There are more than 3,000 full color digital photographs here, along with an easy to use pattern finding system.

## Book Information

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## Customer Reviews

This is one of the most complete sources of information on Noritake I've come across, featuring full-color photos (with enlargements of pattern details) of many, many Noritake patterns as well as an up-to-date price list. Potential buyers should be aware that the focus is on patterns made before 1960. There are specific chapters on the Azalea Pattern, scalloped and multisided patterns, backstamps and a detailed bibliography (for those who want to do more research), glossary, an explanation of how to find specific patterns, etc. The historical info, while not lengthy, is clear and sufficient to satisfy all but the most obsessive collector. I learned quite a bit that I didn't know before

and found many, many patterns which I'd seen online and at auctions but hadn't been able to locate elsewhere. It was an extra pleasure looking at the photos of actual ads, including those from Morimura Brothers (a company whose success at matching Japanese production with American designs led directly to the birth of Noritake). This book was an absolute delight to read and one I plan to use again and again.

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I love to garage sale and estate sale and find a lot of Noritake so decided to learn more. You would just not believe how many patterns there are! Very interesting and now I can be a more informed shopper. The price guide is very helpful as well.

I bought this to help me identify a set of Noritake china I recently purchased, Turns out it is mystery pattern no. 20....in this book. So now we both don't know anything about this pattern.

This, along with many other books on Noritake, seem to be weighted towards the USA. This Book is good, and a great guide to some aspects of Noritake, but I am still waiting on the ultimate thorough Noritake Worldwide Guide.

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