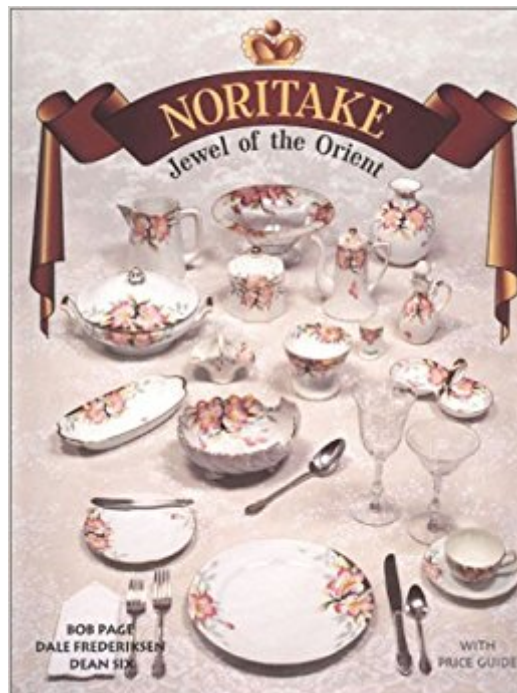


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# Noritake : Jewel Of The Orient, With Price Guide



## 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

Hardcover: 321 pages

Publisher: Replacements Ltd; 1st edition (April 13, 2001)

Language: English

ISBN-10: 188997711X

ISBN-13: 978-1889977119

Package Dimensions: 11.3 x 8.8 x 1 inches

Shipping Weight: 3.4 pounds

Average Customer Review: 4.2 out of 5 stars 11 customer reviews

Best Sellers Rank: #1,081,555 in Books (See Top 100 in Books) #107 in Books > Crafts, Hobbies & Home > Antiques & Collectibles > Houseware & Dining > Porcelain & China #1756 in Books > Reference > Encyclopedias & Subject Guides > Antiques & Collectibles #225798 in Books > Textbooks

## Customer Reviews

Bob Page is the founder and CEO of Replacements, Ltd., the world's largest retailer of old & new china, crystal, silver and collectibles. He has managed to spin his flea market hobby into a \$70 million per year business that deals in more than 125,000 patterns. Dale Frederiksen, Page's partner, enjoys frequent buying trips to research undocumented tableware patterns. Page and Frederiksen also love spending time with their recently adopted twin boys, Owen and Ryan. Dean Six has written and lectured widely on American Glass organizations, and he is active in a number of national glass organizations. He has collaborated on other Page/Frederiksen publications such

as A Collection of American Crystal, Seneca Glass Company, and Franciscan: An American Dinnerware Tradition.

I am an Azalea Noritake Afficianado! I have dishes from all four "ideations" of Noritake's Azalea pattern. This book is my bible because it helps me show people what they have and some history about it. I share information and "Talk Story" about Azalea Noritake including their affiliation with the Larkin Company. The book is well preented and shows many of the varieties of the Azalea dishes..

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.

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.

Great book to learn about the family china, patterns and worth

Useful book with a lot of information. Have only used it one time so cannot provide a comprehensive review at this time.

interesting information on history of Noritake china

My only complaint is that my Noritake pattern is not listed.

Ok, thank you!

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