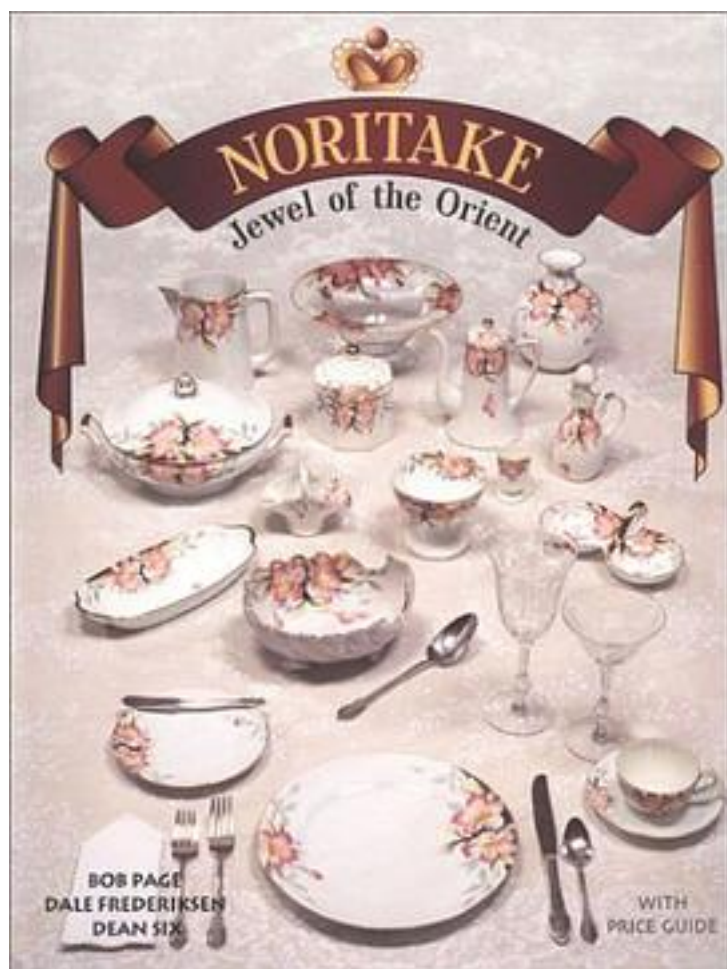


Noritake



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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.

作者介绍:

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