



Noritake at Bayside Antique & Collectables Centre

It is probably fair to say that we all wish we knew the collectable of the future. We have shifted to collecting small non-perishable, non-breakable, value-increasing items – what we loosely referred to as ‘cynical collecting.’ Of course, having been quite eclectic in our collections over the years, the theory and the practical are still two different things, with items outside the scope continuing to take our fancy and find their way into our lives.

However, the bottom line for collectors should still be about collecting what you love and have a passion for. Even better, if you can be very specific about what you choose to collect, you can use tunnel vision when hunting through antique centres and shops, and more focussed on research and increasing your knowledge.

Noritake china is gaining popularity. It is well known for its dinnerware which is still in production. Baron Ichizaemon Morimura established the company in 1876, called Morimura Kumi (Morimura Brothers), with offices in Tokyo and New York for exporting chinaware and gift lines.

Fascinated by fine white decorated porcelain at the Exposition Universelle of 1889 in Paris, they decided to create western tableware in Japan. The first porcelain factory was established in 1904 in Noritake near Nagoya, taking ten years to perfect the manufacturing process so export commenced to the USA in 1914. Those pieces were mostly hand painted and gold edged.

By the early 1920s, assembly line technology enables mass production of high quality, affordable dinnerware and fancy wares designed export. The USA market was generally colourful and bold in the art deco style with heavy lustre glazes and very little gilding, while the wares for Europe featured floral or scenic decorations and heavy gilding. Up to 1939, at the height of Noritake's success, over 4,000 artists were employed in the painting shops. After Japan entered World War II in 1941, export to the USA ceased until 1948.

CHECK the back

Antique Noritake china patterns are dated by their back stamps and marks. There are over 400 different backstamps on Noritake china, recorded in the company's website, in reference books and available through



collectors' clubs. There are many unmarked pieces of early Noritake. Many items from 1948 to 1952 have back marks or stamps of 'Made in Occupied Japan' or 'Occupied Japan.' Beware of pieces displaying fake and misrepresented marks.

While Noritake is well known for its dinnerware, collectors seem to be more interested in the very colourful and decorative 'fancy ware' pieces produced, particularly it seems for the period between 1900 and 1939. In addition, some of the early post-war styles are now popular and there is certainly an increase in the number of collectors pursuing both these eras.

Early Noritake china is appreciated for the beautiful detail in the patterns. One very popular and sought after design is the blue or orange Desert Scene, also referred to as Mary and Joseph. Table wares included tea and coffee services, sugar bowls and creamers, trios and duos, small bowls and dishes, cake and sandwich plates, serving dishes, condiment sets, mustard and cream bowls, salad bowls, jam pots, toast racks, butter dishes, gravy and sauce boats. Fancy wares included vases and candle holders.

NORITAKE in Australia

Australian imports of Noritake appear to have commenced in 1917. The Great Depression and World War II negatively impacted on sales of Noritake as did buyers' resistance post-WW II, but the brand eventually became well established.

Noritake Australia Ltd was formed in 1958 to improve distribution. It appears that much of the increased interest in collecting Noritake revolves around the Australian and New Zealand markets. Among many reference books on Noritake, Karry-Leeanne Fisher's *Noritake for Australia and New Zealand – A Collector's Journey of Discovery* provides dates, back marks and stamps, and a colour gallery of many different pieces. With Noritake's interesting history and beautifully patterned china wares, it is no surprise that collecting is increasing.

BAYSIDE – one visit and you'll be hooked!

Our aim is to assist wherever possible and provide a relaxing and friendly atmosphere for our customers. With over 30 shop spaces, our dealers bring together a wonderful array of antiques, collectables and old wares. The centre's spacious layout ensures access for wheelchairs, motorised scooters, walkers and prams. Relax and enjoy a complimentary cuppa. Well-behaved pets are also welcome to visit with their owners. Staff provide many years of experience to assist you.

Stock covers the full range of antiques, collectables and old wares such as Australian and English furniture, ceramics, glass, silver, jewellery, photographics, coins and bank notes, militaria, tools and garden items.



Dolly's Recycled Fashions – vintage, retro, labelled and pre-loved clothing and accessories – fills the mezzanine.

Bayside is located in Cleveland in the scenic Redlands, just a 30-minute drive from Brisbane with ample parking. We are a short flat walk from Cleveland Railway Station and the bus stops at our door. We are open 7 days a week, 10 am to 5 pm.

NEWS at Bayside

Bayside is now a stockist for the very popular Howard Products for wood care and furniture maintenance, such as Restor-A-Finish,

Feed'N'Wax, Orange Oil, Wax sticks and #0000 steel wool.

Check out our website for a glimpse of what Bayside has to offer. Remember to Like Us on Facebook to keep up to date with ever-fresh stock and news.

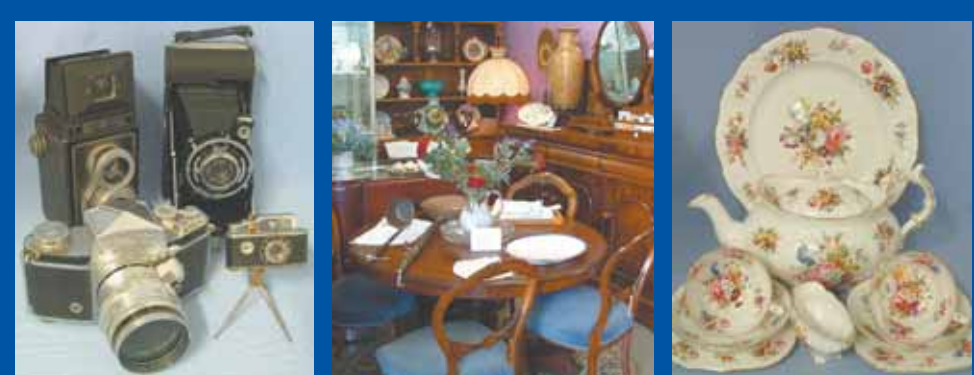


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Over 30 shop spaces catering for a wide range of antiques, collectables and old wares, including furniture, ceramics, glass, silver, decorative arts, jewellery, books, coins, medals, ephemera, art, toys, photographics, militaria, tools and much more. Includes a mezzanine floor dedicated to vintage, retro, pre-loved and labels fashions and accessories.



BAYSIDE ANTIQUE & COLLECTABLES CENTRE

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Open 7 days 10 am - 5 pm

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• www.baysideantiqueandcollectablescentre.com

• On site and street parking • Approx. 30 mins from Brisbane CBD

• Complimentary tea and coffee • Easy access for wheelchairs, mobility scooters, prams

• Dealer enquiries welcome re spaces and cabinets