

(Mail-pack for 'The Stuart Kings Collection')

(Envelope headline)

**Announcing a major new collection of
limited edition historical figures from
Royal Doulton...**

"Your window into the soul of a century!"

(A4 mailer)

(Front cover headlines:)

(Top of page)

sub:

Religious strife, civil war and colonies overseas...

(Main headline)

**Royal Doulton bring you the
embodiment of the 17th Century in
THE STUART KINGS COLLECTION**

(Centre of page - pic of James and his son Charles with the caption:

*"Kings are not only God's lieutenants on Earth, and sit upon God's throne, but
even by God himself they are called gods."*

(James I to Parliament, 1610)

(Or, shortened version:)

"Kings are God's lieutenants on Earth and sit upon God's throne."

(James I to Parliament, 1610)

(Inside spread of mailer - left page)

(Sub-head)

The first Stuart king in reflective pose - and the first of four major limited edition studies from this period by Royal Doulton

(Main head)

JAMES I (1566-1625) - An opulent interpretation of a peace-loving king who brought us the Authorised Version of the Bible

(Mailer - back cover)

(Sub)

Growing power overseas - and a newly-powerful Parliament at home...

(Main)

The Stuarts were part of a moving mosaic which would lead to the creation of the British Empire

(Letter headline)

**A unique opportunity to acquire JAMES I -
the first of four limited edition
Royal Doulton figures in
'THE STUART KINGS COLLECTION'**

Dear Collector

Exciting news! I'm sure you'll be interested to hear of a major new release from Royal Doulton - a set of four finely sculpted figures depicting the Stuart kings: James I, Charles I, Charles II and William III.

As a valued Lawleys By Post customer, the James I figure is now available to you on a PRIORITY RESERVATION basis. With only 1,500 figures available in a strictly limited edition world-wide, these superb pieces are certain to acquire almost immediate scarcity value.

The Stuart period covered the whole of the 17th Century and includes many of English history's defining moments.

For ordinary people, the accession of James I in 1603 brought a sense of relief -

largely because, hitherto, there was anxiety about who or what would follow after the death of the childless Elizabeth Tudor.

As the great grandson of Henry VIII's sister Margaret, Elizabeth's title passed to James who was also King James VI of Scotland.

Just picture the scene on March 26th, 1603...

A breathless horseman arrives at Holyrood Palace in Edinburgh to tell James that Elizabeth I had died and that he was now King James I of England!

The 37 year-old set off for London believing the country to be rich - sufficiently so to fund his extravagant lifestyle. Imagine the disappointment when he discovered the coffers were empty - and that was after spending £20,000 on his coronation!

James I (and his son Charles) were always short of money. To a large extent, this was the cause of the chronic acrimony between King and Parliament which would lead in the next reign to Civil War and the end of constitutional power for the monarchy.

James exacerbated the problem when he trumpeted his belief in 'The Divine Right of Kings'. In other words - as James told Parliament in 1610: "Kings are God's lieutenants on Earth and sit upon God's throne." James felt that everyone - including Parliament - should obey his `wishes, and that included raising money through taxation for his own personal consumption!

This brand of arrogance continued throughout the reign with the result that the monarchy suffered a steady erosion of its powers.

The King James Bible is born...

James' Anglican beliefs did, however, lead to what is perhaps his greatest achievement - the ordering of an English translation of the Bible so people could read it for themselves.

Published in 1611, the Authorised Version of the Bible has been accurately described as 'the noblest monument of English prose.' It is certainly a fitting testament to the peace-loving nature of James I.

A limited edition masterpiece

This fully-researched study by the well-known sculptor () shows us the reflective side of James as he sits - magnificently dressed in flowing robes with gold, gold, everywhere!

The finely detailed King James Bible reminds us of a personal achievement which belies the derisory epithet that he was 'the wisest fool in Christendom'. By all accounts, James was a good-natured, well-educated man with a quick brain and a willingness to take decisions - for better or for worse.

In all his complexity, James I has been magnificently captured in this thoughtful sculpture. Every figure is authenticated with the sculptor's signature on the base, the Royal Doulton backstamp, and the mark of the highly skilled hand-painters who have embellished the sculptor's concept with finely worked brilliance!

As a further indication of its worth, your James I figure will also come with a Certificate of Authenticity bearing the signature of the Chief Executive of Royal Doulton.

The price for exclusivity? An attractive £X - or, if you prefer, in ten interest-free monthly instalments of just £X.

The Stuart Kings Collection looks set to be another highly popular choice with Lawleys By Post customers. James I will make a superb gift or heirloom - or why not simply treat yourself and build your own collection. Whatever you decide, your peace of mind is fully assured by our usual no-quibble money-back guarantee.

This offer is exclusive to Lawleys By Post customers. You're already on our PRIORITY RESERVATION list - but please place your order soon to avoid disappointment.

Yours sincerely

PS. All four figures in The Stuart Kings Collection are in a strictly limited edition of only 1,500 world-wide. I would strongly urge you therefore to return your Priority Order Form as quickly as possible.

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(Front cover headlines:)

(Top of page)

(Main headline)

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JAMES I (1566-1625) - An opulent interpretation of a peace-loving king who brought us the Authorised Version of the Bible

The grandeur of this first figure in 'The Stuart Kings Collection' by Royal Doulton captures perfectly the complex and often contradictory nature of James' character.

His resplendent regal gowns and finely depicted accoutrements point to an extravagant and expensive lifestyle. And yet, James' greatest achievement - ordering the translation of the Bible into English for the greater good of all - reflects the deeper concerns of a truly spiritual man.

Again, James' strong Anglicanism was tainted by his arrogant belief in 'The Divine Right of Kings'. He expected everyone to do his bidding - and that included Parliament when he demanded more money to fund his luxurious way of life. Naturally, this caused friction between King and Parliament, and in the next reign led to Civil War and the ultimate demise of royal power.

To ordinary English people, however, the peaceful continuity of life after Elizabeth's death was a great relief. As the great grandson of Henry VIII's sister Margaret, Elizabeth's title passed without challenge to James who was also King James VI of Scotland.

James was by nature a peace-loving king - although his pacifism was also borne of the need to avoid costly foreign wars!

Right away, in 1603, as king of both Scotland and England, James brought the priceless gift of a union between the two countries. In 1604, he ended the long feud with Spain. And throughout the rest of his reign, he acted as a peacemaker between the other major powers of Europe.

This clearly required unshakeable confidence in his own authority - something which the highly talented sculptor () has brought out in this specially commissioned Royal Doulton limited edition of just 1,500 figures world-wide.

An impressive 24cm high, James I cuts an imposing figure in his long, flowing robes complete with hand-painted 22 carat gold tassels, garter and finely detailed wrought gold and ruby chain. He is seated in an upright studded-back chair and reading from a King James Bible with its delicate gold blocking and hand-written pages!

() has spared no pains in the detailed accuracy he has brought to this study. To verify its authenticity, each figure carries his signature on the base, together with the Royal Doulton backstamp and painter's mark. In addition, collectors receive a Certificate of Authenticity bearing the signature of the Chief Executive of Royal Doulton.

The three other figures which complete The Stuart Kings Collection - Charles I, Charles II and William III - will be made available over the coming months. As ever, demand is expected to be high for all of these highly collectable and desirable pieces.

James I is available exclusively from Lawleys By Post for the attractive price of £495 - or in ten affordable interest-free monthly payments of just £49.50. To avoid disappointment, we recommend you make your reservation right away.

(Centre panel)

Fine artistry and attention to detail are the hallmarks of Royal Doulton's hand-painting craftsmen. Each limited edition figure is given individual attention to bring out in full every subtlety of the sculptor's design.

(Mailer - back cover)

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The Stuarts were part of a moving mosaic which would lead to the creation of the British Empire

The Stuart Kings Collection spans the years from 1603 to 1702. It was to be a century of great upheavals, although in many ways life under the first Stuart, James I, was seen as a peaceful prolongation of the Elizabethan era.

Much worse followed, however. The persecution of Catholics and Puritans was widespread, whilst the struggle between Crown and Parliament precipitated the Civil War and execution of Charles I in 1649.

On the positive side, Britain became the most important trading nation in Europe. England and Scotland were united under one king, and British colonies were founded in North America. Towards the end of the Stuart period, Britain's army defeated France in two wars, and the British navy was master of the seas. In short, the country was on the verge of greatness.

JAMES I (1603-1625)

Although James had been King of Scotland since 1567 on the abdication of his mother Mary Queen of Scots, it was when Elizabeth I died in 1603 that he was able to bring about a union of the two countries as king of both Scotland and England, thus ending centuries of cross-border warfare.

His reign as James I in England was characterised by conflict with Parliament over the raising of taxes to fund his extravagant lifestyle. James' lasting legacy is

the Authorised Version of the Bible first published in 1611. James had ordered that the Bible be translated into English to enable a greater number of people to read it themselves.

CHARLES I (1625-1649)

Like his father, James I, Charles believed in the Divine Right of Kings - and also like his father, this led to conflict with Parliament.

Early in his reign, he married a Catholic, Henrietta Maria, a sister of the King of France. This alarmed Parliament who feared the spread of Catholic influence. Expensive European wars waged by his advisor Buckingham led to a desperate shortage of money and a showdown with Parliament, leading to a rejection of their Petition of Right in 1628.

Charles ruled without Parliament for ten years, but wars in Scotland and further confrontations with Parliament led to the Civil War in which Charles was defeated and later tried and executed for treason.

CHARLES II (1660-1685)

After his father's execution, Charles II tried to regain power by leading an army against Cromwell. He failed and fled to France where he lived in poverty until invited back to England as King Charles II in 1660.

Cromwell was dead and Royalists now sought revenge against the Puritans. Laws were passed banning them from government jobs and practising their religion. Catholics too were circumscribed by the Test Act of 1673, and in 1681 an act was almost passed to ban Charles' Catholic brother and heir, James, from becoming the next king. As a result, Charles dissolved Parliament and ruled absolutely.

During this period, Britain's trade and sea power expanded rapidly:

- *1664 - New Amsterdam (renamed New York) captured from the Dutch
- *1670 - Hudson's Bay Company formed
- *1672 - Royal Africa Company formed
- *1683 - Pennsylvania founded in North America

WILLIAM III (1689-1702)

Following the Glorious Revolution of 1688, the Catholic king James II fled in the face of the invading army and popular support given to the Dutchman William of Orange. Not a drop of blood was spilt and William and Mary became King and Queen.

James II re-grouped with fellow Irish and French Catholics the following year, but William defeated them at the Battle of the Boyne, thus ensuring that Ulster would remain a largely Protestant region in Ireland.

William was never popular. His English was poor, he had bad table manners, and he seemed more interested in Holland than in England.

Mary died in 1694. William remained as King until he died in a riding accident in 1702. They had no children and the succession passed to the House of Hanover. The Stuart line had ended.
