



HALLMARK

*Founder of the Royal Collection.*



**King George V**  
*founder of the Royal Collection.*

The twenty-five stamps whose minted counterparts from "The Treasures from the Royal Collection." They are illustrated here in actual size, the same size to which they are being struck in solid swiss silver and layered with twenty-four carat gold.

The collection spans centuries, from the classic 1840 2d blue of Queen Victoria's reign to the romantic Prince Charles and Lady Diana Spencer commemorative stamp issued in the reign of Her Majesty Queen-Elizabeth II.





Acknowledgments  
The National Portrait Gallery, London, for the portraits in this collection.  
Printed by Arun Prints in India







R



Reigning for 64 years, Queen Victoria ruled over an age of energy, vision and enterprise.

It was an age in which Britain imparted the values of democratic government, the rule of law and the freedom of the individual to countless peoples across the globe. Her stamps reflect this expansive assurance.



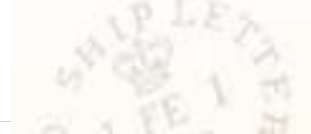
The priceless Mauritius 2d "Post Office" of 1847.

The 2d blue of 1840, a masterpiece of the art of engraving, is one of the rarest stamps in the Royal Collection, and amongst the most sought after classic stamps in the world. The Queen's head is taken from the medal sculpted by William Wyon to commemorate her visit to the City of London in 1838. It was used on many of the finest stamps of the Victorian era.

The famous 2d Mauritius stamp was engraved by a local watchmaker, J. Bernard. Being a French speaker, he mistakenly inscribed "Post Office" instead of "Post Paid". Only four unused specimens are known to exist today, one of which is in the Royal Collection, acquired personally by the founder, King George V. The King always enjoyed a joke against himself, and delighted in telling the story of how this stamp had been discovered in a schoolboy's collection in Hampstead. "Did Your Royal Highness hear that some damned fool has just paid £1,450 for a single stamp?", a courtier asked him one morning. "I was the damned fool," he replied! This stamp is priceless today.



The world-famous portrait of Queen Victoria, now in The National Portrait Gallery, London.



E



Edward VII had a gregarious nature, and carried out his constitutional duties with great verve and affability. He brought back colour and pageantry to the monarchy. He loved state occasions, the brilliance of the ceremonial uniforms, the massed bands, and the grandeur that surrounded the frequent visits of his fellow monarchs. After the long reign of Victorian propriety, this new royal exuberance made him very popular with his people, and changed the whole character of constitutional monarchy.



His stamps, typically the £10 Natal of 1902, express this Edwardian vitality.

A unique Edwardian philatelic treasure is the only postally used specimen of the famous 2d "Tyrian Plum" of 1910. Its history is fascinating. The night before it was issued for the first time, an artisan tore off a single stamp from the first sheet to come from the printing press. He stuck it on an envelope and posted it to the heir apparent, the future King George V, knowing he was a keen philatelist. By the time George received it he himself had become King, for his father Edward VII had died while the letter was travelling through the mail! The entire issue of that last Edwardian stamp was thus cancelled, and the new King George V possessed the only used specimen which would ever exist. He promptly placed it in the Royal Collection.



The famous 2d Tyrian plum of 1910.



Sir Luke Fildes painted this first state portrait of King Edward VII.





*This intimate portrait of George V shows the man who endeared himself to the world with his unpretentious display of patriotism and duty.*

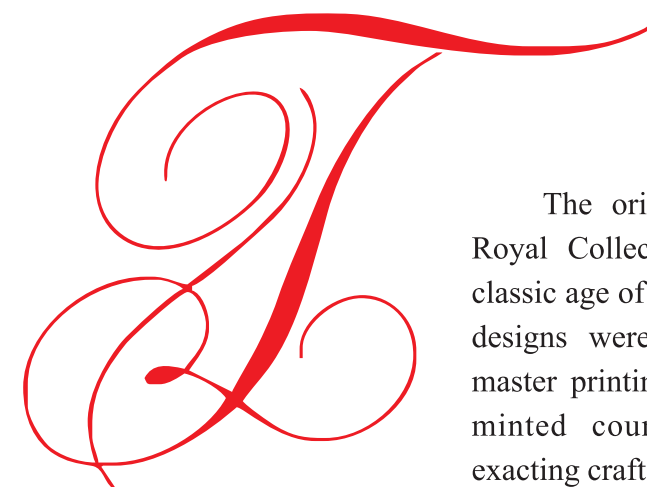
spanning the nineteenth and twentieth centuries, the world of George V Changed with redible speed during his lifetime. Yet his stead fast temperament never ered, nor his inspired common sense and kindness. He reached out into the irts of his people, making the monarchy accessible for the first time in tory, without losing any of its dignity and mystique.

private passion was philately, and he became a respected expert in his own ht, in due course being appointed President of the Royal Philatelic Society. ror the rest of his life, King George V devoted three afternoons a week to the Royal Collection. When he died, it contained fine specimens, of every stamp ever issued in Great Britain and the British Empire, housed in three hundred and twenty-five albums. This collection is so substantial and important that its value is incalculable.

As would be expected, he took a close personal interest in the stamps issued during his reign. The results were meticulously detailed works of art, often designed by the greatest artists of the period. Two superb examples are the 2½d Union of South Afric of 1910 – the first stamp ever to bear his portrait – and the £1 Great Britain stamp of 1929 issued for the Postal Union Congress held in London that year. This handsome stamp has been much prized by collectors ever since.



*The 2½d Union of South Africa of 1910, the first stamp to bear King Georg V's portrait.*



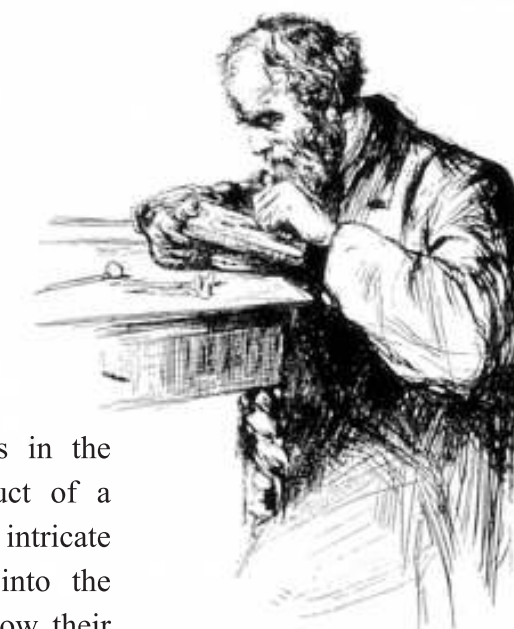
The original postage stamps in the Royal Collection were the product of a classic age of metal engraving. The intricate designs were engraved directly into the master printing plates by hand. Now their minted counterparts reflect the same exacting craftsmanship. Using precisely the same traditional techniques, many months of painstaking care are dedicated to the engraving by hand of the 25 master dies used to strike this issue.

The illustration (left) shows the master engraving being prepared for the minting in precious metal of the Great Britain £1 P.U.C. stamp. Using an enlargement of the original 1929 stamp as a reference, the craftsman cuts the design in three dimensional reverse directly into the solid brass plate. When finished, it is reduced on to the actual minting die.

The result is a perfect proof finish on every piece in the Collection. Each reveals its superb detail in delicately frosted relief against the highly polished mirror background.

To protect and display the Collection, each set is provided with a special collector's cabinet, with velvet inlays.

Illustrated on the pages that follow (enlarged to show the fine detailing) are some of the twenty-five gilded silver stamps that together make up The Treasures from The Royal Collection. They represent a splendid tribute to the five monarchs portrayed on them, from Queen Victoria to Her Majesty Queen Elizabeth II, to be treasured now and in the centuries to come.



*The £1 Great Britain P.U.C. stamp of 1929, a superb engraving now minted in precious metal (actual size).*





*Enlarged illustration to show the fine detailing which can only be achieved by traditional craftsmanship. The serrated edges are a full 2.2 mm thick.*



*This state portrait of George VI, in The National Portrait Gallery, shows the King wearing the Order of the Garter.*



**B**

eing an essentially private man, King George VI nevertheless embraced public life earning the respect of his people as a good and dignified ruler.

Extraordinarily, St. Vincent provided a philatelic treasure from George VI's reign. The entire £1 value consignment of its 1948 silver Wedding stamp disappeared from the ship on the voyage to the remote island. Suspecting that a seaman had stolen it for subsequent sale, the issue was reprinted in a different colour. The original stamp have never been found. Only four specimens now exist, all in the Royal Collection.

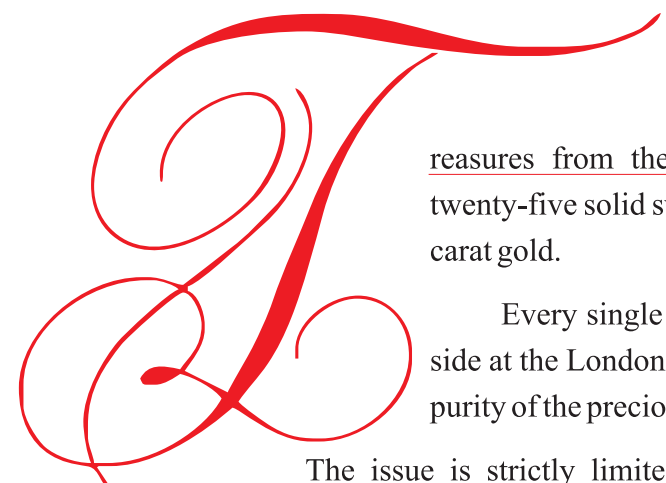


**H**

er Majesty Queen Elizabeth II inherited all the obligations and traditions of a thousand years of British monarchy. She has since endeared herself to her subjects for her dignity, grace, and – above – all – humanity.

The famous Annigoni painting on the \$20 Hong Kong stamp expresses the Queen's regality in classic Renaissance style. While pondering how best to portray her, Annigoni heard the Queen say: “When I was a child I used to spend hours in this room looking out of the windows. I loved watching the people and the cars down there in the Mall. I used to wonder what they were doing and where they were all going”. Suddenly Annigoni understood. He asked her to look out again from the great window in Buckingham Palace, and portrayed the expression that has become familiar to millions.





reasures from the Royal Collection. Each set consists of twenty-five solid swiss silver stamps, layered with twenty four carat gold.

Every single one is officially hallmarked on the reverse side at the London Assay Office. These hallmarks attest to the purity of the precious metal used in the minting.

The issue is strictly limited to only 999 sets in India. Each set is accompanied by a numbered certificate from the minters, Hallmark Group Limited, guaranteeing the limitation of the issue.

How to order : Please send your application to the British Post Office National Giro Bank.

Your Collection will be sent to you at the rate of one gilded silver stamp per month for twenty-five months.

You need to send only payment for the first item now. You will receive details for each additional one thereafter, together with monthly payment instructions. Price Rs. 7,000/- per layered silver stamp. Although the twenty-five stamps comprising the collection vary considerably in size, the price of each one is constant and is guaranteed throughout the period of the issue (subject only to alteration in the rate of any taxes). Included in this price are the collector's cabinet, Jeweller's cloth, and numbered certificate.

All applications will be treated in strict order of receipt, and can be accepted only until the issue is fully subscribed. Unsuccessful applications will be refunded immediately.

#### HOW TO PLACE YOUR ORDER

BY POST	Complete the official application below and post to Hallmark Customer Service Centre address indicated
BY PHONE	Call <b>011-65001052/18</b> (9.30 am to 6 pm)
E-mail	deepak@hallmarkindiacollection.com
BROCHURE	Call to ask for a FREE full-colour brochure
PAYMENT	By credit card (online) or cheque (by post)



century ago the future King George V, and expert philatelist, laid the foundations of the Royal Collection, the greatest of the world's great stamp collections. These priceless stamps, together with the other portraits of royalty officially issued through the years, reflect the richness of Britains's cultural heritage, and display the historic roots of today's great British Commonwealth of Nations.

Today, many of the royal treasure of the British monarchy are on public display. However, the Royal Collection is housed within Buckingham Palace, to be seen by only the most privileged of visitors.

Now, for the first time, it has been decided to issue The Treasures from the Royal Collection. The twenty-five rarest, most valuable and most beautiful stamps in the Royal Collection are being minted in solid swiss silver and layered with 24 Carat gold. The issue is strictly limited to 999 sets in India. A numbered certificate guaranteeing this limitation will accompany every set. Each of the twenty-five minted stamps in every set will carry the official hallmark of the London Assay Office, attesting to its precious metal content.

The first set minted will be housed permanently in the British National Postal Museum, together with the original master dies used to strike the issue.

Applications for The Treasures from the Royal Collection are being entered at the British Post Office National Giro Bank.



*The 1840 2d blue, one of the most sought after classic stamps in the world.*