



Master: Charles R S Fowler TD DL FCA 2015 - 2016

The 800th Anniversary  
of the Lord Mayor's Show 1215 - 2015



The Worshipful Company of Makers of Playing Cards of the City of London was founded by Charter granted by King Charles I in 1628 to protect the English manufacturers of

playing cards from overseas suppliers and to regulate the trade in London.

Since 1882 the Company has issued an annual limited edition double pack of cards to celebrate the election and installation of the Master and Wardens of the Court of Assistants, the theme being chosen by the new Master to recognise an important event that occurred in the year of his election. The theme for these playing cards is the 800th anniversary of the Lord Mayor's Show in November 2015.



### About the Master

Charles Fowler was admitted to the Livery of the Makers of Playing Cards in 2006, and joined the Court of Assistants in 2009.

Now a Chartered Accountant, Charles was first a printer, becoming a Freeman of the City of London and Liveryman of The Stationers Company in 1975, where he served on the Court for eleven years.

Charles joined the Honourable Artillery Company in 1969,

where he served on the Court for five years. By the end of his Mastership he will have participated in 48 Lord Mayor's Shows, including 25 years as a Marshal and 15 years as a Musketeer with the Company of Pikemen & Musketeers.

In Surrey, Charles has been Chairman of the St John Council for Surrey, and was appointed a Deputy Lieutenant in 2007.

### The cards

The Kings represent the Lord Mayor, Alderman the Lord Mountevans, and his Household officers: the City Marshal,

Mr Philip Jordan QPM; the Swordbearer, Mr James North; and the Common Cryer and Serjeant-at-Arms, Colonel Geoffrey Godbold OBE TD DL.

The Queens represent the four principal locations involved in the day's events: The Mansion House, The Guildhall, St Paul's Cathedral, and the Royal Courts of Justice.

The Jacks represent the Company of Pikemen & Musketeers: the Captain, Mr Andrew Wallis MBE; the Elder Sergeant, Capt John Parkes; a Drumbeater,



Major Paul Champness TD; and a Musketeer, Capt Charles Fowler TD DL.

Two additional cards represent the present and immediate past Pageantmasters: Capt Dominic Reid OBE OStJ; and Capt John Reid OBE DL.

### The Lord Mayor's Show

The Lord Mayor's Show originates in King John's Charter of 9 May 1215, known to all as Magna Carta. This confirmed the citizens' right to choose their Mayor, and instituted an annual election. The condition was that the man chosen to be Mayor was to be "shown" to the people and was to be presented to the King for his approval, and was to swear an oath of allegiance to the Crown. Since 1959 the Lord Mayors Show has taken place on the second Saturday in November, the day after the Lord Mayor takes office.

Originally, the procession went from the Mansion House to the Royal Courts in Westminster by river, but ever since an accident in 1711 the Lord Mayor has travelled by coach

rather than by barge. In 1882 the Royal Courts moved to the Strand, but the present route has been used only since 1952.

Two mythical figures, Gog and Magog, have been carried in the Lord Mayor's Show in one form or another since mediaeval days. A vestige of pagan tradition, they are the traditional guardians of the City. Sadly, there is no record of what the original giants looked like, as they were destroyed in the Great Fire of 1666.

In 1757 a new Grand State Coach was designed by Sir Robert Taylor and built by Joseph Berry at a cost of £1,065.0.3d, and this coach has been used every year to this day. The painted panels are by Giovanni Battista Cipriani, and show the allegorical figures of Truth, Temperance, Justice and Fortitude.

The armed forces have always been an important element of the Show. In very early days, members of the City's Trained Bands escorted the Lord Mayor, and it is thought that the Honourable Artillery Company has provided an escort since 1658. Today, the Company of Pikemen and Musketeers, whose uniforms and drill date from that period,

form the ceremonial bodyguard to the Lord Mayor, under Royal Warrant.

By gracious permission of Her Majesty the Queen, the Show is privileged to enjoy participation by the finest ceremonial units of the British Army, including King's Troop, Royal Horse Artillery, and the Mounted Band of the Household Cavalry Regiment, who ride in their Gold State Coats. The Lord Mayor's Show is the only occasion when they do so except in the presence of Royalty, this singular honour dates back to the Coronation of Charles II when the Lord Mayor paid for their new uniforms. In return he was granted the privilege of being escorted by the Household Cavalry in State Dress on Lord Mayor's Day.

The Lord Mayor's Show is a peculiarly British combination of State ceremonial, military parade and carnival. The architects of the Show as we know it today have been Dominic Reid and before him his father John Reid, who between them to date have arranged forty four Shows.

Dominic and his assistant Helen Field are responsible for all aspects of the design, organisation and production of the Show, liaising closely during the year with the Lord Mayor elect. Planning begins eighteen months before Lord Mayor's Day. However on the day, Dominic is assisted by a team of around 120 military Marshals who between them control some 4,000 civilians, 2,000 servicemen and women, 250 horses, 220 motor vehicles, and 20 bands.

The Lord Mayor's Show is one of the longest running programmes to be broadcast on television, and was one of the first events in the world to be broadcast live. In late Victorian times optical toys were available showing a moving "panorama" of the Show, and in 1989 a special issue of postage stamps was printed.

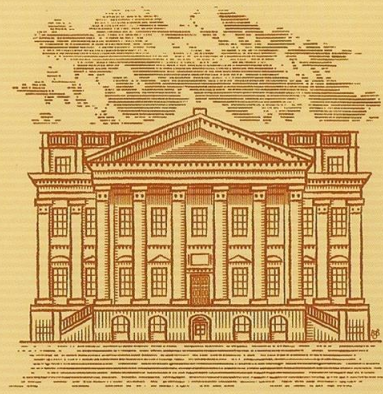
### Acknowledgements

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This year the design has again been undertaken by Brad Zachary Baker, of Amesbury.



Mansion House

Home, and office, of the Lord Mayor of the City of London.