

The Answers

Lockdown Letterheads
6-7 June 2020





Round One: Who's Who?

Better Letters Quiz

Lockdown Letterheads, 6–7 June 2020

Round 1, Question 1

Which founding Letterhead
runs Classic Design Studio in
Boise Idaho?

Noel B. Weber

(Noel Weber accepted)



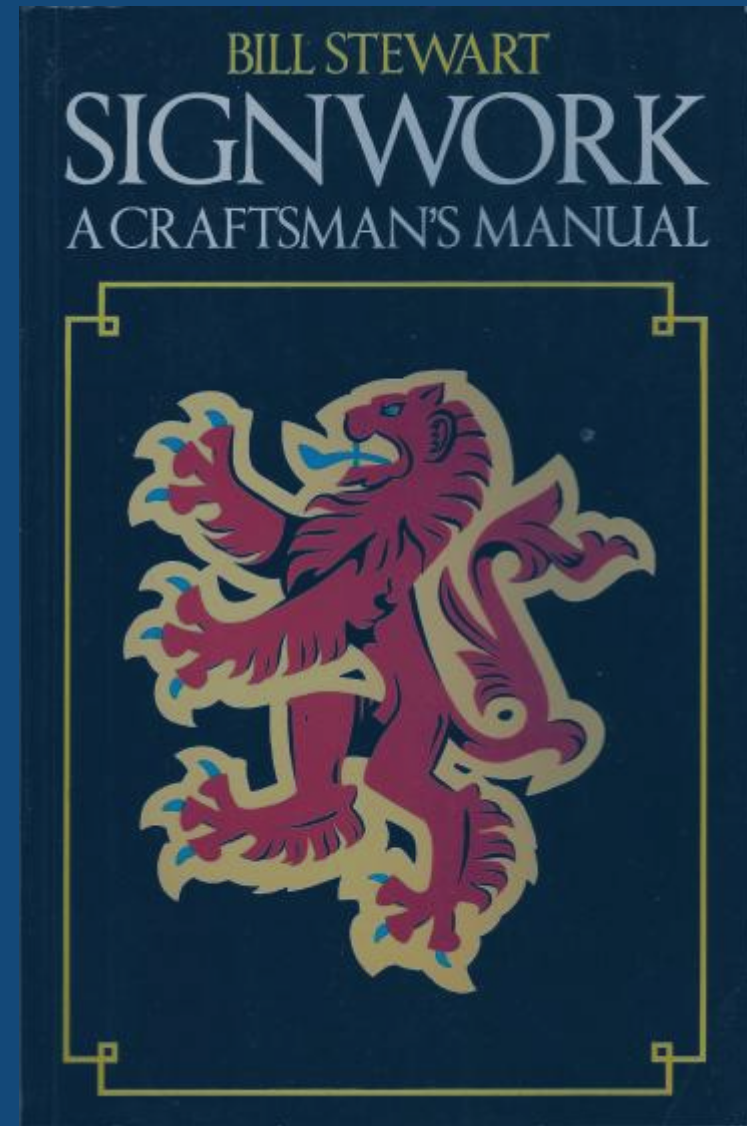
Round 1, Question 2

a. Who wrote Signwork?

Bill Stewart

b. For a bonus point, what are the two main colours on the cover of the two editions of the book?

Black and Green



Round 1, Question 3

Who, alongside Faythe Levine, was responsible for producing the film Sign Painters?

Sam Macon



Round 1, Question 4

Who is the proprietor of
London's Luminor Sign Co.?
Ged Palmer



Round 1, Question 5

Who first documented, in detail, the theory that carved Roman inscriptions were first painted by hand with a flat brush?

Edward Catich
(Father Catich accepted)



Round 1, Question 6

Which leading suffragette was trained by Edward Johnston and painted 'Votes for Women' in Roman lettering on an East London shopfront?

Sylvia Pankhurst



Round 1, Question 7

Which sign painter was the film Sign Painters dedicated to after he died during its production?

Keith Knecht



Round 1, Question 8

Who was awarded an MBE in
the 2020 New Year's Honours
for services to reverse glass
ornamental artistry?

David Adrian Smith
(Dave Smith or David Smith
accepted)



Round 1, Question 9

Which leading member of the Pop Art movement applied skills acquired in his earlier work as a billboard painter to his large-scale works?

James Rosenquist



Round Two: Tools & Materials

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Round 2, Question 1

Which region is home to the weasel whose hairs are used to make the best quality kolinsky sable brushes?

Siberia

(Half point given for Russia)



Round 2, Question 2

What is the name of the plant
whose seeds are used to
produce linseed oil?

Flax Plant

(*Linum Usitatissimum*
accepted)



Round 2, Question 3

What substance is often used to coat and protect the hairs of a brush for transportation and storage before being sold?

Gum Arabic

(Gum Sudani, Acacia Gum, Acacia, Senegal Gum and Indian Gum accepted)



Round 2, Question 4

What is the largest bird usually associated with brushes made from natural quills?

Condor (approx. #12)

Others include: Lark (#0); Crow (#1); Duck (#3); Goose (#6); and Swan (#10).



Round 2, Question 5

What use, other than personal grooming, do signwriters often make of talcum powder?

White pounce

(Pounce powder, or for pouncing, accepted)



Round 2, Question 6

Which brush manufacturer did
Mike Meyer collaborate with
to manufacture his new
'Snapper' quill?
Mack Brush



Round 2, Question 7

What is the name used in the UK for what Americans call Latex Paint?

Emulsion



Round 2, Question 8

What is the series name for
**A.S. Handover's new 100%
synthetic sable brushes?**
Series K



Round 2, Question 9

What is the more common name for the tool sometimes referred to as a bubble stick?

Spirit Level

(Level or Bubble Level accepted)

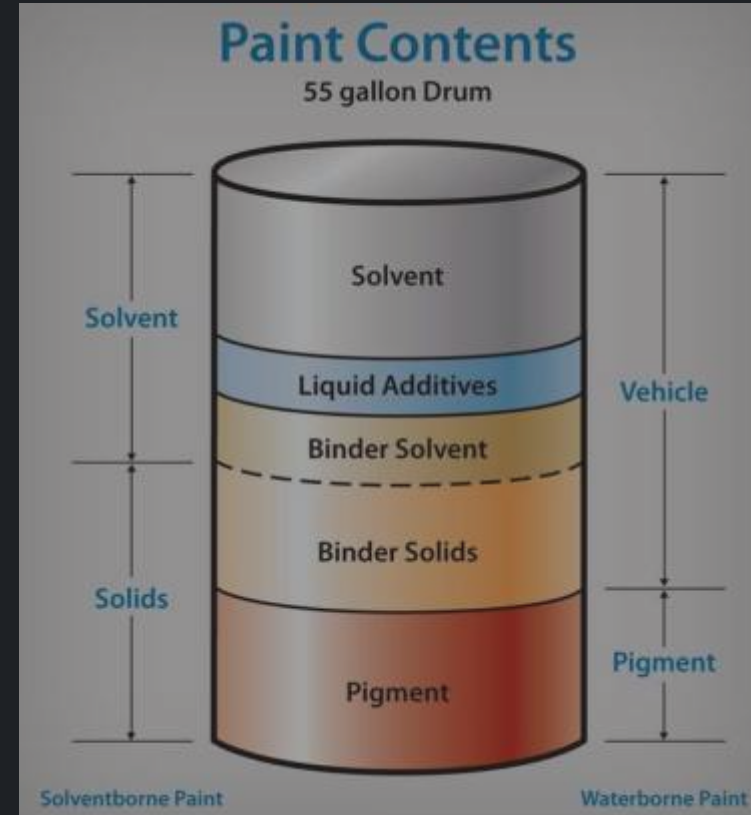


Round 2, Question 10

What is the generic name for the constituent part of all paints that cures to form a solid film?

Binder

(Film former accepted)





Picture Round (Three)

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Picture 1

Name the brand.



Picture 2

Name the brand.



Picture 3

Name the brand.



Picture 4

Name the brand.



London Calling

(London 2018 accepted)

Picture 5

Name the recent international Letterheads event.



London Calling



LETTERHEADS 2018

Picture 6

What is this?



Bosun's Chair
(Boatswain's Chair
accepted)

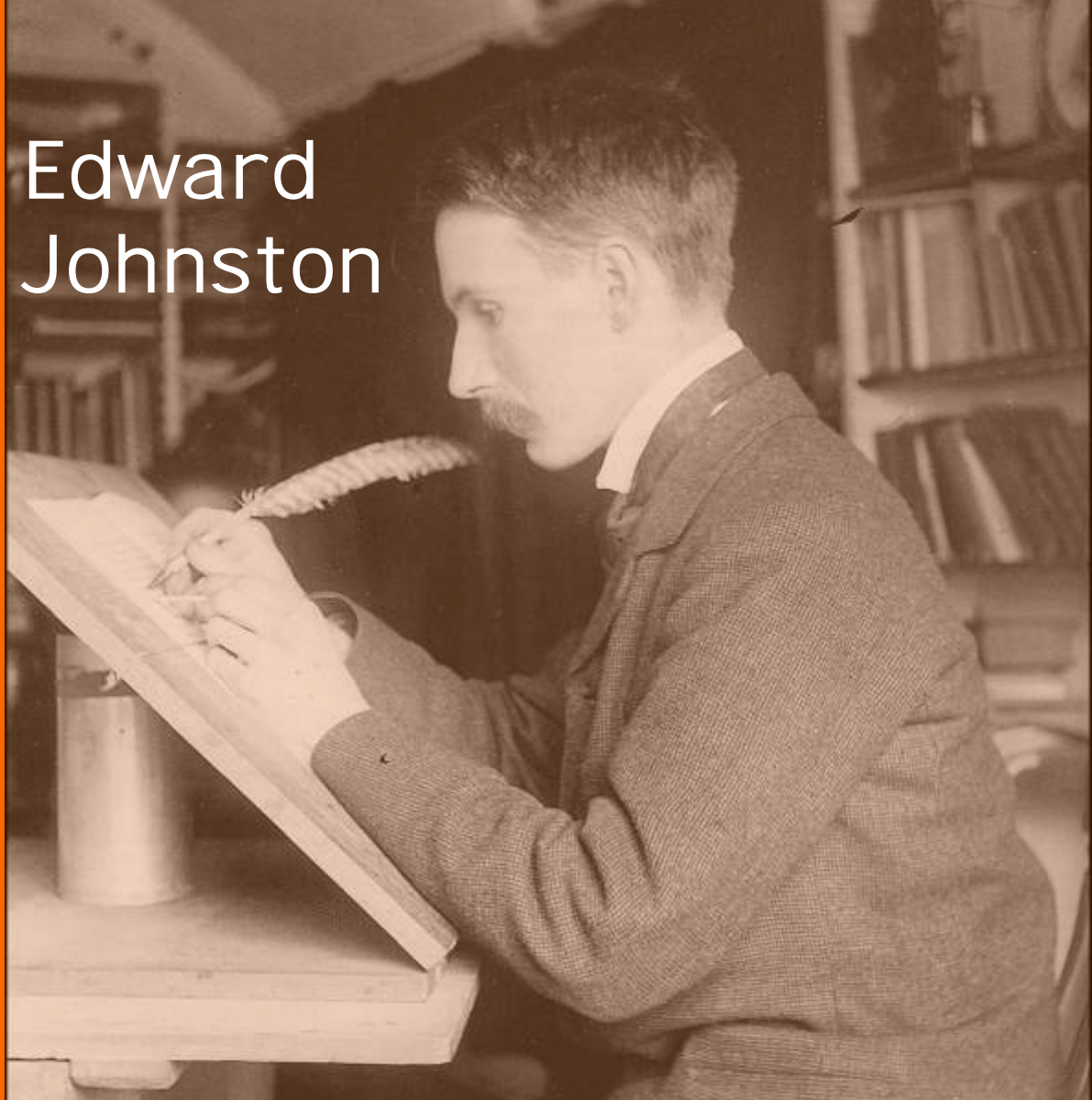


Picture 7

Who designed
the typeface?



Edward Johnston



Picture 8

Which Milton Glaser typeface was inspired by this painted sign in Mexico?



Baby Teeth

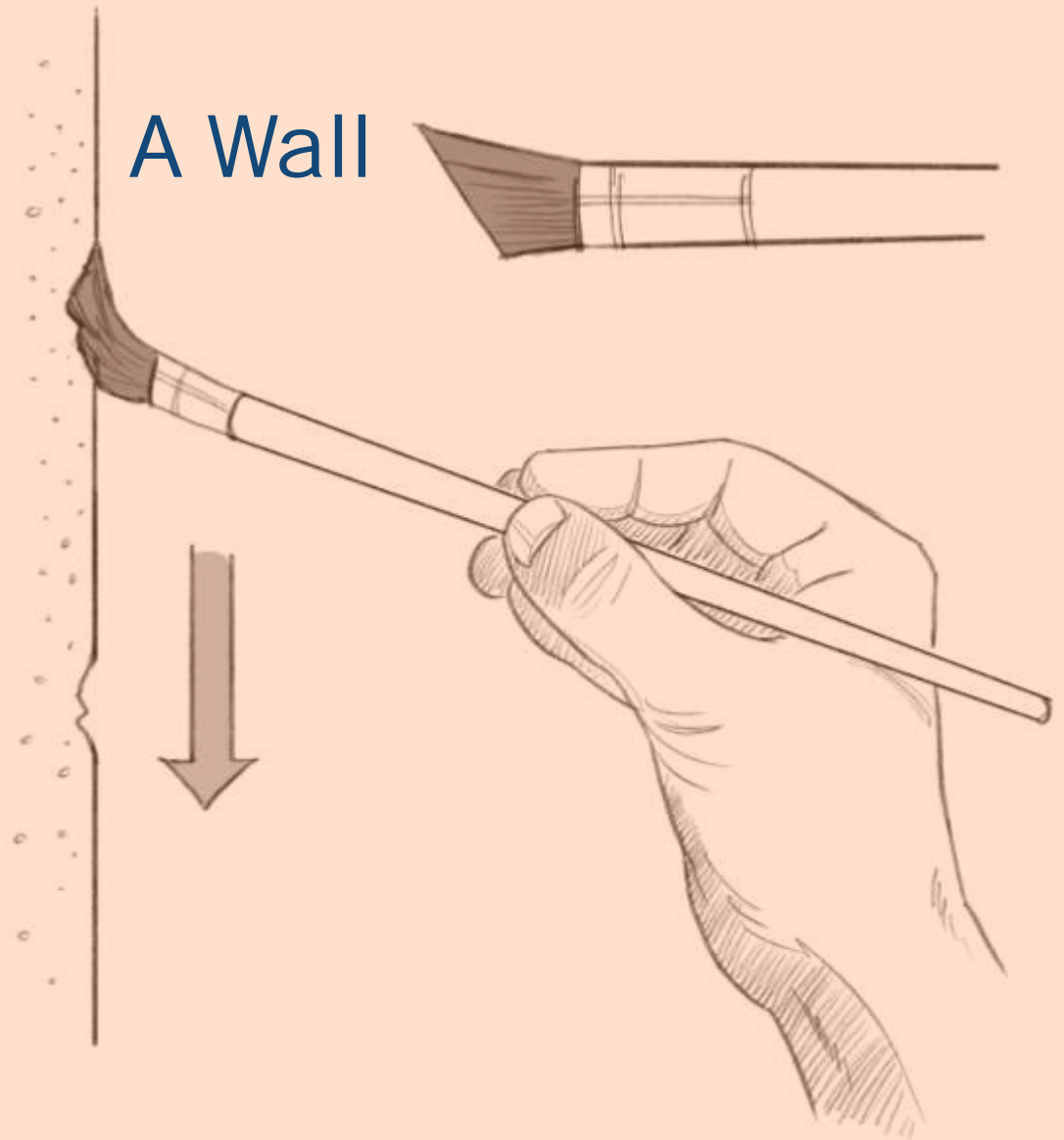


Picture 9

What surface would you be painting on if you took these tools out to a job?

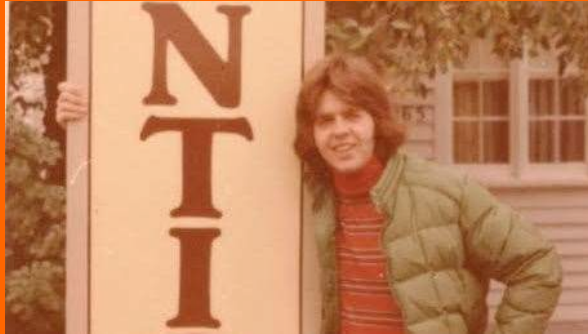


A Wall



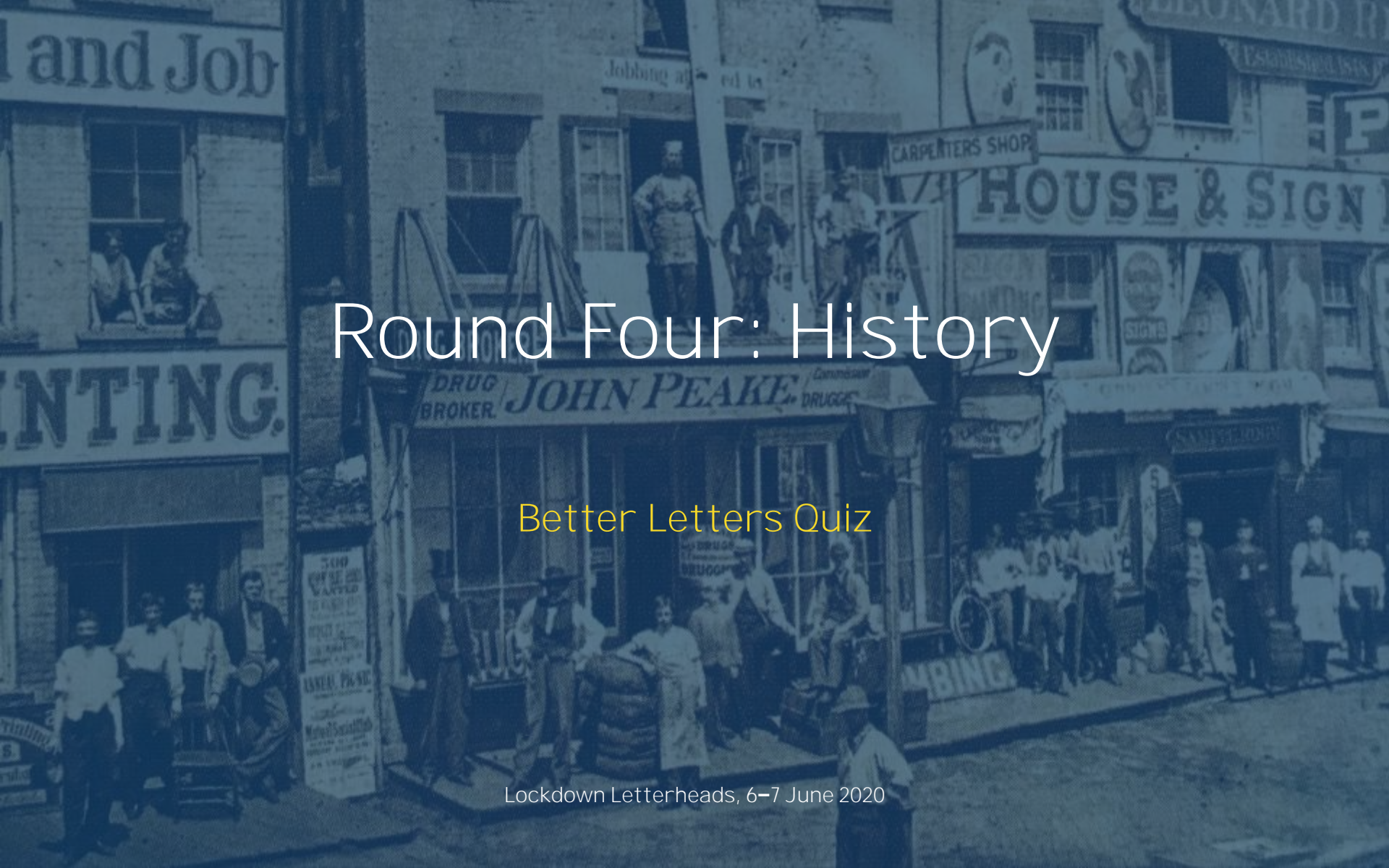
Picture 10

Name the original
Letterhead



Mark Oatis





Round Four: History

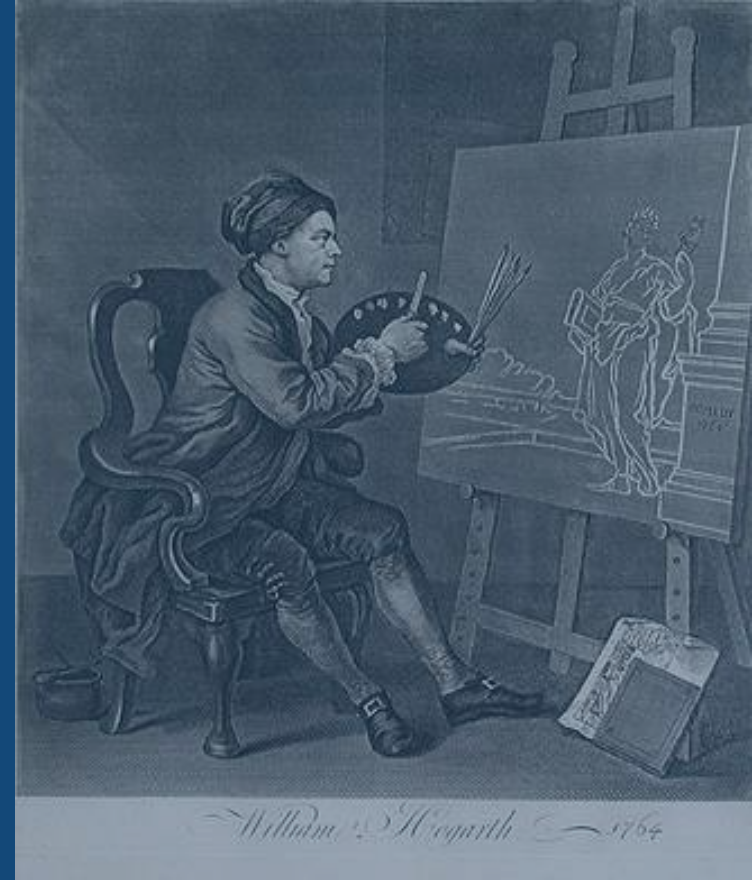
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Round 4, Question 1

Who created the artwork for the two 1751 prints, Gin Street and Beer Street which famously depicts a sign painter at work on a ladder?

William Hogarth



Round 4, Question 2

In which year was Signs of the Times Magazine founded?

- 1906
- 1916
- 1926
- 1936



Round 4, Question 3

What does it mean when a ghost sign is referred to as being, or having, a palimpsest?

Two or more layers
are visible at once
(Equivalent phrases accepted)



Round 4, Question 4

In which year was the 40th anniversary Letterheads meet held at the American Sign Museum?

2015



Round 4, Question 5

What is the English translation
of **Amsterdam's signwritten**
'krul-letter'?

Curly Letter



Round 4, Question 6

Which British food brand integrated their name into the architecture of their building on London's River Thames in order to get around planning restrictions that wouldn't allow signs or advertising?

OXO



Round 4, Question 7

What was the name of Robert **Tressell's** (aka Robert Noonan) book about Edwardian tradesmen which features the character Frank Owen, a signwriter and grainer?

The Ragged Trousered Philanthropists



Round 4, Question 8

What might you unexpectedly have been given if you asked for a pencil in a Victorian signwriting supplies shop?

A Signwriting Brush



Round 4, Question 9

What name is given to the rights of old signs in America that exclude them from current planning laws?

Grandfathered (in)

(Grandfathering, Grandfather accepted)



Round 4, Question 10

Which of the following musicians (probably) never picked up a signwriting brush?

- Duke Ellington
- Woody Guthrie
- David Bowie
- Dave Peacock



A large, stylized, grey letter 'M' serves as a background for the text. It has a classic, slightly decorative font style with a small loop at the bottom of the central vertical stroke.

Round Five: Miscellaneous

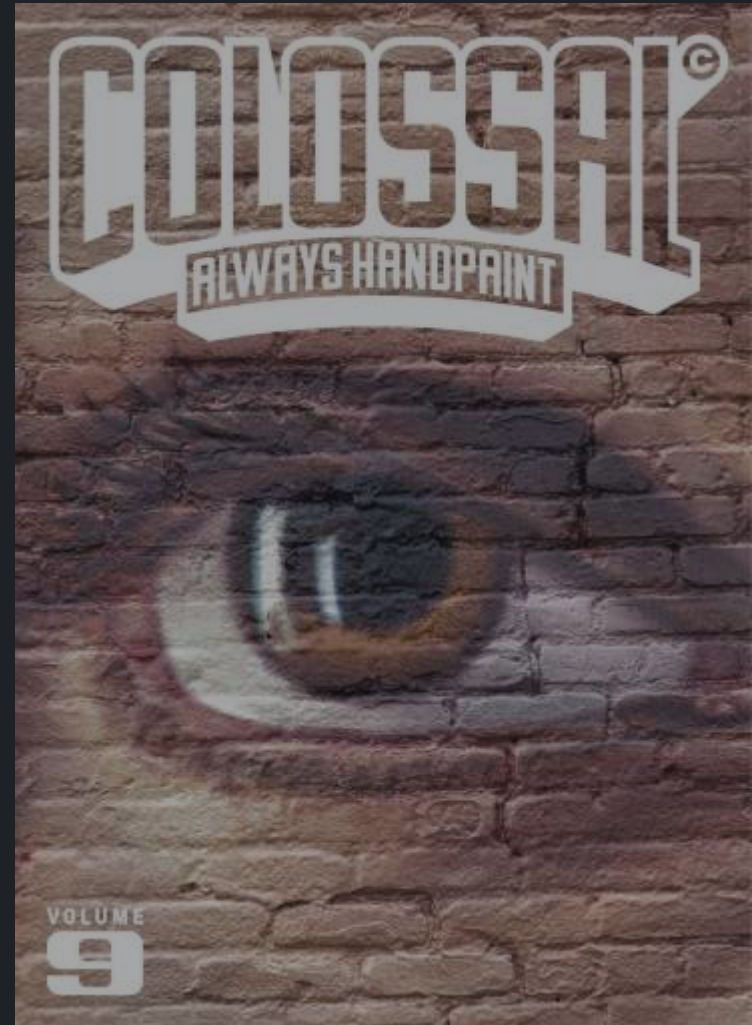
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Round 5, Question 1

What is the social media
hashtag popularised by
Colossal Media in New York?

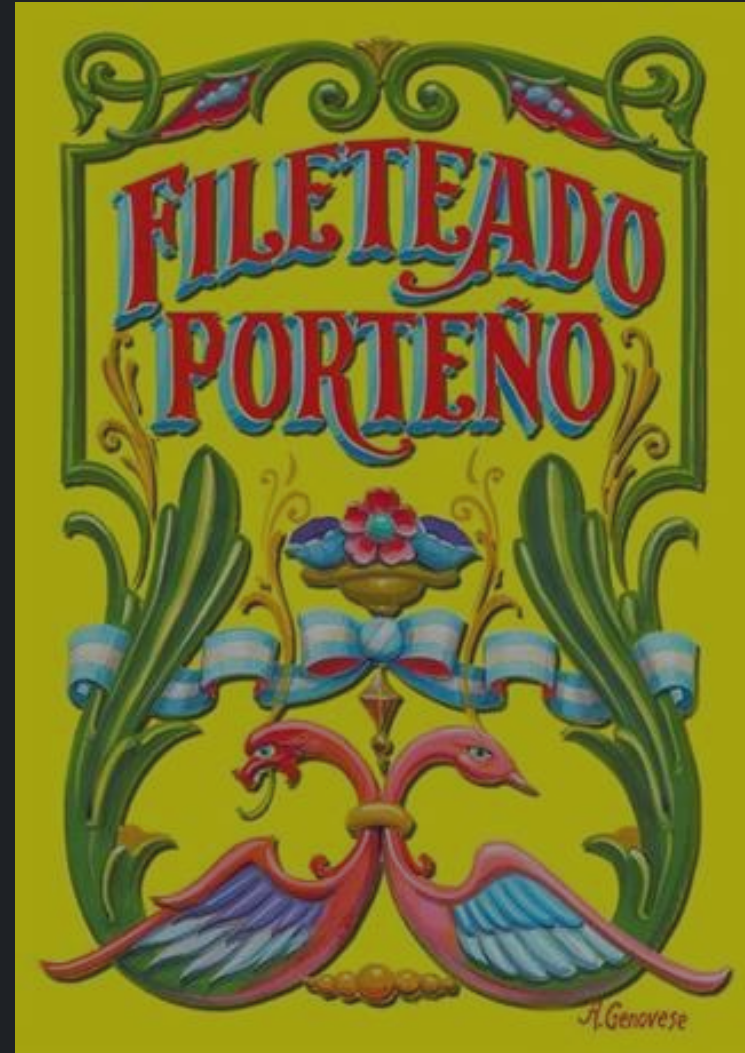
#AlwaysHandPaint



Round 5, Question 2

What is the (full) name of the decorative painting style associated with Buenos Aires in Argentina? In 2015 it was recognised as an Intangible Cultural Heritage of Humanity by UNESCO.

Fileteado Porteño



Round 5, Question 3

Which city is home to the
American Sign Museum?
Cincinnati



Round 5, Question 4

What was often considered to
be the 27th letter of the
English alphabet?

&

(Ampersand accepted)



Round 5, Question 5

In the Grand Exhibition of the Pre-Vinylite Society at London Letterheads in 2018, what did Joby Carter paint his contribution onto?

Three Coffins

(Coffins or caskets accepted)



Round 5, Question 6

What is the name, like
Letterheads, given to
pinstripers?

Pinheads



Round 5, Question 7

What type of signage is God's Own Junkyard in East London most famous for?

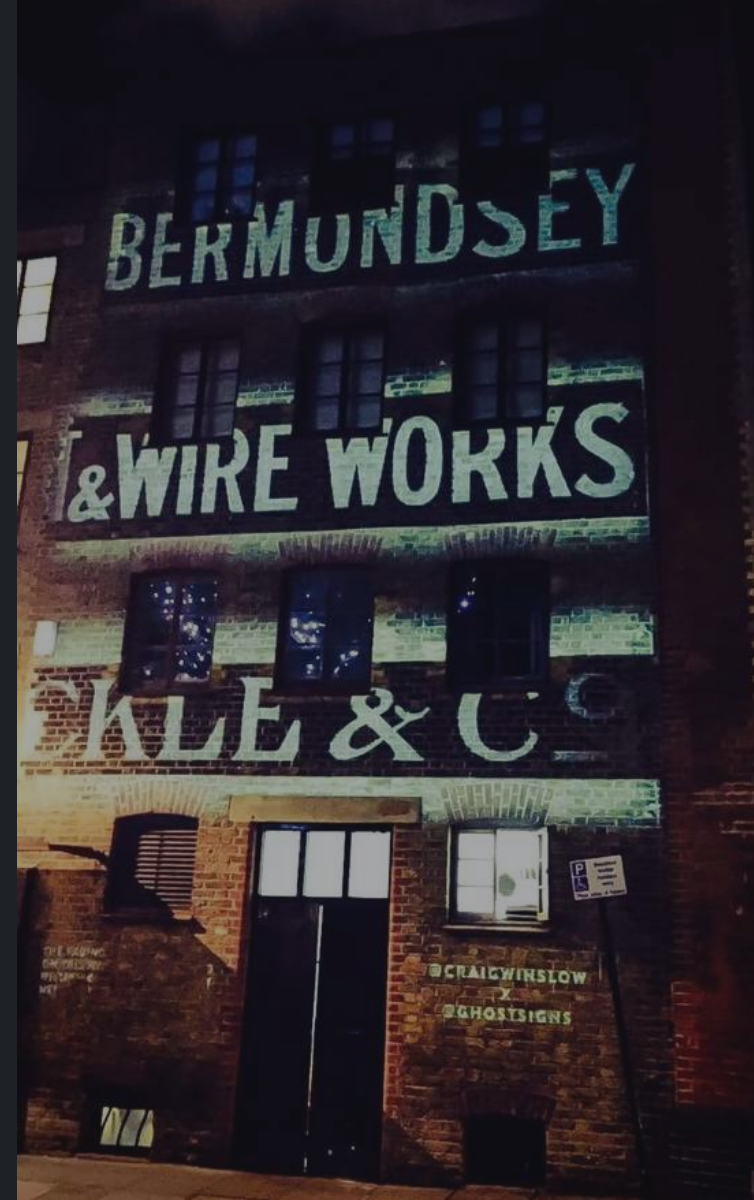
Neon



Round 5, Question 8

What name does Craig Winslow give to his illuminated recreations of ghost signs?

Light Capsules



Round 5, Question 9

What common pet is often associated with sign painters working on large mural pieces?

Dog

(From Wall Dogs)



Round 5, Question 10

What is the Letterheads motto abbreviated to?

IOAFS

(It's Only a Fucking Sign)

be prepared to get your hands “dirty.” It’s impossible to learn anything from a chair positioned over in the corner.

3) Leave your ego at the door. Our clients should believe that we’re “the best,” but we know better. People who waste time trying to convince others of their genius stop growing.

4) Finally, it’s important that a formal organization — with officers, dues, etc. — is never made of the Letterheads. As long as things remain somewhat spontaneous, dependent upon individual effort and participation, things will remain fun. Give it a president and collect dues, and it becomes an establishment to rebel against. . . and sign artists are a typically rebellious lot, anyway.

— *Mark Oatis*
I.O.A.F.S.



Thank You

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