

# Better Letters Quiz

Lockdown Letterheads  
6–7 June 2020



# Format

- Five Rounds
  - **Round One: Who's Who?**
  - Round Two: Tools & Materials
  - Picture Round (Three)
  - Round Four: History
  - Round Five: Miscellaneous
- 10 Questions per Round
- 1 Point per Question



# Rules

- Work individually or in teams to answer all of the questions.
- Do not refer to the internet.
- Do not share answers before they are revealed after the quiz.
- Mark your own paper.
- Share your score after the answers.
- **The Quizmaster's answer is final 😊**



A blue-tinted photograph of two men. In the foreground, an older man with a white beard and glasses is smiling broadly, looking towards the camera. Behind him, a younger man with short brown hair is also smiling, looking slightly off-camera. The younger man has his hands on the older man's shoulders. The background is out of focus, showing what appears to be a window with a grid pattern.

# Round One: Who's Who?

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# Round 1, Question 1

Which founding Letterhead runs Classic Design Studio in Boise Idaho?



# Round 1, Question 2

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

**SIGNWORK**  
A CRAFTSMAN'S MANUAL

## Round 1, Question 3

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





# Round 1, Question 4

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





## Round 1, Question 5

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



## 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?



## Round 1, Question 7

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



# Round 1, Question 8

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



## 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?





# 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?





## Round 2, Question 2

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



## 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?



## Round 2, Question 4

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



## Round 2, Question 5

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



## Round 2, Question 6

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



## Round 2, Question 7

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



## Round 2, Question 8

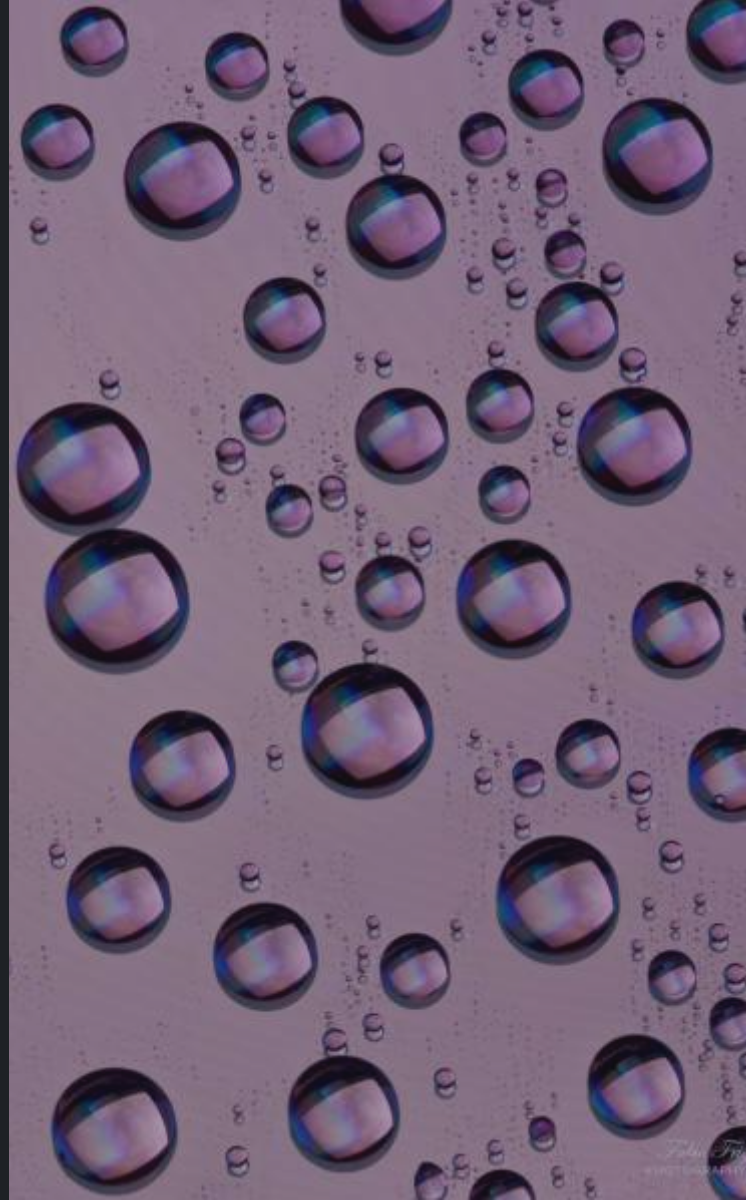
What is the series name for  
**A.S. Handover's new 100%**  
synthetic sable brushes?





## Round 2, Question 9

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



## Round 2, Question 10

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





# 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.





# Picture 5

Name the recent international Letterheads event.



# Picture 6

What is this?



# Picture 7

Who designed  
the typeface?



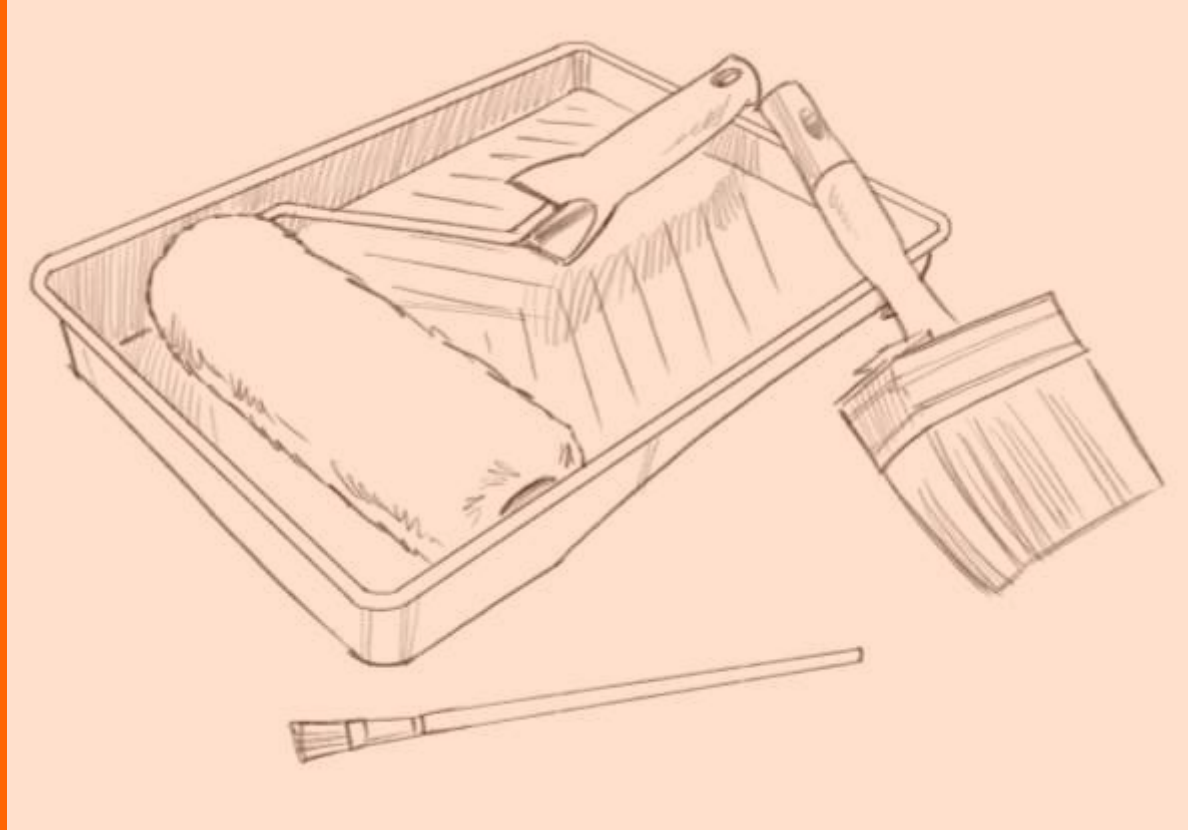
# Picture 8

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



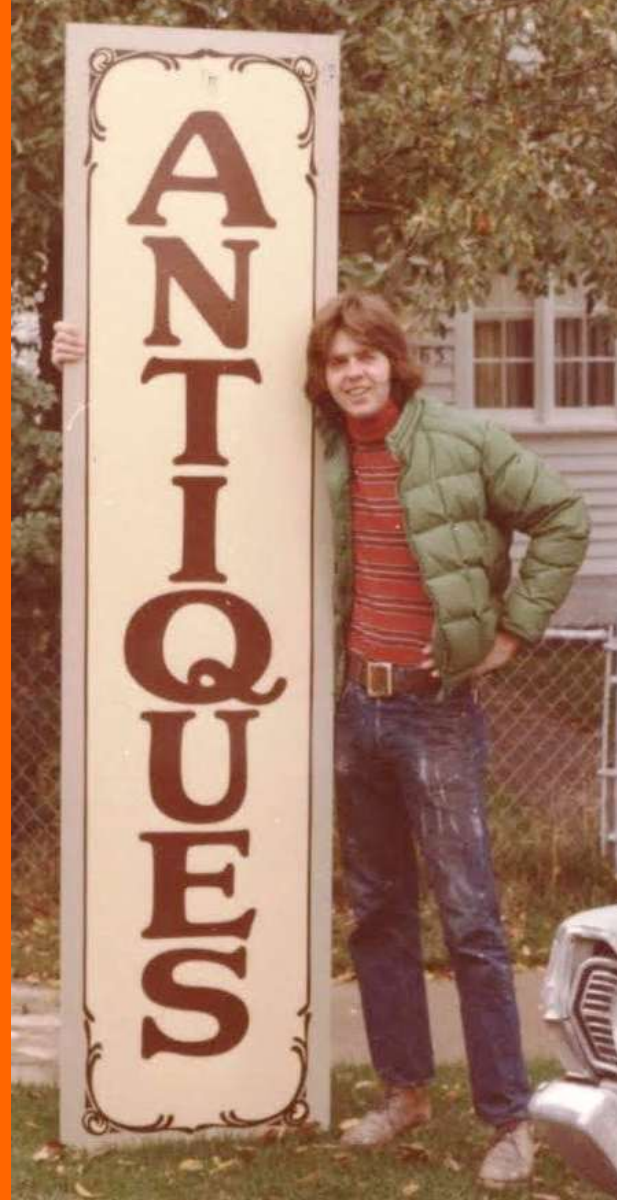
# Picture 9

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



# Picture 10

Name the original  
Letterhead.





1



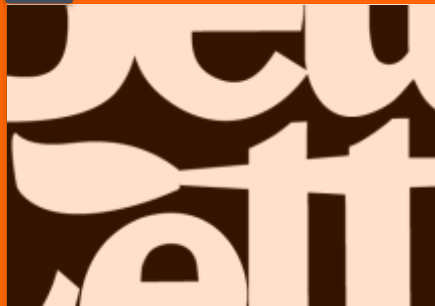
2



3



4



5



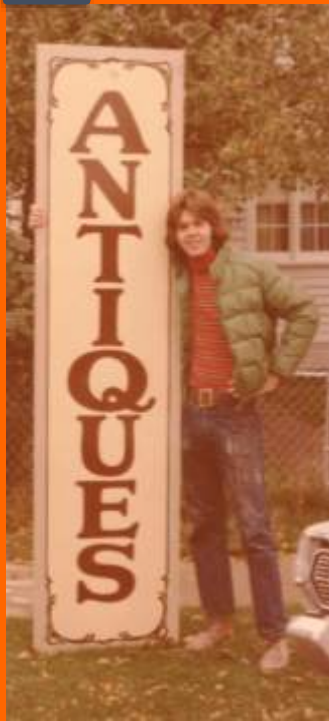
6



7



10



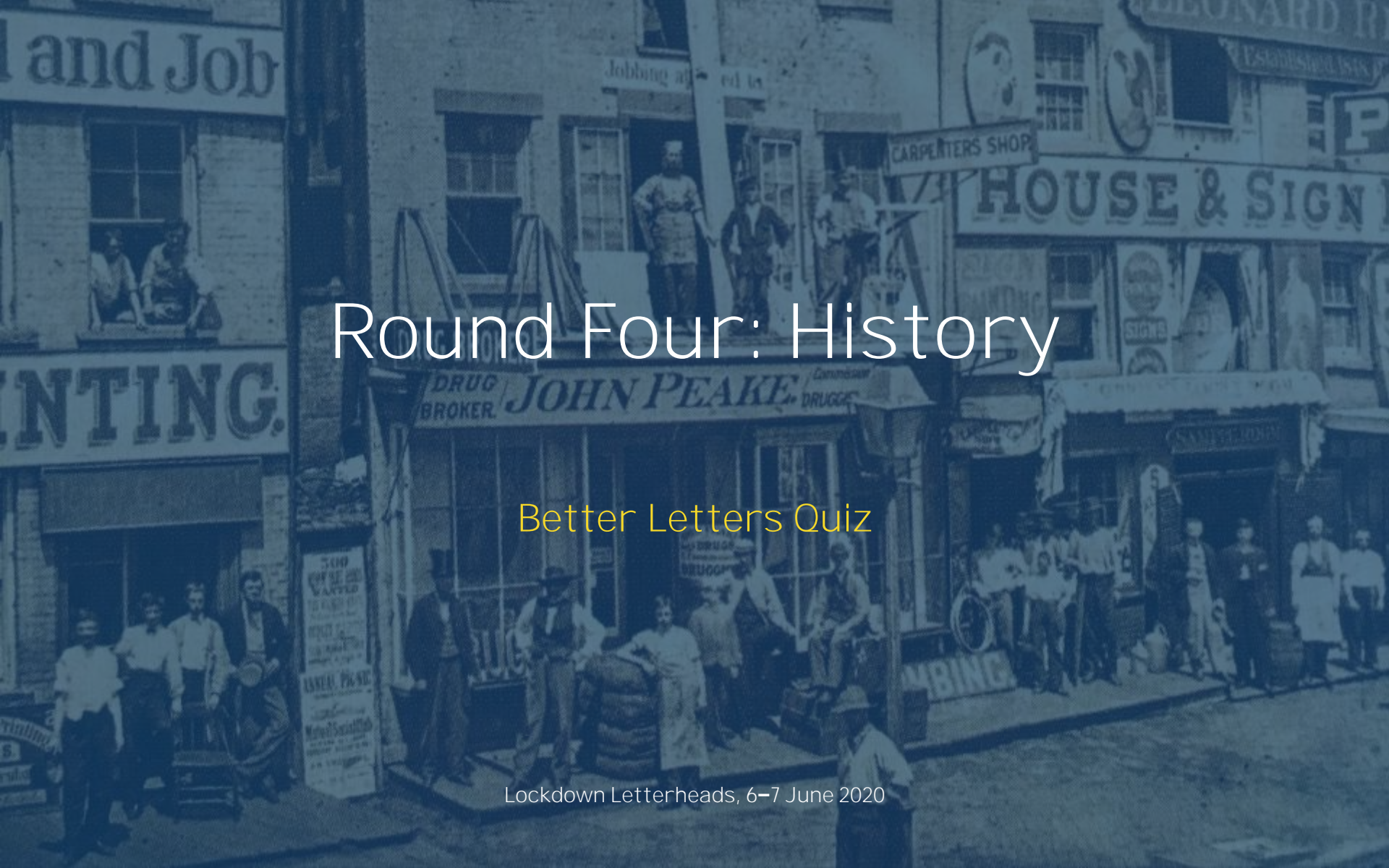
8



9







# 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?





## Round 4, Question 2

In which year was Signs of the Times Magazine founded?

- 1906
- 1916
- 1926
- 1936



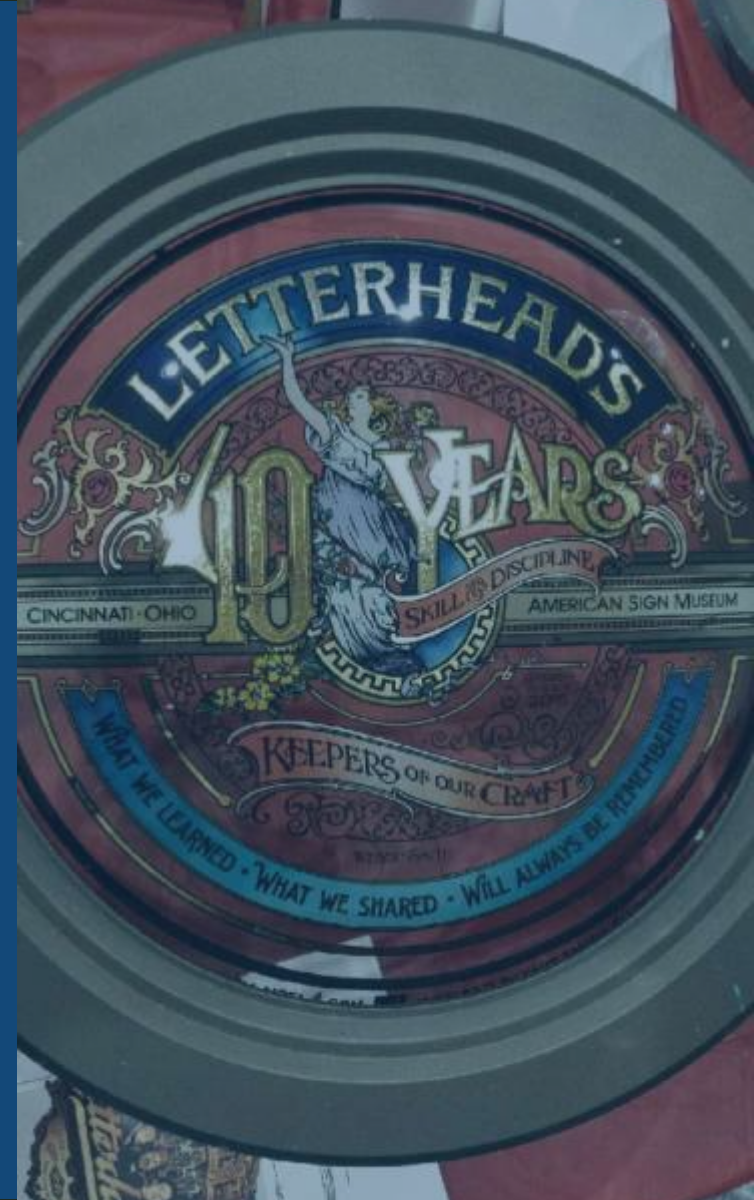
## Round 4, Question 3

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



## Round 4, Question 4

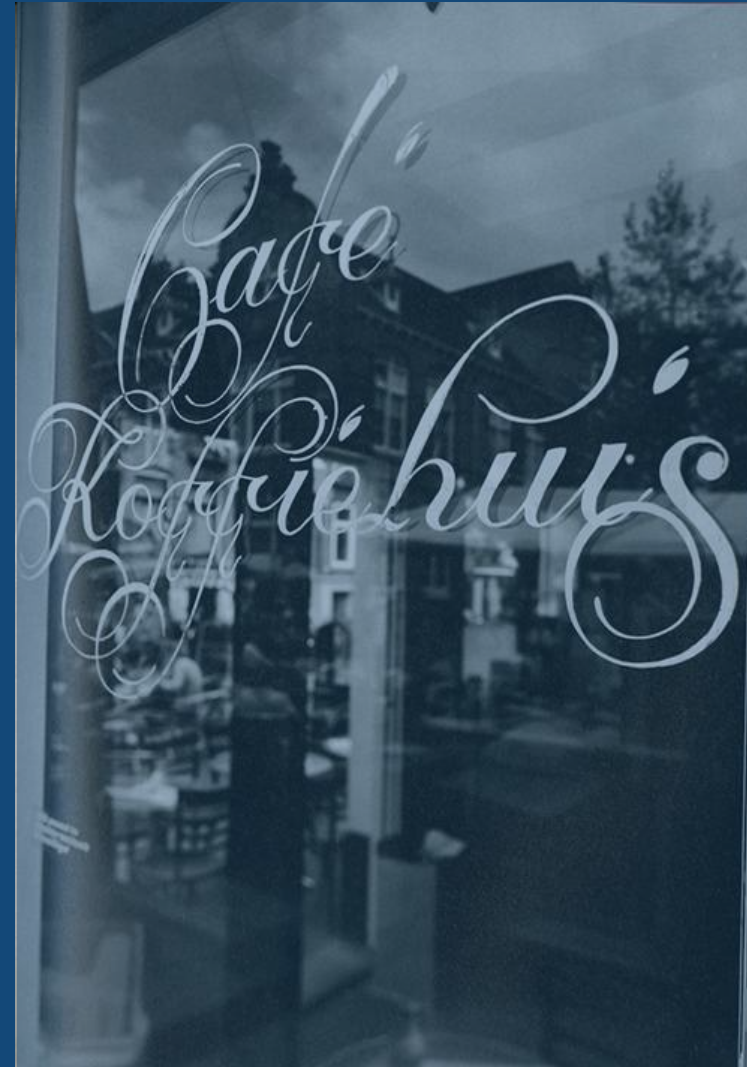
In which year was the 40th anniversary Letterheads meet held at the American Sign Museum?





## Round 4, Question 5

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



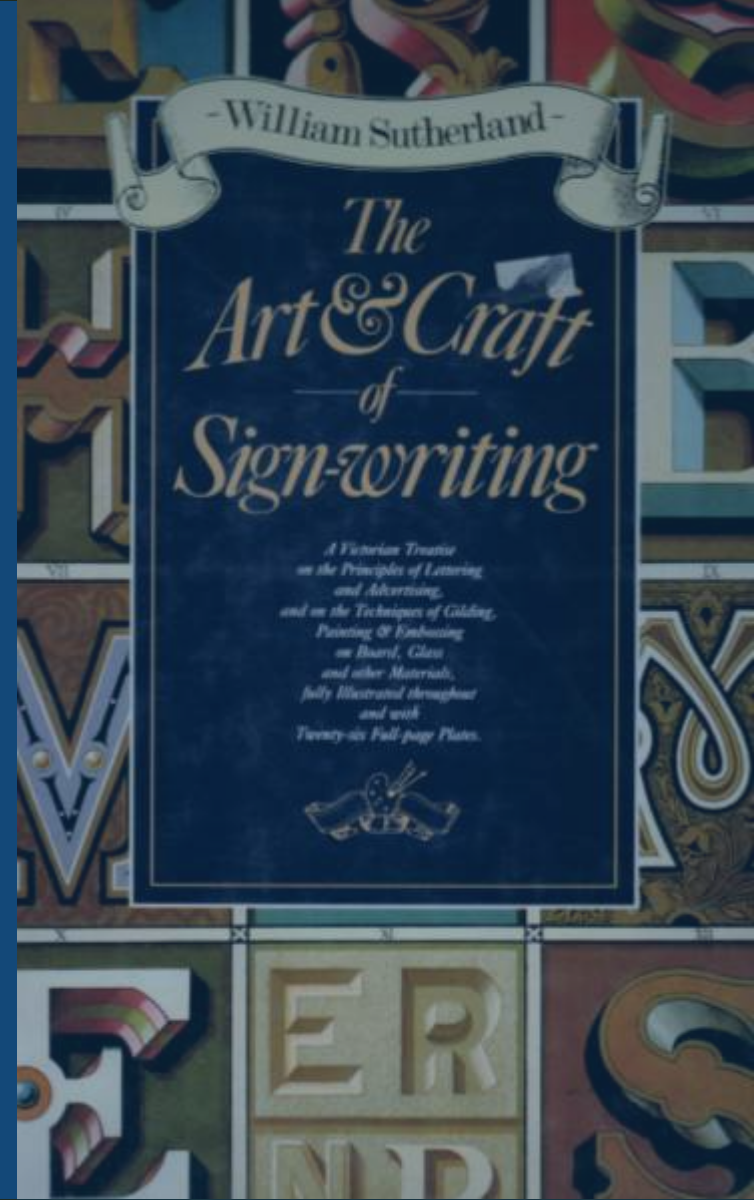
## Round 4, Question 7

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?



## Round 4, Question 8

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



## Round 4, Question 9

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



## 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?



## 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.



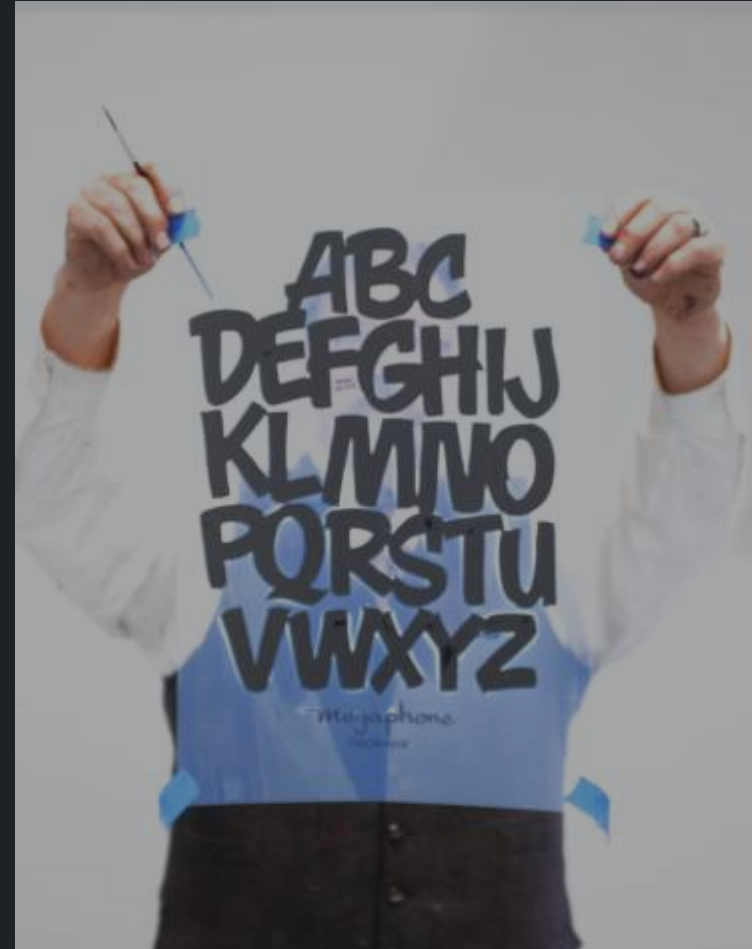
## Round 5, Question 3

Which city is home to the  
American Sign Museum?



## Round 5, Question 4

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



## Round 5, Question 5

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





## Round 5, Question 6

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





## Round 5, Question 7

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



## Round 5, Question 8

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



## Round 5, Question 9

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



## Round 5, Question 10

What is the Letterheads motto abbreviated to?





# Thank You & Good Luck

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