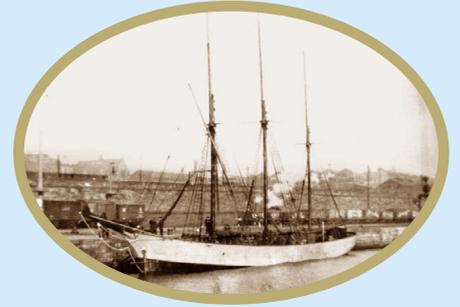


Qq

The **Quadrata** family of type faces is the work of several collaborators. After the original version was created by Swiss designer Ernst Friz, the American Victor Caruso added a bold weight. Finally, French designer Thierry Puyfoulhoux designed italic versions for both the original and bold weights.



Used by the Royal Navy during the First World War, **Q ships** were heavily armed merchant vessels with concealed weaponry, designed to lure enemy submarines into making surface attacks, thus giving the Q ship the chance to open fire. While serving as a Q ship, the schooner HMS *Cymric* failed to damage any German U-boats, but did sink the British submarine J6 in error, after mistaking her markings for the German U6. After the war, *Cymric's* bowsprit smashed the windows of a passing tram when blown off course while navigating a dock entrance.

Built with the aid of government loans following the Great Depression, the Cunard "**Queens**" had more successful careers. Operated as



troop carriers during the Second World War, **Queen Mary** and **Queen Elizabeth** brought thousands of US servicemen to Europe. Their post-war luxury transatlantic service flourished until the introduction of jet airliners, when they turned to the lucrative worldwide cruise market.

Born in 1853, watercolour artist **Alfred Robert Quinton** was 57 years old when postcard publisher Joseph Salmon first saw his paintings in a London art gallery. Over the next twenty-two years he published more than 2,000 of Quinton's sentimental, idealised views of English towns and landscapes in a series of postcards still avidly sought by collectors.



QUAKER

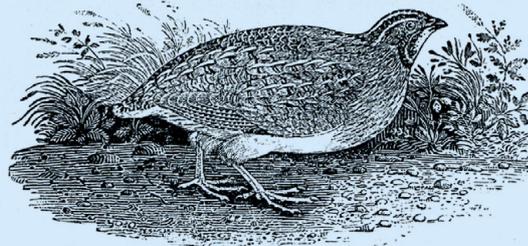
Q is for ...

Quaker Oats.

Founded in 1901, the Quaker Oats breakfast cereal company expanded into other food and drink products – and unrelated areas such as Fisher Price Toys. In the 1970s, the company financed the making of the film *Willy Wonka & the Chocolate Factory*.



Thomas Bewick engraved his classic woodcut of the **quail** for publication in his *History of British Birds* in 1797. Besides his skill as an engraver, Bewick was one of the first to recognize the uniqueness of individual fingerprints, using his own alongside his written name as a distinctive form of signature.



Devised in the 1870s, the familiar **QWERTY** keyboard layout was arranged in staggered columns to accommodate the operating levers of mechanical typewriters and with a key sequence designed to avoid clashes when typing at speed.

A theatrical comedy by J. M. Barrie, written before his more famous *Peter Pan*, **Quality Street** was a huge hit on the London stage in 1902. The film version of 1937 was one of a series of box-office flops in the early career of Katharine Hepburn.



When opened in 1909, the **Queensboro Bridge** – linking the New York boroughs of Manhattan and **Queens** – carried pedestrians over the East River by a railway crossing on its upper level.

