English Sign Names from 1636

by Juliana de Luna, Siren Herald (Julia Smith)

In the 1630s, John Taylor, the "Water Poet," created two documents that described taverns: the first listed 367 taverns in London and Westminster (the text says "more than thirty times twelve"), the second listed 283 named taverns (and many more taverns with other identifications) in the shires surrounding London. Between the two, 650 inn-signs are named. This section analyzes the distribution of those signs. It does not include all spelling variants (in part because it's a piece of a longer work that includes spelling variants elsewhere).

Distribution of Names By Type of Name	
Single Charge (unmodified)	424
Monarch's Head (king, queen, king of Sweden)	47
Color+charge (colors are: white, red, black, green, blue)	43
Royal Arms (king, queen, prince)	34
Number+charge (numbers found are: <i>three</i> , <i>two</i> , <i>seven</i>)	31
Saints images	27
Biblical Figures	12
Pope's/Bishop's Head	6
Two charges (joined by and)	4
Other: Arms of the East India Company, Cross Keys, Two Necked Swan,	10
Spread Eagle, Maydenhead and George, Man in the Moon	

Distribution of Names by Frequency:

Kings Head	33
Lyon	30
Ship	25
Sun	21
Rose	20
George	19
Mermayd	18
Three Tuns	18
Bell	17
Swan	17
Prince Arms	16
Angell	14
Kings Armes	14
Crown	13

Hart	13
Bull	12
Nags head	12
Queenes head	12
Castle	11
White Hart	11
Greyhound	10
Dog	9
Globe	9
Miter	9
Dragon	8
three Cranes	8
Cock	7
Salutation	7

Star	7
Beare	6
Bush	6
Bull head	6
Fountaine	6
Katherine Wheele	6
Maidenhead	6
Anker	5
Bores head	5
Chequer	5
Popes head	5
Red Lyon	5
Saracens head	5
Antelop	4
Christopher	4
Cross Keyes	4
Garter	4
Harrow	4
Moone	4
Queenes Armes	4
White Lyon	4
Cat	3
Cross	3
Falcon	3
Fleece	3
Golden Lyon	3
Нооре	3
Horse	3
White Horse	3
Black Lyon	2
Blew Boare	2
Black Bull	2
Red Bull	2
Cardinalls Hatt	2
Crane	2
Dolphin	2
Elephant	2
Bell	2
Flower de Lice	2

Goat2Green Dragon2Halfe Moone2Horne2Iohns Head2Man in the Moone2Mouth2Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Andrewes Crosse1Anker and Ship1Artwerp1Artwerp1Artwerp1Beare and Dolphin1Bell Savadge1Bilhops-head1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Golden field-Gate1Golden field-Gate1Gravenper1	Fortune	2
Halfe Moone2Horne2Horne2Iohns Head2Man in the Moone2Mouth2Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilhops-head1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Goat	2
Horne2Iohns Head2Man in the Moone2Mouth2Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Anker and Ship1Anker and Ship1Arker and Ship1Archer1Arrms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilhops-head1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Green Dragon	2
Iohns Head2Man in the Moone2Mouth2Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Anker and Ship1Anker and Ship1Artwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Halfe Moone	2
Man in the Moone2Mouth2Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilhops-head1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Horne	2
Mouth2Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Andrewes Crosse1Anker and Ship1Antwerp1Arther1Archer1Company1Beare and Dolphin1Bell Savadge1Bilhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden field-Gate1Grave Maurice1Gunne1	Iohns Head	2
Peacocke2Tun2White Hart2Adam and Eve1Andrewes Crosse1Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bi/hops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden fleece1Grave Maurice1Gunne1	Man in the Moone	2
Tun2White Hart2Adam and Eve1Andrewes Crosse1Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilfhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Gorave Maurice1Grave Maurice1Gunne1	Mouth	2
White Hart2Adam and Eve1Andrewes Crosse1Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arrns of the East India1Company1Beare and Dolphin1Bell Savadge1Bilfhops-head1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Peacocke	2
Adam and Eve1Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilfhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden field-Gate1Grave Maurice1Gunne1	Tun	2
Andrewes Crosse1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilfhops-head1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grave Maurice1Grave Maurice1Gunne1	White Hart	2
Anker and Ship1Anker and Ship1Antwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilfhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grave Maurice1Gunne1Gunne1	Adam and Eve	1
Antwerp1Artwerp1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grave Maurice1Gunne1Gunne1	Andrewes Crosse	1
Archer1Archer1Arms of the East India1Company1Beare and Dolphin1Bell Savadge1Bilfhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grave Maurice1Gunne1Archer1Gunne1Archer1<	Anker and Ship	1
Arms of the East India Company1Beare and Dolphin1Bell Savadge1Bil Savadge1Bil Savadge1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Antwerp	1
CompanyBeare and Dolphin1Bell Savadge1BilSavadge1Bifhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden field-Gate1Grashopper1Grave Maurice1Gunne1	Archer	1
Beare and Dolphin1Bell Savadge1Bil Savadge1Bil hops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden fleece1Grashopper1Gunne1	Arms of the East India	1
Bell Savadge1Bi∫hops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Company	
Bifhops-head1Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Beare and Dolphin	1
Black boy1Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fuece1Grashopper1Grave Maurice1Gunne1	Bell Savadge	1
Bull or Buffles Head1Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Bi∫hops-head	1
Coopers hoope1Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Black boy	1
Griphon1Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Bull or Buffles Head	1
Red Cross1White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Coopers hoope	1
White Cross1Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Griphon	1
Dragon and Mermayde1Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Red Cross	1
Eagle1Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	White Cross	1
Ostrich1Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Dragon and Mermayde	1
Ship1Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Eagle	1
Glove1Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Ostrich	1
Goat or Antelop1Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Ship	1
Golden field-Gate1Golden fleece1Grashopper1Grave Maurice1Gunne1	Glove	1
Golden fleece1Grashopper1Grave Maurice1Gunne1	Goat or Antelop	1
Grashopper1Grave Maurice1Gunne1	Golden field-Gate	1
Grave Maurice1Gunne1	Golden fleece	1
Gunne 1	Grashopper	1
	Grave Maurice	1
	Gunne	1
Hand in hand 1	Hand in hand	1

Hunt∫man1King of Swedens head1King, or Princes Armes1Lamb1Maydenhead and1George1Miter and Castle1Paul head1Pellican1Phoenix1Plough1Popinjay1Pye1Queene Elinor's head1Ram1Rams head1Saint Iohns Head1Seven Stars1Shepherd1Spred Eagle1
King of Swedens head1King, or Princes Armes1Lamb1Maydenhead and1George1Miter and Castle1Paul head1Pellican1Phoenix1Plough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Saint Iohns Head1Seven Stars1Shepherd1Shepherd1
King, or Princes Armes1Lamb1Maydenhead and1George1Miter and Castle1Paul head1Pellican1Phoenix1Plough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Rams head1Saint Iohns Head1Seven Stars1Shepherd1Shepherd1
Lamb1Maydenhead and1George1Miter and Castle1Paul head1Pellican1Phoenix1Phough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Saint Iohns Head1Seven Stars1Shepherd1Shepherd1
GeorgeMiter and Castle1Paul head1Pellican1Phoenix1Phough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Seven Stars1Shepherd1
GeorgeMiter and Castle1Paul head1Pellican1Phoenix1Phough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Seven Stars1Shepherd1
Miter and Castle1Paul head1Pellican1Phoenix1Phoenix1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Seven Stars1Shepherd1
Pellican1Phoenix1Phough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Phoenix1Plough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Plough1Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Popinjay1Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Pye1Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Queene Elinor's head1Raine-Deere1Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Ram1Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Rams head1Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Saint Iohns Head1Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Saint Iohns of Ierusalem1Seven Stars1Shepherd1
Seven Stars1Shepherd1
Shepherd 1
Sprou Bagio 1
St. Dunstane 1
Stilliyard 1
Saint Martin 1
three Cups 1
three Kings 1
Three Pidgeons 1
Three Squirrels 1
Turnstile 1
two Lyons 1
two neck'ed Swan 1
two Wrastlers 1
Venice 1
Vine 1
Vineyard 1
Vintage 1
Wheat-sheafe 1

Windmill	1
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Distribution of Names Alphabetically:

	Distribution of 1
Adam and Eve	1
Andrewes Crosse	1
Angell	14
Anker	5
Anker and Ship	1
Antelop	4
Antwerp	1
Archer	1
Arms of the East India	1
Company	
Beare	6
Beare and Dolphin	1
Bell	17
Bell Savadge	1
Bishops-head	1
Black boy	1
Black Lyon	2
Blew Boare	2
Bores head	5
Bush	6
Bull	12
Bull head	6
Bull or Buffles Head	1
Black Bull	2
Red Bull	2
Cardinalls Hatt	2
Castle	11
Cat	3
Chequer	5
Christopher	4
Cock	7
Coopers hoope	1
Crane	2
Griphon	1
Cross	3
Cross Keyes	4
Red Cross	1
L	1

s Alphabetically:	
White Cross	1
Crown	13
Dog	9
Dolphin	2
Dragon	8
Dragon and Mermayde	1
Eagle	1
Elephant	2
Bell	2
Ostrich	1
Falcon	3
Ship	1
Fleece	3
Flower de Lice	2
Fortune	2
Fountaine	6
Garter	4
George	19
Globe	9
Glove	1
Goat	2
Goat or Antelop	1
Golden field-Gate	1
Golden fleece	1
Golden Lyon	3
Grashopper	1
Grave Maurice	1
Green Dragon	2
Greyhound	10
Gunne	1
Halfe Moone	2
Hand in hand	1
Harrow	4
Hart	13
Miter	1
Нооре	3
Horse	3

Horne	2
Hunt∫man	1
Iohns Head	2
Katherine Wheele	6
King of Swedens head	1
King, or Princes Armes	1
Kings Armes	14
Kings Head	33
Lamb	1
Lyon	30
Maidenhead	6
Man in the Moone	2
Maydenhead and	1
George	
Mermayd	18
Miter	9
Miter and Castle	1
Moone	4
Mouth	2
Nags head	12
Paul head	1
Peacocke	2
Pellican	1
Phoenix	1
Plough	1
Popes head	5
Popinjay	1
Prince Arms	16
Руе	1
Queene Elinor's head	1
Queenes Armes	4
Queenes head	12
Raine-Deere	1
Ram	1
Rams head	1
Red Lyon	5
Rose	20
Saint Iohns Head	1
Saint Iohns of Ierusalem	1

Salutation	7
Saracens head	5
Seven Stars	1
Shepherd	1
Ship	25
Spred Eagle	1
St. Dunstane	1
Star	7
Stilliyard	1
Sun	21
Swan	17
Saint Martin	1
three Cranes	8
three Cups	1
three Kings	1
Three Pidgeons	1
Three Squirrels	1
Three Tuns	18
Tun	2
Turnstile	1
two Lyons	1
two neck'ed Swan	1
two Wrastlers	1
Venice	1
Vine	1
Vineyard	1
Vintage	1
Wheat-sheafe	1
White Hart	11
White Horse	3
White Lyon	4
White Hart	2
Windmill	1
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Sources:

Taylor, John, (Ten Shires) The Honorable, and Memorable Foundations, Erections, Raifings and Ruines, of divers Cities, Townes, Caftles, and other Piecies of Antiquitie, within ten Shires and Counties of this Kingdome; Namely, Kent, Suffex, Hampfhire, Surrey, Barkfire, Effex, Middlefex, Hartfordfhire, Buckinghamfhire, and Oxfordfhire: With the Defcirption of many famous Accidents that have happened, in divers places in the faid Counties. Also a Relation of the Wine Tavernes either by their fignes, or names of the perfsons that allow, or keepe them in, and throughout the faid feverall Shires. By John Taylor, London, printed by A.M. 1636.

Taylor, John, (Travels) Travels and Circvlar Perambvlation, through and by more than thirty times twelve Signes of the Zodiack, of the Faous Cities of London and Weſtminſter. With the Honour and Worthineſſe of the Vine, the Vintage, the Wine, and the Vintoner; with an Alphabeticall Deſcription, of all the Taverne Signes in the Cities, Suburbs, and Liberties aforeſaid, and ſignificant Epigrams upon the ſaid ſseverall Signes., Written by John Taylor. London, Printed by A.M. 1636