Reviews

Alaska Place Names. By Alan Edward Schorr. Juneau, AK: The Denali
Press, [Post Office Box 1535, 99802-1535]. 3d ed. Pp. 144. $15.95.

This book presents the Alaska placenames that have been recognized by
the U.S. Board on Geographic Names for the twenty-year period from
January 1966 through December 1985. Listed alphabetically are the 672
names established or changed in this period as well as another four hun-
dred or so previously recognized names or variant spellings of names. For
each name Schorr presents a geographic description and coordinates, and
some names have a brief explanatory annotation.

Schorr's book is intended as a supplement to Orth 1971, *Dictionary of
Alaska Place Names*. Orth continues to be the single most widely used
reference book on Alaska. However, that study has gone out of print and
is now an expensive rare item.

Schorr's book makes no attempt to emulate the rich annotations and cita-
tions of sources that distinguish Orth's *Dictionary*, This contrast is evi-
dent in entries that duplicate those in Orth. For example, for the several
features named *Klawock*, Schorr (72) has only the geographic descriptions,
whereas Orth (529-30) states that this is a name of Tlingit origin, gives
fifteen variant spellings, and cites an 1853 Russian chart and an 1897 U.S.
Navy source for the name.

My survey of the names in Schorr confirms my contention that the geog-
raphy of Alaska is very rapidly becoming anglicized (Kari, forthcoming).
About 49% of the names are descriptive names in English. About 31% of
the names are commemorative of people, the vast majority of whom are
Euro-American males. A Russian-origin commemorative name of interest
is *Kalifornsky* on the Kenai Peninsula (Schorr 68). The name derives
from the surname of a Dena'ina man who spent several years at the Fort
Ross colony from about 1812 to 1820, and who then founded this small
village north of the Kasilof River. This name had been misspelled as
"Kalifonsky" or "Kalifonski" since 1916, until it was corrected in 1981
(Kari 1983).

About 12 percent of the names appear to be derived from one of the
twenty Alaska Native languages, but only a small fraction of these (less

than 2 percent) are given a translation, and apparently for none of the Native-origin names is a correct spelling of the source name given.

One wonders if it is not in fact counterproductive for our maps to contain quasi-Native origin names like Truuli Creek and Truuli Glacier (Schorr 124), both derived from Truuli Peak on the Central Kenai Peninsula. In 1842 the Russian geographer Wosnesenski recorded the name *Truuli* for the Kenai Mountains. However, this is simply the Dena'ina noun *dghili* [dyili] 'mountain', and not a true placename.

One case of a Native-origin name that is handled accurately by Schorr (70) is the entry for Kidazqeni Glacier on the southeastern slope of Mount Spurr. The entry here states that this is an anglicized spelling of a Dena'ina placename for Mount Spurr that translates as "the one that is burning inside."

It is lamentable that, now that there is fairly extensive research on Native ethnogeography in Alaska, very little of the data has yet appeared in the documentation presented to either the Alaska State Board on Geographic Names or the U.S. Board. It seems to me that Native-origin placenames deserve to be presented with the same attention that accompanies names commemorative of individuals.

Schorr's book is somewhat pricey, but it is essential for anyone who intends to keep up with names decisions in Alaska.

James Kari

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References

Kari, James. 1983. "Kalifornsky, the Californian from Cook Inlet." *Alaska in Perspective* 5, no. 1. Alaska Historical Commission.

————. Forthcoming. "Native Place Names in Alaska: Trends in Policy and Research." Names 35.

Orth, Donald J. 1971 ed. of 1967 orig. *Dictionary of Alaska Place Names*. Geological Survey Professional Paper 567. Washington, D.C.: United States Government Printing Office.

West Virginia Place Names: Origins and History. By Quinith Janssen
and William Fernbach. Shepherdstown, W. Va.: Privately
printed by J & F Enterprises, 1984. Pp. 88. $5.95 (paper).

Hamill Kenny's *West Virginia Place Names* (1945) has long been out of
print. When I recently heard that another West Virginia placename book
had been published, I thought that this could be our long awaited updat-
ing of the Kenny classic with places and features not included in the ear-
lier volume, new or corrected information on names that were included,
more precise locations, and, above all, pronunciations. Alas - it isn't quite
what I expected or wanted to see. No precise locations. No pronuncia-
tions. Nothing really new. Though the compilers state, in their two-page
introduction, that they were guided by and indebted to Kenny's book,
they do not say how.

The book includes for some 1300 alphabetically listed community and
post office names their county, population (if given in the 1980 Census),
dates (when known), derivations, and other names borne by the places
(but these are not cross-listed). Of the 1300 names, all but three hundred
identify places shown on an "official West Virginia highway map" (year
not mentioned); the others are post offices that are not on the map.

Data were gathered from county historical societies, librarians, postmas-
ters, and "just folks around the state." Unfortunately, none of these
sources are identified; none are mentioned in the individual entries or
even given collectively at the end of the book.

I appreciate the compilers' candidness in admitting that, in the absence of
"solid, historical documentation," many of their derivations are tentative;
assumptions and even guesses are so stated. Some really fanciful explana-
tions are included, they say, simply because they are "good stories," and
this is usually mentioned in the particular entries.

The compilers also tell us that the book is but a preliminary volume:
another is being planned that will explain county names as well as those
of the state's geographic features, and that will cover other communities
and post offices not included in the present volume. Readers are invited
to correct obvious errors and submit additional information. We hope
that the compilers will also include pronunciations and precise locations.
I can not resist mentioning the most glaring error of all: in my copy, at
least, pages 53 and 54 are missing.

In sum, I supposed I could say that for those who don't own a rare copy
of Kenny, or anything else on West Virginia placenames, this little

volume will do. The entries are brief, to the point, and readable. They
hold one's attention. I'm looking forward, though, to a much improved
second volume.

R.M. Rennick

Santa Cruz County Place Names: A Geographical Dictionary. By Donald
  Thomas Clark. Santa Cruz, CA: Santa Cruz Historical Society, [P.O.
  Box 246, 95061], 1986. Pp. xxvii, 552. $33.95 (cloth), $23.95 (paper).

A major contribution to the study of geographical names, this county text
is as complete as such a work of research and writing can be. For-
tunately, recent county placename studies and dictionaries have been
competing strongly with comparable state studies. I have mentioned
before that a county is generally an area that can be covered almost
exhaustively by one person, and many publications attest to this welcome
state of affairs: Gunther, Riverside Co., CA; Stein, San Diego Co., CA;
Brasch, Bloom Co., PA; and others. A state text moves more toward the
general, while the county text can be specific and particular. Moreover,
local interest is touched and concerned interest, localized in geographical
names that label places known, lived in, and emotionally experienced. A
consequence is that the author of a county text has to be a superior scho-
lar, with exactness, tact, historical sensibility, and, probably above all,
compassion.

Donald Clark brought all the necessary qualities to his research into the
placenames and his study of their meaning and consequences. Although
with (false) modesty he claims to be not a scholar but only a trivia buff,
he has done background service as a teacher in Harvard University's Gra-
duate School of Business Administration, as well as outland duties at
several universities in the United States and Canada. In addition, he is a
trained librarian, just the kind of specialty that responds so well to the
careful ferreting out from all kinds of historical, sociological, geographi-
cal, psychological, folkloristic, and egoistic memorabilia (worthy and
unworthy) the exact item to fit the unraveling of a placename puzzle.
The text is witness to this ability. A tangential item, but revealing, is
that on October 12, 1983, the interior courtyard at University of Califor-
nia at Santa Cruz's McHenry Library was dedicated "The Donald T.

Clark Courtyard" in tribute to Clark's many contributions to the university, one of which included a term as Chair of the Academic Senate, a position unbecoming a scholar perhaps but becoming a person of action and political acumen. And finally recognition came in the form of a proclamation (Dec. 14, 1986) that honored and commended Donald T. Clark for his contribution to Santa Cruz County. Persons who bedevil historical data for placename information seldom get much recognition, and it is good that this honoring redounds to the work of others, too.

The text contains front and end matter that wrap around the dictionary, with maps, dedication (to A. Howry Espenshade, author of *Pennsylvania Place Names* and father-in-law of Clark; and to George R. Stewart, Clark's faculty adviser at the University of California), a Foreword by Sandy Lydon of Cabrillo College, Clark's Introduction, a long list of acknowledgments, glossary of generics, table of cross references (variant spellings, etc.), guide to pronunciation, locational method, bibliography (printed, manuscript, and map sources), and an index to personal names. The librarian's scholarly apparatus can be seen everywhere, as well as Clark's training in librarianship and in the study of names under Espenshade and Stewart.

The proof, however, is in the dictionary, if it can be called that, for each entry is encyclopedic, a small essay (sometimes a very large and long one) for each name. The pattern of naming follows the haphazard method found throughout the United States, with the historical instance being the predominant. Many commemorate someone, such as *Abbott Square*, the first entry, named to honor Chuck and Esther Abbott, national photographers who retired to Santa Cruz in 1963. They contributed to community work to the extent that honor came their way through a name. The usual possessives and locals occur, the largest body of names. Some typical and mundane examples are *Wagners Gulch, Ward Gulch (Ridge), Christal Gulch, Chittenden Springs, Cleveland Gulch, Clarks Camp,* and *Clarke Valley.* Some of these had nothing to do with ownership, although the person whose name is carried by the place probably lived in the vicinity.

Flora and fauna always appear in the names of areas of county size: *Alder Camp, Apple City* (nickname for Watsonville), *Azalea Gulch, Badger Spring, Bean Hill* (but not Bean Creek, which is named after James M. Bean), *Bear Creek* (plus many more *Bear* places), *Maple Falls,* and *Strawberry Valley.* In all senses, such names are incidentals, subject to a happening that takes place because of the temporary presence of the plants or animals. For instance, in the account of the name, L.L. Paulson

wrote that "Strawberries, Blackberries and other fruits are grown in profusion." The place was also surrounded by mountains, whose sides were covered with redwoods. So the valley could have been *Redwood, Blackberry* , or even one of the other fruits not mentioned. The namer chose *Strawberry*, quite incidental. A few other incident types exist: *Tripe Hill*, from an "overfeeding of tripe during a state national guard camp encampment"; probably *Whalebone Creek, Waezel Gulch, Fallen Arches* (a nickname for Natural Bridge), *Tin Can Ranch*, and *Rattlesnake Gulch.*

As in most sections of the United States, three layers of names occur: Amerindian, a non-English layer, and finally the English one. Overlapping occurs throughout, with the disappearance of the Amerindian first, usually changed, translated, or adapted to the phonology and writing system of the non-Amerindian language. In Santa Cruz County, the remnants of the Amerindians are scarce, only three extant: *Aptos, Soquel*, and *Zayante*, all from the Spanish *rancheria*, invariably used in "Spanish California for Indian villages." Clark lists the 124 *rancherias* mentioned in the *Libro de Bautismos*, the baptismal record kept at the Santa Cruz Mission (1779-1835). The meanings of the names have been lost, although Clark provides fanciful etymologies that appear now and then.

The Spanish names indeed have not disappeared. Although Clark does not mention that Spanish is becoming a dominant language in the area, the placenames indicate no great loss of numbers and could be used to point up the power of a natural language other than English exerting itself in all aspects of living, placenames being only the outward manifestation of its vibrancy. Clark notes that "18 percent of the 1,759 names in this dictionary are of Spanish origin," 318 in all, of which 99 are "pure Spanish forms," 204 a mixture of Spanish and English (Spanish specific, English generic: *Garcia Bridge*), and 15 English translations. Of some pertinency are the 84 names given since 1900, a sure indication of the increasing importance of Spanish (to be exact, Mexican Spanish). Some of the twentieth century "pure Spanish" names are *El Salto, Monte Toyon, Cuesta de los Gatos, Laguna de las Trancas*, and *Pasatiempo*, among many others. When the Spanish generic occurs, it is a certainty that Spanish is dominating the names of places in that particular area. Such a phenomenon is occurring in South Florida, along the Rio Grande in Texas, and along the southern tier of all the southwestern states. In such Spanish-dominated areas, the pronunciation of the names is Mexican Spanish (one of its dialects), in some instances having replaced the anglicized pronunciation formerly used for the places written in Spanish forms.

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The "Guide to pronunciation," pages 487-91, is a good attempt, but I suspect that Clark would be the first to admit that the recording of pronunciation is the weakest part of the book, and with reason. The county is a laboratory (for those interested in such) of the interfacing of two languages, each vying through its speakers for dominance. Consequently, both languages "work to bring about a special local pronunciation for many names." Clark further writes concerning his guide, "Thus what follows is an attempt to record as faithfully as possible the most common pronunciations used by the local population. This *definitely* is not a guide to 'correct' pronunciation - who is to say what is 'correct'? - rather it is a recording of the way locals talk." Clark is doing his best to document the linguistic events at an actively changing language boundary.

Generics deserve a study of their own. Being features, usually, they take precedence over the specific that is attached. For some reason, no doubt "psychological," humans have difficulty calling something "the creek" without some kind of attributive; hence *Creek No. Ten, Chinkles Creek*, or even a duplicate generic, *Spring Creek*. In fact, many generics exist as specifics, and the possibilities are literally endless, although in practice infinitely long names do not occur, and the longest would be something like *Mountain Spring Creek* or *Mountain Valley River*. Cleavage between the morpheme classes 'generic' and 'specific' does take place in a few cases: *Seacliff, Spring* (with *Creek, Gulch, Run*).

Clark has turned his glossary into a discussion and a listing, with his in-depth discussion, of generics, some of which are man-made, not natural, such as *academy, church, airport, bridge*, etc. Actually, Clark goes beyond an exposition of generics, using the section to make lists of items, such as animal names, beaches (*Potbelly Beach, Bonny Doon Beach, Garden of Eden Nude Beach, Beer Can Beach*), biblical names, bridges, youth camps, cemeteries, caves, canyons, classification (Frederic Cassidy's classification system is listed in its entirety, along with examples noted by Clark from his research, such as incidental names, coined, literary, mistakes, etc.), creeks, curves (*Deadmans Curve*, an incident name), flats (*Huckleberry Flat*), gulches, mountains, industrial names, libraries, plant names, railroad stops and stations, ranchos, schools, and much more. Clark omits nothing.

The text is so complete that it is difficult to leave it. Built on the style of H.L. Mencken (toned down considerably), the research thoroughness of Espenshade, the tenacious coverage of history in the vein of Stewart, and the classificatory system of Cassidy, the book shows that the student has

become the master. It is simply a great study, one that redounds to the credit of all who study names and of the discipline. Others who are contemplating a study of a county's placenames must look to Clark as a model. `

<div align="right">Kelsie B. Harder</div>

Ratisches Namenbuch, Band III, in two parts. Die Personenamen Graubundens mit Ausblick auf die Nachbargebiete. By Konrad Huber. Romanica Helvetica 101. Bern: Francke Verlag, 1986. Pp. 1047. Map.

Name scholars are well aware of the fact that the publication of well documented, rigorously researched and convincingly interpreted onomastic compendia is not something to be undertaken by those who are looking for quick results. Not infrequently it is necessary to invest the collecting urge, analytical expertise, editing skills, and sheer human patience of a lifetime into such projects, and happy are those who are still alive when the work of decades comes to fruition in published volumes. The *Ratisches Namenbuch,* the Name Book of the trilingual Swiss canton Graubunden (or Grisons or Grischun) is a case in point. As far back as 1912, the Indo-Europeanist Robert von Planta (1864-1937) devised the basic concept, still valid today, of a comprehensive collection and scholarly treatment of all placenames, field names and personal names ever to have been documented within the boundaries of Graubunden, regardless of their linguistic origins and current status. The founder of this monumental undertaking died two years before the first volume, containing the toponymic evidence, appeared (R. v. Planta and A. Schorta, *Ratisches Namenbuch, Band I, Materialien,* Romanica Helvetica 8, Paris-Zurich-Leipzig 1939). It took his pupil and successor Andrea Schorta another twenty-five years to ready the second volume, containing the etymologies, for publication *(Ratisches Namenbuch, Band II, Etymologien,* Romanica Helvetica 63, Bern 1964). Now, a further twenty-two years on, a representative of the third generation of name scholars, Konrad Huber, has given us the final volume of the project, in two parts, devoted to personal names. Seventy-five years have passed between the initial idea and its published completion, and one wonders how many of the purchasers of

the first volume are still alive, finally and cheerfully to lay their hands on the last one - patience rewarded, indeed.

What is so impressive about the volume under reveiw is the realization that it contains not only an astonishing 20,000 names supported by a very full documentation (the introduction noted that many more early references have had to be left out) but also the extensive, detailed and well-informed discussion of pertinent historical, ecclesiastical and linguistic matters which form the background against which the various names and naming processes have to be understood. The study of names, in this masterly approach, becomes the window through which a whole culture can be viewed and receives its definition.

The first part, which contains family names derived from first names or font names, categorizes them linguistically and thematically; names recorded before or surviving the year 1000 A.D., the so-called "Old Rhaete-Romanic" names, are classified according to their Greek (*Aegidius, Alexander, Artemius, Gregorius, Leontin,* etc.) or Roman origins, both secular and Christian (*Ursus, Victor, Lupus, Vigilius, Silvanus, Dominicus,* etc.). Germanic names show both Alemannic and Old High German influence (before 1000: *Alda, Anti, Burgi, Hrothi, Ragan, Theuda,* etc.; otherwise: *Agil, Athal, Barda, Bob, Frithu, Goda/Guda, Haima, Conja, Magan,* etc.). As is to be expected, Biblical names go back to both the Old Testament (*Adam, Eva, Abraham, Isaac, David, Goliath, Solomon,* etc.) and the New (*Joseph, Maria, Jordan, Johannes, Simon, Andreas, Balthasar, Joachim, Magdalena, Philippus,* etc.). Saints' names can be linked with the veneration and commemoration of saints both before and after 1000 (*Abundius, Antonius, Benedictus, Christophorus, Franciscus, Hoppolytus, Martinus, Rochus,* etc.). The second part of the volume is devoted to surnames derived from the topography (*Demund, Buchel, Val, Gruber, Lapierre, Steiner, Ryn, Bach, Vorwald, Stockli, Pardatsch, Hosang, Escher, Baumgartner, Tschaler, Husli, Bifurca, Punt, Kreuz, Pusterla,* etc.), actual named places (*Tujetsch, Schlans, Pitasch, Razen, Klosters, Ramosch, Mesocco; Zurcher, Berner, Altstatter, Baier, Lampert, Milanus, Genua, Fromwiser,* etc.), social groups (*Bruder, Tabacco, Blutt, Vicari, Kuster, Richter, Regina, Junker, Rottmeister, Schenk, Mehr, Nachbuaer, Bogia, Blumer, Pettapaun, Farber, Sartori, Pellizzari, Travers, Faber, Kessler, Ruoderer, Barbieri, Drummenschlacher, Schiddenschenkel,* etc.), personal physical and mental characteristics (*Gross, Giganti, Petitjean, Pfosi, Schnabel, Brun/Braun, Einhander, Balbarott; Bono, Bladenweg, Grellmann, Stupfli, Baciocchi, Schaffenrath; Asinus, Castradus, Vulp, Trota, Krebs,* etc.), and literary models (*Aldrian, Baiart,*

Fernagu, Hercules, Lancelot, Paris, Pythagoras, Tristan, Virgilius, etc.).
Considering that until about 1200 everybody in this part of the world had
only one single name, these latter names form an astonishingly large
group.

There is no doubt in this reviewer's mind that the third volume of
Ratisches Namenbuch is one of the very best anthroponymic compendia
published within this generation. Both those interested in central Euro-
pean cultural history in general and those with a more localized or
regional interest in the various facets of Graubunden itself will find it a
rich source of information. The people of Chur and thereabouts can be
proud of the completion of one of the most ambitious and most
thoroughly executed onomastic projects undertaken this century. The
volume on *Personennamen* is an impressive coping stone.

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Gale Research Publications

This survey of recent publications by Gale Research Co., Book Tower,
Detroit, Michigan 48226, serves as a prominent notice of books of interest
to readers of *Names.* Titles and bibliographical information appear
below.

Biography and Genealogy Master Index 1987. Edited by Barbara McNeil.
1987. Pp. xxiv, 823. $190.00.

Biography Almanac, 3 vols. Edited by Susan L. Stetler. 1987. Pp. vols.
1-2, 1771; vol. 3, 924. $88.00/set. Available separately: 1-2, $50; 3, $50.

Acronyms, Initialisms and Abbreviations Dictionary, 11th ed. Edited by
Julie E. Towell and Helen E. Sheppard. 1986. Pp. 2,928, in 3 parts.
$180.00/set.

New Acronyms, Initialisms, and Abbreviations. Ed. idem. Published December and August between editions. 1987. Inter-edition subscription, $155.00.

Reverse Acronyms, Initialisms, and Abbreviations Dictionary, 11th ed. Ed. idem. 1986. Pp. 2300 +, in 3 parts. $205.00/set.

Computer & Telecommunications Acronyms, 1st ed. *(Acronyms, Initialisms & Abbreviations Dictionary* Subject Guide Series, Vol. 1). 1986. Pp. 391. $60.00.

Trade Names Dictionary, 5th ed. Edited by Donna Wood. 1986-87. Pp. 1828, in 2 vols. $280.00/set.

Trade Names Dictionary: Company Index, 5th ed. Ed. idem. 1986-87. Pp. 1838, in 2 vols. $280.00/set.

New Trade Names. Ed. idem. 1986. Inter-edition subscription, $215.00.

BGMI 1987 is the sixth in the series of annual updates to the eight-volume *BGMI* (Gale, 1981), an almost indispensable research item for anyone who is searching for the name of a person in order to locate bibliographical information. The updating provides an index to more than 120 volumes and editions of more than 95 biographical dictionaries. Since readers of *Names* are familiar with the index, I will add only that the 1987 index continues the tradition of listing both living and deceased from every field of activity and from all areas (as covered by the sources) of the world. As a memory tickler, I will note that the subject areas include business, law, politics, music, religion, technology, literature, art, performing arts, film, and social issues.

Biography Almanac, a biographical directory to famous persons, is truly unique, especially its third volume, the Index, which contains an Occupations Index (new to the edition), a Chronological Index (listing individuals who were born or died in a specific month on a specific day, from January 1 to December 31), and a Geographic Index (identifying locations where individuals were born or died). Where this information will be valuable depends on the user, although one would hope that it would not be dedicated to trivial pursuits. Such material does have a commemorative use. The Occupations Index is especially helpful in bringing together the names of those who have participated in specific professions.

The new edition contains over 24,000 names, some 2,000 of them added in the three years since the publication of the second edition, including

Robert Ballard, the geologist who located and photographed the *Titanic*; Antonin Scalia, appointed to the Supreme Court in 1986; Mikhail Gorbachev, leader of the Soviet Union; Paloma Picasso, daughter of Pablo Picasso and designer for Tiffany; and singers Cyndi Lauper, Madonna, Ray Parker, Jr., and Whitney Houston. Of course, another reader's sample list might differ. The *Almanac* covers historical figures, although the center of attention is now the current. Another odd but welcome feature is the addition of groups, especially in the performing arts.

For each entry, *Biography Almanac* includes the person or group's name as it is most commonly known; pseudonym, real name, or group affiliation; nicknames; nationality; occupation, career, or best known activity; one-line description; dates and places of birth and death, where appropriate, and codes for biographical reference sources that provide further information about the individual. Much of the material is pertinent to work in onomastics, especially nicknames, pseudonyms, group names, and incidence of name types.

The eleventh edition of *Acronyms* includes more than 400,000 terms "with no end in sight of the phenomenal growth of this new 'language,'" claim the editors. As readers of the reviews in *Names* know, the paltry number of 12,000, then considered large, appeared in the 1960 first edition. Why this "abbrevomania" has become so prevalent cannot, now at least, be explained. Some claim that it is the result of the "breakthrough in technology," while some claim that it is an innate characteristic of the human mind to look for encoding efficiency, a reduction of language to its minimal level of semantic necessity. Writing itself is a kind of shorthand, reducing externals to a kind of accounting system so that "information" can be transmitted, stored, or even held in abeyance in pragmatic situations. Whatever the reason for the phenomenon, it does fit right in with the usual American's frenzy for reductionism in the name of "saving time and money."

Once the *AIAD* was established, the Gale editors saw the need for *Reverse Acronyms, Initialisms, and Abbreviations Dictionary* (RAIAD), a listing by meaning rather than by acronym or initialism. A problem has existed all along as to just what an acronym is, as distinguished from an initialism. Both actually are initialisms, while the acronym generally is reserved for a recognizable English (or foreign) "word," such as ELF (Everybody Loves Fudge) as distinguished from COD (Cash on Delivery and spoken not as /kad/ but as C.O.D). A further virulent, although fascinating, trend is the creation of acronyms to fit particular situations, as MADD (Mothers Against Drunk Driving), not truly an acronym in

spelling but certainly so in pronunciation.

The new edition adds 20,000 legal abbreviations, plus Vancouver (Canada) Stock Exchange symbols, 4,000 terms in telecommunications and data processing, about 16,000 accepted periodical title abbreviations, and changes or additions to national and international association names, Canadian acronyms, cable-television systems, research centers, online database, and scientific and medical specialties. Among the more outrageous inclusions are YUPPIE (Young Urban Professional), with its relations: GRUMPIE (Grown-up Mature Person), MUPPIE (Middle-Aged Urban Professional), RUPPIE (Republican Urban Professional), and YUBBIE (Young Urban Baby, a Yuppie offspring). Similar ones are SIPPY (Senior Independent Pioneer), TAFFIE (Technologically Advanced Family), and YAWNIE (Youngish Anglophone of Westmount and Notre Dame-de-Grace, i.e. a Canadian Yuppie). That all comes down to MUSCLE (Millions of Unusual Small Creatures Lurking Everywhere).

A spin-off from *Acronyms* is the specialized *Computer & Telecommunications Acronyms*, whose first edition contains about 25,000 entries taken from the industry, and covers data processing terms, names of associations and periodicals, and information services. Each entry includes the acronym, its definition, and in many cases additional information such as subject category, geographic location, and citation of source. The text has two divisions, one an alphabetical listing of the abbreviation, while the other is alphabetized by meaning.

CTA very much resembles its parent *AIAD*, as it should, since several thousand entries were sectioned directly from the latter. Differences do exist, mainly to be sure in the subject matter and in sources, which are keyed to entries. Another difference, though minor, is that some entries can be considered ordinary words rather than abbreviations, LOGO being an instance. Its letters do not stand for anything; it is simply the name of a program designed especially in 1967 for young people, traditionally represented in upper case. Most of the items, however, are initialisms. Still, recognizable English forms do appear: ASK (Analog Select Keyboard, selected from three entries), ASS (Analog Simulation System, selected from two entries), PIGLET (Purchase Information, Gifts, Loans, Exchange Tracking, the suggested name for the Library of Congress computer system), and many others the reader can search out. Also, the special issue ushers in the Gale Subject Guide Series, which will include business and trade, health and medicine, associations and institutions, and military and government.

The new *Trade Names Dictionary* contains over 220,000 entries, some 26,000 more than the previous edition. The emphasis of the dictionary is on consumer goods, trade-named products that we see every day: food, cosmetics, clothing, automobiles, glass products, boats, drugs, paper products, liquors, furniture, playthings, tobacco items, orally inflatable splints, pet contraceptives, graffiti remover, canned wine, building materials, portable toilets, and not even the editors know what else. Frankly, I find it fun just to read the thing. Where else can I savor GLAD RAGS (textile markers), GLAD WAGS (dog food), GLASS CAT (water skis), THE FIT TO BE TRIED (pants), SOUTHERN BELLE (nuts), COURT HOGS (footwear), BZZZ (candles, now out of production), THE DOORMATORY (doormats), or ZZZISSORS (scissors, now out of production). A numerical section provides coverage of number names (1776, 2-PLEX, 3-D POPS, 4 BALLS, 98% FUNNY).

The *Company Index* enables the user to determine what type of products a particular company markets or manufactures. The two volumes of the Index contain 40,000 names, with products listed under the entry and keyed to the *TND*; otherwise, it would be almost impossible to find anything in the company text. For instance, the entry for Alexander Doll Co., Inc., contains nineteen names of dolls or other products, all found as separate entries in *TND*. The only problem, if it is one, is that all the doll names cannot be listed in one place, nor can the names of all carpets, steaks, drugs, etc. Greediness will get us nowhere, but it would be good to have all the names lumped together by category. The danger is that mentioning this will digitize the Gale computers, which probably could whiz such information in no time flat, possibly as fast as Tyrone Scours or Merry Poppis pops popcorn.

This set of Gale Research books is particularly attractive and onomastically interesting. Researchers can make scholarly use of the raw material, since so many different linguistic processes can be seen in pragmatic operation. Sociologists and psychologists should find the trade names, company names, and initialisms especially ripe for consumption according to many recipes for analysis. The rest of us can enjoy page-by-page discoveries of our own, a kind of osmotic in-seeping of triggered provocations and impulses.

Kelsie B. Harder

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Publication Notes

John Field, *Compliment and Commemoration in English Field-Names*, 2d ed., is still in print and is obtainable from him at 10 Baylet Close, Uppingham, Leics KEK5 9TC, England, for $3.00, including surface mail. This is an item that all who study placenames should have in their collections, and the price is within our reach. Field "examines a selection of names referring favourably to the production of certain fields, and of those celebrating historic events and perpetuating the memory of people other than the owners of the land." The names are taken from volumes of the English Place-Name Society, where field names were rather scarce in the earlier volumes - before Dr. Field became a force for field names. Some of the productivity names include *Buttericks, Butterhill, Best Buttery, Cheese Bottom, Poulton cum Spital, Yolk of (the) Egg, Honey Hill, Treacle Nook, Thanky Furlong, Promised Land Farm*, and similar ones. Commemoratives include war names (*Waterloo*), leaders (*Wellington, Blucher*), and some curiosities such as *Care, Aristogyton, Edward Sixth, January 30th, Marvell (Andrew), Machiaval*, and *Xenophon*, plus others.

Edith Hols, 408 Lakeview Avenue, Duluth, MN 55812, sent a copy of the American Name Society program held in conjunction with the Midwest Modern Language Association in Chicago on November 8, 1986. The Coordinator was Walter Herrscher, University of Wisconsin at Green Bay. Papers included J.N. Hook (University of Illinois at Urbana), "Playing Post Office: Fun and Games with the Postal Directory"; Joan A. Mullin (Loyola University of Chicago), "Interwoven Identities: Names in Hawthorne's Novels"; William L. Turner, Jr., "Names in the Plays of William Wycherly"; and Edith Hols (University of Minnesota at Duluth), "Theories? Yes. Theory? No."

Lee Pederson, 1364 Springdale Rd., NE, Atlanta, GA 30308, reports that "with the publication of the Handbook (Vol. 1) of the *Linguistic Atlas of the Gulf States* (LAGS) and the concordance, all forms and phrases are registered in an exhaustive index permuted at word level. That 45,000-page collection includes more than two million entries. Now we are composing the General Index (2) that should be delivered to the University of Georgia Press in April, 1987. The text is based on the computer tape that produced the concordance, but here we are keying all placenames in the collection. When we have a chance, I hope to collaborate with Susan L. McDaniel in the composition of a pronouncing dictionary of LAGS placenames. Meanwhile, all worksheet placenames - states, cities, and the

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Gulf of Mexico - will be described in diaphonemic and diaphonic terms in the LAGS Technical Index (3) and in the Legendry (4-5)." The Concordance to the LAGS is available from the University Microfilms International Research Collections (300 N. Zeeb Road, Ann Arbor, MI 48106). For information, including cost, call UMI toll-free, 1-800-423-6108 (Canadian calls, 1-800-343-5299; from Michigan, Alaska, and Hawaii, call collect 1-313-761-4700).

Pacific Island Names: A Map and Name Guide to the New Pacific. By Lee S. Motteler. Bishop Museum Miscellaneous Publication 34. Honolulu, HI: [P.O. Box 19000-A, 96817-0916], 1986. Pp. 90. Paper. No price listed. The guide is dedicated to Edwin H. Bryan, Jr. (1898-1985), who inspired the work and for whom it serves as an In Memoriam. In fact, it is a careful revision of Bryan's earlier editions (the 1972 edition was reviewed by Maurice Mook, *Names* 22 (1974):40). The new index by Motteler lists approximately 6,000 names, of which over 4,500 are variants, with "area coverage of the oceanic Pacific islands between the Tropic of Cancer and the Tropic of Capricorn and from the Americas on the east to (but not including) Indonesia and the Phillipines on the west."

Motteler has provided an introduction that also outlines the methods of listing - methodical treatment being hard to impose on this material, for variants are the rule rather than the exception. He first notes *conventional English usage* (specific and generic) for those areas that are well known (*Easter Island* rather than Spanish *Isla de Pascua*, the official name by the Chilean government which administers it); then *standard name selection*, the preferred name used on maps, in publications, and in other written and oral communication; then *variant name selection*. These three are basic, but *optional names* occur, in which the generic is often the optional name and can be omitted. He uses asterisks in lieu of the generic name for "atoll." Finally, he insists on the use of diacritical marks where they are a part of the spelling. The latter has not become a policy for the U.S. Board on Geographic Names or the U.S. Geological Survey. Motteler's position has the strong support of linguists, and is growing in popularity in the Hawaiian community.

In the "political guide to names," twenty-six island units with letter identifications from A to Z are listed, along with notes on variants, countries of administration, diacritical marks, and other incidental information, but not origins. Each area is mapped. The "index to names" is an alphabetical listing of all names, plus some that are not shown elsewhere. Variants are also listed, alongside the standard names, but both appear in the index, the differentiation being the use of capitalization to indicate

differences. The primary aim of the monograph is to address the problem
of finding the current name of a particular island. In this, Motteler has
done well indeed. Now, we need a complete dictionary of the islands, and
perhaps the author will furnish that soon.

Place Names and Personal Names as Evidence of Settlement History. Ed.
by T.L. Markey, with an Introduction. Proceedings of the XIVth Interna-
tional Congress of Onomastic Science. Ann Arbor, MI: Karoma Publish-
ers, Inc. [3400 Daleview Drive, 48105], 1987. Pp. x, 750. Clothbound
only, with maps, tables, charts, diagrams, and illustrations. $65.00. The
proceedings are listed in Markey's latest catalog, with the note that
sixty-two papers are included, the span of topics and geographics being
enormously varied. The text will be reviewed in *Names.* Furthermore,
members of the Society should publicize the book as much as possible,
and also order it for themselves as well as for their local libraries.

Sometimes a book is published that contains much onomastic material,
although the intent and subject lie elsewhere. Such a text is Peter
Matthiessen, *Mens' Lives: The Surfmen and Baymen of the South Fork*
(New York: Random House, 1986), pp. xi, 339, $29.95. An account of the
300-year-old culture of commercial fishermen of the eastern end of Long
Island, along with Matthiessen's able rendering in an extraordinary way
of the ordinary lives of the fishermen, the text also names names on
almost every page, along with the vivid descriptions of daily work. In the
beginning, the Dutch navigator Adriaen Block, in 1614, named the long
strip of land that extended eastward into the Atlantic *Lange Eylandt* (11).
The east end of Long Island was known as Pommanocc, or 'place of tri-
bute.' Gardiners Island was first named Isle of Wight by an Englishman
with the unlikely name of Lion Gardiner. Later, the place was named for
him. And so it goes, page after page of placenames, their origins,
changes, and influence. For the etymologies of Amerindian names,
Matthiessen used William Wallace Tooker, *The Indian Place-Names on
Long Island* (New York: Putnam, 1911), which differs considerably from
John C. Huden, *Indian Place Names of New England* (New York: Museum
of the American Indian, Heye Foundation, 1962). Woven into the text
are nicknames of fisherman, dialect names of sea creatures, personal
names that attract attention, alley names, building names, and much
more. Still, the book is a paean to the fisherman, not to onomastics.

Brand names have never been analyzed as carefully or as meaningfully as
one would like. A beginning study of the influence of brands and their
names appears in John Philip Jones, *What's in a Name? Advertising and*

the Concept of Brands (Lexington, MA: D. C. Heath and Co. [Lexington Books, 125 Spring St., 02173], 1986. Pp. xxii, 292. $24.95, hardbound). The argument is that advertising reinforces brand loyalty and does not persuade customers to switch from one brand to another. Along the way, Jones comments on brand names and their advertisers, listing in an introduction by Don Johnson of J. W. Thompson Company the ten largest advertisers in 1913. This gives us a rather startling insight, for the same items, with one major exception, are very much in evidence today: Ivory Soap, Crisco, Quaker Oats, Puffed Rice, Post Toasties, Grape Nuts, Regular and Instant Postum, Colgate Dental Cream, Kodak cameras and film, Pall Mall, Bull Durham, though we no longer see Overland Coupé, Zubelda, Egyptian Deities, Mogul, or Murad. But the text is devoted to the "marketing and especially the advertising of what are referred to most commonly as repeat-purchase packaged goods (or sometimes as fast-moving consumer goods, FMCG for short)."

Brand names are effective, but they have to become internalized in the consumer for the production of greatest effect. Jones describes six characteristics of "fast-moving consumer goods," besides the fact that most of them are sold in supermarkets: (1) women are the most important category of buyers; (2) buyers buy repeatedly and have a repertoire of brands; (3) competitive brands differ from one another in functional terms; (4) brands are enriched with added values; (5) the field is relatively advertising-intensive; and (6) the field is very large. For further analysis of brands, see Chapter 2, "Brands: What They Are and Why They Emerge." The important point is made that product and brand differ in that product "is something with a functional purpose," while a brand "offers something in addition to its functional purpose," i.e. added-value, the name, which has developed its own aura in the customer's opinion and comes from "experience of the brand." Another chapter (3) describes the factors that shape a brand during its conception and birth. Here, Jones claims that "many people believe ... that the added values of a brand are in some way embodied in its name, and that these values can be transferred to another product by using the brand name as a common property." Some problems exist with the belief that a successful brand name can carry over to a new or different product in the same line. Jones shows that this is illusory, and that the level of success "of a new brand is much more dependent on support levels than on the name per se." In other words, money does the persuading.

Not about names per se either, this book definitely has much that is thought-provoking, even challenging. Anyone working in the

psychological effects of brand names (or in advertising) should study this excellent text.

A different type of text is Burton R. Pollin, *Insights and Outlooks: Essays on Great Writers* (Staten Island, NY: The Gordian Press, Inc.,[P.O. Box 304, 10304], 1986), pp. x, 239, $17.50). Again, the intent is not onomastic, but Pollin always inserts such material into his books and essays, as readers of *Names* will recall. First, the literary items include "Hamlet, a Successful Suicide," several articles on Poe, "Charles Lamb and Charles Lloyd as Jacobins and Anti-Jacobins," three articles on the Shelleys, one on Hawthorne, and "The Influence of 'The Ancient Mariner' upon 'The Ballad of Reading Gaol.'" Comments on names are dominant in the article, "'Alastors' in the Works of Coryatt, Heywood, Southey, and Shelley," where in fact Pollin moves completely into literary onomastics, tracing the formerly obsolete *alastor* to its being revived by Shelley. The essay on Hawthorne, "'Rappaccini's Daughter': Sources and Names," is taken up entirely with a discussion of the names and their structuring of the story. Pollin also points out the influence of Mary Shelley's *Frankenstein* on Hawthorne's story. The effect of names is also dominant in the essay "Poe's 'Murders in the Rue Morgue': The Ingenious Web Unravelled," where Pollin shows how Poe used real placenames but in casualness, sometimes from a sense of caprice "and also unverifiable personal motivation."

These are examples where onomastics becomes central to the fiction and interpretation, but scattered references to the use of names occur in other essays, particularly in "Poe and the Dance," in which Poe makes outrageous puns on the names and also on the names of persons he knew. As we know from Pollin's other studies, Poe is equal to playing with names and deliberately using them as meaningful signs to point up his fictions. Pollin has in recent years become the leading scholar of the works of Poe. It is fortunate for us that he also is interested in the way Poe pursues names.

Please send notes on publications (signed reviews), articles on names, information on theses and dissertations, and other information that can be listed in publication notes.

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