

Western States Conference

The 18th Western States Geographic Names Conference will convene in Rapid City, South Dakota, September 7-10, 1994. All sessions will be held at the Rapid City Hilton, where a block of rooms has been reserved for participants and guests. Reservations should be made before July 31, 1994 (1-800-456-3750).

The program will include papers on the place names of the western states and provinces, a regular meeting of the US Board on Geographic Names, and a special meeting of the Place Name Survey of the US.

Optional activities include an evening trip to Custer State Park and visit to Mount Rushmore for the dusk floodlighting, an all-day toponymic tour of the Black Hills, and a trip to the Deadwood casinos.

Tentative costs for the conference:

Basic: \$55 (\$50 for guests)

Lodging at the Rapid City Hilton: \$68 (single or double)

Black Hills Toponymic tour: \$20

Trip to Custer State Park Lodge (including transportation and meal): \$20

Trip to Deadwood casinos (including transportation and meal, but not gambling stake): \$20

For further information on the 1994 meeting of the Western State Geographic Names Conference, contact the coordinator:

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More Official and Unofficial Place Names with *Mile*.
Continues "*Miracle Mile*" Names 34 (1986): 238.

Freedom Mile. In 1973 a community drive was started to gain official recognition for Flushing's Freedom Mile, till then the unofficial nickname of Northern Boulevard between Parsons Boulevard and Parsons Street, along which several buildings and a tree associated with the struggle for freedom in America are found (the Kingsland House, the Bowne House, the Flushing Town Hall, the Friends Meeting House, and the Weeping Beech Tree). The drive was successful in 1976, when "Freedom Mile" became an official nickname, though the street is still officially called "Northern Boulevard." The nickname is used by journalists and by local historians for publicity, but the public has not adopted it)

Golden Square Mile. The nickname of an area of Montreal, Canada, about one mile square, in which many rich people lived in the nineteenth century.

the mad mile. The nickname of that part of the Perth-Fremantle road which runs through Claremont, Western Australia; (hence?), the round made by a person either on draft, in or out of a depot, or in being demobilized (World War II Australian navy slang); any stretch of a road being continually shelled by the enemy (World War II British military slang); a straight, flat stretch of a road where vehicles are likely to speed unchecked (at least with respect to part of a road south of Chichester, England, c. 1970) (adopted from various dictionaries by Eric Partridge).

Magnificent Mile. The nickname of a stretch of North Michigan Avenue, Chicago, Illinois, so called because of the expensive stores located there.

Medical Mile. The nickname of an area in Bronx, New York, near the junction of the Hutchinson River Parkway, Pelham Parkway, and the New England Thruway, so called because six hospitals and a medical school are located there.

Millionaires Mile. The official name of a tour of Fifth Avenue mansions in Manhattan, N. Y., led by Joyce Mendelsohn, c. 1987.

Miracle Mile. Once the nickname of a short strip of retail stores on Northern Boulevard, Manhasset, New York, that strip now extending (and so called) from Great Neck to Greenvale, New

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York; the nickname of a once exclusive part of Los Angeles, California, between Fairfax Avenue and St. Vicente Street; the official name of one of the ski runs at Snow Summit, a ski resort in California; the nickname for Madison Avenue between East 62 and East 72 Streets, Manhattan, New York, on 6 December 1992, when The Madison Avenue Christmas for Children Fund sponsored various events along that stretch in order to attract customers to the shops, 20 percent of every purchase being donated to five children's charities, the same event being repeated, under the same name, from 60 to 72 Sts. on 5 December 1993.

moochers' mile. The scoffing nickname of the area from Piccadilly Circus to Leicester Square, London, England, during the 1940s, so called because many suburbanites coming to the city for the day liked to stroll and window-shop there.

Nautical Mile. A nickname or official name in Freeport, New York; I have been unable to learn anything about it.

Platinum Mile. The nickname of a stretch of office parks built between 1968 and 1986 along Route 287, in White Plains and Harrison, New York, so called because the headquarters of some of the largest American corporations are located there.

Royal Mile. The nickname of High Street between the Palace of Holyroodhouse and Edinburgh Castle, Edinburgh, Scotland, so called because it connects these royal edifices.

Toxic Mile. "About 55 minutes into yesterday's New York Marathon, the leaders pounded down Bedford Avenue in Williamsburg toward Grand Street, and a man with a bullhorn welcomed them to 'The Toxic Mile.' At the corner, Greg Barsamian lit several innocent-looking little 'cookies,' which sent impressive billows of ugly theatrical smoke out the top of three cardboard smokestacks set up for the occasion. On the other side of Bedford Avenue, a similar array of black, 8-foot stacks pumped more smoke into the breezy fall air...." (Steve McFarland, "Just how vile Toxic Mile?," *Daily News*, New York, 2 November 1992, p. 3).

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