Reviews

"Ökonymie." Zur Produktnamen-Linguistik im Europäischen Binnenmarkt. (*"Economy:" On the Linguistics of Product Names in the European Union.*) By Christoph Platen. Tübingen: Max Niemeyer. Postfach 2140, Pfrondorfer Str. 6, D-72074. 1997. Pp. VIII+243. DEM 94 (app. US $55).

This book, which seems to be the revised edition of a dissertation from the University of Trier (this is never explicitly stated but the preface (VI) implies it), is a fervent plea for making trade names a more central area of onomastic inquiry. Platen says again and again that linguistics and onomastics have so far neglected this central area of modern communication in an almost incredible way. I couldn't agree more, and in fact my own dissertation (Piller 1996), which came out only a year earlier and which seems to have been researched almost simultaneously with Platen's, (zeitgeist, I guess) makes a similar point. Platen's clever title even gives a name to this subfield of onomastics: he suggests the term "economy" for the study of trade names just as the study of place names is sometimes referred to as "toponymy" or that of water names as "hydronymy."

It is Platen's aim to introduce the reader to product names; to combine linguistic and economic perspectives; and to foreground qualitative and functional aspects of product names over formal ones. He does so in nine sections: an introduction (1-9), a chapter on the semiotic status of trade names (11-32), one on synchronic aspects of trade names (33-92), one on diachronic aspects of trade names (93-120), one on aspects of their integration into the lexicon (121-145), one on global branding (147-159), one on the creation of trade names (161-174), a summary (175-183), and an appendix (185-243). The appendix contains the list of references (185-203), and four indexes (subjects, product names, integrated product names, and authors; [205-236]). The book ends with some color illustrations. I will now discuss each chapter in turn.

The first full chapter after the introduction, on the semiotic status of trade names, sets out to define trade names, or "econyms" in Platen's terminology. He views them as a subclass of ergonyms, i.e., product

names. Specifically, trade names identify products and services competing nationally and internationally, and they are characterized by their distinctiveness (14). Thus, Platen places a legal criterion, that of distinctiveness as evidenced by registration, at the center of his definition. I find that rather unfortunate as the majority of trade names, names on products and services that are for sale, are not actually registered. A distinction between brand names, i.e., commercial names that are registered, and model names, i.e., commercial names that are not registered, would have been useful here. Particularly so, as many of the examples Platen discusses in later chapters are not registered names. Brand names and model names differ in many important ways: while the former remain constant across time and space and their creation and monitoring is heavily invested in, model names may be around for only a couple of months and they may be used only regionally. Furthermore, model names derive many of their positive associations from their co-occurrence with brand names, while brand names do not in such a way depend upon model names. For many products—automobiles, for instance—the situation is even more complex, and it is useful to distinguish between manufacturer name, series name, and model name (e.g., *Subaru Justy Spring*).

Having defined his use of the term trade name, Platen goes on to discuss the communicative use of trade names. He points out that little is actually known about the pragmatics of trade names, and that many writers on the subject never go beyond mentioning unspecific settings such as "advertising" or "sales talk." The most obvious use of trade names is actually on the products themselves. Trade names are unique among linguistic signs in that they always co-occur with their referents. Name, product, graphics, and design constitute a "multidimensional ensemble" (16). Although obvious, this point is not trivial at all. Trade names are part of quite unique communicative situations which are geared towards placing them as prominently in the consumer's field of perception as possible. A point that Platen does not make but which I also find noteworthy is the fact that, as part of the product, consumers are usually confronted with trade names in their written, not in their spoken form. To date, we have hardly any information about how trade names figure in consumers' literacy practices (but see Zentella 1997, 213 ff). Platen also draws attention to the fact that trade names do not only occur in "primary commercial communication," i.e., advertising

and sales talk, but also in "secondary commercial communication" such as casual conversations on lifestyle, lifestyle magazines, or the fashion pages. Indeed, such a variation analysis of trade names is sorely needed.

Chapter 3 is devoted to synchronic aspects of trade names. Platen sketches out a "grammar of product names" (8), which is based on the study of "forms," "functions," and "analogies." Formally, he distinguishes three types of trade names: conversions, concept forms, and artificial words. A trade name is a conversion if it is based on a proper name (e.g., *Napoléon* for a cognac), a common noun or another word (e.g., *Always* for sanitary towels), or a morpheme (e.g., the Italian superlative morpheme *Issima* for a skin care product). The conversion section would have benefited greatly from a distinction between the various language communities in which such a conversion is used. Issima, for instance, is no true conversion if used outside Italy. For people who do not speak Italian it might just as well be an artificial coinage. And even if a product name is readily perceptible as a borrowing, as most English names—such as *Always*—are for speakers of other languages, they are not conversions. Formation processes that use language internal or language external material differ formally and functionally, and there is no reason why this difference should be ignored in trade names.

Concept forms are trade names created by altering the form of a proper noun or common noun. These alterations may take place at any linguistic level. At the graphemic level (as in *Moovy* for a yogurt), at the morphological level (as in the clipping *Rei* from German *rein* 'clean' for a washing powder), or in the (commercial) suffixation *Sunil* for another washing powder. At the syntactic level, phrases (e.g., *After Eight* for a chocolate mint) or clauses (e.g., *Uneeda Biskuit* for a brand of biscuits [also with graphemic alteration]) may be changed into trade names. If no relationship between a trade name and an item from a natural language is perceptible, it is considered an artificial coinage (as in *Kodak*).

Platen then goes on to look at the various functions that trade names serve. He identifies the functions of originality, information, expressiveness, and "valorization," which is the linguistic signaling of a product's prestige. While most names combine these functions in one way or another, there are prototypical examples of each category. Prototypically original names are those that use rare letters or uncommon combinations

as in *Qremor* for a brand of calorie-reduced curd. This name is particularly original because the letter combination <qu> + <l> or <r> is used neither in Germanic nor in Romance languages, and because the combination <qu> is reduced by its second letter. This "loss" of a letter iconically suggests the loss of weight that supposedly results from consuming this product. Some names are geared less towards originality and more towards providing concise information about the use or the benefits of a product. *Slim-fast* for a dietary drink is a case in point. Other names signal vaguely positive associations through their expressiveness, very often phonetic expressiveness, such as *Maoam,* the name of a brand of chewing gum, which suggests the oral movement during chewing. Names that fulfill the function of "valorization," of suggesting a product's prestige and high status, in a prototypical way are those that incorporate diacritics, such as *Chloé* or Cašmir for perfumes.

The third aspect of a "grammar of trade names" are analogies, i.e., pattern formation. Platen discusses homonymy in trade names (e.g., *Astra,* which is used for a brand of margarine, a soap, a salad oil, cigarettes, watches, a mineral water, a beer, and cars), paronymy (e.g., *Kim* and *King,* both used for cigarettes), and commercial suffixes (e.g., *-il,* as in *Barnetil, Dogmatil, Emergil, Majeptil,* or *Tementil,* which are used on various brands of neuroleptic drugs). A further type of pattern is the one manufacturers use to signal the coherence of their lines. Austin Rover, for instance, uses alliteration to signal that the various series it produces belong to the same "family." Their series are called *Mini, Metro, Maestro,* and *Montego.* Peugeot, on the other hand, makes use of numbers to suggest the same coherence. Their series are called *104, 204, 304, 404, 504,* and *604.* Sometimes, whole product groups may be characterized by formal or semantic patterns. The tanks of the German army, for instance, are named after animals of prey: *Marder* 'marten', *Fuchs* 'fox', *Gepard* 'cheetah' and *Leopard* 'leopard'. Other examples are perfume names, where a pattern of names from literature and mythology (e.g., *Chloé, Loulou, Minotaure*), a color pattern (e.g., *Golden Drop, Green Water, Ombre Rose*), or a place name pattern (e.g., *Berlin, Byzance, Paris, Venezia*) occur.

In the fourth chapter, on diachronic aspects of trade names, Platen discusses their etymology, formal and semantic change, and diachronic variation or trends. The section on etymology is largely a comparison

of two trade name dictionaries: Room (1984) and Lötscher (1992). Both aim to describe the origins and associations of trade names. The former concentrates on trade names used in English-speaking countries (about 800 entries), while the latter focuses on German-speaking markets (about 1,500 entries). Of course, there is some overlap, and Platen gives a detailed comparison of the entries for *Ajax* (cleanser), *Elf* (fuel), and *Ascona* (automobile). I was struck most by the way one of Lötscher's entries is discredited as a "bubbling fountain emanating a strange mixture of cliches taken from bourgeois education, social envy imputed to others and Helvetian patriotism" (105). As Lötscher's analysis of the car name *Ascona* is actually quite lucid, one wonders whether Platen has an axe to grind here.

In the section on formal and semantic change, Platen makes the interesting observation that names of beverages, and particularly alcoholic beverages, are often subjected to formal clipping in the course of their history, so that they become more endearing. *Coca-Cola* becoming *Coke* is the best-known example, supplemented by many beer names, such as *Flensburger Pils* > *Flens, Gatzweilers Alt* > *Gatz, König-Pilsener* > *Köpi,* etc. These hypocoristic forms may well serve as euphemisms that help disguise the fact that there is no secure border between acceptable alcohol consumption and alcoholism. Semantic change can be observed in *Mentos,* which started out as the name of a brand of mints. Through line extension it became the name of a brand of candy, and today this candy comes in different "models:" *Mentos mint, Mentos fruit, Mentos tropical,* and *Mentos cola.*

Chapter 5 is devoted to aspects of integration: "trade names between advertising and the dictionary" (121). Platen distinguishes four types of integration: trade names that are used as common nouns, trade names as the base form of derivations, trade names in puns, and trade names used metaphorically. Well-known cases of trade names that have become common nouns are *hoover, pampers,* and *walkman.* Taking a small corpus of seven such names that have been integrated into the lexicon of German and seven into that of French, Platen checks as to whether these items have also found their way into German-French and French-German bilingual dictionaries. Most of them have not, and if they have an entry, their usage is described inadequately. The ubiquity of trade names in the general lexicon is also evidenced by the derivations based

upon them. In Italian, for instance, the drivers, owners and aficionados of various cars may be referred to as *alfista, ferrarista, lancista,* or *maseratista.* Trade names also occur in puns, most often in the language of advertising, but also in literature and journalistic articles. Thus, *Chantré* (cognac) and French *à votre santé*! 'cheers'; (lit. 'to your health' are combined into *À votre Chantré*! While this example is from the language of advertising, the following is truly popular: in Germany, Toyota uses the advertising slogan *Nichts ist unmöglich—Toyota*! 'nothing is impossible—Toyota!' sung in a characteristic melody. The national soccer team has a player whose surname is Yeboah, and fans cheer him on by chanting "Nichts ist unmöglich—Yeboah!"

The next chapter deals with global branding, i.e., the international establishment of a brand. Platen correctly identifies global branding as one of the great myths of our age. However, he immediately succumbs to that myth himself when he describes trade names as representatives of an economic lingua franca. The fact of the matter is that there is no way to communicate in a meaningful way with a speaker of another language if you have nothing in common but the terms *McDonald's* and *Coca-Cola.* Also, there are not that many truly international brands, with McDonald's and Coca-Cola being among the leading examples. And most importantly, global branding is a myth of post-industrial countries: most brands we think of as international ones are well out of reach of the majority of the world's population. Platen looks at global branding from two different perspectives: he investigates areal variation and "big business blunders." The section on areal variation asks how multinational brands deal with multilingualism. There are four possible strategies: standardization, transposition, adaptation, and differentiation. Standardization occurs if a company decides to market its product under the same name in all its markets. Apart from the above-mentioned *McDonald's* and *Coca-Cola, Mercedes, Swatch,* or *Kodak* are standardized internationally. The strategy of transposition is used if a trade name is translated into the various languages of its markets. The French cheese name *La vache qui rit,* for instance, becomes *The laughing cow* in English and *Die lachende Kuh* in German. Adaptation is no longer a literal translation but rather different designations are chosen that have similar connotations in the various languages. A softener that is called *Snuggle* in English-speaking markets, *Mimosin* in Spain, *Coccolino* in

Italy, *Cajoline* in France, and *Kuschelweich* in Germany is a case in point. The fourth strategy, diversification, implies that each national or linguistic market gets its own trade name. A European ice-cream producer, for instance, calls itself *Algida* in Greece, *HB* in Ireland, *Eskimo* in Austria and Hungary, *Eldorado* in Italy, *Frigo* in Spain, *Langnese* in Germany, *Ola* in Belgium and *Olá* in Portugal. "Big business blunders" occur when a name sounds like a taboo word in another speech community. Famous examples are Chevrolet *Nova,* Ford *Pinto,* and Mitsubishi *Pajero.* In Spanish *no va* means 'doesn't move', in Brazilian Portuguese *pinto* is a taboo word for 'penis', and *pajero* means 'wank' in Spanish. The last full chapter before the conclusion offers a look behind the scenes of naming agencies. It describes how the German naming agency NOMEN goes about creating a trade name. The chapter ends with a plea for a greater involvement in trade name creation on the part of linguists and philologists.

As a whole the volume has two major flaws, one in form and one in method. The formal one concerns the languages in which it is written and the footnotes. The book is written mainly in German but it incorporates a good number of switches into and quotations from Italian and French. If you don't read these three languages with ease, this book is not for you. For fair measure, some English, Spanish, and Portuguese is also sprinkled throughout the text. To my mind, this combination of languages is unfortunate as is unnecessarily restricts the book's target audience. Another formal flaw that makes the book at times quite tedious to read are the footnotes lavishly distributed throughout. A sentence from the main text may incorporate up to seven footnotes (134f, fn. 288-294) and the main text may account for less than a quarter of the words printed on a page (173). This is particularly annoying as one cannot safely ignore the footnotes as some of the most original points of the whole volume are made in the notes and not in the main text! A case in point is the description of the trend towards "pet names" for alcoholic beverages discussed above (109, fn. 231). The second weak point of this introduction to "econymy" is the corpus. Because he wants to give an overview of the whole field, Platen makes do without a systematically collected corpus, which could be systematically analyzed. There is a corpus of sorts but the 1,300 trade names it comprises were collected in unsystematic fashion from literature,

advertising, and visits to supermarkets. This unsystematic collection has two consequences: on the one hand, the vast majority of his examples have already been discussed elsewhere. Platen freely admits that at various points, and at times even pokes fun at the way a limited number of examples are presented again and again in the literature on trade names but any reader who is not a novice to trade name studies will nevertheless be disappointed by a recurrent sense of déjà vu. The second consequence of unsystematic data collection is the fact that the book falls short of its own sociolinguistic promises. There is no way to know whether some of the patterns described are more frequent than others, or whether they predominate in the consumer experience of certain socioeconomic groups. Are Woolworth's shoppers, for instance, exposed to different trade names than shoppers in an up-market store? Platen claims that his analysis is of names that are typical and that it can be generalized although it is not statistically representative (7). This sounds like another way to have one's cake and eat it, too.

To Platen, these criticisms may well sound petty-minded. In this book, he presents himself as a missionary whose cause is "econymy." He feels that he is plowing a neglected field, which needs to be prepared for the systematic and more specialized efforts of future scholars. His plea that trade names should be made a more central field of linguistic and onomastic inquiry is spirited, and it deserves very much to be heard.

References:

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Florida Place Names: Alachua to Zolfo Springs. By Allen Morris; Joan Perry Morris, Photo Editor. Pineapple Press, P.O. Box 3899, Sarasota, FL 34230. Pp. xiii-292. $21.95.

This is one of the most readable placename books I have seen, and undoubtedly one reason for the enthusiasm is my long familiarity with the state. I was born in Quincy (near Tallahassee) and raised in Clearwater (originally Clear Water Harbor, which was named for a bubbling sulphur spring near the shore that made the water unusually clear and sparkling), where my ancestor settled during the 1840s. For these and other reasons I found *Florida Place Names* a refreshing volume that brought back to me a flood of pleasant recollections.

Not only is there a story in every name but names are lynchpins between former and later societies, and Florida names demonstrate a mixture of different cultures, ancient and modern.

I like most of the features of this book. The dictionary arrangement is handy and the extensive bibliography and index are generally easy to use.

In [1] below I give an overview of some of the more significant historical, linguistic, and picturesque highlights of the territory and in [2] a critique of the book itself.

[1] Revisiting Florida, or The Pleasure Was All Mine.

As I read through this book I quickly became reimpressed with the tremendous scope of the story of Florida. By making a very selective survey of this on-going narrative, in this section I will illustrate a portion of the vivid picture the author of this book has painted. I hope that my presentation will enable others to better understand the great appeal Florida has had (and continues to have) for countless numbers of pioneers and tourists.

As Allen Morris says in the introduction, "Florida was the first European name given to a place on this continent. And Florida it has remained.... Only the pronunciation has changed: the Spanish emphasizing the second syllable, the English the first" (ix).

According to tradition the territory was named in 1513 by Juan Ponce de León, as the Spanish court historian Antonio Herrera described the event one hundred years later. Subsequently, the size of the

landmass with this name kept shrinking until West Florida was bordered on one side by the Misssissippi, and East Florida by the Atlantic, and the two territories were divided by the Apalachicola River.

In 1763 East Florida was traded to the British, returned to Spain in 1783 and finally transferred to the United States in 1821 and united with West Florida, which then was bounded by the Perdido River near Pensacola, where Alabama begins today. In 1845 Florida was admitted to the Union as the 27th state. In four centuries (almost five!), under five national flags, Florida has had a most colorful history.

Though the Native Americans, the first Floridians, have been considerably reduced in number, the places named for them are many. The story of the capitol, Tallahassee, is given full treatment in this volume. One little-known local detail is the fact that a group of old men and adolescents defeated the Union troops at the battle of Natural Bridge so that Tallahassee is the only Confederate state capitol east of the Mississippi to never have been captured during the so-called Civil War.

Because Florida is the second largest state east of the Mississippi any account of its geography and history in a volume such as this one must be sketchy. Even so, *Florida Place Names* offers a considerable amount of information, conveniently presented. In looking into the etymologies of the names of the largest cities, for example, one will find that a surprising amount of material has been condensed to a single page or less.

Miami has been accepted as an Indian word, possibly meaning 'big water' (perhaps referring to Okeechobee, the second largest body of fresh water wholly within the United States), but it could not have been a Seminole word. It was, in fact, part of the real estate development brought about largely by the extension of Flagler's Florida East Coast Railway (which eventually reached Key West in 1912).

Also a mysterious Indian term, *Tampa* could mean 'near it', perhaps referring to the proximity of the bay which the Spanish called *Espiritu Santo* or 'Holy Spirit' and which was entered by Narváez in 1528. A Spanish lad of 13 named Fonteneda was shipwrecked off the Florida coast in 1545, found the Indians friendly and roamed the peninsula for 17 years. Returning to Spain, he compiled a list of 22 towns in south Florida, including *Tampa*—which he wrote *Tanpa*.

Jacksonville was named in 1822 for Andrew Jackson, the first territorial governor of East and West Florida and the seventh President of the United States. Originally the place bore an Indian name meaning "the place where cows cross" which the British called *Cow Ford* in 1763 when they gained possession of East Florida.

By this briefest account of the naming of the three largest cities I intend only to demonstrate the numerous and various historical developments which are traced in this book. By pursuing such information an eager student would find the story of Florida rapidly unfolding.

Serendipity—finding something more interesting while looking for something else—led me through the book on many exciting chases. For example, while reading about a plantation near Tallahassee named *Lipona* (an anagram for Napoli [Naples]), I learned that the owner, one Col. Murat, a prince of the royal blood, was the son of Napoleon's sister and the King of Naples. When the fortunes of the emperor waned, Murat had to skedaddle and was convinced by Lafayette to seek a new home in Florida. [As a boy I heard that when this vivid personality was serving dinner to some important guests one of them asked what they were being served. "It's a strange bird, new to me," the Prince is supposed to have said, "called the turkey boozárd" (that is, the common buzzard)].

In passing, I will mention one characteristic Indian name. *Micanopy* (in Alachua county, about 20 miles southeast of Gainesville), was the name of the principal chief at the beginning the 1835 Seminole War. His name means 'chief of chiefs'. Several folk etymologies of this name continue to surface. According to one, townspeople called a slow-paying Irish merchant "Micky-no-pay;" another claims that a trader once told an Indian creditor, "Me can no pay."

In the Seminole County entry the author traces the history of the Indian residents of Florida, particularly the Seminoles and the Miccosukee, and then attempts to unravel the uncertain etymology of the name *Seminole*, concluding that the name is plausibly an altered form of the Creek *ishti semoli* or 'wild men'.

The book contains an abundance of interesting linguistic illustrations (by which I mean not only phonetic and other technical illustrations, but explanatory narratives as well). For example, a settlement called Gretna

was originally known as Gritney, because—so it was said—there was so much sand; the first postmaster, J.W. Mehaffey, decided that Gritney was not "very prominent sounding," and changed the name to Gretna, perhaps because of his Scottish ancestors. (Of course, folk etymology may be at work here, as well.)

On firmer etymological ground, we find a good number of shortened forms, such as *Lorida* < *Florida*; *Wanee* < *Suwannee*, "as the settlement originally was known" and *Wiscon* < *Wisconsin*. Perhaps related is *Zona*, in Broward County and presently called Davie, which was named for some of the original setters who came from the Panama Canal Zone.

Placenames that have a special connection with historical events appear on most pages of the book. In 1513 Juan Ponce de León landed on the rocky islands west of Key West where his crew found 160 turtles (tortoises), for which they named the ilsets the Dry Tortugas. On one of them are the ruins of Fort Jefferson where Dr. Samuel A. Mudd was imprisoned because he innocently dressed the wounds of the fugitive John Wilkes Booth, who had assassinated President Abraham Lincoln. (The good doctor's great-grandson, Roger Mudd, has become a well-known television news announcer.)

Of the hundreds of forts in Florida, the great ones were located at Fernandina Beach, St.Augustine, Dry Tortugas, and Pensacola. Fort Meade (about 55 miles south and east of Tampa) is named for the Northern General of Gettysburg fame, who as a Second Lt. was given the task of finding the site for old Ft. Clinch (in Polk County). Another Ft. Clinch (in Nassau County just northeast of Jacksonville) "is situated on Amelia Island, over which have flown eight flags since the island was visited in 1562 by French Admiral Jean Ribaut. The national flags were those of France, Spain, England, Mexico, United States, and [the] Confederate States; and the local flags, [those] of the Patriots and Green Cross" (94).

Some natural and human disasters have been memorialized in Florida placenames. In 1565 three hundred Huguenot castaways under Jean Ribaut surrendered only to be slaughtered by Spaniards at *Matanzas* (Spanish for 'slaughter' or 'massacre') "not as Frenchmen but as Lutherans" (158).

Two keys, Upper and Lower Matecumbe, were swept by the Labor Day Hurricane of 1935 when more than 400 people were drowned. The hurricane overturned cars on a train sent to evacuate veterans of the First World War, remnants of the Bonus Expeditionary Force enlisted to close gaps in the Overseas Highway. "The storm destroyed sections of the Florida East Coast Railway tracks, but the great bridges emerged undamaged and later were used to support a highway" (129).

Between Lake Okeechobee and Jupiter Lighthouse, during the Seminole Wars, a starving band of Indians—their wives and children dying—asked only that they be permitted to remain in Florida. When the word finally came from Washington, that "the war must continue until every Indian was dead or deported, the natives were shipped to Arkansas, and they left what 'has been known to cowmen and hunters for generations past as the Hongry [sic] Land'" (122).

A good number of placenames in Florida were contrived. *Flomich*, a sawmill community established in 1918, combined the namer's adopted state and his home state, Florida and Michigan. *Flomaton* was first named *Floma* for the first three letters of *Florida* and the last two of *Alabama*. However, because it sounded too much like *Florala*, another border town, it was changed to its present form. *La Belle* was named for two daughters, *Laura* and *Belle*. *Royellou* combines the names of three pioneers, *Roy*al, *El*la, and *Lou*ie Tremain, as association lost completely when the name was changed to *Mount Dora*. *Teenjay* is for the *T and J*, the Tampa & Jacksonville Railroad. Then there is *Plum Nelly*, a lumber mill settlement outside Palatka, which was described as "plum out of town and ne'ly in the country" (198). Folk etymology again?

However, the following example might take the cake for this kind of name and for these kinds of explanations. *Taintsville*, so the *Florida Times-Union* reported on December 16, 1971, got its name when a Seminole County commissioner said, "We are tired of telling people that we live behind the fire tower on the road that doesn't have a name." He also said the community "tain't in Oviedo and tain't in Chuluota" (232). (Chuluota is about 20 miles due west of Kennedy Space Center).

In 1826 John James Audubon came to Key Vaca, a little more than half way between Key Largo and Key West where the town of Marathon sprang up. Nearby is a stretch of water called *Pull-and-Be-Damned*

Creek, which likely refers to someone's efforts to row against a swift current. *Lick Skillett* was the old name for Lamont, a town about 25 miles east of Tallahassee. (In *American Place-Names* George R. Stewart remarks on the extensions of this name: "**Lickskillet** A derogatorily humorous appellation for a place so poor or so boorish that people licked their skillets..." [256-57]).

Peace River, which empties into Charlotte Harbor at Punta Gorda some 22 miles northwest of Ft. Myers, is a river of two nearly homophonous names: *Peace* and *Peas*. Although *Peace* is the older name, the Seminoles called the river *Peas*, from the cowpeas or black-eyed peas growing in wild profusion along its banks.

Withlacoochee identifies two rivers with the same name. One is a tributary of the Suwannee and runs between Madison, Florida, and Valdosta, Georgia and the other flows through south-central Florida and empties into Withlacoochee Bay and the Gulf of Mexico at Port Inglis southwest of Ocala. *Withlacoochee* is a Creek name formed from *we* 'water', *thlako* 'big' and *chee* 'little'; the whole signifying 'little big water'.

Reverse spellings such as *Remlap* < Palmer and *Wabasso* < Ossa-baw (in Georgia) further illustrate the human desire for invention. Furthermore, although there are linguistic permutations found in names throughout the state, one example will suffice: in Indian River County one of the Florida East Coast Railroad's abandoned Okeechobee stations was called *Yeehaw*, ultimately derived from Creek *yaha* 'wolf'.

The names of the great estates and plantations are here as well. *Viscaya* in Miami is perhaps the best known; it is now a museum and open to the public. In 1827 Col. John G.Gamble carried Southern hospitality to a new high by naming his place "in honor of a Spanish lady from Pensacola who was a guest. Her name was Joachina, the English pronunciation of which approximates Waukeenah" (249). Among other plantations in the area were William Nuttall's *El Destino* and Kidder Meade Moore's curious *Pinetucky*.

Back in the 1920s the circus magnate John Ringling built a palatial home in Sarasota which he named *Ca d'Zan* 'the House of John'. It was reminiscent of Venice, "the city beside the sea both [he and his wife Mabel] loved most of all" (38). They surrounded the house with several

other very beautiful buildings, including the Ringling Museum of Baroque Art, the 18th-century Asolo Theater, a circus museum, and the Asolo Center for the Performing Arts, which was completed in 1990.

One of Florida's most famous placenames, *Suwannee*, is both a county and a romantic river. Stephen Foster never saw the stream and didn't mind altering the spelling to "Swanee." There is much disagreement about its etymology. It may be derived from the Cherokee *sawani* 'echo river'. Or, "an English surveyor named [Capt. Bernard] Romans in [*A Concise Natural History of East and West Florida*, 1774]...called the river St. Juan de Duacara vulge Little Sequana. Sequana appears to be an Indian attempt to pronounce San Juan" (230).

Morris includes several toponymic clusters such as the lengthy list of names of women used to identify lakes and also a two-page discussion of local Indian names. To these entries can be added the compounds formed with *alligator*, *orange*, *paradise* and *pine*.

Among Florida's curiosities are the elevations which would hardly be noticed in the Rockies or other high places. Iron Mountain (which at one time I had heard was the highest point in Florida), at Lake Wales (south of Orlando and near Lakeland), has an altitude of 324 feet, on top of which was erected a 230-foot "Singing Tower" (also known as Bok Tower) which houses a carillon of 71 bells with a range of four and a half octaves. It is part of a natural sanctuary established by Edward William Bok, the editor of the *Ladies Home Journal* and 1920 winner of the Pulitzer Prize. (According to the Federal Writers Project's *Florida: A Guide to the Southernmost State*, Le Heup Hill, 4 miles south of Dade City and about 15 miles north and east of Tampa, with an elevation of 330 feet, is one of the highest measured points in the state.)

Many famous people have either settled in Florida or visited regularly, especially during the winter months. Thomas A. Edison and Henry Ford, who landed in Ft. Myers; Henry M. Flagler, the fabulous promoter of Florida's East Coast and for whom a county was named; another Henry—H.B. Plant, for whom a city was named; the infamous Al Capone; James Gadsden, the Indian commissioner who became famous for negotiating the Gadsden Purchase of an area now part of Arizona and New Mexico; Melvil Dewey who invented the system of library classification which bears his name; the controversial William

Safire, who voted against *Sunnyside* as a placename in the Ft.Lauderdale area. ("Because it reminded him of a neighborhood in Brooklyn, Safire voted for Lauderhill because of the word play of hill and dale" [145]); Harriet Beecher Stowe, who wintered at Mandarin and Prince Achille Murat (mentioned above), who married Catherine Daingerfield [sic] Willis Gray, a great-niece of George Washington, in 1826.

One exception to this group is Lafayette, for whom a county is named, but who never saw Florida, dying too soon, in 1834. In order to save his family from the poverty brought on by the French Reign of Terror, Congress awarded him gifts of land and money, including $200,000 (a sum he had spent on the American colonies) and a township of land in 1824. The township was near Tallahassee and is still known as the Lafayette Grant. Lafayette was so popular that 40 places in the United States have been named for him.

Last but certainly not least are the governors of the state, especially the eight who dwelled for awhile in the Governor's Mansion, itself a lengthy entry describing in detail such things as a description of "The Battleship Silver which originally was given by the people of Florida to the battleship *Florida* in 1911" (105).

Many people have had their names applied to features of the landscape. But very few, I daresay, have had two places named for them and for different surnames. And yet it happened. In 1845 Levy County was named for David Levy Yulee, "whose career and background are, as Nixon Smiley once said in *The Miami Herald*, 'almost too improbable for fiction'" (147). David's father, Moses, was the son of the beautiful daughter of a Jewish physician living in England, and of Jacoub ben Youli, grand vizier to the sultan of Morocco. She was on an English ship that was captured by Barbary pirates. She was bought as a slave for the grand vizier. A revolution enabled Rachel and her small son to escape to Gibraltar. Then Moses took his mother and a sister to St. Thomas in the Virgin Islands where he married and in 1811 became the father of David.

When David was nine he was sent to school in Virginia and his parents settled near Micanopy in Florida. He became a member of Florida's first constitutional convention in 1838 and in 1841 was elected territorial delegate to the US Congress. After Florida attained statehood

in 1845 he became one of the state's first US Senators. After his election he persuaded the state legislature to change his name from David Levy to David Levy Yulee. After the Civil War he was accused of aiding the flight of President Jefferson Davis and the Confederate cabinet, and was imprisoned. Released by order of President Grant, he lived in Washington with a married daughter and died in New York in 1886. Yulee has a county, *Levy* (southwest of Gainesville and bordered by the Suwannee River which at this point empties in the Gulf of Mexico), and a community, *Yulee*, in Nassau County (north of Jacksonville near the Georgia border), bearing his last two surnames.

As I said, revisiting Florida placenames—even if only through a literary means—brought back to me a flood of recollections. At this point I will content myself merely with mentioning a few of the many picturesque terms that clearly were designed to attract the tourist and real estate trade. *Frostproof* is perhaps the prime example. It is "said to have been named by cowboys from the cattle regions just north of here who herded their cattle southward into this highland lake region during the winter months, and noted the absence of frost in the coldest seasons.... When *The Miami Herald's* Nixon Smiley visited Frostproof in 1969, he commented on the unique fact that the community did not have a chamber of commmerce. 'But perhaps a town with the name of Frostproof doesn't need one,' said Smiley" (97-98).

Everglades is another promoter's term. For ten years I conducted a fruitless search for the answer to the mystery of the source of this name, but found no documentation earlier than 1822, the date on the map published in Charles Blacker Vignoles' *Observations Upon the Floridas* (1823). An able British engineer (who designed a bridge for the Czar over the Dnieper River), Vignoles himself gives us no clue at all as to who might have invented the term, merely noting that it was "generally called THE EVER GLADES" (*English Topographic Terms in Florida, 1563-1874*, 106). Undoubtedly Vignoles was familiar with Shakespeare's quasi-adjectival use of *ever* in "A never writer, to an ever reader," and also with his tendency to bend the grammatical rules of his language when necessary for effect.

Regardless, and with a certain shrewdness, Morris avoids these theoretical pitfalls and—while accepting Marjory Stoneman Douglas's

phrasing in *The Everglades: River of Grass* (1988)—he limits his entry to Everglades City, which he says, "takes its name from the great primeval 'river of grass' on whose western edge it lies.... [The town] was first known as Everglade" (83).

Back in the late 1920s while I myself was delivering their papers, *The St. Petersburg Times* advertised that they would give away free copies on any day that the sun did not shine. (One part of one minute would cancel out the offer!) The tradition, I hear, still continues. Morris doesn't know exactly how the right of naming the town was determined. The explanation I heard from my family (who had lived there a lifetime, about ten miles north of the city) was that, when the Orange Belt Railroad reached this part of the coast in 1887, two of the founding fathers flipped a coin and the Russian Peter Demens, alias Dementief, won the toss.

The beautiful Florida weather and subtropical environment plus the get-rich-quick opportunities of untouched real estate (including the well-known underwater variety) have been much exploited in the local placenames. *Prosperity*, a small village some 75 miles east of Pensacola, just north of DeFuniak Springs, must have beckoned the ambitious. Morris's comment on *Tropic*, about 50 miles southeast of Orlando on the Atlantic, is appropriate: "The perfect promotional name! Short, combining the imagery of salubrious weather and luxuriant foliage. Tropic was founded in the 1880s. Along with Fairyland, Georgiana, Indianola, and Audubon, it was one of the communities on the Scenic Drive or Tropical Trail of Merritt Island" (240).

Included in this countless group of real estate names are *Land o'Lakes, Royal Palm Beach*, and the very streets of West Palm Beach, which were given the names of trees, fruits, and flowers common to the area: *Clematis, Datura, Narcissus, Sapodilla,* and *Tamarind.*

Also, other attention-getting highways may be well-known (like the *Tamiami Trail,* to which Tampa strenuously objected since the name included only three letters of that city's name!), but surely the *Sunshine Skyway* over the entrance to Tampa Bay and opened to the public in 1987 (which replaced one of the steel-truss bridge pedestals that was badly damaged in 1980 during a fog, which accident cost 35 people their lives)—is the most spectacular in the State. The architecture critic of *The*

New York Times, Paul Goldberger, described it as startlingly beautiful, almost a religious experience, and said that it "soars over water with a lyrical and tensile strength...." He added that "from an esthetic standpoint [it] may rank as the most impressive piece of large-scale bridge design in this country in half a century...." and compared it to the George Washington, Bronx-Whitestone and Golden Gate Bridges of the 1930s (230).

One more notable name belongs here. *Sunrise*, a planned retirement community just west of Fort Lauderdale, was originally called *Sunset* (in 1947). Because the retirees did not like to be reminded they might be in the sunset of life, the name was changed to *Sunrise Golf Village* and finally incorporated in 1971 as the city of *Sunrise*.

The author has included a toponymic "poem" by E.D. Lambright, the city editor of *The Tampa Morning Tribune* in 1900, at the very beginning of the book, on pages that precede the preface. It may look like poetry, but is not. It is, I fear, nothing but doggerel.

Into these few lines the versifier has crammed more than 90 place-names. However, do beware: knowing too damn many names can have regrettable repercussions! Be that as it may, this irresponsible "poet" seemed to be aware he was deliberately yanking his readers, or trying to.

The Names of Florida

He had traveled over Florida, and
the map had been impressed
On his many mental tablets—
Pensacola to Key West—

And you couldn't doubt his knowledge
for he surely had the hunch
On the names of all the places from
Yulee to Saddle Bunch.

But he stuck to it so constantly and
he toured the State so long,
That he strained his cerebellum and
his tired brain went wrong;
From early dawn till late at night, he
tragically yells:

Alafia, Micanopy, Panasoffkee, Bonifay,
Sarasota, Wacahoota, Ocoee, Fenholloway,
Palma Sola, Umatilla, Cisco and Estero Bay.

Tallahassee, Kanapaha, Ochlockonee, Manatee,
Pasadena, Panasoffkee, Picolata, Mokalee;
All aboard for Okahumpka, Withlacoochee, Nocatee.

We'll just take a trip to Joppa, Miccosukee and Quintette,
Visit Ichetucknee, Chuluota, Rye and don't forget

To see Juno sigh to Jupiter, Romeo to Juliette.
Interlachen, Hyopluso, Econfina and Lanark,
Homasassa, Isagora, Early Bird and Orange Park,
Take in Jacksonville by daylight and Ocala after dark.

Astatula, Istachatta, Osowaw and Carrabelle,
Laparita, Manavista, Cassadaga, Citronelle,
Gasparilla, Aventina, Boca Grande and Sanibel.

Okahumpka, Okeelanta, Okeechobee and Osteen,
Ojus, Olga, Ona, Oldsmar, Owanita, Tangerine,
Estiffanulga, Islamorada, Osprey, Bowling Green.

Change cars here for Eucheeanna,
stranger have you ever been
To Lacooshee, Ocklawaha, Injunhamoc, New Berlin,
To Thonotosassa, Ybor, Wewahitchka or to Lynne?

Then there's Largo and Narcoosse,
Tampa, home of the cigar,
Arredondo, Cerro Gordo, Stillepica, Malabar,
And so on ad infinitum till you don't know where you are.

Now I caught this rhyme infernal as I
heard this madman rant,
And I thought I would add to it, but
regret to say I can't—
For Sopchoppy and Eau Gallie were the
next names on the list
Then Ockeese and Ochloch[o]nee—
Please excuse me—I desist.

The sloppy workmanship in this wretched poem is evident in several duplicated placenames: *Okahumpka* and *Panasoffkee*. Never before have I seen a poem based on Floridian toponyms; and, because, so far as I know, it is the only one of its kind, and perhaps on the basis of uniqueness alone, maybe it deserves this exposure to the public.

However, until some talented Floridian onomatologist can come up with verses that compare with Stephen Vincent Benét's "American Names," may I say (with apologies to Ogden Nash's purple cow) that I earnestly—and categorically—hope we never see another one this awful.

[2] Critique

Besides the names of communities and environmental features, *Florida Place Names* includes the names of many of the more significant mansions, plantations, bridges and highways found in the state. In so doing, Morris has written a general history of Florida in which he has described the major local events and the people who participated in the development of the area. In almost 300 pages I found a wealth of vivid information presented with good taste and thoroughness.

One very popular method of making scholarship more appealing to the general public is simply to omit most authoritative references in the main text. Many first-rate scholars, like George R. Stewart and Kelsie B. Harder, have been very successful with this device. Obviously, cluttering up any work with numerous notes would probably take it right out of the general market. However, I would prefer a greater degree of accountability throughout the book instead of the relatively few, sporadic references which are mentioned.

Morris does cite his sources in the longer entries, especially if the etymologies are questionable (e.g., *Suwannee*). Yet this book contains an enormous amount of sourceless information. Thus, the *Indiantown* entry reads "Once a trading center for the Seminole Indians" (127). Numerous similar examples could be given, such as *Avalon Beach* ("Besides the waters of Escambia Bay, this place gained its name from the song 'Avalon,' popular in the 1920s" [16]); and *Lightwood*, the first name of today's Paisley, which is listed on the 1998 roadmap but is not an entry in the text. However, the reader is crossreferenced in the Index

to *Acron*, an entry which reads: "Now known as Paisley and formerly as Lightwood. Acron may have derived its name from the Greek *acro*, meaning 'topmost or highest' (1). Thus Paisley is not listed as an entry nor does it appear in the index.

A similar objection can be raised against a great many more entries: *Ona, Opal, Ramrod Key, Rands*, and *Winter Springs*. It is not that I seriously doubt the accuracy of the author. My impression is that he is as reliable as most onomastic scholars. But I am annoyed when I see what is probably a majority of the entries listed as factual statements without any hint at all of the original sources.

In the Preface (vii) Morris says, "An unpublished survey of Florida place names, compiled in the 1930s by the Works Progress Administration, was an extremely helpful beginning, particularly for the smaller communities." Why didn't he identify this work as the authority for probably the majority of the unsourced entries? He never once refers to the WPA material anywhere in the text, bibliography or index.

The volume also has a few other shortcomings, among which are the following technicalities. Although I discovered only two spellings (*Narcoose* and *Ochlochonee*, in the "toponymic poem," see above) inconsistent with those found in the main text, nine of the towns mentioned in the poem are neither main entries nor listed in the Index (Aventina, Cisco, Estiffanulga, Injunhamoc, Isagora, Laparita, Mokalee, Owanita, and Pasadena). Possibly they occur somewhere within the text itself.

Furthermore, most unfortunately, four-fifths of page xi of the Introduction consists of text that is repeated word-for-word on page 139 under the Lakes (of Florida) entry, beginning with "Cockroach Creek in Hillsborough County...." and ending with "...hundreds of unnamed lakes." A professional printer once told me it was impossible to catch all mechanical errors in a first edition; perhaps, he said, in the third or fourth editions. Yet he pointed out that in spite of thousands of reprintings the King James version still has errors (and I myself have seen one grammatical mistake there, exactly where—regrettably—I cannot recall).

There are a few typos in this volume, but happily very few. In the Kanapaha entry, line 1: For "to sinks" read "two sinks." In explaining the relation of Fort Brooke to Tampa, the source (Dunn) is dated 1972, but listed in the bibliography as Hampton Dunn, *Re-Discover Florida*, 1969. (Tsk, tsk.) Verily, all of these minuscule deficiencies, I say, are very shameful.

The historical photographs throughout the work tell us a lot about the people and places of yesteryear. Yet, again, there is one pair of duplicate illustrations with two slightly differing labels: thus, on p. 1 the caption reads, "Zolfo Springs' main street in the 1920s;" whereas, on p. 261, the label for the identical picture reads, "Zolfo Springs' main street, November 1925." Even so, although the physical appearance of the entire book is rather simple and plain, I will say it is still very attractive. (Nobody's perfect.)

The bibliography is extensive, but as large as it is, I do not find a number of standard works such as the *Dictionary of American Regional English*; the *Dictionary of American English*; the *American State Papers, Indian Affairs*, which has a great deal of material on the Seminole Wars; or the journals *American Speech* and *Names*. Neither is there a list of consultants, nor any mention of academic colleagues at Gainesville, for example, who might have been very helpful: namely, Alton C. Morris, the former editor of the *Southern Folklore Quarterly*, who twenty-five years ago told me he was collecting data for his own *Dictionary of Florida Placenames*; or Norman E. Eliason; or Thomas Pyles; or John Algeo.

If I had any say in the matter, the next edition would not be long in coming, and would be considerably enlarged and totally free of errors. Regardless, and with all things considered, this is a very good book, and onomastic scholars as well as other curious readers who either already know Florida—or might some day pay it a visit—will find in this edition a great deal of information and enjoyment.

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Ortnamn i språk och samhälle. Hyllningsskrift till Lars Hellberg. (Placenames in Language and Society. Essays in Honor of Lars Hellberg). Svante Strandberg, ed. Acta Universitatis Upsaliensis, Nomina Germanica, Arkiv för germansk namnforskning, 22. Uppsala. 1997. Pp. 311. Maps, Illustrations, Name Index, English Summaries. Skr 284.

The Swedish scholar Lars Hellberg has been one of the leading students of Scandinavian, especially Swedish, placenames for well over sixty years. On the occasion of his eightieth birthday, a symposium was held in his honor in Uppsala on 25-27 March 1994. The volume under review contains the published versions of the eighteen contributions to that symposium, with the addition of a list of Hellberg's publications. The content of the volume is well focussed, insofar as the contributors have, in general, devoted their papers to topics closely related to Hellberg's own scholarly interests in historical morphology and phonology, and in placenames in their relationship to and evidence for settlement history and societal organization.

Our Nordic colleagues seem to be particularly good at balancing responses to the special requirements of a festschrift recognizing and highlighting the achievements of individuals, with a wider appeal to general scholarly expectations in a given field of research. This collection of essays brought together in honor of such a distinguished scholar as Hellberg is no exception in that respect because even discussions and analyses of a fairly circumscribed subject are presented in terms of more general relevance. For readers not sufficiently familiar with Swedish and Norwegian, the languages of the essays, short summaries in English at the end of each contribution make the gist of its argumentation accessible.

In the first of the alphabetically arranged essays (21-30), Thorsten Andersson (Uppsala) assesses the honoree's own substantial contributions to scholarship and summarizes the main features of his writings.

This is followed (27-59) by a study by Oskar Bandle (Greifensee, Switzerland) of the relationship between Scandinavian placename types and the geographical distribution of cultural phenomena, emphasizing that, on the whole, placenames may be considered as representative of the discernible cultural provinces, as linguistic dialects.

Stefan Brink (Uppsala) analyses (61-84) settlement districts in the Swedish provinces Västergötland and Bohuslän with Hellberg's concept of "placename environment" in mind.

Lars-Erik Eklund (Holmsund) investigates (85-106) a name cluster in northeastern Ångermanland (Sweden) derived from *Gene* (*Geinir), originally the name of a bay. In his view this complex was probably developed by prehistoric fishermen and trappers.

Examining Swedish placenames containing the first element, *Frö-* (107-115), Lennart Elmevik (Uppsala) proposes to limit severely previous lists of these names which claim this element to have been derived from the name of the goddess *Fröja*; he comes to the conclusion that, as in Denmark and probably also in Norway, no certain instance exists in Sweden. He intends to discuss the origins of the adjective *frö* in a future study.

In his essay, Sigurd Fries (Umeå) deals with the relationship between lake and river names that derive from the same root, e.g., **Sangi/Sanga* (117-124). He stresses that it is generally impossible to determine whether the lake name or the river name was primary.

On the basis of evidence from Vestfold in southeastern Norway, Botolv Helleland (Oslo) attempts (125-142) a categorization of placenames which reflect social and religious conditions in early medieval and pre-Christian times; he expects that such an approach will allow broader insights into early society than through discussion of individual names only.

Gösta Holm (Lund) surveys the evidence, including placenames and dialect features, for the medieval colonization from central Sweden of the northernmost Swedish providence of Norbotten (143-160).

Lars Huldén (Helsingfors) considers the possibility of more eponymized placenames on Åland, in addition to the ones already identified by Lars Hellberg, and concludes that there may well be further examples (161-169).

Lennart Moberg's (Uppsala) contribution (171-180) investigates certain aspects of syncope in Scandinavian placenames.

As part of a "historical examination," Jan Nilsson (Umeå) provides a brief description (181-191) of the development of Vindeln Township in Västerbotten County, as seen in its placenames, with special emphasis on how naming fashions have affected the names actually given.

After a detailed analysis of over fifty Swedish placenames containing the element *jäder*, Steffan Nyström (Stockholm) comes to the conclusion that in many cases its central meaning seems to be 'edge,

verge, border', in reference to the settlement's position in relation to the area's center (193-212).

Lena Peterson (Uppsala) suggests that the difficult placename contained in the inscription on the runestone near Järvsö church in Hälsingaland, *uitkuþ:staþum*, should be read as **Viðkunnsstaðum* 'Viðkunnr's farm' (213-223).

Jørn Sandnes (Trondheim) discusses the word and name element Old Norwegian *tún* in early Norwegian farm names (225-231), proposing that it can refer to simple fenced in areas of "yards" of various types.

Karl Inge Sandred (Uppsala), editor of the Norfolk county volumes of the English Place-Name Survey, reports on a project studying the contact between English and Scandinavian in that county (233-251).

Concentrating particularly on the island name *Tarva*, Ola Stemshaug (Trondheim) discusses Magnus Olsen's notion of "names of travel routes" (253-265) which he regards as more or less fictional; although travel has often been the cause of placename creation, the actual name-giving process is local.

Svante Strandberg (Uppsala) surveys the more than one hundred parish names in the Swedish province of Södermanland (267-285), with special emphasis on their typological division into primary and secondary names.

Following earlier observations by Jöran Sahlgren and Lars Hellberg, Gun Widmark (Uppsala) explores further the phenomenon of "word-length balance" in spoken Scandinavian languages (287-295). She regards this as prosodic in nature and notes that placenames form an exception insofar as they do not require the restoration of "correct" forms.

The eighteen essays are followed by a comprehensive list of Hellberg's publications, a list of abbreviations and a name index.

In contrast to my usual reviewing practice regarding festschriften, conference transactions and similar collections of individual essays, I have, in the foregoing, provided the briefest of summaries for each paper in order to show both the exciting variety and the fundamental cohesion of the several contributions. This is not the stuff that bottom-drawer publications are made of but a series of original studies of a consistently high standard. The essays certainly repay close reading, and it is more than likely that not only the choice of topics but also the

convincing scholarly treatment of the substance and argumentation in this collection are a response to the honoree's own scholarship. As a whole, these articles are yet another pleasant and persuasive example of the ways in which onomastic research continues to flourish in the Nordic countries. Lars Hellberg should be pleased with the homage his colleagues have paid to him.

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Reader zur Namenkunde III, 1 and III, 2: *Toponymie*. Friedhelm Debus and Wilfried Seibicke, eds. Germanistische Linguistik 129-130 and 131-133. Hildesheim: Georg Olms. Pp xvi-997. Maps and Diagrams. 1996. DM 98.00 and DM 148.00.

Reader zur Namenkunde IV: Namenkunde in der Schule (*Onomastics in Education*). Rainer Frank and Gerhard Koss, eds. Germanistische Linguistik 121-123. Hildesheim: Georg Olms. 1994. Pp 419. Illustrations. DM 88.00.

It is always very satisfactory to be able to report on completed projects. The three volumes under review afford such a happy occasion for they complete the multi-volume *Reader zur Namenkunde* for which two eminent German name scholars, Friedhelm Debus and Wilfried Seibicke, have served as editors. The first two volumes, devoted to the theory of names and anthroponymy, were published in 1989 and 1993 and reviewed in *Names* 39:142-45 and 41:201-204, respectively. Volume IV, devoted to onomastics in education, guest edited by Rainer Frank and Gerhard Koss, followed in 1994 and the two parts of volume III, on toponymy, in 1996, in time for the XIX International Congress of Onomastic Sciences in Aberdeen, Scotland, and are dedicated to the participants and organizer of that Congress. The completed set of volumes forms an impressive and informative collection of selected recent articles on the study of names; in volume III these first appeared in the second half of this century (between 1949 and 1994, to be exact), with special emphasis on the seventies and eighties, and volume IV contains articles published almost exclusively in the eighties and nineties.

With rare exceptions, all the contributions are in German, and their substance is also primarily concerned with the German-speaking parts of Europe. Considering their chief purpose as working aids—as implied by the term "reader"—for researchers, teachers and students in those areas, this is quite appropriate and understandable but does not stop one from yearning for some kind of equivalent publication in English, even if conceived on a less ambitious scale. (The two anthologies *Names and Their Varieties*, edited by Kelsie B. Harder, published in 1986, and *Names in Literature*, edited by Grace Alvarez-Altman and Frederick M. Burelbach and published in 1988, are brave and useful but modest beginnings in this respect.) The only drawback of any such publication is, of course, that it becomes itself a historical document as soon as it has been published, and even the last few years must have produced relevant publications which, to the regret of the editors of the *Readers*, would have been desirable inclusions but just missed the deadline.

Even when taking the necessary selectivity and the potential personal bias or predilections of the editors into account, the volumes in question are remarkably well balanced in their contents and, as a whole (including volumes I and II), form a splendid tapestry and rich resource reflecting the considerable progress that has been made in the intellectual endeavor of "thinking about names," as well as in their more pragmatic investigation, in the last few decades. In this regard, it should not come as a surprise to anybody that, out of the four major branches of onomastics covered by the compendium, the study of placenames should have required two substantial half-volumes. In spite of the non-academic preoccupation with names of persons, often in conjunction with genealogical searches, scholarly interest has over the years been strongest in toponymic research, particularly with regard to the historical dimensions of placename evidence.

This is not to imply that the almost 1,000 pages and over 70 articles in the category "toponymy" are solely concerned with historical matters, far from it. In addition to diachronic papers on the dating of certain placename types, the stratification of some toponymic elements, methods of identifying historical placename forms, field names as historical sources, and general comments and findings regarding the relationship between placenames and history, there are others concerned synchronically with placenames in linguistic contact areas, the lexicography of German placenames, the definition and classification of exonyms, the

international standardization of names of regions, the nature of river names, and so on.

The articles are divided into half a dozen sections: general concerns, settlement names, habitation names, field names (Flurnamen), names of regions and states, and names of heavenly bodies (Gestirnnamen). Of these, the section on field names is by far the largest, necessitating four subdivisions on general matters and field names proper (Gemarkungsnamen), river names, mountain names, and street names. Perhaps this strong interest in Flurnamen becomes less surprising when one considers that this section includes both non-urban names and more general microtoponymic items. Nevertheless, this special attention given to names of various features in the natural landscape and especially to designations of minor localities reflects a considerable growth in sophistication in this aspect of placename study. The classificatory differentiation between the categories of settlement names (Siedlungsnamen) and habitation names (Wohnstättennamen) is also worth noting because somewhat unusual; in the latter grouping we find, among others, articles on names of public houses, castles, farms, stores, medieval monasteries, and of pharmacies and chemists' shops, whereas the former concentrates on the role that names play in the history of settlement. Examinations of individual names, the establishment of typologies and studies concerned with the wider sweep of things therefore play significant parts in this volume. A slight curiosum is the brief section devoted to extra-terrestrial names; it consists of only two articles, one on the names of planets in Wolfram von Eschenbach's Middle High German epic *Parzival*, the other a brief survey of the —often German—names of minor planets.

The fourth volume of the *Reader* is in several ways both more innovative in its basic conception and different in its execution than its three companions. Geared chiefly to the use of onomastic evidence in the classroom for both informational and didactic purposes, it addresses itself mainly to a different audience and consequently, conscious of its different "mission," purposefully adopts a tone not so much less academic as more suitable for what it is trying to achieve. Thus one notes a chirpy and almost provocative, but certainly well-judged, freshness in many of the contributions which Rainer Frank and Gerhard Koss, both of the University of Regensburg, have brought together in what must be a first in the field. The articles are equally concerned with

what to teach usefully and with how to teach it. The first section is therefore headed *Pragmatische Namenkunde* 'Pragmatic Onomastics' and devotes itself to a discussion of general questions regarding the use of name material in the classroom, as well as to specific problems and recommendations appropriate to various levels in the educational system. Another section addresses itself to the disciplinary and cross disciplinary application of onomastic evidence as, for instance, in the teaching of religious studies, social studies and foreign languages; and there is a substantial corpus of actual materials. In a concluding part, articles distancing themselves somewhat from the practical application in actual classroom situations, ponder such wider issues as the status of name studies in the cognitive sciences, the benefits and drawbacks of the inclusion of onomastics in the school curriculum, and the role of name studies in the teaching of teachers. Obviously, neither the particular educational circumstances and didactic aims, nor the specific examples cited would suit a North American school curriculum but there is no reason why some of the general principles involved and the systematic treatment the subject receives in this volume should not encourage similar enterprises on this side of the Atlantic. In that respect, it might be helpful if members of the teaching profession who already make use of names as part of their involvement in primary and secondary education were to inform others of their activities and experiences through the medium of this journal. Frank, Koss and their contributors have certainly shown us the way.

The general editors are to be congratulated on completing, in the short space of seven years, a major project which both in conception and in implementation must have required intensive bibliographical searches, a fine appreciation and judgement of quality, a deft hand in coordination and a delicate sense of some of the current trends and achievements in the onomastic sciences in the German-speaking world. In particular, one of the great boons of these four volumes (including the two under review) is that they bring together many articles published in a wide variety of sources, some of them almost inaccessible to the ordinary scholar. These volumes have been a joy to review.

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