

## News, Comments, Queries

**In Memoriam.**—James K. Moffitt died in Piedmont, California, at the age of eighty-nine. He was a man unselfishly interested in all phases of American culture and literary endeavors. The *ANS*, of which he was a sustaining member since its foundation, together with similar organizations, regrets the loss of a true and generous friend.

Our charter member, Theodore Sherman Palmer died in Washington, D.C., at the age of eighty-seven. Since 1890 he was almost continually connected with the U. S. Biological Survey and other federal agencies. He was the author of numerous books and articles on zoology, ornithology, and game protection. In 1891 he was a member of the famous expedition which made a thorough scientific survey of the Death Valley region in California and Nevada. He was probably the first scientist to become interested in the geographical names of this strange district. His book on the names of Death Valley was published in 1948. (See *Names*, I. 62f.)

Our field of study suffered a great loss in the death of Albert Dauzat, who died in Paris at the age of seventy-eight. Since 1913 he was on the faculty of the Sorbonne and for many years was Directeur d'Études à l'École Pratique des Hautes Études. Among his numerous publications two deserve special mention, *Dictionnaire étymologique de la langue française* and *Dictionnaire étymologique des noms de famille et prénoms de France*. His success as Directeur scientifique of our French sister journal, *Revue Internationale d'Onomastique*, was one of the notable achievements of his distinguished career.

**Gazetteers.**—Do you know where to turn to find the location of a place, a mountain or a river in British East Africa, in Madagascar, in Jordan or Bolivia? Do you know whether the name and spelling you have encountered are correct, and whether there is more than one place or feature by the same name?

The results of years of painstaking geographic and linguistic research applied to the systematic treatment of geographic names all

over the world are now being made available to the public in a series of gazetteers, of which these are the first four to appear. The names included have been officially standardized for use by all agencies of the United States Government by the interdepartmental Board on Geographic Names.

In these times when events in distant lands are of immediate importance in our daily lives we have to talk and write about them and the places where they happen; we have to see where the places are with reference to other places and the things happening there. In many parts of the world a town or a mountain may have had various names at various times, or more than one name at the same time, and each of the names may have been written or spelled in different ways. Names in languages written with symbols other than the Roman alphabet have to be transcribed or transliterated into that alphabet before they can be used widely in this country. As far as possible the names designated as standard, and the spellings if in the Roman alphabet, are those already fixed by the country where they occur or officially used in that country. Otherwise the names are rendered by procedures that take into account the facts of the language involved and observed phenomena of geographic name usage. Each name feature is given a one-word description and located by latitude and longitude.

Copies of these gazetteers can be obtained from the Superintendent of Documents, U. S. Printing Office, Washington, D.C., at the following prices: British East Africa (601 pages), \$2.75; Madagascar, Reunion, Comoro Islands (498 pages) \$2.50; Jordan (316 pages) \$1.50; Bolivia (269 pages) \$1.25.

*Bull Durham.*—On page 127 of the June issue, 1955, of *Names*, R. D. Roberts asks the question, "Who has factual information about the name of 'Bull Durham'?" I believe the late Professor William Kenneth Boyd gives the most complete answer in his *The Story of Durham* (Duke University Press, 1925, pp. 59 ff.):

After the Civil War "Mr. Green felt that a new opportunity was at hand. But two problems immediately confronted him. One was the need of a distinctive trademark for his product. So popular was his tobacco that many men began to put out Spanish Flavored Tobacco and Durham Tobacco. A distinctive brand seemed the only protection, and he sought one. One day a fellow citizen said to him: 'Your friend, James R. Day, has a new bull; why not have a picture of the bull and you on its back as your brand?' That suggestion was prophetic.

A short time afterward Mr. Green went to Hillsboro and consulted his friend John Y. Whitted. Over a morning dish of fried oysters, Whitted, pointing to a jar of Coleman's Mustard, said: "There is a condiment that is, as you see by the label, manufactured in Durham, England. It bears the sign of a Durham bull's neck. Why not name your product Bull Durham Smoking Tobacco and adopt the whole bull as a trade mark? The mustard must have an immense sale or it would not be found in every store, hotel and restaurant in this country; it is made in Durham, England. Your tobacco is made in Durham, N.C., and if you take my advice I predict as wide a market for your product as this mustard has attained, and if it should so prove your fortune will be made and Durham will become a great commercial centre." Mr. Green acted on the suggestion, and a few days later, when Mr. Whitted passed through Durham on his way to Raleigh, he beheld the sign of the bull painted on sheet iron and mounted in front of the factory. The painting was done by James E. Berry, a refugee painter and buggy maker from New Bern."

DONALD T. CLARK

*Additional remarks on Congress at Salamanca.*—Canadian scholarship was represented at the 5th International Congress of Onomastic Sciences at Salamanca by Professor J. B. Rudnyćkyj of the University of Manitoba, Winnipeg, Man. He delivered two papers: *Toponymic Neologisms in Canada* (in English) and *Spanish Topo- and Anthroponymy in Ukrainian Versions of Don Juan* (in Spanish), and presided over a session devoted to the standardization of geographical names. The series *Onomastica* (9 issues so far) published in Winnipeg by the Ukrainian Free Academy of Sciences was exhibited at the International display of recent onomastic literature. After the Congress Rudnyćkyj spent three months in Western Europe visiting centers of learning, among others the International Centre of Onomastic Sciences in Louvain, Belgium. His European tour was sponsored by the Humanities Research Council of Canada and the University of Manitoba.

*The Name "Canada."*—As No. 10 of the series *Onomastica* published twice a year by the Ukrainian Free Academy of Sciences in Winnipeg will appear a paper on the Name "Canada" by Dr. Ivan Velyhorśkyj, a Ukrainian linguist of Toronto, Ont., who died in July, 1955. His paper is being published posthumously, prepared by Professor J. B. Rudnyćkyj, the editor of the series.