

Names of Real-Estate Developments: I

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1. Setting

THE REAL-ESTATE DEVELOPMENTS whose names are in view here are mainly within the commuting periphery of New York City. In large part the inhabitants of these developments go to their work in the City five or six days a week. A smaller number of names apply to colonies located at greater distance from the City and designed mainly for summer residence. Both types of development comprise middle-class housing, although there is a wide range in the income groups to which they are available. About 1950 prices noted for development houses ranged from "less than \$8,000" to "\$69,000 and up." Many residents of the developments are having their first experience as occupants of single-family houses in suburban or rural settings. General observation suggests that the development names herein can be taken as typical for many parts of the United States.

The manner in which a development comes into being is commonly thus: An entrepreneur buys a tract of land — perhaps a farm or an estate; plats it into holdings and streets; introduces utilities if they are not already present — electricity, water, perhaps gas; gives the section a name; and sells off the plots, or, having built houses, sells them and the property.¹ The name he bestows on the place is one cal-

¹ Some view of the process as it has repeatedly taken place in recent times is given in a report, "L. I. Builders Open New Projects. Homes Replace Farms and Estates," *New York Times*, May 22, 1949, p. R/7-8.

Real-estate developments were set up prolifically in the period after the Second World War. According to Richard H. Parke in his article of Aug. 8, 1950, cited below, the population of Nassau County (Long Island), N. Y. increased 63.6 percent between 1940 and 1950.

See the following articles by Jerry King, *New York World-Telegram and The Sun*, May 31, June 1 and 2, respectively, 1950: "Suburbs Have Growing Pains" (p. 27/4-8); "City Overflows Northward" (p. 25/4-8); "N. J. Growth Outruns Prophets" (p. 29/4-8). The King articles dealt with Long Island, Westchester County, and New Jersey, respectively.

culated, we may assume, to win customers; hence the body of these names should furnish some social and linguistic insights — and will pose some questions.

Over the country the number and population of these developments must be very great; I have obtained no comprehensive data or estimate on this point. For some statistics bearing on developments in the vicinity of New York City, see the references in note 1. If the names of the developments be considered place names, they would seem to represent one of the major place-naming operations in America.

In *The American Language*² H. L. Mencken gives the names of suburbs a passing snort. "The names of American suburbs often engage the national wits," he writes in part, but he does not specify much further.

In *Names on the Land*³ George R. Stewart has more to say on place names that, in form and origin, resemble the names studied here; some of his observations will be reported below. A passage on the names of "sub-divisions" set up since the Second World War is found in the Revised Edition (1958) of that work (pp. 429–30), but not in the original edition (1945). Professor Stewart cites the predominance of "duplex" names, the use of traditional name-elements, emphasis on topographical elevation (involving, some may think, suggestion of social elevation), the popularity of *wood* and the names of trees, exotic themes, and the high incidence of *manor*, *park*, and *estates*. Corresponding aspects are among those noted in the present study. In extenuation of my nevertheless including them here I would plead the unavailability of the Revised Edition

Richard H. Parke was the author of the following articles in *NYT*, Aug. 7, 8, 9, 10, and 11, respectively, 1950: "Growing Suburbia Beset by Problems" (p. 1/2 *et seq.*); "Nassau Epitomizes Suburban Growth" (p. 19/1–3); "Growth Problems Worry New Jersey" (p. 25/1–4); "Highway Problems Vex Westchester" (p. 15/1–3); "Industrial Areas in Fairfield [County, Conn.] Boom" (p. 17/2–3).

In "The Suburbs Are Strangling the City" (*New York Times Magazine*, June 8, 1950), William Laas states (p. 22): "Around [New York City] in a fifty-mile circle is a suburban territory comprising nearly 500 separate communities." Further (*ibid.*): "The . . . Regional Plan Association's metropolitan 'region' consists of twenty-two counties covering about 7,500 square miles and more than 14,000,000 people, of whom at least 6,000,000 live outside the city proper, on 95 percent of the land."

² 4th ed. (New York, 1936), p. 546.

³ Rev. and enl. ed. (Boston, 1958).

of *Names on the Land* at the time this paper was first written. (In somewhat different form it was submitted to *Names* in May, 1957.)

The present paper will appear in *Names* in three installments. The present installment, Part I, will be followed by Parts II and III in subsequent issues.

2. *Materials and Methods*

The framework of this study is made up of four questions with reference to the corpus:

A. What are the morphological characteristics of development names of the past century?

B. What semantic themes are found in these names?

C. How do recently affixed names compare with earlier ones?

D. How do development names compare with the entirety of place names in the United States?

One source of names was the Section Index of the Land and Tax Map of Nassau County, Long Island, New York (hereinafter called the Nassau Index or NI). Nassau County adjoins the Borough of Queens, New York City. The Nassau Index was consulted at the county seat, Mineola. Names coming from NI are often identified in the following manner: *Arbor Estates* (NI 1948) — the numeral indicating the year in which the development map was filed.

A number of names were found in notices "to redeem from tax sale" property in Suffolk County, Long Island, on which taxes were in arrears, these notices being given newspaper publication. From these "tax sale notices" (as from the Nassau Index) it was possible to learn the date on which each development map was filed. Names from this source are identified as coming from TSN, often in the following manner: *Quogue Heights* (TSN 1914) — the numeral again signifying the year in which the filing took place. The Suffolk newspapers consulted were the *Huntington Times and Suffolk Bulletin* of the following dates in 1950: June 21, 28; July 5, 19, 26; Oct. 4, 11, 18, 25; Nov. 1, 8; and the *Suffolk County Watchman* (Huntington) of May 31, Oct. 4 and 25, and Nov. 8 and 15 — 1946.

Another main source was the real-estate section of the Sunday edition of the New York *Times*. From this newspaper (hereinafter usually identified as *NYT*) names were obtained for other places near New York City, as well as for Nassau County; for Suffolk

County, at the eastern end of Long Island; for Westchester County, north of the City; for New Jersey; and for Connecticut.

Finally a few names were collected by direct observation and from published sources other than those indicated above.⁴

Sections 3 and 4 comprise essays at obtaining some partial answers to questions *A* and *B*.

Under the heading "Morphology" — Section 3 — general form-features of the development names are described. Included in Section 3 is a count of some unbound and some bound forms in the names noted from the Nassau Index.

Subsequently under "Semantic Themes" — Section 4 — the chief semantic themes of the development names are identified. In Section 4 and subsequent Sections a substantial portion of the evidence comes from sources other than the Nassau Index.

In order to compare more recent names with those of approximately the preceding century (see Question *C* above) names of recent developments, drawn from various sources, were compared with those from the Nassau Index, which date 1854—1950. A chief source of lately-bestowed names was the real-estate section of the *New York Times* (most Sunday issues) from the latter part of 1948 to the latter part of 1951. This comparison is made in Section 5, "Recently Affixed Names Compared with Earlier Ones." Section 5 closes with a description of some themes in the advertising of developments. The aim is to present some of the attitudinal context in which names of recent origin should be viewed.

Development names have some, if not all, of the functional attributes of place names; some become place names in the fullest

⁴ When a development name comes from a source other than NI or TSN, the location of the development will be indicated as follows:

Names of communities that are on Long Island but outside the limits of New York City are followed by *L. I.* unless such location is indicated otherwise. The name of the state (New York) is omitted with Long Island names and New York City names.

Location of a development in New York City may be indicated by the name of the borough alone (e. g., *Queens*). However, some sections of New York City have local names. Partly because the names of these communities are of interest in themselves, these names, when available, are given with the name of the borough; e. g., *Jackson Heights, Queens*.

When the abbreviation *N. Y.* follows the name of a place, the location indicated is neither in New York City nor in any part of Long Island outside the City. Westchester County, adjoining New York City on the north, has many real-estate developments.

sense. It is of moment, then, to consider how development names compare with the whole body of place names in the United States, in respect to composition and provenance (question *D* above). To make more than a beginning essay at the resolution of this problem is beyond the scope of this paper. It has not been thought fruitless, however, to bring together in Section 6, "Comparison with Established Place Names," some of the main strands in the development names and in established American place names as the latter are surveyed by George R. Stewart, *op. cit.* Also included in Section 6 are a comparison of the corpus with place names on Long Island; and observations on attitudes toward development names and toward place names that are in somewise comparable.

Section 7, "Some Semantic Problems," briefly considers general semantic problems suggested by the names. Much of the matter of Section 7 applies beyond development names — to public names in general.

Section 8 contains notes on "Questions of Method."

3. Morphology

By far the smaller number of the development names within the present province consist of one word each: *Broadridge* (NI 1942), *Brookview* (NI 1929), *Glenway* (NI 1922), *Narwood* (NI 1931), *Parkview* (NI 1927), *Shorewood* (NI 1925). Such names are here called independent units. From the names found in NI and TSN it is estimated that only about one name in forty or fifty is an independent unit. Names seen in the *New York Times* and elsewhere, 1948–1951, give the impression that the proportion of independent units is now tending to become smaller — perhaps one in sixty or more.

Examples of two-word names are *Eastover Farm* (NI 1940), *Randall Manor* (NI 1924), *Residence Park* (NI 1903), *Roosevelt Estates* (NI 1923), *Sunrise Terrace* (NI 1926). Some names consisting of three words are *Beach Club Colony* (NI 1936), *Milburn Heights Park* (NI 1931), *Park Hill Estates* (NI 1919), and *Shadow Lawn Estates* (NI 1948). A four-word specimen is *Sea Grove Manor Estates* (NI 1921). *Oakland Lake View Ranch Homes* (Bayside Hills, Queens) runs into five words.

Each of the names in the foregoing paragraph may be said to consist of a generic term — the ultimate element — preceded by a

specific term. A specific term consisting of more than two elements may itself be analysable on the generic-specific basis. Thus *Sea Grove Manor Estates* consists, in its entirety, of the generic *Estates* and the specific *Sea Grove Manor*. The latter consists of *Sea Grove* plus *Manor*; and *Sea Grove* itself can be viewed as comprising a generic and a specific.

Oakland Lake View Ranch Homes presents other problems of analysis. Clearly its ultimate (i. e., generic) element is duple: *Ranch Homes*. And the specific of this generic may be subject to two segmentations. Should it be understood as *Oakland* plus *Lake View* or as *Oakland Lake* plus *View*? Even if the lake near Oakland is named Oakland Lake, the name contains this structural ambiguity.

The specific term is often a place name, as in *Bellerose Gardens*, *Albertson Square*. An addition to a settled place is often named in this manner — by the attachment of the established name, as a specific term, to a new, generic term. The additive process need not be confined to one step. Thus to the incorporated village of New Hyde Park, New Hyde Park Manor was added in 1923. In 1926 the Manor itself received an addition; one result was the name *New Hyde Park Manor Crest*. Other examples of such accretion will come to attention below.

Anyone who is acquainted with development names is likely to be struck by the recurrence of certain unbound forms and certain bound forms. Among the former are *Estate(s)*, *Farm(s)*, *Garden(s)*, *Heights*, *Manor*, *Park*, *Terrace*, and *View(s)*. Bound forms repeatedly encountered include *bridge*, *brook*, *cliff*, *crest*, *croft*, *dale*, *field*, *gate*, *haven*, *hill*, *hurst*, *lake*, *lawn*, *ledge*, *mere*, *more*, *ridge*, *side*, *stone*, *view*, and *woods*.⁵

Some forms occur in both the bound and unbound condition; e. g., *cliff*, *dale*, *gate*, *haven*, *hill*, *lake*, *lawn*, *manor*, *ridge*, *side*, and *view*. From TSN come *Manorhurst* (1907), *Viewacre* (1913), and *Villaview Heights* (1910). Other examples can be found by reference to the "Count of Some Unbound and Some Bound Forms in the Nassau Index," which follows.

⁵ In this paper bound forms are written without the customary preceding or following hyphen that would indicate occurrence of the forms in terminal or initial position, respectively. Use of the hyphen would distract attention from the fact that some bound forms may occur in either position.

Count of Some Unbound and Some Bound Forms
in the Nassau Index

At the time it was examined in April, 1950, the Nassau Index contained the names of 4,911 maps. About a thousand of these names were taken as samples by the present inquirer.

In order to find out the frequency of some unbound and some bound forms in the names taken from the Nassau Index, a count was performed. The following principles were adopted for the count:

1. Unbound forms were counted whether they were generic or specific terms; bound forms whether they were parts of either kind of term or of independent units.

2. When a given specific term occurred with two or more generic terms in the same community, the specific term was counted only once. Thus in Rockville Centre there are *Fairview Farms*, *Fairview Manor*, and *Fairview Park*. The bound forms *fair* and *view* were credited only once each for these *Fairviews*. But a *Fairview* in Oceanside and one in Locust Valley added two strokes to the *fair* line and two to the *view* line.

This principle led to an understatement of the frequency with which some elements occur in total expression. The linguistic mass is enriched by daily mention of the three *Fairview* subdivisions in Rockville Centre, though as noted, *fair* and *view* were counted only once for that village.

3. Local place names were not knowingly taken into the count. The purpose of this principle was to confine the study to development names proper — insofar as they can be distinguished from full-fledged place names. Thus since Garden City is an incorporated village, *Garden* was not counted in combinations of *Garden City* with various generic terms, as in *Garden City Heights* and *Garden City Gables*. These names were scored only for *Heights* and *Gables*. Taken as the authority for established names was *Long Island*,⁶ a publication of the Long Island Association.

Shown below are the frequencies in the listings from NI, of the selected unbound forms and bound forms. In parentheses after each form are (1) the earliest name noted as containing the form and (2) the year in which the name was filed. Where the writer's notes show two earliest exemplifications in the same year, both are given.

⁶ 15th ed. (Garden City, N. Y., 1950).

Unbound

- Acres 13 (*Marine Acres*, 1926)
 Bay 12 (*Bay View Park*, 1891)
 Beach 15 (*Baldwin Beach*, 1920)
 Briar 4 (*Bonnie Briar Terrace*, 1925)
 Brook 7 (*Cedar Brook Grove*, 1906)
 Center 3 (*Glen Cove Heights Center*, 1924)
 Centre 8 (*Valley Stream Centre*, 1907)
 Cliff 2 (*Briar Cliff*, 1940)
 Club 1 (*Biltmore Beach Club Colony*, 1933)
 Colony 8 (*Seawanhaka Colony Farms*, 1913)
 Cottage 1 (*Biltmore Cottage Colony*, 1931)
 Court⁷ 6 (*Lynbrook Court*, 1905)
 Cove 2 (*Manhasset Cove*, 1939)
 Creek 3 (*Seaford Creek*, 1924)
 Crest 8 (*Maple Crest*, 1910)
 Croft 1 (*Sunny Croft*, 1927)
 Dale 1 (*Union Dale Estates*, 1939)
 Downs 4 (*Hempstead Downs*, 1914)
 Estate 12 (*Columbus Park Estate*, 1909)
 Estates 86 (*Central Park Estates*, 1908)
 Farm 8 (*Winthrop Farm*, 1879)
 Farms 7 (*Model Farms*, 1910)
 Gables 3 (*Garden City Gables*, 1926)
 Garden 6 (*Floral Garden*, 1907)
 Gardens 66 (*Nassau Gardens*, 1901)
 Gate 1 (*Tudor Gate*, 1941)
 Ground 1 (*Red Ground Park*, 1922)
 Grove 11 (*Sea Cliff Grove*, 1877)
 Harbor 7 (*Wantagh Harbor*, 1903)
 Haven 4 (*Shore Haven*, 1900)
 Heath 3 (*Westbury Heath*, 1927)
 Heights 43 (*Nassau Heights*, 1902)
 Highlands 2 (*Lynbrook Highlands*, 1923)
 Hill 9 (*Cedar Hill Villa Sites*, 1890)
 Hills 5 (*Westbury Hills*, 1907)
 Hollow 2 (*Pine Hollow Park*, 1923)
 Home 2 (*Home Acres*, 1936)
 Homes 51 (*Bellmore Homes Foundation Inc.*, 1933)
 Island 2 (*Barnum Island*, 1874)
 Isle 1 (*Bellmore Isle*, 1937)
 Knolls 4 (*Glen Knolls*, 1940)
 Lake 2 (*Silver Lake Park*, 1923)
 Land 1 (*Meadow Land*, 1940)
 Lane 6 (*Surrey Lane Dev.*, 1935)
 Lawn 3 (*Crescent Lawn*, 1904)
 Lawns 15 (*Twin Lawns*, 1909)
 Lea 1 (*Merrick Lea*, 1947)
 Lots 4 (*Brookville Lots; Brookville Lots South*, 1854)
 Manor 66 (*Freeport Manor; Merrick Manor*, 1904)
 Meadows 1 (*Munsey Meadows*, 1927)
 Mills 1 (*Plandome Mills*, 1946)
 Oaks 8 (*Fair Oaks*, 1905)
 Park 205 (*Burleigh Park*, 1871)
 Pines 2 (*Sound Beach Park "In the Pines"*, 1921)
 Place 3 (*Elmwood Place*, 1925)
 Plaza 22 (*Plaza Park*, 1905)
 Point 6 (*Ship Point Park*, 1895)
 Pond 2 (*Dosoris Pond*, 1911)
 Ridge 4 (*Rockville Ridge*, 1925)
 Road 1 (*Eastwood Road*, 1911)

⁷ The count for *Court* may well be less than representative. In his early work in the Nassau Index the inquirer did not note names involving *Court*, being under the impression that they designated short streets taken into the local political units, rather than developments in the full sense. He was later informed that these *Courts* should be included among development names.

Run 1 (<i>Stony Run</i> , 1949)	Trees 1 (<i>Island Trees</i> , 1947)
Shores 8 (<i>Waupage Shores</i> , 1913)	Uplands 1 (<i>Little Neck Uplands</i> , 1932)
Side 1 (<i>Sunny Side Gardens</i> , 1934)	Valley 3 (<i>Chicken Valley</i> , 1911)
Sites 7 (<i>Valuable Building Sites of Wm. H. Cutler and Chas. Haas</i> , 1892)	View 22 (<i>Bay View Park</i> , 1891)
Spring 1 (<i>Red Spring Park</i> , 1909)	Views 2 (<i>Hempstead Views</i> , 1925)
Square 5 (<i>Edgerton Square</i> , 1904)	Villa 34 (<i>Robbins, A. A. "Villa Plots,"</i> 1874)
Stone 1 (<i>Stepping Stone</i> , 1927)	Villas 7 (<i>Wheatley Villas</i> , 1915)
Stream 1 (<i>Cold Stream Gardens</i> , 1925)	Village 4 (<i>Strathmore Village</i> , 1940)
Terrace 60 (<i>Bay View Terrace; Central Terrace</i> , 1905)	Wood 2 (<i>Robin Wood</i> , 1906)
	Woods 2 (<i>Canterbury Woods</i> , 1947)

Bound

bay 7 (<i>Bayview Avenue</i> , 1901)	land 11 (<i>Woodland Park</i> , 1896)
briar 4 (<i>Briarwood</i> , 1926)	lawn 11 (<i>Fairlawn</i> , 1906)
bridge 4 (<i>Newbridge Manor</i> , 1909)	ledge 1 (<i>Woodledge</i> , 1940)
brook 8 (<i>Pinebrook Manor</i> , 1927)	look 2 (<i>Glen Head Overlook; Overlook</i> , 1923)
burgh 1 (<i>Woodsburgh</i> , 1885)	mere 3 (<i>Meadowmere 'Revised,'</i> 1910)
burn 1 (<i>Inerburn</i> , 1907)	more 4 (<i>Ritzmore Park</i> , 1924)
bury 1 (<i>West Sunbury</i> , 1949)	ridge 4 (<i>Northridge Park</i> , 1906)
crest 5 (<i>Floral Park Hillcrest; Meadowcrest</i> , 1923)	shaw 1 (<i>Wenshaw Park</i> , 1946)
croft 3 (<i>Sunnycroft</i> , 1912)	side 17 (<i>Brookside</i> , 1889)
dale 9 (<i>Brookdale</i> , 1874)	stead 3 (<i>Homestead Park; Rockstead</i> , 1914)
fair 12 (<i>Fairhaven Park</i> , 1905)	stone 3 (<i>Elstone Park</i> , 1918)
field 4 (<i>Brookfield</i> , 1906)	town 2 (<i>Suntown Homes</i> 1949)
fold 1 (<i>Parkfold</i> , 1902)	view 19 (<i>Fairview Park</i> , 1890)
gate 3 (<i>Norgate; Wyngate</i> , 1936)	ville 12 (<i>Beauville Realty Corp.</i> , 1926)
haven 4 (<i>Fairhaven</i> , 1905)	win 1 (<i>Rockwin</i> , 1941)
hill 8 (<i>Hillside Park</i> , 1902)	wold 2 (<i>Brookwold Park</i> , 1922)
holme 2 (<i>Westholme</i> , 1919)	wood 37 (<i>Thornwood</i> , 1905)
home 3 (<i>Homestead Park</i> , 1914)	
hurst 2 (<i>Oakhurst</i> , 1888)	
lake 11 (<i>Lakeside Park</i> , 1907)	

The attention is immediately caught by certain features of the foregoing results. A group of unbound forms emerge with substantial scores. Those with the highest frequencies are *Park* 205; *Estate(s)*⁸

⁸ In this summary, counts of the singular and the plural forms are taken together for those unbound forms that exhibit variation in grammatical number. The separate counts are found in the list above.

98; *Garden(s)* 72; *Manor* 66; *Terrace* 60; *Home(s)* 53; *Heights* 43; *Villa(s)* 41; *View(s)* 24; *Plaza* 22; *Lawn(s)* 18; *Beach* and *Farm(s)* 15.

Among unbound forms that appear in both the singular and the plural, either may predominate. Thus *Estates* has a score of 86, *Estate* of 12; *Gardens* of 66, *Garden* of 6; *Lawns* of 15, *Lawn* of 3. On the other hand *Villas* falls below *Villa* 7–34, *Views* below *View* 2–22, and *Farms* below *Farm* 7–8. *Wood* and *Woods* come out even, 2–2. Contributing to the incidence of the singular is the normal practice in respect to plural forms that end in a sibilant: When such forms are used as attributives the sibilant may be dropped; in effect the singular form may be used. Such may be the process that gives, e. g., *Village Garden Homes* (1949) and *Shadow Lawn Estates* (1948). This change does not always occur; thus, *Lawrence Gardens Estates* (1938).

The common generic terms often appear as, or in, specific terms. Some examples from NI, besides those already given, are *Glen Cove Heights Center* (1924), *Manor Grove* (1905), *Manor Haven*⁹ (1931), *Manor Haven Park* (1905), *New Garden Terrace* (1921), *Plaza Park* (1905), and *Shubert Plaza Homes* (1935).¹⁰

In the foregoing tabulation bound forms are generally of lower frequency than unbound forms. The bound form *wood* towers with a score of 37. Others in the highest-scoring group are *view* 19; *side* 17; *fair* and *ville* 12; *lake*, *land*, and *lawn* 11; *dale* 9; *brook* and *hill* 8; *bay* 7.

Further study of bound forms might be concerned with (1) their incidence in initial or terminal position; (2) identification of other elements with which each bound form is joined. On the first of these heads an impression or two may be in order. With regard to development names as a genre (not merely those from NI), it can be ventured that the following bound forms occur predominantly as initial elements: *briar*, *brook*, *crest*, *fair*, *hill*, *lake*, *oak*, *park*, *rock*, *shore*, and *sun*. Occurring more often in terminal than in initial

⁹ Cf. *Manorhaven*, the name of an incorporated village of Nassau County.

¹⁰ Examples from other sources than NI are *Brightwaters Manor Estates* (TSN 1944), *Lake Grove Park* (TSN 1931), *Lynbrook Park Manor* (Lynbrook, L. I.), *Lynwood Gardens Estates* (Valley Stream, L. I.), *Manor Park* (TSN 1934), *Woodland Acres Homes* (Massapequa, L. I.).

All three parts of *Manor Heights Estates* (Pelham Manor, N. Y.) are among the most common generic terms.

position, it appears, are *bridge, brook, cliff, lawn, mere, more, ridge, side, stone, town, view, ville, and wood*. In the NI names the following elements are among those that occurred in both initial and terminal positions: *brook, hill, lake, wood*.

Serial Use of Generic Terms

At times the naming process takes on an almost ritualistic aspect: in one locality after another a place name is employed as a specific in serial combination with popular generic terms.

The Nassau Index shows *Village of Farmingdale* filed in 1846. There followed *Farmingdale Terrace* (1907), *Farmingdale Park* (1908), *Farmingdale Estates* (1920), *Farmingdale Home Sites* (1926), *Farmingdale Park Gardens* (1942), and *Farmingdale Gardens* (1948). *Village of Freeport* was not recorded in NI till 1923, being preceded and followed by maps named *Freeport Manor* (1904), *Freeport Heights* (1906), *Freeport Centre* (1910), *Freeport Terrace* (1913), *Freeport Beach* (1925), *Freeport Lawns* (1926), *Freeport Park Terrace* (1926), *Freeport Bay Estates* (1926), *Freeport Gables* (1927), *Freeport Gardens* (1928), *Freeport Oaks* (1935), and *Freeport Estates* (1948).

Merrick Park turned up in 1891; subsequently came *Merrick Manor* (1904), *Merrick Square* (1906), *Merrick Plaza* (1910), *Merrick Terrace* (1910), *Merrick Gardens* (1925), *Merrick Villa* (1925), *Merrick Gables* (1927), *Merrick Homes* (1938), *Merrick Crest* (1946), *Merrick Lea* (1947). Besides, Merrick boasts *Merrickwood* (1926) and *Merrickwold* (1948).

Like serial combination has taken place in Garden City, Wantagh, Hempstead, Rockville Centre, Westbury, Mineola, and elsewhere. Again, the procedure by which subdivisions are added to an original area is well suggested in these names.¹¹

¹¹ A point of place-name usage is to be observed in this connection. Especially in the classified advertisements of *NYT* several typographical means are employed to indicate that a given property is in a subdivision of a larger community. The name of the inclusive community usually precedes the name of the subdivision. The two names may be placed on either side of a newspaper column:

<i>Great Neck</i>	<i>Kings Point</i>
<i>Scarsdale</i>	<i>Fox Meadow</i>
<i>Teaneck</i>	<i>West Englewood Section</i>

Sometimes the name of the local school or some other specification is found in the secondary position:

Sometimes in the naming of a new area a word indicating direction is attached to the basic place name. The directional term may be given initial position: *East Floral Park*, *East Freeport Heights*, *East Hempstead Terrace*. Putting the directional term in terminal position may be the more fashionable present practice, though one of the earliest Nassau examples noted is also so arranged: *Brookville Lots South* (1854). Later specimens from NI are *Central Park North* (1906), *Mineola Park North* (1924), *Bellerose Gardens West* (1925), *Mineola East* (1926), *Westbury Manor West* (1926), *Bellmore Park South* (1929).

The permutation of onomastic counters is shown in the reciprocal influences of Forest Hills and Kew Gardens, neighboring communities in Borough of Queens, New York City, which possess, respectively, Forest Hills Gardens and Kew Gardens Hills.¹²

4. Semantic Themes

When the body of names is viewed as a whole, broad semantic themes seem to emerge clearly enough. But if it be asked, vis-a-vis many a name, "What does this name 'mean' to the entrepreneur or to the population for which it has been devised?" an answer is not easily determined. The present Section contains a description of the "broad" themes. Taken up in Section 7 are some of the more elusive semantic problems presented by the names.

<i>Rockville Centre</i>	<i>Wilson School</i>
<i>Harrison</i>	<i>Estate Area</i>

The name of the subdivision may be placed in parentheses: *Bellerose (Glen Oaks)*.

A dash may appear between the names: *Flushing—Fresh Meadows*; *Dobbs Ferry—Riverview Manor*.

There may even be no separation between the names: *NYT*, May 22, 1949, locates Crestmont Homes in Scarsdale Longview. (I. e., the Homes are in Longview, which is in Scarsdale.)

Less often the name of the subdivision is placed first: *Norgate—Brookville*.

In more ordinary practice a comma is put between the name of the subdivision and that of the inclusive unit, written in that order: *Munsey Park, Manhasset*.

Vicinity or the abbreviation *Vic* is found as in the following:

<i>Bergen County</i>	<i>Montvale Vicinity</i>
<i>Bronxville Vic</i>	<i>(Bryn Mawr)</i>

¹² Here I revert to the use of the singular form when a plural ending in a sibilant is used attributively. In an advertisement of the Manufacturers Trust Company we find *Kew Garden Hills* (*New Yorker*, July 21, 1951, p. 35). In Bloomfield, N. J. is a development mentioned in *NYT* as *Forest Hill Manor*. The Tabor Ranch Home is located in Kew Garden Estates. (Advt., *NYT*, Oct. 8, 1950, p. R 3).

The Most Popular Unbound Forms

The overwhelming popularity of *Park* (205) in the Nassau count first demands attention. It seems a safe hypothesis that the bred-in-the-bone city dweller feels — at first, anyway — a certain edginess when confronted with untrimmed expanses of nature. For him a comforting degree of natural beauty is represented by a city park, where the abandon of the wild is decently restrained. In the midst of stone, steel, and traffic, park greenery has a special quality, a flavor of contrast and paradox. The prospect of living in a “park,” then, is enhanced by familiar and pleasing associations.¹³

The second-ranking unbound form, *Estate(s)*, scoring 98, continues the suggestion of well-regulated growing things. However with *Estate(s)* the scene is now moved out of the city, and a new theme — prestige — is introduced. *Estate(s)* calls to mind a large personal holding, a pleasing suggestion to prospective home owners.¹⁴

The observations on *Park* apply in part to *Garden(s)* (third in rank, with a count of 72). In gardens as in parks nature is restrained and ordered. The lesser popularity of *Garden(s)* may be due to the fact that fewer city people have close acquaintance with gardens than with parks. *Terrace* (count, 60) and *Lawn(s)* (count, 18), among the elements of lower incidence, are also tokens of well-manicured nature. The former suggests lounging in a somewhat elaborate man-made setting; implications of wealth and power are probably present, a view is possible. With *Plaza* (count, 22) the scene becomes fully urban.

Manor (count, 66) is fourth in rank. One would not think that *manor*, apart from its use in names, is part of the working vocabulary of the main body of the public that presumably finds it attractive. The English associations of the word no doubt account for

¹³ Some advertisements place some emphasis on location within the limits of New York City or near the City. Thus the address of Glen Crest Homes is given as “Union Tpke & 258th St, Glen Oaks/New York City.” (Advt., *NYT*, April 15, 1951, p. 8 R) Huntley Estates (in Locustwood Estates) is announced as being “only 4 Blocks from N. Y. C. line.” (*NYT*, April 10, 1949, p. R 5) An advertisement for Arbor Oaks (Hollis Hills, Queens) begins, “A New Approach . . . / to Country living/ in N. Y. City.” (*NYT*, June 10, 1951, p. 2 R).

¹⁴ Perhaps the following names from TSN are intended by their construction to give even more dignity to *Estates*: *Estates of Montauk* (1913), *Estates of Quogue* (1913), and *Estates of Wading River* (1910).

some of its drawing power, but *manor* also has a place in American history.¹⁵

Further, the charm of *Manor* may partly derive from its homonym *manner*. Possible suggestions are *good manners*, *to the manner born*, *He has a manner*. Again, can some power to please reside in the sound of the word *manor*? The charm of speech sounds has had its share of subjective inquiry — often of an extremely finespun character — but firm conclusions are rare.

Finally it may be supposed that there is some fascination in the spelling of *manor* — that for many persons there is the charm of a familiar “surprise” in the presence of a single *n* after the *a* representing [æ]. The spelling with a single *n* is in contrast to the relationship between pronunciation and spelling in, e. g., *planer* as against *planner*, *caner* as against *canner*, etc. This spelling “surprise” or strangeness may add to the favorably British flavor of the word. The combination *or*, too, is likely to contribute “richness” or “fullness.” By and large, low front vowels and back vowels — or letters commonly representing them — probably have more prestige than high front vowels.¹⁶

Some light on attitudes toward *Manor* is given in an exchange of letters published in the *Long-Islander* (Huntington, L. I., N.Y.) in 1947. The Huntington Station Board of Trade had moved to change the name of *Huntington Station* to *Huntington Manor*. In a letter published May 29 Fred H. Koster wrote:

The word “Manor” is defined by Webster, who is considered an authority in defining the meaning of words, as meaning “Land belonging to a noble, or so much as he has kept for his own use; jurisdiction of a court baron.” As we are far removed from feudal age and customs the word “Manor” certainly is meaningless and foolish in so far as it applies to Huntington Station.

¹⁵ A report of an election contest in Glen Cove, L. I., had this to say of one of the candidates: “She is a Lady of the Manor, being half owner, with her brother, of Sylvester Manor of Shelter Island, said to be the oldest manor house in the country, a grant from the British Crown in 1693.” (“3-Party Contest Set in Glen Cove,” *NYT*, Oct. 7, 1951, p. 43/1-2).

¹⁶ Cf. “Symbolic Value of the Vowel *I*” in Otto Jespersen, *Linguistica* (Copenhagen and London, 1933). Jespersen writes (p. 284): “. . . the sound [i] comes to be easily associated with small, and [u, o, a] with bigger things . . .” See also Edward Sapir, “A Study in Phonetic Symbolism,” *Journal of Experimental Psychology* 12 (1929), 225-39; and Stanley S. Newman, “Further Experiments in Phonetic Symbolism,” *American Journal of Psychology* 45 (1933), 53-75.

In the *Long-Islander* of June 5 another correspondent, Harold E. Willmott, cited the use of the name *Huntington Manor* as far back as 1904. He continued:

The House & Home Company opened up hundreds of acres in Fair-ground, both north and south of the railroad — in fact the acreage immediately surrounding the station at that time was known as “Huntington Manor, Section EE” and every other section was named with a letter of the alphabet and “Huntington Manor.” Perhaps they thought — if they ever considered it — that all purchasers would be “Lords of the Manor” — a thing even Mr. Koster might approve, perhaps.

“No, Mr. Koster,” this writer concluded, though a “rose by any other name” may smell as sweet, I think and have always thought that the name “Station” gave this district a distinctly dark hue, if not an actual black eye. I have no doubt that the officials of the “Station” Bank, being progressive and farseeing men, will gladly change the name of their bank to the Bank of Huntington Manor.

I’d like to ask Mr. Koster — since he is so particular about feudal or royal titles, who is Emperor of the Empire State?

The *Suffolk County, L. I. Telephone Directory, July 1951*, of the New York Telephone Company listed five businesses having names beginning with *Huntington Station*. Six other firms with Huntington telephone numbers had *Station* as the first word of their names. *Huntington Manor Jewelers* and *Huntington Manor Fire Department* were the only listings beginning with *Huntington Manor*. But twelve firms in the area called themselves *Manor Barber Shop*, *Manor Tavern*, etc. By such evidence the *Station-Manor* score was 11–14, unless we add the name of the post office, which remained *Huntington Station*.

Heights (count, 43) in these names does not necessarily signify topographical elevation. A conjectural town Belleview may have a section called *Belleview Heights*, together with *Belleview Manor*, *Belleview Terrace*, etc. But the “Heights” section may be no more a height than the “Manor” section is a manor or the “Terrace” section a terrace. Perhaps of greater force than the denotation of physical height in hypothetical *Belleview Heights* is the suggestion of social or economic altitude. (Cf. the evaluative social connotations of such expressions as *high society*, *high-powered*, *top-drawer*, and *high-bracket*.)

The emotive force of *Home(s)* (count, 53) is evident. But in development names the denotation is that given by the Supplement of the *Oxford English Dictionary* (1933), s. v. *home*: "In U.S. and Canada, freq. used to designate a private house or residence merely as a building."

The word *villa* is obsolescent in the United States. In NI most employments of *Villa(s)* (count, 34) dated between 1874 and 1919, but it was recorded once each in 1933 and 1938. In a good many of NI's development names containing *Villa*, that word was an element of a specific term, as in *Cedar Hill Villa Sites* (1890). But *Villa* also occurred as a generic term, as in *Great Neck Villa* (1908) and *Whitehouse Villa* (1903). In formations like these last *Villa* may be intended to suggest a kind of especially romantic village.¹⁷ The elegant suggestions of *villa* in its usual sense may largely explain the charm of the word in most development names in which it figures. However some of the attraction of *villa* (as of *terrace*, *plaza*, and *manor*) may derive from its foreign flavor. For this suggestion I am indebted to Professor Madison S. Beeler.

The appeal of the promises conveyed in *View(s)* (count, 24) and *Beach* (count, 15) requires no comment. Bearing on the relatively low rank of these elements may be the fact that these words are likely to be used with more literal value than are, e. g., *Park* and *Heights*; a development called *Harbor View* is likely to have a view of a harbor somewhere about, and even in the sphere of developments a hypothetical *Sandy Beach* might be considered overimaginative unless there were a beach nearby. Some other elements in the development names more notably tend to lose literal value.

The evidence seems to show that *Farm(s)* (count, 15) is now usually applied to developments containing costly properties. The persons buying such houses would be more apt to have some acquaintance with country-gentleman life. To those on lower economic levels who come from lifelong residence in the City, *Farm* is less likely to make agreeable suggestions; this sector of the population, we may

¹⁷ Neither *OED* nor other dictionaries consulted give the sense "village" for *villa*; but such seems to be its meaning in the following: "Their [the Germans] edifices were not even contiguous, or formed into regular villas; each barbarian fixed his independent dwelling on the spot to which a plain, a wood, or a stream of fresh water had induced him to give the preference." (Edward Gibbon, *The Decline and Fall of the Roman Empire* [New York: The Modern Library, 1932], I, 191).

surmise, is drawn to the well-ordered images called up by *Park*, *Estate(s)*, *Garden(s)*, and *Terrace*.

The use of *Farm* with a family name, as in *Winthrop Farm* (NI 1879), has sometimes signified that the farm belonging to this family was cut into building lots. In present naming operations *Farm* seems rarely to be employed in this way. More often, it appears, *Farm(s)* is embellished with a specific term that has pulling power. Thus the change of custom seems to be related to improvement in selling techniques. Fashionable import seems possible with either the singular or plural form: *Windmill Farm* (Armonk, N. Y.); *The Yale Farms* (Greenwich, Conn., and North Castle, N. Y.).

A few generic terms should be noticed for their rarity — perhaps some of them for their uniqueness in such employment. Nomahegan Reserve is at Cranford, N. J. Grassy Sprain¹⁸ Heights is a subdivision of Yonkers, N. Y. Deer-pen (also printed *Deer Pen*) is at Babylon, L. I. *Amagansett Villa Plat* (1913), *Clover Tract* (1909), and *Fordham Tract* (1912) are from TSN. *Hillside Tuxedo* (1939) and *Round Hill Sub-Division* (1947) are from NI.

As for bound forms, it has been seen that fewer of these are of marked frequency. Most refer to natural features, and some are archaic elements whose denotation is almost surely unknown to most developers and their customers. For semantic study it therefore seems best to classify the constructs in which the bound forms occur, rather than to comment on bound forms proper.

Presentment of Britishry

The long tradition of British and British-sounding place names in America is extended to the names of real-estate developments. Many development names reproduce English, Scotch, or Welsh place names (or approximate them) or include them as constituent elements.

The following examples are from NI:

<i>Angle-Sea</i> (1903)	<i>Berkeley Grove</i> (1927)
<i>Bedford Heights</i> (1927)	<i>Burleigh Park</i> (1871)
<i>Belgrave Square</i> (1925)	<i>Cambridge Estates</i> (1949)

¹⁸ *OED* gives a transitive verb *sprain* "to sprinkle," with the agricultural sense "to sow (seeds, etc.) with the hand." Citations date 1440–1947. No corresponding substantive *sprain* is listed. However, a substantive *spraying* has the meaning "A glittering or brightly-coloured stripe, streak, or ray." For the latter word *OED* has exemplifications dating 1513–1824.

Canterbury (1929)
Croyden Homes (1946)
Devonshire (1946)
Dover Gardens (1936)
Essex Homes (1942)
Hampton Court (1915)
Hampton Gardens (1926)
Highland Homes (1921)
Hyde Park Plaza (1917)
Isle of Wight (1883)
Kensington Manor (1926)

Kent Terrace (1950)
Oxford Gardens (1946)
Oxford Terrace (1926)
Plymouth Estates (1940)
Plymouth Hempstead Gardens (1927)
Salisbury Park Manor (1950)
Surrey Lane Dev. (1935)
Sutton Park (1939)
Westminster (1924)
Windsor Park (1909)
Yorkshire (1929)

From TSN we have:

Avonmore Park, First Addition
 (1895)
Highlands of Patchogue (1913)
Kensington (1944)
Maidstone Park (1910)

Mowbray Manor (1902)
St. George's Manor (1911)
Somerset Park (1912)
Wellington Farms (1934)
Wychwood (1946)

The following were found in NYT:

Berkeley Imperial Homes (Bay-
 side, Queens)
Cheshire Homes (Rockville Centre,
 L. I.)
Chesterfield Homes (Jamaica Esta-
 tes, North, Queens)
Clarendon Hills (River Edge,
 N. Y.)
Devonshire Woods (New Rochelle,
 N. Y.)
Clarendon Hills (River Edge, N.J.)
Dorchester (New Hyde Park, L. I.)
Durham Park Heights (Stelton,
 N. J.)
Hampshire Estates (Great Neck,
 L. I.)
Heathcote Homes (Garden City,
 L. I.)

Holbrooke Manor (White Plains,
 N. Y.)
Lynbrook Highlands (Lynbrook,
 L. I.)
Mayfair Homes (Ozone Park, L. I.)
Salisbury Park Manor (East Mea-
 dow, L. I.)
Strathmore Village (Manhasset, L.I.)
Surrey Estates (Hollis, Queens)
Surrey Hills Homes (Bergenfield,
 N. J.)
Sutton Park Homes ("in beautiful
 Sutton Park...Lawrence, L.I.")
The Highlands (Waldwick, N. J.)
Westminster Manor Homes (Laurel-
 ton, Queens)
Windsor Park Homes (East Bruns-
 wick, N. J.)

Perhaps *Bayfair* (TSN 1948) should be adduced here as being close enough to the inescapable *Mayfair*. *Pembroke* (TSN 1946) reproduces a Welsh place name. Hyde Park Manor is in New Hyde Park, not far from New York City.

A section consisting largely of farms, at New Milford, Conn. is called *Park Lane*. It was originally *Pug Lane*. The change to *Park Lane* was made, I am told, at some time in the later nineteenth century.

Though the names considered above are of British cast, most of them embody names that are established in other parts of the United States. Thus it is possible that a *Plymouth* or an *Essex* has some reference to a place in Massachusetts or Connecticut — or in any one of half a dozen other states. However, in the context of developments the fact of the Anglophile tradition seems to warrant the supposition that platters of developments attach primary importance to overseas associations of the names.¹⁹

Apart from the employment of British place names or semblances thereof, a number of development names clearly allude to British nomenclature or aspire to its vein. Many such names involve bound or unbound forms that are obsolete British terms or are current in Britain but in this country are little used, if at all, with traditional denotation. Rather, in America these elements are merely conventionalized components of place names and development names. It is doubtful that most Americans are conscious of the current or obsolete (whichever it may be) denotation, in Britain, of such bound forms as *bourne*, *brae*, *burn*, *bury*, *croft*, *fold*, *holme*, *hurst*, *leigh*, *ley*, *mede*, *mere*, *minster*, *more*; *shaw*, *stead*, *win*, and *wold*; and of such unbound forms as *Croft*, *Downs*, *Glen*, *Heath*, *Lea*, and *Loch*. These forms, except *bourne*, *brae*, *leigh*, *ley*, *mede*, *minster*, *more*, *Glen*, and *Loch*, were among those counted in the recording from the Nassau Index and are exemplified in the report of the count. Most of the exceptions are shown in *Marbourne Homes* (Bethpage, L. I.), *Hillbrae Ranch Homes* (Huntington, L. I.), *Addisleigh Park* (St. Albans, L. I.), *Cheverley Estates* (Great Neck, L. I.), *Heathermede Hills* (Cranford, N. J.), *Rosevale* (TSN 1921), and *Loch Haven at Merrick* (Merrick, L. I.). A brogue as broad as a claymore must be spoken by the residents of "the Bonnie Briar section of Rouken Glen," an identification attached to a picture in NYT.²⁰

¹⁹ Anglophilism is tangibly manifested in houses of Tudor design. Perhaps the heyday of that style was in and about the decade 1915–1925. But interest in the mood of English antiquity is mixed with the desire for American modernity. An advertisement (*NYT*, May 22, 1949, p. R 11/6) offers "A Tudor Period Home!" in Laurelton, Queens, with "a cross-ventilated domestic science kitchen full of those custom-built baked enamel cabinets," "an elegant colored tile bathroom with a glass enclosed stall shower," and other up-to-date comforts. ²⁰ Dec. 5, 1948, p. R 1.

Downs seems to be well thought of in recent years, as in *Bethpage Downs* (Bethpage, L. I.), *Hathaway Downs* (Syosset, L. I.), and *Malverne Downs* (Malverne, L. I.).

More direct references seem to be made to Albion in *Parliament Homes* (North Babylon, L. I.), *Saxon Park* (TSN 1906), and *Tudor Gate* (1941). "English" examples are perhaps epitomized by a development name seen amid the dune land on Route 27, to Montauk, L. I.: *English Manor Knolls*.

British models would seem to be responsible for a group of names — its size seems to be increasing — that consist, each, of a primary element modified by a locative phrase. Long Island examples are:

<i>Brentwood-in-the-Pines</i> (TSN, 1915)	<i>Park Villa on the Hills</i>
<i>Brookside-at-Milburn</i>	<i>Pineaire in Pines</i>
<i>Hillside Terrace-at-Albertson</i>	<i>Pinehurst-by-the-Sea</i> (TSN, 1915)
<i>Jackson Park-at-Syosset</i>	<i>Stuart-at-Bethpage</i>
<i>Lakeville Estates-at-East Meadow</i>	<i>Stuart-at-Massapequa</i> ²¹
<i>Marchant Park at Roslyn</i>	<i>Sutton-in-Lawrence</i>
<i>Mayfair-at-Wantagh</i>	<i>Westwood at Roslyn</i>
<i>Nassau by the Sea</i>	<i>Wilshire in Great Neck</i>
	<i>Woodedge at Westbury</i>

A development (or each of two developments) was called *Town-House-in-Great Neck*. Another such name is *Marlane-in-Massapequa*. A curious twist is found in *In-the-Pines-of-Brightwater* (TSN 1915).

Compare such English place names as *Bourton-on-the-Water* (Gloucestershire), *Barton-in-Fabis* (Nottinghamshire), and (best known to Americans) *Stratford-on-Avon*. Among similar established names in the United States are *Annandale-on-Hudson*, *Ardsley-on-Hudson*, *Croton-on-Hudson*, and *Hastings-on-Hudson* — all in New York; and *Avon by the Sea* (New Jersey). In *Ardsley-on-Putnam*

²¹ *NYT*, March 18, 1951, p. R 1/1. In its issue of April 29, 1951, the same paper carried an advertisement for *Stuart Park at Massapequa*. Presumably both names refer to the same project. Development names are not always written in the same style. Another seeming example of variation is in *Lakeville Estates-at-East Meadow* (a news story, *NYT*, Feb. 18, 1951, p. R 1) and *Lakeville Estates* (advt., *NYT*, April 22, 1951, p. R 7). Similarly a development has been called, in print, *Briar Park* and *Briar Park Homes*; and *Thrifty Ranch Homes* has been seen as *Thrifty Homes*.

What we have in these instances seems to be evidence that development names, like other linguistic elements, are subject to change. On occasion it is possible to see (or so facts suggest) a selected name gravitating to a different form — one better meeting the demands of pronunciation or speech rhythms or economy of effort or whatever. *Woodclift Manor Homes Sec. 1* was filed in NI Oct. 5, 1949 from Franklin

(Westchester County) *Putnam* refers to the now defunct Putnam Division of the New York Central Railroad.

A few "English" names are the subjects of a kind of spelling alteration that characterizes a class of public names. From NI there are *Burkley Grove* (1927) and *Devendale* (1927). Notice also *Kennilworth* (Great Neck, L. I.). Though the spelling of original place names is altered in such examples, no change in pronunciation is reflected. Some of these spellings may be simply erroneous. If the alterations are intentional they may take rise in a desire for originality.²²

Another type of alteration is represented in *Wilshire in Great Neck* (L. I.), *Wilshire Homes* (Bellerose Manor, Queens), and *Wimbledon Lane* (NI 1949); here pronunciation seems to be changed, as well as spelling.

Other spelling flourishes contribute atmosphere. In *Cedarbrooke* (Plainfield, N. J.), *Parkway Oakes Homes* (Lakeville, L. I.), and "The' Oakes" (NI 1894), we can safely take the "silent e" to be an "old English" e — and so, particularly "English." NI has, alphabetically placed by the name of Leonie W. Eilers, *The Hamlett of Littleworth* (1939). *Dunwoodie* (Yonkers, N. Y.) also appears to represent a quaint spelling.

Nature, Plain and Adorned

Possibly the largest group of names is composed of those that refer to physiographic features, atmospheric conditions, the sun, Square. *Woodcliff Manor Homes Sec. 2*, also of Franklin Square, appears as of Dec. 5, 1949; *Sec. 3* as of March 15, 1950. Easily imagined is the selection of a somewhat unusual form, *Woodclift*, which hardly anyone could be got to call anything but "Woodcliff"; and the ultimate spelling *Woodcliff*.

The same process is inferrible from the appearance of a *Gragmere Heights Corporation* (*NYT*, Jan. 21, 1951, p. R 1/1), which was building dwellings at Mahwah, N. J.; and of *Cragmere Heights Estates* (*NYT*, June 24, 1951, p. R 1/5-6), "in the Cragmere Heights section of Mahwah, N. J." Supposing that these names apply to the same project and that no typographical error is involved, we may have here another instance of the modification of a name (from *Grag-* to *Crag-*) under the pressure of common pronunciation.

Cf. finally, *The Ridges* (Section 1, 1947) and *The Ridge* (Section 2, 1948) — both at Syosset, L. I. and listed in NI.

²² Examples from other semantic groups are *Castillian Plaza* (NI 1926) and *Nirvana Gardens* (NI 1926), and *Amended Map of Atlantique* (TSN 1915). *O'Co'Nee* (TSN 1916) looks like *Oconee*, a place name in at least six states of the Union, Irishized. The Devonsheer Melba Corporation, making food products, was in West New York, N. J.

vegetation, and other phenomena of nature. Most of the popular unbound elements in the Nassau Index sampling directly denote or suggest natural beauty. Many bound elements make similar reference.

A sizable number of names contain reference to physiographic heights of one kind or another:

<i>Belle Crest</i> (TSN 1907)	<i>New Westcliff Homes</i> (New Rochelle, N. Y.)
<i>Eastern Crest Estates</i> (NI 1948)	<i>Northcrest Gardens</i> (Flushing, Queens)
<i>Eastern Crest Homes</i> (Port Washington, L. I.)	<i>River Crest Estates</i> (West Englewood, N. J.)
<i>Forest Ridge Homes</i> (Midland Park, N. J.)	<i>Shore Crest</i> (Glen Cove, L. I.)
<i>Glenridge Homes</i> (Bellerose, Queens)	<i>Shore Crest Gardens</i> (Inwood, L. I.)
<i>Hewlett Crest Park</i> (Hewlett, L. I.)	<i>Woodcrest</i> (TSN 1910)
<i>Larchmont Ridge</i> (Larchmont, N. Y.)	

Glen Head Overlook (NI 1923), *Highland Homes* (NI 1921), *Hillcrest Park* (NI 1927), *Hillside Heights* (NI 1936), *Hill Top Manor* (TSN 1925), *Little Neck Uplands* (NI 1932), *Overlook* (NI 1923), *Ridge Crest* (NI 1924), and *Vernon Hills Estates* (Eastchester, N. Y.) — these contain other allusions to altitude. A marked amount of rolling is present, especially in recent names: *Rolling Hills Estates* (Harrison, N. Y.), *Rolling Ridge Estates* (NI 1937), *Rolling Park* (NI 1947), *Rolling Wood* (NI 1933), *Rollingwood* (NI 1949), *Rollingwood* (Huntington, L. I.).

Attention is claimed by bodies of water and adjoining land formations:

<i>Bay Way</i> (TSN 1928)	<i>Lakeview Terrace</i> (TSN 1926)
<i>Cedar Beach Manor</i> (TSN 1927)	<i>Lakewood Park</i> (TSN 1927)
<i>Cold Stream Gardens</i> (NI 1925)	<i>Map of Lakeview</i> (TSN 1935)
<i>Forest Lake Manor</i> (Wantagh, L. I.)	<i>Ocean Heights Estates</i> (TSN 1926)
<i>Greenport Shores</i> (Greenport, L. I.)	<i>Ocean Lawns</i> (TSN 1927)
<i>Lake Grove Park</i> (TSN 1931)	<i>Ocean View Park</i> (TSN 1909)
<i>Lakehurst Manor</i> (TSN 1938)	<i>Riverside Gardens</i> (TSN 1926)
<i>Lake Pines</i> (TSN 1945)	<i>Seaside Shores</i> (TSN 1947)
<i>Lakes Pines</i> (TSN 1946)	<i>Sea View Colony</i> (TSN 1929)
<i>Lakeside Manor</i> (NI 1908)	<i>The Cove</i> (NI 1944)
<i>Lake Terrace Park</i> (TSN 1922)	<i>Westhampton Shores</i> (TSN 1927)
	<i>Wildwood Shores</i> (TSN 1937)

Brook is one of the most popular elements in the aquatic group. *Brookville* and *Brookhaven* are established Long Island place names;

the latter marks the location of the Brookhaven National Laboratory for Atomic Research at Camp Upton, Suffolk County. The map for a development named *Brookhaven* at Port Washington, Nassau County, was filed in 1927. Some other uses of *brook* in Nassau are: *Brookfield* (NI 1906), *Brookside* (NI 1889), *Brookwold Park* (NI 1922), *Brookwood* (NI 1925), and *Pinebrook Manor* (NI 1927). *Arrowbrook Park Homes* is in Kew Gardens Hills, Queens. *Clearbrook Park* (TSN 1912) and *Willowbrook Park* (TSN 1906) are examples from Suffolk County. *Cedar Brook Grove* (NI 1926) and *Red Brook Terrace* (NI 1926) show the unbound form.

A voluminous list could be made of development names referring to trees and other vegetation. *Wood* and *grove* make generalized reference in this sphere:

<i>Blenwood Estates</i> (Hempstead, L.I.)	<i>Wildwood Hills</i> (TSN 1936)
<i>Fleetwood</i> (Mount Vernon, N. Y.)	<i>Wildwood Park</i> (TSN 1909)
<i>Greenwood Park</i> (TSN 1929)	<i>Woodland Acres</i> (Massapequa, L.I.)
<i>Groveland Park</i> (TSN 1908)	<i>Woodland Estates</i> (NI 1926)
<i>Huntswood</i> (Mount Vernon, N. Y.)	<i>Woodland Homes at Meadowcrest Park</i> (NI 1926)
<i>Tanglewood</i> (NI 1923)	

The oak, the pine, and the cedar are the trees most commonly memorialized in the materials examined:

<i>Hollis Oaks</i> (Hollis, Queens)	<i>Pine Park</i> (NI 1923)
<i>Oakdale Park</i> (NI Bellmore, 1925)	<i>Pine Terrace</i> (NI 1926)
<i>Oakdale Park</i> (NI Roosevelt, 1925)	<i>Ronkonkoma Pine Gardens</i> (TSN 1927)
<i>Oak Grove</i> (NI 1924)	<i>Stately Oaks</i> (NI 1938)
<i>Oak Grove Terrace</i> (NI 1912)	<i>Tall Oaks</i> (Bayside Hills, Queens)
<i>Oakland Park</i> (NI 1906)	<i>West Fair Oaks</i> (NI 1907)
<i>Oak Manor</i> (NI 1923)	<i>Cedar Brook Grove</i> (NI 1926)
<i>Oak Manor</i> (NI 1926)	<i>Cedar Heights</i> (NI 1907)
<i>Oakmere Manor</i> (NI 1919)	<i>Cedar Hill Villa Sites</i> (NI 1890)
<i>Oak Neck Park</i> (NI 1936)	<i>Cedar Lawn Estates</i> (NI 1948)
<i>Oakview Terrace</i> (NI 1926)	<i>Cedar Park</i> (NI 1928)
<i>Pinebrook Manor</i> (NI 1927)	<i>Cedar Ridge</i> (NI 1949)
<i>Pine Grove Gardens</i> (TSN 1934)	<i>Cedar Terrace</i> (NI 1910)
<i>Pine Hollow Park</i> (NI 1923)	<i>Ronkonkoma Cedar Grove</i> (TSN 1927)
<i>Pine Lake Park</i> (NI 1937)	

Romantically named is Land O' Pines, N. J. By now this designation may rank as a place name.

Other vegetation is less frequently celebrated:

<i>Beechwood and Sunnycroft</i> (NI 1912)	<i>Locustwood Estates</i> (NI 1927)
<i>Beechwood Gardens</i> (NI 1941)	<i>Locust Hill Park</i> (NI 1896)
<i>Beechwood Lawns</i> (NI 1948)	<i>Rosebank</i> (TSN 1914)
<i>Birchwood</i> (NI 1937)	<i>Roses Grove</i> (TSN 1910)
<i>Briar Cliff</i> (Merrick, L. I.)	<i>Rosevale Park</i> (TSN 1939)
<i>Briarcliff Manor</i> (Ardsley, N. Y.)	<i>Roseville Homesites</i> (TSN 1939)
<i>Briarmede</i> (Westfield, N. J.)	<i>Sweet Briar</i> (NI 1939)
<i>Briar Park Homes</i> (Hicksville, L.I.)	<i>Sweetbriar</i> (North Baldwin, L. I.)
<i>Clover Tract</i> (TSN 1909)	<i>The Birches</i> (NI 1941)
<i>Dogwood Terrace</i> (NI 1937)	<i>Turecamo Briarbrook</i> (NI 1947)
<i>Gardenia Park</i> (NI 1927)	<i>Under the Maples Park</i> (North Baldwin, L. I.)
<i>Golden Rod Heights</i> (TSN 1909)	

The view is extensively noticed:

<i>Atlantic View Park</i> (NI 1926)	<i>Grand View Park</i> (NI 1907)
<i>Bay View Park</i> (NI 1905)	<i>Lake View Terrace</i> (NI 1922)
<i>Belle View Addition</i> (TSN 1896)	<i>Park View Gardens</i> (NI 1936)
<i>Clearview Park</i> (NI 1922)	<i>Plainview</i> (TSN 1910)
<i>Fair View Estates</i> (NI 1923)	<i>Viewacre</i> (TSN 1913)
<i>Glen View Park</i> (NI 1924)	<i>Villaview Heights</i> (TSN 1910)
<i>Golf View Gardens</i> (1925)	<i>Villa View Heights</i> (TSN 1910)
<i>Grandview Homes</i> (Leonia, N. J.)	<i>Waterview</i> (NI 1922)

NI showed *Bay View* (or *Bayview*) used in eleven places in Nassau County, the earliest example being *Bay View Park*, 1891. *Fairview* precedes *Farms* and *Manor* in the Nassau Index; and it is placed before *Park* in four localities, the filing dates ranging from 1890 (Rockville Centre) to 1941 (Farmingdale). Then 1948 produced a *Fairview* solum. Thus among the Nassau listings this independent unit seems to be a back formation, as it were, from the earlier compound forms.

The sun is utilized:

<i>Sun Glow Park</i> (TSN 1949)	<i>Sunnyside Park</i> (Montvale, N. J.)
<i>Sunmore Homes</i> (Oceanside, L. I.)	<i>Sun Ranch Homes</i> (Teaneck, N. J.)
<i>Sunny Brook Manor</i> (TSN 1924)	<i>Sunrise Beach</i> (NI 1927)
<i>Sunny Ridge</i> (Harrison, N. Y.)	<i>Sunset Hills</i> (NI 1935)
<i>Sunny Side Gardens</i> (NI 1934)	<i>Suntown Homes</i> (NI 1949)

The good air of the vicinage is sometimes rhapsodized, as in *Breezy Point* (NI 1913) and *Pine-Aire Farms* (TSN 1938).

The fox has some fashion: *Foxdale Homes* (Oceanside, L. I.), *Fox Hollow* (NI 1948), *Foxhurst Gardens Homes* (Baldwin, L. I.), *Fox Meadow* (Scarsdale, N. Y.). *Ravenswood* (NI 1940) embodies the name of a bird not familiar in the region. But the robin is not rare there and it is signalized in, e. g., *Robin Homes* (NI 1948), *Robin Wood* (NI 1906), *Robinwood* (NI 1924), *Robinswood* (NI 1949). *Birdhaven*, dating from 1928, is in Lakeview, L. I. *Whiting Park* (TSN 1927) may be a reminder of a personal name rather than a monument to a delicious fish.

Various other notes are struck in the realm of natural description: *Dawn Estates* (TSN 1937), *Flintstone Park* (NI 1919), *Grey-stone, Sec., 1* (NI 1940), *Stepping Stone* (NI 1947), *Stepping Stone Park* (NI 1905). *Natures Gardens* was filed from Brookhaven in 1931; in 1932 this development produced an *Adirondack Section*, a *Berkshire Heights Section*, a *Paradise Park Section*, and a *Pine Acres Section*. *Natures Park* was established in Brookhaven in 1931.

Knoll is hardly a commonly used word among urban people, for whom most of the developments here in view are primarily designed. Perhaps for this very reason the word has a certain fascination in this context. At any rate it seems to be on the increase in development names. Some examples:

<i>Aldercress Knolls</i> (Closter, N. J.)	<i>Knollwood</i> (NI 1920; TSN 1923)
<i>Cedar Knolls</i> (Bronxville, N. Y.)	<i>Knollwood Beach</i> (NI 1925)
<i>Dogwood Knolls</i> (West Hempstead, L. I.)	<i>Knollwood Manor</i> (Westchester, N. Y.)
<i>Elmwood Knolls</i>	<i>Knollwood Terrace</i> (Carle Place, L. I.)
<i>Forest Knolls</i> (Greenwood Lake, N. Y.)	<i>Maple Knolls</i> (Haworth, N. J.)
<i>Great Neck Knolls</i> (Great Neck, L.I.)	<i>Oakwood Knolls</i> (Wayne Township, N. J.)
<i>Gregory Knolls</i> (Bloomfield, N. J.)	<i>Ridgewood Knolls</i> (Paramus, N. J.)
<i>Hewlett Knolls</i> (Valley Stream, L. I.)	<i>Rothrock Knolls</i> (Seaford, L. I.)
<i>Kew Knolls Homes</i> (Kew Gardens Hills, Queens)	<i>Searington Knolls</i> (Searington, L. I.)
<i>Knoll Crest Park, Block 2</i> (TSN 1909)	<i>Wantagh Knolls</i> (Wantagh, L. I.)

(Next to be exemplified is the use of personal names.)

New Milford, Connecticut