

## Names of Real-Estate Developments: II

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PART I OF THIS PAPER (*Names*, September, 1959) contained a brief account of the character of real-estate developments, explained the materials and methods of the present study, and took up some morphological aspects of development names. A description of semantic themes represented in the names was begun. In that connection the most popular unbound elements were the subject of comment, as were development names of a British cast and those referring to natural features. Part II continues the semantic analysis, first with notice of examples that are based on personal names.

The following abbreviations are used:

NI — Section Index of the Land and Tax Map of Nassau County (Long Island), New York.

*NYT* — *New York Times*.

TSN — Notices of the sale of property on which taxes were in arrears, in Suffolk County (Long Island), New York; published in local newspapers.

### PERSONAL NAMES

The names of builders or of officials of the developing companies appear in some names. Charles Reid was one of the builders of Reid-Way Homes (Paramus, N. J.); Brunetti-Built Homes is at Fair Lawn, N. J. Surdi Homes (Babylon, L. I.) is a colony of Joseph Surdi. Deanin Homes (on Hempstead Turnpike at Bethpage Parkway, L. I.) is a development of Zalmain Deanin. Although strictly outside the scope of this article — being now far-flung communities carrying on functions of local government — the Levittown on Long Island and the one in Pennsylvania, developed by William Levitt & Sons, should be mentioned here.

It is no doubt in a far smaller proportion of cases that a surname commemorates the name of the former holder of the property. Belluscio Estates was laid out on the Belluscio farm; Duffy Homes,

Inc. developed the farm of the Duffy family.<sup>23</sup> Again, a personal name may be selected in a secondary way from the name of a street or other neighborhood feature. Brower Manor Homes is at Brower Avenue and Sunnyside Road, Queens.<sup>24</sup>

Other examples involving surnames are:

*R.H. Bailey Homes* (Glen Cove, L. I.)

*Guenther Estate* (NI 1932)

*Hallock Court* (NI 1932)

*Harvey Marshall Homes* ("in the select Cord Mayer Section of  
Lovely Forest Hills")

*Ingraham Estates* (NI 1912)

*Klein Estates* (NI 1938)

*Meucci Gardens* (TSN 1926)

*Tolle Gardens* (TSN 1928)

*Walbroehl Park* (NI 1925)

*Weber Park* (NI 1947)

First Names are predominantly feminine:

*Ada Mae Park* (TSN 1911)

*Beverly Park* (NI 1929)

*Carmencita Manor* (TSN 1947)

*Ellen Terrace Homes* (Valley Stream, L. I.)

*Flora Bungalow Park* (NI 1928)

*Florence Park* (NI, Oyster Bay, 1899)

*Florence Park* (NI, Rockville Centre, 1907)

*Hester Homes* (West Englewood Hills Section, Bergenfield, N. J.)

*Irma Park* (NI 1893)

*Map of Loretta* (TSN 1905)

*Miriam Estates* (TSN 1910)

*Phyllis Park Homes* (Wantagh, L. I.)

The use of these feminine names in the titles of developments would seem to arise in some satisfaction in giving public dimension, so to speak, to private sentiment.

Some development names apparently embrace elements of first names or surnames in combination. The development names next to be cited seem to me to be probably of such character, but the

<sup>23</sup> For respective references see *NYT*, Nov. 21, 1948, p. R 1/2 and *NYT*, March 12, 1950, p. R 1/1.

<sup>24</sup> The adoption of the name of a local feature other than a place will not necessarily involve a personal name. *Heatherdell Manor* is the name of a development "on Heatherdell Road at Ardsley [N. Y.]" (Pict. cap., *NYT*, Jan. 21, 1951, p. R 3).

tentativeness of their identification should be emphasized. In this group perhaps more than in most, the possibility of duple (or multiple) suggestion is high. The ground for Edstan Village (Moonachie, N. J.) was broken by Edward A. Dowling, Jr. and Stanley Krakower. Rothrock Homes (Bethpage, L. I.) was built by Samuel I. Rockmore and A. Bertram Roth, Kee-Lee Homes by Keenan Morrow and Leroy Simon. Of Bernley Homes (Paramus, N. J.) Hyman Bernstein is president and Samuel Levine secretary. Henry Kadel and Clayton Winters were the builders of Kaywin Homes (Paramus, N. J.).

It may be that personal-name elements are present in *Ashwood Homes* (North Merrick, L. I.) "sponsored by Edwin Feldman and Asher Nestel" and *Bengren Homes* (North Valley Stream, L. I.) announced by Noah Greenspan. Joseph Bruno was instrumental in the building of Brumar Homes (Forest Hills, Queens) and Bruson Homes (Woodside, Queens). In *NYT* we read of "John Aragona's new colony of Ranch-Homes-by Argo"<sup>25</sup> at Bethpage, L. I. A group called Argo Homes was erected at Elmont, L. I., whether by the same entrepreneur I do not know.<sup>26</sup> In East Northport, L. I., an enterpriser named Gildersleeve called a development Gildare.

Momar Homes (Bergenfield, N. J.) was built by Frank and Gregory Monemurro and Charles Guimarra. Joseph Muratore was the developer of Muro Homes (Bethpage, L. I.). Responsible for Wenshaw Park (Merrick, L. I.) were Morris and Sidney Weniger, builders. At Levittown, L. I. a Miller Homes development is called Millshire Park.

Other possible amalgams of personal-name elements are found in *Luberne Homes* (Laurelton, Queens), *Pearlnat Homes* (Bowne Park, Queens), *Lejo Homes* (Queens), *Alstan Homes* (Dumont, N. J.), *Leoson Park* (Old Tappan, N. J.), *Harnat Homes* (Hicksville, L. I.), and *Lon-Mar Ranch Homes* (Hauppauge, L. I.).

A developer or builder who attaches his surname to a project is presumably motivated not only by pride but by willingness to give hostage, so to speak, to the public; his name is a token of his belief in the quality of what he sells.

<sup>25</sup> April 23, 1950, p. 1/8.

<sup>26</sup> It has been suggested to me that *Argo* may also have weight for its mythological associations, as in *Argo*, *Argos*, and *Argonaut*. It should further be noticed that *Argo* is widely known as a trade name; it is the name of a brand of starch.

As with other commercial names, a name of this type may also take advantage of homonymy. The primary inspiration of *Monaco Manor* (Elmont, L. I.) would seem to be the name of its builder, Joseph Monaco, but possible echoes of the name of the glamorized European principality may not be considered disadvantageous. Likewise Emil Keen, in announcing his Keen Homes (Wantagh, L. I.) could hardly have been unaware of *keen* in the slang sense "very pleasing." Green Village (Westfield, N. J.) was built by "Berwick Homes, Inc., of which Gilbert Greene is president."<sup>27</sup> *Ruby Homes* (Glen Oaks, Queens) has possible double value — the feminine name and the name of the gem.

Especially when the developer's name is somewhat obscured by abridgement or combination with other elements, values apart from the significance of the personal name itself seem to have the main weight. *Rothrock*, for example, suggests a physiographic feature; *Ashwood*, vegetation. *Bernley*, which apparently mirrors *Bernstein* and *Levine*, has an "English" aspect; so has *Wenshaw*, which is presumably based on the surname *Weniger*. *Mi-Home* (Westchester County, N. Y.) may similarly operate in two directions; besides the suggestion of *My Home*, the first and last letters of the surname of the enterpriser, Charles Mascali, are present in the first part of the name.

Phonetic charm may be the primary object in some constructs. *Fran-Mar*, *Momar*, and *Brumar* embody the element [ma<sup>r</sup>], which is much employed in trade names. *Lejo* also resembles popular commercial names.

But beyond any planned appeal in these names, it is necessary to take account of the possibility that to some degree they represent indulgence in language manipulation as a pleasure — specifically, in name invention. When a trade name is required, the fun of choosing it or creating it is a perquisite of the entrepreneur. There is some reason to think that downright pleasure in language manipulation enters to a degree into the determination of trade names.<sup>28</sup>

<sup>27</sup> *NYT*, May 6, 1951, p. R 7/1.

<sup>28</sup> The point cannot be developed here to length, but one pertinent fact is that some trade names involve punning that can have little meaning for large numbers of customers. A grass-catcher for attachment to a lawn mower is called the Canvas Kid. How many prospective buyers will respond by recalling the obsolescent slang expression *candy kid* — which seems to be in view? Again, a pump for throwing insecticide in powder form is called the Hudson Duster. Probably even fewer of

PLACE NAMES  
AND OTHER ALLUSIONS TO PLACES

The use of local place names as specific terms (in the sense adopted here) has been exemplified in various places above. The employment of established English place names will also be recalled. Noted in the present paragraphs will be development names that involve (1) place names outside the foregoing classes; (2) names of such features as widely known streets, parks, and buildings in other communities.

The Nassau Index showed *Broadway* used as a specific term in eleven localities. Various generic terms joined with *Broadway* in the usual style; Hicksville has a *Broadway Park* (1907), a *Terrace* (1911), a *Plaza* (1912), a *Manor* (1913).

Other mementoes of New York City seem to be *Central Park* (from NI), which precedes *Estates* (1908), *Gardens* (1926), *Heights* (1913), *North* (1906), *Plaza* (1926), and *West* (1911); *Gramercy Park* (TSN 1906); *Stuyvesant Park* (TSN 1908); *Prospect Park* (TSN 1920); *Morningside Heights* (NI 1926); and *Columbia Heights* (NI 1903). *Luna Park* (TSN 1910) duplicates the name of a sometime amusement area of Coney Island. *Chelsea Park* (TSN 1912) and *Fordham Tract* (TSN 1912) possibly commemorate districts in Manhattan and the Bronx, respectively. *Waldorf Terrace* (TSN 1927) may take its specific term from the name of a celebrated New York City hotel. The Waldorf-Astoria, which is known familiarly as "the Waldorf," for many persons epitomizes high life. *Biltmore Shores* (NI 1926) includes a name that is attached to another prominent hotel. The hotel names *Waldorf* and *Biltmore* cited here make only secondary reference to New York City, though they are place names in some states.

Some other nonlocal names are framed in:

- Beacon Hill* (NI 1913)
- Bennington Park* (NI 1902)
- Cape Cod* (NI 1925)
- Catalina-at-Sands Point* (L. I.)

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the public will recognize the allusion to the old New York City gang, the Hudson Dusters. Perhaps some trade names are almost in the nature of private word-play on the part of manufacturers.

*Coronado Beach* (NI 1950)  
*Grenada Gardens* (NI 1947)  
*Miramar* (Oceanside, NI 1925)  
*Miramar* (Sands Point, NI 1925)  
*Miramar Beach* (TSN 1925)  
*Piedmont Farms* (Bound Brook, N. J.)  
*Santa Fe Homes* (Great Neck, L. I.)

*Hollywood Homes* (adjacent to Kings Park, L. I.) embodies a name that, like *Broadway*, grips the popular imagination across the country. The first element of *Pinehurst by the Sea* (TSN 1910) is the name of a North Carolina town where wealth pleasures itself with riding, golf, and other agreeable pursuits. Middle-class vacations, rather, will be associated with the specific term of *Bermuda Homes* (Franklin Square, L. I.). *Buena Vista Revised* (TSN 1917) projects a popular place name.

High-fashion exoticism or romantic associations seem to have led to the adoption of some names from abroad (but some of them are also place names, elsewhere, in the United States):

*Alps Terrace Homes* (Mountain View, N. J.)  
*Arcadia Homes* (West Islip, L. I.)  
*Canals of Lido* (NI 1925)  
*Gibraltar Homes* (Riverdale, N. Y.)  
*Lido* (NI 1916)  
*Plan of Tangier* (TSN 1926)  
*Rapallo Park* (TSN 1926)  
*San Remo* (TSN 1926)  
*Seville Gardens* (TSN 1928)  
*Seville Manor* (TSN 1928)  
*Shores of Seville* (NI 1926)  
*Trianon Park* (TSN 1917)

*Riviera Shores* was found in TSN (1927); a section called Riviera Beach was seen on the New Jersey ocean shore; Riviera Estates is at Lattingtown, L. I. Venetian Shores is in the Town of Babylon, which is in Suffolk County, L. I. In Nassau County *Seaford Venetian Shores* was filed in 1926. Noted in TSN was *Venezia Beach* (1926). *German Gardens* (TSN) was filed in 1937. *Deauville Beach* and *Deauville Park* appear in the Nassau Index from Amityville, L. I. (both 1925). *Mandalay on the Bay* came from Wantagh, L. I. in 1926.

## HISTORICAL AND TOPICAL REFERENCE

A relatively small but well-defined group of names seems to refer to places, events, and persons of American historical and topical moment. *American Farms* (TSN 1944) can be taken to signify this interest. *Columbus Park* (TSN 1918) looks back to the beginnings. *Colonial* — a giant in public names — is represented in, e. g., *Colonial Park* (TSN 1907), *Colonial Park* (Crestwood, N. Y.), and *New Colonial Manor* (TSN 1909). Alden Estates (Westchester, N. Y.), Pilgrim Park Estates (TSN 1930), Plymouth Park Homes (Fair Lawn, N. J.), North Salem (Port Washington, L. I.) Salem Park (North Merrick, L. I.), and Salem Ridge (Ridgewood, N. J.) would seem to be named with some consciousness of the historical thread.

Themes from Revolutionary times are seen in *Continental Ridge* (River Edge, N. J.), *Continental Village* (Peekskill, N. Y.), *Hamilton Park* (TSN 1909), *Jefferson Court* (TSN 1942), *Revere Gardens* (Babylon, L. I.), *Steuben Park* (TSN 1934), and *Washington Manor* (TSN 1927). Lafayette Estates is on Lafayette Avenue, Maywood, N. J.; Mount Vernon in Nutley, N. J.

*Liberty Farms* (TSN 1925) recalls the wide use of *liberty* in public names during and for some time after the First World War. *Victory Farms* (TSN 1942) breathed national confidence in the midst of World War II. Lincoln Park is in Brookhaven (TSN 1906). *Roosevelt Park* (TSN 1908) no doubt celebrated President Theodore Roosevelt, whose home was at Oyster Bay, L. I. Capitol Heights Park (NI 1906) was a development at Oyster Bay. *Whitehouse Plaza* was filed in Nassau in 1904, a presidential-election year. Carver Park, constituting "Non-Racial Dwellings Opened at Wyandanch, L. I." was named "in honor of George Washington Carver."<sup>29</sup> Norace Homes (i.e., "nonracial"?) is at Babylon, L. I.

*Aviation Park* (NI 1911) illustrates the tendency to adopt names with allusion to current sensations. Likewise Byrd Park (NI 1928) dates from a time when Admiral Byrd was making history in polar exploration. In 1926 international polo matches were much in the public eye, and *Polo Park*, of that date, is found in the Nassau index. From NI come *Golf View Gardens* (1925) and *Ocean Golf Estates Inc.* (1936). *Nira Homes* (NI 1938) contains the journalistic designation of the National Industrial Recovery Act. NI gives *Atomic Homes* as of 1948.<sup>30</sup>

<sup>29</sup> *NYT*, March 11, 1951, p. R 1/5.

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Lighter notes of social history are occasionally heard. The name of a heavyweight boxing champion of the world, Jess Willard, may be embodied in *Willard Park* (NI 1912), though Willard did not win his title till 1915. Olympic Heights (TSN 1912) was officially named in a year of Olympic contests. *Roxy Farms* (Lodi, N. J.) involves the nickname of a prominent theatrical figure of some twenty years ago — whether or not it intends reference to that personage. *Radio Farms* (TSN 1923) carries the faint fragrance that was radio's in its early days. NI gives *Hobby Homes* (1939). *Lindbergh Park* (1928) undoubtedly memorializes Charles A. Lindbergh's solo flight from New York to Paris, made in that year. One Lana Homes exists in Bayside, Queens, another in Kew Gardens Hills, Queens. Whether accidentally or not, these names must derive some of their power from the name of a reigning motion-picture star, Lana Turner. Likewise, it is not impossible that *Dagmar Homes* (Bellerose, Queens) benefits from the circumstance that a television actress who goes by the name of Dagmar "has become an American institution."<sup>31</sup>

#### INDIAN OR "INDIAN" NAMES

In *Names on the Land* George R. Stewart tells of the emergence of the tradition of place names that with greater or less justification are describable as "Indian."<sup>32</sup> Some developments too are distinguished by names that presumably lay claim to Indian provenance, among them:

*Connetquot Park Second Amended* (TSN 1908)  
*Haccabawk Park* (TSN 1925)  
*Keewaydin Park* (TSN 1907)

<sup>30</sup> The influence of the atomic age is manifested otherwise in a news story, "Plans Bomb Shelters" (*NYT*, Sept. 17, 1950, p. 6 R/2):

"The A-Bomb Shelter Corporation of Teaneck, N. J., reported yesterday that it had been commissioned to build the first group of reinforced concrete bomb shelters for a moderately priced private home development in New Jersey.

"The corporation will construct shelters under attached garages of houses at Briarcliff Homes, a new 206-house project on River View Drive, Totowa, Passaic County . . .

"Leonard G. Feinen of Hasbrouck Heights designed the Briarcliff Homes to sell for \$11,990 to \$12,900 without the bomb shelter, which is optional. The shelters start at \$1,500."

<sup>31</sup> *Life*, July 16, 1951, p. 132.

<sup>32</sup> P. 276.



*Ketewomoke* (TSN 1926)  
*Lake Missepogue Heights* (TSN 1926)  
*Lake Panamoka* (TSN 1940)  
*Moatok* (TSN 1945)  
*Natoma Heights* (TSN 1931)  
*Onaway Park* (TSN 1907)  
*Orowoc Park* (TSN 1906)  
*Pamoqua* (TSN 1924)  
*Penataquit Park No. 1* (TSN 1908)  
*Sagamore Terrace* (TSN 1911)  
*Samosett Park* (TSN 1909)  
*Wampmissic* (TSN 1896)  
*Wincoma Estates* (TSN 1925)  
*Winnesunk Gardens* (TSN 1926)  
*Wopowog Hill* (TSN 1927)

Indian and quasi-Indian names constitute one of the smaller groups among the development names examined. In recent years it seems to be dropping to even lesser proportions, in the face of a vast proliferation of names that refer to presumptive physical features of the site or that have a British manner.

#### ENCOMIUM

Among the minor types of names are those that, directly or by implication, proclaim the virtues of the properties — their superiority or the excellence of some aspect. *NYT* told of the “Bestever Homes development at Fleetwood Manor in Roosevelt [L. I.]”<sup>33</sup> *Ideal Homes* was found in *NYT*, as was *Practical Homes*.<sup>34</sup> *Kozy Cottages* (Wayne Township, N. J.) and *Tru-Valu Homes* (Queens) show kinds of spelling alteration that are esteemed in some commercial names. Others which, perhaps with varying degrees of justification, can be placed in the encomiastic group are:

*Brightsides* (TSN 1916)  
*Choice Homes Park* (NI 1949)  
*Crown Manor* (North Lindenhurst, L. I.)  
*Economy Estates* (NI 1926)  
*Economy Houses* (Kenilworth, N. J.)  
*Elegant Cottage Sites of H. B. Hitchcock's* (NI 1890)  
*Excello Homes* (Rockville Centre, L. I.)

<sup>33</sup> March 12, 1950, p. R. 1/1.

<sup>34</sup> April 24, 1949, p. R 1/2; and April 2, 1950, p. R 5/1, respectively.

*Great Estates* (TSN 1907)  
*Jewel Park* (NI 1907)  
*New Dawn Homes* (Hempstead, L. I.)  
*New Way Homes* (NI 1939)  
*Prudence Home Sites* (TSN 1925)  
*Pure Valley Homes* (Lindenhurst, L. I.)  
*Reliable Homes* (Fair Lawn, N. J.)  
*Snug Harbor* (TSN 1926)  
*Thrifty Ranch Homes* (Bethpage, L. I.)  
*Top-Value Homes* (NI 1939)  
*True Value Homes* (NI 1942)  
*Valuable Buildings Sites* (NI 1892)

Among terms of general aesthetic evaluation *fair* is in the lead; from NI come *Fairfield Acres* (1949), *Fairfield Park* (1949), *Fairhaven* (1905), *Fairlawn* (1906), and *Fairmont* (1937). *Beautiful Norwood* (NI 1910) shows an evaluative term not commonly found in development names.

To the general population *belle* may be best known in the sense of "a reigning beauty, etc." or as a feminine name. The word as a French adjective would be less widely known. At any rate *belle* (semantically fusing with *bell*) has a large role among place names and development names. Examples from TSN are *Belle Terrace* (1927) and *Belle View Addition* (1896), *Bellhaven Terrace* and *Bellhaven Manor* (both 1910). In them where shall we draw the line between *belle* and *bell*?<sup>35</sup> Illuminative of the potpourri of semantic elements in development names is the name of a development advertised as "Belle Terre Homes at American Venice . . . Lindenhurst."<sup>36</sup>

<sup>35</sup> It is reported that a suburb of Los Angeles, Bel Air, was so called for a developer named Bell.

<sup>36</sup> Huntington [L. I.] *Times and Suffolk Bulletin, Special Supplement, National Home Week September 10 to 17* [1950], p. 8. It is not known whether the same development is referred to in a report headed "Sues Babylon Town for Zone Decision on 'Venice' Basin" (*Long-Islander* [Huntington, L. I.], May 17, 1951, Sec. 3, p. 5/5-7). According to this report Venetian American Property, Inc. was seeking business zoning of "its artificial lagoon on the Montauk Highway west of Lindenhurst." This waterway is known as Grand Canal. Also mentioned was a local organization known as the American Venice Civic Association.

About thirty years ago I heard a schoolteacher pronounce [vines] for the second word in the development name *American Venice*. Whether this pronunciation was or is general, I do not know.

A note in *NYT* refers to "A home in the second section of Birchwood Better Homes in the Overbrook Manor Section of Hillsdale (N. J.)."<sup>37</sup>

#### MISCELLANY

The development names manifest other themes, some of which can be noticed here. *Audubon Terrace* (TSN 1909), *Hawthorne Manor* (TSN 1911), and *Whitman Park* (TSN 1910) may be intended to elevate the names of figures of American literature and art. Literary or other cultural allusions are discoverable in *Avalon* (NI 1927), *Elsinore* (Glen Cove, L. I.), *Sleepy Hollow Manor* (North Tarrytown, N. Y.), and *Venus Homes* (Far Rockaway, Queens). Shangri-La is "on North Shore in Little Neck (Queens, N. Y. C.)." A fishing center at Montauk, L. I., is called Fishangri-La. *Kamal* (TSN 1946) sits strangely in Southampton, L. I. A *Sherwood Estates* is found near Clifton, N. J., and another at West Islip, L. I. Also in the vicinity of Clifton is Robin Hood Village. *Captain Kidd Estates* (Mattituck, L. I.) celebrates another romanticized outlaw. A small development "near the Chicago airport" was named Sherlock Homes.<sup>38</sup>

From TSN we learn that the *Map of Artists & Writers Colony* was filed in 1936, *Idle Hour Artists Colony* in 1927. Art Homes is at Bethpage, L. I. Oriental atmosphere appears to be the aim in *Kismet Park* (TSN 1926) and *Nirvana Gardens* (Great Neck, L. I.). In contrast to these exotic specimens are *Cottage Park Estates* (Fair Lawn, N. J.) and *Bethpage Greens* (Bethpage, L. I.). The latter makes unexpected homely suggestions.

The country club constitutes a minor theme. A news item begins:

Several residential properties in the Country Club section of the East Bronx overlooking Long Island Sound passed to new control yesterday...<sup>39</sup>

Also found was a reference to the Country Club section of Short Hills, N. J. Some development names that hold out the same bright promise are *Country Club Estates* (Short Hills, N. J.), *Country Club Heights* (TSN 1941), *Country Club Park* (NI 1922), and *Momar*

<sup>37</sup> June 10, 1951, p. 8 R/1. Again suggested is the process by which subdivision is added to subdivision (Birchwood Better Homes being a subdivision of Overbrook Manor, which is part of Hillsdale). Another point is illustrated by a reference, later in the same piece: "The three-bedroom ranch homes at Birchwood have center hall entrances . . ." Here the first element of the development name seems to be treated as a place name, which it might in time become.

<sup>38</sup> *New Yorker*, Aug. 1, 1953, p. 12.

<sup>39</sup> *NYT*, July 15, 1951, p. R 1/2.

*Country Club Homes* (Ramsey, N. J.). Here it is convenient to notice also *Country Life Acres* (Hicksville, L. I.) and *Homestead Country Homes* (Spring Lake Heights, N. J.).

Perhaps folk names have persevered in *Cobblers Hill Heights* (TSN 1911), *Goose Bay Estates* (TSN 1934), *Turkey Hollow* (TSN 1948), and *Wheat Path Plots* (TSN 1909). From NI come *Chicken Valley* (1911), *Cream Pot Heights* (1919), *Crow Hill* (1924), *Horse Brook* (1938), and *Parsonage Beach* (1923). Higher learning gets its due, as in *Amherst Heights* (NI 1936), *Bryn Mawr* (Yonkers, N. Y.), *Rutgers Homes* (West Hempstead, L. I.), and *Rutgers Village* (New Brunswick, N. J.). Poetical are *Azures* (TSN 1947), *Convent Gardens* (TSN 1930), *Dreamland* (TSN 1910), *Echo Park* (TSN 1907), *Gondola Gardens* (TSN 1930), *Idle Hour* (TSN 1926), *Smoke Rise* (Butler, N. J.), *Whispering Breeze* (TSN 1910), and *Whispering Woods* (East Hampton, L. I.). Visitors flying to New York City from abroad arrive at the New York International Airport, commonly known as Idlewild, after the local subdivision.

Amalgams of personal names have been noted above. Local place names are also used in coinages. *Hicksbury Homes*, at Westbury, L. I., suggests also nearby Hicksville. Rocklyn Homes (NI 1948) is at East Rockaway; Brooklyn is not a thousand miles away. Rockstead (NI 1914) is at Rockville Centre, but brings to mind nearby Hempstead. Willisdale, at Mineola, has some echo of the name of adjoining East Williston. *Beltagh Heights* (NI 1926), at Bellmore, employs the second part of the name of nearby Wantagh. Glenco Homes (NI 1946) is at Glen Cove. Glenola Park (NI 1895), at South Sea Cliff, may embody parts of *Glen Cove* and *Mineola* — the names of nearby communities. *Farmadie Farms*, at Farmingdale, L. I., may have been inspired partly by the widely known name of the French liner, *Normandie*. A development described on a sign as "A Residential Paradise," at Northport, L. I., does bear the name of that ship. Millpage (NI 1949) is at Bethpage. *Valmont Gardens* (NI 1949), at Elmont, evidently contains a reminder of Valley Stream, an adjoining community.

Various examples from NI hardly fit into any of the larger categories: *Cathedral Gardens* (1927), *Centennial Gardens* (1926), *Peoples Park* (1912), *Residence Park* (1903), *School Plaza* (1928). A development at Woods Road and Deer Park Avenue, Babylon, L. I., was called Urban Life Homes on a sign noted March 12, 1955.

An obituary states that two business men "After a look at the Florida real estate boom in 1924" returned to Chattanooga, Tennessee "to develop Lookout Mountain. They sold 110 lots at \$2,760 each in a section called Fairyland."<sup>40</sup>

A suburb of Chicago, named Flossmoor, was mentioned in a news story.<sup>41</sup>

The bound forms *land*, *town*, and *ville* do not easily fit into any of the foregoing semantic categories. In the count of bound forms from the NI sampling (1854—1950), given in Section 3 of this paper, the respective incidences of *land*, *town*, and *ville* are 11, 2, and 12. In development names this trio of bound forms, which has a long tradition in place names, seems to be noncommittal in respect to social tone.

## 5. RECENTLY AFFIXED NAMES COMPARED WITH EARLIER ONES

One of the "framework questions" (Question C) of this study is, "How do recently affixed names compare with earlier ones?" An attempt was made to get some evidence on this problem. Given in Section 3, with each form in the list from NI, were (1) the date of the earliest name (in my notes) that included the form and (2) the incidence of the form in the sampling from NI. The quantitatively leading unbound forms in NI were found to be, in descending order, *Park*, *Estate(s)*, *Garden(s)*, *Manor*, *Terrace*, *Home(s)*, *Heights*, *Villa(s)*, *View(s)*, *Plaza*, *Lawn(s)*, and *Beach* and *Farm(s)*.

With respect to the incidence of these forms in the names of recent developments, examination of the real-estate section of the Sunday *NYT*, September, 1950-July, 1951, gave the following results: *Villa(s)*, *Views*, *Plaza*, *Lawn(s)*, and *Beach* were not noticed. The remaining forms were found in the following incidence: *Home(s)* 229, *Estate(s)* 75, *Park* 64, *Garden(s)* 27, *Manor* 27, *Heights* 16, *Terrace* 9, *Farm(s)* 3, *View* 2.

In the count from *NYT* of the indicated period, then, as compared with that from NI for approximately the preceding century: First place is taken overwhelmingly by *Home(s)*. *Park* drops from first place to third. *Terrace* and *View* also take lower serial stations,

<sup>40</sup> "John G. Carter Dies; Creator of Midget Golf," New York *Herald Tribune*, July 23, 1954, p. 6/5.

<sup>41</sup> "Dr. Hartman, Psychologist . . .," *ibid.*, June 13, 1955, p. 4/1.

while *Farm(s)* moves up a notch. The relative frequencies of all unbound forms found in *NYT*, except *Home(s)* and *Estate(s)*, were lower than in the names recorded in NI during the preceding century.

The prodigious use of generic *Homes* seems to have taken rise during the house-building boom that began shortly after the end of the Second World War. The full blooming of the usage was preceded by some employment of *home* as a specific term and as a bound form in initial position, e. g., in the following names from NI: *Home Acres* (1936), *Homeland* (1925), *Homeland Manor* (1926), *Homestead Park* (1914). (It is recognized that the status of *home* in the established compounds *Homeland* and *Homestead* is somewhat different from its status in such an "original" construct as *Homelawn*.) From TSN come *Homecrest* (1910), *Homeland* (1928), *Homesites* (1920), and *Homewood* (1923).

Certainly, it is an advance in property sense for the prospective home owner to possess an Estate rather than to live in a Park. *Terrace* in development names may be slipping because its considerable fashion in the names of apartment houses (though not, apparently, in those most recently built) has draped it with suggestions not found suitable for houses in the country. No hypothesis is here offered for the extinction (in the names observed) of *Views* and the near-disappearance of *View*. The attenuation of *Farm(s)* suggests an increasingly urbanized — or suburbanized — state of mind among the main body of buyers of houses in developments.

The rage for "ranch homes" has led to the wide adoption of that expression in the names of developments.<sup>42</sup> An advertisement for

<sup>42</sup> Note: "Ranch Homes Lead Models on Display in Nassau Centers," *NYT*, July 15, 1951, p. R 1/4.

*Webster's New Collegiate Dictionary* (1956) defines *ranch house* as "A one-story building typically having an informal interior plan and a low-pitched roof." This definition would seem to be properly loose-fitting. On the vagueness of recent applications of *ranch house*, see *Sunset Western Ranch Houses* by the Editorial Staff of *Sunset Magazine* in collaboration with Cliff May (San Francisco, 1946), p. IX.

In the phraseology of the sellers, *ranch house* has generally become *ranch home*. Other expressions used are *ranch type home*, *ranch style home*, and *rancher*. In an advertisement for Garden Park Homes, Bayside, Queens, even *ranch* is applied to the dwelling proper: "6 Room Brick Ranch" (*NYT*, June 3, 1951, p. 2 R). Item: "The Holly Ranch is a deluxe Brick and Fieldstone Ranch Home located in Hollis Hills, Queens County." (Adv., *NYT*, Oct. 28, 1951, p. R 3.)

Continental Ridge (River Edge, N. J.) referred to "the smartest and most efficient home style yet found — the earth-caressing ranch house."<sup>43</sup>

Many dwellings of recent construction supposedly embody features of the ranch house. Whether there is always functional justification for Southwestern ranch-house design in northern latitudes in a moot point. Very likely some of the popularity of that design is related to the upsurge of popular interest in cowboy themes in recent years. The craze for cowboy songs and "Western" motion pictures ("hoss operas") and television programs; the idolization, by children, of certain actors who impersonate cowboys; the accoutring of children in cowboy costumes, including rococo-realistic toy revolvers — these are some manifestations of this social phenomenon. Related, no doubt, is the institution of the dude ranch.

The following development names exemplify the ranch theme:

- Berkshire Ranch Homes* (Bethpage, L. I.)
- Big Rough Ranch Colony* (Copiague, L. I.)
- Clovermere Park Ranch Homes* (Oceanside, L. I.)
- Dude Ranch Homes* (Little Neck, L. I.)
- Greysan Ranch Homes* (Hempstead, L. I.)
- Hartland Ranch Homes* (Hollis Hills, Queens)
- Jerry Spiegel Ranch Homes* (Hicksville, L. I.)
- Las Vegas Ranch Homes* (Seaford, L. I.)
- Merrick Manor Ranch Homes* (Merrick, L. I.)
- Orchard Park Ranch Homes* (L. I.)
- Parkdale Ranch Homes* (Babylon, L. I.)
- Pasadena Ranch Colony* (Queens)
- Surbania Ranch Homes* (Bethpage, L. I.)
- Wood Hill Ranch Homes* ("In Beautiful Knollwood Manor," Westchester)

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The term *ranch house* and its variants have had the benefit of some fairly bemusing elaboration. *NYT* (March 6, 1949, p. R 1) carried a photograph of a "Typical unit in Willard L. Bergman's Nabek Home project" in Beechhurst, Flushing, Queens. "It is described," the *Times* note stated, "as being in 'Neo-classic ranch-type' architecture." An advertisement for Colony Park in Baldwin and Freeport, L. I. (*NYT*, July 13, 1958, p. R 5) announces the "7 Room Seafarer Rancher." Southwestern architecture experiences another sea change in a picture caption (*NYT*, Aug. 23, 1958, p. 9): "Sofas in the living room of the 'ranch-style' houseboat provide sleeping accommodations for four extra guests." The name or description of a house said to be "an exciting adventure into the enchanted world of Japanese design," in Willowbrook Shores, Oceanside, L. I., is "Pagoda Ranch" (*NYT*, June 7, 1959, p. 6 R).

<sup>43</sup> *NYT*, Aug. 7, 1949, p. R 5.

Some evidence suggests that the developments themselves may on occasion be called ranches; e. g., in *Duplex Ranch* (Cunningham Park, Queens), *Raymond Ranch* (Hawthorne, N. J.), and *Ridge Ranch* (Paramus, N. J.).<sup>44</sup> *El Rancho* seems to be the name of a development at Freeport, L. I.<sup>45</sup>

Something more — or less — than cow-country atmosphere is suggested by the advertising line, “Thrill to a New Sun Ranch Home by Cy Williams NOW in Magnificently Wooded INDIAN HILL in beautiful Chappaqua, Westchester.”<sup>46</sup> Even more mixed are the suggestions in *Mayfair Ranch Homes* (Fair Lawn, N. J.) and *Roxbury Manor Ranch Homes* (near Levittown, L. I.). “Ranch Type Colonials” at Crestwood, N. Y. were advertised.<sup>47</sup>

Notable too are the Pomonok Ranch Homes in Flushing, Queens. An advertisement for the Pomonok development states that “Folks have been clamoring for a ranch home convenient to the Subway, and HERE IT IS.”<sup>48</sup> The same advertisement tells prospective ranch bosses that Pomonok is “In N. Y. City’s 15¢ fare zone.” An advertisement for Post Homes at “The Oaks” (Bayside, Queens) is headed, “The Fabulous Ranch Home in N. Y. City.”<sup>49</sup> This rugged subject should hardly be left without notice that there are ranch-type apartments as well as ranch “homes.” An advertisement urges, “Live in Long Beach [L. I.] this summer — In Fine, Newly Built/Ranch Type Apartments.”<sup>50</sup>

<sup>44</sup> For these names notice the following respective phrasings: (1) “Duplex Ranch, a development of three-bedroom ranch-style dwellings, is under construction at Union Turnpike and 214th Street in the Cunningham Park section of Queens.” (*NYT*, April 2, 1950, p. R 5/1) — (2) “. . . the \$17,350 price class opening today at Raymond Ranch colony in Hawthorne . . .” (Pict. cap., *NYT*, March 11, 1951, p. 4 R) — (3) “. . . seventy-five dwellings in the Ridge Ranch development . . . in Paramus . . .” (*NYT*, July 1, 1951, p. R 7/4).

<sup>45</sup> *New York Herald Tribune*, July 17, 1949, Sec. 6, p. 5/2.

<sup>46</sup> *NYT*, Nov. 5, 1950, p. R 7.

<sup>47</sup> *NYT*, May 22, 1949, p. R 13/8.

<sup>48</sup> *NYT*, Jan. 21, 1951, p. R 5.

<sup>49</sup> *NYT*, May 27, 1951, p. R 3.

<sup>50</sup> *NYT*, April 22, 1951, p. 6 R. Most of the semantic themes noticed in development names have appeared in the names of apartments. See Arthur Minton, “Apartment-House Names,” *American Speech*, XX (1945), 168–77. However, in form and signification the names of apartments of more recent construction appear to be drawing even closer to development names. This eventuation may be related to the widespread construction of colonies of apartment buildings and especially to the greater number of “garden apartments,” multiple dwellings with extensive space for greenery between and around the buildings. Garden apartments are likely to be on the outskirts of cities or in suburbs.



*Sam Berger King Ranch* (Westchester County, N. Y.) brings to mind, whether intentionally or not, the King Ranch, of fabled vastness, in Texas. The Astor Ranch Development Company operated in Port Washington, a suburb on the north shore of Long Island, not far from New York City. Silver Spur Ranch Homes were offered in Merrick, L. I., at \$9,750. Ranch Mart, Inc. is a "specialty contracting organization for builders and homeowners."<sup>51</sup>

The inclusion of *Homes* and *Ranch Homes* in names accounts in part at least for the seemingly greater proportion of multiword names in the recent group. The list of "ranch-home" developments, lately given, shows names containing three or four words. A five-worder is seen in *Rock Hall Ranch Home Colony* (Oceanside, L. I.).

Impressions may be in order on the present status of some forms that are in the NI lists of Section 3 but that are not necessarily in the group of highest incidence. The views presented on this question are based on examination of a wider sector of the real-estate section of *NYT* (viz., 1948-1951) and on observations of names from other sources.

The generic terms *Acres* and *Village* make a strong showing in the issues of *NYT* examined. Following are examples of the former:

- Fenway Acres* (White Plains, N. Y.)
- Freeport Acres* (Freeport, L. I.)
- Garwood Acres* (Garfield, N. J.)
- Gold Acres* (Massapequa, L. I.)
- Green Acres* (Valley Stream, L. I.)
- High Clear Acres* (Stamford, Conn.)
- Malverne Acres* (West Hempstead, L. I.)
- Post Acres* (Westbury, L. I.)
- Roth Acres* (Malba, Queens)
- Rye Acres* (Rye, N. Y.)
- Wheatley Acres* (near Manhasset, L. I.)

Perhaps some of the charm of *Acres* may be ascribed to the word's suggestion of the ownership of country spaces. *Village* may suggest a supposed cosiness of life in a small community. Examples for the latter, from *NYT*, are:

- Crest Village* (Little Silver, N. J.)
- Glen Oaks Village* (Queens)

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<sup>51</sup> *NYT*, July 15, 1951, p. 6 R/1.

- Meridian Village* (Roselle, N. J.)  
*Middle Village* (Saddle River Township, N. J.)  
*Parkway Village Homes* (Valley Stream, L. I.)  
*Preakness Village Manor* (Preakness, N. J.)  
*Strathmore Village* (Manhasset, L. I.)  
*Syosset Ranch Village* (Syosset, L. I.)  
*Trousdell Village* (Glen Cove, L. I.)  
*Twin Lakes Village* (Lewisboro, N. Y.)

While the incidence of *Acres* and *Village* now seems to be high, some other forms on the NI lists rarely or never appear in recently created names. Impressions on this head can be related to the periods of the earliest occurrence of some forms as they were noted in NI. Of the forms first recorded before 1900, *burgh*, *Grove*, *Lots*, *Sites*, and *Villa(s)*<sup>52</sup> seem to have little or no currency in recently given development names. *Centre*, *Court*, *Plaza*, *Square*, and *Wood*, noted as first used in the decade 1900–1909, are rarely adopted today. *Center*, first recorded from NI in a name of 1924 (cf. *Centre*, above), now has an old-fashioned and bucolic air. In recent development names I can recall only one occurrence of *Cottage*, which was also found in a single name from NI, of date 1931. Omitted from consideration here are terms that can be supposed to designate distinctive geographical formations, such as *Cove* and *Island*.

#### THEMES IN THE ADVERTISING OF DEVELOPMENTS

Themes found in advertisements for developments would seem in some wise to reflect attitudes of developers and their customers. Toward better appreciation of recently created names, then, it may not be amiss to delineate some advertising themes.

Basic physical features of the house and the location are of course given prominent place — e. g., the quality of the construction of the house, beauty of architecture and setting, and accessibility of shopping centers, theaters, churches, and schools. Emphasis on location within the limits of New York City or near the City has already been pointed out as a feature of some advertisements.

Improved family living is stressed — the spaciousness and other advantages of country living:

<sup>52</sup> The singular and the plural forms of the word are here considered as one, but the earliest date noted for *Villas* was 1915.

If YOU ARE a young couple with a growing family . . . want plenty of bedrooms . . . wide open spaces . . . beautiful climate . . . good schools . . . and a Bergen County address, Ramview Heights in restful, residential Ramsey was built especially for you.<sup>53</sup>

The suggestion of a "good address" will be noted. The same combination — of improved family life plus prestige — is limned in an advertisement headed:

Choose a Richer, Fuller Family Life on the site J. Pierpont Morgan selected for HIS HOME in Glen Cove, L. I.<sup>54</sup>

The text explains:

On this site, familiar to royalty of yesteryear, you may now enjoy gracious living in a community of exclusive homes.

It could be argued that the appeal here is not so much on proffered prestige as on the reasoning: "This place must be good. It was selected by J. P. Morgan, who could have the best."

Through an advertisement for Brous Homes (Massapequa, L. I.) royal appointments are made available to the common man:

*YOU* are royalty . . . / . . . in princely surroundings rarely, / if ever, offered in this price field

When you choose one of the new — ALL NEW — 44- $\frac{1}{2}$  x 36 ft. super-size Brous Homes, *you* are royalty. For no expense has been spared in providing the luxury, convenience and architectural improvements that assure you and your family a lifetime of graceful town-and-country living.<sup>55</sup>

The approval of unspecified persons is implied in 'famous,' as in:

SEE THIS IMPROVED CUSTOM VALUE RANCH HOME IN FAMOUS NORGATE at Roslyn, L. I.<sup>56</sup>

The class weight of a locality may receive specific emphasis. An advertisement for Preston Park Estates begins:

On the Waterfront/Superb Acre Plots/At/Aristocratic/Kings Point/Great Neck.<sup>57</sup>

An advertisement for Syosset Manor (Syosset, L. I.) explains:

Here, for you, is a gently-bred, exclusive community . . . gracious and unaffected . . . rich in those refinements so *essential* to the discriminating . . . embraced on every side by the quiet dignity of large, landed estates . . .<sup>58</sup>

<sup>53</sup> Advt., *NYT*, June 17, 1951, p. 8 R.

<sup>54</sup> *NYT*, Oct. 1, 1950, p. 2 R.

<sup>55</sup> *NYT*, March 26, 1950, p. 2 R.

<sup>56</sup> Advt., *NYT*, Nov. 12, 1950, p. R 5.

<sup>57</sup> *NYT*, April 29, 1951, p. 4 R.

<sup>58</sup> *NYT*, Sept. 23, 1951, p. 2 R.

'Prestige For Sale!' is the heading of an advertisement for Crown Heath (Wantagh, L. I.). The exclamation is explained:

Here is more than just another home. Here you enjoy, also, the prestige of one of America's most modern kitchens, complete with refrigerator, range, clock exhaust fan, Bendix washer and knotty pine cabinets — *an all-electric masterpiece*.<sup>59</sup>

In the first half of the twentieth century as a result of the development of motion pictures, radio, and television the entertainment industry equipped with vast-powered publicity machines, has taken an increasing part in the manufacture of a national — rather, an international — mythos. As a result actors, crooners, band leaders, news analysts, and the like have come to constitute an elite whose status is at least equal to that of "society," the latter term signifying a group whose discreteness is premised on the possession of wealth, especially over some generations, and on certain mores.<sup>60</sup> This observation has some reflection in a flyer for Broadfields, "A Beautiful Home Community/at Huntington [L. I.]/Where Broadway and Park Avenue Meet" — Broadway and Park Avenue symbolizing in ordinary parlance the worlds of professional entertainment and wealth, respectively.

Beauty assumes a special aspect in elegance:

*Elegance*/PERSONIFIED/in Fashionable LAWRENCE

An inspired achievement in custom home creation, dedicated to a new concept of suburban elegance.<sup>61</sup>

Luxury is a theme:

A Luxury-Packed Home in a World-Famed Community (Eagle Rock Estates, Garden City, L. I.).<sup>62</sup>

<sup>59</sup> *NYT*, Sept. 16, 1951, p. R 5.

<sup>60</sup> Cf. C. Wright Mills, *The Power Elite* (New York, 1956), Ch. 4.

<sup>61</sup> Advt. for Lawrence Estates (Lawrence, L. I.), *NYT*, date not available. It is not known in what sense *custom* is to be taken in this advertisement. But in passing it should be noticed that the word seems to be taking on the meaning "of high (or the highest) luxury standards." An advertisement calls Hill Crest Acres "A Custom-Planned Community in Westbury, L. I." (*NYT*, Sept. 23, 1951, p. 8 R) Specifications of a house called The Holly Ranch are given in an advertisement, *NYT*, Oct. 28, 1951, p. R/3. The text states that "Only eleven of these custom built homes will be offered!" It is not only in the advertising of developments that the meaning of *custom* is so extended. Thus a group of Ford automobiles is called by their manufacturer the Customline.

<sup>62</sup> Advt. for Eagle Rock Estates (Garden City, L. I.), *NYT*, June 17, 1951, p. 2 R.

Particular aspects of luxury are brought out in:

TABOR HOME BECOMES/NATIONAL SHOWPLACE/"Palace Upstairs — Nightclub Downstairs" has/Many Luxury Features Never Seen Before.<sup>63</sup>

The advertisement for this palace-nightclub reads, in part:

The kitchen is fully automatic in the Tabor tradition and in addition has an extra feature which is destined to be the biggest surprise of the century . . . a built-in electrically motor-driven barbecue, installed in a brick fireplace. You pull a switch and on it goes, turning 50 lbs. of meat at once. This is the first time this barbecue has been introduced anywhere in the world.

Post Homes at The Oaks (Bayside, Queens) offers in its units "The 'Starlight Room'/Your Own Nightclub/At No Extra Cost."<sup>64</sup>

Electrical equipment is an important factor in luxury-living:

See It NOW! . . . / Hotpoint House of the 50's/the Most Electrified Home Ever Built/PUSH-BUTTON LIVING IS HERE!/Windows disappear into walls, screens take their place! /Garage doors open, house lights go on by car radio control!<sup>65</sup>

This advertisement continues:

See a beautifully furnished home that shows complete electric living is becoming an integral part of the American way of life . . .

See the greenhouse where flowers bloom whether the sun shines or not . . . the built-in soda bar where you can make anything you get at a regular soda fountain!

Just imagine . . . a bedside switch starts coffee perking in the kitchen . . . Year-round, thermostatically-controlled air conditioning keeps every corner super comfortable!

See more time-saving, work-saving, comfort-making electrical equipment than was ever built into a home! And every product is standard and available for medium income families!

Modernity is of importance. An advertisement for Bethpage Park Estates, West Farmingdale, L. I., is headed "AS MODERN AS TOMORROW/Introducing the *Fabulous* 'Pinehurst'/A MASTER-PIECE of Custom RANCH Construction."<sup>66</sup>

The ranch houses of Lenard (in advertisements, *Lénard*) Homes, Valley Stream, L. I., like those of some other developments, have "'science' kitchens."<sup>67</sup> Wheatley Acres (Manhasset, L. I.) offers

<sup>63</sup> Advt. for the Tabor Home, Kew Garden [*sic*] Estates (Queens), *NYT*, May 6, 1951, p. 4 R.

<sup>64</sup> Advt., *NYT*, June 17, 1951, p. R 3.

<sup>65</sup> Advt., *NYT*, Nov. 5, 1950, p. 8 R.

<sup>66</sup> *NYT*, Aug. 19, 1951, p. R 5.

<sup>67</sup> *NYT*, June 3, 1951, p. R 5/1. The quotation marks around *science* are found in the *NYT* report.

“The New RANCH LIFE Television House. A TREMENDOUS SUCCESS” The nature of this combination of ranching and television is explained partly thus:

These new houses are truly planned for your future – you can really entertain and be entertained. Built-in RCA television at your fireplace – hospitable snack shelf opening from an electric kitchen – picture windows – indoor-outdoor garden.<sup>68</sup>

Fun is promised. Garden Park Homes (Bayside, Queens) are announced as “Next to Alley Pond Park – 500 Acres of Fun.”<sup>69</sup>

Names are sometimes given to house models in developments.<sup>70</sup> These house (or “home”) names have their own interest as part of the ornamentation of developments. A few examples are: the *Patrician* (Hamilton Homes, Massapequa Park, L. I.), the “*Royal Elm*” and the “*Royal Oak*”<sup>71</sup> (Post Homes at The Oaks, Bayside, Queens), *The Flamingo* (Homes by Lénard, Valley Stream, L. I.), *The Californian* (Nassau Shores, L. I.), the *Americana* (Deanin Homes, Farmingdale, L. I.), *The Plainsman* (Guilford Homes, Merrick, L. I.), and *Miracle Americana* (Flower Hill, Manhasset, L. I. and Hewlett Crest Park, Hewlett, L. I.). In ascending order of price levels The Texan, the New Yorker, and The Skyliner are houses at Rollingwood (West Hills, Huntington, L. I.).

The poetry of this literature may go beyond names. Concerning the houses of Freeport Hills (Freeport, L. I.) the developer sang:

Why Look for Castles in the Air . . . /WHEN YOU CAN FIND YOUR DREAM HOME RIGHT AT FREEPORT HILLS ?/EL RANCHO'S Got Everything but a Western Sky.<sup>72</sup>

Concerning the Catalina (“the Fabulous Catalina”), in a development at East Meadow, L. I., an advertisement presents as a kind of motto: “‘where East Meadow meets the Golden West.’”<sup>73</sup>

<sup>68</sup> Advt., *NYT*, Aug. 7, 1949, p. R 5.

<sup>69</sup> Advt., *NYT*, June 3, 1951, p. 2 R.

<sup>70</sup> Names composed of elements typical of development names have sometimes been applied to houses that can be presumed not to have been units in developments. The house presented by George Washington in 1799 to his adopted daughter Nelly Custice and his nephew Lawrence Lewis was called Woodlawn. (Pict. cap., *New York Times Magazine*, June 28, 1953, pp. 16–17.) “The Victorian type home of Thomas A. Edison, known as Glenmont, in Llewellyn Park, West Orange, N. J.” was pictured with the note that it was “To become National Shrine.” (*New York Herald Tribune*, Dec. 7, 1955, p. 19.)

<sup>71</sup> Quotation marks are used with the name in an advertisement, *NYT*, June 17, 1951, p. R 3.

<sup>72</sup> Advt., *NYT*, July 17, 1949, p. 6 R.

<sup>73</sup> *NYT*, Sept. 16, 1951, p. 8 R.

To conclude, advertisements emphasize tangible fundamental advantages for the owner's family, quality of building construction and beauty of architecture and setting, a healthful environment, convenience to shopping and other centers, and ease of commuting. On another level are material offerings that go beyond middle-middle-class basic expectations — for example, highly electrified “science kitchens,” and “push-button living” involving remote-controlled electrical devices, a greenhouse, air-conditioning, and a built-in soda fountain. Beyond the foregoing classes of selling points there exists a rhetoric that does not specifically deal with construction, situation, or apparatus. In this category are offers of prestige, exclusiveness, good times, exciting living, Western atmosphere, and “modernity.” The terms in which these last goods are described in advertisements should especially be considered in relation to the development names.

(The concluding installment of this paper will include the following topics: “Comparison with Established Place Names,” “Some Semantic Problems,” and “Questions of Method.”)

New Milford, Connecticut