

Editor's Page

EDITORIAL POLICY STATEMENT

The following statement is thought of as a basic guide for the editors of *Names* for the next five years or so.

1. *Name* or *proper name* is by definition (and in the stricter sense of the word *name*) a distinctive appellation of a person, a place, or on object; thus both the American Name Society and its publications are interested chiefly in proper names, i. e., personal names (given names, nicknames, surnames, family names), names of peoples (groups, clans, nations, peoples of larger areas, continents, etc.), names of places (localities, water bodies and water courses, community names, geographical), brand names, also fictional names for characters and places, etc. (cf. George R. Stewart, "The Field of the American Name Society," *Names* 1 [1953], 73—78). Common nouns such as mere scientific terms are not the interest of the Society and its publications.

2. The main weight of the Society's interests lies in scholarly investigation, in promotion and publication of outstanding research, and in dissemination of onomastic knowledge. Emphasis is naturally placed on names which in some way relate to the United States.

The publications of the Society, the journal *Names* and occasional pamphlets, may be increased in volume, as the Executive Officers decide from time to time. However, *Names*, which remains the basic publication of the Society, is intended to promote research on names — theoretical, general, and specific, either in one linguistic group or of one language or of some languages that are or were in contact or counteraction.

3. With the desire of the Society and of the journal, on the other hand, to propagate the understanding of the importance of knowledge of and research on names among wider circles of the educated American public and thereby to influence and strengthen the public's interest in the work of the American Name Society and of *Names*,

it is found meaningful to include in the journal good material presented in a popular style, which is designed to convey to the non-academic member or reader interesting material, without impairing the general scholarly scope of the periodical. The inclusion of this informative and edifying type of material for the general public, whose support is needed and solicited, should mean no lowering of the high standards of the publication, however.

4. The elected editor appoints, with the approval of the Editorial Board, an associate editor and a book review editor to help him in the conduct of his editorial duties. While the distribution of the editorial work is at the editor's discretion, the following points should be explicit:

- (a) the editor is responsible for the whole editorial work and for all its stages from inviting and accepting papers to the physical production of the publications;
- (b) the associate editor's duty is mainly to read and edit manuscripts, read proofs, and handle correspondence with writers of papers;
- (c) the book review editor takes care of all reviews, receives books, invites reviews, and reads proofs.

The Editorial Board, over which the editor presides, plays an important role in editorial policy and in all important editorial matters. The editor has the duty to make use of the services of the Editorial Board and discuss any suggestions made to him by its members or other officers. The editor sends circular letters to the Board as matters arise and solicits their opinion on problems that come up.

5. *Names* may include in its pages all kinds of first rate onomastic contributions, that is, excellent papers on names in every field. (*Names* cannot become the journal of the field of its editors.) The materials submitted or invited for publication are read by the editor and/or the associate editor (and, in the case of reviews, by the book review editor) and members of the Editorial Board.

The editor should invite papers from American members of the American Name Society and from foreign onomatologists who are outstanding in their specialties, with an eye to strengthening the periodical's high standards at the international level.

Papers submitted by members of the Society (non-members should be invited to join the Society before consideration of the submitted material) for publication undergo the process of reading, critical evaluation, and approval or rejection. When material is accepted for publication, editorial changes may be made by the editor and/or the associate editor or a member of the Editorial Board before the material is declared accepted and scheduled for a certain issue of the journal. Before publication of the material, concurrence and further comments are invited from the writer on the editorial changes.

6. Books and pamphlets on onomatology (not reprints, except important ones) in the English language are reviewed in *Names* as soon after the items' publication as possible. Important works receive more extensive critical reviews written by members competent in the particular field; minor works on place names outside North America as well as new editions of older works (unless the new editions are in fact completely new works) are given brief notices or short reviews commensurate with their scholarly merit; when review copies of important and outstanding onomastic books in foreign languages are available, these are also reviewed.

7. As a guide to the form of a paper prepared for publication in *Names*, the form sheet of the Modern Language Association Publications may serve, with minor adjustments made by the editor (e.g., the reference to the number of a volume of a series or journal is preferably made in Arabic rather than Roman numerals). Reasonable smoothness of style is mandatory for items to be published in the journal; authors should also have in mind that their contributions may be read by non-specialists as well.

8. Any important matter not included in the present statement is decided upon by the editor after an exchange of views and adequate discussion with the Editorial Board.

Demetrius J. Georgacas