

## Baby Terms

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**A**T A TIME when over two million babies are born in the United States annually, many new terms grow up to take care of babies' needs. To mention only a few, one has the problems of formulas, diapers, eating, teething, playing, and traveling. Below is a list of baby products today along with an analysis of the word formation of the names of the products. These examples were taken from advertisements in *Baby Talk (BT)*, September, 1960; May, September, October, 1962; *Book of Baby Care (BBC)*, May, 1962; *My Baby (MB)*, March, April, September, 1961; April, November, 1962; and *Your New Baby (YNB)*, June, 1960. Only two of the formations are in *Webster's Third New International Dictionary (1961)*: *Bathinette* and *Silicare*.

Some names are acronymic, made from the initial letters of the words forming a compound term:

CGF, *n.* First letters of *Child Growth Factor*: "The measure of sleep is the CGF crib mattress by Simmons" (*YNB*, p. 28).

ZBT, *n.* First letters of *Zephiran Baby Talcum*: "Famous ZBT baby talcum with olive oil moisture proofs baby against diaper irritation" (*MB*, Sept., 1961, p. 9).

Other terms are respelling of familiar words or combinations of words, often based on the pronunciation:

ALLWHITE, *n.* A respelling of the compound *all* plus *white* (a variant of the pronunciation [hwait] is [wait]): "Clean baby's shoes with Griffin Allwhite shoe polish that spreads evenly . . ." (*YNB*, June, 1960, p. 32).

CHUX, *n.* The name of a type of diaper from the verb *chuck*, "to discard." Here one also finds functional shift: "Mommy, make going bye-bye easier with Chux disposable diapers" (*YNB*, p. 29).

- DOO-TEE, *n.* From the colloquial use of the word *duty* in "To do one's duty," meaning "to take care of one's body eliminations": "Doctors recommend a chair for toddlers. Doo-Tee chair is made of durable hardwood" (*YNB*, p. 32).
- DUB-L-LOX, *n.* The name of a diaper pin, formed from respelling the compound *double-locks*: "Insist on Dub-L-Lox, the only diaper pin with a positive locking device" (*MB*, Nov., 1962, p. 28).
- KOV-R-ALLS, *n.* A respelling of the plural of the compound *cover* (*Kov-R*) plus *all*: "Here's the word that covers the subject – *Kov-R-Alls* – stretches to fit as baby grows" (*MB*, Nov., 1962, p. 30).
- KUD-L-ALL, *n.* A respelling of the compound *cuddle* plus *all*: "Baby loves Kud-L-Alls, beautifully made of stretchable wonder fabrics in luscious colors" (*MB*, Nov., 1962, p. 29).
- NUM-ZIT, *n.* A respelling of the third person singular of the verb *numb* (*numbs*) plus the pronoun *it* (*s* is voiced after the voiced *b* and becomes *z*): "Be prepared for teething pains with 3 ways fast Num-Zit" (*BT*, May, 1962, p. 30).
- PRO-Tek-TIV, *n.* A respelling of the adjective *protective*, separating and stressing the syllables: "Pro-Tek-Tiv baby shoes are as gentle as a lamb for those important first steps" (*BT*, May, 1962, p. 31).
- REDI-FOL, *n.* A respelling of the compounding of the adverb *ready* plus the verb *fold*: "Chix Redi-Fol diapers are permanently folded for you" (*BT*, Oct., 1962, p. 7).
- STA-PUF, *n.* A respelling of the compounding of the verb *stay* plus the shortened form of the adjective *puffy*: "Sta-Puf rinses softness in . . . and irritation out of all baby clothes and diapers" (*YNB*, June, 1960, p. 15).
- TEND-OR, *n.* From the adjective *tender*, meaning "sensitive": "For baby's sensitive skin use Tend-Or soap-free washing creme" (*BT*, Oct., 1962, p. 31).
- TIDEE-UP, *n.* A respelling of the expression *tidy up*, "to put in order": "We hang clothes on a toy Tidee-Up" (*MB*, Nov., 1962, p. 25).

TUMS, *n.* The plural of the shortened form of *tummy*, baby talk for "stomach": "Rely on pleasant, mint-tasting Tums . . . during pregnancy" (*BT*, Oct., 1962, p. 30).

Compounding also plays a great part in the formation of new terms:

DREAM-LITE, *n.* Compounded from *dream* plus *light* (respelled): "Dream-Lite is better than Mother's lullaby" (*BT*, May, 1962, p. 36).

EVENFLO, *n.* Compounded from *even* plus *flow*, respelled phonetically: "More mothers use Evenflo nurseries than all other brands combined" (*BBC*, May, 1962, p. 26).

FEED-RITE, *n.* Compounded from *feed* plus *right*, respelled *rite*: "New low-priced Feed-Rite nurser . . . with these exclusive features" (*BBC*, May, 1962, p. 21).

HIDE-A-BATH, *n.* Compounded from verb *hide* plus *a* plus the noun *bath*: "Save time and steps with a Hide-A-Bath dressing table, cabinet, and baby bath" (*BT*, May, 1962, p. 29).

KANTWET, *n.* Compounded from the verb *can* plus adverb *not* (*can't*) plus verb *wet* to form *can'twet*, respelled *Kantwet*: "The best for your baby – pasteurized Kantwet baby mattress" (*BBC*, May, 1962, p. 26).

KOOL-A-GUM, *n.* Compounded from verb *cool*, respelled, plus *a* plus the noun *gum* to form *Kool-A-Gum*: ". . . sensitive teething gums by giving baby Kool-A-Gum – the original cold compress teether for pain relief" (*MB*, Nov., 1962, p. 24).

MOTHER-TO-BE, *n.* Compounded from *mother* and the verb *to be*: "New Mother-To-Be-body lotion for personal skin care" (*BT*, Oct., 1962, p. 10).

NEVAWET, *n.* Compounded from respelling of the adverb *never* plus *wet*: "Nevawet mattresses are built by people who care about baby's comfort and protection" (*BT*, Sept., 1962, p. 31).

PANT-EASE, *n.* A respelling of the noun *panties* to form the compound *pant* plus *ease* in order to suggest the ease with which one may put the pants (diapers) on the baby: "Diapers that are knitted to fit your baby – no folding – no seams – no loose ends to slip – even Daddy can change Pant-Ease diapers" (*MB*, Nov., 1962, p. 32).

PORT-A-CRIB, *n.* Compounding of shortened form of *portable* plus *a* plus *crib*: “New Port-A-Crib with dressing table height takes stoop out of changing diaper” (*BT*, May, 1962, p. 31).

PROTECT-O-THERM, *n.* Compounded from verb *protect* plus *O* plus *therm*, suggested by *thermos*: “Protect-O-Therm bottle heat retainer keeps milk warm or cold for hours” (*BT*, May, 1962, p. 34).

SEE-FLO, *n.* Compounded from the verb *see* plus the phonetic spelling of *flow*: “A new idea in baby care – the See-Flo graduated infant enema syringe” (*BT*, Sept., 1962, p. 17).

TRIMFIT, *n.* Compounded from the adjective *trim* plus the noun *fit*: “If I gotta grow, I gotta grow in my stretch pajamas by Trimfit” (*MB*, Nov., 1962, p. 27).

TWO-TIMER, *n.* A compound based on the verb *two-time*, “to deceive while pretending to be loyal.” The meaning here is “to serve a double purpose”: “Get a two-timer twin carriage by Welsh . . . sleeper, stroller, walker . . . it has everything” (*BT*, Sept., 1960, p. 17).

WEE WALKER, *n.* Compound of *wee*, “tiny” or “small,” plus *walker*: “Biggest value in little shoes is Wee Walker shoes . . . available everywhere . . .” (*YNB*, June, 1960, p. 36).

WYND 'N SWYNG, *n.* Respelled compound of verb *wind* plus *and*, written as pronounced, plus verb *swing*: “Leave baby alone with complete confidence in the 100 % safe and happy totally new Wynd n' Swyng” (*BT*, Oct., 1962, p. 33).

ZIP-APART, *n.* Compounded from the verb *zip*, “to close or open with a zipper,” plus adverb *apart*, “away from one another”: “Mother’s tiny tot travels in style in a Zip-Apart travel bed and chair” (*YNB*, June, 1960, p. 34).

In addition to compounds, respelling of words, and acronyms, one also finds a number of blends:

BIRTH-O-GRAM, *n.* A blend of *birth* and *telegram*. As *telegram* is “a telegraphic message, so Birth-O-Gram is “a birth message”: “Birth-O-Gram catalogue picturing over 100 different, delightful cards” (*MB*, Apr., 1962, p. 34).

E-Z-MATIC TRAV-L-SEAT, *n.* Compounded from a blend of the respelling of *easy* (*E-Z*) and *automatic* (*E-Z-Matic*) plus the respelling of *travel* (*Trav-L*) plus *Seat*: "Safety styled for little travelers. The finest of the travel seats - E-Z-Matic Trav-L-Seat" (*MB*, Nov., 1962, p. 27).

INFANSEAT, *n.* A blend of the noun *infant* and the noun *seat*: "Tuck your one and only in the one and only Infanseat baby carrier" (*MB*, Nov., 1962, p. 28).

LIQUIPRIN, *n.* A blend of *liquid* and *aspirin*: "4 ways better for children than aspirin tablets - Liquiprin" (*BT*, Oct., 1962, p. 6).

NURSMATIC, *n.* A blend of *nurse* and *automatic*: "Nursmatic insta-valve keeps your baby from swallowing too much air and feeding too fast" (*BBC*, May, 1962, p. 32).

ORA-JEL, *n.* A blend of *oral* and *jelly*: "Don't let your baby suffer another minute. Just squeeze Ora-Jel from tube to gums" (*YNB*, June, 1960, p. 40).

SILICARE, *n.* A blend of the combining form *silic-*, from *silicon*, "non-metallic element combined with oxygen in the earth's crust which is used in powder and sponges," and *care*: "Revlon's baby Silicare is now used in all leading hospitals" (*BBC*, May, 1962, p. 19).

SONOTONE, *n.* A blend of *sonus*, "sound," and *tone*: "Keep baby close to your heart with a Sonotone heartbeat comforter" (*MB*, Sept., 1962, p. 7).

TRAV-ALL, *n.* A blend of *travel* and *all*: "Now! Take baby everywhere in a Trav-All baby bag" (*BBC*, May, 1962, p. 28).

Another group of names is characterized by the addition of suffixes, in particular the diminutive *ette*:

BATHINETTE, *n.* A trademark made by adding *-ette* for a portable bathtub for babies: "Young mothers welcome the many helping hands of a Bathinette when it's time to bathe, dress or change baby" (*MB*, Mar., 1961, p. 25).

- CASUAL-ETTE, *n.* Formed from *casual* plus the diminutive affix *-ette* to mean "a small bottle to be used at non-feeding times": "Casual-Ette – a new crib bottle with a famous brand name" (*MB*, Apr., 1961, p. 25).
- DIAPARENE, *n.* Formed from the word *diaper*, from Old French *dyapre*, plus the popular suffix *-ene* in many commercial products from the Greek *-ēnē* to designate "an unsaturated carbon compound": "Be sure you use Diaparene baby powder at every diaper change and bath" (*BBC*, May, 1962, p. 16).
- FORMULETTE, *n.* Formed from the noun *formula* plus the affix *-ette*, "little one of a class": "Formulette, the nursing equipment chosen by 2 out of 3 new mothers each year" (*YNB*, June, 1960, p. 26).
- STROLEE, *n.* Formed from *stroll* plus the affix *-ee*, "a particular small kind of": "Sure-footed every step of the way with a new wide-track Strolee walker" (*MB*, 1962, p. 32).
- TINY-ETTES, *n.* From *tiny* plus affix *-ette*, "small" (a repetition of the same idea): "World's smartest babies wear Tiny-Ettes – world's smartest baby crib shoes" (*MB*, Mar., 1961, p. 28).

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