

Book Reviews

Hague's Trademark Thesaurus with Calibrated Word-Formation Computer Dials. By Morton Hague. Chicago, Mortons Press, Inc., 1964. Pp. ii, 200. Price \$15.00.

When parents name their children they have thousands of good names from which to choose, all seasoned by long usage. But when the business man is looking for a name for his new product he cannot select an old name now in use. He must have an entirely new name, one not used by others. And with the hundreds of thousands being advertised today the selection of one which does not conflict with one already in use is a real problem.

To help solve this perplexing question of the production of new names is the purpose of this book. Product names and trademarks are discussed in eight chapters which include a selection of about one thousand trademarks for study purposes together with many of America's leading trademarks and the names of the owners. The principles of forming new pronounceable names are explained.

But the truly novel feature of this work is the four scientifically devised, hand-automated sets of word-forming dials with different calibrations that alternate vowels and consonants. By twirling these dials one can coin many new pronounceable words suitable as names of new products. One associated with the firms that put new products on the market can scarcely afford to be without this work. A good name is an important adjunct to the success of a new product. Until one is attracted to an unknown item, often through the name it bears, no sale is made.

Morton Hague, the author-chemist, a member of the American Name Society, is one of the great creative, business personalities of our day who has originated many famous brand names.

Elsdon C. Smith

Systematisch en alfabetisch register van plaatsnamen voor Nederland, de Nederlands-sprekende delen van België en Noord-Frankrijk en het noordwesten der Duitse Bondsrepubliek (berustend op L. Grootaers' en G. G. Kloeke's *Systematisch en alfabetisch register van*

plaatsnamen van Noord-Nederland, Zuid-Nederland en Fransch-Vlaanderen, herzien en bijgewerkt door W. Pée en P. J. Meertens [1934] en het *Systematisch en alfabetisch plaatsnamenregister behorende bij K. Heeroma's Taalatlas van Oost-Nederland en aangrenzende gebieden*, samengesteld door Teake Hoekema [1955]) (uitgegeven door het Bureau van de Centrale commissie voor onderzoek van het Nederlandse Volkseigen te Amsterdam en het Nedersaksisch Instituut der Rijksuniversiteit te Groningen). Amsterdam-Antwerpen: Uitgeverij N. V. Standaard-Boekhandel, 1962, ix, 201 pp.; 2 folding maps.

The three registers and two large folding maps were drawn up primarily to enable linguistic geographers to pinpoint the names of places found in the three great Netherlandish linguistic atlases according to two different systems of locating them on a map by means of letters and numbers. One of the two co-ordinating systems is that of Mitzka's *Deutscher Wortatlas* (1951). The adoption of this latter system (by Heeroma) leads to the hope that one day we shall have such registers and maps for West Germanic (i.e. German-Netherlandish-Frisian)-speaking Continental Europe as a whole. Teake Hoekema and mejuffrouw D. J. van Oene, both of the "Low Saxon Institute" of the Dutch University of Groningen, undertook the task of combining the two systems in the registers. Each of the two maps, identical in scale (1:500,000) and projection (Mercator), was prepared to match one of the two co-ordinating systems. All three registers include place names of the Low Countries, in the Northeast of France (French Flanders) as well as in "Benelux." The second and third registers also include place names of the north-western portion of the German Federal Republic (to points just north of Cuxhaven, south of Giessen and east of Bremen and Marburg).

This work is, as such, of cardinal interest to students of place names. The form and/or forms of names of places in the two (first and third) systematic registers and in the (second) alphabetic register will bear this out, being deserving of a word of comment here.

Unlike the situation in the Netherlandish North of Belgium, the spelling of place names in the Netherlands has not been forced into a new orthographic mold conforming to the spelling reforms jointly promulgated by the two Dutch-speaking Governments (Nether-

landish or Dutch is the language of the majority of Belgians) for their common language after World War II. In spite of the fact that the *Spellingwet* – 1947 (Du. *wet* = ‘law’) calls for the enactment of official spelling revisions of geographic names, there still exist in the Netherlands archaic spellings for toponyms like those of *Axel* (in Zeeland Flanders, north of Belgian East Flanders), *Oisterwijk* (in North Brabant) and *Zutphen* (in Gelderland), which one attempted to modernize to *Aksel*, *Oosterwijk* (*oo* = long *o*) and *Zutfen* as long ago as 1862 (see page iv). In these three cases, as in all others of their kind, only the still unofficial forms, conforming to modern Dutch orthography, are given in the registers of the work under discussion. The same procedure is followed by Maurits Gyseling in his monumental two-volume *Toponymisch Woordenboek van België, Nederland, Luxemburg, Noord-Frankrijk en West-Duitsland* (Bouwstoffen en studien voor de geschiedenis en lexicografie van het Nederlands), [Brussel] 1960.

In the systematic registers only Frisian forms of place names in Netherlands’ Friesland appear first after the numbers (or letter-number combinations) that are part of the co-ordinating systems. The equivalent Dutch forms follow alongside. Dutch (= Netherlandish) forms of place names in French Flanders are likewise supposed to come first, with the corresponding French forms only following them in secondary position.

Your present book reviewer would like to recommend that a Frisian form of the place name *Opeinde*, in westernmost Netherlands’ Groningen (close to the border of Netherlands’ Friesland), be given if and when a new edition of the discussed work comes out. The reason for this will be understood when it is pointed out that some 86 % of the school children of the community speak Frisian (see Krine Boelens, “De taalsituatie in het Westerkwartier van Groningen,” *Driemaandelijks Bladen* [N. S.] [1956], pp. 151–155). The Frisian form *Grinzer Opein* (Frisian *Grins* = Dutch *Groningen*), as used by Piter Sipma on page 32 of the first volume (Ljouwert, 1948) of his *Ta it Frysk*, would be ideal because *Grinzer* prevents any possible confusion with the name of a toponymic doublet in Netherlands’ Friesland: *De Opein*, *De Pein* = Dutch *Opeinde* (see the three registers, pp. 3, 94 [*De Pein*]; 131 [*De Opein*]).

In the systematic registers the declared goal of first citing Netherlandish forms – before French ones – of place names in French

Flanders, falls short of being carried out systematically enough; sometimes not unfamiliar Netherlandish forms are even missing altogether. This lack of consistency has nothing to do with whether or not a name of a place is found on the Netherlandish or on the French side of the linguistic frontier shown on the maps, for by far most of the names of places on both sides are given in their Dutch forms first. On pp. 67–84 of *Het Nederlands te Duinkerke [= Dunkirk] door de eeuwen heen* (Oudenaarde-Antwerpen, 1951) by the late Vital Celen, one has the best of guides to “Nederlandse plaatsnamen voor Frans Vlaanderen,” that is, to ‘Dutch place names for French Flanders.’ In both systematic registers (pp. 28, 190) only French *Hardifort* is given for the name of a place well inside Netherlandish speech territory in the North of France; in his work, p. 73, Celen gives in addition Dutch *Hardefoort*, *Harevoort*. For the names of two places slightly beyond the Netherlandish side of the linguistic frontier, both systematic registers give only Fre. *Watten*, and the first of the two has Fre. *Clairmairais* alone, followed by Du. *Klommeres* (see pp. 1, 186, 190). Celen (pp. 73, 75) gives Du. *Klommeres*, *Waten(e)*; cf. the last name of *andries van watene*, in the year 1389 a “porter” or burgher of Middle Du. (Sint-Winnoks-) Berghen (= modern Du. Bergen, Fre. Bergues), still within Netherlandish-speaking (French) Flanders (this Middle Dutch entry was copied by the present reviewer from folio 2 *recto* of the “Poorterboek” of Bergen).

According to Celen, p. 76 the Dutch-speaking Flemings of France refer to Fre. *Aire-sur-la-Lys*, *Le Doulieu* and *Nieppe* as Du. *Ariën* (cf. from folios 2 *verso* and 3 *recto* [1389] of the “Poorterboek” of Bergen the last names . . . *van arie*, . . . *arye* [twice], and from folio 5, *recto* [1391] . . . *arie*), *Zoetestede* ‘Sweetstead’ and *Niepekerke*. In the two systematic registers only the French forms are found (see pp. 29; 196 [for *Le Doulieu* and *Nieppe*], 199 [for the French equivalent of *Ariën-aan-de-Leie*]). In the second of the two systematic registers (p. 199) *Aire sur la Lys* is wrongly written for *Aire-sur-la-Lys*. This kind of mistake by omission of dashes in place names is typical in the second systematic register; contrast *Quesnoy-sur-Deûle* (on p. 29) with *Quesnoy sur Deûle* (on p. 196) (both with a circumflex accent mark that must be a typographical error) for which Celen, p. 81 gives a Netherlandish form *Kiezenet*. The alphabetical register shares dashless French forms with the second systematic register.

Robeke for Fre. *Roubaix* is another indigenous Netherlandish toponymic form of French Flanders listed by Celen on p. 76 of his above-cited work. In both systematic registers it appears before *Roubaix* but after *Robaais*: *Robaais*, *Robeke*; *Roubaix* (p. 29: N 174; p. 196: N'86', 5). It would have been better to have the historically Netherlandish *Robeke* precede the Netherlandized French loan form *Robaais*.

Three place names of French Flanders can, in a new edition, be given in Netherlandish form without difficulty: 1) *Deulémont*, *Deulemond* (see Celen, p. 81; because of the lay of the land *-mont*/*-mond* is here not Lat. *mōns montis* m. 'mount,' but Gmc. **munþjan*- m. 'mouth' [of the Deule River where it flows into the Leie or Lys], see Gysseling 1, *op.cit.*, p. 265); 2) *Erguinghem-Lys* (wrongly written without the dash on pp. 65, 196, see next to last paragraph above) > *Erkegem-aan-de-Leie*; and 3) *Linselles* > *Linzele*.

Your reviewer would like to end the review of this fine work with two last series of recommendations for changes in some possible future edition.

I. In the German Rhineland below Bonn, there have always been Netherlandish as well as German forms of place names. What it is difficult to fathom in the third (or second systematic) register is why the Netherlandish form may appear after the German one in given instances, yet not in others. In the case of *Kleef*, *Kleve* (p. 157) the Netherlandish form even appears first, but a stone's throw away is a place for which only the German form *Emmerich* (p. 155) is given, although Du. *Emmerik* is the traditional and established form in the Low Countries. If, in the third register, we find *Düsseldorf*, *Dusseldorp* (p. 174), *Köln*, *Keulen* (p. 185) 'Cologne,' and *Aachen*, *Aken* (p. 193), then, for the sake of consistency, we ought also to (but do not) find, following alongside German forms like *Wesel*, *Geldern*, *Moers*, *Jülich*, and *Düren* (see pp. 161, 163, 166, 184, and 194, respectively), Netherlandish variants: *Wezel*, *Gelder*, *Meurs*, *Gulik*, *Duren*. It is worth noting that the third register only shows G *Neukirchen* (p. 166; cf. in the alphabetical register, p. 86, *Neukirchen* [Moers] . . .) as the name of a Lower Rhenish community, whereas a native of Neuss (Du. *Nuis*), near Düsseldorf, employs rather the Netherlandish (= Lower Rhenish) dialect form *Nieukerk* (= Du. *Nieuwerkerke*); see p. 7 and map opposite p. 32 in: J. Kempen's *Nederland in Duitsland* (Tilburg [Netherlands' North Brabant], 1962).

II. The second series of recommendations involve two or three forms of the names of places in Northeasternmost Belgium between the Maas and the West German frontier. The French form *Mouland* may be stricken from pp. 36, 84, and 197 as a variant of Du. *Moe-lingen*, now that the Netherlandish-speaking community which this name represents, has (since 1963) been transferred from the administratively French Belgian Province of Liège to the administratively Dutch Belgian Province of Limburg. As to names of places differing in Dutch and German in the mapped portion of the territory that was transferred from Germany to Belgium after World War I, it would be better to cite the German forms first, then the Dutch ones. The reason for so doing is that German, not Dutch, is the literary language used by the local inhabitants. Hence, in the first and third (= the two systematic) registers, the positions of the following double place-name entries should be reversed (see pp. 36, 197): *Lontsen, Lontzen; Einatten, Eynatten; Raren, Raeren; Hergenraat, Hergenrath*. Because it belongs within the same Eupen area of literary German language culture as the places the double names of which have just been entered, the place identified on pp. 36 and 88 as *Nieuw-Moresnet* (typically written without the dash on p. 197, see above), with Du. *nieuw* 'new,' should in like fashion be preceded by *Neu-Moresnet*, with G *neu* 'new.'

Also involved in these second series of recommendations are the names of places lying between the area of literary Netherlandish language culture east of the Maas (= south of Netherlands' Limburg) and the area of literary German language culture west of the German Federal Republic. Between these two areas in the Belgian Province of Liège lives a population that speaks dialects that fit into the Netherlandish and German patterns of dialect geography, but among this population in most of the area the literary language is French as well as German, and around *Aubel* it is French as well as Dutch. The influence of French as a traditional literary medium does not, among the people, extend into the old former neutral zone of Moresnet (between the German Empire and Belgium) with its center at *Kelmis*, which is an argument for not having G (and Du.) *Kelmis* followed by Fre. *La Calamine* on pp. 33 and 197, or being listed separately on p. 49 in its Romance form. Of course, where both the Provincial administration is French (at Liège), and at the same time French functions as one of two literary languages, (for

such a place) the French form of a name ought always to be added; thus Homburg should be followed by *Hombourg*, *Hendrikkapelle* by *Henry-Chapelle*, and *Sippenaken* by *Sippenaeken* (the latter is an archaic spelling of the former, preserved in French) on pp. 36, 193 (Sippenaken), 197. No Walloon dialect forms, unrecognized in standard French, are given: hence we have Du. (and G) *Balen* followed by (G and) Fre. *Baelen* on pp. 36 and 199, but not Walloon *Bèlou*.

Where German and Dutch are at variance in the spelling of the names of places in this Germanic dialect area, the German form must not be omitted, for to do so hides a truth, namely that German has become the traditional literary form of Germanic throughout most of the area (although competing with French, and far less secure in its position than in the territory that was German and neutral until after World War I).¹ In the first systematic register we find *Montsen*, *Montzen* (p. 36), but in the second the German form (*Montzen*) is not to be found (p. 197). Nor are *Heinrichs-Kapelle* (*Kapellen*) and *Welkenrath* to be found in either systematic register as German forms alongside *Hendrikkapelle* (pp. 36, 197) and *Welkenraat* (pp. 36, 199). (For further reference to German place-name forms of this so-called [Dutch] *Overmaas* see maps on pp. 454, 456, 459 in the third volume [Breslau, 1938] of the *Handwörterbuch des Grenz- und Auslandsdeutschtums*; see also the maps on p. [xiv] of Wilhelm Welter's *Die niederfränkischen Mundarten im Nordosten der Provinz Luettich* [s-Gravenhage, 1933].)

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¹ From 1830 on German began replacing Dutch here as the standard language of the people; by 1846 *Montzen*, *Welkenrath* and *Membach* already showed a majority for German, and on the eve of the First World War most of the inhabitants of the area (the Germanic dialects of which are now not adequately protected by either Dutch or German) had gone over to German. After both World Wars, especially after the last one, intimidation was successfully employed to further the spread of French. (See pp. 42–43 of Paul Martens „De vastlegging van de taalgrens tussen het Frans en het Nederlands Kultuurgebied in België,” *Ons Erfdeel* 81 nummer 2 [December, 1964], pp. 32–43; on p. 36 a map of the area gives the form *Kalmis* for the place name *Kelmis* [see the next to the last paragraph of this book review].)

Etymologisches Wörterbuch der Deutschen Familiennamen (2nd edn. of "Deutsche Sippennamen" [vols. 5–9 of the *Sippenbücherei*]). 2 vols. By Professor Josef Karlmann Brechenmacher. Limburg a. d. Lahn: C. A. Starke-Verlag, 1957–63. Vol. I (A–J): xl, 788 pp.; vol. II (K–Z): xii, 879 pp.

This is the last and greatest work of the late Honorary Senator of the University of Tübingen Professor Brechenmacher (1877–1960), after whose death the proofreading of the manuscripts of which was carried on by his younger co-worker Dr. Stefan Ott. The new work contains more than 100,000 entries carefully recorded from archival sources. Chronologically, the material of the *Namenwörterbuch* ranges from a few thousand proto-family names of the twelfth century to family-name frequency counts compiled from telephone directories current at the time of the fall of the Third Reich. Data, where available, are given on each name-bearer's place of residence and occupation.

Students of names, especially those (in usually and expected order of importance to them as specialists) of Indo-European, Germanic and German personal names, have in these two thick volumes a reference work of the highest order. It is a worthy successor of Brechenmacher's earlier five-volume *Deutsche Sippennamen*, also published by the C. A. Starke-Verlag, then (in 1936) located in Görlitz on the Lusatian Neisse. Although the newer work is far more extensive than the older, it does happen occasionally that the latter contains some family name or family-name entry missing in the newer work. Therefore, in seeking comparative anthroponymic material, one will most likely find everything sought, and maybe a good deal more, in the newer of the two works, but it is nevertheless well worthwhile to consult the older one too.

For anybody working in the field of earlier or modern West Germanic (= German [High and Low], Netherlandish [Low Countries, etc.] and Afrikaans, Frisian, English, and Yiddish) personal names, consulting this new family-name dictionary is an absolute must. The family names of no portion of those lands claiming High German as their literary language can be said to have been slighted. Specifically impressive is the wealth of Alemannic Upper German (= Southwest German, Westernmost Austrian, Liechtenstein, German Swiss, and Alsatian) archival entries. Both Scandinavian

anthroponymists and the students of the non-Germanic but Indo-European language communities now or once in contact with the German language area, will find much valuable comparative West Germanic and non-West Germanic comparative material in Brechenmacher's new *Namenwörterbuch*. German family names of indigenous West Slavic origin are, for example, abundantly represented.

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High Lands. By T. W. Reynolds. Privately printed, 1964. 178 pp., paper.

Born of the Mountains. By T. W. Reynolds. Privately printed, 1964. 179 pp., paper. Both volumes can be obtained from T. W. Reynolds, 312 Cascade Lane, Riviera Beach, Florida, or Highlands, North Carolina.

Although these two volumes reflect different points of view, they still have much in common: In both there is a large body of material on names. Mr. Reynolds, a long-time member of the American Name Society, was born in the Adirondacks (Florida, New York), lives in Florida, and summers in Highlands, North Carolina. His books cover, sometimes in great detail, the area from Sylvia in North Carolina to and through adjacent Georgia and on to Walhalla in South Carolina.

High Lands is organized according to tours that lead from Highlands, North Carolina, into the surrounding mountains and valleys. A long introductory section discusses in detail and with discrimination the names and legends connected with these tours. Since many of the names are descriptive of an event, Mr. Reynolds gives full particulars, along with dates and, if available, news or historical accounts. If the latter are not available, he resorts to interviews with informants, who, of course, tell varying stories, all recorded by the author.

Among the many names treated are Fools Rock, Wildcat Cliffs, Sapphire, Cashiers, Dead Heifer Gap, Frolictown Creek, Chrysler

Mountain, Highlands, Burningtown, Walhalla, and Sunset Rock. Indian names, their transliterations and translations or near-translations, are discussed fully within the limitations of what is known about them. The author makes no claims for originality in this area, nor does he make any sweeping generalizations. Cullasaja, Nantahala, Sequoyah, and Satulah are a few of the Indian names mentioned, while related names in rough translations from Indian names are Sixes Creek, Sixes Old Town, Sugartown, and Devil's Courthouse, among others.

Born of the Mountains, besides recording stories and legends, is crammed with material on names that are categorized according to types. Names taken from the occupation of moonshining include Blockade, Stillhouse Creek, Revenue Hill, and, in coastal Georgia, Hush-Your-Mouth-Island. Contrary to expectation, Hangover, North Carolina, does not belong in the category. After noting that the material is "but a small sample of the same kind as found in this country by members of the American Name Society," Mr. Reynolds lists "he and she places and things in the mountains" (the plants Mandrake and Womandrake; Currahee Mountain and Currashe Mountain; Grandfather Mountain and Grandmother Mountain), associated names ("Extra Dry Creek near Dry Creek"; Parson Bald, Bible Creek, and Testament Branch; Maiden, Bachelor; Alpha, Omega; "Bad Creek and Worse Creek"; "Mammy and Daddy Creeks"), echo names, devil's names, home names, names of loneliness, border names, misnomers, "old-time" names (Hogtown, Beaver Dam or B. Dam, Fishtown), Paint names, Indian names, jumbled names, "Ifo, Ono, Nogo names," and derogatory names.

To the credit of the author, *Born of the Mountains* was written before the current political and humanitarian emphasis on alleviating the condition of poverty-stricken people in the mountainous areas. Even if there were no economic statistics for the areas, the place names would reflect conditions somewhat less than affluent. In a section on poverty names, Reynolds lists such names as Hard Scrabble, Hard Scuffle, Rabbit Hash, Pulltight, Jerk Em Tight, Pinch Gut, Hard Bargain, Hardship Creek, Hard Labor, Hungry Creek, Starvegut Hill, Hungrytown, Licksillet, Little Hope, Needmore, Poor Jo Branch, Poverty Creek, Shake Rag, Weary Hut, and No Pone Valley.

Although the two volumes lack maps and indexes, they are worthwhile and interesting additions to the lore of the Eastern mountains and are extremely valuable as an introduction to a study of the variety of names to be found there. Further, the author has a style and a dramatic manner that improve the telling.

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