

system. The nation's capital would be Feili-Nyvul, while New York is Otke-Notive, although here as elsewhere if slightly different coordinates were chosen, a different name might result. Pittsburgh becomes Otfu Veitoup and Baltimore is Irda-Evenop. In Europe, London is Lafa-Tovutu, and Paris is Oput-Tedou, while Istanbul (his Constantinople) is Kata-Deilie. However, as far as I have been able to discover, the nomenclature proposed never went further than its home area, so that no question of wholesale renaming ever arose. Another interesting consequence would be that there would be no need for larger or smaller subdivision names, as counties, states, or even countries.

Indiana University at Bloomington ("Pyfe Virat")

Editor's Page

American Name Society

FOURTH ANNUAL NAMES INSTITUTE

Fairleigh Dickinson University, Florham-Madison Campus

Saturday, May 1, 1965

Program

9:30 – 10:30 a. m.

Registration – Coffee

Gallery Lounge

10:30 – 12:00

Program – Dr. Meredith F. Burrill, Director, Office of Geography,

U.S. Department of Interior, presiding

Gallery Lounge

Professor Emma Lauberte, Grand Valley State College, Michigan

"The Name *Jānis* and Its Derivatives in Latvian Folklore"

Is the name *Jāni* and its derivatives Christian or heathen and what does *Jāni* have to do with St. John? The name itself has grown into the pagan tradition and its derivatives reflect the pre-Christian activities of the summer solstice. Only Latvians among the Baltic tribes have retained the old Indo-European tradition of the feast of Janis and through the centuries have developed it into a great national celebration.

Professor J. Boddewyn, Graduate School of Business Administration, New York University

"The Names of Large U.S. Industrial Corporations"

An analysis of the names and name changes of three groups of American corporations around 1800, 1860, and 1960. Names and name changes are seen as related to the corporate purposes which have undergone considerable change during that period, particularly as far as new and broader purposes are concerned. However, the advent of large-scale advertising and the more recent interest in research and development have also left their mark on corporate names.

Dr. Douglas P. Hinkle, College Editor, D.C. Heath and Company

"Some Phonological and Morphological Considerations of Old Spanish Place-Names"

An appraisal of the extent to which place-names in medieval Spain followed the pattern of other lexical items; and a consideration of special phenomena such as redivision, prochisis, contamination between Latin and Arabic roots, etc.

Dr. Doris Benardete, Spring Valley High School, New York

"Poe's Invention of Comical Names"

Edgar Allan Poe invented names of persons, places, animals, etc., many of which depend upon their sound for their humor. Letters are outright puns. In one story he invents a new language which he declares is spoken by the "Cockneighs."

Mr. John G. Mutziger, U.S. Board on Geographic Names, Department of Interior
"Linguistics and the Board on Geographic Names"

The following ideas will be explained: the necessity for linguistically trained persons as well as geographers in recording and standardizing millions of geographic names for use by the federal government; the philosophy behind transliteration and transcription and criteria for the choice of one or the other in case of a given language or area; the fact that although the Board's function is primarily to standardize – involving in most cases descriptive, not historical treatment – there is nonetheless a large area, that of the Arabic alphabet, where every name must be etymologized.

12:00 – 1:30 p.m.

Lunch

Faculty Dining Room
(First floor, the Mansion)

1:30 – 4:00 p.m.

Program – Professor E. Wallace McMullen, Fairleigh Dickinson University,
presiding Gallery Lounge

Mr. Robert M. Landau, Central Intelligence Agency, United States Government
"Are You a Name or a Number"

This presentation answers the above question and explains the traditional role of names for identifying places, things, and persons. Name origins, grouping problems, and transliteration are considered. A short description of the Board on Geographic Names is given. Non-personal names are covered briefly. Major emphasis is placed on personal names: types, structure, methods of handling large volumes and recent automation activity in that field.

Professor Robert M. Rennick, State University of New York, College at Cortland
"Brooklyn Public Library's Naming the Baby Program"

In 1938, the Brooklyn Public Library began a service of assisting subscribers in the selection of names for their babies. For about two years, beginning in February, 1938, some 300-400 requests a month were received for the service at the main building and the library's 35 branches. This paper will study the service, the use made of it, the various reactions to it, and its ultimate outcome, in the perspective of a public relations stunt for the library.

Mr. Stowell Rounds, Cannondale, Connecticut
"Marcel Proust and the Magic of Place-Names"

Proust's theory of the recollection of things past is based on associations of sound or sight-sensory impressions bridging the gap between the past and present. Names of places associate themselves to him with many sorts of impressions and memories. To many persons the vivid evocations of his invented names - Balbec, Combray, Guermites, Charlus - are what is best remembered from his work.

Dr. Philip B. Gove, Editor in Chief, G. & C. Merriam Company
"The Nonlexical and the Encyclopedic"

This presentation deals with part of the problem of separating what is lexical from what is nonlexical by empirical and expedient distinctions. It involves consideration of functional shift, capitalization, proper names, eponyms, and trademarks.

Professor Allen Walker Read, Columbia University
"Is the Name *United States* Singular or Plural?"

Usage is much divided between "the United States is..." and "these United States are..." What are the factors that influence one's choice? What is the status of the usage in "This valley includes nine of the 'United States'?"

The Names Institute
E. Wallace McMullen, Director
Donald Jos. Orth, Secretary
Margaret M. Bryant, Program Chairman