

Note

Researchers and historians have provided an abundant literature about the tavern sign. These writings primarily have dealt with figural symbolism on the sign and/or the etymological derivation of the name. Little effort has been made, however, to study the content of names encountered, independent of figural symbolism.

A study of the drinking establishments in San Francisco has been made to determine the nature of the content in the names of these different gathering places. In this regard, an inspection of the names of the city's 1,132 taverns* reveals that a majority consists of the owner's name preceding a word, term, or phrase which indicates that it is a drinking place, e. g., cocktail lounge, tavern, bar, grill, pub, etc. If one examines the large minority of names which remains, he can discover content which deserves attention from onomatologic and psychological researchers.

Types of Names

An evaluation of tavern names indicates that 11 major types currently are in use. Although they escape meaningful larger grouping, these clusters merit elaboration. One large aggregation consists of names which suggest a foreign flavor, examples of which are the Bora-Bora, the Casa Blanca Lounge, The Casbah, the Club Algiers, the Club Sahara, the Congo, the Persian Aub Zam Zam, the Gigi Port Said, the Club Boro, the Tropical Cafe, the Caribbean Room, etc.

The taverner may select a place whose name suggests a retreat or isolated setting. In this regard, he might go to Augie's Hideaway, The Fallout, Grant's Tomb, Lee's Safe, The Haven, The Den, The Web, R Doghouse, The Study, The Birdcage, The Tender Trap or The Cozy Corner.

One also finds a group of names which refer to some aspect of sea life. Here, the tavern-goer would be drinking at The Anchorage, The Chart Room, The Driftwood, the Outrigger, the Portals, the Sand Dunes, the Ship's Bell, The Reef, the Main Mast, The Oar House, the On the Levee, The Gangway or the Home Port.

A number of taverns are named such that the content is fantastic, mythical, or magical in nature. These names are exemplified by The Black Magic, The Castle, the Camelot, the Glass Slipper, the Peter Pan, The Sea Witch, the Club Olympia, The Falstaff, The Griffin, the King & I and the Three Little Pigs.

There is one set of names which in some manner refers directly to a feeling tone of success or failure: the Happy Face, the House of Harmony, Benny the Bum's, The Paragon, the Smile-A-While Club, Harold's Re-Bound Club, the Zenith Cafe, The Winner, The Losers, the Okey Dokey Club, the Lost Weekend, the Wit's End Cave, Mr. Wonderful, the Cloud Seven and The Vagabond.

* The term "tavern" will be used in this paper in the generic sense such that it refers to all types of drinking establishments.

Drinking Names

Among the different names considered, there is one cluster which refers to drinking itself, generally to some kind of drinking container. Here, one finds represented The Barrell House, the Bottle 'N Kork, The Brown Jug, The Keg, The Drinking Gourd, The Stein and the Cork 'N Bottle.

Another major grouping of tavern names indicates the tavern's role as a place of gathering or social inclusiveness. These names refer to occupations: the Broker's Club, The Exporter Club, the Philosopher's Inn, The Cattlemen Club, the Explorer Room, The Trapper, The Lamplighter, the Bouncer's Bar, Trader Vic's, etc. Similarly, in this regard, the name may refer to a kind of work setting: The Court Room, the Executive Suite, the Opera Club, the Jury Room, the Drawing Room and the X Change.

A sizeable cluster of names relates to athletic endeavors or to some kind of recreational activity. There may be reference to the activity *per se*, the participant involved, or his paraphernalia. Here, tavern-goers would be patrons at the Double Play, The Fairway, the Tally-Ho, The Ninth Inning, the Kick-Off, the Catcher's Mitt, The Horseshoe, the Saddle Club, the Short Stop or the Shadow Box.

Other tavern names assume sexual significance: the Bunny Room, the Concubine Room, the Date Room, the Play Boy Lounge, the Frolic Room, The Play Pen and Upper Room and the Birds and Bees.

Finally, there is one constellation of tavern names which has animal or figural reference: the K 9 Club, The Lama, The Leopard, the Roaring Lion, the Sea Gull, the Dirty Bird, the Anxious Asp, the Eagle's Nest, the Deer Inn and the Three Jays.

Summary and Conclusion

Names of San Francisco taverns have been evaluated as to their content in an effort to group them meaningfully. Those names which do not indicate directly that the tavern is someone's drinking establishment (e. g., Joe's Bar and Grill) have been categorized into 11 major clusters which refer to foreign themes, retreat or isolation, sea life, myth or fantasy or magic, feeling tone, drinking containers, occupations, work settings, athletics, sex, or animals. Inasmuch as there is such consistency to naming hundreds of drinking establishments it would be of interest to learn from research psychologists whether the name of a tavern in any way affects the choice of where a tavern-goer does his drinking.

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FINANCIAL STATEMENT OF THE AMERICAN NAME SOCIETY

For the period beginning January 1, 1969 and ending December 31, 1969

Checking account balances as of December 31, 1968	\$9,590.15
Gibraltar Savings & Loan Co., December 31, 1968	5,397.63

Revenue:

Memberships (regular and supporting)	\$6,907.20
Memberships (sustaining and life)	500.00
Memberships (emeritus)	45.00
Donations	223.37
Sale of back issues	1,365.40
AMS royalties	150.00
Interest (Gibraltar Savings & Loan Co.)	276.72
	<u>9,467.69</u>

Balance		\$24,455.47
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Expenditures

Names Institute subsidy (E. W. McMullen) \$	100.00
Postage (Including 2d class deposits)	610.86
Advertising	15.00
Archives	12.26
Bank exchange charges	7.32
Filing of annual report	2.00
Office supplies and stationery	522.72
University Microfilms (reproduction)	513.00
Printing of <i>Names</i> (5 issues)	<u>7,678.22</u>

\$9,461.38

Checking account balance as of December 31, 1969	9,319.74
Gibraltar Savings & Loan Co., December 31, 1969	<u>5,674.35</u>

Balance		\$24,455.47
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WE HEREBY CERTIFY THAT THE ABOVE IS A CORRECT ACCOUNT OF THE FINANCIAL CONDITION OF THE AMERICAN NAME SOCIETY AS OF DECEMBER 31, 1969.

Kelsie B. Harder
Treasurer

Anthony O. Tyler
Assistant Treasurer