Book Reviews

GALE RESEARCH COMPANY REPRINTS IN ONOMASTICS: V

This survey of books reprinted from Gale Research Company, Book Tower, Detroit, Michigan 48226, is the fifth in the series of articles giving prominent notice to books of interest to readers of *Names*. Titles and pertinent bibliographical material are given below.

Bonnerjea, Biren. *A Dictionary of Superstitions and Mythology*. London: Folk Press Ltd., 1927. Pp. 314. Reissued by Singing Tree Press, 1969. $10.00.

Clodd, Edward. *The Story of the Alphabet*. Rev. ed. New York: D. Appleton-Century Co., 1938. Pp. 234. Republished, 1970. $6.00.

Haynes, John Edward. *Pseudonyms of Authors*. New York: [privately printed], 1882. Pp. 112. Republished, 1969. $6.50.

Howe, George, and G. A. Harrer. *A Handbook of Classical Mythology*. New York: F. S. Crofts & Co., 1947. Pp. viii + 301. Republished, 1970. $9.00.

Hyamson, Albert M. *A Dictionary of English Phrases*. New York: E. P. Dutton & Co., 1922. Pp. xvi + 365. Republished, 1970. $12.00.

Smith, Elsdon C. *The Story of Our Names*. New York: Harper & Brothers, 1950. Pp. viii + 296. Republished, 1970. $7.50.

Taylor, Isaac. *Names and Their Histories: A Handbook of Historical Geography and Topographical Nomenclature*. 2d ed., rev. London: Rivingtons, 1898. Pp. viii + 400. Republished, 1969. $13.75.

Vizetelly, Frank H., and Leander J. deBekker. *A Desk-Book of Idioms and Idiomatic Phrases in English Speech and Literature*. New York: Funk & Wagnalls Co., 1923. Pp. viii + 498. Republished, 1970. $14.50.

Until Professor George R. Stewart publishes his projected work on place-names on the globe, the most important treatment in English of world names is still that of Isaac Taylor, slight as that study is. Nevertheless, it is the first to attempt anything like a comprehensive study of significant names in the countries existing in the late nineteenth century. Since the Gale edition is a reprint of a place-name volume familiar to all onomatologists, little need here be said in description or criticism, other than that the material remains relevant and important. A comparison of selected entries with those given by George R. Stewart[1] has

[1] *American Place-Names* (New York: Oxford University Press, 1970).

pedagogical implications, a paralleling of methods almost a century apart. In general, Taylor is more confident, stating as fact what Stewart later questions or lists under probabilities. Taylor is not without his Anglophile bias, especially in his castigating American "odious hybrids," such as Minneapolis and Indianapolis, or "the eleven places unhappily called Jonesville," or such "hideous monstrosities as Wankikum, Klickitat, and Snohomish." These lapses in scholarly taste and investigation, even though addlepated, should not detract from the solid material that is available to us again and in a more accessible form than in the sepia-colored pages of the revised edition of 1895. Perhaps the strongest section in Taylor's text is his discussion of names found in India. One word of warning, however: although the entries were checked by Henry Bradley, one of the editors of the *Oxford English Dictionary*, it should not be assumed that they are *per se* correct. Taylor occasionally seems to have been more concerned with the historical incident than for the etymological one. Anyone who updates the text will have to do some library work.

Another familiar text is *The Story of Our Names* by Elsdon C. Smith. Printed originally in 1950, its republication can only add to Gale Research Company's credit and luster as an organization which keeps on its book-list those items which are necessary to anyone who studies names. *The Story* has been largely superseded by Smith's *American Surnames*,[2] but the chapters on "The Law of Names," "The Psychology of Names," and to an extent, "Names of the Famous," have no counterpart in the latter, which deals with surnames only and not entirely with processes. Gale's text is a straight reprint of the earlier Harper edition.

More than 4,200 pseudonyms and anonyms are listed in *Pseudonyms*. Haynes attempted to list all fictitious names that he thought had any merit, but fortunately time has erased most of the authors from literary and historical memory. Familiar ones are Teufelsdroeckle (Thomas Carlyle), Theophile Wagstaffe (Thackeray), Sylvanus Urban, Gent. (Edward Cave), Sut Lovingood (George W. Harris), and, of course, Mark Twain, among other familiar ones. Silas Tomkin Comberbach is not listed, but then Coleridge never used that name as an author. Some rough-hewn, splintery pseudonyms that are not so well-known appear: Malachi Malagrowther (Sir Walter Scott), Manchester Manufacturer (Richard Cobden), A Justified Sinner (James Hogg), Alcibiades (Alfred Tennyson, curiously), Alverez Esprella (Robert Southey), Arminius von Thundertentronckle (Matthew Arnold, just as curiously), Kate Puskin (John Ruskin). The psychology of the use of such pseudonyms would probably be a study profitable to literary scholarship. For instance, such names as Kwang Chang Ling, Kinsayder, Magnus Merriweather, and

[2] (Philadelphia: Chilton Book Company, 1969).

Mrs. Lovechild seem to reveal a need or desire by the author for more than just a mere attempt at anonymity.[3]

A Handbook of Classical Mythology is not especially important as a work of scholarship, but it is handy to have around for ready reference. The authors, both classical scholars, brought together approximately 1,500 names relevant to Greek and Roman mythology. Each entry is concise, often an essay in itself. References to major literary and historical works are usually found at the end of the entries so that the reader can explore more fully material associated with any particular figure. Whereas *A Handbook* is a compact, almost encyclopaedic, compilation, *A Dictionary of Superstitions and Mythology* by Bonnerjea is more sprawling, more subjective in its selections. The entries are short, giving only the most essential information; and, as the title intimates, many of them are not names of figures but of superstitions, charms, medicines, etc., properly functions of folklore. A good instance is the entry, "evil eye," a bare definition of one quotation, and several references. Some entries seem to be wrongly listed, an example being "European," which is glossed, "The finger-nails of Europeans are in popular belief a deadly poison." There is no entry for "fingernail." *A Dictionary* obviously has been superseded, but still has value for minute reference or for recalling memory-escaped vocabulary for crossword puzzle fill-ins.

A Dictionary of English Phrases has only minimal use for the onomast, which, in a way, means that names appear in many phrases that have become idiomatic in English, but that the material does not have for its primary purpose a study of names embedded in them. As has been noted before on these pages, names in phrases need to be studied as vocabulary as well as for their psychological impact. While most of the phrases are commonplace in English, many of them contain onomastic material; for instance, a *Mary Anne* ("a guillotine"), *Bloody Mary* (the real one, not the drink), *Bock-beer* (from Einbeck), or *to wear a comb of Panthera* are representative of subjects that are glossed. Unfortunately, the citations are scanty, with few editions or pagination noted, although a list of books used appears in the front matter. No doubt the information can make for rewarding browsing, but it could be more worthwhile as a beginning study of proper names that make catch-phrases memorable. *A Dictionary* lists some 14,000 phrases, while *A Desk-Book of Idioms and Idiomatic Phrases in English Speech and Literature* glosses approximately 15,000, many of them duplicating the former, originally published a

[3] Haynes listed among his references *Handbook of Fictitious Names* (London: John Russell Smith, 1868), by Olphar Hamst, a pseudonym for Ralph Thomas. It was reprinted also by Gale and has been noted in *Names* 19: 1 (March, 1971) 53, where I incorrectly referred to Olphar Hamst as Olphar Mamst.

[4] *A Study of Writing* (Chicago: The University of Chicago Press, 1952).

year earlier. There is no indication that one influenced the other, unless we accept common knowledge among publishers that rival houses are undercutting, which, as we know, occurs. Anyway, both dictionaries are now available in beautiful, look-alike, long-lasting editions. Perhaps their appearance will stimulate someone to study such idiomatic phrases in detail, especially those that have onomastic material in them.

Clodd's *The Story of the Alphabet* may be a wise choice to add to the Gale Research series, but much of its information and suppositions have been superseded by I. J. Gelb, a former President of the American Name Society. Clodd provided a readable and, from my limited knowledge of the subject, serious bridge between Issac Taylor's *History of the Alphabet* and Gelb's authoritative and probably definitive survey of writing systems. The ionic value of alphabetical systems has been eloquently enjoined by Eleazer Lecky[5] and in a tangential way has been anticipated by earlier analyzers and commentators such as Taylor and Petrie, plus many others. The republication of a major text in this field can only be welcomed by scholars who need to trace the theories of the origin of the syllabary.

As this listing indicates, Gale Research Company has continued to reprint books that are difficult to obtain and, in many cases, long out of print. I would not question the importance of any of those discussed, for each text has that satisfactory distillation of the past to remind us that we need not stagnate if we only read the history of a development. As I look into each of the books on names that Gale has republished, I have less aversion to the almost completely dedicated-to-science publications that we have come to expect. These out-of-the-past editions somehow make our own strenuous efforts more humane, more sensible, that is, if we reflect on them and their creation.

Kelsie B. Harder

The State University College at Potsdam, New York

The Names of Towns and Cities in Britain. Compiled by Margaret Gelling, W. F. H. Nicolaisen and Melville Richards. Edited and introduced by W. F. H. Nicolaisen. London: B. T. Batsford, Ltd., 1970. Pp. 215. Price $7.50.

In this volume three members of the Council for Name Studies in Great Britain and Ireland have cooperated in the production of a book dealing with British place-names as a whole. The volume is a "first"

[5] "A is for A: Alphabet as Icon," *Names*, 16: 2 (June, 1968), 73–78.

in British onomatological research from several points of view. It is the first time scholars from England, Scotland, and Wales have cooperated in the writing of a book on British place-names in which the boundaries of the three countries have been minimized and the names are treated as a single geographical group. Also, strange as it may seem, this is the first book in which British (as distinct from English, Scottish, or Welsh) place-names have been arranged alphabetically in dictionary form. But most important of all, this is the first book dealing with British place-names in which the names are treated as *names*, and not merely as words. In brief, the work is more than an etymological dictionary; it is a product of more inclusive onomastic scholarship.

Under each entry the name is located as to the county of the country in which it occurs. Usually variant early spellings are given, and the meaning of the word, if it can be determined, is indicated. This is followed by historical, geographic-distributional, and sociological considerations of the name, if the latter can be discerned or inferred. If interpretations are tentative they are indicated as such. A discouraging number of such statements are prefaced by "possibly," "probably," or "it would seem." The important point, however, is that non-linguistic, as well as linguistic, aspects of the name are considered, and it is in this respect that this publication represents an important forward step in onomastic studies.

The work is a product of competent scholarship. The entries for the better-known names are packed with information, but the writing is clear and usually easily understood. Statements are made in full sentence form and the annoying *impedimenta* of so-called scholarship are kept to a strict minimum. The only exception to this statement is the authors' use of a three-letter system of abbreviation for English, Scottish and Welsh counties. These abbreviations are by no means obvious and they are hard to memorize. Practically constant reference has to be made to the authors' list of these abbreviations, and it would have been a welcome convenience to the reader if this table of abbreviations had been printed on the end papers of the book, rather than on pages 30 and 31.

Non-British readers also need easy reference to a map of British counties, but such is not supplied. Without such a map the numerous descriptions of word and word-element distributions by counties are not always intelligible. I found I had to read the book with a British counties map at my elbow, which is expecting a lot from the non-British reader, for a map of British counties is not easy to come by except in public libraries, at least in America.

Another annoying lack in the book is the fact that the pronunciation of the names is practically never indicated. Miss Gelling occasionally gives the pronunciation of a word, but she does this quite incidently, and

in only a few of her English entries. But they are not indicated for the Welsh and Scottish place-names, which is where they are most needed. Anyone who has ever travelled in Britain knows that he never knows how to pronounce many town names – and some city names – until he gets there. The pronunciation of names, moreover, is often a clue to their etymological evolution.

It is to be hoped that these deficiencies may be repaired in the next edition of this valuable compilation. It is also to be hoped that a revised edition will in time be needed, for this volume is one of the most useful and important contributions to place-name scholarship published so far this century.

Maurice A. Mook

Lycoming College

Dictionary of City of London Street Names. By Al Smith. New York: Arco Publishing Company, Inc., 1970. Pp. 219. Price $6.95.

Mr. Smith is a London cab driver whose home is in suburban Enfield but whose area of operations is the City. Recurrent questions from tourists, he says, and his own growing curiosity drove him to spend his lunch hours at the Guildhall library looking up the history of the street names of the City. Earlier dictionaries on this subject, he points out, date from Victoria's day, and so are not satisfactory for use in the greatly changed City which succeeded the blitz of World War II. The result is an unpretentious, straightforward, and practical volume a trifle over pocket size, with large, clear print, wide margins, and a judicious selection of photographs.

Inside the back cover is folded a map of about 18×36 inches (published by Geographia, Ltd.), printed on fairly heavy paper in bright colors on a basically white background with notable clarity of labeling. Its legend is in English, French, and German. On the back of the map is an index of the streets. Both text and map are thoroughly up to date. The text, for example, mentions the Blackfriars Underpass, at the north end of Blackfriars Bridge. It was opened in 1967. The map not only shows this underpass but dots in the extension eastward from that point of the Victoria Embankment to the juncture of Queen Street and Upper Thames Street, at the north end of Southwark Bridge. Patrons of the Mermaid Theatre at Puddle Dock during the last two summers, while taking the air on the Thames bank during intermissions, have seen this complicated construction under way.

Text and map were not made for each other, however. The map was probably bought ready-made as quite well approximating the content of the text. Indeed, the text would have been more than twice as large had it included every name appearing on the map or listed in its index. Thus one finds Barley-mow Passage (O.E.D.: a stack of barley), C2, off Long Lane at West Smithfield, on the map and in its index but not in the text. Similarly, map and index show Bleeding Heart Yard, B2, off Greville Street at Farringdon Road, but there is no article for it. On the other hand, the text offers an article on Montague Court, C2, off Little Britain, but map and index do not show it. Again, there is an article on Sise Lane, E3, off Queen Victoria Street, but the name does not appear on map or in index. (Here the mapmaker has probably forgotten to print the word "Sise" to accompany the lonesome abbreviation "La." for "Lane" on a stub street running from Queen Victoria Street to Pancras Lane.) Falcon Square is given an article and map reference (D2), with the warning, however, that the square was obliterated in the blitz. Map and index do not show it. Thus the reader has sometimes to do a little jockeying back and forth.

The arrangement of the book, of course, is alphabetical. Each name is followed by the number of the postal district, the name (in parentheses) of a well-known nearby major street, and the grid letter and number for locating the street on the map. The article that follows is succinct and perspicuous, offering a simple but dependable etymology, or explaining the name by reference to some person who lived here or to some structure or institution which once stood here. Existing buildings worth noticing are also mentioned. Bits of pertinent history are included.

Besides the entries concerning such well-known thoroughfares as Fleet Street or Cheapside, there are those of obscure ones whose names and stories make good reading. There is, for instance, America Square, north of the Tower, named for the colonies in about 1760. There is Hen and Chicken Court, off Fleet Street, just east of St. Dunstan in the West Church, named after a tavern. There is Hanging Sword Alley, off Hood Court (named after Thomas Hood, the poet), itself off Fleet Street across from the Cheshire Cheese. Like Hen and Chicken, Hanging Sword was the name of a tavern. There is Muscovy Street, off Trinity Square, across from the Tower, named in honor of Peter the Great, who, says tradition, liked to drink there during his famous London visit. And there is Addle Street, northwest of Guildhall, where King Adelstan apparently had his palace in the tenth century.

This book is in no sense a learned work such as Eilert Ekwall's *Street-Names of the City of London*. Ekwall has quite a different explanation for Addle Street, by the way, and does not mention any of the other examples given in the preceding paragraph. The reason for the omission is that

Ekwall is primarily interested in the street names of medieval London. Indeed, his fold-in map shows Stow's City of London of about 1600, nothing later. In the second half of his book Ekwall divides the old street names into six chapters, according to their endings, and then presents erudite etymologies in short articles in many little groups, some of them unalphabetically arranged. Mr. Smith's little book is therefore a quite different endeavor, fulfilling well its intention of being a popular and yet carefully documented handbook to many of the City of London's street names. There was a place for such a book and it fills it.

Eugene B. Vest

University of Illinois
Chicago Circle

Note

The application of cosmetics by women dates from the earliest centuries and always has served a significant functional role. For men, however, the use of cosmetics has a rather sketchy history as, through the ages, there has been only scattered, periodic acceptance of this daily action.[1] A man's using cosmetics of any form generally has been considered proper and acceptable only in such delimited and rather insulated capacities as theatric or exhibitive performance. In contemporary Western culture, the idea of a man's anointing himself outside these realms usually has been scoffed at by men.[1,2] Nevertheless, in recent years there has been reported a significant use of men's cosmetics. Since 1963, the male cosmetics market has become very productive financially for the 160 active, competing firms; it represents $160,000,000 worth of buying power (1967), a sizeable (32 percent) portion of the overall men's sales market.[2] One major reason for the recent success of these products has been the overcoming of men's reluctance to use them. This change partly can be attributed to the descriptive language used in advertising and to the name of the product.

Descriptive Language

Cosmetics firms have peppered their relatively sophisticated advertising formats with terms which underline the virile or refined qualities that supposedly can be gained by men who use cosmetics. In this regard, one constantly finds in the descriptive language used such phrases as rousing, crisp, bold, invigorating, bracing, buoyant, prestige, racy, reckless, derring-do, virile, pungent, stimulating, distinctively provocative, regenerate, uncorks the lusty life, men-on-the-move, and people of discrimination. The label *cosmetics* is not used in advertising; either safe, non-threatening words appear, e.g., *men's toiletries*, or the generic term is avoided altogether.

[1] Goldman, J. J. "Men's cosmetics: some beauty for the beast," *Los Angeles Times*, 86, 1, 7, (June 4) 1967.

[2] "Vital statistics on 'man' power," *Beauty Fashion*, 52 (April, 1967), 55–56.