

familiar with Nigerian radio may wish to compare that character on the program *Save Journey* whose official name is Shakespeare but whose nickname is "Shaky Shaky." Judith Farmer recorded such practices as "Momo" for Mona Lisa, "She She" for Sheila, and "Leelee" for Lisa in Bedford, Virginia, in 1967.²¹ It is a fairly safe prediction that such names will be found for Nova Scotia, once the detective work of seeing behind the practices of the whites who kept the records is done.

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²¹ Judith R. Farmer, "Report on Negro Naming Practices," unpublished paper, Georgetown University, 1967. Mrs. Farmer also found such naming practices as E Pluribus Unum, nicknamed "Penny."

A NOTE ON MACARONI, CORNARONI, OR SOMETHING-ELSE-ARONI

The *Wall Street Journal* is eager and able to describe sympathetically – and sometimes humorously too – the problems of people in business.

When the General Foods Corporation decided to put out a product like macaroni but "enriched with improved protein quality," that is, enriched with corn and soybeans; and to give it the name Golden Elbow Macaroni, a quarrel over names erupted.

The pasta people shouted that unless wheat is the base, it cannot be called macaroni. Cornmeal, they said, is food for chickens only.

The *Journal*, in its August 13, 1971 issue, on p. 1, col. 4 and p. 25, col. 5, described the problems and the quarrel, at length and with tactful gaiety, including puns ("Corn in macaroni . . . goes against the grain").

Someone proposed "cornaroni." Mr. Ronald G. Shafer, the news-writer, added his or somebody else's "phonironi."

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