

REVIEWS

LUDGER KREMER and EIKE RONNEBERGER-SIBOLD, eds, *Names in Commerce and Industry: Past and Present*. Logos Verlag: Berlin, 2007. 433 pp. 46 Euros (ISBN 978-3-8325-1788-5)

Business names are difficult for onomasts and linguists because, although they often have an easy etymology, they are difficult to classify or to place grammatically. Adrian Room's *Trade Name Origins* (1982, new version *Encyclopedia of Corporate Names Worldwide*, 2002), opted for extremely simple categories (names derived from those of places or people, from common words, and a miscellany of those from abstracts), but this does not accommodate the overlaps, the abbreviations, the acronyms and the puns, nor does it do justice to the cultural and semiotic aspects of business names. Cultural allusions are common in business names, but they can be expressed in any of these categories, and the cultural reference can be more important than the classification, which thus misses the point. Friar Tuck fish and chip shops, for example, contain a historical allusion, expressed as a pun, and using a personal name, but together the name has a symbolic meaning, suggesting traditional hospitality and plenty. There is also the question of separating business and product names, and the trade logo and marketing strategies are all relevant. The appearance of an academic title on the subject is therefore to be welcomed.

Names in Commerce and Industry is a multi-language collection of essays proceeding from a symposium held at the University of Antwerp in 2006. The 28 essays are in English (10), French (5) and German (13) but all the essays have an English synopsis (perhaps the essay titles could also have been translated) and the Introduction is in English. Only one of the essays is specifically relevant to British and Irish names, but the book contains theory and method and comparisons, of interest to all onomasts.

The book is a perfect-bound paperback which will not stay open on its own, and it is digitally-printed, so the typography is clear but the illustrations lack contrast. The book suffers from the lack of a firm editorial grip, so there are many typing errors and very little stylistic consistency between the essays. Hyphenated broken words frequently appear in the middle of the line (the text appears to have reflowed on transfer to print, but this should have been corrected). Eleven titles are phrased differently in the heading to the essay and the contents page, including that by one of the editors (pp. 87, 115, 153, 187, 213, 233, 285, 349, 391, 401, 413). The editors' introduction duplicates the discussion of two essays (pp. 14 and 18), suggesting a last-minute change of location which was never fully edited. These are common problems with multi-author conference proceedings.

The first essay is easily the most challenging in the book: Willy van Langendonck's discussion on whether trade names are common or proper nouns. I read it several times and came to understand that it could easily have been expressed more clearly, without the changes in vocabulary and subtle qualifications to the argument which can come across as contradictions. Nevertheless, this is a stimulating discussion, and seems to be a shorter statement of the ideas in his book *Theory and Typology of Proper Names* (2007). If I understand it correctly, he proposes that 'proper names' (an expression several contributors use, to the confusion of English readers) are in three main classes 'of decreasing onymic quality': he calls these (1) 'proprial lemmas' or 'prototypical proper names' (these are mostly place- and personal names; a *lemma* is a lexeme expressing the abstract form of a word or phrase as it would appear in a dictionary entry isolated from a grammatical context); (2) 'proprio-appellative lemmas' or 'less prototypical names' (names of things like products and companies which may contain an element from the first category, such as Sam's Place); and (3) 'marginal categories such as autonyms' (names using common nouns, like The Sock Shop or the title of a book or film where common words have become the name of something else through a metalinguistic transfer; *autonym* does not seem the right word, they are hardly self-named). Trade names exist in all three categories and the author is aware that there is no difference in the 'propriality' of names in any category but there is 'a gradation or cline in the prototypicality of the use of a lemma with respect to a given function' (p. 31). This 'trichotomy' is therefore rather similar to that proposed by Adrian Room except in one respect. Room's categories are Earth-bound equals, Van Langendonck's are a Platonic hierarchy. His concept of the 'proprial lemma' is rather like that of Plato's higher forms, with the three categories having varying degrees of participation in the higher form. Such an approach is not that unusual in linguistics, but it is not without its controversies.

I am certainly uncomfortable in accepting categories which merge into each other without borders (linguists may call them prototypical categories, which have fuzzy edges), because that alone suggests that there is something inaccurate about the categories, but readers of *Nomina* will know that *all* place-names typically contain simple elements which have their own dictionary entries as common nouns or adjectives. There is, therefore, no grammatical difference whatsoever between the first or third categories, or in their social use. The Sock Shop is just as much a real name as John Lewis or London. The alleged range in 'onymic quality' just doesn't seem to be there. Put it another way, the greater age and greater mystery for 'London' does not in any way mean that the name possesses more of the quality of 'propriality' (nomenclature?) than a more explicable name like Sevenoaks, and there also seems to be a serious contradiction here. The author acknowledges that there is no difference in the

‘propriality’ of the names in any category, the difference is in their usage in certain expressions, but if that is the case, it is not the names which should be classified but the types of use.

Another section of this first essay was thought-provoking but was not discussed further. Do ‘proper names’ always originate in a ‘baptismal act’, i.e. a name-giving act (p. 31)? Van Langendonck had a problem with this, using the example of Coca-Cola, because the product was named first and the company followed (the product was a common noun before it was branded), but socially the coining of a new common noun is just as much a baptismal act as the naming of a child or a ship. The two interesting points here are that names are applied to a unique entity by others who are not the entity, so the social use of the name is of prime importance for its full meaning (and note the legal question regarding the business ownership of a name which is a proper noun, but not one which is a common noun, though even the common word can be branded through the registration of the trade mark logo); and secondly that names are applied to individual specimens of a species. This biological perspective matches comfortably the name of a business, it being single and having a *Yellow Pages* classification, but in the case of a ‘branded’ artefact the taxonomic level which has the proper noun is usually (but not always) the product as a whole rather than the individual specimen. This seems to me to be why the brand name sometimes appears to function as a common noun rather than a proper noun, and I am not convinced that grammatically it has made the switch. Even the few which have made transfers to generic status—one thinks of Hoover and Xerox becoming synonymous with their type of product, and even becoming verbs—seem to be used with invisible inverted commas.

Other essays in this first section on Theoretical and Legal Perspectives, are in French and German and consider the more traditional economic and legal aspects of business names, covering French advertising (Bénédicte Laurent), German trademarks since 1874 (Christian Weyers), and the legal aspects of registered trademarks in several EU states (Gabriel-Luc Ballon).

The second section, on Product Names, has several revelations in it. Werner Brandl discusses changes in German product naming, illustrating the recent fashion for names which suggest a foreign origin. We have the same fashions in Britain and Ireland (one recalls the television advertisement for Argos where a customer impresses her friends by pronouncing it ‘Argoose’, claiming it to be an exotic Lithuanian brand). Sergey Goryaev, in a well-written piece on ‘Stylistic Features of Business Names in Russia’ shows the trend in the 1990s for deliberate historical references to the Tsarist period, and the self-conscious restoration of the silent Cyrillic letter ъ, banned in 1918, to suggest an ancient cultural

heritage (not unlike the UK fashion for *Ye Olde* ...); and nowadays there can be names which show a nostalgia for the communist period.

In another enjoyable essay Stephanie Hughes and Diana Phillips discuss various aspects of confectionery names, primarily in the UK since the Second World War, with the last section examining ways in which sweets are now presented to suggest a healthy lifestyle (one onomastic example was the temporary renaming of the Mars Bar during the 2006 World Cup as 'Believe'; a purely marketing example is the switch in Turkish Delight's slogan from 'Full of Eastern Promise' to '92% Fat Free'). This was the only essay specifically on Britain and Ireland, but the emphasis was on marketing strategies, slogans, packaging design and nostalgia rather than onomastics. It strongly suggested to this reader that the names of sweets have for a long time been irrelevant to the actual product. The marketing suggests an experience associated with the product, and long-term exposure establishes the link regardless of the fact that the experience would be just as relevant to other products.

The French and German essays in section two are nearly all on the familiar problem of establishing brand names which are suitable for both a local and an international market. Automobiles are perhaps more global than many products are, and Andreas Lötscher's essay shows an increased use of artificial coinings which suggest cultural associations without specifying them, resulting in words which actually have no meaning, and may not even suggest a particular language. Paola Cotticelli Kurras and Elke Ronneberger-Sibold examine hybrid names in Italy and Germany, with Italy showing less use of foreign elements, and Christian Schmitt examines the rise of 'neoclassical morphemes' in Spain.

The difference between business and brand names can sometimes be pronounced, at other times hardly apparent, and many essays in the next section on Corporate Names could have gone elsewhere. The first, by Angelika Bergien, could even have gone in the first section, as it is 'In Search of the Perfect Name: Prototypical and Iconic Effects of Linguistic Patterns in Company Names'. It is a much more accessible essay than that by van Langendonck, much of it concerned with practical research in the form of questionnaires examining people's responses to particular names. In their search for catching imagery, companies are in danger of burdening themselves long-term with a name that was a temporary fashion. We should remember that the successful brands are frequently at odds with modern trends in corporate naming. Adidas, for instance, is an attractive acronym based on the founder's personal names, but it would never be coined today, being out of step with the current opinion that the founder's name would be too localised. One cannot help thinking that companies sometimes try too hard (one recalls the pointless waste in the temporary renaming of Royal Mail as Consignia). An interesting point made in passing by Bergien is that 'the qualifying adjective *good* can be combined with the term *company name* but not

with *place name*' (p. 262). The enthusiastic onomast might of course disagree with that, but business names do have this element of coining for a purpose, which they may achieve with greater or lesser success. (It would actually be interesting to have an essay on the ways in which adjectives could describe place- or personal names.)

Paula Sjöblom tells us that Finnish company names, legally, have four parts. José Antonio Saura Rami and Xavier Tomás Arias examine recent company names in northern Aragon, though the essay is little more than a list within categories. The extensive footnotes tell us much about the ancient roots of the name, but leave us uncertain as to whether the business uses are modern revivals or not. The names have a strong historical element in an area which has much tourism.

Holger Wochele gives us an interesting comparison between hotel names in Italy and Romania, with recent political changes in Romania stimulating the increased use of historical and personal elements, and a discussion on whether hotel names are ergonyms or microtoponyms (the same question might be asked by those who study pub names in *Nomina* country). This essay offers a 21-category classification system for hotel names, finding examples for virtually each category in both countries. In contrast to Italy, and to the piece on Spanish businesses previously mentioned, minority languages are hardly represented in Romanian hotel names. As Romanian tourism expands, no doubt greater diversity will appear.

Two German and French essays in this section, by Julia Kuhn and Marcienne Martin, consider anthroponyms in Mexican business names (with a substantial list of the historical personages commemorated), and a study of the names of coal mines in Quebec, which perhaps would have fitted better in the following section.

The last section on Names and Socio-Economic History provides a number of case studies—very much the sort of fundamental research which has related names to mainstream history for many years. The essays include, rather unexpectedly in a book on business names, a study by Martina Pitz on the problem of identifying place-names in Carolingian tax rolls from the ninth century and one by Angelo Garovi on the use of the element *Lombarde* and *Kawertsche* in microtoponyms as evidence for Lombard banking activities between Italy and Northern Europe in the fifteenth century. Two English essays by Katharina Leibring and Loes H. Maas present names of Swedish ironworks and names of Dutch brick-yards and ironworks as useful evidence in industrial history. Other German and French essays in this last section, by Lieve Vangehuchten, Almudena Basanta y Romero-Valdespino, Gerhard Koß, and Christa Jochum-Godglück, look at the evidence for Flemish immigrants into Spain from the sixteenth to the eighteenth century; the names of German health insurance

companies; and a contrast between the settlement names in the neighbouring coal-mining districts of Saarland and Lorraine along the French-German border. The last essay, by Christian Zschieschang, examines the potential of micro-toponyms in Sachsen-Anhalt as a possible source of information for the industrial and agricultural history of the area. The book concludes with a list of the contributors and their contact details. There is no index.

I have a mixed response to the book. Some essays were very stimulating and others less so. Some gave ample data, others were general discussions with only a few examples here and there. The reading lists for each essay were welcome guides to recent work. I feel there were no great revelations on the problems of classifying business names, which is surely one of their most interesting aspects, and there was little specifically relevant to Britain and Ireland. However, a follow-up conference was held in 2007, in Vienna, and one hopes for a long series of proceedings giving business names the serious academic attention they deserve.

SHAUN TYAS

BIRGIT EGGERT, BENTE HOLMBERG & BENT JØRGENSEN, eds, *Nordiske navnes centralitet og regionalitet*. Rapport fra NORNA 35. symposium på Bornholm 4.–7. maj 2006. NORNA-Rapporter 74. Norna-Forlaget: Uppsala, 2007. 238 pp. (ISSN 0346-6728, ISBN 91 7276073 7)

It was the aim of the organizers of this symposium that papers should focus on the fact that names and name-elements have a specific distribution that can often be striking or mystifying and can therefore reflect various underlying structures in the societies concerned. As Rabbie Burns has taught us, however, the best laid schemes of mice and men gang aft agley and the editors themselves acknowledge that the published lectures hardly give a rounded picture of the state of that particular aspect of onomastic research in Scandinavia. Nevertheless, the results presented are all of significance and the readers of *Nomina* will certainly find inspiration there. Three of the papers are from Finland, two in Swedish and one in English, two are from Sweden in Swedish, and seven from Denmark in Danish. Helpful summaries in English accompany the papers in other languages.

Two of the papers concentrate on place-names in the Finnish language. Terhi Ainiala discusses the distribution-patterns of place-names in a place-name atlas recently published on the internet (pp. 11–18). The atlas contains 250 different name-elements occurring in about 92,000 different names. There is a brief discussion of various reasons for the differing distribution-patterns, mainly

lexical, natural and cultural. The paper would have been more illuminating if one or two of the patterns had been described and discussed in detail. Antti Leino writes in English about regional variation in Finnish lake and hill names (pp. 123–44) and employs no fewer than 20 coloured illustrations. The present reviewer would have preferred to have fewer figures and more discussion about the individual patterns. The author describes computational techniques that can be applied to linguistic variation, for instance Principal Component Analysis and Independent Component Analysis. It is not easy to explain these techniques to name-scholars unfamiliar with the statistical terminology involved. I derived most profit from Leino's paper by looking at an illustration where the pattern was particularly clearly marked and then finding the page where this was discussed. As an outsider with a rather scrappy knowledge of Finnish geography and an even smaller one of the Finnish language, however, I was pleased with the brief characterisation of the six major regions of Finland: Tavastian hunting grounds, Southern Carelia, Finland Proper, West coast, Eastern border and Central Finland. The two aforementioned papers dealing with Finnish-language place-names would both have benefited from the presence of sketch-maps showing these major regions. In the third Finnish paper, which takes its starting point in the so-called cover-name *Kalkutta* in Swedish-speaking eastern Nyland (pp. 77–90), Gunilla Harling-Kranck discusses names that were used in connection with the illicit distilling of aquavit in the nineteenth and twentieth centuries, some of which names may have been deliberately misleading, and she goes on to talk about some names in Finland which may with greater reason be called cover-names, such as those employed for strongholds in wartime, although the examples chosen of Swedish names employed during the Finnish wars in the twentieth century may simply reflect the fact that it was often Swedish-speaking soldiers from Österbotten who were defending lines in Finnish-speaking areas. Both the illicit distilleries with metaphorical names and the military strongpoints with Swedish names are different in type from the much older place-names discussed in the remaining papers in the volume.

The two Swedish papers both treat the dissemination of place-names from a presumed starting-point. Eva Nyman discusses some types of derivative place-names in Denmark, Norway and Sweden in the light of their distribution patterns (pp. 171–89). Her inspiration for this paper had been her doctoral thesis from 2000 on the names in *-und*. In the present paper she looks at preliminary distribution maps of three other suffixes, namely *-s-*, *-str-* and *-n-*, and she compares the distributions of the different formation types with one another and with the maps in *-und* that she had studied earlier. The names in *-s-*, mostly island-names, are scattered throughout Norway and in Jutland. Most of the names in Jutland and many of the names in Norway would seem to be old. There would seem to have been an old communications link between Norway and Denmark

but the name-type remained productive for a longer period in Norway than in Denmark. The names in *-str-* are most frequent in the west. There is a scatter of them over Sweden but only one certain example in Denmark, namely the island name *Falster*. The names with the suffix *-n-* are spread more evenly over the three countries, although there are small concentrations, for example around Oslofjord and in Rogaland in Norway and on the islands of Sjælland and Falster in Denmark. Generally speaking the derivative names seem to be concentrated in coastal regions and they often spread via watercourses which link them with an old cultural centre. Two important points made by Nyman are that the older derivative place-names have sometimes served as models for younger names and that the models for the younger names are sometimes pre-existing derivatives such as nouns. These facts complicate the dating of derivative names. The second Swedish paper is Ola Svensson's discussion of Scanian place-names that provide information about early jurisdiction in the province (pp. 191–218). This can be because elements in the names refer directly to jurisdiction or to the associated officials, locations or tasks. The most frequently occurring elements are *ting* 'judicial assembly', *galge* 'gallows' and *stegel* 'wheel as an instrument of torture or punishment'. From the point of view of the distribution of the names containing such elements, it is interesting that at two different locations on the borders of the *herreds* of Vemmenhög and Oxie respectively, there is a medieval or even older village called *Steglarp* 'the thorp at the wheel', while very close to the village but across the *herred*-border, there are field-names containing the element *ting*, suggesting that these name clusters must represent reminiscences of a jurisdiction preceding the formation of these particular *herreds*.

In her paper on place-names as a source of information about the structure of society in the Late Iron Age (pp. 19–33) Lisbeth Eilersgaard Christensen presents a project designed to apply the Swedish theory about name-environments to Danish material to see whether groups of names pointing to the existence of a central-place can be observed within the old Danish area. I look forward to reading her results now that the project is nearing its conclusion. Two well-illustrated Danish papers concentrate on place-name elements that provide evidence for the clearing of land for settlement. Peder Dam and Johnny Gøgsig Jakobsen discuss names containing *-tved* and *-rød*, that point to clearance of land, as well as *-torp*, which may do so (pp. 35–58). Their paper employs good distribution maps and documentary, statistical and economic methods, and special attention is paid to two areas in northern Sjælland. The conclusion is that the *-rød*-settlements and the *-tved*- settlements are relatively alike with respect to age and size, while the *torp*- settlements in the same areas would seem to be markedly younger. Settlements with names in *-holt* and *-skov*, both meaning 'woodland', are distributed more widely as settlement names and not necessarily

only in wooded areas. Birgit Eggert has concentrated on the distribution of place-names in *-holt*, an element which is generally taken to mean ‘a small wood’ (pp. 61–75). She notes that the element has been used for coining names for at least the last 1,000 years, with the oldest names dating from the beginning of the medieval period or a little earlier, while a new lease of life for the name-element started in about 1800 for the naming of farms and houses, perhaps under the influence of the Romantic movement. One rather odd feature of the distribution pattern is that the names in *-holt* are of surprisingly frequent occurrence in Vendsyssel where woodland is spare. This is probably related to the fact that this is an area characterised by single farms, not villages, and that there were consequently many settlements requiring names. There is a useful discussion of the place-names in which the generic *holt* is re-shaped to *-elt* and *-alt* in certain areas.

Three of the Danish papers specifically treat centrality and regionality in place-names. Bent Jørgensen questions whether high and low frequencies of occurrence of name-elements correspond with a position in the centre of an area or on its periphery respectively (pp. 107–22). He begins by drawing an important distinction between distribution maps that show the occurrences of the element in question by shading the areas where they are found and maps where all individual occurrences are noted so that a particularly high frequency establishes a centre from which the element in question sends offshoots in various directions. The latter type of map is exemplified by those compiled by Kristian Hald and Jöran Sahlgren, which show the distribution of names in *-løse* and demonstrate how these occur most frequently in Merløse Herred in Sjælland and spread out from there over southern Sweden. Jørgensen emphasizes that the absence of a specific element in place-names in various parts of Denmark does not necessarily mean that the element was never current there. That the scarcity of occurrence of surviving place-names in *tūn* demonstrated in Denmark, for example, cannot be explained as revealing the absence of this element from the vocabulary, is shown by the frequent occurrence in northern and western Sjælland in the late seventeenth-century of the field-name *gangtun* ‘the place in an enclosed farmyard to which one went to relieve oneself’. A present-day parallel can be seen in street-names, where it is not every village with a church that has a *Kirkestræde* or every township with a town hall that has a *Rådhusstræde*.

It is the place-names of Bornholm, which is by Danish standards a remote island, that form the topic of Michael Lerche Nielsen’s paper on *torp*-names with the sub-title ‘Central status or periphery?’ (pp. 145–69). He starts by explaining that most of the older types of place-name do not occur in Bornholm, where it is only the 60 names in *-bý* that may be as old as the Viking period and that students of settlement history have also to take account of nature names and

torp- names. He has an exhaustive, not to say exhausting, excursus on Lars Hellberg's theory on the two chronological layers of *torp*- names, and comes at last to the conclusion that it is not necessary to reckon with two different strata of such names. Personally I do not think that it is necessary to drop the word 'secondary' from the current definition of *torp* as a word for a secondary settlement, although Lerche Nielsen may be right to assume that the oldest names in *-torp* were founded as independent estates and that it was only later that *torp* began to be used of settlements founded on the lands of existing villages, leading to a gradual decline in status for the term. Several of the Danish names in *-torp* certainly have pejorative names. What is really significant about Lerche Nielsen's paper, however, is his emphasis on the fact that in Bornholm the dialect word *torp* is used of a small area of dry meadow-land yielding a poor return on investment. As a place-name element on the island it is not a relic form from olden times. Most of the names are probably young and simply reflect the local settlement pattern with single farms rather than villages.

In another paper that concentrates on Bornholm Bente Holmberg widens the scope and treats centrality and regionality in both the place-names and the personal names of the island (pp. 91–104). Holmberg and Lerche Nielsen both make the points that there have never been villages in Bornholm and that farm names are numerous and comparatively old but Holmberg also notes that many of the farm-names consist of a fixed preposition and a nature-name, for example *I Skoven* and *Under Rispeberg*. There are a few forenames that are typical for Bornholm, for example *Anker*, *Vævest* (cf. Old Swedish *Vifast*) and *Esper* < *Esbjørn* but it is probably the common family names from Bornholm that are most usually associated with the island, for example *Kofo(e)d*, *Sonne*, *Kjøller* and *Espersen*. Both personal names and place-names, of course, reflect contact with the rest of Denmark and southern Sweden, while the many surnames of Low German origin reflect links with North Germany as a result of trade and navigation.

The volume closes with the only paper to concentrate on personal names: Susanne Vogt's study of the distribution of the name *Alborg*, pointing to some small centres situated on the periphery in Denmark (pp. 221–33). This feminine name may perhaps be of German origin. It only occurs in Sjælland but it was of extremely frequent occurrence for a limited period at the end of the eighteenth century. The name is not recorded in the major dictionary of Danish forenames (*Danmarks gamle Personnavne I* (1936–48)), which only includes names recorded before c.1500. It has required diligent, discerning pursuit in church records, census returns and various databases to trace and map the later distribution of the name. There would seem to be concentrations of the name in north-eastern and southern Sjælland, with a few records noted in the churches in Copenhagen patronised by the personnel of the merchant marine and the navy.

This all suggests connections with the sea and movement back and forth between the coastal parishes and the capital.

GILLIAN FELLOWS-JENSEN

PETER BIERBAUMER and HELMUT W. KLUG, eds, *Old Names – New Growth. Proceedings of the 2nd ASPNS Conference, University of Graz, Austria, 6–10 June 2007, and Related Essays*. Peter Lang: Frankfurt am Main, 2009. 358pp. pbk £52.80 (ISBN 978-3-631-58316-6)

The volume under review results from the second conference of the Anglo-Saxon Plant-Name Survey, a major project with a bearing on many areas of interest to readers of *Nomina*. The occurrence of plant-names as place-name elements means that the project both draws on and contributes to onomastic studies, as is reflected in the contributions of members of our Society to this conference and to its predecessor, held in Glasgow in 2000.¹ Whereas the earlier event encompassed a wide range of disciplines, including archaeobotany, art history, food production, literature, medicine and toponymy, the eleven articles in the present volume focus primarily on lexicographical and linguistic issues, foregrounding the Graz–Munich *Dictionary of Old English Plant-Names* project. The contributors include some of the most senior specialists in the field, and the collection as a whole represents an important step forward in the understanding of a complex body of material.

The opening paper by Eric Stanley discusses references to the cedar and hyssop in Old English, both in biblical contexts and in the leechbooks. Written in his usual urbane style, this is a thorough and insightful analysis which must have been an enjoyable conference presentation. It is followed by a somewhat ungenerous critique by Maria Amalia D’Aronco of the Early English Text Society edition of the *Old English Herbarium* and *Medicina de Quadrupedibus*.² The article tends to resemble a book review, and deals mainly with the treatment of variant readings from the extant manuscripts and with the treatment of scribal emendations. D’Aronco herself is currently preparing a new edition of the two pharmacopoeias, and demonstrates an intimate knowledge of the manuscript witnesses. Repeated use of phrases such as ‘my opinion’ and ‘my view’ may

¹ C. P. Biggam (ed.), *From Earth to Art: The Many Aspects of the Plant-World in Anglo-Saxon England. Proceedings of the First ASPNS Symposium, University of Glasgow, 5-7 April 2000* (Amsterdam and New York, 2003).

² H. J. de Vriend (ed.), *The Old English Herbarium and Medicina de Quadrupedibus*, EETS o.s. 286 (Oxford, 1984).

suggest lack of objectivity, but the forthcoming edition will undoubtedly be based on expert scholarship.

Two papers focus on the mandrake plant, a medicinal herb reputed to emit a scream fatal to anyone within earshot when pulled from the ground. Both papers attempt to trace the development of the legend, the first (by Anne Van Arsdall) with reference to Anglo-Saxon England, and the second (by the same author with Helmut W. Klug and Paul Blanz) in the wider context of Western Europe. There is a good deal of overlap, as the main aim is to establish from contemporary sources which aspects of the legend were current at different times and places. The central argument is that evidence must be explicit, not implicit: 'it would seem dangerous to assume that the presence of one piece of the legend in a text or illustration proves the **whole** legend was widely known at that time or even soon afterward' (p. 61). Possible caveats are that brief allusions to well-known stories are common in early literature, and that it would be difficult to illustrate the whole legend other than through a series of cartoons. Similarly, the complaint that 'many scholars fill in the whole legend when interpreting the illustration' (p. 295) describes exactly what is required when interpreting, for instance, the illustrations on the Franks Casket, or allusions in Old English poems such as *Beowulf*, *Deor* and *Widsith*.

Della Hooke continues her work on trees in Anglo-Saxon charter bounds by examining both general words for 'tree' (OE *bēam* and OE *trēow*) and terms for individual species. There is no mention of the *Thesaurus of Old English*, a key resource for this kind of study,³ but the paper contains a lot of useful material and raises some interesting questions relating to woodland management, as for instance why there are so many boundary references to elder stubs. It is curious that the section on trees of limited distribution in charters refers to Richard Coates' work on Lyme but not on box,⁴ and still more so that the section on problems of identification refers to the Toronto *Dictionary of Old English* entry for *cwīcbēam* but not for *elebēam*. The treatment of plant-names in the *Dictionary of Old English* is the subject of a brilliant paper by Antonette dePaolo Healey, followed by an equally stimulating article on Old English plant-names in the third edition of the *Oxford English Dictionary* by Inge B. Milfull. Both dictionaries are currently in progress, and whereas Healey focuses mainly on examples from the first third of the alphabet, Milfull's case studies are from letter P, the online third edition having so far progressed from M to Q.

As Healey explains, etymologies, like place-names and personal names, are excluded from the *Dictionary of Old English*. This provides a strong context for

³ J. Roberts and C. Kay with L. Grundy, *A Thesaurus of Old English*, 2 vols (London, 1995). <<http://leo.englang.arts.gla.ac.uk/oethesaurus>>

⁴ R. Coates, 'Box in English place-names', *English Studies*, 80 (1999), 2–45.

the centre-piece of the volume, a description of the *Dictionary of Old English Plant-Names* project by Hans Sauer and Ulrike Krischke. Taking the form of an alphabetically-arranged electronic database, the dictionary is intended not only to provide a complete inventory of Old English plant-names, but to deal systematically with linguistic aspects such as etymology, morphology and semantic structure. This is a highly ambitious project, as will be realised from the fact that it covers about 5% of recorded Old English vocabulary (c.1,300 out of c.24,000 words) and aims to include substantially more information (including etymologies and images) than the *Dictionary of Old English*, which has been in progress for over thirty years and has so far reached letter G.⁵ The article describes structure and layout, with a generous selection of specimen entries to whet our appetite for the final product. The approach could usefully be adapted for other areas of Old English vocabulary, although some aspects may still need fine-tuning. For instance, copyright issues relating to images have yet to be resolved (p. 151), and place-name material could be better handled. The specimen entry for OE *āc* shows an apparently random selection of examples, with no references to *English Place-Name Elements* or *Vocabulary of English Place-Names* in the 'Dictionaries and Literature' field. Specimen entries for *-dor/-dur*, *-el*, *-il*, *-l*, *-ol*, *-ul* and *mapuldor* do include references to the former (inconsistently cited), although the first two state 'place-names: none'.

Technical aspects of the project are discussed in a separate paper by Helmut W. Klug and Roman Weinberger, who outline the database design and the initial process of digitising Bierbaumer's magisterial work on Old English botanical vocabulary.⁶ Their experiences with OCR are partially similar to those encountered in the early stages of planning the English Place-Name Database,⁷ as indeed are issues relating to semantic organisation. As many plants have more than one vernacular name, synonyms are stored within the database to maximise retrieval (p. 191). Here the task of the project team will be made immeasurably easier by the recent publication of the *Historical Thesaurus of the Oxford English Dictionary*, where a comprehensive collection of the data is available.⁸

Again there may be concerns regarding the use of place-name evidence. Sauer and Krischke observe that 'The frequent use of a plant-name in com-

⁵ According to a report in *Nomina*, 1 (1977), 2, the *Dictionary of Old English* was originally scheduled for completion in 1985.

⁶ P. Bierbaumer, *Der botanische Wortschatz des Altenglischen*, 3 vols (Frankfurt am Main, 1975–79).

⁷ Now the Key to English Place-Names:

<<http://www.nottingham.ac.uk/~aezins//kepn.php>>

⁸ C. Kay, J. Roberts, M. Samuels and I. Wotherspoon (eds), *Historical Thesaurus of the Oxford English Dictionary*, 2 vols (Oxford, 2009).

pounds, derivations and place names is, of course, a good indicator of the importance of the plant in question for the Anglo-Saxons' (p. 149), and Klug and Weinberger agree that 'an entry-count based on this [sic] data will also be a good index of the cultural importance of the plant' (p. 190). The problem is that unless all place-name occurrences are included, any such count will be seriously flawed, and it is explicitly stated that coverage will be selective: 'we cannot aim at completeness here' (p. 148).

A very substantial and meticulously researched article by Ulrike Krischke examines the semantics of Old English compound plant names, focusing on those recorded in Ælfric's *Glossary*. Building on recent work within cognitive linguistics as well as in Anglo-Saxon studies, this too could serve as a model for the analysis of other areas of vocabulary. The remaining paper is a translation of a short article by Peter Bierbaumer on the Old English plant name *fornetes folm*, originally published in German.⁹ While it is good to have an English-language version, it seems odd that Sauer and Krischke (pp. 147, 173) refer to the 1974 article rather than to the translation published here.

The volume benefits from high-quality reproductions of various kinds. D'Aronco and Healey engage with palaeographic issues, illustrated from the relevant manuscripts; Hooke provides distribution maps for tree-names in place-names and charter bounds; the mandrake legend is illustrated by drawings from manuscript sources as well by photographs of the plant itself; and screenshots are used to show the database structure of the *Dictionary of Old English Plant-Names* project. Other technical matters are less well handled. Typos are rife. It was with some trepidation that I embarked on reviewing a publication that opened with a quotation from Shakespeare's *Rome and Juliet*, closely followed by two references to the 'Digital and Printed Dictionary of Old English Plant-Names' (pp. 9, 11). Figures relating to the Old English botanical lexicon are given more than once (pp. 145, 213), and as many of the papers draw on substantially the same sources, the provision of separate bibliographies also leads to redundancy—though not actual repetition, as publication details tend to differ slightly each time! In the main, the absence of a style-sheet is no more than an irritation, but genuine obscurity arose when I found myself temporarily uncertain whether any or all of the references to 'Smith *-dwostle*' (p. 163), 'Smith 1956 *s.v. -el*' (p. 165) and 'Smith **mapel, *mapul, mapuldor*' (p. 166) alluded to *English Place-Name Elements*.

The price of the book reflects its specialised appeal and may deter individual purchasers, but it is well worth recommending for research libraries. One of the great strengths of the collection is the willingness of contributors to engage with

⁹ P. Bierbaumer, 'Altenglisch *fornetes folm* – eine Orchideenart', *Anglia*, 92 (1974), 172–76.

different types of evidence and techniques in the quest for linguistic precision. Also notable is a strong sense of mutual awareness and respect for the work of other scholars in the field. Finally, it is a pleasure to record that the volume is dedicated to my colleague Carole P. Biggam, founder of the Anglo-Saxon Plant-Name Survey and one of the most vigorous proponents of an inter-disciplinary approach to Anglo-Saxon studies.

CAROLE HOUGH

O. J. PADEL and DAVID PARSONS, eds, *A Commodity of Good Names: Essays in Honour of Margaret Gelling*. Shaun Tyas: Donnington, 2008. xii + 415 pp. £35.00 (ISBN: 978-1900289-900)

This volume demonstrates how profound an impact the late Margaret Gelling OBE has had on the study of historical toponymy. Sadly, she is no longer here to see a new generation of place-name scholars develop the ideas she pioneered. She did however greatly appreciate this festschrift, which was presented to her at the Society's Annual Conference in Edinburgh in 2008.

Throughout Margaret Gelling's impressive corpus of academic work, there are many important contributions to each subject area highlighted in this festschrift: Names and History; Names and Language; Norse in Britain; Celtic Regions; Microtoponymy; Literary Onomastics; and, significantly, Place-Names and Landscapes. Each of these areas of scholarship are represented in perhaps her most 'famous' toponymic publication, *The Landscape of Place-Names* (2000), co-authored with Ann Cole. Many of the thirty-six essays in the collection have been written by people who knew her well and worked closely with her, and illustrate the ways that she touched their lives.

The first section, 'Names and History', reflects Margaret Gelling's frequent use of historical and archaeological evidence in her onomastic research. Steven Bassett's 'Sitting above the salt: the origins of the borough of Droitwich' (pp. 3–27) attempts to reconstruct the structure of the borough in relation to its role as a centre of salt-production, a practice carried out in the area since 'the late first millennium BC' (p. 3). Nicholas Brooks discusses the onomastic insights afforded by an Old English boundary clause which appears in the Irish MacDurnan Gospels. He dedicates his study, 'An early boundary of the dioceses of Canterbury and Rochester' (pp. 28–43) to Margaret Gelling 'in thanks for her inspiration, advice and guidance on place-name and boundary issues' (p. 28) and his philological analysis draws directly on her work. Christopher Dyer's 'Place-names and pottery' (pp. 44–54) examines eleventh-fourteenth century place-names connected to the production of pottery, focusing specifically on names

including the elements *potter*, *crocker* and *crock*. Joy Jenkins reflects on the ‘human dimension’ of the documented history of ‘a few acres of marshland’ (p. 55) as revealed by the family papers of the Barons Arundell of Wardour in ‘The litigious afterlife of an Anglo-Saxon charter: Wyke Regis, Dorset’ (pp. 55–78). In ‘An early minster at Eynsham, Oxfordshire’ (pp. 79–85), S. E. Kelly discusses new archaeological discoveries in relation to charter evidence, building up a picture of the monastery established there in the seventh or eighth century. Veronica Smart’s ‘Herthig the moneyer and Hearing of Bristol’ (pp. 86–91) concludes this section with an onomastic argument identifying several hitherto unrecognised medieval moneyers.

In the second section, ‘Names and Language’, three philological analyses are put forward for some rather thorny toponymic puzzles. Paul Cullen casts new light on the relationship between the name *Vagniacis*, recorded in the Antonine Itinerary, and the settlement at Springhead in ‘*Vagniacis* and Winfield: the survival of a British place-name in Kent’ (pp. 95–100). John Freeman offers a new explanation for a problematic group of names in Hertfordshire in ‘The name of the Magonsæte’ (pp. 101–116). His argument, which draws extensively on known linguistic and comparative evidence, remains ultimately conjectural, but in doing so provides a very useful illustration of the strengths and limitations of this method of toponymic exploration. Donald Scragg examines place-name evidence for Old English sound changes, focussing on onomastic examples of the word *cyning* in ‘Late Old English “king”’ (pp. 117–122).

The third section concentrates on onomastic investigations of ‘Norse in Britain’. Gillian Fellowes-Jensen reconsiders the so-called ‘Grimston-hybrid’ names (those formed from an Old Norse personal name with the addition of the Old English settlement generic *-tūn*) in ‘Grimston revisited’ (pp. 125–135). In ‘Freystrop: a sacral Scandinavian place-name in Wales?’ (pp. 136–146), Peder Gammeltoft examines place-names in *-thorp* which combine with names for Germanic gods and explores their implications for religious practices during the early period of Scandinavian settlement. Gammeltoft tends to describe these collectively as ‘pre-Christian divinity-names’ (p. 141) or ‘pagan’ names (p. 146) but he does sometimes employ the term ‘heathen’ synonymously (p. 137), despite its negative connotations. John Insley’s ‘Onomastic notes on Cnut’s Slavonic connections’ (pp. 147–153) considers name evidence linking Cnut’s court with the Baltic area. He devotes particular attention to a re-examination of the unusual personal name Wrytsleof, which occurs in the witness list of an early eleventh-century charter forming part of the *Codex Wintoniensis*. In the closing chapter of this section, Judith Jesch discusses several hitherto unknown examples of ‘Scandinavian women’s names in English place-names’ (pp. 154–164). Her arguments build on previous research and reflect the interpretative problems imposed by the extant evidence, often discussed by Margaret Gelling.

The fourth section is devoted to the ‘Celtic Regions’, although it includes areas that have long been multilingual and multicultural. George Broderick provides a typology for ‘Pre-Scandinavian place-names in the Isle of Man’ (pp. 165–184), noting the absence of early river-names, in contrast with the name record for the United Kingdom and Ireland. Ian A. Fraser considers the Scottish Gaelic element *leitir* in ‘Letters from the Highlands: a toponym of steep slopes’ (pp. 185–186). Alan G. James asks whether P-Celtic names may provide evidence for ‘A Cumbric diaspora?’ (pp. 187–203), developing Kenneth Jackson’s argument that Celtic coinages may occur as late as the mid-tenth century. Richard Morgan discusses ‘Place-names in the Northern Marches of Wales’ (pp. 204–216), asserting that the onomastic evidence supports an increased use of Welsh during the twelfth and thirteenth centuries. Kay Muhr examines the onomastic connections between ‘Some aspects of Manx and (northern) Irish monument names’ (pp. 217–232). Setting aside their ‘natural or archaeological’ status to focus on their role as ‘landmarks’ (p. 217), and employing comparative evidence from Ireland, she reveals a hitherto unrecognised terminology for ancient monuments within the place-names of the Isle of Man. W. F. H. Nicolaisen shares a personal account of his experiences of working with Margaret Gelling in his chapter, ‘On river-names in the Scottish landscape’ (pp. 233–238). Here, he revisits the topic of pre-Celtic Indo-European names for water-courses, countering some arguments raised against the inclusion of specific river-names within this early hydronymic stratum. Hywel Wyn Owen pays homage to Margaret Gelling in ‘Place-names and the landscape of north-east Wales’ (pp. 239–249), commenting specifically on the comparative work that her method-ologies have inspired in Wales. His chapter provides a wide-ranging discussion of the ways in which place-name research can help to decode and illuminate the Welsh historical landscape.

In the fifth section, on ‘Microtoponymy’, Jean Cameron discusses onomastic terms for the botanical species *Ulex* in ‘The distribution of *whin*, *gorse* and *furze* in English place-names’, (pp. 253–258). Her short note includes a breakdown of the elements by county, and shows that *whin* is rarely found in areas outwith the historical territory of the Danelaw. Richard Coates identifies ‘Three new elements in the minor toponymy of western Lindsey, Lincolnshire’ (pp. 259–269). He suggests that names in *Ace* and *Hayes* may derive from a shared Scandinavian ancestor, and discusses two problematic names containing Middle English **dint-erth* and Modern English *kerves*, both of uncertain meaning. Alexander R. Rumble provides a new explanation for the lost ‘Knightrider Street, London’ (pp. 270–273), arguing that its former tenant performed the role of **knightrider*, meaning that he would have earned his keep by riding ‘as an escort or as a messenger’ (p. 272) for his lord. In ‘Pilkembare and Pluck the Crow: verbal place-names in Scotland’ (pp. 274–285), Simon Taylor recalls an

important paper delivered by Margaret Gelling at the conference where the Scottish Place-Name Society was founded in 1996. Acknowledging her inspiration for place-name scholars outwith England, he then discusses a modern group of (often humorous) minor Scottish place-names (p. 275). The closing chapter in this section sees Diana Whaley 'Watching for magpies in English place-names' (pp. 286–299), honouring Margaret Gelling's scholarship with a careful study of historical and modern 'magpie' terms, including Old English *agu* and more recent regional variant forms.

The sixth and shortest section, on 'Literary Onomastics', includes two contributions on topics where literature and landscape come together, toponyms providing a bridge between real and fictional realities. 'The site of the battle of *Brunanburh*: manuscripts and maps, grammar and geography' (pp. 303–319) is investigated by Paul Cavill. Although *Burnswark* in Dumfriesshire and Bromswold in Cheshire have been suggested as possible locations, Cavill demonstrates that the onomastic evidence does not clearly support either solution. In 'The Green Chapel' (pp. 320–329), Thorlac Turville-Petre demonstrates how the *Gawain*-poet uses place-name elements that would have been familiar to his original north-west midlands audience in order to 'make real the imaginary' (p. 328).

The seventh section, on 'Place-names and Landscapes', appropriately contains largest number of contributions, several of which explore the relationship between the lexicon and onomasticon. John Baker considers the uses of 'Old English *fæsten*' (pp. 333–344), demonstrating that although the term denotes a 'fortress' or 'stronghold' in literary contexts, in toponymic use it was employed more figuratively of 'naturally inaccessible places' (p. 341). Ann Cole considers the significance of the Old English place-name element '*Weg*: a waggoner's warning' (pp. 345–349), concluding that in toponymic contexts it frequently identified a route that was (dangerously) steep. In a short note on the place-name 'Dimmingsdale' (pp. 350–351), Barrie Cox offers a new interpretation for this unexplained term, arguing that it denotes not 'a dull place' or a 'valley of darkness', as suggested by Ken Cameron and A. H. Smith respectively, but rather a 'valley which darkens quickly' (p. 351). In 'Butter place-names and transhumance' (pp. 352–364), the late Harold Fox investigates the relationship between the Old English elements *smeoru*, *butere* and *wīc* and the seasonal rotation of livestock. Della Hooke re-examines Gelling and Cole's definition of Old English *lēah* 'forest, wood, glade, clearing', (later) 'pasture, meadow' in 'Early medieval woodland and the place-name term *lēah*' (pp. 365–376). She argues for an intermediate stage in the term's semantic development, where it could designate a 'wood-pasture', as well as a clearing in woodland or a settlement located in such a place. Carole Hough suggests, from comparative evidence, that the name 'Freeford (Staffordshire)' (pp. 377–381) sheds light on

the toponymic uses of Old English *frēo* and *ford*. Rather than describing a ford ‘free from charge’, she argues that the name denotes ‘a ford whose upkeep was not required as a service on the owner or neighbouring population’ (p. 381). In ‘Fog on the Barrow-Downs?’ (pp. 382–394), Peter Kitson encourages further investigation and refinement of the toponymic element definitions in *The Landscape of Place-Names* (2000). By way of example, he argues that the *primary* meaning of Old English *beorg* could not have been a hill with ‘a continuously rounded profile’,¹⁰ but that this restriction in meaning ‘must result from secondary processes of selection’ (p. 392). Peter McClure discusses the relationship between toponyms and surnames in ‘Names and landscapes in medieval Nottinghamshire, with particular attention to Lindrick and lime woods’ (pp. 395–409). The final chapter is Doreen Waugh’s ‘A *hōh!* My kingdom for a *hōh!*’ (pp. 410–415). In this warm anecdotal tribute, the author celebrates the international significance of Margaret Gelling’s research.

Many of the chapters contribute new interpretations of names, or new approaches to specific questions, making this collection a genuinely fresh contribution to the discipline, as well as a celebration of the person honoured. Consequently, it was rather surprising to discover that there was no index provided, as it would have enhanced the accessibility of such cutting-edge ideas. Overall, however, this volume effectively reflects the areas of onomastic research to which Margaret Gelling devoted much of her life, and the ongoing impact her work has had on the discipline as a whole. In their more personal remarks, the contributors also provide an insight into the more human dimension of her influence as a scholar, a constructive critic, an enthusiastic collaborator and a friend.

MARGARET SCOTT

¹⁰ M. Gelling and A. Cole, *The Landscape of Place-Names* (Stamford, 2000), p. 145.