

"What's in a Name?"



By ELMO SCOTT WATSON

"W

HAT'S in a name?—once asked Will Shakespeare, and then in reply to his own question declared that a rose under any other title would have the same fragrance, thus giving us the axiom that names after all are matters of comparatively little importance. But Shakespeare's dictum is not necessarily true when applied to the naming of children. Names are an important part of personality, and since they must be kept for a lifetime they should be satisfactory to those who own them and have to answer to them through all the years of their existence.

Several thousand years ago Socrates said: "The giving of names is no small matter, nor should it be left to chance or to persons of mean abilities." Of course, no fond parent of a new baby—no doubt the most wonderful baby that ever was born—would admit that he or she is a "person of mean ability" when it comes to selecting a name for their offspring. But the offspring themselves might have different views on the matter, and many of them doubtless wish that they had some say in selecting the "handle" by which they are known by their fellow men. Prof. George R. Stewart, Jr. of the University of California, who has completed a survey of thousands of Christian names to determine the popularity trend from 1870 to the present time and coupled it with a study of names, declares that three out of every four men bear a secret grudge against their parents for the name that was fastened on them when they were young and defenseless.

"There are few men who don't wish they had a different first name," says Professor Stewart, in reporting on the results of his survey in an article in the magazine, *Children*. "This is due principally, I believe, to the fact that they are tired of their Christian title just as a person may become tired of always seeing the same face when he looks in the mirror. But it rests more substantially, in cases, because parents have placed on them either too 'highfalutin' or too commonplace names, as the individual tastes or self-rating may vary. A father who has bemoaned having to bear 'Perdual Algeron' all his life is quite likely to term his offspring 'John' or 'James,' while one who has found George irksome as inadequate to his dignity or

standing resolves his son will have no such cause of lamentation. Thus the next generation of the family may sign it 'Reginald Willoughby Smith' and be equally dissatisfied."

"What's in a name?"—a great deal, at least so far as numbers are concerned in the case of certain names. Take Mary, for instance. If you could stand on a mountain top and in a voice that could be heard from Maine to California, should call "Mary!" an army of 2,000,000 women and girls would answer. And if you shouted "William" from that same eminence, approximately 2,500,000 masculine voices would answer.

Despite the preponderance of Marys, however, that name is gradually losing its popularity, according to Professor Stewart. In 1905 Mary led the list of girls' names, one in fourteen. Today she is gradually giving way to Elizabeth, who now ranks first. Next to Elizabeth and Mary in order, are Helen, Dorothy, Marie, Katherine, Louise, Ruth, Eleanor and Evelyn. In 1905 Anna, Grace, Emily, Alice, Caroline, May, Emma and Mable were very popular names, but they seem to be losing out now.

Usually there is some direct reason for fashions in names as witness the case of Edna. Up until 1870 Edna was a comparatively rare name. Then came the publication of the book "St. Elmo" with its saintly heroine, Edna Earl. Immediately there was a boom in Ednas which has continued to this day. How do you account for the recent popularity of Jeane and Joane? Easy! The millions of men who served over there from 1917 to 1919 brought back with them the memories of France, which has resulted in a veritable deluge of these two names.

As for men's names there does not seem to have been as great changes in popularity as in women's names. Forty years ago William and John were the commonest names, and today they still lead the list. The only three common names that have shown much decrease are Henry, Frederick and Thomas, and they have been replaced to a large extent by Harold, Arthur and Francis. However, masculine names occasionally reflect current fashions just as do their sisters. If you are introduced to a man named "Dewey Jones," you can guess his age at thirty years and you won't be more than a year or so off. For it was just thirty years ago that the hero of Manila Bay was the popular idol in the United States, and hundreds of parents found no difficulty, whatever, in selecting a name for their babies. And those who weren't called "Dewey" were called by the more imposing name of Theodore because

every fond mother hoped that her little Teddy would some day be as great a man as the hero of San Juan Hill. Twenty years from now the poll books of the nation will be enriched with an astonishing number of new voters whose last name will be anything from Smith to Jablonski, but whose first two names will undoubtedly be Charles Lindbergh. And his playmates won't call him Charlie, if he has anything to say about it.

Of course, there is a danger in following the fashion of the hour in hanging some popular-at-that-time title on the child. At the beginning of the Twentieth century, when the nouveau riche set out to get social distinction along with their money they decided that their sons would have "ritzy" names. So a lot of Percys, Algerons, Reginalds, and some Clarence became candidates for the Social Register, and today these boys are trying to live down the idea of their fellow men that they were once clad in little Lord Fauntleroy suits with white ruffled collars and wore their hair in curls.

In addition to his investigations as to the relative numbers and reason for personal titles, Professor Stewart in his survey also offers some suggestions to parents when they are confronted with the age-old problem of naming the baby. In brief here are some of them:

Beware of current fads in names. Your child will grow up as one of a crowd, instead of with a distinctive name of its own and may live to regret it.

Take thought as to initials. Consider the case of the poor girl named Alberta Susan Spear!

Don't mix your nationalities. Despite the popularity of "Abbie's Irish Rose," Kathleen Guggenheimer is not a good combination. Neither is Gretchen Flaherty nor Renee Stokes.

If the last name is "strong," tone it down with a softer first name. The Quigley and Higgins families should choose Barbara or Jeanette rather than Eliza or Violet. The more neutral your last name is the wider choice you have for the first name. That's one of the advantages of being a Smith. And last and most important of all, unless you want to win the undying resentment of your scions, don't play jokes upon them, especially if your last name happens to be somewhat "tricky." Consider the case of the governor of Texas who named his two daughters Ima and Ura. For his name was Hogg! Remember, also, the girls who went through life (unless they married) bearing the titles of June Day, Mary Christmas, Helen Burne, Helen Boyle, and Marietta Fish.

San Francisco's History

San Francisco, Calif., was first settled in 1770, when two Franciscan monks, Palou and Cambon, established an Indian mission which they called San Francisco de Asisi, the name San Francisco having been previously given to the bay. In 1846 gold was discovered in California, and people flocked to San Francisco. In March, 1848, the population was 800; in September, 1849, it was at least

10,000. San Francisco was incorporated in 1850, and in 1856 the city and the county were consolidated.

Tiny Plant Saving Coasts

So successful have been the experiments in growing plants along the English coast to avert the danger done by waves, that Holland is taking up the idea. The wave-defying vegetation is the humble English pasture plant known as *Spartan townsendii*, and its usefulness in making the sand of the beaches firm against erosion

of the water was learned by accident. British agricultural experts are planting it systematically along the sea, and Holland is following the same plan.

Gentle Motorists

Ted—You didn't sound your horn for that last person.

Grimes—No, I thought it would be more humane if he never knew what hit him.

Easy street needs no zoning law.

Unfurled Coat Is Youthful, Simple

Pronounced Chic in Slender Lines Accentuated by New Details.

The unfurled coat that is worn for sports and general walking and shopping shows a youthful simplicity of both line and detail. The coat, in general, for the young girl has been greatly simplified, being seen mostly in tailored lines. Sports coats and those for general service being fashioned of tweeds and plain goods of the kasha family as well as the new and novel woolsens richly colored and figured.

The straight little coats of full or three-quarter length are the favored models. Collars are generally of self material but sometimes introduce a contrast in color and show a tailored revers. The line of the back is generally straight and unbroken. The fitted shoulder, the sleeve which forms a part of the yoke, and the yoke back, however, are new and interesting details. The scarf collar is a novel feature of many of the unfurled coats. This, however, is added in a manner that in no way deprives the coat of its tailored appearance.

Belts reappear in the daytime coat and they are seen at the normal waistline. In many models the belt is the outstanding feature of the smart



Novel Treatment of Sleeves Features Tweed Sports Coat.

tweed coat for walking, sports or traveling. Belts may be in self material buckled in leather, kid or metal, or they may be in the very smart versions of kid in either wide or narrow widths.

The sleeves often denote the newness of the coat. Yola d'Arvil, the featured moving picture actress, seen wearing a very new and very charming version of the sports coat in "Lady Be Good," has selected a tweed coat of simple outline, the sleeves of which possess novel treatment.

Vast Difference Between Underwear and Lingerie

"The difference between underwear and lingerie is just about as wide as that stretch of the Atlantic ocean which lies between the coast of Maine and the shores of France," observes a fashion writer in the *Delineator*.

"Woven union suits," she says, "machine-made chemises of nainsook, brassieres of 'hamburg' embroidery, bloomers with elastic bands around the knee—this is underwear. A chemise of pale-pink crepe de chine with trimmings of lace and delicate embroidery, a little pantaloons to match, with fine tuckings and insertions and applique, all made by hand and to measure, fitting the figure as perfectly as a frock—this is lingerie. Never, in all the history of feminine fashion, has lingerie been so exquisite as at the present moment," continues this writer. "There was a time when blue and pale green and mauve were used as well as pink for these dainty garments, but these colors have all been discarded for the delicate blush pink which is the daintiest and most becoming of them all. Incidentally, it is the most serviceable color as well."

Flavor of Quaintness Marks Afternoon Gowns

Many of the afternoon gowns have a flavor of quaintness, and the period of 1830-40 is shown in both frocks and ensembles. A charming gown in dark red flowered taffeta, for instance, has a straight bodice, high plain belt, and three-tiered plaited skirt. Its sleeves are puffed at the elbow and there is an amusing bow at the neck with long black fringe.

Another lovely model is a black satin frock with the same silhouette as the evening gowns. It follows closely the lines of the body with a decided flare below the knees, and drops in the back. An interesting detail is the scarf, which fastens on one side with a circular movement over one shoulder and can be draped about the throat with a long-pointed end hanging over the opposite shoulder.

Featuring Trimming of Knife Plaited Ruffles



One of the latest creations is a frock of rose beige flat crepe. The trimming is supplied by knife-plaited ruffles which extend down the front of the frock, around the bottom of the skirt and on the sleeves.

On Rearing Children from CRIB to COLLEGE

Compiled by the Editors of "CHILDREN, The Magazine for PARENTS"

Overambitious parents sometimes insist on doing a child's thinking for him in order to have him turn out as they want him to, until his imagination and initiative are crushed.

It is not necessary to make the teaching of songs a lesson. Children learn easily from observation. If parents will sing and dramatize a song, soon the child will join the game and, gradually, make the song his own.

One common way in which parents hamper the effort of the school to adjust experience to individual need is by resisting the decisions which place in special classes children who are found incorrigible or mentally defective. It is of course a painful situation to face, but the thing to consider is the benefit to the child of an environment suited to his need rather than a selfish unwillingness to have the neighbors know the facts.

When parents give a party, do they give it for their own pleasure or for the children's? Elaborate, overstaged parties only serve to stun and bewilder our children. They are keyed to our dull grown-up emotions, not to their young, fresh, eager minds and active bodies. To allow space and opportunity for spontaneous expression of energy and imagination is our cue as hosts to the young. We should keep ourselves in the background and not embarrass the proceedings by hovering over them too closely and perhaps interjecting the "don'ts" that bring a party down to every-day life with a thud. In none of the serious moments of life is it more necessary to put yourself in the child's place than when giving a child's party.

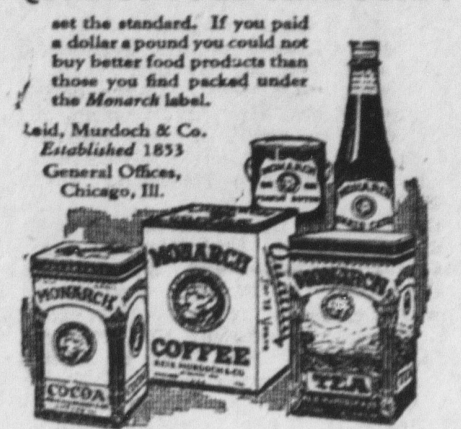
Every baby must be allowed to cry, kick, and creep. These are his ways of gaining second wind and a strong body.

Most of the problems of keeping children from doing things which, for any reason, they should not do really resolve themselves into the problem of keeping them interested in the things they should do! Prohibitions and "don'ts" are most ineffective tools for the fashioning of mind and character and the shaping of good behavior in little children. A child must be giving attention to something, and he cannot simply cease from attending to a thing because you order him to do so. But children are so very easily distracted that one should seldom be at a loss for a substitute for some undesirable activity. It is of little use to say "Don't touch that!" unless one at the same time provides an alluring diversion, in the shape of: "Here, see the nice toy that mother has for you. Look, you can do this and this with it. See if you can do it, too."

Artificial Silk Easily and Satisfactorily Dyed

Artificial silk, says the *New York Sun*, is easily dyed at home. Pale pinks, creams, blues and greens can be obtained only on white material—colored materials take olive, black, brown and purple shades. Always wash the garment to be dyed thoroughly in soap flakes first. Suds are made by dissolving one ounce of soap flakes in one gallon of hot water. The garment is washed in this, then lifted from the liquid and the dye added, which has been previously dissolved in boiling water. The garment is returned to this liquid and "set" the desired shade.

MONARCH QUALITY FOOD PRODUCTS



Skating Pattern in Dream

That one of his most successful ice patterns came to him in a dream, was recently revealed by Sidney Charlton, who claims the world's trick skating championship. While in Switzerland he dreamed that he was skating before a large crowd who seemed to applaud all out of proportion to his act. When he looked on the ice he found that he had drawn with his skates a perfect pattern of a sunflower. The surprise awakened him and he jumped out of bed to jot down the turns, which he found next day to be practicable.



The Truck Driver

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CHAMPION Spark Plugs Dependable for Every Engine

Threw Shoes at Preacher

The sermon of the dean of Peterborough at the cathedral in Peterborough, England, praising the flapper's stern qualities, displeased an elderly woman worshiper. She first protested against the dean's eulogy of the modern girl, but when she found out that her protests went unheeded, she removed both of her shoes and flung them at the dean, then she took off her hat and threw it at the head of the "offensive" preacher.

The Japanese beetle, which is so destructive to crops, was shipped into this country in a consignment of iris roots sent to a florist.

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