

In terms of its scholastic value, this book does not deserve accolades in any quantity. It is romanticized and commercialized: the latter can be assumed from the "McKim Studios" stamp in the corner of each pattern. However, most of these quilt patterns are traditional, and the folklorist would certainly not regret the time spent in perusing this testimony to the popularity of an old American craft which has survived to this day. The book's greatest value, however, is for the novice in quilting, who will find a stimulating and instructive introduction to the craft. In this particular aspect, Ruby McKim has accomplished her task admirably.

Washington State Place Names, by James W. Phillips.

Pp. vii-xv ± 3-167.

Seattle and London: University of Washington Press, 1971. \$6.95.

Reviewed by W. Edson Richmond.

James W. Phillips's Washington State Place Names has absolutely nothing to offer the folklorist and very little to offer anyone else. Indeed, it is difficult to understand why the University of Washington Press agreed to publish the book, for it violates virtually every principle of modern place-name research, and, since it is arranged as a dictionary, it lacks even the redeeming grace of being readable.

If a place-name study is to have any value beyond antiquarianism, it must trace in documented detail the evolution of each name examined, locate precisely the place designated by the name, indicate the exact pronunciation of each name, and describe the source (whether map, historical document, or informant) for the scholar's information. Unfortunately, Mr. Phillips does none of these things with any consistency, nor does he, on the other hand, give any evidence that he has found any place-name legends. It is conceivable that such legends do not exist in the state of Washington, but they do in all other parts of the United States; if Mr. Phillips has ignored popular etymologies, he has ignored one of the most important aspects of place-name study in North America.

Though Mr. Phillips frequently indicates variations in the names given to particular places, he seldom dates the different names, and only too frequently one finds entries such as "MONSE Original name of Swansea was changed on 24 October 1916 to honor Mons, Belgium, where the British fought the first engagement of World War I on 23 August 1914." But Swansea is neither explained here nor listed elsewhere in the volume. Even more disturbingly, Mr. Phillips completely ignores the final e, appearing not to notice that the Washington state form differs from that of the Belgian.

Pronunciation is often the key to understanding place-name origin and evolution. A myriad of devices exist to indicate pronunciation. These devices range from the preciseness of phonetic alphabets such as the IPA to the less accurate but better known, and often better understood, diacritical systems employed by popular dictionaries. Mr. Phillips invents his own system which is both imprecise and inaccurate. Whenever he deems it necessary to indicate the pronunciation of a name (and his decisions

seem arbitrary), Mr. Phillips follows his basic entry with a respelling of the name in which stressed syllables are indicated with full caps, unstressed syllables with lower case letters. In addition, Mr. Phillips appends a table of vowel sounds which he describes in terms of key words. For example, he says that he uses "AH" to indicate the vowel sound in "top," "OO" to indicate the vowel sound in "boot, suit, roof," and "IR" to indicate the vowel plus retroflex consonant in Pierce." But what is the vowel sound in "top"? It is completely different in New England from the sound heard in Indiana, and both sounds are heard on the west coast. Moreover, in some American dialects the words "boot, suit," and "roof" rhyme with "Ruth," while in others they rhyme with "put" and in still other American dialects "Pierce" may rhyme either with "cares" or "fierce." Thus we can only guess at the pronunciation in the state of Washington. For many names, however, Mr. Phillips ignores the possibility of pronunciation differences. Thus he assumes a common English pronunciation for the name Roosevelt, though in actual fact the first syllable of this word rhymes in some American dialects with "rose" and in others with "booze." Nor can one tell from its manner of listing whether the Washington state place-name Aberdeen is pronounced with stress on the first syllable, as it commonly is on the east coast of the United States, or on the last syllable, as it is pronounced in Scotland.

In addition to all of these faults, Mr. Phillips fails to locate his places precisely. He contents himself with an indication of the county in which the place is located. But place names frequently wander. At the very least they must be located in terms of map references; ideally they should be located in terms of latitude and longitude.

Indeed, despite end papers consisting of maps of the state of Washington and a detailed map of the Puget Sound area, Mr. Phillips does not seem aware of maps or of the need for any sort of documentation. We are required to accept his findings on faith. Unfortunately, the rest of this book does little to instill such faith in its readers.

Think Small. The Story of those Volkswagen Ads, by Frank Rowsome, Jr. 128 pp., 42 illustrations. Brattleboro, Vermont: The Stephen Greene Press, 1970. \$4.95.

Reviewed by Sylvia Grider.

One of the most appealing attributes of our discipline is the pleasure that we can derive from the study of our material. It is worthwhile and often delightful to turn briefly from the standard studies of the standard genres and take a look at what is going on in some other aspects of our day-to-day, living, contemporary society. An example of just such a book is Frank Rowsome's latest publication, Think Small. In a most readable but non-academic style he has provided us with a very concise and interpretive history of what has become, along with Mickey Mouse and the Coke bottle, one of America's newest cultural icons, the Volkswagen. The book also explores how both the ads and the cars have affected American industry.

The history of the development of the automobile per se as " . . . conceived by Ferdinand Porsche, midwived in the Thirties by Adolf Hitler in