You’ve written a brilliant article for Word Ways - one destined to change the future of logology. All that’s left for you to do before you mail it in to the editor is to give it a suitable title. That’s where you get stuck. Days, weeks, months pass: you sweat and you struggle, but nothing that you can possibly call your work of genius comes to your mind. In despair, you throw the article into your fireplace, incinerating it. Both you and logology have suffered an irreparable loss.

How often has something of the sort just delineated occurred to you? More often than you’d care to admit? Well, worry no more! I’ve come to your rescue, with a surefire, simple formula for creating titles that will dazzle both you and your readers. The secret lies in the magic number 227. As readers of my first book, Language on Vacation, already know, that number has a mystical quality in the domain of recreational linguistics. Whatever it touches is transformed at once, acquiring supernatural force, validity, and interest. This is neither the place nor the time for launching into an erudite mathematical explanation of the virtues intrinsic to the number 227 - let it suffice for me to remind you that the simplest expression of pi, a number of great significance in higher mathematics, using integers, is the fraction 22/7. It follows that the only right title for an article intended for publication in Word Ways is a title the numerical values of the letters in which add up to 227. To determine the total numerical value of a title, you simply replace each letter in it with its numerical position in the alphabet: A = 1, B = 2, C = 3, ..., Z = 26. You add the individual letter values to arrive at the numerical value of the title. If that value is 227, it’s a guaranteed winner; otherwise, you reject it.

Consider the title of this article, for example: SOME ODD TITLE MALARKEY. Appropriate as you may believe the title to be (and, mind you, 227 is an odd, not an even, number), I did not select it haphazardly. Check, and you will discover that it is, indeed, a title with a value of 227. Neither was it the only possible title for this article having that particular value. Here are 16 other “227” titles that I considered before settling on SOME ODD TITLE MALARKEY:

- Dreaming up Fine Titles
- Finding the Right Title
- A Numerological Renaming
- A Timely Onomastic Find
- A Study of Ideal Titles
- The Grandeur of Titles
- The Title Struggles
- Fine Logological Titles
- Dazzling Onomastics

SOME ODD TITLE MALARKEY

DMITRI A. BORGMANN
Dayton, Washington
Self-Generating Titles

Titles to Treasure

Some Potent Titles

Composing Ideal Titles

Titling Your Pieces

English-Language Titles

Check them out - every one of these titles is highly appropriate to this article, and every one adds up to precisely 227. Why is each title so uniquely appropriate? Undoubtedly, because it has a value of 227.

Next, look at two of the regular features in Word Ways - the Colloquy and Kickshaws. Since these titles far fall short of 227 in value, I'm afraid that they just aren't right for their respective purposes. All is not lost, however - I urge the editor to waste no time in changing the title Kickshaws to the more expressive and numerologically correct KICKSHAWS FOR THE READER. As for the Colloquy, the damage there can also be repaired, but the feature will have to be divided into two separate articles, bearing the titles THE ENGLISH COLLOQUY and THE FOREIGN COLLOQUY. This particular pair of titles, by the way, brings an extremely interesting fact to light: the equivalence of ENGLISH and FOREIGN. In other words, English and foreign words, puzzles, logological curiosities, and articles on subjects in the field of recreational linguistics are really the same, so just ignore any superficial differences that catch your eye - they are totally insignificant.

To get you started on the road to successful title creation, I have devised numerous potentially useful titles, all of them representatives of the "227" genre. Please feel free to help yourself to my generous selection. By using some of these titles for your articles, you will acquire proficiency in the art of 227-naming, enabling you to go on and originate such titles yourself.

Would you like to prepare an article on word squares? Here are some ready-made and numerologically valid titles on that subject for you. Simply choose one of the titles, then write your article to match the title:

Order 7 Word Squares
A Cameo for Eight-Squares
Welsh Word Squares
Bohemian Word Squares
Xhosa Word Squares

Numerals (such as the 7, above) occurring in titles receive their own values. You have the option, if you so desire, of assigning a value of "1" to any punctuation mark (such as the hyphen used above) occurring in one of your titles, if it is needed to realize the all-important goal of a 227 title total. Three of my five suggested titles reflect the rapidly mounting interest in foreign-language word squares. For my part, I can't wait to see an article discussing Xhosa word squares. Xhosa is a Bantu language spoken in southern Africa. It has made many valuable contributions to English lexicography, beginning with its name, in which the letter combination XH is pronounced K, and the plural of which is, astonishingly, AMAKHOSA.

How about an article on anagrams? Here are some available titles in that field:

Verbal Anagrams
Superanagrams

Notice how ordinary combinations can be

Are transformed into

Perfect Anagrams

If you prefer, you can increase the

Just by positioning

English Anagrams

Foreign Anagrams

Once again, consider

Are you

Foreign Anagrams

Foreign Anagrams

Once again, consider

Elevated Anagrams

Elevated Anagrams

Lofty English Anagrams

The Toughest Foreign Anagrams

Words to Whet Your Appetite

An Abiding Interest in English

Majestic Anagrams

Eternal English Anagrams

Are you

Foreign Anagrams

Foreign Anagrams

Foreign Anagrams

Once again, consider

Arithmetical Anagrams

Reveling in English Anagrams

Conceivable Anagrams

An English
Verbal Metamorphoses
Superanagrams on Parade

Notice how most of these titles encourage to turn out work of extraordinary caliber. That just goes to show how wholesome "227" titles are.

Are transposals your strong point? Or those special transposals known as reversals? Try one of these titles on for size:

- Perfect Transposals
- Logological Reversals

If you prefer to combine reversals to produce palindromes, the title you want is "Authentic Palindromes."

Just possibly, you like crossword puzzles. Here is a fine selection of titles dealing with them:

- English Crosswords
- Crosswords on Parade

Once again, observe the equivalence of ENGLISH and FOREIGN.

Are you at work on that frontier of logology facing the world of high-quality, sesquipedalian, esoteric English? If you enjoy such English and wish to write about it, here are titles for your consideration:

- Elevated English Words
- The Real English of Yore

- Elevated Words on Parade
- A New Look at Real English

- Lofty English Terms
- Real English on the Move

- The Toughest Words
- Perfect Verbalization

- Words to Conjure By
- Sophisticated Words

- An Abditory for Words
- A Bizarre Metalogology

- Majestic English Prose
- A New Word Wizardry

- Eternal English Set Free
- Long Words under Fire

Are you, by contrast, into foreign-language logology? Use one of or more of the following titles:

- Foreign Terminology
- Hindustani Logology

- Foreign Words on Parade
- Irish Words or Names

- Foreign "English" Words
- Bohemian Word Problems

- English Words in Limbo!
- Welsh Word Problems

- Nigerian Words and Names
- Xhosa Word Problems

- Majestic Foreign Prose

The Xhosa language has, you will note, surfaced again. Don’t you think it’s about time you dashed off an article on the subject?

Is the interface between logology and the world of mathematics your specialty? I haven’t forgotten you:

- Arithmetical Logology
- Romping among Figures

- Reveiling among Figures
- A Corrective Logology

Conceivably, what fascinates you is the future of English and English logology. I have just the thing for you—choose:

An English Tomorrow!  
Tomorrow: A Vision
New Words in Waiting
Extraterrene English

Are you given to discoursing about figures of speech? A couple of possibilities:

A Tropical Thesaurus
Language Skillfulness
True English Unleashed
Ripsnortin’ English
Positively English!
An English Perspective

Would you like to prepare an article glorifying logology or English, or present some outstanding achievement in the field? Once again, you have multiple options open to you:

English Word Legerdemain
Language Skillfulness
True English Unleashed
Ripsnortin’ English
Positively English!
An English Perspective

It is obviously impossible for me to foresee every possible subject about which you might wish to write a Word Ways article. Here, therefore, is a potpourri of other “227” titles, to one of which you may be inspired to attach an article:

Logological Horseplay
English for Word Buffs
Heterosexual English
English Terminology
Terminological English
Collections of Words
Expert Word Diamonds
Obscene Words or Names
English Words on Parade
Superficial Logology
Verbalization, Limited
Miscellaneous Words
Logological Word Charades
The Case of the Missing ”T”
Unappropriateness
Aid for Unfortunates

Note that, if the caliber of your articles is as high as it ought to be, then my final suggestion, “Profound Thoughts,” becomes an all-purpose title: you can use it for any article in which you present topnotch thinking. If you feel that one-word titles are the “in” thing today, dream up something that you can title “Unappropriateness” — say, a nasty critique of an article in Word Ways by someone else. If you wish to emulate me and dispense advice about how to write articles to other readers, use the title “Aid for Unfortunates.”

I have, altogether, presented more than 100 titles of the “227” stripe here. It follows that you can always find one to suit your particular tastes and needs. The wide range of suggestions I have made will also give you the expertise you need to construct limitless numbers of additional “227” titles yourself. Consequently, there is no further need for you, ever again, to use an ordinary title, or to discard an article for want of an appropriate title.

From now on, I shall be computing the numerical values of all titles I see in Word Ways. Don’t let me catch you using an unauthorized (non-227-total) title!