

SOME ODD TITLE MALARKEY

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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 π , 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	A Study of Ideal Titles
The Name Is Everything!	The Grandeur of Titles
Finding the <u>Real</u> Right Name	The Title Struggles
A Numerological Renaming	Fine Logological Titles
A Timely Onomastic Find	Dazzling Onomastics

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 logology, beginning with its name, in which the letter combination XH is pronounced K, and the plural of which is, astonishingly, AMAXHOSA.

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

Verbal Metamorphoses
Superanagrams on Parade

English Superanagrams
Foreign Superanagrams

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
Word Metamorphoses

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
Foreign Crosswords

Crosswords on Parade
Letters on the Loose

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
Elevated Words on Parade
Lofty English Terms
The Toughest Words
Words to Conjure By
An Abditory for Words
Majestic English Prose
Eternal English Set Free

The Real English of Yore
A New Look at Real English
Real English on the Move
Perfect Verbalization
Sophisticated Words
A Bizarre Metalogology
A New Word Wizardry
Long Words under Fire

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

Foreign Terminology
Foreign Words on Parade
Foreign "English" Words
English Words in Limbo!
Nigerian Words and Names
Majestic Foreign Prose

Hindustani Logology
Irish Words or Names
Bohemian Word Problems
Welsh Word Problems
Xhosa Word Problems

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
Reveling among Figures

Romping 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

A Glimpse of the Future
A Supernatural Word

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

A Tropical Thesaurus

A Real Tropological Canon

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

A Paroxysm of English
Particular Logology
High-Powered Logology
Let Logology Thrive!
Spectacular Logology

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
Profound Thoughts

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!