

THE ABC BOOK, and Why?

THE ABC BOOK: Acronyms, Brand Names and Corporations (et al) is basically a companion volume to *SAY HOW?*, which covers pronunciations of names of public figures. We found that there was also a need for an additional reference work with information not covered by standard dictionaries. Like why *NOW* is pronounced “now” and *ERA* is pronounced “E.R.A.”

Say you were in the middle of a non-fiction book by Allan Berube and up comes a chapter about Sgt. Leonard Matlovich. *SAY HOW?* could tell you how their names are pronounced, but would be useless if Berube went on about Matlovich stopping off at *Sotheby's*, catching a film at the *Pantages* Theater, registering at the *Fontainebleau* Hotel, driving his *Peugeot* to a meeting with publishers *Houghton* and *Mifflin*, fielding calls from *P-FLAG* and *NARAL*, shopping along *Rodeo Drive*, perusing his *Tzabaco* catalogue while smoking *Pall Malls*, and finally dining at *Spago*, all before boarding a plane at *LAX* and returning to his acronym-stuffed army base.

Thus, *THE ABC BOOK*.

Ray Hagen, Compiler of *The ABC Book*

A

Abacavir (ə-BAK-ə-vēr)	Medication
Absolut Vodka (ab-sə-LOOT)	
Absorbine Jr. (əb-ZÔR-bēn)	Hemorrhoid medicine
Acer Computers (Ā-sər)	
ACOG (Ā-kog)	Atlanta Committee for Olympic Games, '96
ACORN (Ā-kôrŋ)	Association of Community Organizations for Reform Now
ACT-UP (AKT-UP)	AIDS activist group
Acura (AK-yə-rä)	Car
A.D.A.P.T. (ə-DAPT)	Disability Rights Organization
ADIC (Ā-dik)	FBI Asst. Deputy Agent in Charge
Aetna (ET-nə)	Insurance/financial corp.
AFSCME (AF-skmē)	Amer. Fed. of State/County/Municipal Employees
AFTRA (AF-trə)	Amer. Fed. of TV and Radio Artists
AGVA (AG-və)	Amer. Guild of Variety Artists
Ahmanson Thtr. (Ā-mən-sən)	L.A. Theater
AID (A. I. D.)	Agency for Industrial Development

Aigner (e-NYĀ)	French shoe brand
Aiwa (Ā-wə)	Radio brand
Ajune (ä-ZHOON)	N.Y. Spa
Albert & Charles Boni, Inc. (BŌ-nī)	Publishers
Alberto Culver (al-BŪRT-ō)	Hair care/feminine hygiene
Aleve (ə-LĒV)	Pain medicine
Alfa Romeo (AL-fə rō-MĀ-ō)	Car
Al-Jazeera (AL-jə-ZĒR-ə)	Baghdad TV network
Allis-Chalmers (AL-is CHAL-mærz)	
Alltel (ÔL-tel)	U.S. regional telephone service
al Qaida (äl-KĀD-ə)	Islamic terrorist group
Amerada Hess (am-ə-RĀD-ə HES)	Integrated petroleum co., NY
American Cyanamid (sī-AN-ə-mid)	Medical/chemical prods.
Amex (AM-ex)	American Stock Exchange
AmFAR (AM-fār)	Amer. Foundation for AIDS Research
Amoco (AM-ə-kō)	American Oil Co., Chicago
Amstel (AM-stel)	Beer, ale brand
Amstrad (AM-strad)	Computers
Androstenedione (an-drə-STĒN-dī-ōn)	Nutritional supplement/hormone medication
Angostura (ang-gə-STŪR-ə)	Bitters
ANSI/NISO (AN-sē NĪ-sō)	
ANWR (ÄN-wär)	Arctic Natural Resource Reserve
APEC (Ā-pek)	Pacific Economic Cooperation Agency
Aqua Velva (ÄK-wə VEL-və)	Aftershave
Aramis (AR-ə-mis)	Cologne
Aris Isotoner (AR-əs Ī-sə-tō-nər)	Glove mfr.
Arista (AR-i-stə)	Record co.
ASAC (Ā-sak)	FBI Asst. Special Agent in Charge
ASCII (AS-kē)	Amer. Standard Code for Info. Interchange
ASEAN (Ä-zē-än)	Assoc. of Southeast Asian Nations
ASP (ASP)	Astronaut Support Person
ASTAPOVO (ə-STĀ-pō-vō)	Organization
Asti Spumante (Ä-stē spoo-MĀN-tē)	Italian wine
Atari (ə-TÄR-ē)	Computers/video games
Atheneum (ath-ə-NĒ-əm)	Publishers
Aureole (ÔR-ē-ōl)	N.Y. Restaurant
Avon (Ā-von)	Cosmetics/jewelry

B

Bacardi (bə-KÄR-dē)	Rum brand
Bache & Co. (BĀSH)	Financial co.
Baen Books (BĀN)	Publishers
Bain de Soliel (BA[N]-də-sō-LĀ)	Suntan lotion

Bal Tabarin (BAL TAB-ə-rin)	Restaurant
Balthazar (BÄL-thə-zär)	NYC restaurant
Barricini (bar-ə-SĒ-nē)	Candy
BART (BÄRT)	Railway system
Bass Shoes (BAS)	Shoe co.
baud (BÔD)	Serial data transmission speed ("baud rate")
Beatrice (BĒ-ə-tris)	Food/travel/recreational/home prods.
Beit Agron (BĀT ä-GRÖN)	Israeli press office
Ben Ledi (LED-ē)	Scotch brand
Benelux (BEN-ə-lux)	Belgium-Netherlands-Luxembourg economic union
Benetton (BEN-ə-tän)	Clothing brand
Berangaria (ber-ən-GÂR-ē-yə)	Ocean liner
Belzec (BEL-zhets)	Nazi Concentration Camp
Bertelsmann (BÛRT-əlz-mən)	Music
conglomerate	
BET (B. E. T.)	Black Entertainment Television
Biore (bē-ÔR-ā)	Cosmetic cleanser
Bicron Corp. (BĪ-kron)	Biotechnology firm
BIT (BIT)	Bilateral Investment Treaty
Bodhan Associates, Inc. (bō-DAN)	
Body Vive (VĒV)	Shampoo
Bolla (BŌ-lə)	Wine brand
Boni & Liveright (BŌ-nī and LIV-rīt)	Publishers
Bowdin Theater (BŌD-'n)	Boston Theater
Bowker, R.R. (BOU-kər)	Publishers
Braun (BRŌN)	Electronics/appliances
Braziller, George, Inc. (brə-ZIL-ər)	Publishers
Brearley (BRĀR-lē)	NYC East side private school
Brita (BRIT-ə)	
Brogdex Co. (BROG-deks)	Biotechnology firm
Brut (BROOT)	Men's cologne
Bulgari (BÛL-gä-rē)	Jewelry co.
Bunte (BÛN-tə)	German magazine
Burrelle's (bə-RELZ)	TV transcripts

C

Cabriolet (kab-rē-ō-LĀ)	Car
CAD/CAM (KAD-kam)	Computer-aided design/manufacturing
Cal-Neva Lodge (KAL-NĒV-ə)	Las Vegas resort
CALL (KÔL)	Center for Army Lessons Learned
Campana (kam-PAN-ə)	Skin balm
CAP (KAP)	Combined Action Platoon, USMC
CARE (KÂR)	Cooperative for Amer. Remittances to Everywhere

Wa

Carnegie Hall (KÄR-nə-gē)	NY concert hall
Carolco Co. (KAR-əl-kō)	Film producers
Cartier (KÄR-tē-ā)	NYC jewelers
CAT scan (KAT)	Computerized axial tomography - medical
CD-ROM (C. D. ROM)	Computer term
Cella (CHEL-ə)	Wine brand
CEMA (SĒ-mə)	Council on Economic Mutual Assistance
Cetus Corp. (SĒ-təs)	Biotechnology firm
CFLCC (SIF-lik)	Coalition Forces Land Component Command
Chafee Amendment (CHĀ-fē)	Talking Books legislation
Chappell & Co. (CHAP-əl)	Music publishers
Chasen's (CHĀS-ənz)	Hollywood restaurant
Chateau Marmont (sha-TŌ mär-MONT)	Hollywood hotel
Chatto and Windus (CHAT-ō and WIN-dəs)	British publishers
Chaus (CHOUS)	Women's clothing
CHIP (CHIP)	Children's Health Insurance Program
Chevron (SHEV-rən)	Oil co.
Cialis (sē-AL-is)	Erectile enhancer
Cintas (SIN-täs)	
	Unifor
	ms
CIA (C. I. A.)	American Central Intelligence Agency
Cia (CHĒ-ä)	Italian Central Intelligence Agency
Cinecitta (chē-nā-chē-TÄ)	Italian film studio
Cintas (SIN-täs)	Uniforms
Cinzano (chin-ZÄ-nō)	Wine brand
Cipro (SIP-rō)	Antibiotic
Ciro's (SĒR-ōz)	Hollywood nightclub
Citibank (SIT-ē-bank)	NYC bank
Citicorp (SIT-ē-kōrp)	NY financial firm
Clinique (klin-ĒK)	Cosmetics
CMEA (SMĒ-ə)	Council on Economic Assistance
COBOL (KŌ-bōl)	Common Business-Oriented Language (computers)
Cochlear Implants (KŌK-lē-ər)	Hearing implant device
Cockburn Smithes (KŌ-bûrn SMITH-ēz)	Port wine house
CODIS (KŌD-is)	Combined DNA Indexing System
COINS (KOINZ)	Counter-insurgence strategy
Cointreau (KWÄN-trō)	Liqueur brand
COLA (KŌ-lə)	Cost of Living Adjustment (gov't.)
Coleco (kə-LĒ-kō)	Mfr. children's games/toys
COMECON (KĀM-ē-kän)	Council of Mutual Economic Assistance
Con Ed (KON ED)	Consolidated Edison gas/electric co.
Conemaugh (KON-ə-mä)	Regional Trauma Center, Johnstown, Pa.

Connaght (kə-NÔT)	London hotel
Conoco (KON-ə-kō)	Continental Oil Co.
Cordon Negro (KÔR-dən NEG-rō)	Spanish champagne
Courvoisier (kür-vwäz-YĀ)	Cognac brand
Coward, McCann & Geoghegan (gə-HĀG-ən)	Publishers
CP/M (C. P. M.)	Computer language
CPAC (SĒ-pak)	American Conservative Union
Cresta Blanca (KREST-ə BLÄNK-ə)	Wine
Crowell's (KRŌ-əlz)	Publishers
Crown Zellerbach (ZEL-ər-bäk)	
Cubeb (KYOO-beb)	Cigarette ingredient
Cuisinart (KWĒZ-in-ärt)	Food processor
CUNY (KYOO-nē)	City University of NY
Curad (KYÜR-ad)	Strip bandages

D

Daimler (DĪM-lər)	German car
Damark (DĀ-märk)	Mail order/electronics
Datsun (DĀT-sən)	Car
Daughters of Bilitis (bə-LĪT-əs)	Lesbian organization
Davega (də-VĒG-ə)	Store chain, NY
Davon Records (DAV-än)	
Deauville Hotel (dō-VIL)	Miami hotel
Debevoise Plimpton (DEB-ə-voiz)	George Plimpton family firm
Debrett (də-BRET)	British Book of Peers
Defcon (DEF-kon)	Defense Condition
DeKuyper (də-KĪ-pər)	Liqueur brand
DeLorean (də-LÔR-ē-ən)	Car
Delsarte (dəl-SĀRT)	Acting technique
Dentyne (DEN-tēn)	Chewing gum
Dephot (DĀ-fō t)	Hungarian photo agency
Desilu (DES-ē-LOO)	TV production company
DEW Line (DOO or DYOO)	Distant Early Warning Line
Dewars (DOO-ərz)	Scotch brand
Dimetapp (DĪ-mə-tap)	Medicine
DINO (DĪ-nō)	Democrat in name only
Disaronno (dē-sə-RŌ-nō)	Liquor
Djer Kiss (DĒR KIS)	Cosmetics mfr.
Doble (DÖB-əl)	Car
DOMA (DŌM-ə)	Defense of Marriage Act
Donna Karan (KAR-ən)	Clothing designer
DOS (DOS)	Disk Operating System, computers
Dos Equis (dōs-EK-ēs)	Mexican beer

D'Oyly Carte (DOIL-ē KÄRT)
Drano (DRĀ-nō)
DTIC (DĒ-tik)
Dristan (DRIS-tan)
Dubilier Condenser Corp. (doo-BIL-ē-ər)
DYFS (DĪ-fəs)

Gilbert & Sullivan theatrical troupe
Drain cleaner
Defense Technical Information Center
Decongestant
Biotechnology firm
Division of Youth & Family Services, N.J.

E

Ealing Studios (Ē-ling)
Ecco Press (Ē-kō)
EcoSoc (EK-ō-sok)
Edy's (Ē-dēz)
EMBO (EM-bō)
Emeraude (EM-ə-rōd)
E.P.A. (E. P. A.)
E.R.A. (E. R. A.)
ESA (Ē-sə)
Esprit (e-SPRĒ)
Essanay Pictures (ES-ə-nā)
Estee Lauder (ES-tā LÔ-dər)
Evan-Picone (EV-ən pi-KŌN)
Everen (EV-ər-ən)
Evian (Ā-vē-on)
Exxon (EK-son)

British Film Studio
Publishers
Economic & Social Council, U.N.
Ice cream brand
European Molecular Biology Organization
Scent
Environmental Protection Agency
Equal Rights Amendment
European Space Agency
Clothing brand
Silent film studio
Cosmetics mfr.
Clothing brand
Securities
Bottled water
Standard Oil co.

F

FAF (FAF)
Farrar, Strauss & Giroux (FAR-ər / zhir-OO)
Fatima Cigarettes (fə-TĒ-mə)
FEBS (FEBZ)
Fedayeen (fe-dā-YĒN)
FedEx (FED-eks)
FEMA (FĒ-mə)
Festiva (fes-TĒ-və)
FIDO (FĪ-dō)
FISA (FĪ-zə)
FLIR (FLĒR)
Flonase (FLŌ-nāz)
Florsheim Shoes (FLÔR-shīm)
Fontainebleau Hotel (FON-ten-bloo)
Fortavive (FÔRT-ə-vēv)
Fortunoff (FÔR-chə-nôf)
Fosamax (FOS-ə-max)

Financial Aid Form, college
Publishers
Federation of European Biochemical Societies
Arab commando group
Federal Express
Federal Emergency Mgmt. Agency
Ford car
Flight Dynamics Officer
Foreign Intelligence Surveillance Act
Forward looking infra red
Nasal spray
Florida hotel
Clairol hair product
Jewelers
Sodium tablets

Freixenet (fresh-ə-NET)	Spanish champagne
FTSE (FÜT-sē)	Financial Times Stock Exchange
FUMCOG (FOOM-kog)	First United Methodist Church of Germantown
Fusee (fyoo-ZĒ)	Cardboard match brand

G

Gallo (GAL-ō)	Wine brand
Gallo White Grenache (grə-NĀSH)	Wine
Gannett Co. (gə-NET)	Publisher/media owner
Garand (gə-RAND)	Rifle
Garnier (GĀR-nē-ā)	Hair products
Garrard (gə-RĀRD)	Audio/electronics equipment
GATT (GAT)	Gen'l. Agreement on Tariffs & Trade
Gaumont (GÔ-mont)	British film studio
Geffen Foundation (GEF-ən)	
Geico (GĪ-kō)	Auto insurance co.
Gelusil (JEL-yoo-sil)	Medicine
Genentech (gi-NEN-tek)	Biotechnology firm
Gennett (jə-NET)	1920s record label
Gentlemen's Knize Ten (kə-NĒZ)	Clothing brand
GEO Prizm (JĒ-ō PRIZ-əm)	Car
GEOS (JĒ-ōs)	Computer term
Gerber (GŪR-bər)	Baby foods
Geritol (JER-ə-tol)	Vitamin supplement
Gerry Society (GER-ē)	Child welfare group
Gerry's (JER-ēz)	N.Y. clothier
Gevalia Kaffe (jə-VĀL-yə KÔF-ē)	Coffee brand
Ghiradelli (gēr-ə-DEL-ē)	Chocolates
GIGO (GĒR-gō)	Computer term
Ginsana (jin-SĀN-ə)	Energizer
Ginsu Knife (GIN-soo)	
Givenchy (zhi-vă[n]-SHĒ)	Women's clothing
GLAAD (GLAD)	Gay & Lesbian Alliance Against Defamation
GLCM (GLIK-əm)	Ground-launched cruise missiles
GLOBE (GLÖB)	
Glucophage (GLOO-kō-fāj)	Diabetes medication
GOPAC (GŌ-pak)	Republican Political Action Committee
Granada TV (grə-NĀ-də)	British TV co.
Grand Marnier (gră[n]-märn-YĀ)	Liqueur brand
Grove Weidenfeld (WĪD-ən-feld)	Publishers
Gucci (GOO-chē)	Leather goods
GWOT (JĒ WOT)	Global War on Terror

Gay

H

Haagen Dazs (HÄG-in-däs)	Ice cream brand
Halston (HÔL-stən)	Designer clothes/scent
Hammacher Schlemmer (HAM-ə-kər SHLEM-ər)	NYC clothing store
Hanna-Barbera (HAN-ə bär-BÂR-ə)	Animation
Harcourt Brace Jovanovich (yə-VÄN-ə-vich)	Publisher
Harrah's (HAR-əz)	Las Vegas hotel/casino
Hasbro, Inc. (HAZ-brō)	Toy mfr.
Havoline (HAV-ə-lēn)	Motor oil
Haworth (HĀ-wûrth)	Furniture outlet
Heileman (HĪL-mən)	Brewery
Helena Rubenstein (HEL-ə-nə ROO-bən-stīn)	Cosmetics
Henri Bendel (HEN-rē BEN-dəl)	NYC Dept. store
Hermes (er-MEZ)	Clothing designer
Hezbollah (HEZ-bō-LÄ)	Muslim Lebanese guerilla force
Hippocrene (hip-ə-KRĒN-ē)	Publishers, foreign reference works
HIS Video (H. I. S.)	
HOPE (HŌP)	Health Opportunity for People Everywhere
Horace Mann School (MAN)	NY private school
Hormel (hôr-MEL)	Meat packers
Houghton Mifflin Co. (HŌT-ən)	Publishers
HUD (HUD)	Dept. of Housing & Urban Development
Humana (hyoo-MAN-ə)	Hospital/healthcare provider
Huret ([h]yoo-RĀ)	Bicycle
Hyundai (HUN-dā)	Car

I

IAFIS (ī-Ā-fis)	Government fingerprinting database
Iams (Ī-əmz)	Pet food
ICSID (IK-sid)	Intl. Center for Settlement of Investment Disputes
IGLHRC (Ē-gəl-hûrk)	International Gay Rights Association
Ikea (ī-KĒ-ə)	Swedish furniture/accessories
ILGA (IL-gə)	Intl. Lesbian & Gay Association
Imodium (i-MŌ-dē-um)	Diarrhea medicine
IMP (IMP)	Film studio (silent movies)
INBIFO (in-BĒ-fō)	German Philip Morris research lab
Intel (IN-tel)	Semiconductor mfr.
Intifada (in-ti-FĀ-dā)	Palestinian uprising
Ipana (ī-PAN-ə)	Toothpaste brand
Isuzu (ē-SOO-zoo)	Car
IUD (I. U. D.)	Intrauterine contraception device

Iveco (ĪV-kō)
Ixtlan (IKST-lan)

Trucks, vans
Oliver Stone Film Co.

J

JDAM (JĀ-dam)
JE-WEL Records (JOO-əl)
Jhirmack (JIR-mak)
Jordache (JÔR-dash)
Jujamcyn Theaters (joo-JAM-sən)
JuJubes (JOO-joo-bēz)
Junto (JUN-tō)

Joint Direct Attack Munition

Hair care products
Jeans
NYC theater chain
Candy
Discussion club

K

Kaiser-Permanente (KĪ-zər pūr-mə-NEN-tē)
Kenar (KEN-är)
Ken-L-Ration (KEN-əl-rā-shən)
Knopf / Alfred A. Knopf (KNOPF)
Kolynos (KOL-ə-nōs)
Konica (KON-i-kə)
Korbel Brut (kôr-BEL BROOT)
Kresge's (KREZ-gēz)

Insurance co.
Clothing mfr.
Dog food
Publishers
Toothpaste
Copiers
Champagne brand
5 & 10 chain

L

Labatt (lə-BAT)
Lacoste (lə-KOST)
Lafayette Escadrille (ES-kə-DRĒ)
LaGerardine (lä-ger-ə-DĒN)
Laitram Corp. (LĀ-tram)
La Menu (lä-MEN-yoo)
Lancia (LĀN-chyā)
Lava Soap (LĀ-vā)
LAX (L. A. X.)
Lehman Brothers (LĒM-ən)
Leitz Trinovid (LĪTS TRI-nō-vid)
LEM (LEM)
LeMat (lə-MÄT)
Leo Feist, Inc. (FĪST)
Lestoil (LES-toil)
Levi's (LĒ-vīz)
Lewyt (LOO-ət)
Likud (lē-KOOD)
Lily Dache (da-SHĀ)

Beer
Sport shirts

Hair products
Biotechnology firm
Campbell frozen food brand
Italian car

L.A. airport
NY underwriters

Lunar Excursion Module
Firearms
Music publisher
Household cleaner
Clothing (jeans, etc.)
Vacuum cleaners, home appliances
Israeli political party
Milliner

Linux (LIN-əks)	Computer
software co.	
Liz Claiborne (KLĀ-bôrn)	Clothing brand
Llama (YĂM-ə)	Spanish gun
Lodine XL (LŌ-dēn)	Medicine
Loew's Theatres (LŌZ)	Movie theater chain
Longchamp's (LŌNG-shāmps)	N.Y.C. Restaurant
L'Oreal (lôr-ē-AL)	Hair products
Louis Jadot (loo-Ē zhă-DŌ)	Wine
LOX (LOX)	Liquid oxygen
LSOC (EL-sok)	Lockheed Space Operations Co.
Lubrizol Enterprises (LOO-bri-zôl)	Biotechnology firm
Lufthansa (loof-TĂN-ză)	German airline
LULAC (LOO-lak)	
Lumina (LOOM-ə-nə)	Chevrolet car
Lunesta (loo-NEST-ə)	Sleep medicine
Lutece (loo-TEs)	NY restaurant
LVAD (EL-vad)	Heart surgery device
LWOP (EL-wop)	Life Without Parole
Lyceum Theatre (LĪS-ē-əm)	NYC Broadway theater

M

Maalox (MĀ-lox)	Antacid
Macavity Award (mə-KAV-ə-tē)	Mystery writers award
Madame Tussaud's (too-SŌZ)	British wax museum
Magdalene University (MAUD-lin)	Cambridge, U.K.
MAHESO (mä-HĒ-sō)	Maryland Health Society
Mandel Hall (MAN-dəl)	University of Chicago
Manolo Blahnik (mə-NŌ-lō BLĀN-ik)	Shoes
MARC (MĀRK)	Railway system
Martell (mär-TEL)	Cognac brand
Martini & Rossi (mär-TĒ-nē and RŌS-ē)	Italian winemakers
Matsushita (mot-SOOSH-tă)	Electric industrial co.
Mattel (mə-TEL)	Toymaker
Mattus (MAT-əs)	Ice cream
MAW (MŌ)	Men Against Women - LAPD organization
Maxima (MAX-i-mə)	Car
Maybelline (MĀ-bə-lēn)	Cosmetics
Mazda (MĂZ-də)	Car
Mazola (mə-ZŌ-lə)	Cooking oil
MECO (MĒ-kō)	Main Engine Cutoff
Meijer's (MĪ-ərz)	Ohio store chain
Meineke (MĪN-ə-kē)	Auto service/mufflers

Melachrino (mel-ə-KRĒ-nō)	Cigarette brand
Meritor Park Hospital (MER-ə-tôr)	Madison, Wisc., hospital
Merkur (mer-KOOR)	Car
MESA Program (MĀS-ə)	Battered women's program
Mezzaluna (mez-ə-LOON-ə)	
Mho & Mho Works (MŌ and MŌ)	Publishers
Micatin (MĪK-ə-tin)	Foot spray
Miegs Field (MEGZ)	Chicago airport
Minolta (mi-NŌL-tə)	Camera/copier brand
Mir (MĒR)	Russian space station
Mitsubishi (mit-soo-BĒ-shē)	Japanese car
Mocambo (mə-KOM-bō)	Hollywood nightclub
MOCR (MŌ-kər)	Mission Operations Control Room
Modafinil (mō-DAF-ə-nil)	Sleep prevention pill
Modess (mō-DES)	Sanitary napkin
Moet (mō-ET)	Champagne brand
Mohasco (mō-HAS-kō)	NY interior furnishings mfr.
Mokassad (mō-KĀS-əd)	Palestinian hospital
Molle (mō-LĀ)	Shaving cream
Molson (MŌL-sən)	Beer/ale brand
Monsanto (mon-SAN-tō)	Floor coverings
Morton Thiokol (THĪ-ə-kōl)	Food/household & aerospace prods.
Motorola (mō-tə-RŌ-lə)	Electronics
Mueslix (MYOOS-lix)	Kellogg cereal
Mujiheddin (moo-JĀ-he-DĒN)	Afghan resistance
Musso and Frank (MOOS-ō)	Hollywood restaurant

N

NACHO (NĀ-kō)	No. Amer. Conference of Homophile Organizations
Nachos (NĀ-chōz)	Cheese chips
NaLaa (NA-lə)	Natl. Assoc. of Local Arts Agencies
NARAL (NĀ-ral)	Natl. Abortion Rights Action League
NASAA (NA-sə)	Natl. Assoc. of State Arts Agencies
NASDAQ (NAZ-dak)	Natl. Assoc. Securities Dealers Auto. Quotations
Nasonex (NĀZ-ə-neks)	Medicine
NATO (NĀT-ō)	North American Treaty Organization
NCPAC (NIK-pak)	Natl. Conservative Political Action Committee
Nederlander (NĒD-ər-lan-dər)	NYC theater
Nedick's (NĒD-ix)	NY vendor chain: hot dogs/orange juice, etc.
NEPA (NĒ-pə)	Natl. Environmental Policy Act
Nestle (NES-lē)	Chocolate products
NIC (NIK)	Newly Industrializing/...ed Country

Nike (NĪ-kē)	Sports shoe brand
Nikon (NĪ-kon)	Camera brand
Nissan (NĒ-son)	Japanese car
Nivea (NIV-ē-ə)	Hand lotion/skin cream
NOAA (NŌ-ə)	Natl. Oceanic & Atmospheric Administration
NOLITA (nō-LĒ-tə)	
NORAD (NÔR-ad)	No. Amer. Air Defense
Northrop (NÔR-thrəp)	Aircraft/electronics/communications corp.
Novell (nō-VEL)	Computer co.
NOW (NOU)	Natl. Organization for Women
Noxell (nok-SEL)	Cosmetics mfr.
Nucoa (NOO-kō)	Margarine
NYNEX (NĪ-nex)	NY telephone co.

O

OBGYN (O. B. G. Y. N.)	Obstetrician/Gynecologist
OdoRoNo (ō-də-RŌ-nō)	Deodorant brand
Odwalla (ō-DWÄ-lə)	Juice company
Okeh Records (ō-KĀ)	
OMS (OMZ)	Orbital Maneuvering System
OPIC (Ō-pik)	Overseas Pvt. Investment Commission
ORHA (ÔR-hä)	Office of Reconstruction & Humanitarian Assistance
Ore-Ida (ôr-Ī-də)	Heinz frozen foods
Orion (ôr-Ī-ən)	Movie company
Orudis KP (ō-ROOD-əs)	Pain medicine
Orville Redenbacher (RED-ən-bäk-ər)	Popcorn brand
Oscar Mayer (MĪ-ər)	Meat brand
OSHA (ŌSH-ə)	Occupational Safety & Health Administration

P

PAC (PAK)	Political Action Committee
Pall Mall (PEL-MEL)	Cigarette brand
Pantages (pan-TĀJ-əs)	L.A. theater
Parke-Bernet (bûr-NET)	NY gallery
PASCAL (pas-KAL)	Computer programming language
Patek-Philippe (PĀ-TEK fē-LĒP)	
Pathe (path-Ā)	Film co.
Paul Masson (mə-SON)	Seagram wine
Pavillion (PAV-ē-YÔ[N])	NY restaurant
PEAP (PĒP)	Personal Emergency Air Pack
PEN (PEN)	Writers association
Pentax (PEN-tax)	Camera brand

Pepto-Bismol (PEP-tō BIZ-mōl)	Antacid
Pernod (pir-NŌ)	Absinthe substitute
Perrier (PER-ē-ā)	Mineral water brand
Peter Meyer (MĀ-ər)	publisher, Woodstock, NY
Peugeot (poo-ZHŌ)	French car
Pfizer (FĪ-zər)	Pharmaceutical/chemical prods.
P-FLAG (P. FLAG)	Parents/Friends of Lesbians & Gays
PFSWA (POOF-swā)	Professional Figure Skating Writers of America
Phen-Fen (FEN-FEN)	Weight loss preparation
Pichaco Plaza (pə-KĀCH-ō)	Hotel
PICL (PIK-əl)	Presidential Intelligence Check List
Pilates (pə-LĀT-ēz)	Fitness program
Pitney-Bowes (BŌZ)	Postage meter/office equipment mfr.
Plaszow (PLĀ-shoof)	Nazi Concentration Camp
Player Playa (PLĀ-ər-PLĀ-ə)	Cologne
PLGRs (PLUG-ərz)	GPS system
Pokemon (PŌK-ā-mon)	Japanese cartoon enterprise
Poli, Poli's (PŌ-lī, PŌ-līz)	Theater chain
Popeil (pō-PĒL)	Small gadget mfr.
"Popi" (POP-ē)	Film title
Porcelana (pôr-sə-LĀN-ə)	Skin cream
Porsche (PŌR-shə)	German car
POTUS (PŌ-tus)	President of the United States
Pravachol (PRĀV-ə-kōl)	Medication
Precis (PRĒ-sis)	Car
Prego (PRĀ-gō)	Campbell spaghetti sauce
Prevacid (PREV-ə-sid)	Heartburn medication
Prilosec (PRĪ-lə-sek)	Antacid
Prince Matchabelli (mach-ə-BEL-ē)	Scent mfr.
Propecia (prō-PESH-yə)	Hair loss preparation
PUC (PUK)	Person Under Control (Iraq war)
Puma (POO-mə)	Athletic shoe brand
Purolator (PYOOR-ə-lāt-ər)	Courier/guard service

Q

Quatorze Bis (kā-TŌRZ BĒS)	NY bistro
QWERTY (KWŪR-tē)	Std. typewriter keyboard arrangement

R

Ragu (rā-GOO)	Spaghetti sauce
Ralph Lauren (LŌR-ən)	Clothing designer label
Ralston Purina (pyoor-ĒN-ə)	Food mfr.
RAM (RAM)	Random-Access Memory, computers

Ramos (RĀ-məs)	Gin fizz
Rao's (RĀ-ōz)	NY restaurant
Raytheon (RĀ-thē-on)	Appliance/aircraft mfr.
Regnery (REG-nə-rē)	Publishers
Remy Martin (REM-ē mār-TA[N])	Cognac brand
Renault (rə-NŌ) [formerly pron. rə-NŌLT]	French car
Reprise Records (rə-PRĒZ)	
Reuters (ROIT-ərz)	Wire service
Ricoh (RĒ-kō)	Camera brand
Rikes (RĪKS)	Dayton, Ohio, dept. store
RIMPAC (RIM-pak)	Alliance on the Rim of the Pacific
RINO (RĪ-nō)	Republican in name only
Riunite (rē-oo-NĒT-ē)	Wine brand
Robitussin (rō-bə-TUS-in)	Cough medicine
Rodeo Drive (rō-DĀ-ō)	Pricey L.A. shopping strip
Rokeach (RŌ-kēch)	Kosher products
ROM (ROM)	Read-Only Memory, computers
Ronay Plaza (RŌ-nē)	Miami hotel
Routledge (ROUT-lij)	Publishers

S

Saab (SOB)	Swedish car
SAC (S. A. C.)	FBI Special Agent in Charge
SACEUR (SAK-YÜR)	Supreme Allied Commander (NATO), Europe
SAG (SAG)	Screen Actors Guild
Saiontz & Kirk (SĪ-əns)	Law firm
Sako (SĀK-ō)	Finnish rifle
Salada (sə-LĀD-ə)	Tea
SALT (SŌLT)	Strategic Arms Limitation Talks
San Giorgio (san-JŌR-jō)	Pasta brand
Sasson (sa-SŌ[N])	Bluejeans brand
Saucony (SŌK-ən-ē)	Running shoes
Savoy (sə-VOI)	Chicago & Harlem NY theaters/London hotel
SAW (SŌ)	squad automatic weapon (Iraq war)
SCAP (SKAP)	Supreme Commander of Allied Powers, WWII
Schering-Plough (SHER-ing PLOU)	Consumer prods./pharmaceuticals
SCIRI (SĒ-rē)	Supreme Council for the Islamic Revolution, Iraq war
SEAARC (SHĀRK)	Southeast Asian Association for Regional Cooperation
SEATO (SĒ-tō)	Southeast Asian Treaty Organization
Sebago (si-BĀ-gō)	Shoe brand
Sega (SĒ-gə)	Video games
Seiko (SĀ-kō)	Watch brand
SERE (SĒR-ē)	Survival, Evasion, Resistance & Escape; Air Force

Serutan (SER-ə-tan)	Laxative
Sh-K-Boom Records (shik-ə-BOOM)	
SIDA (SĒD-ə)	Spanish acronym, AIDS
SIDS (SIDZ)	Sudden Infant Death Syndrome
SIECUS (SĒ-kəs)	Sex Info. & Education Council of U.S.
Sinn Fein (shin-FĀN)	Irish political organization
SIPRNET (SIP-ər-net)	Secret Internet Protocol Router Network
SLCM (SLIK-əm)	Submarine Launched Cruise Missile
SLOC (SLOK)	Sea Lanes of Communication
Smirnoff (SMĒR-nôf)	Vodka brand
SNCC (SNIK)	60's Student Nonviolent Coordinating Committee
SOCO (SOK-ō)	Scene-of-crime officer (British)
SOCO (SŌ-kō)	Southern Comfort whiskey
SOG (SOG)	Hunting knife brand
Sony (SŌ-nē)	Electronics
Sotheby's (SUDH-ə-bēz)	British art auction house
Spago (SPÄ-gō)	L.A. restaurant
SPAR (SPÄR)	Women's reserve, U.S. Coast Guard
Spivy's Roof (SPIV-ēz)	NYC nightclub
Sputnik (SPUT-nik, SPÛT-nik)	Soviet satellite
St. Mortiz (SAN-môr-ITS)	NYC Hotel
St. Pauli Girl (PÔ-lē)	Beer brand
START (STĀRT)	Strategic Arms Reduction Talks
Stern (SHTĀRN)	German magazine
Stihl (STĪL)	Machinery
Stolichnaya (stō-LICH-nä-yä)	Vodka brand
Stouffer's (STŌ-färz)	Frozen foods/dinners
Studer (STOOD-ər)	Audio equipment
Subaru (SOO-bə-roo)	Japanese car
Summicron (SOO-mə-kron)	
Svenska Bio (SVEN-skə-BĒ-ō)	Swedish film studio
SWAPO (SWÄ-pō)	SW Africa People's Organization

T

TAL Site (TAL)	Transatlantic Abort Landing Site
Tamoxifen (tə-MOX-ə-fin)	Cancer preventive drug
Tangee (TAN-JĒ)	Cosmetics
Taplinger Publishing Co. (TAP-ling-ər)	
TAR (TÄR)	Slang for sailor
TARC (TÄRK)	Louisville Transit System
TARP (TÄRP)	Troubled Assets Relief Program
Tavist-D (TAV-is-DĒ)	Medicine
TDRS (TĒ-drəs)	Tracking Data & Relay Satellite

Teledyne (TEL-ə-dīn)	Electronics/insurance/finance/aerospace co.
Tel Hashomer (tel-hā-shō-MĒR)	Israel hospital
Telluride (TEL-yə-rīd)	Film festival
Tenneco (TEN-ə-kō)	Petroleum co.
Tercel (tər-SEL)	Car
Teva (TEV-ə)	Sandal company
Texas Sandals (TEV-əz)	Sport sandals
Thames and Hudson (TEMZ)	Publishers
Tibor DeNagy Gallery (TĒ-bôr də-NĀZH)	NYC Art Gallery
TIFF (TIF)	Tag-based Interchange File Format, computers
Tikkun Magazine (tē-KOON)	
Tiparillos (tip-ə-RIL-ōz)	Cigar brand
tkts (T. K. T. S.)	NYC theater ticket booth
TOBA (TŌ-bə)	Theater Owners Booking Association
Toots Shor's (TŪTS)	NYC restaurant
TOSCA (TOS-kə)	Toxic Substances Control Act
Touareg (TOOR-eg)	Volkswagen SUV
Toys "R" Us (ÄR US)	Toy retailer

TPFDL (TIP-FID-əl)	Time-Phased Force Deployment List, Iraq war
TRESemme (TRES-ə-mā)	Hair dye
Tribeca (trī-BEK-ə)	NY film center
Tropicana (trop-ə-KAN-ə)	Hotels-casinos/Orange juice brand
TV N (T.V. EN-yə)	Latino TV program
Tylenol (TĪ-lə-nōl)	Medicine
Tzabaco (zä-BÄ-kō)	Catalog for gays

U

UFA (OOF-ä)	German film studio
Uighurs (WĒ-gurz)	Chinese Muslims
UNCTAD (UNK-tad)	UN Conference on Trade & Development
UNI Records (YOO-nē)	
Unilever (YOO-ni-lē-vər)	
Uniroyal (YOO-ni-roi-əl)	Tires/chemicals/plastics
UNISYS (YOO-ni-sis)	
UNITA (yoo-NĒT-ə)	Angola independence union
UNRAA (UN-rä)	United Nations Relief & Rehabilitation Agency
UNSCOM (UN-skom)	United Nations Special Commission
Unum (YOO-nəm)	Insurance
Usa (OOZ-ä)	Italian: United States of America
USAir (U. S. ÂR)	Air carrier
Usonia Homes (yoo-SŌ-nē-ə)	Frank Lloyd Wright houses

V

Vaniqa (VAN-ə-kə)	Depilatory
Vendome Theater (VEN-DŌM)	Chicago theater
Venebue (VEN-ə-byoo)	Madison, Wisc., drug treatment center
Verbena (vər-BĒN-ə)	Cream
Viacom (VĪ-ə-kom)	TV/movie distributor
Viagene, Inc. (VĪ-ə-jēn)	L.A. medical laboratory
VIC (VIK)	Computer term
Vici Kid (VĒ-chē)	Shoe brand
Villard Books (və-LÄRD)	Publishers
Visa (VĒ-zə)	Credit card
VISTA (VIS-tə)	Volunteers in Service to America
Vocalion (vō-KAL-yən)	Record label
Volante (və-LANT)	University of S.D. newspaper
Volkswagen (VÖLKS-wag-ən)	German car
Vonage (VON-ij)	Telecommunications
Vuarnet (vär-NÄ)	Sunglasses

W

WAC (WAK)	Women's Army Corps
Wachovia (wä-KŌ-vē-yä)	Banking
WAF (WAF)	Women's Air Force
Waldbaum's (WŌLD-boumz)	Grocery chain
Walgreen (WŌL-grēn)	Drug store chain
Wal-Mart (WŌL-märt)	Discount dept. store chain
Walther PPK (WŌL-thər)	Handgun
WAMPAS (WÄMP-əs)	Western Associated Motion Picture Advertisers
Warner-Lambert (lam-BÄR)	Drug store prods. mfr.
WATS (WÄTS)	Wide Area Telephone Service
Wausau (WŌ-sô)	Insurance co.
WAVE (WÄV)	Women's Navy Corps
WEAL (WĒL)	Women's Equity Action League
WeHo (WĒ-hō)	West Hollywood
Weidenfeld & Nicholson (WĪD-ən-feld)	Publishers
Weis Markets (WĪZ)	Penna. supermarket chain
WEPTO (WEP-tō)	West Pacific Treaty Organization
Westvaco (west-VÄ-kō)	Paper prods. mfr.
Weyerhaeuser (WÄR-hou-zər)	Forest prods. mfr.
W.H.O. (W. H. O.)	World Health Organization
WIN (WIN)	Whip Inflation Now, Ford administration
Winnebago (win-ə-BÄ-gō)	Motor homes/RVs
WPPSS (WÜPS)	Wash. Public Power Supply System
WRENS (RENZ)	Women's Royal Naval Service, Britain

Y

Yaddo (YÄD-ō)
Yakuza (yā-koo-ZÄ)
Yuenling (YING-ling)

Writers' retreat
Japanese Mafia
Brewery, beer mfr.

Z

Zena (ZĒN-ə)
Ziagen (ZĪ-ə-gən)
Zoetrope (ZŌ-ə-trōp)
ZZZZZYVA Magazine (ZIZ-ə-və)

Bluejeans brand
Medication
Film production co.