

8 May 1952

MEMORANDUM FOR: Assistant Director for Policy Coordination
FROM: Deputy Director Central Intelligence

I send for your amusement the attached notation from Churchill's last book, and I suggest we take into account the wise comments made in connection with the designation we give to our projects. I am also sending a copy to Mr. Kirkpatrick.

ALLEN W. DULLES

Encl.

AWD:at

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Prime Minister to General Ismay

I have crossed out on the attached paper many unsuitable names. Operations in which large numbers of men may lose their lives ought not to be described by code-words which imply a boastful and overconfident sentiment, such as "Triumphant," or, conversely, which are calculated to invest the plan with an air of despondency, such as "Woebetide," "Massacre," "Jumble," "Trouble," "Fidget," "Flimsy," "Pathetic," and "Jaundice." They ought not to be names of a frivolous character, such as "Bunnyhug," "Billingsgate," "Aperitif," and "Ballyhoo." They should not be ordinary words often used in other connections, such as "Flood," "Smooth," "Sudden," "Supreme," "Fullforce," and "Fullspeed." Names of living people-- Ministers or Commanders-- should be avoided; e.g., "Bracken."

After all, the world is wide, and intelligent thought will readily supply an unlimited number of well-sounding names which do not suggest the character of the operation or disparage it in any way and do not enable some widow or mother to say that her son was killed in an operation called "Bunnyhug" or "Ballyhoo."

Proper names are good in this field. The heroes of antiquity, figures from Greek and Roman mythology, the constellations and stars, famous racehorses, names of British and American war heroes, could be used, provided they fall within the rules above. There are no doubt many other themes that could be suggested.

Care should be taken in all this process. An efficient and a successful administration manifests itself equally in small as in great matters.