On Friday 14 October 2008, over 50 new professors were inaugurated at Uppsala University. Each of them, either at the actual ceremony or earlier in the week, gave a fifteen-minute lecture presenting some aspect of their subject and area of research in an accessible form to interested members of the public. This article reproduces the author’s inaugural lecture as the new holder of the Chair of Scandinavian Languages, especially Onomastics. It is consciously self-centred, taking as its starting point the author’s own first name and surname, his nickname, the names of his pets, his address and his place of birth. On the basis of these names, comments of a more general nature are made.