

vobis gratia habenda, vobis res ista erit honori . . . Haec exornatio, cum multum venustatis habet, tum grauitatis, & acrimoniae plurimum. Quare videtur esse adhibenda & ad exornandam, & ad augendam orationem. Conuersio est, per quam non, vt antè, primum repetimus verbum, sed ad postremum continenter reuertimur, hoc modo: Poenos populus Rom. iustitia vicit, armis vicit, liberalitate vicit.¹⁰¹

Shakspeare is repeating only the one word with changed adjectives, so the result is repetition, as he himself points out, rather than conversion. This distinction, however, is rather general, and by no means confined to *Ad Herennium*. It is true that Quintilian, though he uses the term, yet does not make a figure of it.¹⁰² But Susenbrotus does so,¹⁰³ and so does Wilson in English.¹⁰⁴

Much the same conclusion is true of "affecting the letter." This falls under the general head of *compositio*, which is not modern composition by any means. On this subject *Ad Herennium* says,

Compositio, est verborum constructio, quae facit omneis parteis orationis aequaliter perpolitae. Ea conseruabitur . . . si vitabimus eiusdem litterae nimiam assiduitatem: cui vitio versus hic erit exemplo. nam hic nihil prohibet in vitiis, alienis exemplis vti, O Tite, tute Tati, tibi tanta tyranne tulisti. Et hic eiusdem poëtae: Quidquam quisquam cuiquam quod conueniet, neget.¹⁰⁵

Holofernes says, "I will something affect the letter, for it argues facility."¹⁰⁶ Note "the letter," *littera*. Holofernes was displaying ill taste in defiance of *Ad Herennium*, et al. Quintilian discusses clashing "letters" in numerous combinations, but does not appear to center directly upon alliteration. Susenbrotus, however, says,

Huc referri queant compositionis vitia, quae Martianus Capella, lib. de septem artibus liberalibus 5. cap. de elocutione conscripsit: Paroemion παροίμιον uocant, id est Assimile: & fit cum multae uoces ab eadem littera incipientes, ex ordine collocantur: ut, Machina multa minax minatur maxima muris, Casus Cassandra canebat. Mammam ipsam amo, quasi meam animam, Sol & luna luce lucent. Iunio, Iuno Iouis iure irascitur. Sosia in solario soleas sarciebat suas. O Tite tute Tati tibi tanta Tyranne tulisti, &c.¹⁰⁷

¹⁰¹ *Ad Herennium* (Lambinus, *Cicero's Opera Omnia* (1573), Vol. I, pp. 83-84).

¹⁰² Quintilian (1580), p. 524 (522); (1538), p. 132 (134)v.

¹⁰³ Susenbrotus (1565), pp. 51, 54.

¹⁰⁴ Wilson, *Rhetorique* (1909), p. 201.

¹⁰⁵ *Ad Herennium* (Lambinus, *Cicero's Opera Omnia* (1573), Vol. I, p. 82).

¹⁰⁶ *Love's Labor's Lost*, IV, 2, 57. Of this use of alliteration, Minturnus says, "we justly laugh at the absurd precepts of grammarians, who order this to be avoided" (Minturnus, *De Poeta* (Venice, 1559), pp. 468 ff.); and then marshals a host of illustrations from the Latin classics.

¹⁰⁷ Susenbrotus (1565), pp. 38-39.