I discuss a semantic hypothesis about fictional discourse (with particular attention to its allegedly referring components, such as proper names), Radical Fictionalism. According to Radical Fictionalism, it is not only the case that purported entities such as Holmes or Santa Claus are merely fictional: in a sense to be clarified, their name are also merely fictional expressions. I pause on certain noteworthy consequences of Millianism, having to do with the role of authors and narrators, with apparently 'external' talk about fiction, and with related issues in narratology, semantics, and the philosophy of literature.