

CHARLES CLAY DOYLE AND WOLFGANG MIEDER

THE DICTIONARY OF MODERN PROVERBS:  
SECOND SUPPLEMENT

**Abstract:** This is the second supplement to *The Dictionary of Modern Proverbs* (New Haven, Connecticut: Yale University Press, 2012) edited by Charles Clay Doyle, Wolfgang Mieder, and Fred R. Shapiro. It registers 57 additional modern Anglo-American proverbs with historical dates and contextualized references. We intend to publish such supplements from time to time, and eventually hope to bring out a new edition of our dictionary.

**Keywords:** American, Anglo-American, British, collection, context, date, dictionary, English, modern, paremiography, proverbs.

Since the publication of our first supplement to of *The Dictionary of Modern Proverbs* (New Haven CT: Yale UP, 2012)—in *Proverbium* 33 (2016) 85-120—we have continued to gather addenda. As before, we must credit a lot of help from our vigilant friends, kinspersons, students, professional acquaintances, and strangers. Among those who have assisted, in direct and indirect ways, two individuals stand out: Fred R. Shapiro, our collaborator on the dictionary itself and author of the magisterial *Yale Book of Quotations* (2006), which he is currently updating and enlarging; and Garson O'Toole, whose “Quote Investigator” website ([quoteinvestigator.com](http://quoteinvestigator.com)) comprises a continually expanding and meticulously researched repository of early datings for fixed expressions, including proverbs. Recently, O'Toole has published a selection of those postings in book form: *Hemingway Didn't Say That: The Truth behind Familiar Quotations* (New York: Little A, 2017).

A reminder: The *key word* of a proverb, which governs the alphabetical placement of its entry, often does not necessarily point to the “theme” or “subject” of the proverb; it is simply the *first noun* present in the proverb as most commonly phrased (or, if no noun occurs, then the first *finite verb*).

PROVERBIUM 35 (2018)

Of the recent addenda we have on file, the following are among the most prevalently encountered. As in *The Dictionary of Modern Proverbs*, we have included only “true proverbs,” as folklorists term them—that is, “propositional” sentences (occasionally, elliptical sentences), not mere phrases or similes or wellerisms or sarcastic interrogatives. A “modern proverb,” for our purposes, means one that originated no earlier than 1900, as far as we have been able to ascertain.

**It always takes longer than you expect, even when you take into ACCOUNT this rule (Hofstadter’s Law, etc.).**

1979 Douglas R. Hofstadter, *Gödel, Escher, Bach: An Eternal Golden Braid* (New York: Random House) 152: “This is just one more piece of evidence for the rather recursive *Hofstadter’s Law*: It always takes longer than you expect, even when you take into account Hofstadter’s Law” (italics as shown). 1989 Michel Emery, *Stochastic Calculus in Manifolds* (Berlin: Springer) ix: “[T]he rule ‘It always takes longer than you expect, even if you take this rule into account’ has become all the more true with word processors.” 1994 Don F. Westerheijden et al., *Changing Contexts of Quality Assessment* (Utrecht: Lemma) 13: “Anyone who edits a volume of contributed papers should know—and heed—*Hofstadter’s Law*: ‘It always takes longer than you expect, even if you take into account Hofstadter’s Law’” (italics as shown). 1999 Jesse Liberty, *Complete Idiot’s Guide to a Career in Computer Programming* (Indianapolis: Que) 147: “Liberty’s Law states that everything takes longer than you expect—even if you take into account Liberty’s Law.” Originally an anti-proverb ironically elaborating on “Everything takes longer than you expect.”

**The best advertising is free ADVERTISING (The best publicity is free publicity).**

1918 Gerald Stanley Lee, *The Air-Line to Liberty: A Prospectus for All Nations* (New York: Mitchell Kinnerley) 66: “The next principle our airplanes up over Germany are going to bear in mind, is that the best advertising is free advertising.” 1949 Daniel Melcher and Nancy Larrick, *Printing and Promotion Handbook* (New York: McGraw-Hill) 248: “Free publicity is the best publicity, if it can be obtained and is favorable.” 1974 John Leggett, *Ross and Tom: Two American Tragedies* (New York: Si-

mon & Schuster) 102 (quoting Ross Lockridge): “It always seemed to me that the best publicity is free publicity or—still better—publicity that someone else pays for.” 1982 Robert P. Vichas, *Complete Handbook of Profitable Marketing Research Technologies* (Englewood Cliffs NJ: Prentice-Hall) 165: “Most often the best advertising is free advertising, like personal testimonials, or an article appearing in a popular magazine or newspaper.” 1988 Alan L. Bernstein and Donna Freiermuth, *The Health Professional’s Marketing Handbook* (Chicago: Year Book Medical) 113: “Free publicity is the best publicity. Not only because it doesn’t cost you anything, but also because it’s much more credible than paid advertising.” 1989 Ira S. Kolb, *Creating Your Own Marketing Makes Good Sense* (Los Angeles: K&A) 159 (epigraph to chapter 12, “Publicity”): “The best advertising is free advertising...” (ellipsis dots as shown). Cf. “Any publicity is good publicity.”

**The ANSWER is in the dirt.**

1997 *The Province [Vancouver]*, 10 Aug.: “[Be Hogan]...always gave the same curt reply to any question about golf: ‘The answer is in the dirt.’ He meant whatever ailed your game could be cured by merciless hours on the practice range.” 1997 *Philadelphia Inquirer*, 30 Nov.: “You know what Ben Hogan said: ‘The answer is in the dirt,’ meaning practice.” 2014 *The News [Portsmouth UK]*, 2 Feb.: “Many gnarled [golf] pros will quote the phrase ‘the answer is in the dirt’ as they refer to the hours of practice required...” 2014 *The News [Portsmouth UK]*, 19 Nov.: “Neil Raymond remains convinced he will make it as a professional golfer...‘They say the answer is in the dirt so that means a lot of hard work.’” Sometimes the proverb is applied more literally, possibly in an allusive, ironic way: 2000 Molly Sullivan, “Door-to-Door Organics,” *Business Journal [Portland OR]* 17 (6 Oct.) 32: “How does organic produce...grow to be so appealing to the eye and flavorful to the mouth? The answer is in the dirt.” 2001 University of Texas, *Texas Beyond History: The Virtual Museum of Texas’s Cultural Heritage* (accessed 1 Oct. 2016): “He [David Dibble] was a dirt archeologist in the best sense of the term...[H]e was fond of saying, ‘The answer is in the dirt,’ meaning in part that, rather than speculate endlessly about what might be, he would rather dig and find out.” 2016

“Finding Water on Mars,” *National Geographic* video (accessed 19 Dec. 2016): “How will the first settlers survive without hauling a year’s supply of bottled water to Mars? The answer is in the dirt” (that is, underneath the comparatively thin layer of Martian “dirt” lies an abundance of ice).

**You can delegate AUTHORITY but not responsibility.**

1945 Clarence I. Chatto, *The Story of the Springfield Plan* (New York: Barnes & Noble) 162: “Of course it is understood that an administrative officer [of a school] may delegate authority but that he cannot delegate final responsibility.... [T]he decision is his and his actions are his own responsibility.” 1953 *Reorganization Plan no. 6 of 1953 (Department of Defense). Hearings before the Committee on Government Operations, House of Representatives...on H. J. Res. 264* (Washington DC: U.S. Government Printing Office) 172 (Deputy Secretary of Defense Roger Kyea speaking): “You can delegate authority but you cannot delegate responsibility in the sense that was mentioned about the Secretary of Defense.” 1956 *Full Committee Hearing on H.R. 7995 and H.R. 8499, To Amend the Armed Services Procurement Act of 1947 / House of Representatives, Committee on Armed Service* (Washington DC: U.S. Government Printing Office) 5169 (Carl Vinson speaking): “Well, I know there is this; in the military you can delegate authority, but you can’t delegate responsibility.” 1959 Editorial, *National Republic* 46, no. 9 (Jan.) 12: “In all the cross fire recriminations..., it seems to us that one important thing has been overlooked. That is the sentence so often on the lips of those in service. ‘You can delegate authority, but not responsibility.’” 1964 Robert Carney, “A Re-Appraisal—Supervision with Special Emphasis on Delegation and Authority,” [*Southern Industrial Relations*] *Report* 45:28: “There is one more so-called principle of delegation. It goes like this, you can delegate authority, but you can’t delegate responsibility.”

**A BULLET does not have a name on it (There is no name on a bullet).**

1942 Ernest Haycox, “Action by Night,” *Collier’s* 110 (11 Sep.) 67: “She said, ‘Do you think it was my father or one of his men?’ ‘There’s no name on a bullet, but it was your father who started the raid.’” 1959 *No Name on the Bullet* (title of a motion picture, a western, starring Audie Murphy). 1987 *Washington*

*Post*, 14 Sep.: “The thing that worries me is a bullet doesn’t have a name on it. They could be aiming at Willie and hit Susan.” 1992 *New York Times*, 8 Feb.: “A bullet doesn’t have a name on it. Black people do not have a monopoly on rape or murder.” 1997 *Chicago Weekend*, 15 Dec.: “They say a bullet doesn’t have a name on it, so all we can do is pray and be careful.” The absent “name” on a bullet can refer to either the intended victim or the unidentified shooter.

**CARING is (means) sharing (Sharing is caring).**

1924 *Los Angeles Times*, 11 Nov. (public service announcement within an ad for a dry-goods store): “Community Chest Campaign Nov. 10-20 [/] caring means sharing.” 1956 Dorothea Malm, *Claire* (New York: G. P. Putnam’s Sons) 38: “...[H]e did not really care. Caring is sharing; and he did not want to bear the burden with me.” 1973 *Washington Post*, 21 Dec. (quoting Chrispin Chindongo): “...[S]tories from [African] oral tradition ‘are told to make children good citizens...to teach them that sharing is caring.’” 1973 *New York Times*, 27 Dec.: “‘Sharing is caring,’ she [a Salvation Army bell-ringer] said to a passerby. ‘Won’t you care by putting a nickel or dime in the kettle?’” 1976 *Atlanta Constitution*, 17 Nov.: “Caring is sharing. That’s the United Way.” 1985 *New York Magazine* 18, no. 18 (6 May), 142 (classified ad): “Caring Means Sharing—Would an honest, sensitive, marriage-oriented Jewish woman, 22-29, be interested in a nice looking, 30, 6’ special-ed teacher...?”

**Any CHANCE (A small chance, A slight chance, A slim chance) is better than (beats) none (no chance).**

1901 Emma Louise Orcutt, *Esther Mather* (New York: Grafton) 7: “A small chance is better than none, and those two years revealed to me a world outside the one in which I live.” 1934 *Washington Post*, 8 Jan.: “A slight chance is better than none. So South [bridge player]...returned a diamond.” 1951 *New York Times*, 26 Nov.: “They [the New York Giants] have only a slim chance to catch the [Cleveland] Browns, but a slim chance is better than none.” 1955 Nico Gardener and Victor Mollo, *Card Play Technique: The Art of Being Lucky* (London: George Newnes) 172 (section heading, regarding how to bid a certain bridge hand): “Any Chance is Better Than No Chance.” 1968 James Tiptree, Jr., “The Mother Ship,” *Worlds of If: Science Fic-*

tion 18, no. 6 (Jun.) 95: “Any chance beats no chance. Besides, it’s a better chance than you think.” 1973 Fred L. Karpin, *The Art of Card Reading at Bridge* (New York: Harper & Row) 70: “Admittedly...the chances of East having been dealt the singleton of clubs were very, very poor, to put it mildly. But any chance is better than no chance at all.” Cf. “Half a chance beats none” and “A long shot is better than no shot.”

**A CLASSIC is always in style (never goes out of style).**

1941 Ross Crane, *Learn Interior Decoration by Looking*, 3 vols. in 2 (Gainesville: General Extension Division of the University of Florida) 3:187: “These lamps also illustrate the proper sort of shade—simple, well-tailored, and circular in shape.... [T]he bases also are Classic designs. Styles come and go, but the Classic is always ‘in style.’” 1974 *New York Times*, 12 May (ad): “Classics never go out of style. The Pelikan 120 is the great classic fountain pen.” 1980 *AIA [American Institute of Architects] Journal* 69 (mid-Aug.) 33 (ad for vinyl wall covering): “A classic never goes out of style, because it represents something so basically true that its appeal is timeless.” 1983 *Washington Post*, 1 Sep. (ad): “English Dress Shoe, all leather. Proof that a true classic is always in style.” 1994 *St. Louis Post-Dispatch*, 14 Jul.: “The classics are never out of style—they have nothing to do with fashion or fad. If you are grounded in the classics, you have a foundation forever.”

**Everyone COUNTS (matters) or no one counts.**

1979 Burton Blatt, “Introduction: The Threatened Planet,” in *Parents Speak Out: Growing with a Handicapped Child*, edited by Ann P. Turnbull and H. Rutherford Turnbull (Columbus OH: Charles. E. Merrill) 11: “Every person must have a place, must be there for a special reason, or no one has a place, or no one has a special reason for being. Either everybody counts or nobody counts.” 1991 Robert S. Paul, *Whatever Happened to Sherlock Holmes?* (Carbondale: Southern Illinois UP) 192: “No death is irrelevant. Either everyone matters or no one.” 1995 *Boston Globe*, 28 Sep.: “Homicides are worked on as they happen and the rule of thumb is, and must be, that everyone counts or nobody counts.” 1995 Michael Connelly, *The Last Coyote* (Boston: Little, Brown) 24: “His focus...was interrupted by the intrusive thought that had haunted him the night before. Everybody counts

or nobody counts” (in several other detective novels by Connelly a version of the proverb appears). 2005 Joseph Finder, *Company Man* (New York: St. Martin’s) 106: “Yet even a lowlife drug dealer was someone’s son. Everybody matters or else no one matters.”

**You (We) have to (Everyone has to) DIE of (from) something.**

1934 Madge Thurlow Macklin, “The Value of Accurate Statistics in the Study of Cancer,” *Canadian Public Health Journal* 25:373: “We have to die of something, hence as our public health activities save us from dying of typhoid, smallpox, cholera, etc., they save us to die of something else.” 1967 John Milton Weir, “An Application of Functional Analysis to the Study of the Attitudes and Beliefs of Cigarette Smokers,” M.A. thesis (University of California, Berkeley) 115-16: “Just tell us how much you...agree or disagree with these statements.... S9. Everybody has to die of something and it might as well be cancer instead of something else.” 1976 *Washington Post*, 30 Sep. (Ann Landers’s advice column): “So often I have heard smokers say, ‘Well, you have to die from something.’” 1985 Barbara C. Long and Wilma J. Phipps, *Essentials of Medical-Surgical Nursing* (St. Louis: C. V. Mosby) 278: “Casual comments such as... ‘Everyone has to die of something’ reflect what Freud called ‘unconscious immortality.’” 1987 Charles E. Kupchella, *Dimensions of Cancer* (Belmont CA: Wadsworth) 3: “While everybody has to die of something, most of us would prefer to die of something less insidious...than cancer.” Cf. the older “Everyone has to die sometime.”

**DRESS to impress.**

1952 *Washington Post*, 19 Sep. (ad for men’s clothes): “For fall...dress to impress” (ellipsis dots as shown). 1977 “Dress to Succeed,” *Nation’s Business* 65, no. 8 (Aug.) 63: “‘You should dress to impress,’ he [haberdasher John Molloy] explains. ‘If you dress for success, you thereby increase your authority.’” 1994 Brigitte Nioche, *Dress to Impress: How to Look & Feel Your Best Every Day* (London: Janus). 2012 Tonya Reiman, *The Body Language of Dating* (New York: Simon & Schuster) 317: “We’ve all heard the phrase ‘dress to impress,’ but this recommendation stretches far beyond Armani, Tommy, and Guici.” Cf. “Dress for success.”

**If you wish to soar with the EAGLES in the morning, you can't hoot with the owls at night.**

See "If you hoot with the owls at night, you can't soar with the eagles in the morning."

**You can't fall off the FLOOR (It's hard to fall off the floor).**

1957 *Atlanta Journal/Constitution*, 1 Dec. (quoting Alberta Rodemann): "While you make up the crib, the safest place to lay the baby is on the floor—he can't fall off the floor." 1985 *The Times [London]*, 14 Dec.: "Miss [Eileen] Chai [a gymnast] likes the beam least...and likes the floor exercise best because it is very hard to fall off the floor." 1987 *Toronto Star*, 9 Nov. (imaginary interview with a financial expert): "How about the stock market? Can it fall further?' 'You can't fall off the floor.'" 1987 *Wall Street Journal*, 30 Dec.: "He [Louis Dehmlow] quotes the words his father gave him in a time of adversity: 'After all, you can't fall off the floor.'" 1989 *New York Times*, 5 Oct.: "'We have a saying,' Professor [John O.] Whitney retorted. 'You can't fall off the floor.'" 1992 *Los Angeles Times*, 9 Apr.: "Is it a dance or a riot? Perhaps it's just Paul's Law, which states: You can't fall off the floor." 1992 *Hartford [CT] Courant*, 11 Dec.: "When a coach takes over an NFL team it generally has a positive effect, mostly because it's difficult to fall off the floor."

**Rich FOLKS have mean ways.**

See "Rich people have mean ways."

**To make a FRIEND, be a friend.**

1977 *Oakland [CA] Post*, 26 Jan.: "What's the best way to make a friend? Be a friend. It may sound too easy, but it works." 1995 *St. Petersburg [FL] Times*, 21 Oct.: "The old adage that if you want to make a friend be a friend works here too." 1997 *St. Petersburg [FL] Times*, 13 Jan.: "It may be a cliché, but it's true: If you want to make a friend, be a friend." 2004 C. John McClosky III, "The Friendship-Deficit Syndrome," *Catholic World Report* 14, no. 5 (May) 59: "There is an old expression: To make a friend, *be* a friend" (italics as shown).

**The FUTURE is a moving target.**

1975 *Wall Street Journal*, 20 Nov. (ad for IBM): "The future is a moving target. Computers can improve your aim." 1983 Thomas H. Naylor, "Strategic Planning and Forecasting," *Journal of*



*Forecasting* 2:110: “The fact that the future is a moving target means that forecasting the future with a high degree of accuracy is often an elusive dream.” 1986 *Chicago Tribune*, 18 Aug.: “The trouble with building for the future is that the future is a moving target.” 1989 Kevin Barham and Clive Rassam, *Shaping the Corporate Future* (London: Unwin Hyman) 5-6: “We are in a constantly changing environment. For us the future is a moving target. Ambiguities are part of the process.” 1999 [*Montreal Gazette*, 26 Jun. (quoting Eamon Hoey): “The problem is that the future is a moving target. You bring something to market and somebody changes the rules on you.”

**GENES are not (Genetics is not, Heredity is not) destiny.**

1952 L. C. Dunn and Theodosius Dobzhansky, *Heredity, Race and Society*, 2nd ed. (New York: New American Library) 23 (section heading): “Heredity Is Not Destiny.” 1979 Augusta Greenblatt and Irving Greenblatt, *Your Genes and Your Destiny* (Indianapolis: Bobbs-Merrill) 17: “The recognition that your genes are not your destiny is the rationale for today’s treatment of genetic disorders....” 1980 Terry T. Foch and Gerald E. McClean, “Genetics, Body Weight, and Obesity,” in *Obesity*, edited by Albert J. Stunkard (Philadelphia: Saunders) 68: “Even in these cases, however, genes are not destiny. Mayer, for example, kept genetically obese mice thin by increasing exercise and decreasing food consumption.” 1987 *Christian Science Monitor*, 15 Sep.: “As scientists map the human genome, it’s important to remember that genetics is not destiny.”

**A GIRL with her skirt (dress) up can run faster than a man with his pants down.**

See “A woman with her skirt up can run faster than a man with his pants down.”

**The biggest GUN (The man with the biggest gun, The one with the biggest gun, He who has the biggest gun) wins.**

1988 “Kenley v. State [of Missouri], 759 S.W.2d. 340 (Mo. App. 1988),” *Southwest [Law] Reporter*, 2nd ser., 759:354 (prosecutor’s summation): “I want you to consider what happened in this country...Every man for himself. The man with the biggest gun wins. The man that shoots first wins....” 1993 *The Province [Vancouver]*, 12 Feb.: “But it came down to one thing. ‘He who

has the biggest gun wins,' said [Roy] Davidson." 1993 *Los Angeles Times*, 18 Aug.: "...[T]he lesson of Bosnia is that the one with the biggest guns wins." 1994 Cathy East Dubowski, *Captive in the Virtual World* (New York: Price Stern Sloan) 118: "He did not believe at all in the strategy that the guy with the biggest gun wins." 1996 *Denver Post*, 18 Aug.: "Wanton destruction...has been bought and paid for by promotion, at home and abroad, of a rationale that whomever [sic] has the biggest gun wins." 2002 David Edwards, *Lit: Living Christ's Character from the Inside Out* (West Monroe LA: Howard) 29: "Let me tell you how this [i.e., evolutionary theory] translates in the mind of the average high-school student: *Whoever has the biggest gun wins*" (italics as shown). 2007 Damon DiMarco, *Tower Stories: An Oral History of 9/11* (Santa Monica CA: Santa Monica P) 496: "We always believed that might makes right and that the biggest gun wins."

**Be the HAMMER, not the nail.**

1988 *Ottawa [ON] Citizen*, 17 Nov.: "When University of Ottawa Gee-Gees' linebacker coach Randy Fournier first met with his players..., his message wasn't lost on Gord Weber. 'We are going to be the hammer, not the nail.'" 1993 *Vancouver [BC] Sun*, 29 Oct.: "The only thing I remember him [Doug Peterson] saying to me about playing the position was: 'Be the hammer, not the nail.'" 1994 *Washington Post*, 20 Nov.: "A sign in the North County locker room says, 'Be the Hammer, not the nail.'" 1996 *Pittsburgh Post-Gazette*, 6 Oct.: "A big theme with our kids that they like to talk about is, 'Be the hammer, not the nail.'" 2010 Lance A. Casazza, *Be the Hammer Not the Nail: Because the Road to Success Is Always Under Construction* (Sacramento: 3L).

**Better (to be) a HAS-BEEN than a never-was.**

1907 William Jerome (song title): "I'd Rather Be a Has-Been Than a Never-Was-At-All," in the stage musical *Lola from Berlin*, by John J. McNally, with lyrics by Jerome and music by Jean Schwartz. 1912 *Washington Post*, 21 Jan.: "And [bowler 'Lucky'] Carroll is through with duckpins forever! Well, it's better to be a has-been than a never-was, for Carroll...[was] very hard to beat." 1915 I. T. Lykes, copyright of a song titled "I'd Rather Be a Has Been Than a Never Was at All" (presumably a

different song from the one by William Jerome of 1907). 1917 *Washington Post*, 9 Sep.: “And their philosophy is summed up in two lines of an old popular song: ‘I’d rather be a has been [/] Than a never was at all.’” 1950 *Washington Post*, 30 Oct.: “He [Maurice Costello] was also a bit player in films because ‘it’s better to be a has-been than a never-was.’” 1969 *Atlanta Journal*, 1 Sep.: “‘Better a has been than a never was,’ said Judith Anne Ford, who retires Saturday as Miss America at the age of 17.”

**HATE (Hating, Hatred) destroys the hater.**

1934 Rolf Hoffmann, “German Emigrant Literature,” *Modern Language Forum* 19:193: “The pure fire of passion creates the good that comes out of every fight. But hatred destroys the hater. The fight is directed towards the object—hatred towards the person....” 1944 *New York Times*, 11 Sep. (Albert A. Berle, Jr., speaks): “At long last [that is, at the end of the Nazi Holocaust], and in a terrible convulsion, the practice of hate destroys the hater.” 1944 Walter Nash, “Closing Speeches,” *International Labour Conference, Twenty-Sixth Session: Record of Proceedings* (Montreal: International Labour Office) 278: “Retribution [against Germany] will be severe in any case, but it is possible to be firm without being vindictive. Hate will destroy the hater. If we hate long, it will destroy our soul and not the object of our hate....” 1953 Frank Clune, *Castles in Spain* (London: Angus & Robertson) 165: “The bull watched the red rag...He hated that rag, but hatred destroys the hater more often than it destroys the object of hatred. This is the lesson that every saint has tried to impart to mankind....” 1957 Martin Luther King, Jr., “Loving Your Enemies” (sermon), in *Papers*, vol. 4, edited by Susan Carson et al. (Berkeley: U of California P, 2000) 321: “It [hatred] is like eroding acid that eats away the best and most objective center of your life. So Jesus says love, because hate destroys the hater as well as the hated.” 1962 Albert Johnson, *The People Versus Christ: A Drama Trio Play* (Boston: Walter H. Baker) 23: “Hatred will destroy the hater, just as fear will destroy the coward.” 2014 *Chicago Tribune*, 29 Aug.: “‘We [relatives of the murdered Emmett Till] are a religious family,’ [Simeon] Wright said. ‘We refuse to hate. Hating destroys the hater.’”

**HEARING is not listening.**

1949 George Murphy, “We Also Learn by Listening,” *Elementary English* 26:127: “But hearing is not listening—just as seeing is not reading.” 1983 JoAnn Romeo Anderson et al., *Integrated Skills Reinforcement* (New York: Longman) 19: “But hearing is not listening. Hearing is simply the physiological process of oral message reception. Listening, on the other hand, is a complicated process....” 2003 Mark D. Csordos, *Business Lessons for Entrepreneurs* (Mason OH: Thomson) 124: “Take it from a communications major, *hearing is not listening*. An infant has the ability to hear...” (italics as shown). 2005 *Edmonton [AB] Journal*, 8 Apr.: “In fact, there’s only about a 15 per cent chance you will listen, according to Richard Saul Wurman...[H]e reminds us hearing is not listening....”

**HEREDITY is not destiny.**

See “Genes are not destiny.”

**HOFSTADTER’S LAW: It always takes longer than you expect, even when you take into account Hofstadter’s Law.**

See “It always takes longer than you expect, even when you take into account this rule (Hofstadter’s Law, etc.).”

**The HOUSE always wins (in the long run).**

1921 “The Rules of the Game,” *Railway Carmen’s Journal* 26:228: “The house always wins. This is so because the ruler of the game allows for a percentage to the house; the numbers are so arranged that there are more chances to lose than to win.” 1926 Lester Cohen, *Sweepings* (New York: Boni & Liveright) 80: “But in the morning, when they’ve all cashed in, most of them have lost and the chips are all stacked up waiting for more fools. There’s only one thing you can bank on. The house always wins.” 1934 *Washington Post*, 29 Oct.: “They say he’s a straight shooter, even though they know that in the long run the house always wins.” 1968 Donald D. Spencer, *Game Playing with Computers* (New York: Spartan) 374: “It really doesn’t make much difference, because the ‘house’ always wins in the long run.”

**HUGS, not drugs.**

1981 *Boston Globe*, 23 Dec.: “The governor [Edward J. King] made his remarks standing beneath a banner that read, ‘Kids

need hugs, not drugs.” 1984 Donald Ian Macdonald, *Drugs, Drinking and Adolescents* (Chicago: Year Book Medical) 101: “Acceptance is warmth, responsiveness, interest, and liking for the individual as he is. The bumper sticker ‘Hugs, not Drugs’ speaks to the relationship.” 1985 *Morning Call [Allentown PA]*, 3 Mar.: “Alan’s T-shirt said: ‘Hugs Not Drugs.’” 1985 *Orlando [FL] Sentinel*, 9 Oct.: “The Post Orange Lions Club...will soon be distributing ‘Take hugs not drugs’ buttons to children.” 2007 Stephen Arterburn and Jim Burns, *How to Talk to Your Kids about Drugs* (Eugene OR: Harvest House) 13: “[A]t the age of five, she learned to say, ‘Hugs, not drugs.’”

**The INTERNET never forgets (does not forget).**

1996 Rick Broida, “The Internet Never Forgets,” *Home Office Computing* 14, no. 4 (Apr.) 24. 1998 [*Minneapolis*] *Star Tribune*, 23 Feb.: “Attorney Marshall Tanick found that the Internet and its communication systems provide ‘an indelible paper trail that’s almost like a fingerprint. The Internet never forgets.’” 1998 J. D. Lasica, “The World Wide Web Never Forgets,” *American Journalism Review* 20, no. 5 (Jun.) 68: “The Internet doesn’t forget. Memories fade, but electronic archives are turning fleeting snapshots of our past lives into permanent records that may follow us forever.” 2009 Samuel C. McQuade III et al., *Cyber Bullying* (Westport CT: Praeger) 189: “As has often been said, ‘the Internet never forgets....’” 2017 Roger LeRoy Miller, *Business Law Today*, “comprehensive edition” (Arlington TX: Cengage Learning) 179: “As the saying goes, the Internet never forgets.”

**If you have an ITCH, scratch it (If it itches, scratch it).**

1968 Zee Paulson, “Make It Last, Baby,” *The Ladder* 12, no. 7 (May-Jun.) 2: “[I]f it’s an itch, scratch it—but don’t try to build a relationship out of it.” 1974 Don Shebib, *Deedee* (film script), in Piers Handling, *The Films of Don Shebib* (Ottawa: Canadian Film Institute, 1978) 60: “...Deedee always subscribes to a completely permissive view of society—as she says, ‘If you have an itch, scratch it.’” 1986 *Toronto Star*, 20 Aug.: “On the theory that if you’ve got an itch, scratch it, Olympic hockey coach Dave King is going right at the Soviet Union....” 1988 *Orlando [FL] Sentinel*, 17 Jan.: “It has been said that if you have an itch, scratch it. And it appears that thousands of Osceolans

seem to have an itch, an itch to get rich.” 1991 William C. Dietz, *Drifter* (New York: Penguin) 135: “‘When you feel an itch, then scratch it.’ That’s what Lando’s father always said, and it seemed like good advice.” 1996 Don McCabe, *Word Families in Sentence Context* (Clio MI: AVKO Educational Research Foundation) 203: “‘If it itches, scratch it’ is not always good advice.”

**Every JOURNEY begins (starts, must begin) somewhere.**

1935 Horace T. Houf, *What Religion Is and Does* (New York: Harper) 165: “Every journey begins somewhere. It is permissible now to start with the affirmation that god is.” 1964 J. C. C. Smart, *Problems of Space and Time* (New York: Macmillan) 7: “If the universe journeys through time, there must be a first event, for all journeys must begin somewhere.” 1996 [*London Observer*, 3 Nov.: “Well, every journey has to start somewhere and a point against a fading Sheffield [soccer team] will do for starters.” 1997 “Focused on...The Road Ahead—1997” (ellipsis dots as shown), *Club Management* 76, no. 6 (Nov./Dec.) 48: “Every journey has to begin somewhere, and for [Stanley] Orr, it started when he hitchhiked to Cornell University....” Cf. the older “The longest journey begins with a single step.”

**The JOURNEY is the destination.**

1997 Verna Allee, *The Knowledge Evolution: Expanding Organizational Intelligence* (Boston: Butterworth-Heinemann) 196: “Yet another form emerges in our co-creative dance with a constantly changing environment. The journey *is* the destination” (italics as shown). 1997 Dan Eldon, *The Journey Is the Destination: The Journals of Dan Eldon*, edited by Kathy Eldon (San Francisco: Chronicle Books). 2002 Verna Benner Carson and Harold Koenig, *Parish Nursing* (Philadelphia: Templeton Foundation P) 66: “Our goal is to reach our destination. However, if indeed the journey is the destination, we may find unexpected joys when we wander off the beaten path....” 2003 David J. Daly, *Druidic Twilight* (Manlius NY: Green Boat P) 29: “...[T]he bumper sticker can tell you the journey is the destination.” Cf. “The journey is the reward” and “The way is the goal.”

**The JOURNEY is the reward (its own reward).**

1978 *New York Times*, 30 Jul. (title given by the newspaper to an excerpted commencement speech by Thomas Sobol): “In the

Passage of Time, the journey is its own reward.” 1985 *Philadelphia Inquirer*, 20 Jan.: “‘The journey is the reward’ was Steve Job’s [sic] contribution to the hacker philosophy.” 1988 Jeffrey S. Young, *Steve Jobs: The Journey Is the Reward* (Glenview IL: Scott Foresman). 1989 *Toronto Star*, 27 May: “But, then, almost any excuse is good enough because the journey is its own reward.” 1990 *Daily Yomiuri [Tokyo]*, 7 Mar.: “An enthusiastic entrepreneur, [Joe] Dunkle uses phrases like ‘The journey is the reward’ and ‘I have to always feel a challenge.’” 1992 *Chicago Tribune*, 16 Aug. (title of an article about ocean cruises): “Slow Motion for Cruisers: The Journey Is the Reward.” 1997 Christina Garsten, “The Double-Dealing of Rhetoric—An Anthropological Perspective on the Dynamics of Organizing in the Swedish Public Sector,” in *State, Market and Organizational Form*, edited by Ayşe Buğra and Behlül Üsdiken (Berlin: de Gruyter) 156: “‘The Journey is the Reward’ is a catchphrase that appears in all kinds of contexts as a rhetorical device....” Cf. “The journey is the destination” and “The way is the goal.”

**You never KNOW till you go.**

1957 *Atlanta Journal/Constitution*, 29 Dec. (classified ad for housing): “You’ll never know until you go.” 1977 *New York Times*, 5 May: “You never know till you go—to the kind of entertainments that turn up quietly in lesser Greenwich Village-SoHo nighteries.” 1991 *Austin [TX] American-Statesman*, 10 May: “...[W]ho would have guessed that I would rave over *Run for Your Wife*, *Pirates of Penzance* and *The Glass Menagerie*? Ya never know till you go.” 1992 *Chicago Tribune*, 2 Jan.: “...[T]he people who run them [Canadian fishing camps] might surprise you with the best vacation you’ll ever have.... You’ll never know until you go.” 1993 *Bangor [ME] Daily News*, 7 Aug.: “But what the heck, you never know ’til [sic] you go. I’ve never had any luck catching ’em [fish] at home....” 1998 *Publishers Weekly [New York]*, 2 Mar.: “It’s true what people say—‘you never know till you go.’ We’ve has a lot of success at Bologna.”

**LIFE is a marathon, not a sprint.**

1915 Bruce Barton, “What Has Become of Jones?” *Outlook* (29 Dec.) 1055: “He might be told the secret that success in business is not so much to the swift as to the steady; that life is a Mara-

thon, not a sprint.” 1987 *New York Times*, 27 Jul.: “...[M]ost sold their futures for \$20,000 to \$50,000 of illicit profits. They missed the point—that life is a marathon not a sprint.” 2002 Joshua David Stone and Gloria Excelsias, *The Universal Laws of God* (San Jose CA: Writers Club) 99: “Life is a marathon, not a sprint! You need to set up a Spiritual regime and structure. It’s just like going to the gym...” 2008 Stephen P. Troxel, *Going the Distance: Life Is a Marathon, Not a Sprint* (Mustang OK: Tate). 2010 Meg Selig, *Change Power! 37 Secrets to Habit Change* (New York: Routledge): “A better and more accurate message is the old saying, ‘Life is a marathon, not a sprint.’”

**No one gets out of (this) LIFE alive.**

1963 *Hud*, the motion picture, in which the title character (portrayed by Paul Newman) says, “It happens to everybody—horses, dogs, men. Nobody gets out of life alive.” 1970 Aaron Henry, “Statement,” *Amendments to the Voting Rights Act of 1965: Hearings [before the Subcommittee on Constitutional Rights, Senate Committee on the Judiciary]* (Washington DC: U.S. Government Printing Office), 484: “...[W]e are going to try our best to make sure that he [martyred Civil Rights activist Andrew Goodman] did not waste his life, realizing that none of us gets out of this life alive anyhow.” 1971 Gilbert Moore, *A Special Rage* (New York: Harper & Row) 267: “These Black Panthers were saying it out loud everywhere they went...: *We just don’t care anymore...Nobody gets out of this life alive anyway...*” (italics as shown). 1990 Mark P. Pattison, “Eulogy for Ned Pattison,” *Congressional Record* 136, no. 134 (30 Aug.): H9378: “As Ned has said, ‘nobody gets out of life alive.’ We must live our lives and make the most of them while we can.” 1999 Tom Feltenstein, *Uncommon Wisdom: Live a Joyful Life with Financial Success* (New York: Lebhar-Friedman) xii: “As Les Brown has said, ‘You know, we can’t get out of life alive. We can either die in the bleachers or die on the field.’”

**LOVE trumps hate.**

1996 *Philadelphia Inquirer*, 17 Dec.: “What Scripture teaches me [Chris Satullo] is that hate cannot end hate. Only love trumps hate.” 2005 *Poughkeepsie [NY] Journal*, 23 Dec. (letter to the editor): “Nontheists get great satisfaction in helping the least of our brothers, we know that love trumps hate every time....” 2006



David Bender et al., *Air America: The Playbook* (New York: Rodale) 39: “We [liberals] believe that love trumps hate. Hate is not a family value.” 2009 Edward Gillespie, *Winning Right: Campaign Politics and Conservative Policies* (New York: Simon & Schuster) 136: “Money can’t buy you love, and in politics, love trumps hate.” Of course, with the presidential campaign and election of Donald Trump in 2016, the proverb has acquired a special, satiric application.

**MAN is the only animal that can be skinned more than once.**

1920 Sidney Arnold, “Random Notes and Sketches,” *American Artisan and Hardware Record* 79, no. 22 (29 May) 17: “My friend Fred Biffar, the Chicago sporting goods man, says that man is the only animal that can be skinned more than once.” 1920 “We’d Rather Hunt ’Possums, Yes, Siree!” *Jeffrey Service* 7, no. 4 (Dec.) 13: “As he was applying salt to help preserve the skin he remarked, ‘Do you know that man is the only animal that can be skinned more than once?’ It set us to thinking of the many cases we know of who have invested foolishly of their time, effort, and money.” 1962 Earl Wilson, “Another Example of Military Waste,” *Congressional Record. Proceedings and Debates* (House) 108, part 8: 10421: “I am here today to prove the truth of an old saying that I heard as a boy: ‘Man is the only animal that can be skinned more than once and live.’ The taxpayer has been skinned for years....” 1987 *Chicago Tribune*, 2 Feb.: “Will Rogers once described the American taxpayer as ‘the only animal that can be skinned more than once.’ The new college loan program...shows just how wise the man was.” 2005 *Irish Examiner [Cork]*, 17 Sep.: “...[T]he more I listened to Eddie Hobbs on television, the more convinced I became in my long-held belief that man is the only animal that can be skinned more than once.”

**The MAN with the biggest gun wins.**

See “The biggest gun wins.”

**Everyone MATTERS or no one matters.**

See “Everyone counts or no on counts.”

**MINDS, like parachutes, function only when they are open.**

1927 “Notes” (a collection of brief witticisms), *Tax Facts* 6:71: “Minds are like parachutes: they function only when they are

open” (attributed to *Louisville Times*). 1928 Emil Brisacher, “Self-Saturated Advertisers,” *Printer’s Ink* 144, no. 1 (5 Jul.) 8: “Unfortunately minds, like parachutes, function only when they are open and the fate of the business man who staggers through life with a closed mind is akin to the thud of the aviator whose parachute fails him.” 1928 John E. Biby, “Admission of Attorneys from Foreign Jurisdictions,” *State [of California] Bar Journal* 2:168: “The advocates of higher standards...will continue to meet opposition. As you consider this question, please remember that ‘minds are like parachutes. They function only when they are open.’” 1957 Robert Cousins, *The Will to Think* (New York: Farrar, Straus, & Cudahy) 34: “We bring to situations preconceived notions...But we all know that ‘a mind is like a parachute—it is no good unless it is open.’”

**Your last MISTAKE is your best teacher.**

See “Your best teacher is your last mistake.”

**MONEY (Wealth) is wasted on the rich (wealthy).**

1981 W. J. Burley, *Charles and Elizabeth* (New York: Walker) 12: “Bernard Shaw said that youth is wasted on the young; I think money is wasted on the rich.” 1983 Billie J. Green, *A Very Reluctant Knight* (Toronto: Bantam) 29: “I also think that wealth is wasted on the wealthy. If I had money, I think I’d be a full-time student.” 1987 *Washington Post*, 15 Mar.: “We already know that youth is wasted on the young. This book reminds us that money is wasted on the rich.” 1991 *Hamilton [ON] Spectator*, 2 Nov.: “After the aircraft safely landed..., it occurred to me that wealth is wasted on the rich.” 1997 *Lincoln [NE] Journal Star*, 1 Apr.: “It’s said that money is wasted on the rich—that to truly enjoy great fat wads of cash, you really have to have been poor. 1998 *New York Daily News*, 23 Feb.: “In all, the scene at Sotheby’s...was yet another reminder that wealth is wasted on the wealthy.” 2000 *The Times [London]*, 5 Mar.: “...[N]et nerds want to be loved for themselves and not their lucre.... [I]t has been said that money is wasted on the rich.” The proverb may have been patterned on “Youth is wasted on the young,” with which it is sometimes linked.

**Slow MOTION is better than (beats) no motion.**

1938 *Christian Science Monitor*, 8 Apr.: “They argue that tax rates have been favorably affected.... The conclusion seems to be that slow motion is better than no motion.” 1988 *Washington Post*, 26 Sep.: “This represents a tremendous personal victory—over a fear of water.... (On her back, a sticker saying ‘Slow Motion is Better Than No Motion’).” 1994 *Austin [TX] American-Statesman*, 15 Oct: “It’s not likely you’ll ever see these monikers attached to a professional basketball team: Absolutely Out of Shape, Beer, Ice, and Painkillers, and Slow Motion is Better than No Motion.” 2012 K’wan Foye, *Animal* (New York: Simon & Schuster), 156: “‘Slow motion beats no motion. I got this, baby boy,’ No-Good told him with a slight attitude.”

**Too MUCH is enough.**

1918 *Atlanta Constitution*, 14 Aug. (title of an article about the writer’s difficulty understanding American English): “Too Much Is Enough.” 1920 *New York Times*, 9 Jul.: “A good rule for the increase of rates under such conditions is that ‘too much is enough.’ If an excess is allowed, it will fall...or can be reduced if the railways again make too much money.” 1921 Herbert N. Casson, “Putting Labor under the Law,” *Barrons*, 27 Jun.: “But now, to everyone’s surprise, Mr. Lloyd George stands firm. Like the renowned Mrs. Katzenjammer, he thinks ‘too much is enough.’” 1947 Northrop Frye, *Fearful Symmetry: A Study of William Blake* (Princeton NJ: Princeton UP) 160: “...[H]e is a joyous God for whom too much is enough and exuberance is beauty....” 1954 Raymond Chandler, *The Long Goodbye* (Boston: Houghton Mifflin) 30: “Cars come and go, sometimes late, sometimes very late. Too much is enough, huh? Don’t kid yourself.” 1995 Kathlees Tyau, *A Little Too Much Is Enough* (New York: Farrar Straus & Giroux). The probable use of the saying in the old *Katzenjammer Kids* comic strip has not been found.

**There is no NAME on a bullet.**

See “A bullet does not have a name on it.”

**NATURE (Mother Nature) has (gets) the last say (the last word, the last laugh).**

1921 John E. Gurley, “The Treatment and Sterilization of Root Canals and the Sterilization of the Instrumentarium,” *Pacific*

*Dental Gazette* 29:201: "...[R]ealizing the fact that nature has the last 'say' in these matters, and has many times demonstrated her power to do reparative work, is it not possible to believe...that that tooth may render service for many years...?" 1926 "Controlling the Crops," *The Youth's Companion* 100:994: "The farmer cannot accurately determine his crop as a manufacturer can determine his output. Nature has the last word...." 1990 *Globe and Mail [Toronto]*, 1 Sep.: "A winemaker has one chance per year to do it right, and no matter how experienced or well equipped, nature has the last word." 1993 *Gazette [Montreal]*, 14 Oct.: "'Nature has the last laugh on all those weather experts,' said London subway worker Jim Hanford.... 'Now we're floating in water.'" 1998 *The People [Chichester UK]*, 19 Apr.: "In these days of science and computers, it is typical that Mother Nature gets the last laugh." *Cincinnati [OH] Enquirer*, 7 Dec.: "Man conquers nature—but nature gets the last word." Cf. "Nature bats last."

**There is NOTHING deader than yesterday's news (old news).**

1934 Harold Hadley, *Come See Them Die* (New York: Julian Messner) 11: "But there is nothing so dead as yesterday's news, unless it is a fish in a window...." 1936 *Washington Post*, 18 Oct.: "As someone so aptly put it, there is nothing deader than yesterday's news. There is one sure way of making a Hollywood rumor worse—deny it." 1937 Teet Carle, "Laughing Stock," *Stage* 14, no. 6 (Mar.) 50: "The Marxes are cautious about topical jokes for the reason that there is nothing 'deader than yesterday's news.'" 1937 *Stanford [CA] Daily*, 13 Jun.: "Any issue of any daily [newspaper] is characterized by timeliness: 'present the newest first and only. There's nothing deader than old news.'" 1951 *New York Times*, 28 Jul.: "The observation that there is nothing so dead as yesterday's news may be intriguing but it is inaccurate." Cf. "Nothing is as dead as yesterday's newspaper."

**If you hoot with the OWLS at night, you can't soar with the eagles in the morning (If you wish to soar with the eagles in the morning, you can't hoot with the owls at night).**

1961 "Trademark Licensing—Domestic" (transcript of conference proceedings), *Trademark Reporter* 51:981 (A. R. Loosli speaks): "'The lateness of the start of this meeting reminds me of a quotation, 'If you are going to soar with the eagles on the mor-

row, you don't hoot with the owls at night." 1968 Herbert McDavit, "Establishing a Climate for Good Relationships," in *Man in the Middle: The Superintendent of Schools*, edited by Lloyd W. Ashby (Danville IL: Interstate) 30: "I recall a gem from an AASA [American Association of School Administrators] convention, about three or four years ago, to the effect that you can't expect to hoot with the owls all night and soar with the eagles all morning." 1976 Edwin W. Edwards, "Address of Welcome," 1976 *Proceedings, Sixty-Seventh Annual Convention of Rotary International*, 75: "Please take time out to see and visit the sights and the pleasant things in New Orleans; but remember that if you want to soar with the eagles in the morning, you can't hoot with the owls at night." 1981 *New York Times*, 13 Feb.: "A sign on the clubhouse bulletin board warned, 'He who hoots with the owls at night cannot soar with the eagles in the morning.'" 1993 *Calgary [AB] Herald*, 20 Nov.: "Made me think of the old saying: 'Those who hoot with the owls at night can't soar with the eagles in the morning.'"

**The PATH to success is (always) under construction.**

See "The road to success is (always) under construction."

**Rich PEOPLE (folks) have mean (hateful) ways.**

1924 Cordie Greer-Petrie, *Angeline Gets an Eyeful: Angeline's Impressions of the Idle Rich* (Louisville KY: Angeline) 1: "I've alluz heer'd hit said that 'Pore folks has got pore ways, and rich folks mean ones'...I've larnt thar is a sight of truth in the old sayin'." 1926 Mary Jordan Atkinson, "Familiar Sayings of Old Time Texas," *Publications of the Texas Folklore Society* 5:85: "Rich people have mean ways and poor people poor ways." 1937 F. W. Bradley, "South Carolina Proverbs," *Southern Folklore Quarterly* 1, no. 1 (Mar.) 88: "*Poor folks have poor ways. Some add: and rich folks damned mean ones*" (italics as shown). c1938 Annie Griegg, interviewed by Irene Robertson, in United States Work Projects Administration, *Slave Narratives: A Folk History of Slavery in the United States [Arkansas]*: 2, part 3 (Washington DC: Library of Congress, microfilm of typescript, 1941) 316: "Times is harder for poor folks than the others. It is a true saying that poor folks have hard ways and rich folks have mean ways. They are more selfish." 1952 B. J. Whiting, "Proverbs and Proverbial Sayings," in *The Frank C. Brown Collection of North*

*Carolina Folklore*, edited by Newman Ivey White (Durham NC: Duke UP) 1:410: “Poor folk have poor ways, rich folk hateful ones.” 1964 J. Frank Dobie, *Cow People* (Boston: Little, Brown) 51: “‘Why don’t you buy a wrench that will hold?’ I asked. ‘They say,’ Papa replied, ‘that poor people have poor ways and rich people have mean ways.’” As in the examples, the proverb is most often paired with the older “Poor folks have poor (hard) ways.”

**Big-time PLAYERS make big-time plays.**

1991 *Philadelphia Inquirer*, 2 Oct.: “‘That’s how you come back!’ [football player Wes] Hopkins shouted happily. ‘Big-time players make big-time plays!’” 1991 *St. Petersburg [FL] Times*, 6 Oct.: “Coach [Bobby] Bowden always says big-time players make big-time plays, and I tried to come through when they called.” 1993 *Chicago Tribune*, 4 Oct.: “[Football player Billy Joe] Tolliver said that on the final drive ‘I told the guys ‘I told the guys in the huddle, big-time players make big-time plays.’” 1998 *Charleston [WV] Daily Mail*, 7 Dec.: “‘I hate to be repetitive, but bigtime players make bigtime plays against big people,’ [football coach William Robert] Burdette said.”

**Slow PROGRESS (Even slow progress) is (still) progress.**

1971 A. A. Adeyemi, “The Challenge of Criminology in a Developing Country,” *Anales internacionales de criminologia* 10:150: “The progress may be slow in the beginning, but even slow progress is still progress. It is better than a stand-still.” 1988 *Los Angeles Times*, 12 Jul.: “Maybe it’s a sad commentary that 28 years after the Lakers did this simple roomie rotation, it’s still news. But even slow progress is progress.” 1996 Charles W. Pratt, “Good Bugs vs. Bad Bugs,” *The Rotarian* 169, no. 5 (Nov.) 17: “‘Many times, we feel like David against Goliath,’ says Samuel DeFazio. ‘But even slow progress is progress....’” 2007 Stanley M. Lemon et al., *Global Infectious Disease: Surveillance and Detection* (Washington DC: National Academies P) 224: “We must be willing to address today’s complex public health dilemmas one small step at a time. After all, as I am frequently reminded by a mentor, ‘slow progress is progress.’”

**The best PUBLICITY is free publicity.**

See “The best advertising is free advertising.”

**The ROAD (path) to success is (always) under construction.**

1963 *Washington Post*, 26 Jul.: "Today's Chuckle[:] The road to success is always under construction." 1965 *Atlanta Journal*, 21 Sep. (isolated item): "Mac McCleary. 'The road to success is always under construction.'" 1987 Emily Marlin, *Hope: New Choices and Recovery Strategies for Adult Children of Alcoholics* (New York: Harper & Row) 141: "Someone recently told me that the 'road to success is under construction.'" 2001 *Daily Post [Liverpool UK]*, 12 Dec.: "Business Philosophy [of Richard Miller]. One never stops learning and the road to success is under construction." 2003 *St. Louis Post-Dispatch*, 20 Mar.: "Someone once said the path to success is always under construction, and I guess that's true." 2004 Horst Wein, *Developing Game Intelligence in Soccer* (Spring City PA: Reedswain) 310: "The path to success is always under construction. The construction is a process...."

**It always takes longer than you expect, even when you take into account this RULE.**

See "It always takes longer than you expect, even when you take into account this rule (Hofstadter's Law, etc.)."

**SHARING is caring.**

See "Caring is sharing."

**One SIZE does not (will not, cannot) fit all.**

1956 Charlotte Montgomery, "Strictly as a Customer," *Good Housekeeping* 143 (July) 40: "Some of the readers of this magazine will agree with me that one size doesn't fit all needs." 1971 *New York Times*, 25 Apr. (ad for pantyhose): "...Round-the-Clock® makes them for you. (Even if you're 6 feet tall and 275 pounds.) Round-the-Clock's motto: *One size doesn't fit all*" (italics as shown). 1973 William M. Cowan, "Training WP Temps: The Battle to Meet User Demand," *Office Administration and Automation* 44, no. 7 (Jul.) 33: "Generic is to training as 'one size fits all' is to apparel...One size can't fit all." 1980 *Motor Trend* 32, no. 11 (Nov.) 13 (heading of a section of letters from readers, mostly complaining about the magazine's extensive coverage of foreign cars): "one size won't fit all" (all caps.). 1993 *Austin [TX] American-Statesman*, 26 Sep.: "Reforms [in health care policy] must consider the diversity of our great coun-

try. One size will not fit all.” The proverb responds to the common assertion in product advertisements and on labels for clothing and other merchandise, “One size fits all.”

**You can SLEEP when you are dead (Sleep is for the dead).**

1931 Charles Yale Harrison, *Clarence Darrow* (New York: Jonathan Cape & Harrison Smith) 362: “The novelist [H. M. Tomlinson] remarked [c1923] that he was very tired and was anxious to get back to England to sleep, to which Darrow replied: ‘Well, you can sleep when you’re dead.’” 1951 Robert W. Tallent, “Tough Team,” *The Leatherneck* 34, no. 3 (Mar.) 13: “The men knew they didn’t have long to rest. They knew the old adage, ‘You can sleep when you’re dead.’” 1988 *New York Times*, 14 Dec.: “‘My father says sleep is for the dead,’ she [Lee Marcelli] said, ‘although I don’t agree with him 100 per cent.’” 2005 Neal Conan, moderator, “Analysis: Tom Hodgkinson, Cindy Hutson, Robert Parker and Callers Discuss Having Idle Time and Being Idle,” *Talk of the Nation* (PBS-TV), 30 May: “As the man says, we can sleep when we’re dead.” 2013 *Fox Creek [AL] Times*, 22 May: “Forget the saying ‘sleep is for the dead.’ Humans need sleep....” Cf. the older proverb “There will be sleeping enough in the grave” had its start with Benjamin Franklin in his *Poor Richard’s Almanack* of 1741.

**If you’re going to be STUPID, you have to be tough.**

1984 Ronald E. Kotzsh, “Tom Brown, the Survival Master,” *East-West Journal* 14, no. 10 (Oct.) 36 (quoting Tom Brown): “I’ve always maintained that if you’re going to be stupid, you have to be tough. And I’m both.” 1998 *St. Petersburg [FL] Times*, 4 Feb.: “Some [window frames] have slogans painted on them. Say no to drugs... You gotta be tough if you’re going to be stupid.” 1999 *Atlanta Journal/Constitution*, 19 Oct.: “The best piece of advice I’ve ever been given: ‘My dad always told me that if you are going to be stupid, then you better be tough.’” 2000 *St. Cloud [MN] Times*, 3 Jan.: “Through grimacing smiles, ...golfing buddies...were quick to wise crack about the biting weather.... ‘If you’re going to be stupid, you’ve got to be tough.’...” 2013 Glen Doherty and Brandon Webb, *U. S. Navy SEAL Sniper Training Program* (New York: Skyhorse) 171: “As the old adage goes: ‘If you’re going to be stupid, you’d better be tough.’”



**Dress for SUCCESS.**

1933 *New York Times*, 21 Mar. (advertisement): “Dress for success! In the new days that are coming, business and social accomplishments will come to him who dresses the part—and acts it!” 1933 *Wall Street Journal*, 12 May: “Dress for Success! Strip depression from your mind as you cast-off old clothes. If you want better times for your business and social life, dress for them.” 1955 *New York Times*, 16 Aug.: “A nation-wide ‘Dress for Success Week’ to be conducted at the local level was proposed by the Philadelphia Clothing Manufacturers Association.” 1956 *New York Times*, 22 Apr.: “Such admonitions as ‘Your Clothes Never Stop Talking About You,’ ‘Dress Right, You Can’t Afford Not To,’ ‘Dress for success’...are part of the Hierarchical and Seductive Principles of luring men into the fashion field.” 1975 John T. Molloy, *Dress for Success* (New York: P. H. Wyden). Cf. “Dress to impress.”

**SUN’S out, guns out.**

2007 Michael Burns, *The Kings of Innocence* (Boston: Tucket) 45: “I found him...shirt off and sweat pouring from him like rain. He...took his right hand off the mower handle and jokingly flexed like a beach hero—sun’s out, guns out.” 2007 *Journal News [White Plains NY]*, 26 Feb: “Sun’s out, guns out. If you’re eating lunch on the mountain in the bright sun, try shedding some layers to catch some upper body rays while showing off those well-developed pecs....” 2010 Guido DeErio, *Fist Pump: An In-Your-Face Guide to Going Guido* (Philadelphia: Running), 61 (chapter title): “Sun’s Out, Guns Out: Or, Obtaining the Ultimate Guido Tan.” 2011 *Leader-Post [Regina SK]*, 13 Jul.: “This past Sunday the guys had ‘Sun’s Out, Guns Out,’ so they wore their muscle shirts to the park....” *Guns*, in the proverb, typically refers to upper-arm (or upper-torso) musculature to be proudly displayed. Occasionally, the proverb is construed differently (or misunderstood). 2010 *McClatchy-Tribune Business News [Washington DC]*, 30 Mar.: “‘Sun’s out, guns out,’ said Sacramento County Sheriff’s Department spokesman Sgt. Tim Curran, describing the common belief that criminals come out in warm weather.”

**Your best TEACHER is your last mistake (Your last mistake is your best teacher).**

1973 Thomas Whiteside, "Profiles: A Countervailing Force," Part 2, *New Yorker* 49, no. 34 (15 Oct.) 62: "He [Ralph Nader] hands out few reprimands. 'Your best teacher is your last mistake,' he tells his co-workers over and over." 1975 Melvin L. Weiner, *The Cognitive Unconscious* (Davis CA: International Psychological P) 83: "Your last mistake is the best teacher, if you are willing to accept it rather than deny it." 1989 William W. Oakes, *The Winning Combination IV* (New Albany IN: for the author) 49 (in a short list of unattributed sayings): "Your last mistake is your best teacher." 2015 *Daily Telegraph [Surrey Hills, Australia]*, 5 Mar.: "To reference one of those random internet quotes, I believe your best teacher is your last mistake." 2015 *New Indian Express [Chennai]*, 20 Apr.: "Sometimes, a person's best teacher can be his last mistake. And we're sure that Srinivas Raju would agree."

**TEAMWORK makes a (the) dream work.**

1995 Wisconsin Department of Public Instruction, *Teamwork Makes the Dream Work: Leave No Child Behind* (Madison: Wisconsin Department of Public Instruction). 1998 *Atlanta Journal*, 12 Nov.: "'I owe my success to the coaches and a great offensive line,' [Michael] Leslie said. 'Teamwork makes a dream work.'" 1999 *Orange County [CA] Register*, 22 Jun.: "Allan Houston threw on a ratty gray T-shirt...And across the back of his shirt was written 'Teamwork makes the dream work.'" 2000 *Daily News [Los Angeles]*, 13 Apr.: "The Vikings' team shirts say, 'Teamwork makes a dream work,' and so far they have lived up to the saying." 2002 *Star Press [Muncie IN]*, 18 Jan. (event announcement): "Martin Luther King Jr. Day service, 'Teamwork Makes the Dream Work.'" 2006 *New York Times*, 6 Dec.: "Ciara [Princess Harris] was wide-eyed and chatty, discussing everything from her favorite fashion designers to adages she lives by ('teamwork makes a dream work')." As in the quotation from 2002, the proverb (especially with "the dream") sometimes alludes to Martin Luther King's famous "I have a dream" speech.

**THINK big, be big.**

1951 Richard Brooks, *The Producers* (New York: Simon & Schuster) 297: "One thing I can't stand, it's people who think

small. Think big. Be big.” 1955 Stewart J. Wolfe, “The Industrial Editor’s Future,” in *Dimensional Journalism*, edited by John E. Drewry (Athens: U of Georgia P) 177: “Land of Goshen, industrial editors—think big—be big. You don’t advance by worrying whether or not you are going to have personals in the company publication.” 1958 O. F. Johndrew, Jr., “You Can Get Along,” *American Egg and Poultry Review* 29, no. 4 (Apr.) 31: “The pass-word is—*Think Big! Be Big!*—and we don’t necessarily mean in numbers of production units” (italics as shown). 1998 R. Vincent Riccio, *Attain Your Dream Job!* (Gretna LA: Wellness Institute) 36: “It is what the person believes as the truth that he or she will be acting upon. ‘Think big, be big; think small, be small,’ is an old saying which is very true.” Cf. “Think big (big thoughts, big things).”

**THINK twice, count ten (twenty, etc).**

1913 *Implement Age* 42, no. 5 (2 Aug) 16 (filler item): “When in doubt, think twice, count one hundred, and then tell the truth.” 1921 Alfred W. Wishard, “Shall We Smash Things?” *Grand Rapids [MI] Progress* 10, no. 9 (Sep.) 16: “Fight as much as you like for improvements and changes but think twice, count ten, before you chase off after the chaps who want to knock the whole system to pieces....” 1922 Kathleen Burke Peabody, “Value of Doing More,” *Pacific Coast Journal of Nursing* 18: 210: “Those who complain often do not excite our pity, they excite our contempt. It is well to weigh your words, think twice, count ten....” 1931 Joseph Smith Fletcher, *Dressing Room Murder* (New York: Knopf) 138: “‘That looks as if you were contemplating blackmail, Mr. Clegg,’ he remarked quietly. ‘Think twice!—count twenty, as your Yorkshire saying is.’” 1943 *County Review [Riverside NY]*, 21 Oct. (ad for a political candidate): “Equal Justice calls out for thoughtful voting. Parnell T. Quinn. ‘Thinks twice, count three, then vote for me.’” 2004 Vast Aire (born Theodore Arrington III), “Pegasus” (rap song): “Think twice / count to ten, be nice....”

**Hard (Tough) TIMES make hard (tough) men (people).**

1909 Lincoln Colcord, “Brutality,” *McClure’s Magazine* 33:303: “Hard times make hard men; but they don’t necessarily make bad hearts.” 1929 *Washington Post*, 19 Mar.: “Horse players are kicking about the prices against all winners at all tracks...Tough

times make tough people.” 1951 *Washington Post*, 22 Sep.: “A reporter asked [Emmitt]Warring what he thought of the newest crime wave.... ‘It shows that hard times make hard people,’ he said.” 1987 *Chicago Tribune*, 15 Jan.: “I really take losing hard...Tough times make tough people, I tell the guys.” 2012 *Oskaloosa [KA] Independent*, 5 Jul.: “Hard times make hard men, they say, but not all of them.”

**The only WAY out (Sometimes the only way out) is through.**

1918 “Acting upon the Evidence,” *Advocate of Peace* 80, no. 3 (Mar.) 70-71: “The war is a fact. We must advance or retreat. There is no middle course. The only way out is thorough.” 1922 Vernon J. Davis, presidential address to Texas State Florists’ Association, *American Florist* 59, no. 1780 (15 Jul.), 3: “In closing I want to give you a little poem that I found the other day, entitled ‘The Only Way Out Is Through’” (the unattributed poem begins, “The only way out of a job Bill knew [/] Was through. [/] He never once thought of going around [/] Or tunneling under it, into the ground.”). 1922 George Soule, “Planks for a Labor Platform,” *Locomotive Engineers Journal* 56: 317: “If so, we might as well abandon the attempt to control railroad rates altogether...If we are not to do this, the only way out is through.” 1931 “Two Bankers on the Depression,” *New Republic* 65:259: “Mr. [Paul] Warburg and Mr. [Albert] Wiggin apparently do agree that, once we are in a depression, the only way out is through, by allowing a general process at liquidation and readjustment.” 1997 Leigh McCullough Vaillant, *Changing Character* (New York: Basic) 166 (quoting a psychotherapist): “Sometimes the past has to be dug up to see why it’s still hanging around. Sometimes the only way out is through.”

**The WAY is the goal.**

1992 Johan Galtung, *The Way Is the Goal: Gandhi Today* (Ahmedabad, India: Gujarat Vidyapith). 1993 Archie J. Bahm, *Philosophy of the Buddha* (Freemont CA: Jain) 156: “Granted that there is a fundamental sense in which the way is the goal, such way-goal remains both way and goal; and wayfulness or instrumentality is as essential as goalness or terminality....” 1996 Katherine Morris, *Odyssey in Exile: Jewish Women Flee the Nazis for Brazil* (Detroit: Wayne State UP) 130: “‘The Way Is the Goal’ is Hilde Wiedemann’s autobiography, and a measure of its

content” (the manuscript autobiography, in German titled “Der Weg ist das Ziel,” was completed in Rio de Janeiro in 1979, when and where it was self-published, possibly in a single copy). 2003 *Business Journal—Central New York [Syracuse]*, 1 Aug.: “The way is the goal, meaning when you have a goal, then you work every day to reach it. You need the way to reach the goal.” 2011 *McClatchy-Tribune Business News [Washington DC]*, 26 Jul. (title of an article): “The Way Is the Goal When Driving in Mongolia.” Cf. “The journey is the destination” and “The journey is reward.”

**WEALTH is wasted on the rich (wealthy).**

See “money is wasted on the rich.”

**A WOMAN (girl) with her skirt (dress) up can run faster than a man with his pants down.**

1955 Anonymous, *Proceed at Your Own Risk* (New York: Scylla) 51: “It has just occurred to us that Rape is impossible—a woman with her skirt up can run faster than a man with his pants down!” 1968 Gershon Legman, *Rationale of the Dirty Joke*, first series (New York: Grove) 262: “This has also been collected in connection with the proverb (*Confucius say...*): *Rape is impossible. A woman can run faster with her dress up than a man with his pants down*” (italics as shown; Legman added the gloss “NY 1948”). 1977 Liz (“Cyclone”) Forbes Dahlgren, *We Were First: Elgin Field WWII WACs* (Brownsville TX: Springman-King) 38: “There’s no evidence [of rape] here. Everyone knows that a girl with her skirt up can run faster than a man with his pants down.” 1978 James T. Carey, *Introduction to Criminology* (Englewood Cliffs NJ: Prentice-Hall) 271: “The lore includes the belief that...there is no such thing as rape ‘because a girl with her dress up can run faster than a guy with his pants down.’” 2005 Dermot Bolger, *From These Green Heights* (Dublin: New Island Books) 24: “Dessie [speaks:] I’d catch you in a minute. Marie [responds:] You wouldn’t. A girl with her skirt up runs faster than a boy with his pants down. (Stops and blushes) I didn’t just say that, did I?”

**New YEAR, new you (A new year, a new you).**

1946 Sheila John Daly, *Personality Plus!* (New York: Dodd, Mead) 134 (chapter title): “A New Year, A New You.” 1947

*Atlanta Constitution*, 28 Dec. (headline): “Time for Decision—New Year, New You!” 1953 *Atlanta Journal*, 4 Jan. (ad for a department store): “Save on New-Year, New-You beauty needs in Davison’s Beauty Spot...” 1957 *New York Times*, 28 Dec. (announcement of a sermon title): “New Year—New You.” 1968 *Atlanta Constitution*, 25 Dec. (ad): “A New Year...A New You In A Sears Wig” (dots as shown).

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