

<https://doi.org/10.29162/pv.39.1.58>

Preliminary communication

Received on 2 December 2021

Accepted for publication on 31 January 2022

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## ***THE DICTIONARY OF MODERN PROVERBS: FOURTH SUPPLEMENT***

**Abstract:** This is the fourth 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 43 additional modern Anglo-American proverbs with historical dates and contextualized references.

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

Since the publication of our first, second, and third supplements to *The Dictionary of Modern Proverbs* (New Haven CT: Yale UP, 2012) in *Proverbium* 33 (2016) 85-120, 35 (2018) 15-44, and 37 (2020) 53-86, 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 antedatings for some of our entries in *The Dictionary of Modern Proverbs*.

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.

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

(1) ***ACTION (always) beats reaction.***

1986 “Safe Driving Tips,” *Crossties* 67, no. 2 (Feb.) 30: “The art of defensive driving is thinking ahead . . . . Action beats reaction.” 1999 Roy Black, *Black’s Law: A Criminal Lawyer Reveals His Defense Strategies* (New York: Simon & Schuster) 75: “. . . [T]he winner of the gunfight is the person who draws first: ‘Action always beats reaction.’” 2000 *Press Democrat [Santa Rosa CA]*, 24 May: “. . . [P]olice officers are trained during life-or-death confrontations with aggressive subjects that ‘action beats reaction.’” 2005 *Herald Sun [Melbourne]*, 8 Apr.: “Findings reveal that the armed aggressor has a distinct advantage . . . . Action beats reaction every time.” 2006 *Ashville [NC] Citizen Times*, 5 Mar.: “The basic principle that’s taught at academies. . . is that action beats reaction.” 2010 *Daily Mail [London]*, 8 Oct.: “The firearms team mantra of ‘action beats reaction’ was now paramount.” 2014 *Morning Sentinel [Waterville ME]*, 12 Sep.: “. . . [H]is training has taught him action beats reaction.” 2019 *Border Wall [Albury-Wodonga, Australia]*, 23 Sep.: “Action beats reaction was our motto . . . .” 2016 *York [PA] Daily Record*, 21 Sep.: “‘I was trained action always beats reaction,’ said John Torres, who served 12 years in the Baltimore Police Department.”

(2) ***You can’t BE what you can’t see.***

1990 *St. Petersburg [FL] Times*, 5 Sep.: “‘You can’t be what you can’t see,’ said [Derrick] Miles, who has owned and managed

Derrick Electric for eight years . . . . ‘Most times minorities do not know other minority businesses exist,’ said Veronica Blake-ly.” 1993 Clifford A. Jones, *From Proclamation to Practice: A Unique African American Approach to Stewardship* (Valley Forge PA: Judson) 39: “Why does a brother hit a sister? Judge R. Eugene Pincham says it is because ‘he can’t be what he ain’t seen!’ . . . [I]f he’s not seen it, he can’t be it. You can’t be what you can’t see.” 1996 *Boston Globe*, 24 Nov.: “As Dr. Joycelyn Elders, . . . the former surgeon-general, said . . . , ‘You cannot be what you cannot see.’” 2007 *Rochester [NY] Democrat and Chronicle*, 20 Feb.: “That whole [*sic*. ?old] adage of ‘you can’t be what you can’t see’ is in play here . . . .” 2007 *Philadelphia Tribune*, 4 Mar.: “It lifts the sights of the students in order for them to live out what Judge R. Eugene Pincham says in his famous maxim: ‘You can’t be what you can’t see!’” 2015 *New York Times*, 28 May: “There’s an old saying, ‘You can’t be what you can’t see.’” 2015 *The Australian [Canberra]*, 3 Dec.: “There’s another adage that often gets an airing when the talk is about women and the path to power: you can’t be what you can’t see.” 2015 Maxine Benson, “Encouraging More Women into the Industry,” *Motor Transport* [Stratford-upon-Avon], 6 Dec., 16: “As the adage says: ‘You can’t be what you can’t see.’” 2017 *Daily Telegraph [London]*, 2 Feb.: “There are certain things about us that will never change . . . . It’s the old adage: you can’t be what you can’t see.” 2019 *The Guardian [London]*, 20 May: “In terms of demonstrating cricket as a viable path to players of a similar background, the adage goes that you can’t be what you can’t see.”

### (3) *Bad BLOOD runs deep.*

1968 Joachim Joesten, *The Dark Side of Lyndon Baines Johnson* (London: Peter Dawnay) 254: “Yet for all his self-restraint and his professions of loyalty, the bad blood runs deep between Robert Kennedy and Lyndon Johnson.” 1976 Victor Perera, “Scenes from a Spanish Village,” *Atlantic* 238, no. 5 (Nov.) 66: “Socialism will never come to Maura . . . . There are too many scores to settle, and the bad blood runs deep.” 1986 *Toronto Star*, 14 Nov.: (title of article): “Bad blood runs deep in B.C. Dome’s a major factor as Bombers and Lions renew bitter rivalry.” 1995 *USA To-*

*day [McLean VA]*, 9 May: “Bad blood runs deep. Only last Fall, [Rockne] Harmon drew a laugh at a DNA conference by flashing [Barry] Sheck and [Peter] Neufeld’s picture on the screen with the comment: ‘Princes of darkness.’” 1999 *Springfield [MO] News Leader*, 2 Aug.: “But bad blood runs deep with some residents, who say they are frustrated after trying for years to work with [Lee] McLean.” 1999 *Santa Fe New Mexican*, 28 Nov. (headline): “Scorpions vs. Buzzards: Bad blood Runs Deep.” 2004 *International Herald Tribune [Paris]*, 22 Oct. (headline): “Yanks and Red Sox: Unrivaled Rivalry / Bad Blood Runs Deep for Longtime Foes . . . .” 2007 *Edmonton Journal*, 15 Apr.: “Bad blood runs deep in the town’s collective memory.” 2009 *Derby [UK] Evening Telegraph*, 21 Jul.: “Bad blood runs deep between the Merryweather and DeNoir clans . . . .” 2018 The Last Exile (song), “Bad Blood Runs Deep,” on the album *Farm Festival* (Spection Music). 2019 Monty Helfgott, *Bad Blood Runs Deep* (Deerfield Beach FL: Trimark). 2019 *Irish Times [Dublin]*, 6 Dec.: “. . . [Y]ou would be forgiven to think bad blood runs deep between these two competitors.” Perhaps the proverb originated as an anti-proverb based on “Still waters run deep.”

**(4) A BOY (man) cannot become a man until his father dies.**

1995 Richard Olivier, *Shadow of the Stone Heart: A Search for Manhood* (London: Macmillan) 40: “Robert Bly answered him with a statement that froze me, ‘A boy cannot become a man until the day his father dies.’” 1998 Gail Sheehy, *Understanding Men’s Passages* (New York: Random House) 168: “They say you don’t truly become a man until your father dies.” 1998 *Providence Journal*, 25 Aug.: “. . . [A] friend of mine said to me, ‘You don’t become a man until your father dies.’ What a profound statement, because it’s true.” 2006 *Hartford [CT] Courant*, 14 Jun.: “. . . [I]t’s true that a boy does not become a man until his father dies . . . .” 2007 Rosemary Poole-Carter, *Women of Magdalene* (Largo FL: Kunati) 144: “There’s an old saying, Robert: ‘A man doesn’t become a man until his father dies.’ Now it’s time for you to be a man . . . .” 2008 *Vancouver Courier*, 14 Jun.: “A man can never really become a man until his father dies, or so the experts say.” 2010 Greg Ames, “Forgiving the Bench Warmer,” *Southern Review* 46: 295: “It’s been said that a boy

can't become a man until his own father is dead." Rod Mills, *The Bishop of South Park* (Bloomington IN: Xlibris) 68: "There's an old maxim, 'A man doesn't become a man until his father dies.' There's an element of truth to that." 2016 *Edmonton Sun*, 11 Mar.: "They say that you don't really become a man until your father dies, and I believe that's true." 2016 Butch Walker (song album), *You're Not a Man Until You Lose Your Dad*. 2021 Dave Parker and Dave Jordan, *Cobra: A Life of Baseball and Brotherhood* (Lincoln: U of Nebraska P) 357: "They say you don't truly become a man until your father dies . . . ."

(5) **No BRAIN, no headache.**

1991 *Chicago Tribune*, 3 May.: "'Headache? I don't have a headache,' [Don] August said. 'I guess no brain, no headache.'" 1992 *Morning Call [Allentown PA]*, 26 May.: "'Actually it wasn't that tough of a decision to make,' [Lenny] Dykstra conceded. 'It was one of those no brain, no headache deals.'" 1995 *Boston Globe*, 21 Feb.: "They say in baseball 'no brain, no headache,' but you still have to think about some things." 1997 Vicki Iovine, *The Girlfriends' Guide to Surviving the First Year of Motherhood* (New York: Penguin) 158: "You know what they say: 'No brains, no headache.'" 1998 Ruth Anne Kocour and Michael Hodgson, *Facing the Extreme* (New York: St. Martin's) 220: "Trying to put on a calm face and a smile, I teased Craig. 'Hey, no brain no headache.'" 2001 *Washington Post*, 23 Nov.: "As one idiotic character (does it really matter who?) says to another, revealing his secret for happiness: 'No brain, no headache.'" 2003 *Statesman Journal [Salem OR]*, 3 Jun.: "How did these people get elected? No brain, no headache, I guess." 2007 Kathleen Hamilton, *Sex after Baby: Why There Is None* (Charlottetown, Prince Edward Island: Acorn) 54: "You know what they say: 'No brain, no headache.'" 2008 Jack Driscoll, *How Like an Angel* (Ann Arbor: U of Michigan P) 186: "He's got all the bases covered, he says. No brain, no headache. Meaning the burden is his, no mine." 2015 Alpha Blondy (song), "No Brain, No Headache," on the album *Positive Energy* (VP Records). Cf. "No BRAIN, no pain."

**(6) CHAOS creates opportunity.**

1988 Blaise Cronin and Elisabeth Davenport, *Post Professionalism: Transforming the Information Heartland* (London: Taylor Graham) 231: “He [R. H. Waterman] concludes that chaos creates opportunity, ‘. . . opening the way for whoever is prepared to do something innovative.’” 1991 Jack Cummings, *Guide to Real Estate Exchanging* (New York: Wiley) 5 (section heading): “Why Chaos Creates Opportunity.” 2001 *Savannah Morning News*, 25 May: “But the president should follow the adage that chaos creates opportunity.” 2002 David Taylor and Alyse D. Terhune, *Doing E-Business: Strategies for Thriving in an Electronic Marketplace* (New York: Wiley) 173: “Contextual shifts create chaos, and chaos creates opportunity.” 2003 *Daily News [New Plymouth, New Zealand]*, 21 Aug.: “Chaos creates opportunity. Simple as that.” 2008 *Oakland Tribune*, 10 Mar.: “Chaos creates opportunity. And in this case, the opportunity may be John McCain.” 2009 *San Gabriel [CA] Tribune*, 5 Feb.: “One of the tenets of the business world is that chaos creates opportunity.” 2013 Dave Willis, “Voluntary Benefits Amid Chaos,” *Rough Notes* 156, no. 12 (Dec.) 75: “There’s a saying, ‘Chaos creates opportunity.’” 2020 Karin Slaughter, *The Silent Wife* (New York: HarperCollins) 23: “‘This feels like a crime of contingency. . . .’ ‘Chaos creates opportunity.’”

**(7) CHEATERS are going to cheat (Cheaters gonna cheat).**

1980 Frederick Crews, *Random House Handbook*, 3rd ed. (New York: Random House) 50 (exercise for students): “Which of the following items would you *exclude* from your *main evidence* in writing the essay [with the thesis *The honor system of unsupervised testing cannot survive*]? . . . [Item E:] Cheaters are going to cheat under any system” (italics as shown). 1997 *The Sun [Baltimore]*, 20 Jan.: “But the cheaters are going to cheat anyway, regardless of what you do.” 2000 *San Francisco Examiner*, 3 Aug.: “I don’t care what rules you put in . . . . The cheaters are gonna cheat, no matter what.” 2003 *Oakland Tribune*, 5 Nov.: “I think he was drawing attention to the fact that the cheaters are going to cheat . . . .” 2004 *Hartford [CT] Courant*, 25 Mar.: “No matter what the rules are, exploiters will exploit and the cheaters

will cheat.” 2004 *News Gazette [Champaign IL]*, 18 Jul.: “Nor is there a definitive cure for Dave Bliss and his ilk. Cheaters will cheat. That is their nature.” 2015 *The Guardian [London]*, 26 Feb.: “. . . [C]heaters gonna cheat, slave drivers gonna slave drive . . .” 2017 *Lansing [MI] State Journal*, 4 Mar.: “‘Will it lead to more cheating?’ ‘I think I can answer . . . . Cheaters are gonna cheat.’” 2019 *Pittsburgh Post-Gazette*, 5 Mar.: “Cheaters are gonna’ [sic] cheat, and no one cheats more than rich people.” 2019 Justin Hopson, *If the First Lady Hired Me . . . A Private Eye’s Tell-All on Cheating in America* (Charleston SC: for the author) 37: “And when it comes to answering questions about faithfulness, ‘cheaters gonna cheat.’” 2020 Joe Prusaitis and Chris Haley, *Joe’s Rules: The Art of Trail Race Directing* (Austin TX: for the authors) 62: “Maybe cheaters gonna cheat, but dealing with them is the absolute low-point of race directing.” 2020 Karin Slaughter, *The Silent Wife* (New York: HarperCollins) 351: “Will didn’t have an answer this time. ‘Cheaters gonna cheat,’ Faith reminded him.” 2021 *London Free Press*, 11 Jan.: ‘My reaction to your story is basically this: Cheaters are going to cheat, liars are going to lie, and vengeful girlfriends are going to venge.’ Cf. “HATERS are going to hate.”

**(8) *You don’t build a CHURCH for Easter Sunday.***

1969 *Higher Education Amendments of 1969: Hearings, United States Congress. House. Committee on Education and Labor. Special Subcommittee on Education* (Washington: U.S. Government Printing Office, 1970) 1053: “As they say, you can’t build a church for Easter Sunday, it is obvious we are not going to be able to build institutions for the peak situation.” 1980 *Agricultural Transportation Services: Needs, Problems, Opportunities. The Final Report of the Rural Transportation Advisory Task Force* (Washington: U.S. Dept. of Agriculture) 28: “As representatives of the rail management pointed out at the hearings, ‘You don’t build a church for Easter Sunday.’” 1987 *New York Times*, 24 Oct.: “‘You don’t build the church for Easter Sunday,’ he [Hugo Quackenbush] said. ‘We have only so much capacity.’” 1997 *Electric Utility Industry Restructuring: Why Shouldn’t All Consumers Have a Choice?: Hearings before the Subcommittee on Energy and Power of the Committee on Commerce, House,*



*One Hundred Fifth Congress, First Session* (Washington: U.S. Government Printing Office) 421: “Now many of you have heard the adage, never build a church for Easter Sunday, but . . . each utility has basically done just that.” 1998 *Rail Freight Transportation in North Dakota: Hearing before the Subcommittee on Surface Transportation and Merchant Marine of the Committee on Commerce, Science, and Transportation. Senate. One Hundred Fifth Congress, First Session* (Washington: U.S. Government Printing Office, 1999) 33: “. . . [G]rain shippers don’t expect railroads to fill every car order at the drop of a hat in peak demand seasons. This is the old ‘You don’t build a church for Easter Sunday’ concept.” 2006 *Boston Globe*, 20 Apr.: “We sometimes subscribe to the adage that you don’t build the church for Easter Sunday.” 2016 *National Post [Don Mills, Ontario]*, 1 Oct.: “Yes, but it’s kind of like the old saying, you don’t build the church for Easter Sunday.”

**(9) A hit (bit) DOG will (always) holler (howl).**

1912 “From a Member of Pecan Lodge No. 484, Walnut Springs, Texas,” *Railway Carmen’s Journal* 17, no. 1 (Jan.) 86: “So let her go, Bill, who cares, the hit dog always howls, and I think we got hit.” 1924 James Thomas Heflin of Alabama, *Congressional Record, Senate: Proceedings and Debates of the First Session*, vol. 65, part 6 (4 Apr.): 5564: “. . . [E]very shot that has been fired by a Democrat has hit a crooked Republican official. Every time we fire a shot you can hear them whine and whimper, and Sam Jones used to say, it is the hit dog that hollers. You can throw a rock into a pack of dogs on a dark night and none but the hit dog will holler. Who is it that is hollering ‘Stop your investigations’? It is the dog that has been hit or expects to be hit.” 1994 *Orlando [FL] Sentinel*, 22 Aug.: “. . . [A]ll those people whining reminds me of the old adage, ‘The bit dog always howls.’” 1995 *Austin [TX] American Statesman*, 5 Mar.: “I am sure that not everyone who appeared at the Council that night feels that my comments were directed at them, but as my grandmother would say, ‘a hit dog will holler.’” 1998 *Atlanta Constitution*, 17 Feb.: “If people are offended, my grandmother used to say a hit dog will holler.” 2002 *Atlanta Journal-Constitution*, 22 Dec.: “I guess my daddy told me true—‘a hit dog will holler.’ I guess the ‘hollering’



I'm hearing is from the Republicans who have been hit with the plain, straight truth." 2004 *St. Petersburg [FL] Times*, 23 Mar.: "After reading Justice Antonin Scalia's long-winded, self-serving statement . . . , I am reminded of what my high-school-educated farmer's daughter mother would say: 'A hit dog always howls!'" 2010 *Courier-Journal [Louisville KY]*, 22 Nov.: ". . . [A] hit dog will holler, the butt of a joke will take offense . . . ."

(10) ***When in DOUBT, wait it out.***

1987 *Newsday [Long Island NY]*, 24 Jan.: "But the union leader said he would not settle just to ease the pressure . . . . 'I have a slogan: When in doubt, wait it out.'" 1987 *Chicago Tribune*, 13 Dec.: "It all adds up to a good rationalization for sitting on their hands, biding their time . . . . When in doubt, wait it out." 1999 *Courier-Journal [Louisville KY]*, 18 Nov.: "Some perennials that seemed to disappear may simply have gone dormant early. When in doubt, wait it out." 2005 *Ottawa Citizen*, 23 Oct.: "The surprising end result is tolerance—when in doubt, wait it out . . . ." 2008 *Daily Miner and News [Kenora, Ontario]*, 11 Sep.: ". . . [I]f there's traffic coming, then they should wait for a gap, she emphasized: 'When in doubt, wait it out.'" 2011 *Cowichan News Leader Pictorial [Duncan, British Columbia]*. 20 Oct.: "There should be NO doubt in your mind about how fast someone is coming or how many seconds you have to turn in front of them. If in doubt, wait it out." 2013 Cathwren Hermon, *Why Weep and Wail?* (Bloomington IN: Xlibris) 143: ". . . [S]he subscribed to the old and wise maxim: 'When in doubt, wait it out.'" 2020 *North Bay [Ontario] Nugget*, 3 Sep.: "No one will thank you for showing up for school sick. When in doubt, wait it out . . . ."

(11) ***No EXCUSES, just (only) results.***

1985 *Austin [TX] American Statesman*, 9 Jan.: "I [football player Phil Simms] don't care about other quarterbacks . . . . That's the defense's job. No excuses, only results." 1986 Richard Berendzen, *Is My Armor Straight? A Year in the Life of a University President* (Bethesda MD: Adler & Adler) 119: "I ended by saying, 'I want action. No excuses, just results.'" 1987 Lee Gardenschwartz and Anita Row, *What It Takes: Good News from*

*100 of America's Top Professional and Business Women* (New York: Doubleday) 20: "This *No Excuses, Just Results* attitude is also found in a resilience that refuses to take no for an answer" (italics as shown). 1991 *Los Angeles Times*, 3 Nov.: "The team's slogan [Los Angeles Clippers] is, 'No Excuses, Just Results.'" 1996 Joan H. Rollins, *Women's Minds / Women's Bodies* (Upper Saddle River NJ: Prentice Hall) 471: "These successful women have a 'no excuses, just results' attitude . . . ." 1999 Wayne Chrebet and Vic Carucci, *Every Down, Every Distance: My Journey to the NFL* (New York: Doubleday) 240: "Basically, I don't wear a whole lot under my uniform besides the NO EXCUSES, JUST RESULTS T-shirt . . ." (small caps as shown). 2003 *Pittsburgh Post-Gazette*, 26 Oct.: ". . . Jim Roddey spreads his campaign slogan: 'No Excuses. Just Results.'" 2010 *Star Tribune [Minneapolis]*, 8 Apr.: "No excuses, only results: That's the mantra Thomas Feeney Jr. lived out . . ." 2020 *Queensland Times [Ipswich, Australia]*, 25 Feb.: "'Do you [Corey Athanates] have a favourite saying or motto?' 'No excuses. Only results!'"

**(12) *FAILING to prepare is preparing to fail (Failure to plan is a plan to fail).***

1969 Jack Lacy, "Midway U.S.A.—More Than a Slogan," *Kansas Business Review* 22, no. 5 (May) 5: ". . . [I]t is through such preparations that you will make your work lasting and meaningful. As Benjamin Franklin said, 'Failing to prepare is preparing to fail.'" 1972 Eldon E. Snyder, "Athletic Dressing Room Slogans as Folklore: A Means of Socialization," *International Review of Sport Sociology* 7: 94 (in a list): "By failing to prepare yourself you are preparing to fail." 1984 Robert L. Wolf, "Anticipating Trouble," *Marine Corps Gazette* 68, no. 2 (Feb.) 20: "The adage 'A failure to plan is a plan to fail' applies." 1994 *International Herald Tribune [Paris]*, 29 Nov.: ". . . [B]efore choosing your service provider, remember the showbiz adage: 'Failing to prepare is preparing to fail.'" 2003 Donald D. Bergh, "From the Editors: Thinking Strategically about Contribution," *Academy of Management Journal* 46: 136: "To borrow an old coaching cliché, failing to prepare is preparing to fail.' Authors, prepare your manuscripts with respect to the dynamics of the competition." 2006 Scott C. Holliday, "Back to Basics: Not Just

for Students,” *Fire Engineering [London]* 159, no. 2 (Feb.) 109: “The old adage ‘Failing to prepare is preparing to fail’ is of paramount importance to the fire service instructor.” 2009 *Daily Mercury [Mackay, Australia]*, 1 May: “The old adage that failure to plan is a plan to fail is true . . . .” 2011 *Sunday Gazette Mail [Charleston WV]*, 1 May: “We also learned it was essential to have a plan, that the old adage ‘Failure to plan is a plan to fail applies.” Versions of the proverb are sometimes attributed to the basketball coach John Wooden.

**(13) *If you’re not FAILING, you’re not trying (hard enough).***

1985 Christopher R. Edginton, *Productive Management of Leisure Service Organizations* (New York: Macmillan) 339: “There is a saying that ‘if you’re not failing, you’re not trying anything new.”” 1998 *Chicago Tribune*, 8 May: “. . .[F]ailure is the first step to success. If you’re not failing, you’re not trying.” 2000 *Globe and Mail [Toronto]*, 16 Sep: “. . . [A]s they say in Hell—and frequently on TV—if you’re not failing, you’re not trying.” 2005 Mark Chussil, “With All This Intelligence, Why Don’t We Have Better Strategies?” *Journal of Business Strategy* 26: 31: “One side of the mouth says, ‘We encourage you to fail. If you aren’t failing you aren’t trying . . . .’ The other side of the mouth says, ‘We hold you accountable for results.’” 2008 Jesse Schell, *The Art of Game Design* (Burlington MA: Elsevier) 2: “If you aren’t failing, you aren’t trying hard enough, and you aren’t really a game designer.” 2010 Thomas S. Clay and Daniel J. DiLucchio, “The Time Has Finally Come,” *Of Counsel* 29, no. 4 (Apr.) 18: “As some would say, if you aren’t failing, you aren’t trying hard enough.” 2013 *Delta [British Columbia] Optimist*, 18 Sep.: “There is more failure in skateboarding than success, but if you aren’t failing, you aren’t trying.” 2015 *Charleston [WV] Gazette*, 3 Feb.: “. . . [E]veryone is saying, if you aren’t failing, you aren’t trying hard enough.” 2017 Cynthia McCloud, “Robotics Programs Benefit Kids, W.Va.’s Image,” *State Journal* 2 Oct.-8 Oct.: “Our motto is, ‘if you’re not failing, you’re not trying.’ . . .”

(14) *It FEELS good to do good.*

1925 Arthur B. Rhinow, "Bulletin Board (Wayside Pulpit) Sermonettes," *Homiletic Review* 90: 43 (list of sayings "on the bulletin board of Ridgewood Presbyterian Church, Ridgewood, New York City"): "Make God first. [/] You are no stronger than your faith. [/] "He lives most who gives most. [/] It feels good to do good." 1982 Byron Kennard, *Nothing Can Be Done, Everything Is Possible* (Andover MA: Brick House) 120: "It feels good to do good, no matter how unfashionable such sentiments have become in this demoralizing age." 1984 Willard Gaylin, *The Rage Within: Anger in Modern Life* (New York: Simon & Schuster) 72: "The fact that doing good feels good has become the sophistry of generations of undergraduates who have used this as an argument to prove that all behavior is selfish." 1994 Michael Schulman and Eva Mekler, *Bringing Up a Moral Child*, rev. ed. (New York: Doubleday) 98: "Parents, of course, need to do more than simply assert that living up to moral standards is the best way to live . . . . There are three good reasons you can give: . . . 2) because it feels good to do good . . . ." 1997 *Wisconsin State Journal [Madison]*, 13 Apr.: "Through the work with juvenile girls, [Mona] Wassow discovered what lies at the root of volunteer work . . . . 'Quite simply, it feels good to do good,' she said." 1999 *Atlanta Journal-Constitution*, 21 Feb.: "They're motivated not by altruism but by guilt . . . . [I]t feels good to do good." 2004 *Home News Tribune [East Brunswick NJ]*, 22 Feb. (headline): "Content of Their Character: East Brunswick Kids Learn It Feels Good to Do Good." *New Hampshire Sunday News [Manchester]*, 10 Apr.: "It is the right choice and I have to say, it feels good to do good." 2011 Stef Kranendijk, "The Cherry Tree Makes Copious Blossoms and Fruit without Depleting Its Environment," *HR [Human Resources] Magazine* 25 (Oct.): 18: "Employee morale has risen . . . . The old saying is true: 'It feels good to do good.'"

(15) *If you aren't FIRST, you're last.*

1991 Merissa Piesman, *Personal Effects: A Nina Fishman Mystery* (New York: Simon & Schuster) 79: "Not your typical New York attitude. The city where if you're not first, you're last."

1993. Advertisement for the state of Massachusetts, *Forbes* 151, no. 13 (21 Jun.) 173: “In Massachusetts, Our Business Philosophy Is Simple. If You’re Not First, You’re Last.” 1999 *Detroit Free Press*, 10 Jan.: “According to industry insiders, early interest often translates into acquisition. The adage ‘if you’re not first, you’re last’ applies here.” 2006 In the motion picture *Talladega Nights* the character Ricky Bobby famously uttered the proverb. 2008 *Daily Mail [London]*, 12 Apr.: “The Irish challenger . . . says she lives by the motto: ‘If you’re not first, you’re last.’” 2010 Grant Cardone, *If You’re Not First, You’re Last: Sales Strategies to Dominate Your Market and Beat Your Competition* (Hoboken NJ: Wiley). 2012 *Sunday Herald-Sun [Melbourne]*, 1 Jul.: “Over here, there are no podiums; if you are not first you are last.” 2013 *Northern Echo [Darlington UK]*, 16 Apr.: “I [coach Andy Haslock] tell my lads when they are playing football if you are not first you are last.” 2019 Benjamin Jensen, “TECOM Warfighting Club,” *Marine Corps Gazette* 103, no. 6 (Jun.) 8: “In war, if you are not first, you are last.”

(16) *Play stupid GAMES, win (get) stupid prizes.*

2015 *Gaston Gazette [Gastonia NC]*, 7 Jun.: “Play stupid games and win stupid prizes. So glad they didn’t kill an innocent person with their stupid shenanigans.” 2015 *Star Tribune [Minneapolis]*, 25 Nov.: “Play stupid games, win stupid prizes. Never should have trolled that protest so hard.” 2016 *Northwest Florida Daily News [Fort Walton Beach FL]*, 8 Mar.: “I love this. Frat kids getting their spring break ruined for doing something dumb. Play stupid games, win stupid prizes.” 2016 *South Wales Echo [Cardiff]*, 20 Dec.: “Play stupid games, win stupid prizes. They all knew ahead of time that pulling these little stunts was not on. It’s football, not a war.” 2017 *University Wire [Carlsbad NM]*, 7 Mar.: “If either of them had pled guilty, they most likely could have gotten less-harsh sentences. But as the saying goes: Play stupid games, win stupid prizes.” 2018 *Daily Beast [New York]*, 16 Oct.: “Proud Boy rhetoric also grew more belligerent, adopting mottoes like . . . ‘Play stupid games, win stupid prizes.’” 2019 Taylor Swift and Joel Little (song), “Miss Americana & the Heartbreak Prince,” on the album *Lover* (Republic): “The whole school is rolling fake dice / You play stupid games, you

win stupid prizes.” 2019 *Illawarra Mercury* [Wollongong, Australia], 18 Oct.: “Play stupid games, get stupid results! If you do that and get hit, then [it’s] your own fault.” 2019 *Calgary Sun*, 29 Nov.: “As a council-weary wag points out, when you play stupid games, you get stupid prizes.” 2021 *Washington Post*, 5 Jan.: “Play stupid games, win stupid prizes, the saying goes. Trump has somehow managed to play stupid games and lose the stupid prizes, too.”

(17) ***The GAME is the game (Let the game be the game).***

1980 *Boston Globe*, 16 Nov. “Maybe the game has changed. Changed? Be serious. The game is the game. . . . The game doesn’t change.” 1982 *Boston Globe*, 17 Oct.: “The game is the game, no matter how much [football team] owners and players louse it up.” 1986 *Chicago Tribune*, 20 Jan.: “The game is the game and will take care of itself.” 1987 *Houston Chronicle*, 31 May: “The game is the game, whether it’s at the high school level or the major-league level . . . .” 1987 *Orlando [FL] Sentinel*, 17 Oct.: “The game is the game. Silly as that sounds, it’s true. All of us are attracted to football. And we do not sympathize with any group that takes our game away from us.” 1993 *Windsor [Ontario] Star*, 27 Feb.: “Above all, let the game be the game. Don’t try to be the star. The game will be that.” 1997 *Palm Beach Post [West Palm Beach FL]*, 23 Dec.: “The game is the game, whether one person plays or 55 million play . . . . The odds never change, no matter how many people play [Lotto].” 1999 *Los Angeles Times*, “The game is the game, whether it’s in Pauley Pavilion or some dirt court in Compton.” 2002 *South Florida Sun-Sentinel [Fort Lauderdale]*, 4 Feb.: “Sunday he [sports caster Pat Summerall] did his job as he’s been doing it forever. Understated. Let the game be the game.” 2002 *Ottawa Citizen*, 9 Oct.: “Just let the kids go out and play. Let the game be the game and not try to control it.” 2003 *New York Daily News*, 27 Jul.: “I think [baseball umpire] Dana DeMuth showed a lot of restraint. He let the game be the game.” 2007 *Detroit Free Press*, 6 Dec.: “There’s purity in our game [baseball]. Let the game be the game.” 2008 *Baltimore Sun*, 27 Aug.: “Let the game be the game. Let the game be pure in what it is.” 2009 *St. Petersburg [FL] Times*, 3 Feb.: “The game is the game, whether you’re playing summer hockey or

playing in the NHL. “ 2010 Paul Allen Anderson, “‘The Game Is the Game’: Tautology and Allegory in *The Wire*,” *Criticism* 52: 373-98. 2017 *Irish Times [Dublin]*, 11 Feb.: “S4C had been running highlights of Spanish and Italian soccer and it had done well for them. The game is the game, whatever language comes attached.” 2018 *The Advocate [Newark OH]*, 12 Sep.: “No more changes. Leave baseball alone. Let the game be the game.” 2019 *This Day [Lagos]*, 30 May (headline): “The Game Is the Game.”

(18) *There is a GENE for everything.*

1984 Michael Levin, “Why Homosexuality Is Abnormal,” *Monist* 67: 281: “The last two paragraphs play on the fact that, in a suitably broad sense, there is a gene ‘for’ almost everything people do.” 1989 Kenneth Radu, *Distant Relations* (Ottawa: Oberon) 59: “Bad personality, like red hair, . . . was inherited. Surely. There was a gene for everything, the newspaper said as much.” 1996 *Vancouver Sun*, 17 Feb.: “There may be a gene for everything. At the dawn of a new century, it may be our last hope, our last damnation.” 1997 *Village Voice [New York]*, 30 Sep.: “In the popular mind, there is a ‘gene for’ everything from intelligence to criminality . . .” 1997 *San Francisco Chronicle*, 15 Dec.: “There’s a gene for everything else, so why not football?” 1998 *Scotland on Sunday [Edinburgh]*, 22 Feb.: “It is a message of naive genetic determinism: a gene for everything, and everything caused by a gene.” 2000 *The Independent [London]*, 29 Jan.: “There seems to be a gene for everything these days—alcoholism, homosexuality, being good at maths, a penchant for an occasional spliff.” 2001 *The Guardian [London]*, 23 Jan.: “After decades of hearing from such people that there would be a gene for everything, I admit to having felt a twinge of smugness.” 2001 *Weekend Edition Sunday [Washington: NPR]*, 11 Feb.: “If you think in a hard-wired fashion, . . . there must be a gene for almost everything associated with being human.” 2009 Bryan Vartabedian, *Colic Solved: The Essential Guide to Infant Reflux and the Care of Your Crying . . . Baby* (New York: Random House) 35: “With all the research on the human genome, it seems today that there’s a gene for everything, and reflux seems to be no exception.” 2010 *Independent on Sunday [London]*, 31 Jan.: “There has to be a cause for everything, a gene for ev-



everything. It's totalitarian." 2010 Nick Lane, *Life Ascending: The Ten Great Inventions of Evolution* (New York: Norton) 271: "In popular parlance, there's a gene for everything from homosexuality to Alzheimer's." Cf. the more recent "There is an APP for everything."

**(19) Go (You have to go) with what you know.**

1984 *Philadelphia Daily News*, 20 Jan.: "Go with what you know, not what you think you saw." 1985 *New York Times*, 16 Sep.: "You have to go with what you know, and, more important, with what you can teach." 1998 Chris Morris, "Alice's Cantrell Steps Out with Solo Set on Columbia," *Billboard* 110, no. 10 (7 Mar.) 10: "I always write from my own experience—it's that old saying, 'Go with what you know,' he [Jerry Cantrell] says." 2000 *St. Louis Post*, 12 Nov.: "As for composition, the old adage of 'go with what you know' serves the artist well." 2002 Lucinda Fleeson, "The Civilian Conundrum," *American Journalism Review* 24, no. 3 (Apr.) 22: ". . . [Steve] Inskeep had followed an old adage in war reporting: 'Only go with what you know yourself . . .'" 2003 *Sunday Times [London]*, 16 Nov.: "He [Richard Curtis] decided that his screenwriting destiny was to stick to London. 'You have to go with what you know.'" 2006 *The Record [Sherbrooke, Quebec]*, 27 Jan.: "An old writer's adage says, 'Go with what you know . . .'" 2006 Dweezil Zappa (record album), *Go with What You Know* (Zappy Records). 2008 *Arizona Republic [Phoenix]*, 31 Oct.: "Go with what you know. Isn't that the artist's mantra?" 2011 *Home News Tribune [East Brunswick NJ]*, 5 Jan.: "Go with what you know. Try to build on the experience and knowledge you already have." 2013 *News Mail Bundaberg [Australia]*, 3 May: "But it was Matt Kummerow's chocolate rum-and-raisin delight that won over the judges' tastebuds. . . . [Y]ou have to go with what you know,' a chuffed Mr Kummerow said." 2016 *The Record [New Westminster, British Columbia]*, 5 May: "There's an old proverb that says 'Go with what you know.'" 2018 *Daily Telegraph [London]*, 13 Dec.: "I once knew a therapist whose mantra was 'Go with what you know'—meaning there is no point in catastrophizing the unknown . . ."

(20) ***Good (Nice) GUYS don't win (win games).***

1951 Howard B. White, "Patriotism and the Citizen Soldier," *Social Research* 18:495: "It may be true, as Leo Durocher once said, that 'nice guys do not win ball games,' but the winners have to have something in common with the nice guys." 1965 William F. Haddad, "Mr. Shriver and the Savage Politics of Poverty," *Harper's Magazine* 231, no. 1387 (Dec.) 45: "In the Kennedy style, he [Sargent Shriver] dislikes weakness. Signs on his door at the Peace Corps read, 'Nice guys finish last,' and 'Good guys don't win ball games.'" 1972 Eldon E. Snyder, "Athletic Dressing Room Slogans as Folklore: A Means of Socialization," *International Review of Sport Sociology* 7: 93 and 96 (in lists): "Good guys don't win" and "Nice guys don't win ballgames." 1972 Peter Richard Knauss, *Chicago, a One Party State* (Champaign IL: Stipes) 9: "It is likely that it was during this gloomy period of American history that expressions like 'If you can't lick 'em, join 'em' were coined, as well as phrases like 'Good guys don't win ball games' and 'You can't beat City Hall.'" 1984 *Globe and Mail [Toronto]*, 30 Jun.: "Mike [Nykoluk] is a helluva nice guy and they say nice guys don't win." 1986 *Los Angeles Times*, 13 Apr.: ". . . [P]eople are used to the idea that good guys don't win." 1996 *Sunday Times [London]*, 13 Oct.: "He [Chekhov] was also, incidentally, a cheering exception to the old adage that nice guys don't win . . . ." 1997 *The Sun [London]*, 3 Apr.: "Paul Cullen is taking great delight disproving the sporting adage that nice guys don't win." 1999 *Times [London]*, 1 Mar. (headline): "Good Guys Don't Win Prizes." 2001 *The Australian [Canberra]*, 27 Aug.: "Unfortunately the saying 'good guys don't win' is true." Cf "Nice GUYS finish last."

(21) ***Not all HEROES wear capes (Heroes don't all/always wear capes, Some heroes don't wear capes).***

1994 Constance O'Day-Flannery et al., *Secret Loves* (New York: Penguin) 209: "Today, I discovered that heroes don't always wear capes." 2006 Stefania Shaffer, *Heroes Don't Always Wear Capes* (Woodbridge CA: Pressman). 2008 *The Guardian [London]*, 3 May: "Technical assistants . . . will now wear T-shirts adorned with the slogan 'Not all heroes wear capes.'" 2014 *Gulf*

*Daily News [Manama, Bahrain]*, 1 Dec.: “. . . [A]lways believe in yourself and reach the goal of becoming a hero because after all not every hero wears a cape.” 2015 *York [PA] Daily Record*, 21 May: “Heroes don’t always wear capes. Sometimes they wear badges, helmets, or every day clothing.” 2016 *Niagara This Week [Thorold, Ontario]*, 3 Feb.: “Some heroes don’t wear capes or masks; they don’t leap tall buildings in a single bound; instead they are there when a child needs a helping hand or ear to bend.” 2016 *The Advertiser [Adelaide]*, 17 July: “Some heroes don’t wear capes—they drive buses.” 2017 Adam Young (song), “Not All Heroes Wear Capes,” on the album *Cinematic* (Owl City). 2018 Jennifer Moore-Mallinos and Gustavo Mazali, *Not All Heroes Wear Capes* (New York: Rosen). 2018 *Sunday Business Post [Cork, Ireland]*, 18 Jan.: “But just as heroes do not always wear capes, gentlemen do not always wear suits.” 2018 *Free Press Journal [Mumbai]*, 24 Mar.: “True is the adage that not all heroes wear capes. Some wear uniforms!” 2020 *Bangalore [India] Mirror*, 16 Oct.: “Not all heroes wear capes, goes the popular adage. A 23-year-old covid survivor certainly proved that.”

(22) **Well INFORMED is well armed.**

2001 *BBC Monitoring Central Asia [London]*, 15 Mar.: “. . . [T]here is a famous expression: ‘Well informed is well armed.’ Will life become easier for us if like an ostrich we bury our head in the sand . . . ?” 2003 Ed Buice, “When the World Is Watching,” *Law & Order* 51, no. 1 (Jan.) 26: “We should all approach media relations the same way we do firearms training and be prepared for anything. When it comes to PIO [? public information office] skills, well informed is well armed.” 2005 *The Province [Vancouver]*, 29 May: “. . . [I]f you’re among those planning to upgrade, well-informed is well-armed , , , ,” 2007 [No author specified] *More Ultimate Healing* (Stamford CT: Bottom Line) 269: “Well informed is well armed . . . [T]here are many steps that you can and should take to protect yourself from dangerous side effects . . . .” 2011 Bruce Weinstein and Mark Scarbrough, *Lobsters Scream When You Boil Them* (New York: Simon & Schuster) 99: “Know the facts, talk to suppliers, and do some reading. Well informed is well armed . . . .” 2012 *Pittsburgh*

*Post-Gazette*, 26 Nov.: “Well-informed is well-armed and . . . the American people will be better able to grasp the future if they are better prepared for it.” 2016 Vikram Vithal Kamat, *Hotel Sales Magic* (Mumbai: BecomeShakespeare) 5: The standard sales formula for hotel sales people over the generations was, well informed is well armed.” 2017 *100 Mile House Free Press [100 Mile House, British Columbia]*, 8 Sep.: “Well informed is well armed, that saying has been around for a long time. It really is true.” 2020 *Washington Informer*, 30 Apr.: “There are . . . parts [of the book] that’ll give you hope and blow your mind, too, and since well-informed is well-armed, read it.”

**(23) *On the INTERNET, nobody knows you’re a dog.***

1993 Peter Steiner, caption to a *New Yorker* cartoon (5 Jul.) 61, which depicts a dog sitting at a keyboard, addressing another dog: “On the internet, nobody knows you’re a dog.” 1997 Daniela Bertol and David Foell, *Designing Digital Space: An Architect’s Guide to Virtual Reality* (New York: Wiley) 64: “The famous joke, On the Internet no one knows you are a dog’ exemplifies the question of identity in cyberspace.” 1997 Bob Cotton et al., *Understanding Hypermedia 2.000* (London: Phaidon) 53: “The old quip that ‘on the Internet, nobody knows you’re a dog!’ may apply more forcibly to companies than it does to individuals.” 1997 *Sydney Morning Herald*, 24 Mar.: “After all, says [Martin] Levins, adapting the old cyberspace adage: ‘On the internet, no-one knows you’re a dog—or a Year 11 student.’” 2000 *New York Times*, 14 Dec.: “By now, it’s almost an old saying: ‘On the Internet, nobody knows you’re a dog.’ You can count on seeing it at the start of plenty of articles on Internet privacy and anonymity.” 2001 John Fontana, “Checking IDs in Cyberspace,” *ColoradoBiz* 28, no. 7 (Jul.) 40: “When the World Wide Web first started to gain momentum, there was a popular saying: ‘On the Internet nobody knows you’re a dog.’ The adage elicited a chuckle . . . .” 2012 J. Nicholas Hoover, “FBI Expands Cybercrime Division,” *Informationweek*, 30 Oct. (online): “Attribution of cybercrime has long been the bane of law enforcement . . . . As the adage says, on the Internet, nobody knows you’re a dog.” 2013 *Straits Times [Singapore]*, 20 Nov.: “The adage, ‘On the Internet, nobody knows you’re a dog,’ encapsulates the cloak of

anonymity that many netizens hide behind.” 2016 Aaron Brantly, “The Most Governed Ungoverned Space: Legal and Policy Constraints and Military Operations in Cyberspace,” *SAIS Review of International Affairs* 36, no.2 (summer/fall) 29: “The old adage, ‘on the internet no one knows you’re a dog’ is rapidly fading as anonymity fades away.” 2018 Catherine Powell, “Race and Rights in the Digital Age,” *AJIL Unbound* 112: 340: “The adage ‘on the internet nobody knows you’re a dog’ reflects a now naïve belief in the emancipatory potential of cyberspace.”

**(24) *The more you know, the more you owe (The more we know, the more we owe).***

1915 William E. Gibson, “Duty or Debt,” *Washington News Letter* (Christian Science Church) 20:271: “Knowledge increases by use. Increase of knowledge also increases responsibility. The more we know the more we owe.” 1993 Bill Clinton, “Remarks on the National Service Initiative at the University of New Orleans”, *Public Papers of the Presidents of the United States: William J. Clinton* (Washington: United States Government Printing Office, 1994) 1:547: “It was Thomas Jefferson who first told the American people in essence that the more you know, the more you owe.” 1993 Luis J. Rodriguez, *Always Running—La Vida Loca: Gang Days in L.A.* (Willimantic CT: Curbstone) 11: “The more we know, the more we owe. This is a responsibility I take seriously.” 1995 *Los Angeles Sentinel*, 22 Feb.: “He [Ngao Damu] enjoyed reading and lecturing and firmly believed that the more you know the more you owe.” 1996 Joseph Marshall, Jr., and Lonnie Wheeler, *Street Soldier: One Man’s Struggle to Save a Generation* (New York: Bantam Doubleday Dell) 226: “Mr. [Joseph] Marshall is always saying, ‘The more you know, the more you owe,’ and that’s the way I feel. That’s why I want to teach . . . .” 2003 *Edmonton Journal*, 6 Dec.: “You’ve said ‘the more you know, the more you owe.’ How vital is that to you?” 2007 *South Bend [IN] Tribune*, 16 Jan.: “[Joseph] Marshall repeated to the crowd what his grandma often said: ‘The more you know, the more you owe.’” 2007 Louis G. Mendoza, “Lengua Americana, Corazón Chicano: Finding a Lost Voice in America,” in *Telling Tongues: A Latin@ Anthology on Language Experience*, edited by Mendoza and Toni Nelson Herrera (Austin

TX: Red Salmon), 215: “An early credo I learned was the idea that ‘The more you know, the more you owe.’” 2008 Kenneth P. González and Raymond V. Padilla, *Doing the Public Good: Latin Scholars Engage* (Sterling VA: Stylus) 57: “‘The more you know, the more you owe’: this message was communicated loudly and clearly.”

**(25) LEGENDS are not born, they are made (Legends are not born but made; Legends are made, not born).**

1980 *Advertising Techniques* 15, no. 11 (Mar.) 20 (advertisement for Jeep): “Legends are made, not born.” 1984 *Clavier* 23, no. 1 (Jan.) 1 (advertisement for Bosendorfer pianos): “Legends are made, not born.” 1994 *Austin American Statesman*, 20 Mar.: “Asserting that legends are made, not born . . . the Petroleum Club dedicated its historical masterpiece . . .” 1994 Jeff Smith, “Driving a Legend: BFG Radial T/A,” *Hot Rod* 47, no. 11 (Nov.) 70: “In the performance-tire business, legends are made, not born.” 1994 Anne R. Kaplan, “Life into Legend: Stories of Benny Ambrose,” *Minnesota History* 54: 138: “Benny Ambrose and the stories that circulate about him are a good example of the legend-making process, for legends are made, not born.” 1996 *Boston Globe*, 19 Dec.: “No one understands better than Larry Bird that Celtics legends are made, not born.” 1997 Linda Ward Beech and Jerry Spinelli, *Maniac Magee* (New York: Scholastic) 5 (suggestion for teachers): “Write the phrase, ‘Legends are made, not born’ on the board.” 2006 *Detroit News*, 21 Nov.: “Legends are made, not born. Michigan has lost a great one—Bo Schembechler.” 2009 *The Guardian [London]*, 10 Jun.: The rough injustice he [Thomas Paine] suffered hammers home the point that legends are made, not born.” 2009 *Boston Herald*, 24 Apr.: “Jazz legends are made, not born.” 2010 *Hindustan Times [New Delhi]*, 5 Dec.: “Legends are not born but made, and when it comes to Sachin Tendulkar, he is a god in the world of cricket.” 2015 *Waterloo Region Record [Kitchene, Ontario]*, 7 Feb.: “Whatever true or hidden history lies behind them, their legends were made, not born.” 2016 *Press of Atlantic City*, 8 Apr.: “Many say that legends are made, not born, but in the case of animated characters such as Mickey Mouse, Bugs Bunny, and Sponge-Bob SquarePants, they are drawn.” 2017 *The Nation [Lahore,*

*Pakistan*], 24 Mar.: “They say legends are not born[,] they are made. One such person . . . has become a living legend . . .” Cf. “WINNERS are made, not born.”

(26) **LIFE (Everything) is a work in progress.**

1994 Noela N. Evans, *Meditations for the Passages and Celebration of Life* (New York: Bell Tower) 50: “Our life is a work in progress, and we each have our individual homework.” 1997 Kathy Mayer, “Local Counselor Pioneers New Woks Model,” *Lafayette Business Journal* 15, no. 33 (1 Sep.) 4 (quoting Betsy Brewer): “Since our life is a work in progress, we constantly mix and match . . .” 1997 David Siegel, *Secrets of Successful Web Sites* (Indianapolis: Hayden) 148: “Caveat 2: EVERYTHING IS A WORK IN PROGRESS. Much of what I’ve written in this book I didn’t know a year ago” [small caps as shown]. 2001 *The Gazette [Montreal]*, 10 Jul.: “Your perspective keeps changing all the time. It’s like life, everything’s a work in progress.” 2002 *Austin [TX] American Statesman*, 2 Jun.: “It was kind of like our lives;. It’s not what’s at the end. Everything’s a work in progress. There’s no goal.” 2004 Pat Nolan, “Prepared to Reenter Society?” *Law & Order* 52, no. 5 (May) 94-95: “. . . Dr. [Byron] Johnson identified five ‘themes’ that are associated with successful rehabilitation . . . 2) recognition that life is a ‘work in progress’ and that spiritual growth is a lifelong process.” 2004 *The Independent [London]*, 17 Jun.: “. . . [O]ne of Stuart Hampshire’s greatest strengths was his acceptance that life is a work in progress . . .” 2006 Lincoln Konkle, *Thornton Wilder and the Puritan Narrative Tradition* (Columbia: U of Missouri P) 47: “The roughness of form . . . lends an unfinished quality to their art, which is a textual manifestation of the Puritans’ belief that the soul, history, and the universe were unfinished; that is, everything is a work in *progress*” (italics as shown). 2012 *South China Morning Post [Hong Kong]*, 2 Nov.: “The idea of things being finished is a difficult concept . . . Everything’s a work in progress.” 2012 Lee Thayer, *Doing Life: A Pragmatist Manifesto* (Bloomington IN: Xlibris) 235: “Life is, until it ends, a work in progress . . . It’s not over until it is over.”



(27) *A MAN cannot become a man until his father dies.*

See “A BOY cannot become a man until his father dies.”

(28) *MORE is less.*

1971 “Corporate Utopia: RFD?” *Nation’s Business* 59, no. 10 (Oct.) 90: “He is finding that in urban America today, more is less.” 1974 Elizabeth Bardwell, *More Is Less: The Case Study of a City That May Be Growing Too Big for Its Citizens’ Good* (Madison WI: Capital Community Citizens). 1980 *Boston Globe*, 27 Jul.: “The emergence of light beer appeared to solve the problem. In this instance, more is less.” 1981 *New York Times*, 1 Feb.: “For us [diners on a cruise ship], it was a case of more is less.” 1981 *Boston Globe*, 10 Mar.: “. . . [Y]ou were had, and regrettably, have discovered that sometimes more is less.” 1981 *Globe and Mail [Toronto]*, 27 Jun.: “Remember that while travelling, more is less.” 1993 *Evening Sun [Baltimore]*, 24 Sep.: “He is proof of the old adage that more is less and less is more.” 1995 *Globe and Mail [Toronto]*, 30 Sep.: “Sequels are dangerous things—they often confirm the adage that more is less.” 2000 *The Scotsman [Glasgow]*, 12 Sep.: “A version of an old adage holds good: more is less.” 2000 *New York Times*, 26 Dec.: “. . . [T]he Pentium 4 [computer] is a prime example of that rarely heard adage ‘More is less.’” 2001 *Daily Telegraph [Surry Hills, Australia]*, 15 Jan.: “The old adage of more is less should apply.” 2002 *Chicago Tribune*, 3 Mar.: “Supporting the old adage ‘more is less,’ surely two [commentators] in a [sports broadcasting] booth . . . will be more effective.” 2006 *Albuquerque Journal*, 4 Mar.: “. . . [P]roving again the minimalist adage that ‘more is less.’” 2006 *Daily Telegraph [London]*, 18 Nov.: “[M]any artists have forgotten the adage that more is less.” 2014 *Business Times [Singapore]*, 21 Jan.: “This is where the adage ‘more is less’ rings true.” Obviously, “More is less” responds, in one way or another, to the older “Less is more.”

(29) *MORE is more.*

1975 *Ebony* 30, no. 6 (May) 131 (punning ad for More brand cigarettes): “What’s More? It’s a whole new look. A whole new feel . . . More is more by design.” 1980 *New York Times*, 9 Aug.: “It

was apparent that the person who runs the theater's sound system believes that more is more." 1980 *Boston Globe*, 17 Sep.: "... [C]urrent thinking in decorating falls into two camps[,] which can be roughly categorized as 'less is more' and 'more is more.'" 1981 *Christian Science Monitor [Boston]*, 15 Sep.: "We are bidding goodbye to the days of minimalist 'less is more' dressing . . . . 'More is more' comes closer to describing the season's lap-of-luxury clothes." 1981 *Boston Globe*, 12 Dec.: "'More is more' seems to be the thinking behind the lavish decor of the Boston Ballet's 'Nutcracker' . . . ." 1998 *Financial Times [London]*, 3 Mar.: "Not for them the adage that less is more. 'More is More' is their motto. . . ." 1998 *Austin [TX] American Statesman*, 19 Nov.: "When it comes to this mode of dressing, the adage to remember is 'more is more.'" 2003 *The Press [Christchurch, New Zealand]*, 22 Mar.: "More is less, less is more. No, more is more. Maureen [Day] has more plants of more varieties per square mile . . . ." 2003 *The Sun [Baltimore]*, 10 Dec.: "'There is an adage that more is more; that is true, particularly on the west side,' [Andrew] Frank said." 2004 *Daily Times [Salisbury MD]*, 6 Mar.: "The master bedroom is a thumbs up to the adage 'more is more.' 2010 *South Bend [IN] Tribune*, 18 Jan.: "Less is more sometimes. More is more sometimes." 2010 *Daily Mail [London]*, 23 Jan.: "... [C]omplaining about that more is more mantra just sounds cranky . . . ." 2010 *The Courier [Houma LA]*, 21 Jan.: "In architecture I [Madilynn Nelson] love minimalism, but in jewelry more is more." 2010 *Sunday Mail [Adelaide]*, 7 Feb.: "The choice of accessories seems to reflect the adage 'more is more' . . . ." "More is more" probably originated as an anti-proverb based on the older "Less is more."

**(30) NAME it (You have to name it) to claim it.**

1980 William C. Golz, Jr., "Minimize the Risk in Risk Management," *School Business Affairs* 46, no. 5 (Apr.) 10: "... [T]he burden of proof rests squarely on your shoulders. In other words, 'you have to name it—to claim it.'" 1991 Pat Pearson, *You Deserve the Best: How to Stop Self-Sabotage!* (Dallas: Connemara) 73 (chapter title): "Discovering What You Want: Name It To Claim It." 1997 *Times Union [Albany]*, 26 Aug. (headline): "Name It to Claim It." 1999 *Daily News [Truro, Australia]*, 26

Aug. (headline): “Life Law #10: You Have to Name It to Claim It.” 2002 *Jerusalem Post*, 31 May: “. . . [I]t is said by alcoholics, and drug abusers everywhere, you have to name it to claim it.” 2002 Mia Consalvo and Susanna Paasonen, *Women & Everyday Uses of the Internet* (New York: Lang) 156: “. . . [T]he viewer posts her thoughts in the ‘You Have To Name It to Claim It’ chat room . . . .” 2003 Laura Scott and Mary Kay Linge, *Complete Idiot’s Guide to Divining the Future* (Indianapolis: Penguin) 278: “So you’re going to have to learn how to ask! And the more specific your request, the better . . . . Name it to claim it!” 2004 Bobbi Kahler, “Never Let Others Determine Your Limitations,” in *Masters of Success*, edited by Ivan R. Misner and Don Morgan (Irvine CA: Entrepreneur) 101: “We’ve heard it said before that you have to ‘name it to claim it.’ I think it should be, ‘Once you name it, you have to claim it.’” 2008 Elizabeth Harper, *Wishing: How to Fulfill Your Heart’s Desire* (New York: Simon & Schuster) 92: “There is a saying ‘name it to claim it!’ This does not mean that by naming someone, they are yours.” 2012 *Morning Star [Vernon, British Columbia]*, 2 Sep.: “You have to name it to claim it, and claim it to take away its power.” 2014 “Dr. Phil” [McGraw]: “You Have to Name It to Claim It,” *O: The Oprah Magazine* 15, no. 5 (May) 44: “You deserve more, and you can have more, but first you have to name it to claim it.” 2016 *Washington Examiner*, 25 Mar.: “If we are to win the fight against radical Islam there has to be a declaration of war . . . . We have to name it to claim it.”

(31) ***There is always a PLAN B.***

1986 *Los Angeles Times*, 5 Jun.: “His [Patrick Mott’s father’s] was a planned life . . . . Always a safety net, always a Plan B.” 1987 *Chicago Tribune*, 15 Nov.: “No chocolate cake, try the chocolate ice cream. Fortunately, there’s always a plan B.” 1994 *Ottawa Citizen*, 7 Aug.: “. . . [P]lans were financially realistic and . . . there was always a Plan B in case of a disaster.” 1997 Dana Stabenow, *Breakup* (New York: Putnam’s Sons) 235: “‘Then he would have fallen back on plan B.’ ‘There was a plan B?’ ‘. . . [T]here is always a plan B for the Mark Stewarts of this world.’” 1999 *Irish Times [Dublin]*, 13 Mar.: “The truth is that there is always a ‘plan B,’ not to mention C, D and E.” 2002 *21<sup>st</sup> Cen-*

*tury House of Commons Hansard Sessional Papers*, Commons Sitting of Wed. 9 Jan. Sixth Series, vol. 377, col. 559: “Extension of Amnesty Period” (Lambit Öpic is speaking): “. . . [T]he Prime Minister made a mistake in saying there was no plan B in the Northern Ireland peace process. In fact, . . . there turned out to be a plan B. . . . I suspect that . . . there will always be a plan B, a plan C, and a plan D.” 2000 *Star Tribune [Minneapolis]*, 18 Sep.: “Once again, the Vikings [football team] proved that there is always a Plan B.” 2005 Andy Crowson, *The Value of Life* (Morrisville NC: Lulu) 126: “. . . [T]here was always a plan B. K was happy this time he didn’t need it.” 2008 Carrie Elizabeth Greene, *A Voice behind Thunder* (Columbus MS: Genesis) 66: “If things don’t work out, we will turn to Plan B . . . . Yes, my friend, there’s always a Plan B.” 2011 Gregory Dark, *Susie and the Snow-It-Alls* (Winchester UK: O-Books) 193: “‘There’s plan “b.”’ ‘What’s plan “b”?’ ‘There’s always a plan “b.”’” 2018 Richard Pagett, *Building Global Resilience in the Aftermath of Sustainable Development* (Cham, Switzerland: Palgrave Macmillan) 159: “In the event that all the above fails, what then? Is there a Plan B? Well, there is always a Plan B.”

(32) ***There is a PROBLEM for every solution.***

See “For every SOLUTION there is a problem.”

(33) ***If you don’t like the RULES, don’t play the game.***

1964 Martin Millsbaugh, *Baltimore’s Charles Center: A Case Study of Downtown Renewal* (Washington: Urban Land Institute) 58: “If it is made clear from the beginning that it will be winner-take-all, . . . then no one who submits an entry can feel unfairly treated at the outcome. If you don’t like the rules, don’t play the game.” 1970 George Pollock (song), “Don’t Play the Game,” popularized by Waylon Jennings on the album *Waylon* (RCA Victor): “She’ll cause you sleepless nights and endless pain / But if you don’t like the rules don’t play the game.” 1978 Burton Hersh, *The Mellon Family: A Fortune in History* (New York: Morrow) 504: “If you don’t like the rules, don’t play the game. If you walked in at eight-fifteen, and dinner was at seven-thirty, you didn’t get dinner.” 1986 Sharon Liveten, “Album

Is Rereleased By Capitol: Great White Is ‘Back in the Swim,’” *Billboard* 98, no. 39 (27 Sep.), 22: “. . . [Jack] Russell says, ‘It’s all just part of the game. If you don’t like the rules, then don’t play the game.’” 2006 *Wall Street Journal Asia [Hong Kong]*, 7 Apr.: “‘This joint venture magazine won’t exist anymore,’ said Chen Li . . . . ‘If you don’t like the rules,’ he said, ‘you don’t play the game.’” 2008 *The Courier [Brisbane]*, 26 Feb.: “Why does Australia always have to be different from the rest of the world? If you don’t like the rules don’t play the game.” 2011 *Florida Times Union [Jacksonville]*, 11 Mar: “We have always, always preached to our kids, they have to follow the rules. If you don’t like the rules, don’t play the game!” 2014 *Sunday Star-Times [Wellington, New Zealand]*, 20 Jul.: “David [Cunliffe] says family is really important to him, and I get that, but the thing is if you don’t like the rules, don’t play the game.” 2020 *The Capital [Annapolis]*, 27 Sep.: “But that’s fishing. Things change, and if you don’t like the rules don’t play the game.”

(34) *It’s better to be SEEN than viewed.*

1995 *Northwest Florida Daily News [Fort Walton Beach]*, 21 Dec.: “People say it’s great to see me, and I tell them it’s better to be seen than viewed.” 2000 Doug Clark, *Heart to Heart: An Insider’s Guide for Open-Heart Surgery* (Toronto: Prentice Hall) 86: “For those who said it was good to see me, I agreed wholeheartedly it was better to be ‘seen’ than ‘viewed.’” 2005 *Deseret News [Salt Lake City]*, 27 Jun.: “‘Good to see you,’ says a classmate to Wilson Sornson . . . . ‘Better to be seen than viewed,’ Wilson answers.” 2008 *Florida Times Union [Jacksonville]*, 10 May: “. . . [A]mong Atlantans of a certain age, the saying is, ‘It’s better to be seen than viewed.’” 2012 Katie Joyce, *Better to Be Seen Than Viewed* (Morrisville NC: Lulu). 2012 *The Record [Bergen County NJ]*, 11 May: “. . . [A]n elderly patient put it to me this way, ‘Better to be seen than viewed.’” 2015 *Palm Beach Post [West Palm Beach FL]*, 25 Mar.: “‘So good to see you,’ many of them said. ‘Better to be seen than viewed,’ Jim Kelly regularly shoots back.” 2016 *Afro-American Red Star [Washington]*, 30 Jul.: “In the end, I was once told that it’s better to be seen than viewed.” 2016 Ron Willey, *Live Every Day as Though It Is Your Last* (Morrisville NC: Lulu) 27 (in a list of aphorisms):

“It is better to be seen than viewed.” 2018 *Washington Post*, 24 Apr.: “‘It’s better to be seen than viewed,’ Geneva ‘Miss Gee’ Curry says. Translation: When you’re lying in your casket, it’s no fun for anyone.”

(35) *What is SEEN can’t be unseen.*

See “You can’t UNSEE what you have seen.”

(36) *SIXTEEN will get you twenty.*

1970 Wallace L. Foss (song copyrighted), “Sixteen Will Get You Twenty,” *Catalog of Copyright Entries: Third Series* 24, part 5, no. 2, section 2: *Music, Name Index*, Jul.-Dec. (Washington: Library of Congress, 1971) 2779. 1975 Jim Harrison, *Farmer* (New York: Viking 1985) 90: “‘Sixteen will get you twenty.’ . . . He meant a sixteen-year-old equaled statutory rape and could net the offender twenty years.” 1985 Ted W. Kraynick, “‘Too Fast to Love,’” *Trailmix: A Tossed Assortment of Short Stories* (New York: Carlton) 10: “Watch that, you old goat—sixteen’ll get you twenty in this state.” 1993 Bell Biv Devoe (song), “Lovely,” on the album *Hootie Mack* (MCA): “Sixteen’ll get you twenty, / So call me when you get this many.” 1994 Louisa A. Fuentes, “The 14<sup>th</sup> Amendment and Sexual Consent: Statutory Rape and Judiciary Progeny,” *Women’s Rights Law Reporter* 16: 152: “Every male knows the old saying ‘sixteen will get you twenty,’ but failing to prohibit the same sexual encounters between women and little boys, ‘sixteen’ will not get women anything.” 2004 *Opinion of the Supreme Court of Wisconsin in the Case of State v. Jadowski* (2004 WI 68. 272 Wis 2d 418. 680 N.S. 2d 810) ¶ 44: “‘Sixteen will get you twenty!’ is a common exclamation expressing the widespread awareness of statutory rape laws and the strict liability aspect of the offence.” 2006 *Daily Mail [London]*, 7 Feb.: “Elvis [Presley] always said, ‘14 to 16 will get you 20,’ . . . meaning he was aware that if he had sex with a girl between 14 and 16 years old, he risked 20 years in jail.” 2006 Carolyn Cocca, “16 Will Get you 20: Adolescent Sexuality and Statutory Rape Laws,” in *Adolescent Sexuality*, edited by Cocca (Westport CT: Praeger). 2007 Charles Poling, *The Desert Remains* (Albuquerque: U of New Mexico P) 97: “Jailbait, man. Remember,

sixteen'll get you twenty.' 'She's almost eighteen, Les.'" 2007 *The Coasters* (song), "Sixteen Will Get You Twenty," on the album *The Mandala All Star Band* (K-Tel), vol. 1.

**(37) *It's not the SIZE of the wand; it's the magic in it (the magic of the magician).***

1970 Kerrigan Almey, "In Other Words" (poem), *Canadian Forum* 50: 146: "[H]aving been assured / that it's not the size of the wand / which goes into the silk hat / but the magician who waved it / I am now auditioning / female recruits / for what promises to be / the greatest show on earth." 1976 David Galloway, *Melody Jones* (London: John Calder) 119: "Now I think big ones can be v.E.R.Y. stimulating but I also know it's not the size of the wand that makes the magic of the magician . . . ." 1979 Richard Milsten, *Male Sexual Function: Myth, Fantasy & Reality* (New York: Avon) 118: "What matters is not the length of the wand, but the magic in the stick . . . . [M]en compare themselves to others in a number of ways . . . ." 1983 Linda Levine and Lonnie Barbach, *The Intimate Male* (Garden City NY: Doubleday) 221: "Wayne . . . came away with more confidence from a college class in sexuality which taught him, 'It's not the size of the wand, it's the magic of the performance.'" 1985 Michael I. Gold, "Sexual Jokes," *Medical Aspects of Human Sexuality* 19: 214: ". . . [A] female patient . . . bought me an elaborately decorated T-shirt with the bold inscription: 'It's not the size of the wand, but the magic that counts.'" 1985 Francis Baumli, "Wising Up to Penis Size," in *Men Freeing Men*, edited by Baumli (Jersey City NJ: New Atlantis) 27: "'It's not the size of the wand, it's the magic in it.' . . . These aphorisms never gave me much comfort." 1989 "Zeos International LTD: Zeos 386-16," *PC Magazine: The Independent Guide* 8, no. 4 (28 Feb.) 170: "It's not the size of the wand that's important, but the magic of the magician. The number 64K isn't impressive these days." 1992 *Morning Call [Allentown PA]*, 8 Jul.: "About the fact that he [Chi Chi Rodriguez] hit the [golf] ball a long way in spite of his size: 'It's not the size of the wand that pulls the rabbit out of the hat; it's the performance of the magician.'" 1994 Anand Prahlad, "'No Guts, No Glory': Proverbs, Values and Images among Anglo American University Students," *Southern Folklore Quarterly* 51: 294: ". . .



‘[I]t’s not the size of the wand, but the magic in it’ . . . reflects . . . the pressure to be sexually active, virile and well-endowed.” 2004 *Daily Mirror* [London], 10 Oct.: “As the old saying goes, ‘It’s not the size of the wand, but the magic behind it.’” 2015 *Bay of Plenty Times* [Tauranga, New Zealand], 24 Oct.: “. . . [T]he obelisk [is] only half the size of Washington’s National Monument, but as the saying goes, ‘It’s not the size of the wand, but the magic it weaves.’”

**(38) For every SOLUTION there is a problem (There is a problem for every solution.)**

1953 Livingston T. Merchant, “Some Aspects of American Foreign Policy,” *Department of State Bulletin* 28: 913: “Someone, I’ve forgotten who, once defined a diplomat as ‘a man who can find a problem for every solution.’” 1958 Victor Mishcun and C. E. Bather, “The Current Problems of Prostitution,” *Medico-Legal Journal* 26: 80: “. . . I was reminded of that dictum of Lord Samuel [? Herbert Louis Samuel, 1<sup>st</sup> Viscount Samuel (1870-1963)] . . . [H]e remarked that civil servants would always be remembered for ‘producing a problem for every solution.’” 1961 Harriett P. Lindell, “Does the Editor Have a Ghost Writer?” *Product Engineering* 32, no. 29 (17 Jul.) 28: “Incidentally, my definition of an Engineer—a man who has a problem for every solution.” 1962 Elaine Winters (pseudonym Helen Kembel), *What You Should Know about the Law* (New York: Vantage) 12: “The lawyer may have a solution to the problem—although it is more often said that the lawyer has a problem for every solution.” 1984 *Philadelphia Inquirer*, 22 Jun.: “[John] Street’s remarks reminded us that the opposite is also true: For every solution, there is a problem.” 1988 Robin Jane Pardini, “A Problem for Every Solution: Perspective on the Study of University Administration,” *Journal of the Society of Research Administrators* 20, no. 1 (summer) 14. 1990 Gregory F. Teverton, “Recent Books on International Relations,” *Foreign Affairs* 69, no. 4 (Fall) 178: “For every solution there is a problem, de Gaulle is supposed to have said.” 1994 Lawrence A. Boland, “Scientific Thinking without Scientific Method,” in *New Directions in Economic Methodology*, edited by Roger E. Backhouse (London: Routledge) 161: “. . . [T]here may not be a solution for

every problem, but there is a problem for every solution.” 1995 *Washington Post*, 25 Aug.: “For every solution, there is a problem. Take the matter of automotive air bags.” 1999 *The Herald [Glasgow]*, 29 Apr.: “We might be throwing money at people who didn’t need it—but there’s a problem for every solution.” 2002 Lee Hazlewood (song album), *For Every Solution There Is a Problem* (City Slang). 2018 Robert L. Hutchings and Gregory F. Teverson, *Rebuilding Strategic Thinking* (Washington: Center for Strategic and International Studies) 10: “For every solution there is a problem, and the NIO [National Intelligence Office] structure was no exception.”

(39) ***SPEED never slumps.***

1987 *Christian Science Monitor [Boston]*, 21 Apr.: “‘I’ve heard the adage that speed never slumps,’ says [Whitey] Herzog, ‘but speed doesn’t do any good when you can’t get three runs.’” 1987 *Boston Globe*, 19 Oct.: “‘You know’ said [Whitey] Herzog, ‘there’s an old adage in baseball that speed never slumps.’” 1988 Whitey Herzog and Kevin Horrigan, *White Rat: A Life in Baseball* (New York: Harper & Row) 21; “. . . [S]peed is the most important factor in putting together a club. Speed never slumps, and a ball player who is fast is never too small.” 2010 *St. Cloud [MN] Times*, 4 Feb.: “An old-school sports adage is that speed never slumps.” 2012 *Press Democrat [Santa Rosa CA]*, 3 Mar.: “Newark Memorial is a testament to the adage—speed never slumps or takes a day off.” 2013 Frank Spaniol, “Baseball,” in *Developing Speed*, edited by Ian Jeffreys (Champaign IL: Human Kinetics) 90: “Speed never slumps is an adage often used in baseball.” 2015 Bo Durkac, *How to Become a Professional Baseball Player* (Jefferson NC: McFarland) 134: “There is an old saying in baseball that says, ‘Speed never slumps.’” 2019 Mark Allister, *Women’s College Softball on the Rise: A Season Inside the Game* (Jefferson NC: McFarland) 24: “As we well know, speed never slumps.”

(40) ***No one has ever drowned in (his own) SWEAT.***

1961 “Terse Verse,” *School Musician* 32, no. 5 (Jan.) 62: “This bit of truth do not forget: / No one has ever drowned in sweat.”

1964 *Athletic Journal* 45, no. 1 (Sep.), 4 (ad for “Slogans for your Bulletin Board,” each slogan on an 8”x10” piece of cardboard): “Examples: ‘No one ever drowned in sweat’ . . . .” 1968 Chas. Messenger, *Conquer the World* (London: Pelham) 77: “For the cyclist, fitness can only be obtained by . . . training hard. Remember, no one has ever drowned in sweat!” 1972 Eldon E. Snyder, “Athletic Dressing Room Slogans as Folklore: A Means of Socialization,” *International Review of Sport Sociology* 7: 94 (in a list): “No one ever drowned in sweat.” 1986 Tom Clancy, *Red Star Rising* (New York: Putnam’s Sons) 276: “They say nobody ever drowned in sweat. On your feet, Marines . . . .” 1987 Daniel Da Cruz, *Boot* (New York: St. Martin’s) 110: “Most slow recruits can be coached . . . provided they’re willing to live by that old Marine Corps maxim: ‘Nobody ever drowned in sweat.’” 1990 *Los Angeles Times*, 11 May: “He [president George H. W. Bush] urged the winners [among small businesses] to keep striving to meet their goals. Said Bush: ‘No nation ever drowned in sweat.’” 1995 *Northwest Florida Daily News [Fort Walton Beach]*, 10 Dec.: “Old sayings like ‘nobody ever drowned in sweat’ reflect his [Jerry Alford’s] work ethic.” 2007 *Courier-Mail [Brisbane]*, 9 May: “A wise man once said ‘No one ever drowned in his own sweat’ . . . .” 2007 *South Florida Sun-Sentinel [Fort Lauderdale]*, 24 Sep.: “Just remember this tip from billionaire H. Wayne Huizenga: ‘No one ever drowned in their own sweat.’” 2017 Scott Petinga, *No One Every Drowned in Sweat: G.R.I.T., the Stuff of Leaders and Champions* (Minneapolis: Timothy and Titus). 2018 *Sunday Independent [Dublin]*, 17 Jun.: “Ireland’s work-rate was the difference and, as the man says, no one ever drowned in sweat.” 2018 *The Advocate [Burnie, Australia]*, 4 Dec.: “One of the girls said ‘no-one has ever drowned in sweat,’ which is a great saying . . . .” Occasionally the saying is attributed to Thomas Edison or Lou Holtz.

**(41) A TEAM is only a strong (good) as its weakest (worst) player.**

1911 Beth Bradford Gilchrist (pseudonym John Prescott Earl), *Captain of the School Team* (Philadelphia: Penn Publishing Co.) 123: “Bob knew where the hole would be located, too. ‘A team is no stronger than its weakest point,’ he said aloud.” 1916 Ester

Birdsall Darling, *Baldy of Nome* (Philadelphia: Penn Publishing Co.) 210: “. . . [A]s a team is only as strong as its weakest member, surely they can realize that it is a matter of policy . . . for every driver to keep his dogs in the best possible condition.” 1945 E. E. Larson, “The Responsibility of the Regular Officer,” *Marine Corps Gazette* 29, no. 6 (Jun.) 56: A team is no stronger than its weakest player, or the reserves on the bench.” 1972 Eldon E. Snyder, “Athletic Dressing Room Slogans as Folklore: A Means of Socialization,” *International Review of Sport Sociology* 7: 98 (in a list): “A team is only as good as its worst player.” 1985 *Los Angeles Times*, 20 Aug.: “A team is only as good as its weakest member. One paddler eases off and the race is lost.” 1989 Linda W. Case, *Remodelers Business Basics* (Washington: National Association of Home Builders) 35: “A team is only as good as its weakest player. A remodeler is only as good as his/her weakest employee.” 1990 *Morning Call [Allentown PA]*, 6 May: “. . . [T]he cyclists race against the clock but as a team . . . . It’s said that a team is only as good as its worst rider.” 2018 *The Express [Liverpool]*, 26 Jun.: “There is a common expression in sporting circles that a team is only as good as its weakest player.” Cf. the older “A chain is only as strong as its weakest link.”

**(42) TURN around; don’t drown.**

2004 Patricia Barnes-Svarney and Thomas E. Svarney, *Handy Geology Answer Book* (Detroit: Visible Ink) 235: “. . . [T]his is the main reason most lives are lost in a flood. This is why the National Weather Service recent slogan is ‘Turn Around, Don’t Drown.’” 2007 Anna K. Schwab et al., *Hazard Mitigation and Preparedness: Building Resilient Communities* (Hoboken NJ: Wiley) 21: “To increase awareness of the dangers of shallow flooding, the NWS has initiated the ‘Turn Around Don’t Drown’ program . . . .” 2008 Texas Department of Public Safety, *Texas Drivers Handbook* (Austin: Texas Department of Public Safety) 9/12-13: “. . . [W]hen there’s water on the road: *Turn Around. Don’t Drown.* Saving your life is as simple as choosing an alternate route” (italics as shown). 2009 *Northwest Florida Daily News [Fort Walton Beach]*, 1 Apr.: “The old adage ‘turn around, don’t drown’ is very true.” 2011 *McClatchy Business News [Washington DC]*, 10 Mar.: “Fire and emergency officials remind

drivers they should not drive through high water and remember the adage, ‘Don’t drown, turn around.’ 2013 *Wall Street Journal* [New York], 8 Aug.: When you’re in low-lying areas use that old adage, ‘turn around, don’t drown.’ 2019 *Daily News Journal* [Murfreesboro TN], 21 Feb.: “The old adage ‘turn around, don’t drown’ sounds silly, but in truth, it’s very serious.” The slogan sometimes appears on official yellow road signs.

**(43) *You can’t UNSEE what you have seen (What is seen can’t be unseen).***

1948 Bertolt Brecht, *The Life of Galileo*, first translated into English by Brecht himself together with the actor Charles Laughton and the scholar Eric Bentley, and performed in Los Angeles in 1948 but not published until 1966, as *Galileo* (New York: Grove) 112: “You can’t make a man unsee what he has seen”; a different translation, by Desmond I. Vesey, was published in 1960, Brecht, *Plays* (London: Methuen) 1:318: “And force cannot make unseen what has already been seen” (from Brecht’s German, c1938: “Und mit Gewalt kann man nicht ungesehen machen, was gesehen wurde”). 1952 Mary O’Hara, *The Son of Adam Wyngate* (New York: McKay) 238: “I have opened a door I cannot close again . . . . I wish I could, but you cannot unsee what you have seen” (ellipsis dots as shown). 1969 Abraham H. Maslow, *Journals*, edited by Richard J. Lowry (Monterey CA: Wadsworth, 1979) 2:1175 (journal entry): “We can’t unsee what we have seen or unknow what we know. We can’t become ‘innocent’ or naive or surprised the way a baby is.” 1969 Joseph McElroy, *Hind’s Kidnap* (New York: Harper & Row) 180: “. . . I say to you, . . . once you have seen this you bear always the burden of its sight. And . . . you can’t unsee it.” 1974 Hal Porter, *Fredo Fuss Love Life* (London: Angus and Robertson) 163: “Awake, asleep, midway, one cannot unsee what has been seen.” 1980 Marilyn Ferguson, *The Aquarian Conspiracy: Personal and Social Transformation in the 1980s* (Los Angeles: Tarcher) 224: “. . . [Y]ou just can’t defect from an insight; you can’t unsee what you’ve seen.” 1983 Sam Keen, *The Passionate Life: Stages of Loving* (San Francisco: Harper & Row) 164: “But there is no turning back. I cannot unsee what I have seen.” 1994 Nancy Bunge, “‘People Are Equal’: An Interview with William Stafford,” *Kansas Quarterly*

24, no. 4 / 25, no. 4, p. 19: “And I think of another great woman of our time . . . : Dorothy Day. When she came back from Cuba and I think they arrested her and wanted her to recant; she said, ‘I can’t unsee what I see.’” 2006 *Santa Fe New Mexican*, 7 May: “. . . [Y]ou can’t unsee what you’ve seen. And you can’t unread something once you’ve read it.” 2013 Lisa Scottoline, *Don’t Go: A Novel* (New York: Macmillan) 184: “If there’s one thing I’ve learned, it’s . . . you can’t unsee what you saw.” 2013 *Oakland Tribune*, 9 Jul. (in reference to Facebook): “The bad news is that what’s seen can’t be unseen.” 2018 *The Guardian [London]*, 22 Dec.: “Still, Earthrise must have changed something. What’s seen can’t be unseen.” 2020 Kevin Murphy (song), “Can’t Unsee What I Have Seen,” on the album *What Is This Life Supposed to Bring* (KevinMurphyOnly).

**(44) *You have to eat your VEGETABLES before you get dessert.***

1942 Margaret Mead, *And Keep Your Powder Dry* (New York: Morrow) 38: “His [the American child’s] first encounter with puritan standards may come through his mother’s ‘If you don’t eat your vegetables you can’t have any dessert.’” 1985 *Philadelphia Inquirer*, 7 Nov. (headline): “There Won’t Be Any Encore until You Eat Your Vegetables.” 1994 *Wall Street Journal [New York]*, 14 Nov.: “Your mother told you to eat your vegetables before you get dessert. They [Republicans] want to eat dessert first.” 2000 *Daily Record [Morristown NJ]*, 28 May: “What do I spend my money on first? . . . As your mother probably told you, Eat your vegetables before you eat dessert.” 2005 Denise Szecsi, *Pocket Idiot’s Guide to Algebra* (New York: Alpha) 18: “Just as you have to look before you leap, and you have to eat your vegetables before you get your dessert, you have to multiply before you add.” 2008 *The Record [Bergen County NJ]*, 25 Jun.: “Eat your vegetables before dessert, my mother used to say. The same principle applies to home decorating.” 2010 *Clarion Ledger [Jackson MS]*, 26 Nov.: “You don’t get to do that [interrupt the rhythm of the opponent’s passing game in football] if you don’t stop the run. You have to eat your vegetables before you get to have your dessert.” 2016 *Courier-Mail [Brisbane]*, 2 Jul.: “Remember the age old adage, ‘no dessert until you’ve eaten your vegetables’?” 2016 Leonard Sax, “Don’t Ask the Kids,”

*First Things: A Monthly Journal of Religion and Public Life*, no. 266 (Oct.) 22: “When the doctor says that you have to get a Strep test, you get a Strep test. You have to eat your vegetables before you eat dessert.” 2018 *Warton [Ontario] Echo*, 27 Feb.: “Did your Grandmother insist that you eat your vegetables before you had dessert? If so, she likely would have made an excellent dog trainer.” 2018 *Orlando [FL] Sentinel*, 21 Sep.: “Getting rid of old furniture before you buy new stuff is right up there with eat your vegetables before dessert and don’t spend more than you make. Good rules to live by.”

(45) ***WINNERS are made, not born (not born but made).***

1972 Eldon E. Snyder, “Athletic Dressing Room Slogans as Folklore: A Means of Socialization,” *International Review of Sport Sociology* 7: 94 (in a list): “Winners are made, not born.” 1975 Stan Smith and Bob Lutz, *Modern Tennis Doubles* (New York: Atheneum) 149: “Winners are made, not born, and that is probably as true at the club level in tennis as it is out on the circuit.” 1984 *Indian Country Today* [Oneida NY], 31 Oct.: “Every child is entitled to be a winner and winners are made, not born.” 1996 *New Straits Times* [Kuala Lumpur], 21 Apr.: “Success is not a function of academic achievement, intelligence, heredity or luck. Winners are not born, they are made.” 1998 *York [PA] Daily Record*, 12 Jun. (portion of a headline): “. . . Tim Shaffer’s [pit] crew drives home the fact that winners are made, not born.” 2006 *Waikato Times* [Hamilton, New Zealand], 25 Feb.: “Winners are not born but made by realistic and positive reinforcement of personal gifts and abilities . . .” 2010 *Manila Times*, 28 Jun.: “Winners are made, not born. And they can come from a public school.” 2014 James D. Murphy, *Courage to Execute: What Elite U.S. Military Units Can Teach* (Hoboken NJ: Wiley) 18: “Winners are made, not born. Winning attitudes are gained, not inherited; earned, not given.” Cf. “LEGENDS are not born; they are made.”

(46) ***Everything is a work in progress.***

See “LIFE is a work in progress.”



**(47) *The harder you work, the luckier you get (The harder I work, the luckier I get).***

1965 Steve Stibbens, “Pacific Command,” *Leatherneck* [Quantico VA] 49, no. 11 (Nov.) 60: “. . . [T]he motto tacked to his [Gen. Victor Harold Krulak’s] wall in Honolulu is perhaps the understatement of the times. ‘*The harder I work,*’ it reads, ‘*the luckier I get*’ . . .” (italics as shown). 1972 Eldon E. Snyder, “Athletic Dressing Room Slogans as Folklore: A Means of Socialization,” *International Review of Sport Sociology* 7: 93 and 94 (in lists): “The harder I work the luckier I get.” 1980 *New York Times*, 2 Nov.: “Sam Lefrak has an interesting saying. He says ‘The harder you work, the luckier you get’ . . .” 1982 *Boston Globe*, 18 Apr.: “On the big [auto racing] tracks he needs some grinding off of the edges. The harder we work, the luckier we’ll get.” 1992 John Narcisco, “Confessions of a DP Contractor,” *Journal of Systems Management* 43, no. 9 (Sep.) 35: “Another old adage says, ‘The harder I work, the luckier I get.’” 1994 *The Guardian [Manchester UK]*, 19 Jun.: “Olsen and his Norwegians are following the old golf adage; on the basis that the harder they work the luckier they are likely to remain, they should be around for a week or two . . .” 1996 *New York Times*, 27 Oct.: “Treasury Secretary Robert E. Rubin gives true meaning to the adage that the harder you work the luckier you get.”

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