

CHARLES CLAY DOYLE AND WOLFGANG MIEDER

THE DICTIONARY OF MODERN PROVERBS:
THIRD SUPPLEMENT

Abstract: This is the third 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 53 additional modern Anglo-American proverbs with historical dates and contextualized references. We intend to publish such supplements from time to time and hope eventually 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 and second supplements to *The Dictionary of Modern Proverbs* (New Haven CT: Yale UP, 2012) in *Proverbium* 33 (2016) 85-120 and 35 (2018) 15-44, we have continued to gather addenda with 53 new proverbs presented here. 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) comprises a continually expanding and meticulously researched repository of early datings for fixed expressions, including proverbs. 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, 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*).

PROVERBIUM 37 (2020)

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.

AGE (Old age) is (just, only, nothing but) a state of mind.

1930 Henry E. Jackson, “The Trustee Annuity Plan at Work,” *Nation’s Business* 18, no. 12 (Nov.) 142: “Old age is not a date in the calendar but a state of mind, and one man at 60 may in fact be younger and more economically valuable than another man at 40.” 1931 Wallace Beery, “Her,” *Motion Picture* 41, no. 3 (Apr.) 32: “She’ll never grow old. Age is just a state of mind and she’s got it licked.” 1931 Eldon F. Roark, Jr., “Judge Kelley, First Woman Juvenile Court Judge in the South,” *Holland’s: The Magazine of the South* 50, no. 9 (Sep.) 62: “No one knows her age. ‘I always told them, ‘Mother is ageless, she is neither young nor old.’ Age is just a state of mind.” 1960 *North Carolina’s Older Population: Opportunities and Challenges* (Raleigh: North Carolina Governor’s Coordinating Committee on Aging) 35: “Age is a state of mind. Life is a great adventure for me—not a drawn-out lamentation.” 1980 John Lennon, “Life Begins at 40” (a song recorded on the shared fortieth birthday of Lennon and Ringo Starr but not released until, posthumously, in 1998): “They say life begins at 40 / Age is just a state of mind.” 1985 *Sun Sentinel [Fort Lauderdale FL]*, 1 Apr.: “The movie...will symbolize to the country that age is only a state of mind.” 1986 *Orlando [FL] Sentinel*, 7 Feb.: “They say age is a state of mind, an attitude.” 1986 *Newsday [Long Island NY]*, 2 Nov.: “For many, age is nothing but a state of mind.” 1987 *Los Angeles Times*, 1 Jan.: “You’re as young as you feel. Old age is a state of mind.” 1996 *Los Angeles Times*, 30 May: “Addressing a crowd..., the silver-haired speaker repeated the old adage that age is just a state of mind.” 1998 *Illawarra [Australia] Mercury*, 31 Oct.: “Readers will be aware that this column has had some pre-occupation recently surrounding the adage that age is a state of mind.” Cf. “Age is just a number” and “Life begins at forty” and the older “You’re as young (only as old) as

you feel.” See Wolfgang Mieder, “‘Age Is Just a Number’. American Proverbial Wisdom about Age and Aging.” *Emotsional’ aia sfera cheloveka v iazyke i komunikatsii: Sinkhroniia i diakhroniia*. Eds. M.L. Kovshova, H.K. Riabtseva, and P.S. Dronov (Moskva: Instiut Iazykoznaniiia RAN, 2019), 7-23.

When AMERICA sneezes, the world catches cold.

See “When the United States sneezes, the world catches cold.”

If you are not outraged (angry, etc.), you are not paying ATTENTION.

1990 Barbara Mary Johnson, *Cheating: Maintaining Your Integrity in a Dishonest World* (Minneapolis: Augsburg) 23: “One of my favorite bumper stickers says, ‘If you’re not outraged, you’re not paying attention.’” 1994 *Toronto Star*, 22 Dec. (in a brief collection of sayings): “If You’re Not Outraged, You’re Not Paying Attention.” 1996 Katrina J. Lee, “A Spirit That Wants to Fight Injustice Globally,” *Student Lawyer* 6, no. 6 (Feb.) 39: “She [Marcela Eggleton] lives by a motto which simply calls for awareness. ‘If you’re not outraged, you’re not paying attention,’ she explains.” 1997 Richard K. Scher, *Politics of the New South*, 2nd ed. (Armonk NY: M. E. Sharpe) 396: “A common populist-style bumper sticker in the South reads, ‘If you are not completely outraged, you’re not paying attention.’” 2002 *Boston Globe*, 29 Aug.: “I will stay mad with her. If you are not mad, you are not paying attention.” 2002 Zac Goldsmith, “Dreams of Power,” *The Ecologist* 32, no. 1 (Feb.) 5: “I was given a badge for Christmas, a protest badge that read: ‘If you’re not totally pissed off, you’re not paying attention.’” 2004 *Press-Citizen [Iowa City]*, 25 May: “Many local residents are incensed at the current international political situation. The phrase, ‘If you are not angry, you are not paying attention.’” 2017 *Palm Beach Post [West Palm Beach FL]*, 4 Mar.: “But as the adage goes, ‘If you are not outraged, you’re not paying attention.’”

My BODY, my choice.

1989 *Orlando [FL] Sentinel*, 22 Jan.: “The crowd...carried signs with slogans like...‘My Body My Choice.’” 1989 *Chicago Tribune*, 21 Apr.: “Two Catholic high school seniors...hoisted a sign during Bush’s appearance...It read; ‘My body. My choice. My right.’” 1992 *Indianapolis Star*, 24 Mar.: “For spring 1991,

Moody offered sequined dresses with definite messages: One...with an all-over ‘My Body My Choice.’ 1997 *Orlando [FL] Sentinel*, 9 Jan.: “[Noel] Earley said he is planning his own demise.... ‘My body, my choice,’ he says...” 2002 *Hanover [ON] Post*, 8 Jan.: “Yes, I know the arguments against vaccinations: They can’t guarantee not getting the flu; there are sometimes side effects; and, of course, the old ‘my body, my choice’ nugget being trotted out...” 2014 *Herald Sun [Melbourne, Australia]*, 16 Nov.: “If we feminists truly believe in the adage, ‘My body, my choice,’ then surely Kim has a right to drop her dacks [i.e. pants] for some easy bucks...” The saying was originally used in reference to abortion rights, but it has sometimes been applied to sexual permissiveness, to suicide, and to the refusal of certain medical interventions.

BULL MARKETS climb (A bull market climbs, Every bull market climbs) a wall of worry.

1977 Jeannette M. Reddish, “Hans G. Jepson Brings Balance to U.S. Trust,” *Financial World* 146, no. 4 (15 Feb) 41 (quoting Jepson): “One phenomenon I’ve observed is that bull markets climb a wall of worry.” 1980 *Christian Science Monitor [Boston]*, 7 Jul.: “In fact, he [William LeFeure] says that ‘probably back around the Spanish-American War some early Wall Street market-letter writer coined the phrase, “Every bull market climbs a wall of worry.”” 1981 *Christian Science Monitor [Boston]*, 28 Sep.: “There is no doubt about it, veteran Wall Street observers note, a bull market climbs a wall of worry.” 1983 A. Gary Shilling and Kiril Sokoloff, *Is Inflation Ending? Are You Ready?* (New York: McGraw-Hill) 69: “Those who are intimate with the securities markets often say that a ‘bull market climbs a wall of worry’—that is, the more skepticism there is about a change in trend, the more the change should be believed.” 1988 Kathleen Odean, *High Steppers, Fallen Angels, and Lollipops: Wall Street Slang* (New York: Dodd, Mead) 181: “The market thrives on speculators’ anxieties, according to the old saying ‘Bull markets climb a wall of worry.’” 1996 Jim Gard, *The Small Investor* (Berkeley CA: Ten Speed) 36: “...[As] the old Wall Street saying goes, ‘Every bull market climbs a wall of worry.’” 2014 *Irish Times [Dublin]*, 1 Jul.: “There’s an old adage that says bull markets climb a wall of worry.”

Do not (Never, You do not, You would not) put a BUMPER STICKER on a Ferrari (Bentley, Mercedes, etc.)

2009 *Philadelphia Daily News*, 14 Aug. (in a list of brief responses from readers): “Never put a bumper sticker on a Mercedes.” 2011 *Courier-Mail [Brisbane, Australia]*, 29 Sep. (anonymously quoting a witticism): “I don’t have any tattoos for the same reason you don’t put a bumper sticker on a BMW.” 2012 *Advertiser [Adelaide, Australia]*, 21 Jan.: “When people ask why I [Paul Stewart] don’t have any tattoos I ask them ‘Would you put a bumper sticker on a Ferrari?’” 2012 *Herald [Glasgow]*, 6 Feb.: “Asked why he did not sport any tattoos on his body, [Nick] De Luca replied, ‘Because you don’t put a bumper sticker on a Ferrari.’” 2014 *El Paso [TX] Times*, 3 Jul.: “When my wife and I were dating, I asked if she had any tattoos. She said no, she wouldn’t put a bumper sticker on a Ferrari.” 2015 *Brampton [ON] Guardian*, 7 Jul.: “Speaking in February [about her reluctance to get a tattoo], she [Kendall Jenner] said, ‘I have a really weird thing about “forever.” And my sister Kim always said “Don’t put a bumper sticker on a Bentley.”’” 2015 Stephanie Eckelkamp, “Eat Clean, Stay Lean with Salad,” *Prevention* 67, no 9 (Sep.) 134: “You wouldn’t put a bumper sticker on a Bentley, would you? Then why would you pour an unhealthy dressing on a first-class designer salad?” 2016 *Daily Express [London]*, 23 Aug.: “Just don’t expect Dame Joan Collins, 83, to follow in their footsteps. ‘Why don’t I have any tattoos?’ she says. ‘For the same reason you don’t put a bumper sticker on a Ferrari.’”

I BUY (I’ll buy), you fly (I fly, you buy; You fly, I buy; You buy, I fly).

1989 Wayne Care, *Vietnam Spook Show* (New York: Ballantine) 125: “‘I want a cold beer. I buy, you fly.’ Ames nodded. ‘Show me the money.’ Craig handed over some crumpled MPC. ‘Make sure it’s cold, okay?’” 1991 *Washingtonian [Washington DC]* 26, no. 6 (Mar.) 196 (classified ad for “Mile High Club”): “You fly, I’ll buy....[F]or new experiences. Send note.” 1999 Zak Mucha, *The Beggars’ Shore* (Vancouver WA: Red 71) 121: “Bates...sent Joseph out to pick up burritos for lunch. ‘You fly, I buy.’” 2008 Nathan E. Self, *Two Wars: One Hero’s Fight on Two Fronts* (Carol Stream IL: Tyndale) 84: “‘We’ll get pizza or something,’ he said. ‘I’ll fly, you buy.’” 2011 *Wisconsin State Journal*

[*Madison*], 2 Nov.: “One of his favorite expressions, as he would reach for his wallet, was ‘You fly, I buy.’” 2013 Jeffrey S. Stephens, *Targets of Revenge* (New York: Simon & Schuster) 231: “‘Good,’ the Mexican said, then pointed to the bartender. ‘What is the expression you Americans have? I fly you buy.’ The word *fly* in this instance signifies ‘go—to fetch take-out food or drink to be shared with the other party, who pays for it.’

There is never just one COCKROACH (in the kitchen).

1991 Richard L. Stern, “Small Caps Reawaken,” *Forbes* 147, no. 5 (4 Mar.) 146: “Beware of companies that have stumbled, since their troubles will continue. Or, as [Ralph] Wanger and [Warren] Buffett are wont to say, ‘There’s never just one cockroach in the kitchen.’” 1992 Ageet N. Mathur, “Management Dynamism: The Indian Experience,” in *Management Dynamism*, edited by Kenji Yoshida (Tokyo: Asian Productivity Organization) 55: “By continually raising the question ‘What is occurring for this to be the result?’ we may find that there is never just one cockroach in the kitchen, but a host of connected processes...” 1998 *Sault Star [Sault Ste. Marie ON]*, 26 Sep.: “There’s never just one cockroach,’ said a U.S. equities specialist who asked not to be named.” 2001 Lawrence A. Cunningham, *How to Think Like Benjamin Graham and Invest Like Warren Buffett* (New York: McGraw Hill) 34: “At some point, the creepy Wall Street saying that there is never only one cockroach starts to resonate.” 2002 *Sunday Times [London]*, 3 Feb.: “‘We call it the cockroach theory,’ said Tony Maramarco..., describing the new fear that investors have developed of such companies [as Enron]. ‘There’s never just one cockroach.’”

Bad DECISIONS make good (great, the best) stories.

2009 *Townsville [Australia] Bulletin*, 3 Oct. (in a short list of unattributed sayings): “Bad decisions make good stories.” 2009 *Columbia [MO] Daily Tribune*, 19 Nov.: “[Alyssa] Bustamante’s posts on the Web site Twitter in the days before [her] Oct. 21 death offer an insight to the teenager...Four days later she posted ‘bad decisions make great stories.’” 2010 *Daily Herald [Arlington Heights IL]*, 14 Jun.: “As someone who has been employed in the field for 38 years, let me offer this observation concerning what is news: Bad decisions make good stories.” 2011 Mark Stepp, *Quick*

Guide to Writing Fiction and Nonfiction Books (Houston: Old American) 16: “Remember this truism: Bad decisions make good stories; good decisions make dull stories.” 2013 Kurt Herron, *Strides and Struggles* (Bloomington IN: AuthorHouse) 63: “You have heard the old saying ‘bad decisions make great stories.’ I will let you decide how bad a decision this was.” 2013 *Ruidoso [NM] News*, 11 Jul.: “Voicing my concern to my circle of acquaintances...brings only laughs and recall of the ageless proverb— ‘Bad decisions make good stories.’” 2015 *Washburn [University] Review [Topeka KS]*, 23 Mar.: “...[W]riter/ comedian/actor Brandt Tobler...is coming through on his 60-city ‘Bad Decisions Make the Best Stories’ tour.” 2015 *The Houstonian [Sam Houston State University, Huntsville TX]*, 18 Nov. “Have you heard the saying ‘Bad decisions make the best stories’? Well this saying is true.”

You can (either) EAT well or sleep well (sleep well or eat well).

1912 *Up-to-the-Times Magazine* 5, no. 4 (Feb.) 4906 (article credited to *New York Herald*): “It is related of Baron Rothschild that to the son of an old friend who consulted him in regard to the best investment of a modest patrimony, he said: ‘Do you want to eat well or sleep well? Remember that you can’t do both on this sum of money.’” 1919 “‘Eat Well’ or ‘Sleep Well’ Stocks,” *The Financier* 92, no. 1 (15 Apr.) 587: “A broker, approached once upon a time by a client who wished to make some investment, inquired whether his customer’s choice was something that would enable him to sleep well or eat well.” 1937 J. Kenfield Morley, “Some Things I Believe,” *The Rotarian* 50, no. 2 (Feb.) 7: “I believe that in investing money, it is best to remember that the amount of interest you want should depend on whether you want to eat well or sleep well.” 1984 *New York Times*, 3 Nov.: “There is an old saw on Wall Street that you can either eat well or sleep well—but not both. The moral, of course, is that risk and the willingness to accept it are perhaps the key elements in determining the likelihood of stock market profits.” 1987 *Minneapolis Star and Tribune*, 1 Mar.: “One of the oldest adages on Wall Street is that a person can either eat well or sleep well.” 1994 *Calgary Herald*, 1 May: “In investing, the return you want should depend on whether you want to eat well or sleep well.” The proverb may have

originated as a calque from German. At the very end of the nineteenth century Max Weber used such an expression, although with a very different application.

EVOLVE or die.

1991 *Globe and Mail [Toronto]*, 10 Sep.: "...[S]he flirtatiously opens her black tux jacket to display a black T-shirt with white lettering. The slogan: Evolve or Die." 1993 Mike Freeman, "Education and Training for Librarianship and Information Services in the UK," *New Library World* 94, no. 1108: 14: "...[S]ome of the existing LIS schools will change accordingly and will flourish, others will not adapt and will expire. Evolve or die, in best Darwinian terms!" 1997 Dolores Palma and Doyle Hyett, "Born Again: Downtown Revivals Offer Salvation for Cities," *American City & County* 112, no. 8 (July) 28: "These downtowns did not accomplish this by competing head-on with the giants or through business as usual. Instead, acting on the adage 'evolve or die,' they found ways to successfully co-exist with the giants." 2004 Timothy LaBadie, *Evolve or Die: The Infinite Process of Becoming* (Bloomington IN: Planetspin). 2008 *New Straits Times [Kuala Lumpur, Malaysia]*, 5 Nov.: "We are now adopting and adapting to the dictates of new technology and subscribing to the Darwinistic 'evolve or die' maxim." The proverb represents a popular application (or misapplication) of the Darwinian concept to a variety of concerns. Cf. "Innovate or die."

The EYES do not lie.

1982 Keith Roche, "Eyes Don't Lie" (song, copyright 12 Nov.). 1986 Pointer Sisters, "Eyes Don't Lie" (song, copyright 23 Oct.). 1989 *New York Times*, 13 Aug.: "I [boxer Michael Nunn] could see it in his [opponent Frank Tate's] eyes, and the eyes don't lie." 1989 *USA Today [McLean VA]*, 25 Oct.: "[H]ow can fiction compete with such eyes-don't-lie reality?" 1990 Donny Osmond, *Eyes Don't Lie* (title of song album). 1994 *News Tribune [Tacoma WA]*, 15 Jun.: "He [Harmon Zeigler] continued: 'I have said nothing, but my eyes do not lie.'" 1995 *International Herald Tribune [Paris]*, 2 Jun.: "These are generalizations, but the eyes do not lie." 1999 *New Straits Times [Kuala Lumpur, Malaysia]*, 15 Aug.: "If it can be said that the eyes do not lie, then it can also be said that the mouth can betray one..." 2009 RJ Marley, (Bloomington

IN: Xlibris) 137: “Mama always told me that the eyes do not lie and yours are sincere.” 2013 Eric Finzi, *The Face of Emotion: How Botox Affects Moods and Relationships* (New York: Palgrave Macmillan) 65: “The eyes do not lie unless, of course, the person has received Botox around the eyes.”

Given enough EYEBALLS (eyes), all bugs are shallow (Many eyes make all bugs shallow).

1997 John Udall, “Web Project: The Value of Free Software,” *Byte* 22, no. 12 (Dec.) 112: “What about Eric Raymond’s assertion that all bugs are shallow given enough eyeballs? [Rob] Kolstad counters that it’s not the number of eyeballs that matters; it’s the quality of the brains behind them.” 1998 *Birmingham [UK] Post*, 1 Aug.: “‘Given enough eyeballs, all bugs are shallow’ is a simple tenet of Open Source software.” 1999 *Sydney [Australia] Morning Herald*, 6 Apr.: “It is reassuring to know that just as many eyes ensure all bugs are shallow, many voices ensure the marketplace of ideas is a beautiful one.” 2000 Nicholas Thompson, “How Linux and Open-Source Development Could Change the Way We Get Things Done,” *Washington Monthly* 32, no. 3 (Mar.) 10: “There is a saying known as ‘Linus’ law’ that ‘given enough eyes, all bugs are shallow.’ In other words, given enough people working on them, all problems are solvable.” 2005 *Salt Lake City Tribune*, 20 Nov.: “Today, the open source movement has realized the effectiveness of leaderless decision making. They have a saying that to many eyes all bugs are shallow...” 2009 *Weekly Standard [Washington DC]*, 20 Jul.: “When you do computer programming there’s an old maxim that to 10,000 eyes all bugs are shallow.” 2011 *Guardian [London]*, 2 Mar.: “In the open-source world we have a saying: ‘Many eyeballs make all bugs shallow.’” The origin of the saying is attributable to a paper presented orally (and subsequently published in several versions) by Eric Steven Raymond, “The Cathedral and the Bazaar,” at the Linux Kongress, 22 May 1997, in Würzburg, Germany: “Given a large enough beta-tester and co-developer base, almost every problem will be characterized quickly and the fix obvious to someone. Or, less formally, ‘Given enough eyeballs, all bugs are shallow.’ I dub this: ‘Linus’s Law.’” (Linus Torvalde was a Finnish graduate student who, about 1991, invented the Linux computer operating system.)

Don't play with FIRE if you don't want to get burned.

1977 Andrea Blake, "The Enchanted Bride," *Good Housekeeping* 184, no. 4 (Apr.) 220: "...[L]ast night you said I shouldn't play with fire unless I was prepared to take the consequences." 1983 Emma Bennett, *River Enchantment* (New York: Dell) 97: "'Dear one,' he said in low tones, 'Don't play with fire unless you want to get burned.'" 1992 Gary Richmond, *Life Is a Zoo—No Matter What Side of the Cage You're On* (Ann Arbor MI: Servant) 182: "One of Dad's favorite sayings was, 'Son, don't play with fire if you don't want to get burned.'" 1998 Sydney Omarr, *Astrological Guide to Love and Romance* (St. Paul MN: Llewellyn) 59: "Gemini: you might start out playing games with the Fire Sign, Aries. But don't play with fire if you are not prepared to get burned." 2001 Jo Leigh, *The Cowboy Wants a Baby* (Toronto: Harlequin) 75-76: "You're old enough to know...that you shouldn't play with fire if you don't want to get burned." 2003 *Daily Post [Liverpool UK]*, 4 Mar.: "The moral of this tale is don't play with fire unless you want burnt fingers." 2016 *Sun Herald [Sydney, Australia]*, 13 Mar. (horoscope for Virgo): "Flirtation is risky but irresistible...But be careful—don't play with fire if you're not prepared to get your fingers burnt." 2017 *Jordan Times [Amman]*, 6 Jan.: "The lesson is, 'don't play with fire if you're not ready to get burned.'" 2017 *Pioneer [New Delhi]*, 3 Mar.: "There is a saying that one should not play with fire unless one has the desire to get burnt."

If it FLIES, it dies.

1984 *Philadelphia Inquirer*, 11 Nov.: "The Penn locker room was plastered with slogans, one of which contained the cryptic message: 'If It Flies, It Dies.'" 1988 "ADA Cadence Calls," *Air Defense Artillery*, May-June: 40: "'First to fire' / Is our cry / Enemy air will learn / If it flies, it dies." 1989 *Austin [TX] American Statesman*, 12 Feb.: "...[T]he weapon's target location system [on the USS Wisconsin] cannot differentiate friendly and enemy aircraft. 'That's why our motto is, 'If it flies, it dies,'" [Fire Controlman 3rd Class Ken] Cox said." 1990 Carol Barkalow and Andrea Raab, *In the Men's House* (New York: Simon & Schuster) 177: "They called us 'Duck Hunters,' and balked at what they believed to be the Air Defenders' earthbound philosophy: 'Shoot everything down and sort it out on the ground.' Or, put even more

crudely, ‘If it flies, it dies.’” 1991, Robert F. Jones, “Tale of a Pup,” *Sports Illustrated* 73, no. 27 (31 Dec. 1990-1 Jan. 1991) 148: “Oh, I get it, he [a retriever dog] seemed to be thinking. If it flies, it dies. And if it dies, it *fries!*” 1994 *Sun [Baltimore]*, 8 Jun.: “Wild or tame, the ducks are valuable to the hunters only insofar as they provide opportunities to be...shot to pieces. The Congressional Sportsmen’s Caucus’ motto is ‘If it flies, it dies.’” 2003 George Crile, *Charlie Wilson’s War* (New York: Atlanta Monthly) 404: “On the wall of the warehouse where these thirty-five-pound shoulder-launched anti-aircraft missiles were warehoused was the motto ‘If it flies it dies.’” 2008 *McClatchy-Tribune Business News [Washington DC]*, 7 Nov.: “...[T]he adage about ‘If it flies, it dies’ certainly applies when all these hunting seasons kick in.”

You FLY, I buy.

See “I buy, you fly.”

Slow FEET don’t eat.

2014 *Telegram & Gazette [Worcester MA]*, 20 Sep.: “Coach...told me to trust my speed...It’s footwork. Slow feet, don’t eat.” 2015 *Telegram & Gazette [Worcester MA]*, 25 Sep.: “You must have quick feet...As they say, ‘Slow feet don’t eat.’” 2016 *Courier-News [Bridgewater NJ]*, 11 Jul.: “[Football player Andrew] Roberts said he loves two quotes...The other is, ‘Slow feet, don’t eat,’ as in work hard or you won’t succeed.” 2017 Solae Dehvine, *Stupid Love 2: Vengeance Is Mine* (Hazelwood MO: Dehvine): “Closed mouths don’t get fed and slow feet don’t eat son.” 2017 *Hawaii Warrior World [Honolulu]*, 11 Apr.: “One of the catchiest phrases in this conditioning cycle is: Slow feet, don’t eat.” 2018 *Atlanta Journal-Constitution*, 8 Nov.: “Slow feet don’t eat in South Florida. And they especially don’t return punts.” 2018 (name of a company in Essex MD): “Slow Feet Dont [sic] Eat Racing, Inc.” 2019 *WM [Worcester MA]*, 7 Aug (quoting football player Dexter McCluster): “You have to have great feet. Slow feet don’t eat. If your feet can’t keep up with your mind, you’re not going to be a great running back.” The proverb appears frequently as a motto on the front of T-shirts.

Don’t hate the GAME, hate the player.

See “Hate the player, not the game.”

You've got to have (Everyone's got to have, You have to have) a GIMMICK.

1956 Don Baker, "You Gotta Have a Gimmick," (song copyrighted, words and music). 1960 Ren Grevatt, "The Gimmick Is King in Album Sales Race," *Billboard* (24 Oct.) 1: "As they say in the colorful Broadway hit, 'Gypsy,' 'You Gotta Have a Gimmick,' a motto that applies to stripping, as well as the record business." 1969 Pat Orvis, "Vernon Valley: The Girls Give You a Lift," *Skiing* (eastern edition) 22, no. 3 (Nov.) 190E: "It's no longer enough for a new [skiing] area to be 'friendly,' 'family,' or 'swinging.' Ya' gotta have a gimmick." 1974 Mrs. Nelson Van Wie, "National Gardner Area II," *National Gardner* 45, no. 4 (Jul.-Aug.) 52: "'Everybody's gotta have a gimmick' has been proven true in test districts where this attention-getter has been tried." 1975 John D. Ulrich, "David Aldema: 'Mr. Macho,'" *Cycle World* (Mar.) 43: "The baby-talker tells David he looks goofy... 'Everyone has to have a gimmick,' he leers." 1978 Michele Burgen, "Is It True What They Say about Twins?" *Ebony* 34, no. 2 (Dec.) 136: "...[T]he Nash twins have found that being identical twins has its advantages. 'In modeling, there are so many pretty girls. You almost have to have a gimmick,' Sheila says." 1982 *New York Times*, 29 Oct.: "You have got to have a gimmick, the old show-business adage insists." 1983 *Philadelphia Inquirer*, 22 Apr.: "'You gotta have a gimmick,' so the saying goes, and a couple of Philadelphia entertainment spots have come up with a couple this weekend." 2012 *Central Coast Express Advocate [Gosford, Australia]*, 11 Jan.: "To reinvent himself he [Wayne Rogers] is now performing on the club circuit as what he likes to call 'a comic in a frock.' I guess the old saying you gotta have a gimmick really does have worth."

If you cheat at GOLF, you will cheat at life (To cheat at golf is to cheat at life).

1989 Christine Gorman, "On the Seventh Day He Played," *Time* 133, no. 19 (8May) 67: "Says Hollis Stacy, 35, who has won more than \$1.3 million in Ladies Professional Golf Association tours: 'If you find people who cheat at golf, chances are they cheat at life.'" 1999 *Weekend Australian [Canberra]*, 2 Oct.: "...[W]e, who slavishly abide by the game's etiquette[,] content in the knowledge that to cheat at golf is to cheat at life, know better."

2001 *Weekend Australian [Canberra]*, 17 Feb.: “And unscrupulous hackers avoid at their peril the dictum governing those who stride the fairways: to cheat at golf is to cheat at life.” 2002 *South Bend [IN] Tribune*, 12 Sep.: “Golf teaches a lot about life, said...a senior on the Penn High School girls golf team. ‘If you cheat at golf, you cheat at life.’” 2003 Jonathan Clay and Tom Smith, *My Best Day in Golf: Celebrity Stories of the Game They Love* (Kansas City MO: Andrews McMeel) 22: “The old adage that ‘If you cheat at golf, you’ll cheat at life,’ is something I [George H. W. Bush] firmly believe in.” 2004 *Oakland [CA] Tribune*, 24 May: “‘People who cheat at golf cheat at life,’ he [Judge Gene LaFollette] said on a recent afternoon in the law office he shares with Alameda Mayor Beverly Johnson.” 2007 *Mercury [Durban, South Africa]*, 22 May: “There is an old saying that goes: ‘If you cheat at golf, you will cheat at life.’ I am not sure who said it but it is oh so true.” 2008 Carol Felsenthal, *Clinton in Exile* (New York: HarperCollins) 75: “People who don’t trust [Bill] Clinton are given to saying that he cheats at golf and that the man who cheats at golf also cheats at life (and on his wife).”

HALF of something is better than all (the whole, 100%, half) of nothing.

1901 Stephen V. R. Ford, ed., *Methodist Year-Book—1902* (New York: Eaton & Mains) 13: “Some...reformers refuse to act upon the principle embodied in the old saw, ‘Half a loaf is better than no bread.’ It has always been our contention that the half of something is better than the whole of nothing.” 1912 Theodore Cooke Taylor, “Profit-Sharing and Labour Co-Partnership,” *Contemporary Review* 101:626: “...[T]here should be as much as possible, or, at all events, something to divide. Half of something is better than all of nothing.” 1953 Jerome Weidman, *The Third Angel* (Garden City NY: Doubleday) 95: “‘Why should I cut you in?’ ‘Because half of something is better than all of nothing’”...1989 *Whig-Standard [Kingston ON]*, 29 Nov.: “Even if taxes for the warehouse are lowered..., ‘half of something is better than nothing at all.’” 1991 *Los Angeles Times*, 7 Dec.: “They drug it out a long time....But ‘half of something is better than a half of nothing.’” 1999 “To Pay Your Taxes, First Define ‘Day Trader,’” *Fortune* 139, no. 7 (12 Apr.) 180: “Of course, half of something is better than nothing. Many people would gladly pay taxes.” 2007

Ken Terry, *Rx for Health Care Reform* (Nashville TN: Vanderbilt UP), 127: “Since that business is bound to move away from the hospitals, they’ve concluded that ‘half of something is better than 100 percent of nothing.’”

The HORSE is (already) out of the barn (has left the stable).

1961 *Independent Offices, Appropriations for 1962*. Hearings before the Subcommittee on Appropriations. Congress. House. (Washington DC: U.S. Government) 20:25: [William Cary testifies:] “...I believe these are securities, which...are already on the market.” [Congressman Albert Thomas responds:] “In other words, the horse is already out of the barn in these cases?” 1971 Claude Hall, “Vox Jox,” *Billboard* (Jul. 31) 31: “So how are we going to separate the people who own AM and FM stations in the same market...? Anyhow, the horse is already out of the barn, so to speak.” 1982 *New York Times*, 22 Jan.: “‘The horse is out of the barn as far as today’s depreciation is concerned,’ Mr. [Henry] Rivera said, ‘but there will be others and we should get prepared for it.’” 1984 *Philadelphia Daily News*, 29 Nov.: “Once the complications take over, the horse is out of the barn and there’s a lot less hope.” 1990 “Panel Discussion: Research Priorities,” in *Global Atmospheric Change and Public Health*, edited by James C. White (New York: Elsevier) 251 (Donna Orti speaks): “We’re taking steps to resolve the CVD issue, but the damage has been done. The horse is out of the barn.” 2000 *Washington Post*, 25 Jun.: “But the horse is out of the barn. Genetics today is no longer the province of geneticists. It belongs to everybody.” 2006 *Spectator [Hamilton ON]*, 3 Oct.: “Authorities are irresponsible to say ‘The horse has left the stable and is now glue’...” 2007 Jerry Dyer, “Protect Yourself from Spikes,” *Dairy Foods* 108, no. 9 (Sep.) 34: “It’s too late now; the proverbial horse is out of the barn...” 2008 *Columbia [MO] Daily Tribune*, 13 Jan.: “Disease is mistaken for sickness so doctors take a slice or give more radiation but the horse has left the stable...” The proverb may be related to the proverbial phrase about the futility of “locking the barn (stable) door after the horse is stolen.” Cf. “The train has left the station” and “The ship has sailed.”

LITTLE kids, little problems; big kids, big problems.

1973 Peter Nash, "Education 2000 A.D.," *Journal of Education* 155, no. 4 (Apr.) 22: "There is a saying that goes: 'Little kids, little problems; big kids, big problems.' In a sense, it is like that with societies." 1983 Elise Arndt, *A Mother's Touch* (Wheaton IL: SP) 66: "I'm sure you have heard the saying, 'Little kids—little problems, big kids—big problems.' Most people believe that." 1984 Denise Polit-O'Hara and Judith Berman, *Just the Right Size: A Guide to Family Size Planning* (New York: Praeger) 25: "You know, they say, 'Little kids, little problems, big kids, big problems,' and that's very true." 1994 Diana Myers-Bennett Roberts, *A Slice of Mid-Life* (Salt Lake City: Northwest) 43: "'Little kids, little problems. Big kids, big problems.' I must have heard this worn-out adage a dozen times over the years I was having babies..." 1995 Tedd Tripp, *Shepherding a Child's Heart* (Wapwallopen PA: Shepherd) 184: "We have all heard the little proverb, 'Little kids, little problems; big kids, big problems.'"

It's who you KNOW and who you blow.

1974 Dick Cavett and Christopher Porterfield, *Cavett* (New York: Harcourt Brace Jovanovich) 243: "But it's more than just, as a discouraged actor friend of mine said before he quit, 'Who you know and who you blow.' Forgive me; I realize that phrase is ungrammatical." 1980 Paul Boorstin, *Savage* (New York: Richard Marek) 75: "In Hollywood they don't judge a film on its merits, he concluded. In the City of Angels it's who you know and who you blow." 1995 *Village Voice [New York]*, 28 Feb.: "Chow claims to know one sergeant who got ahead because he mowed his chief's lawn. 'I'm telling you, it's who you know and who you blow.'" 1997 Robert Peterson, *Rites of Passage: Odyssey of a Grunt* (New York: Ballantine) 198: "Besides, it's not who you know and who you blow, it's who you meet and who you eat..." 2003 "Jim Shooter" (interview), in *Legion Companion*, edited by Glen Cadigan (Raleigh NC: TwoMorrows) 99: "To use a phrase that was bandied around back in the Eighties, it's quote 'Who you know and who you blow.'" 2009 James Ellroy, *Blood's a Rover* (New York: Knopf) 152: "I learnt the lesson: It's who you know and who you blow."

It's not who you KNOW but who you blow.

1965 Laurentius van de Fitzg [pseudonym?], letter to the editor, *Fact* 2, no. 1 (Jan.-Feb) 27: "Somehow he got off work early enough to walk home for lunch. Somehow his rank rose to sergeant in a year and a half...As the well-known proverb of the Infantry goes, 'It's not who you know, it's who you blow.'" 1987 Terence T. Evans (for the Court), "Pickens v. Runyon: U. S. Court of Appeals, Seventh Circuit," *Fair Employment Practice Cases* 75: 435: "...[S]he overheard co-workers teasing the other white employee about his slim chances of promotion. Someone said, 'It's not who you know, it's who you blow.'" 1988 Howard Smead, *The Redneck Waltz: A Novel* (Shippensburg PA: White Mane) 95: "His motto was, 'It's not who you know but who you blow.'" 2000 Tom C. Allen, *Someone to Talk To: Care and Control of the Homeless* (Halifax NS: Fernwood) 65: "I heard this expression, many, many years ago, it's not who you know, it's who you blow, in order to get ahead in the world." 2004 Steve Trotter, *The National Truth* (Lincoln NE: iUniverse) 53: "'You know the expression it's not who you know but who you blow?' Martin asked..." 2007 Larry Schliessmann, *Unmerciful* (Morrisville NC: Lulu) 39: "I keep recalling an old saying I heard in the Army: It's not who you know, it's who you blow."

Stay in (Keep to) your LANE.

1995 J.D. Pendry, "'Top' Olivari says...Stay in Your Lane," *NCO Journal* 5, no. 2 (spring) 4: "'Don't waste your time worrying about how an officer does his job. That's officer's business.' What he [First Sgt. Pedro Olivari] told the sergeant was '...stay in your lane'" (ellipsis dots as shown). 1995 Debra Hernandez, "The Media's Impact on the Military," *Editor & Publisher* 128, no. 19 (13 May) 46: "'If you're a division commander, speak about your division, but don't tell me what Colin Powell should have done. Stay in your lane—that for which you are truly expert,' he [Gen. John Shalikashvili, chairman of the Joint Chiefs of Staff] said." 1998 Christopher C. Garner, "The Fourth Estate and You," *Infantry* (Ft. Benning GA) 68, no. 2 (May-Aug.) 11: "There are...several interview tips that are fundamental to media relations:... Stay in your lane. Discuss only those things for which you are directly responsible." 2005 Kayla Williams and Michael E. Staub, *Love My Rifle More Than You* (New York: Norton) 279: "Another

Army expression is: ‘Stay in your lane’...(Civilians should use it at work when somebody gets in their business and they have no reason to do so.)” 2012 Warren O. Monroe, *What Do You Think about It? A Collection of Daily Thoughts* (Bloomington IN: Trafford) 56: “Most of us have heard the cliché “Stay In Your Lane...I would suggest it means; do only what you do,...stay in your place...” 2013 Terry Carter, “Meet the Man Who Would Save Guantanamo,” *ABA Journal* 99, no. 3 (Mar.) 43: “[Gen. Mark] Martins, meanwhile, adheres to the Army’s colloquial maxim, often barked by sergeants, which could apply from firing ranges to mess halls to command positions: ‘Stay in your lane.’” 2019 *Daily Nation [Nairobi]*, 6 Oct.: “Keep to your lane, Nyandarna [county] MCAs tell [Laikipia Governor Ndiritu] Muriithi” (title of a news article).

We all hate (Everyone hates) LAWYERS except our (their) own.

1992 Frederick M. Baker, Jr., “Citizen Lawyer,” *Michigan Bar Journal* 71: 893: “It has been said that everyone seems to hate all lawyers except their own. We are feared because we direct the awesome power of the law.” 1992 *Telegram & Gazette [Worcester MA]*, 8 Nov.: “He said, ‘Everyone hates lawyers, except for their lawyer. People generally hate lawyers until they need one.’” 1995 Alan K. Simpson (speaking), *Congressional Record Daily Edition* 141, no. 69 (27 Apr.) S5798: “We all hate lawyers, except we love the one that represents us. Just like politicians...” 1998 *Sunday News [Lancaster PA]*, 18 Jan.: “It’s said that everybody hates lawyers in general, but nobody hates their own lawyer.” 1999 Stuart M. Israel, “On Mandatory CLE...,” *Labor and Employment Lawnotes* 9, no. 1 (spring) 3: “...[L]awyer jokes continue to proliferate, and people still love to hate all lawyers except their own.” 2003 *Des Moines [IA] Register*, 8 Aug.: “The 55-year-old [Robert] Denson...joked that ‘everyone hates lawyers, but they love their own.’”

We all hate (Everybody hates) LAWYERS until we (you) need one.

1992 *Telegram & Gazette [Worcester MA]*, 8 Nov.: “He said, ‘Everyone hates lawyers, except for their lawyer. People generally hate lawyers until they need one.’” 1996 *Vancouver [Canada]*

Sun, 16 Mar.: "...[A]s we all know, everybody hates lawyers until they need one." 1999 Michael J. Chepiza, *Getting and Spending* (New York: Samuel French) 31: "That in itself is a delusion. So is the fact that you hate lawyers. Till you get in trouble and you need one." 2000 *Los Angeles Times*, 9 Dec.: "Howard Rosenberg repeats the familiar cliché in his commentary on the election: 'You hate lawyers until you need one.'" 2010 Dale Stewart, *Life Principles* (Bloomington IN: Xlibris) 90: "Lawyers have a saying they love to quote: 'Everybody hates lawyers until they need one.'" 2010 *Atlanta Journal-Constitution*, 6 Oct.: "It has often been said that it is easy to hate lawyers until you need one." 2013 *Spectator [London]*, 15 Jun.: "It is said that everyone hates lawyers until they need one."

A bought LESSON is a taught lesson (A lesson bought is a lesson taught; A bought lesson is better than a taught lesson; There is no lesson like a bought lesson).

1996 Marat Moore, *Women in Mines: Stories of Life and Work* (New York: Simon & Schuster Macmillan) 172: "...I'd always heard that a bought lesson's better than a taught lesson." 2001 *Valley Business [Los Angeles]*, 9 Jan.: "While the losses caused pocketbook pain for many, in the long run, analysts consider this a bought lesson that will serve as a taught lesson." 2002 *Knight Ridder Tribune Business News [Washington DC]*, 7 Jan.: "My dad always told me that a bought lesson is always better than a taught one." 2003 *Jackson [TN] Sun*, 17 Aug.: "A bought lesson rather than a taught lesson is something to be earned." 2007 *Honolulu Star-Bulletin*, 30 Sep.: "'We had a bunch of growing pains,' he [owner of a construction company] said. 'But a lesson bought is a lesson taught.'" 2008 *Commercial Appeal [Memphis]*, 29 May: "To quote one of my sons, 'There is no lesson like a bought lesson.'" 2009 *Northwest Florida Daily News [Fort Walton Beach]*, 28 Jun.: "One of his [Chan Cox's] favorite phrases is, 'There's no lesson like a bought lesson.'" 2014 Millicent Elaine Williams, *Vada's Vittles* (Victoria BC: Friesen) 33: "When he told Mama about it, she just calmly said, 'I keep telling you, a bought lesson is a taught lesson.' After he kept getting burned by his so-called friends, he finally got it." 2016 *Herald Sun [Melbourne, Australia]*, 23 Apr.: "A lesson taught is a lesson bought. Good one."

LIFE is a beach.

1986 *Boston Globe*, 19 Aug.: “Many tourists have traded their ‘life is a beach’ slogan for another.” 1988 *Chicago Tribune*, 7 Feb.: “...[H]e [boxer Greg Haugen] wore an inscription on his trunks that said ‘Life is a beach.’” 1989 *St. Louis Post-Dispatch*, 7 May: “Life may be a beach in California, but in New York during designer show time, life’s a zoo.” 1988 *San Diego Union*, 6 Aug. [title of article]: “Color Redman’s paintings vivid; perhaps life is a beach.” 1992 *St. Louis Post-Dispatch*, 10 Apr.: “But not from [Charles] Grodin will you hear...any hint that life is a beach and everyone wants the best for you.” 1996 *Newsday [Long Island NY]*, 18 Oct.: “You’re young, you’re successful, you’re in love. Life is a beach, and there is nothing on your horizon but apparent bliss.” 2011 *Daily Breeze [Torrance CA]*, 14 Sep.: “I’d heard the slogan ‘life is a beach’ before, probably from watching too many ‘Beach Blanket Bingo’ movies...” 2019 *Northern Star [Lismore, Australia]*, 9 Nov. (title of article): “When life’s a beach: whether you live by the ocean or not...” The proverb originated as an anti-proverb altering “Life is a bitch.” It appears commonly as a motto on the front of T-shirts.

LIFE is a treasure hunt.

1924 Olivia Wyndham, “Society Treasure Hunts: The Trail and the Chase,” *The Sketch: A Journal of Art and Actuality* 127 (23 July) 158: “I have long wanted to argue with the gentleman who wrote to the paper saying, ‘Does not the Society of Bright Young People realise that the whole of life is a treasure hunt, etc.,’ or words to that effect.” 1926 *New Orleans Statesman*, 13 Jan.: “All life is a treasure hunt; and it is a wise heart that can become ‘as a little child’; can find happiness in shells and sand...” 1975 *New York Times*, 19 Sep. (title of article): “For 2,000 Button Collectors, Life is a Treasure Hunt.” 1993 Edward Hays, *Holy Fools and Mad Hatters* (Leavenworth KS: Forest of Peace) 47: “Life is a treasure hunt, in which the prize worth a fortune is life itself...” 2018 *Telegraph [London]*, 5 Feb.: ““One of his [Walid Juffali’s] mottoes was, ‘Life is a treasure hunt,’” says his daughter... ‘Collecting was an emotional experience for him...’” 2018 *Sunday News [Auckland, New Zealand]*, 13 May: “Life is a treasure hunt, if you want to see it that way, and tracing your ancestors can be like that.”

LIFE is a zoo.

1937 N.L.R., review of Helen Ashton, *People in Cages* (1937), in *Saturday Review* 16, no. 4 (22 May) 20: “This is a...story dedicated to the proposition that life is a zoo and all of us are in our cages.” 1967 Peter De Vries, *The Vale of Laughter* (New York: Little, Brown) 179: “I got out my clarinet and played...in the manner that always wormed me of the thoughts that precipitated such melancholy binges—such as the notion that this life is a zoo in a jungle.” 1985 *Philadelphia Daily News*, 24 May: “It is his center. It has enabled him [‘The Flower Man’] to survive...his years on South Street and Head House Square where life is a zoo in which all the monkeys are paranoid schizophrenics.” 1989 *St. Louis Post-Dispatch*, 7 May: “Life may be a beach in California, but in New York during designer show time, life’s a zoo.” 1992 Gary Richmond, *Life Is a Zoo—No Matter Which Side of the the Cage You’re On* (Ann Arbor MI: Servant). 1994 *Philadelphia Tribune*, 22 Jul.: “There’s nothing new under the sun. Life is a zoo. Black men are still...Black men” (ellipsis dots as shown). 2002 *Press Democrat [Santa Rosa CA]*, 29 Apr.: “Sometimes life is a zoo. If you’re in the mood for a busman’s holiday, try visiting these real and virtual zoos.” 2005 *Lancaster [PA] New Era*, 5 May: “Artist Sam Mylin says ‘Life is a zoo! Please don’t feed these animals!’” 2009 *Daily Herald [Arlington Heights IL]*, 22 Jul. (title of article): “If Life is a Zoo, What Kind of Animal Are You?” 2010 Barbara A. Moody-Hamilton, *From the Cradle to the Crypt* (Pittsburgh: Red Lead) 81: “As my parents taught me, life is full of actions, thus, life is a zoo...You can be the animal or the zoo keeper.”

Bull MARKETS climb a wall of worry.

See “Bull markets climb a wall of worry.”

MOVE it or lose it.

1973 *Sun Reporter [San Francisco]*, 31 Mar. (headline): “Berkeley Health Workers: Move It or Lose It” (on the necessity of workers’ moving from the Berkeley office to the Sacramento office). 1976 *Atlanta Constitution*, 15 Aug.: “...[M]ost overweight and obese people are searching for some easy way to ‘move it or lose it.’” 1985 *Chicago Tribune*, 20 Nov.: “The old adage ‘Move it or lose it’ can be a literal prognosis...since

muscles accompanied by arthritic pain will atrophy, without exercise.” 2004 Stephen Arterburn and Linda Mintle, *Lose It for Life: Total Solution...for Permanent Weight Loss* (Nashville: Integrity) 113: “You’ve heard the saying, ‘Move it or lose it!’ We’d like to alter it a bit to ‘Move it *and* lose it,’...the more you move it, the more you’ll lose...” (italics as shown). 2015 *Queensland [Australia] Times*, 21 Feb.: “We all know the old adage—‘move it or lose it.’ There’s more to it than most of us realise...” Cf. the older “Use it or lose it.”

Hustle for the (that) MUSCLE.

2013 *Daily Bulletin [Kimberley BC]*, 16 Oct.: “Black versus red [hockey] teams faced off for the coveted ‘Hustle for the Muscle’ award.” 2016 (book title) “*2017 Food and Exercise Journal: Hustle for the Muscle* (Scotts Valley CA: Create Space).” 2017 *Tallahassee [FL] Democrat*, 5 Sep.: “When you hustle for that muscle, over time, your workdays will be more productive...” 2017 *Courier-Mail [Brisbane, Australia]*, 10 Sep.: (advertisement) “Hustle for the muscle to Brisbane City Automotive...” 2018 *Sunday Times [London]*, 29 Jul.: “I’m ready to ‘hustle for that muscle,’ as an instructor of a spin class once shouted at me.” 2019 *Herald Sun [Melbourne, Australia]*, 13 Feb.: “There were some interesting slogans like ‘Get Huge,’ ‘Hustle for that Muscle,’ and “Netflix & Chin-ups.”” T-shirts inscribed with either version of the body-building and physical-exercise slogan are widely advertised.

Be fearful (afraid) when OTHERS are greedy and greedy (only) when others are fearful (afraid).

1987 *Boston Globe*, 1 Apr.: “[Warren] Buffett, writing in the Berkshire Hathaway 1986 annual report, says simply, ‘We find equities that come close to meeting our tests’ on value...‘We simply attempt to be fearful when others are greedy...’” (ellipsis dots as shown). 1989 *Morning Call [Allentown PA]*, 13 Aug.: “‘The higher stocks go, the more people want them...,’ he [William Greenwald] said and recalled an axiom: ‘Be fearful when others are greedy; be greedy when others are fearful.’” 1994 Robert G. Hagstrom, Jr., *The Warren Buffett Way* (New York: Wiley) 52: “‘We simply attempt,’ he [Buffett] explained, ‘to be fearful when others are greedy and to be greedy when others are fearful’”

(citing Berkshire Hathaway annual report for 1986). 2002 David Gardner and Tom Gardner, *Ten Steps to Staying Up in a Down Market* (New York: Simon & Schuster) 117: “Relevant Buffett quotes for today’s investor (and for any day’s investor) abound... ‘Be fearful when others are greedy and greedy only when others are fearful.’” 2007 *Financial Times* [London], 24 Nov.: “Let’s start with the maxim that readily comes to mind... ‘Be fearful when others are greedy, and greedy only when others are fearful.’” 2008 *Star Tribune* [Minneapolis], 28 Dec.: “It’s the old adage: It pays to be greedy when others are fearful and it pays to be fearful when others are greedy.” 2009 *Courier-Mail* [Brisbane, Australia], 31 Jan.: “To quote (American investor) Warren Buffett, ‘Be afraid when others are greedy and be greedy when others are afraid.’” 2011 *Financial Times* [London], 28 Mar.: “As Warren Buffett argues, investment success is assured if we are ‘greedy when others are afraid and afraid when others are greedy.’”

There are old PILOTS and bold pilots, but there are no old, bold pilots.

1934 “Aviation Medicine” (unsigned editorial), *New York State Journal of Medicine* 34: 511: “There are old pilots, he [Ralph Greene] adds, and there have been bold pilots, but there are no old and bold pilots, for the bold ones have been killed.” 1939 June Aulick, “Stand by for Howie Wing!” *Popular Aviation* 24, no. 5 (May) 45: “Bill Moore says, ‘I want to be the kind of pilot who makes a perfect landing, steps from the cockpit, and then trips over his long gray beard.’ Says Harry Copland, ‘There are old pilots and there are bold pilots, but there are no old, bold pilots.’” 1945 *Leatherneck* [Quantico VA] 28, no. 10 (Oct.) 38: “‘We get plenty of rough flying just on regular runs,’ Lieut. [Anthony] Roscoe said. And then he added, ‘There are old pilots and there are bold pilots, but I’ve never met any old bold pilots.’” 1988 *Chicago Tribune*, 26 Jun.: “...Joe Kittinger is a dead man. The timeless Air Force maxim, ‘There are old pilots, and there are bold pilots, but there are no old, bold pilots,’ guarantees it.” 1995 *Independent* [London], 4 Apr.: “As they say, ‘There are old pilots and bold pilots, but no old bold pilots.’” 1998 *Dominion* [Wellington, New Zealand], 15 Jan.: “He [Doug Lord] attributes his accident-free record to ‘just being careful.’ And recalls an old pilots’ saying:

‘There are plenty of old pilots and plenty of bold pilots, but no old and bold pilots.’” 1998 *Yakima [WA] Herald-Republic*, 23 Nov.: “...[H]e always followed the old adage that there are bold pilots and old pilots, but no old, bold pilots.”

Hate the PLAYER, not the game (Don’t hate the game; hate the player).

2004 *Independent [London]*, 28 Jul.: “Then it’s don’t waste my time you player, and yes, I do hate the player not the game.” 2007 *Tucson [AZ] Citizen*, 20 Dec.: “And for ‘Ugly Betty’ producers: Hate the player, not the game.” 2008 Jeff Weinstock, “Blame the Player, Not the Game,” *T.H.E. [Technological Horizons in Education] Journal* 35, no. 3 (Mar.) 8: “...I do appreciate the premise: Blame the user, not the instrument. Or in today’s parlance, hate the player, not the game.” 2011 *Hartford [CT] Courant*, 13 Apr.: “But to play off a popular phrase in today’s parlance, hate the player, not the game.” 2012 *Guardian [London]*, 13 Mar.: “But as sports people say (maybe): don’t hate the game, hate the player, which means, translated into the fashion vernacular, hate the wearer, but not the garment.” 2012 *Herald Sun [Melbourne, Australia]*, 6 Apr.: “Hate the player not the game. Unless the game is solitaire, in which case hate both.” 2013 *Marketing Week [London]*, 13 Mar.: “‘Don’t hate the game, hate the player’ was the theme of Stephan Dahl’s blog.” 2014 Ethan Brown, *Web Development with Node and Express* (Beijing: O’Reilly) 2: “To turn a popular saying on its head, ‘Hate the player, not the game.’” 2014 *Guardian [London]*, 27 Feb.: “If the Premier [soccer] League ever adopts a motto, I hope it goes for whatever the Latin is for ‘Don’t hate the game, hate the player.’” The proverb originated as a counter-proverb responding to “Don’t hate the player; hate the game (Hate the game, not the player).”

How you PRACTICE (The way you practice) is how (the way) you play.

1979 *Globe and Mail [Toronto]*, 26 Oct.: “But that was wrong because the way you practice is the way you play.” 1981 *Boston Globe*, 9 Mar. (Quoting basketball player Rich Robey): “How you practice is how you play. That’s the way we’ve always thought about it.” 1989 *Orange County Register [Sana Ana CA]*, 6 Jan.: “Our players...didn’t have any intensity at practice this week. The

way you practice is the way you're going to play." 1989 *Chicago Tribune*, 20 Oct.: "'The way you practice is the way you perform. You'll look great if you do it right,' he [marching-band director David Morrison] promised." 1994 *Pittsburgh Post-Gazette*, 13 Oct.: "Everyone played with intensity during the week. Really, how you practice is how you play." 1997 Dave Chambers, *Coaching: The Art and Science* (Toronto: Key Porter) 20: "*How you practice is how you play. Perfect practice makes perfect...* The adages quoted above have been around for many years..." (italics as shown). 1997 *Pittsburgh Post-Gazette*, 10 Sep.: "...[R]unning back Bill Dumas learned firsthand last year about the old coaching adage that 'the way you practice is the way you play.'" 1999 Gloria Averbuch and Ashley Michael Hammond, *Goal! The Ultimate Guide for Soccer Moms and Dads* (Emmaus PA: Rodale) 10: "As a common sports phrase goes, 'How you practice is how you play.'" 1999 Billy Packer, *Why We Win: Great American Coaches Offer Their Strategies for Success in Sports and Life* (Lincolnwood IL: Masters) 282 (interview with basketball coach Lenny Wilkins): "[W]e always say how you practice is how you play." 2011 Kate Braestrup, *Beginner's Grace: Bringing Prayer into Your Life* (New York: Free Press): "'Katie,' my piano teacher told me when I was about fourteen, 'how you practice is how you play.'"

Under-PROMISE and over-deliver.

1950 *New York Times*, 25 Apr.: "Dr. [C. Charles] Burlingame added that 'as a branch of the medical profession, we [psychiatrists] must be factual and not fanciful. We must under-promise and over-deliver.'" 1982 "General Policy: DOE Dismantlement Stalled for Now, Senators Tell Cabinet Secretaries," *Energy Users Report* 10:640: "Saying he would rather underpromise and over-deliver, [Malcolm] Baldrige told the committee he estimates savings would be about \$250 million..." 1987 *Journal Record [Oklahoma City]*, 10 Jun.: "With uncertainty rising, if you 'under promise, over deliver,' you will not only keep the customers satisfied, you'll keep the customers." 1991 Tom Peters, "20 Ideas on Service," *Executive Excellence* 8, no. 7 (Jul.) 3: "One survey...found that the main determinant of service effectiveness, in the customer's eyes, concerned expectations. I call it 'under-promise, overdeliver.'"

Buy the RUMOR, sell the news (fact, facts).

1977 Robert B. Feduniak, "Hogs and Coffee," *Financial World* 146, no. 2 (15 Jan.) 72: "This might seem odd in view of futures' reputation for anticipation [,] 'Buy the rumor, sell the news,' and so forth." 1983 George Angell, *Sure-Thing Options Trading* (Garden City NY: Doubleday) 73: "The general rule is to 'buy the rumor, sell the news.'" 1983 "Currency Hotline," *Business International Money Report*, 27 May: "[Currency] Traders have a phrase for this; Buy the rumor, sell the news.'" 1985 *Globe and Mail [Toronto]*, 20 Sep.: "...[S]peculators generally 'buy the rumor and sell the fact.'" 1986 *Gazette [Montreal]*, 16 Jun.: "One Montreal analyst described the steep drop as a classic case of 'buy the rumor, sell the news.'" 1987 *Wall Street Journal*, 22 Jul.: "It's the old adage: Buy the rumor, sell the fact." 1993 *Wall Street Journal*, 4 Mar.: "In the stock market, you buy the rumor and sell the facts." 2005 *Atlanta Journal-Constitution*, 5 Dec.: "You know the old Wall Street adage, 'Buy the rumor, sell the fact.'" 2009 Kenneth R. Solow, *Buy and Hold is Still Dead (Again)* (New York: Morgan James), 239: "This is one manifestation of the old investment saying, 'buy the rumor and sell the news.'" 2010 *Dow Jones Institutional News [New York]*, 14 Oct.: "It will be one of those crystal clear 'Buy the rumor, sell the facts' moves."

The SHIP has (already) sailed.

1978 *Wall Street Journal*, 12 May: "Others say that once Mr. [Joseph] Baird makes a decision it is almost impossible to get him to change it. 'He'll always say, 'That ship has sailed,' one official adds." 1985 *Chicago Tribune*, 8 Nov.: "'We're going to get out and slam the door,' [sports agent Tom] Collins said. 'That ship has sailed.'" 1994 *Los Angeles Times*, 25 Dec.: "There's no reason to burn them up pursuing the leaders. That ship has already sailed." 1996 *Village Voice [New York]*, 9 Jan.: "To [Evan] Wolfson, the time to argue the merits of [gay] marriage has passed; 'the ship has already sailed.'" 2006 *Sunday Mail [Brisbane, Australia]*, 17 Sep.: "I'm still of that opinion but the ship has already sailed. The Australian Rugby Union blueprint has been rubber stamped by the state union, and that's that." Cf. "The train has left the station" And "The horse is out of the barn."

SHUT UP and calculate.

1989 N. David Mermin, “What’s Wrong with This Pillow?” *Physics Today* 42, no. 4 (Apr.) 9: “If I were forced to sum up in one sentence what the Copenhagen interpretation says to me, it would be ‘Shut up and calculate!’” 2005 *Wall Street Journal*, 14 Oct. : “Even those of us who are doing these experiments usually just ‘shut up and calculate.’” 2007 Maximilian Schlosshauer, *Decoherence and the Quantum-to-Classical Transition* (Berlin: Springer) 329: “If one would like to go beyond a purely pragmatic ‘shut-up-and-calculate’ approach to quantum mechanics..., it is virtually impossible not to get tangled up in interpretive questions.” 2011 David Kaiser, *How the Hippies Saved Physics* (New York: Norton) 3: “[P]hilosophical inquiry or open-ended speculation of the kind that Bohr, Einstein, Heisenberg, and Schrödinger had considered a prerequisite for serious work on quantum theory got shunted aside. ‘Shut up and calculate’ became the new rallying cry.” 2012 *Financial Times [London]*, 14 Jan.: “[S]uch philosophical engagement had fallen out of fashion in favour of a ‘shut up and calculate’ approach.” 2013 Jochen Pade, *Quantum Mechanics for Pedestrians 1: Fundamentals* (Heidelberg: Springer) xvii: “[T]his was subsumed under the slogan ‘shut up and calculate.’” 2017 *Winnipeg Free Press*, 21 Jan.: “This led to quantum-research supervisors telling physics students who asked how it works to ‘shut up and calculate.’” 2018 *New York Times Book Review*, 13 May: “The popular four-word summary of the Copenhagen interpretation is: ‘Shut up and calculate.’” The proverb, common among modern physicists (most often uttered or cited jocularly), acknowledges the daunting difficulty of envisioning or explaining how and why quantum physics “works,” notwithstanding the extreme accuracy of the calculations that it yields. The expression is most reliably ascribed to the physicist David Mermin, though widely misattributed to Richard Feynman—first (in 1989) by Mermin himself—as explained by Mermin, “Could Feynman Have Said This?” *Physics Today* 57, no. 5 (May 2004) 10-11.

You can SLEEP well or eat well.

See “You can eat well or sleep well.”

START low (and) go slow.

1916 Archibald McClelland Hall, ed., *Select Orations* (New York: Macmillan), xxix: "...[H]e [an orator] should keep to the conversational pitch, or even below this. 'Start low, go slow' is an excellent adage." 1959 S.W. Decker, Jr., "Prevention of Sunburn and Light Allergy with Methoxsalen," *GP* 19, no. 3 (Mar.) 116: "A good rule [for the therapeutic administration of UV rays] is, 'start low and go slow.'" Peter P. Lamy, "Pharmacology and Therapeutics," in *Research Issue 32: Drugs and the Elderly Adult*, edited by Meyer D. Glantz, et al. (Rockville MD: U.S. Dept. of Health and Human Services) 121: "The adage of 'start low and go slow' is often cited, but it is not always helpful." 1989 William R. Smith, "Pipe Dream on Peachtree Street," *Georgia Trend* 5, no. 2 (Oct.) 40: "He [mayor Maynard Jackson] believes Atlanta should start by developing a modest venture, allowing momentum to build. 'As my grandfather used to say,' adds Jackson, 'start low, go slow'..." 1995 Glen Stimmel and Mary Guttierrez, "Psychiatric Disorders," in *Therapeutics in the Elderly*, edited by Jeffrey Delafuente and Ronald Stewart, 2nd ed. (Cincinnati: Harvey Whitney) 325: "The old axiom 'start low and go slow' is certainly valid, but such caution should not lead to failure to reach a fully therapeutic dose." 1997 Rebecca Williams, "Medications and the Older Adult," *Food and Drug Administration Consumer* 31, no. 6 (Sep.-Oct.) 17: "The old adage 'start low and go slow' applies especially to the elderly."

START small (and, then, to), go big (Start small to get big).

1964 Absalom Willis Robertson (speaking), *Congressional Record, Proceedings and Debates: Senate* (Washington DC: US Government Printing Office) 110, part 1, 819: "'Start small—go big' may be said to be the strategy of those who doubt the power of our free society... 'Start small—go big' is the strategy of the big spenders." 1971 Gifford H. Albright, "Role of A62 Grid Coordinates in Automated Architectural Drawing," in *Precoordination—Basics for Industrialized Building: Proceedings* (Building Science Series 32), edited by Russell W. Smith, Jr. (Washington DC: U.S. Bureau of Standards) 97: "This may be quite contrary to approaches which many persons think should be taken. That is to start small and go big..." 2002 Julius E. Ettington, *The Winning Trainer*, fourth ed. (Woburn MA: Buttersworth-Heine-mann) 567:

“Your best (realistic) approach is to start small to get big.” 2014 Michael R. Braun and Scott F Lathan, *Mastering Strategy: Workshops for Business Success* (Santa Barbara CA: Praeger) 121: “Your employees will early get discouraged if objectives seem out of reach. Start small, then go big.” 2017 *Wisconsin State Journal [Madison]*, 39 Apr.: “He [Alex Virijevech] plans to run for local office...before making a run for the House in 2040. ‘Start small and go big,’ he said. ‘Go big or go home.’”

Do not marry (fall in love with) a STOCK.

1938 *Barron's [Boston]*, 22 Aug.: “‘Never fall in love with a stock.’ It may prove to be perishable goods.” 1969 David L. Markstein, *Practical Ways to Build a Fortune in the Stock Market* (New York: Cornerstone) 152: “Don’t marry a stock. Give loyalty to your family and to your friends but don’t waste it on a scrap of paper.” 1972 Sheldon Zerden, *Best Books on the Stock Market* (New York: Bowker) 128: “Here is an actual case of a man who ignored the famous Wall Street axiom, ‘Don’t fall in love with a stock,’ and made it pay off.” 1975 “The Funds: Don’t Fall in Love,” *Forbes* 116, no. 7 (Oct.) 91: “The experience with Huyek...illustrates a Cogan maxim: Don’t fall in love with a stock.” 1995 *Nashville [TN] Banner*, 24 Jul.: “Don’t ‘marry’ a stock or become sentimental about it to the point where you won’t sell it when it needs to be sold.” 1999 Derrick Niederman, *The Inner Game of Investing* (New York: Wiley) 76: “When it comes to the sell side..., sentimentalists consistently get into trouble by violating the age-old maxim, ‘Don’t fall in love with a stock.’” 2000 *Albuquerque [NM] Journal*, 1 Oct.: “As another true adage advises, ‘Don’t fall in love with a stock, because it will not love you back.’” 2005 *Sunday Business Post [Cork, Ireland]*, 18 Sep.: “Never fall in love with horses or stocks.” 2008 *Financial Times [London]*, 26 Apr.: “...[Vahan] Jahigian prompts him with the old adage, ‘never marry a stock.’”

The STREETS (always) talk.

1981 *Boston Globe*, 1 Jun.: “‘How do you know this happened then?’ ... ‘The streets, man. The streets kill and the streets talk.’” 2003 Marcus Baram, “Murder Was the Case,” *Vibe*, Oct.: 157: “All secrets will be revealed. Like they say, the streets always talk.” 2007 *Guardian [London]*, 24 Nov.: “...[T]he streets always

talk and people always know what's going on..." 2009 Derron Strickland, *Foundations* (Bloomington IN: AuthorHouse) 48: "My boys kept me in loop [sic] because the streets always talk." 2009 *The Blade [Toledo OH]*, 3 May: "We hear it everywhere—the streets talk..." 2010 Mitch Credle, *Stranger in the Streets* (Morrisville NC: Lulu) 134: "You know the streets talk. People are just running their mouths." 2012 Wallace Ward, *Heavy in the Streets* (Bloomington IN: Xlibris) 140: "Well you know how the streets talk, and plus I gotta lot of haters who wanna see me dead..." 2016 *Daily Press [Newport News VA]* 12 Sep.: "Right after these murders, people like to say 'the streets talk,' and one person tells another person..."

When (If) THUNDER roars, go indoors.

2004 *Ledger [Lakeland FL]*, 5 Aug.: "'No place outdoors is safe from a thunderstorm,' he [William Roeder] added. 'When Thunder roars, go indoors.'" 2005 *Madison [WI] Capital Times*, 10 Jan.: "Now his [Michael Utley's] nonprofit group's motto is 'When Thunder Roars, Go Indoors.'" 2006 *Daily Herald [Arlington Heights IL]*, 26 Jun.: "'The rule is, 'when thunder roars, go indoors'" she [Mary Ann Cooper] said." 2007 *The Australian [Canberra]*, 13 Jul.: "...[E]xperts have been pushing the slogan 'When thunder roars, go indoors.'" 2007 "iPod Wearer Hit by Lightning," *Current Science* 93, no. 5 (2 Nov.) 15: "...[T]he jogger should have followed the old adage, 'When thunder roars, go indoors.'" 2008 *Berkshire Eagle [Pittsfield MA]*, 5 Aug.: "...[T]he old adage 'When thunder roars, go indoors,' isn't very helpful when you're miles from a house." 2009 *Telegram & Gazette [Worcester MA]*, 26 Jul. (title of article): "Danger zone: If thunder roars, go indoors." 2014 *Tuscaloosa [AL] News*, 28 Apr.: "If you can hear thunder, you are close enough to be in danger from lightning. If thunder roars, go indoors."

We're here for a good TIME, not a long time.

1977 "Knock 'Em Dead Kid," (song by the Canadian rock band Trooper): "We're here for a good time / Not a long time, not a long time / So have a good time / The sun can't shine every day." 1986 Steve Symanovich, "What's His Line? Retailer Tackles Fly-Fishing Market," *San Francisco Business Journal* 7, no. 32 (19 May) 1: "The second piece of philosophy goes like this: 'We're

put here for a good time, not a long time.’” 1990 Rick Hillis, *Limbo River* (Pittsburgh: U of Pittsburgh P) 141: “There were broken bolts and nuts in the popcorn and cigarette butts...but we didn’t care. ‘We’re here for a good time, not a long time,’ Marcel laughed.” 1992 *Telegram & Gazette [Worcester MA]*, 11 Oct. “...[A]n attitude summed up in a ski bum slogan, ‘We’re here for a good time, not a long time.’” 2005 *Herald Sun [Melbourne, Australia]*, 10 Oct.: “They often live by the adage ‘we’re here for a good time, not a long time.’...” 2018 *Gold Coast Bulletin [Southport, Australia]*, 14 Jun.: “What’s the old saying, we’re here for a good time, not a long time.”

The TRAIN has (already) left the station.

1976 *Atlanta Constitution*, 2 May: “...[W]hatever message they can muster to send to the power wielders in the party may be too little too late. As Coleman Young, mayor of Detroit, told the conferees, ‘The train has already left the station. But,’ he added, ‘it can be flagged down along the way.’” 1976 *New York Times*, 15 May: “‘The train has left the station,’ he [Coleman Young] said of Mr. [Jimmy] Carter’s surging candidacy. ‘But I do have some tickets.’” 1981 *New York Times*, 22 Mar.: “The expression ‘You’ve missed the boat’ was replaced by ‘That train has left the station.’...” 1984 John McLaughlin, “GOP Platform Notes,” *National Review* 36, no. 14 (27 Jul.) 18: “On the New Right, Richard Viguerie and his colleagues want to be heard, too, but feel that Chairman Lott has shut them out. ‘The train has left the station with the doors locked and the windows closed,’ says Viguerie.” 1989 *USA Today [McLean VA]*, 23 Mar.: “‘Public concern and public empathy have already crested. That train has left the station,’ says George Swales, director of AIDS education...” 2003 Jim Kitchens, *The Postmodern Parish* (Durham NC: Alban) 5: “We really don’t have much choice about whether we are going to deal with these changes: the train has already left the station.” 2010 John Geisheker, “AIDS XVII, Mexico City: Reason for Hope,” in *Genital Autonomy: Protecting Personal Choice*, edited by George C. Denniston et al. (New York: Springer) 61: “Well-financed proponents...were quick to claim, ‘The train has already left the station.’” Cf. “The ship has sailed” and “The horse if out of the barn.”

TRAVEL light, travel far.

1943 Bonaro W. Overstreet, *Courage for Crisis* (New York: Harper) 14: “‘Travel far and travel light’—a good deal of jaunty wisdom is compressed into those few words.” 1970 Timothy Leary, *Jail Notes* (New York: World) 114: “Collect personal gear to ship out. Two ball point pens. Shower shoes. Two packages rolling tobacco. Travel light, travel far.” 1989 Jan Knappert, *The A-Z of African Proverbs* (London: Karnak) 130: “Travel light, travel far” (identified as a “South African” proverb). 1997 *Geographical Magazine* 69, no. 5 (May), back cover: (ad for Brasher Boot Co.) “Treavel Light, Travel Far...Travel in Comfort” (ellipsis dots as shown). 1999 Samuel John Hazo, *As They Sail* (Fayetteville: U of Arkansas P) 100: (verse) “I claim the Iroquois were right— / ‘Travel light, travel far.’” 2003 Wendy Williams (with Karen Hunter), *Wendy’s Got Heat* (New York: Simon & Schuster) 259: “Travel light and travel far applies to everything you do in life.” 2009 *Globe and Mail [Toronto]*, 10 Oct.: (horoscope for Leo) “For the next two or three days at least you’ve got to keep moving. Travel light. Travel far.” 2011 *Courier-Mail [Brisbane, Australia]*, 8 Apr. (title of article): “Travel Light, Travel Far—A Success Story Even with GFC [Global Financial Crisis].” 2012 Lee Child, “Everyone Talks,” *Esquire* 157, nos. 6-7 (Jun.-Jul.) 136: “No bags, no schedule, no plan. Travel light, travel far” (so the popular fictional character Jack Reacher sums up his way of life). 2015 *Nottingham [UK] Evening Post*, 18 Apr.: “It was the late Chris Brasher...who remarked ‘Travel light, travel far,’ which is eminently sensible and a philosophy I have adhered to since.”

No TREE grows to heaven (to the sky, forever).

1909 “The Stock Market Is Ragged,” *Commercial West* 15, no. 3 (16 Jan.) 14: “Otherwise, the market would continue to go up and never suffer serious setbacks. As one financial writer puts it, ‘A tree cannot grow to the sky.’” 1919 Thomas Gibson, “The Problem of Peace,” *Financial World* 32, no. 35 (16 Jun.) 4: “...[W]ith the Persian proverb, ‘No tree grows to Heaven’ always in mind, it will be possible for shrewd and observant people to escape the deluge.” 1927 *Barron’s [Boston]*, 10 Oct.: “Beyond offering the somewhat trite reflection that no tree grows to the sky, there is no need to moralize about it.” 1929 A. Vere Shaw, *10 Rules for Investors* (New York: Hugh Bancroft) [4]: “According to the German proverb,

however, ‘no tree grows to heaven.’” 1964 *Austin [TX] American-Statesman*, 23 Jun.: “‘There’s an old Swedish saying that no tree grows to heaven,’ the Swiss [soccer] coach [Roy Hodgson] said. ‘But that’s not true with sports. In the sporting world, trees are expected to grow to heaven.’” 1973 *Barron’s National Business and Financial Weekly*, 6 Aug.: “‘Trees don’t grow to the sky,’ runs an old Wall Street saying...” 2000 *Sydney [Australia] Morning Herald*, 2 Feb.: “Also, be aware of the famous investment axiom, ‘no tree grows forever.’”

UNDERPROMISE and overdeliver.

See “Under-promise and over-deliver.”

When the UNITED STATES (U.S., America, Wall Street, etc.) sneezes, the world catches (a) cold (pneumonia.)

1977 Michael P. Todaro, *Economic Development in the Third World* (London: Longman) 16: “It was once said that ‘when the United States sneezes, the world catches pneumonia.’ A more fitting expression would perhaps be that ‘the world is, like the human body, if a part aches, the rest will feel it...’” 1983 John A. Byrne, “Waiting for the Double Whammy;” *Forbes* 131, no. 11 (23 May) 182: “Unfortunately, many foreign markets are also weaker than Wall Street for economic reasons. As the adage goes, when the U.S. sneezes, the world catches a cold.” 1994 *New York Times*, 30 Sep.: “The old adage that when America sneezes, the world catches a cold applied with special force in financial markets yesterday.” 1998 *Jerusalem Post*, 14 Jan.: “As they say, when Wall Street sneezes the world catches a cold.” 2011 *Daily Advertiser [Wagga Wagga, Australia]*, 10 Aug.: “‘The saying goes that America sneezes and the world catches pneumonia and that’s what’s happening now,’ Mr [Michael] McCormack said.” 2014 Bruce Jones, *Still Ours to Lead* (Washington DC: Brookings Institution) 102: “The old saying was, ‘When America sneezes, the world catches cold.’ That is still true.”

The WAY you practice is the way you play.

See “How you practice is how you play.”

An ugly WIN is better than (beats) a (pretty) loss (An ugly win is still a win).

1984 *Philadelphia Daily News*, 1 Nov.: “‘All in all,’ [boxer Johnny] Bumphus said, ‘you always say an ugly win is better than

a pretty loss.” 1986 [*Ottawa*] *Citizen*, 1 May: “‘It was an ugly win, but a win is a win,’ [hockey coach Ted] Sator said.” 1988 *Los Angeles Times*, 26 Oct.: “‘An ugly win beats a pretty loss every time,’ [basketball player Wayne] Engelstad said.” 1990 *Windsor [ON] Star*, 19 Feb: “They say an ugly win is better than no win at all. At times the Windsor Lancers were really ugly...” 1990 *Orlando [FL] Sentinel*, 22 Feb: “...[Basketball] Coach Tom Folliard said [,] ‘I thought we played very flat and lethargic, but an ugly win is better than a pretty loss.’” 1991 *Colorado Springs Gazette*, 28 Oct.: “‘An ugly win is still a win,’ said Reggie Rivers, Denver’s other rookie running back.” 1993 [*Montreal*] *Gazette*, 28 Oct.: “...[Soccer coach] Bob Lenarduzzi says an ugly win is better than no win at all.” 1996 *Sun [Baltimore]*, 22 Dec.: (headline) “Lesson: An ugly win is still a win.” 1997 *New York Times*, 16 Mar.: “I tell everyone that an ugly win is better than a great loss.” 1997 *Los Angeles Times*, 26 Oct.: “We played flat, but an ugly win is a win just the same.” 2002 *Atlanta Journal-Constitution*, 17 Feb.: “...[T]he Yellow Jackets weren’t about to complain because even an ugly win beats the alternative.”

A WOMAN has to work twice as hard to get half as far (half as much, half the credit, etc.) as a man.

1974 “Kampus Keyhole,” *Alcalde* 62, no. 6 (Jul.-Aug.) 12: “It was once said that women have to work twice as hard and be twice as smart as men to get half as much notice.” 1990 Nancy Dart and Marilyn Tucker, “Workaholic Lawyers: If You’re Not One You Know One,” *Michigan Bar Journal* 69: 1180: “The old adage that ‘women have to work twice as hard to get half as far’ as men still rings true for many women attorneys.” 1991 Linda Alderman, *Why Did Daddy Die?: Helping Children Cope with the Loss of a Parent* (New York: Simon & Schuster) 138: “There was a sign on the wall that said, ‘A woman has to work twice as hard as a man to get half as much recognition.’” 1992 Gary Bernard and Kalman Glantz, *Staying Human in the Organization* (Westport CT: Praeger) 1: “Overheard on the way to work:...‘It’s true what they say: A woman has to work twice as hard as a man to get half as far’” 1995 *Debates of the House of Commons of Canada [Hansard]* (Ottawa: House of Commons) 233, no. 164 (3 Mar.) 10338 (Val Meredith speaks): “Yes, women today will experience chauvinism and discrimination in their lives. But as one of my staffers says, a woman

has to work twice as hard as a man to get half the credit.” 2018 *Irish Independent [Dublin]*, 8 Sep.: “[I]t’s long been said that a woman has to work twice as hard to be taken half as seriously as a man...”

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