

CHARLES CLAY DOYLE AND WOLFGANG MIEDER

*THE DICTIONARY OF MODERN PROVERBS:*  
A SUPPLEMENT

**Abstract:** This is the first 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 85 additional modern Anglo-American proverbs with historical dates and contextualized references. We are planning to publish such supplements from time to time, and eventually we hope to bring out a new edition of our dictionary.

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

Since the publication of *The Dictionary of Modern Proverbs* (New Haven CT: Yale UP, 2012), we have gathered a number of addenda—with 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)) is a continually expanding and meticulously researched repository of early datings for fixed expressions, including proverbs.

Some reviewers of *The Dictionary of Modern Proverbs* found confusing our procedure for identifying the “key words” within the proverbs (notwithstanding our exceptionally lucid explanation on page xiii). Ours is the procedure that folklorists customarily employ: The key word, which governs the alphabetical placement of a proverb, often does not point to the “theme” or “subject” of the proverb; it is simply the *first noun* present in the proverb as most commonly phrased (or, if no noun occurs, then the first *finite verb*).

PROVERBIUM 33 (2016)

Of the 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, not mere phrases or similes, not 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.

**AIM small, miss small.**

2003 *York [PA] Daily Record*, 18 Dec.: “Thinking I can hit a [golf] shot helps, too. I think, ‘Aim small, miss small.’” 2004 Brian Bascom, “Preliminary Rifle Instruction: Before the First Bullet Flies,” *Infantry* 93, no. 2 (Mar./Apr.) 43: “Remember, ‘aim big, miss big—aim small, miss small.’ If you aim at center mass, you might miss the target; if you aim at the belt buckle, you’ll still hit center mass.” 2004 *Daily Record [Baltimore]*, 25 Sep.: “This way, even when they miss the [golf] shot, the ball ends up very close to the hole. Aim small, miss small as they say!” The expression, in reference to firing a rifle, was popularized—if not originated—by the 2000 motion picture *The Patriot*.

**If you don’t ask, the ANSWER is always no (Don’t ask, don’t get).**

1913 Keble Howard, “Mrs. Dimple’s High Courage,” *Windsor Magazine* 37: 533: “‘Don’t make me ask! You know how I hate it!’... ‘Those who don’t ask don’t get.’” 1924 Richard Hughes, *A Rabbit and a Leg: Collected Plays* (New York: Knopf) 46: “DAVEY [sulkily]. I’d not ask nothing of you. NELL. Them as don’t ask, don’t get.” (square brackets and capitalization as given). 1985 Betty Lundsted, *Transits: The Time of Your Life* (New York: Weiser) 69: “A practical Taurus once told me that if you don’t ask, the answer would always be ‘no.’ If you ask you might get a ‘no’ as well, but that puts you the same level as you would be if you didn’t ask.” 1989 *Los Angeles Times*, 21 Feb.: “Do you want some big arts organizations to continue to receive the lion’s share? Remember, if you don’t ask, the answer is always No!”

**There’s an APP for everything (anything and everything).**

2009 *The Guardian [London]*, 10 Aug.: “Is the Guardian even available on iPhone? Bet it is...After all, there’s an ‘app’ for

everything.” 2009 *St. Louis Post-Dispatch*, 17 Oct.: “They say there’s an app for everything. Well, when it comes to shopping, that’s mostly true.” 2011 Ted C. Hays, *Aftermath* (Bloomington IN: Xlibris) 221. Well, I know that today’s generation truly believes there is an app for everything, but that’s just a bunch of lame phone commercial crap.” 2013 Kevin B. Wright et al., *Health Communication in the 21st Century*, 2nd ed. (Chichester UK: Wiley-Blackwell) 259: “Just like there’s an app for anything and everything, there’s a health campaign stemming from just about anything and everything you are encountering....”

**Don’t ASK, don’t get.**

See “If you don’t ask, the ANSWER is always no.”

**The bigger the BAIT, the bigger the fish.**

1913 “Fishing in Cape Colony,” *Forest and Stream* 81:459: “The saying here is, ‘The bigger the bait the bigger the fish.’ For a big fish will not trouble with a little piece....” 1934 *Washington Post*, 24 Jul.: “Frank Del Vecchio...used two hooks, an 8-ounce sinker, and a whole shrimp on each hook. He says the bigger the bait the bigger the fish.” 1990 Robert Ludlum, *The Bourne Ultimatum* (New York: Random House) 76: “Conklin stared first down at the floor, then at Jason Bourne. ‘It comes down to the almighty ego, doesn’t it?’ he said. ‘The bigger the ego, the bigger the fear—’ ‘The bigger the bait, the bigger the fish,’ completed Jason, interrupting.”

**The BALL doesn’t lie.**

1988 *Los Angeles Times*, 26 May: “If the ball [on a free-throw] goes in, he’ll [basketball player Maz Trakh will] say ‘The ball don’t lie.’ That usually ticks off the other team.” 1998 *Baron’s*, 30 Mar.: “Despite 12 years of teaching, his insights about golfing sounded fresh. ‘The ball doesn’t lie to you. It may not always tell you what you want to know, but it doesn’t lie,’ Bob [Haas] told us....” 2003 Bo Durkac, *How to Become a Professional Baseball Player* (Jefferson NC: McFarland) 65: “As an old saying goes, ‘The ball doesn’t lie.’ If you can consistently hit line drives off the back of the cage...then you will have developed a nice, inside-the-ball swing.” 2004 *Knight Ridder Tribune News Service*, 26 Apr.: “...[A]fter a foul call Rasheed [Wallace] didn’t agree with, which are many, the Bucks’ free-thrower missed. So Wal-

lace yelled to the referee, ‘The ball don’t lie.’” 2007 *McClatchy-Tribune Business News*, 18 Feb.: “...The ball doesn’t lie. I [Reyshawn Terry] say it every time if I feel like I didn’t foul him. I say: ‘Ball doesn’t lie.’ True enough, he missed all three free throws because I knew I didn’t foul him on that play.”

**If you’re going to be a BEAR, be a grizzly.**

1908 George Hyde Preston, “An Inside Tip,” *Cosmopolitan Magazine* 45: 91: “We have them on the run... No half measures! If you are going to be a bear, be a grizzly!” 1976 Booth Mooney, *LBJ: An Irreverent Chronicle* (New York: Crowell) 275: “At the moment during the 1960 Democratic convention when things were not going well, [Lyndon] Johnson said to me, ‘I take things harder than most people.’...But that was the reverse side of the figurative coin on which was expressed his literal motto: ‘If you’re going to be a bear—be a grizzly.’” 1995 *Canadian Press NewsWire [Toronto]*, 2 Jun.: “Many foreign policy analysts argue that Clinton should rely on that old adage: ‘If you are going to be a bear, be a grizzly.’”

**A BID is a bid.**

1919 *Wall Street Journal*, 8 Sep. (advertisement for a bond broker; in large bold type, occupying the entire line): “A Bid is a Bid[.]” (Underneath, in smaller type:) “We will name immediate prices on all United States Government and Liberty issues.” 1987 *Orlando [FL] Sentinel*, 16 Aug.: “Robert Miller...said Friday his company does not owe Hicks money for extra dirt. Miller said Hicks signed a contract to cover work he did at the mall. ‘A bid is a bid,’ Miller said...” 1999 Jodie Wehrspann, “Lessons in Bidding,” *Farm Industry News* 32, no. 4 (Feb.) 84: “At auctions, items are sold through competitive bidding.... Some give a wink. Some hold up a finger. But a bid is a bid.” 2005 *Chicago Tribune*, 8 Mar.: “You may think that Sunday’s NCAA [basketball] Tournament selections are just announced on TV, but there’s a heck of a lot more to it than that.... [T]he only thing that’s certain is nobody wants to be No. 65, [but]...A bid is a bid.”

**You have to risk it to get the BISCUIT.**

2010 *NewsDay [New York]*, 8 Mar.: “Students acknowledged that it will take money to implement real solutions. But, as one young man said, to appreciative laughs and applause from his

peers, ‘You got to risk it to get the biscuit.’” 2010 *McClatchy-Tribune Business News*, 26 Apr.: “The local group has its own more competitive, and silly, motto: risk it to get the biscuit.” The saying probably passed into oral tradition as a proverb from the 2009 motion picture *Fired Up!*

**The CAKE is a lie.**

2007 *New York Times*, 25 Oct.: “[O]ne occasionally finds cramped back rooms filled with traces of former test subjects, one of whom scrawled, ‘the cake is a lie’ on the walls (a statement that would look great on a T-shirt).” 2007 *Deseret Morning News [Salt Lake City]*, 1 Nov.: “My elementary-age kids...keep telling me ‘the cake is a lie.’” 2008 *McClatchy-Tribune Business News*, 2 Jan.: “[C]onvention goers thrived on being surrounded by people who shared their passion and understood their in-jokes, such as a T-shirt with the phrase ‘The cake is a lie,’ a cryptic reference to the video game ‘Portal.’” 2010 *News Gazette [Champaign IL]*, 22 Jul.: “After all, because of that game [Portal], the phrase ‘The Cake is a lie’ has entered the pop culture lexicon...” 2015 *Washington Post*, 26 Feb.: “In the end, the cake is a lie. The cake is just an embodiment of what we believe is important to us. There is no value in protecting a cake no one can eat. Happiness will either result from eating the cake or baking a cake—but never from protecting it.”

**If you have a CANNON, shoot it.**

1979 David L. Foster, “Changing Substantive Rules for Procedural Reasons: Is This Wise?” *Antitrust Law Journal* 48:523: “[T]he Government can be expected to use it [evidence of the defendant’s ‘bad conduct’] in much the same way that Paul Brown of the Cleveland Browns used his great running back, Jim Brown: ‘If you have a cannon,’ he is reported to have said, ‘you shoot it.’” 1986 *Santa Fe New Mexican*, 4 Apr.: “‘My philosophy, simply, is if you have a cannon, shoot it,’ he [basketball coach Ron DeCarli] said. ‘If people are producing and going for you, you deal with them.’” 1993 *Los Angeles Times*, 18 Sep.: “‘We’ve got to throw to him as often as possible,’ [coach Glenn] Bell said. ‘If you’ve got a cannon, you’ve got to shoot it as often as you can.’” 2004 F. Peter Boer, *Technology Valuation Solutions* (Hoboken NJ: Wiley) viii: “If you have a cannon, shoot it!

And be aware that some of your competitors are arming themselves with similar weapons....”

**CHAMPIONS make their own luck.**

See “WINNERS make their own luck.”

**Half a CHANCE beats (is better than) none.**

1968 *The Spectator* [London] 220, no. 7287 (23 Feb.) 221 (title of an article): “Half a Chance is Better Than None.” 2003 *The Scotsman* [Edinburgh], 22 Feb.: “‘To take a liberty with an old proverb, half a chance is better than none.’ That is what the Celtic [soccer team] appear to have....” 2014 Cynthia Lord, *Half a Chance* (New York: Scholastic) 4: “The moth might already be too wet, too exhausted to live. But I...placed him gently on a rock so he could dry his wings. Even half a chance beats none.” Perhaps the proverb originated as an anti-proverb based on “Half a loaf is better than none.”

**Be the CHANGE you want (wish) to see (in the world).**

1974 Arlean Lorraine, “The Love Project,” in *Developing Priorities and a Style*, edited by Richard D. Kellough (New York: MSS Information Corp.) 85: “One way to start a preventative program is to be the change you wish to see happen” (underlining as shown). 1989 Robert K. Cooper, *Health & Fitness Excellence* (Boston: Houghton Mifflin) 486: “Mahatma Gandhi said: ‘You must *be* the change you wish to see in the world.’ You must *be* the health, fitness, integrity, compassion.... that you wish to see in the world” (italics as shown). 1997 *Bay State Banner* [Boston], 5 Jun.: “‘My charge to you is this,’ she [Oprah Winfrey] said. ‘...Live—embody—the ideals you espouse. Be the change you want to see.’” The attribution to Gandhi is common, though perhaps spurious.

**CHECK yourself before you wreck yourself.**

1994 *Washington Post*, 24 Aug.: “At the end, he [rapper Chuck D] cautions, ‘Check yourself before you wreck yourself / respect yourself / You gots to give it up’—‘it’ being the hegemony of guns, drugs, alcohol and hopelessness....” 1994 Tracy E. Hopkins, “AIDS: The Professional Killer,” *Black Professional* 5, no. 4 (Fall) 40: “AIDS is a disease that knows no boundaries.... The moral? Check yourself before you wreck yourself. Sex is not worth dying for.” 1995 *New York Amsterdam News*, 22 Jul.: “...I

[Fred Crawford] would hope you would think of what's in the best interest of the sport [professional basketball], and, as the rappers say today, 'Don't believe the hype, and check yourself before you wreck yourself.' 2002 *Washington Post*, 26 Dec.: "It's your attitude that causes aggressive driving. So check yourself before you wreck yourself."

**You can't make CHICKEN SALAD out of chicken shit (chicken feathers).**

1949 *Washington Post*, 4 Oct. (quoting manager Joe Kuhel): "I'll probably be canned [fired] at the end of the season and I'm not griping. That's baseball. But in my defense, I'd like to say this: You can't make chicken salad out of chicken feathers." 1970 Judith Crist, "Off and Crawling," *New York Magazine* 3, no. 3 (19 Jan.) 55: "Another sage...has said that you cannot make chicken salad out of chicken you-know-what, and the fact that [Tennessee] Williams' surviving hero is yclept Chicken has nothing to do with it." 2003 Larry Dierker, *This Ain't Brain Surgery* (New York: Simon & Schuster) 109: "He called us every name in the book, and...used two of his favorite expressions: 'You can lead a horse to water but you can't make him drink' and 'You can't make chicken salad out of chicken shit.'"

**Not my CIRCUS, not my monkeys.**

2014 *Smith Falls [Ontario] EMC*, 5 Jun.: "I've learned that other people's problems are 'not my circus...not my monkeys'" (ellipsis dots as shown). 2014 *Telegraph [London]*, 15 Jun.: "Every time you feel yourself getting pulled into other people's nonsense, repeat these words: not my circus, not my monkeys." 2015 *Times & Transcript [Monaton NB]* 22 Apr.: "I heard a saying recently which I've found myself repeating over and over: 'Not my circus. Not my monkeys.'" Sometimes said to have originated as a Polish proverb.

**If you want to go (travel) fast, go alone; if you want to go far, go with COMPANY (companions, friends, others).**

See "If you want to GO fast, go alone; if you want to go far, go with others.

**The only easy DAY was yesterday.**

1994 *St. Louis Post Dispatch*, 23 Jan.: "A sign at the [U.S. Navy Seal] Basic Underwater Demolition School reads: 'The only easy

day was yesterday.” 2002 *St. Petersburg [FL] Times*, 10 Feb.: “A conversation with Zephyrhills Police Capt. Richard Scudder almost always ends the same way: ‘Remember, the only easy day was yesterday.’” 2007 Gail Walker, “Stick with Wayne,” *HomeCare Magazine* 30, no. 5 (May) 8: There may be only one thing that will stay the same if you come out on the other side of HME’s biggest challenge (last platitude, I promise): The only easy day was yesterday.” The motto of the Navy Seals is sometimes attributed to Michael Thornton.

**DO it once, do it right.**

1953 *Atlanta Constitution*, 11 Mar. (advertisement): “Never needs painting...guaranteed against chipping, cracking, fading or peeling. Do it ONCE...do it RIGHT...di it with CARBO-TEX!” (capitalization as shown). 1975 Gene Hill, *Mostly Tailfeathers* (New York: Winchester) 14: “Men are too busy to do the same job twice. ‘Do it once—do it right.’” 1989 Arthur Burns, “Executing the International Project,” in *Project Management*, edited by Robert L. Kimmons and James Loweree (New York: Dekker) 851: “The cost of performing engineering is small when compared with the affected costs. The old adage ‘Do it once—Do it right’ is quite applicable.”

**You’ve got to DO what you’ve got to do (A man has to do what a man has to do).**

1946 Allan Roberts and Doris Fisher, title of a song in the motion picture *Talk about a Lady*: “You Gotta Do What You Gotta Do.” 1947 Thomas W. Duncan, *Gus the Great* (Philadelphia: Lippincott) 576: “Don’t like to do it—when I think how they used to call me Honest Gus—but a man’s got to do what he’s got to do.” 1947 Nedra Tyre, *Red Wine First* (New York: Simon & Schuster) 15: “Sometimes don’t look like a man has a choict. He’s gotta do what he’s gotta do.” 1968 *Washington Post*, 1 Sep.: “Sometimes it gets me [Dorold Knowles] that I’m not part of the game but a guy has to do what he has to do.” 1973 Jane Mercer, “Emperor of the North,” *Film 2*, no. 6 (Sep.) 22: “The lyrics...were of the ‘man’s gotta do what a man’s gotta do’ variety....” 1974 Henry B. Biller and Dennis Meredith, *Father Power* (New York: McKay) 1473: “In contrast, the person at the highest level is the one typified by the old saw ‘A man’s gotta do what a man’s gotta do.’” 1979 *New York Times*, 6 Jan.: “‘A man



must do what he must do,' he [Lou Saban] added cryptically in an interview laden with such sportspeak as 'You're only as good as your last game.'" 1979 *New York Times*, 30 Sep.: "[An actress portraying the biblical Judith] holding the severed head...manages to look both respectable and slightly apologetic—a woman's got to do what a woman's got to do." There exists a feminist anti-proverb "A man's got to do what a man's got to do, and a woman's got to do what he can't."

**Knock on the (a) DOOR often (long) enough, and it will open.**

1993 *The Independent [London]*, 31 Oct.: "You thought [John] Virgo had already claimed the prize for the week's most meaningless, self-fabricated aphorism with Tuesday night's 'Knock on the door often enough—eventually it opens.'" 1994 *Sun Sentinel [Ft. Lauderdale FL]*, 26 Mar.: "I think I'm ready for it, [golfer Fuzzy] Zoeller said. "They say if you knock on a door long enough, it will open. I've been knocking a long time." 1999 *Birmingham [UK] Post*, 3 Sep.: "Alan Richardson proves that the door of opportunity will open, providing you knock often enough."

**There are no DO-OVERS in life.**

1998 *Salt Lake Tribune [Salt Lake City]*, 9 Aug.: "But there are no do-overs in life. Penn State, Dallas and the Bucs are all behind [ex-football player Sean] Love." 2000 *Investor's Business Daily [Los Angeles]*, 13 Sep.: "There are no do-overs in life. We can only move on from where we are right now." 2001 *Los Angeles Times*, 1 Feb.: "This, in fact, has been a lousy week [for college basketball], the worst, but there are not 'do-overs' in life."

**If you're going to DREAM, dream big (you might as well dream big).**

1984 *Philadelphia Daily News*, 8 Nov.: "What we want to achieve here is not going to happen overnight.... But if you're going to dream, dream big." 1985 *Wall Street Journal*, 27 Sep.: "...[T]here's talk about winning 'em all and beating Notre Dame, for heaven's sake.... If you're going to dream, you might as well dream big." 1996 *Los Angeles Times*, 12 May: "You know the old saying, if you are going to dream, dream big. Well, she did."

**One DREAM, one team (One team, one dream).**

1994 Peter Krijgsman, "Lehman Brothers: An Old Dog Learns Some New Tricks," *Euromoney*, no. 297 (Jan.) 70: "...[S]ome groups have even come up with their own versions: 'One team, one dream' featured on the equity floor in London for a while."  
 1997 *Orlando [FL] Sentinel*, 1 Nov.: "One dream, one team.... One defeat. Atlanta 105, Orlando 99" (ellipsis dots as shown).  
 1997 *Florida Times Union [Jacksonville]*, 20 Dec.: "Our team goal is to take it all the way. One team, one dream."

**If you're always EARLY, you're never late (you'll never be late).**

2006 John Chapman, *Muddy Boots Leadership* (Mechanicsburg PA: Stackpole) 61: "A good officer once said, 'If you are always early, then you are never late.'...After your butt has been shredded...you will better understand this bit of ancient wisdom."  
 2010 Walter J. Boyne, *Eagles at War* (Pacifica CA: IPS) 52: "If you're always early, you're never late, Bruno. You used to say that, back in the Great War."  
 2013 *Austin [TX] American Statesman*, 22 Nov.: "Everyone who knew him could expect truth and fairness, and a saying or two, such as 'If you're always early you'll never be late'...."

**There is no (little) EDUCATION (wisdom) in the second kick of a mule.**

1966 *New York Times*, 4 May: "The South Carolina Democrat [congressman L. Mendel Rivers]...added with a grin: 'There's always another year. There ain't no education in the second kick of a mule.'" 1976 *New York Times*, 28 Sep.: "I trust that New Yorkers will show more sophistication.... As Senator [Ernest] Hollings [of South Carolina] would say, 'There is little education in the second kick of a mule.'" 1986 *Washington Post*, 16 Apr.: "Down South...they like to say: 'There's no education in the second kick of a mule.' Washington has lost so much of its southernness that it no longer knows that to be true." 2008 David C. Gompert et al., *Battle-Wise* (Washington DC: U.S. Government Printing Office, for Center for Technology and National Security Policy) xi: "Sam Rayburn [of Texas], former Speaker of the House of Representatives, said it best about learning from mistakes in life, 'There is no wisdom in the second kick of a mule.'"

**The ENEMY (also, always) has (gets) a vote.**

1997 James Crider and Peter J. Palmer, "Decision Point Tactics during the Defense," *Infantry* 87, no. 2 (Mar.-Jun.) 21: "The OPFOR [opposing force] recognizes that enemy actions influence the way we fight, and on the battlefield, the enemy always gets a vote." 2000 Bruce A. Brant, "Developing the Adaptive Leader," *Field Artillery* 5: 24: "They have forgotten the maxim General (Retired) Richard E. Cavoros often cites..., 'Remember, in any plan, the enemy gets a vote.' Commanders too often focus on the plan, not the enemy." 2002 *Army Times*, 18 Mar.: "We do our best to do intel, but the enemy has a vote...They're not going to go where we tell them to go..."

**You can't choose (pick) your FAMILY.**

See "You can't choose your PARENTS."

**You do (We do) what you (we) have to (do) for FAMILY.**

1995 Jill Marie Landis, *Last Chance* (New York: Berkley) 340: "I know what it must have cost you to walk in here after all those years you spent in prison, Uncle Chase...'It's like Eva says, Lane: We do what we have to do for family.'" 2004 Laura Daye, *Before and Afternoon* (Alexandria VA: B-Side) 78-79: "His father passed at an early age and dreams were put aside to make sure his sister and mother were never without. 'That's big of you.' 'I wouldn't say that. You do what you have to do for family.'" 2011 Rebecca Zanetti, *Claimed* (New York: Brava) 151: "'That was brave of him...' 'He's a good man. You do what you have to for family.'"

**FEEL good, play good (Look good, feel good, play good; Look good, play good).**

1987 *Globe and Mail [Toronto]*, 23 Feb.: "'They are so much more comfortable,' [baseball] pitcher Mark Langston said.... 'The old saying—look good, feel good, play good—has some truth to it....I'm glad we didn't get one of those uniforms in 18 different colors.'" 1993 Skip Bayless, *The Boys* (New York: Simon & Schuster) 95: "In '88 [football player Michael] Irvin proudly wore symbols of his new wealth.... Irvin's motto: look good, play good." 1996 *Los Angeles Times*, 13 Feb: "[Israel] Paez is a flashy [pool] player cut from the look-good-play-good cloth...." 2003 *Atlanta Journal-Constitution*, 19 Jun.: "My col-

lege coach had a saying that he used to keep his players positive on the [tennis] court while playing matches: ‘Feel good, play good.’” 2008 *New York Times*, 18 Sep. “At the end of the day, you can attribute this increasing trend to the old adage: look good, feel good, play good.”

**You’re only as good as your last FILM.**

See “You’re only as good as your last PERFORMANCE.”

**Big FIRES (All fires) start small.**

1918 “Von Duprin Fire Exit Latches,” *American Architect* 114: 629: “Fire is at all times a haunting dread where the ordinary precautions have been ignored. All fires begin as little things....”  
 1921 “Frank L. Kelly and Ida May Stevens, “Epidemiology: The Necessity of Promptly Reporting Communicable Diseases,” *California State Board of Health Monthly Bulletin* 17: 28: “Communicable disease is like fire for as ‘all large fires begin as small ones’ so all epidemics begin with single cases.”  
 1971 “Bueneventura vs. Bendicto,” *Philippine Supreme Court Reports Annotated* (New York: Oceana) 38: 73: “The respondent judge should constantly keep a watchful eye on the conduct of his employees. He should realize that big fires start small.”

**A FISH doesn’t know it is in water (it is wet) (A fish doesn’t know it is in water until it is taken out; A fish doesn’t see water).**

1909 Tadasu Hayashi, “Introduction” to *Every-Day Japan* by Arthur Lolyd (London: Cassell) xvi: “It is said that fish do not see water, nor do Polar bears feel the cold. Native writers...do not even think that anything which has been happening daily in their own immediate surroundings ever since their infancy can possibly be worthy of notice....”  
 1924 V. Karapetoff, “Concerning Other General Matters,” in *Bell System Educational Conference* (New York: Bell System Education Conference) 177: “I said that a fish doesn’t know that he is in water unless he is taken out, and an American, as a rule[,] doesn’t realize under what perfectly definite conditions of general views he is working until he goes outside the country....”  
 1955 George R. Stewart, *The Years of the City* (Boston: Houghton Mifflin) 127: “We can pardon him, for he has the usual difficulty of separating himself from the

world that was all around him, just as the proverb says, ‘A fish does not know he is swimming in water.’”

**If you can’t FIX it, feature it (Fix it or feature it; Don’t fix it, feature it).**

1985 Gerald M. Weinberg, *The Secrets of Consulting* (New York: Dorset House) 43: “Levine couldn’t sew a straight seam, but rather than try to fix it, or learn to do better, he adopted the Bolden Rule: If you can’t fix it, feature it.” 1998 Solomon W. Golomb, “Mathematics Forty Years after Sputnik,” *American Scholar* 67, no. 2 (Spring) 92: “Rather than apologize for these fields’ lack of applications, leading mathematicians and mathematics departments decided to turn a possible defeat into a virtue. (In this, they anticipated a basic tenet of Madison Avenue: ‘If you can’t fix it, feature it.’)” 1999 Julie Bick, *The Microsoft Edge* (New York: Pocket Books) 129 (chapter title): “DON’T FIX IT, FEATURE IT” (capitalization as shown). 2014 *Dominion Post [Wellington NZ]*, 27 Jan.: “Using the old marketing adage ‘If you can’t fix it, feature it,’ he now promotes the access road as a cycle trail.” 2015 Shaun Smith and Andy Milligan, *On Purpose: Delivering a Branded Customer Experience People Love* (London: KoganPage) 84: “Some other ‘F’s to think about are... ‘fix it or feature it.’... This is the mantra of Greg Gianforte, founder of RightNow Technologies.” Cf. “It’s not a bug, it’s a feature.”

**Don’t try to kill a FLY with a sledgehammer (hammer, hatchet).**

See “Don’t use a SLEDGEHAMMER to kill a fly.”

**If you want to go (travel) fast, go alone; if you want to go far, go with FRIENDS.**

See “If you want to GO fast, go alone; if you want to go far, go with others.”

**You can’t create the FUTURE by clinging to (living in, being married to, using the tools of) the past.**

1988 Stephen Sheppard, *For All the Tea in China* (New York: Tudor) 226-27: “‘The best you must always leave behind...’ ‘Why, sir?’ ‘Because you’ve no future if you cling to the past.’” 1993 *Atlanta Journal-Constitution*, 29 May: “He [Fred Rosen] has a favorite saying: ‘If you’re married to the past, you can’t create the future.’” 2011 *Guardian [London]*, 22 Oct.: “Saida

Lakrimi, of the Tunisian lawyers union, said: ‘We are in a transitional period.... you can’t create the future using the tools of the past.’” 2012 *Daily Mail [London]*, 30 Jul.: “After all, you can’t move forward while looking backwards: you can’t create the future while living in the past.” 2013 *North Adams [MA] Transcript*, 1 Oct.: “‘I heard a quote on the television the other day that totally sums up where we are and why I want to continue— ‘You can’t create the future by clinging to the past,’” he [mayor Richard Alcombright] told a large crowd....”

**You’re only as good as your last GAME.**

See “You’re only as good as your last PERFORMANCE.”

**If you aren’t GETTING better, you’re getting worse (You’re either getting better or getting worse).**

1982 Harold T. Shapiro, “Introduction,” in *Industry at the Crossroads*, edited by Robert E. Cole (Ann Arbor MI: Center for Japanese Studies, U of Michigan) 1: “They claim that once, when he was a bit aggravated, he [coach Woody Hayes] told one of his players, ‘Look, you’re either getting better or you’re getting worse.’” 1986 *Newsday [New York]*, 29 May: “Performances like that require extensive rehearsal. ‘I’ve been taught that if you’re not getting better, you’re getting worse....” 1993 *Bismark [ND] Tribune*, 21 Oct.: “[Rodeo rider Dan] Greenough said ‘I had a great year last season, but you’ve got to only keep improving. You’re either getting better or you’re getting worse.’”

**Don’t try to kill a GNAT with a sledgehammer (hammer, hatchet).**

See “Don’t use a SLEDGEHAMMER to kill a fly (gnat, mosquito).”

**If you want to GO (travel) fast (fastest), go alone; if you want to go far (farthest), go with others (company, companions, friends).**

1917 Cyrus McCormick, “Men and Team Work,” *The Harvester World* 8, no. 6 (Jun.) 1: “Kipling says, ‘...he travels fastest who travels alone.’ That may do for a race, but...ours is a different kind of work, and we might rather say, ‘...he travels farthest who pulls with his team.’” 1926 Paul Popenoe, *The Conversation of the Family* (Baltimore: William & Wilkins) 52: “A proverb has it that ‘He travels fastest who travels alone.’ But he rare-

ly travels farthest, he rarely gets so much enjoyment from his travels as does one who has company.” 1956 Allen Raymond, “May Friends Go with You,” *The Rotarian* 88, no. 3 (Mar.) 36: “I know that Rudyard Kipling penned a good line.... ‘He travels fastest who travels alone.’ I would like to advance a corollary to that proposition. He travels farthest who travels with friends.” 1973 John Brooks, *The Expert* (London: Tom Stacey) 197: “‘He travels fastest who travels alone, as George Washington said.’ ‘But he travels farthest who has a companion.’” 1980 Paul Fussell, *Abroad: British Literary Traveling between the Wars* (New York: Oxford UP) 117: “He who travels furthest travels alone, to be sure, but he who travels best travels with a companion, if not always a lover.” 1993 Breyten Breytenbach, “Why Are Writers Always the Last to Know?” *New York Times Book Review* 98 (28 Mar.) 17: “It is important to take responsibility for the story. Imagination is politics. He who travels alone travels fastest, but in the company of friends, you go farther.” 2004 Bill Hull, *Choose Life* (Grand Rapids MI: Baker) 107: “So my gift of love has been to submit to that process. As the African proverb tells us, ‘If you want to go fast, go alone. If you want to go far, go together.’” 2005 Ujala Satgoor and Susan Schneur, “International Partnership, National Impact,” in *Continuing Professional Development*, edited by Paul Gevoni and Graham Walton (Munich: K. G. Saur) 267: “The following African proverb succinctly captures the essence of a great partnership: If you want to go fast, go alone. *If you want to go far, go together*” (italics as shown). 2009 David Jensen, “From Conflict to Peacebuilding,” *Environmental Change and Security Program Report* 13: 56: “While the task may seem overwhelming at times, I take inspiration from the Afgan saying, ‘If you want to go fast, go alone; if you want to go far, go together.’” 2011 *Pasadena [CA] Star-News*, 19 Jun.: “Nothing ever happens when you’re standing still. Alone you go faster, but together you go farther.” The saying, which in recent years has often (though spuriously) been identified as an African proverb, might be regarded as an anti-proverb responding to the older Anglo-American proverb “He who travels fastest travels alone,” a variant of “He who travels alone travels fast(est).”

**Just because there's a GOALIE (goal keeper) doesn't mean you can't score.**

2008 *Arab American News [Dearborn MI]*, 15 Nov.: ““You have to engage in the same way that people engaged in (fighting) apartheid in South Africa,’ [Diana] Buttu said. ‘Don’t focus so much on what the leaders over there are doing but focus on what you can do here...Just because there’s a goal keeper, doesn’t mean you can’t score a goal”” (ellipsis dots as shown). 2010 Lauren Leto and Ben Bator, *Texts from Last Night: All the Texts No One Remembers Sending* (New York: Penguin), unpaginated, at the beginning of the section headed “Cheaters”: [remark:] “the redhead has a bf [boyfriend]”; [response:] “just because there’s a goalie doesn’t mean u can’t score.” 2014 Hugo Tang, *No Ice, No Slice* (Bloomington IN: AuthorHouse) 40: “Dick said to me some time ago that girls with boyfriends ‘aren’t off limits.’ He said that in games of football there is a goalie, but that doesn’t mean you can’t score.” In such contexts the word *score* can mean ‘engage in sexual intimacies.’

**Thank GOD for Mississippi.**

1929 H. L. Stanton, “Reports from States: North Carolina,” *Proceedings of the Fifth Conference on Vocational Rehabilitation of Disabled Persons* (Washington DC: U.S. Government Printing Office) 18: 30: “...[T]hey used to say whenever a list of illiteracy according to States was published, in which North Carolina ranged next to the bottom, ‘Thank God for Mississippi.’...” 1947 D. H. Redfearn, “A New Constitution for Florida,” *Florida Law Journal* 21: 11: ““Thank God for Mississippi’ was a favorite expression formerly used by some educators in Florida, the thanks being due to the fact that Mississippi kept Florida from being at the bottom of the education system in the United States by occupying that lowly position itself.” 1949 V. O. Key, *Southern Politics in State and Nation* (New York: Knopf) 229: “And every other southern state finds some reason to fall back on the soul-satisfying exclamation, ‘Thank God for Mississippi!’” 1957 Wilma Dykeman, *Neither Black nor White* (New York: Rinehart) 49: “You know, Arkansas says thank God for Mississippi. We keep her from being forty-eighth on every national list.” 1976 “State by State Profiles,” *Southern Exposure* 4, nos. 1-2 (Spring/Summer) 186: ““Thank God for Mississippi,’ they say



up North, meaning that no matter how bad things get up there, there's at least one place that's worse."

**Be GOOD or be gone.**

1932 *Washington Post*, 2 Sep. (in a collection of short items titled "Post Haste"): "Chancellor von Papen to the Reichstag: Be good or be gone!" 1941 *Catalog of Copyright Entries: Musical Compositions* (U.S. Government Printing Office) n.s. 36, no. 11, part 3 (for 8 Nov.): 1807 (copyright entry for a song): "Be good or be gone; w. & melody [by] Otto Alfred Hansen." 1975 *New York Times*, 15 Jun.: "I [coach Paul "Bear" Bryant] can tell you a lot about quitters. I used to have a sign at Kentucky: Be Good or Be Gone."

**Be GOOD or be good at it.**

1995 David Kerekes and David Slater, eds., *Critical Vision: Random Essays & Tracts Concerning Sex Religion Death* (Stockport UK: Headpress) 75 (hurried ending of a letter scrawled by a prison inmate) : "gotta go but not for long be good or be good at it." 2007 Stephen Banick, *Accidental Enlightenment* (Austin TX: Synergy) 261: "We wished Clifton God-speed, related a few favorite stories and told him to 'be good or be good at it.'" 2009 *Cairns [Queensland, Australia] Post*, 31 Aug.: "The best piece of advice I've received is be good or be good at it."

**The GOOD is the enemy of the perfect.**

1946 Louis Wirth, "Community Planning: Physical Structure," in *Community Planning for Peacetime Living*, edited by Wirth et al. (Stanford CA: Stanford UP) 22: "We know that the good is the enemy of the perfect, but it is true that the perfect is the enemy of the good. Compromising with the perfect is realistic..." 1978 *Panama Canal Treaties: Hearings before the Committee on Foreign Relations, United States Senate, Ninety-Fifth Congress, Second Session* (Washington DC: U.S. Government Printing Office), 4:68 (under a sub-heading "Is Good, Enemy of Perfect"): "...[I]t seems to me [senator Frank Church] that the difficulty with your argument is that the good is the enemy of the perfect. If one assumes your purist view to be the best possible policy...then the real alternatives we face are the rejection of these treaties and reversion to the status quo." 1999 *The Independent [London]*, 23 Sep.: "Even in a party this wedded to the

idea that the good is the enemy of the perfect, it seemed vanishingly unlikely that they would vote against the reconstruction of Kosovo or in favour of hate-crimes.” Cf. “The PERFECT is the enemy of the good,” and also the older “The good is the enemy of the best.”

**Don’t use a HAMMER (HATCHET) to kill a fly (gnat, mosquito).**

See “Don’t us a SLEDGEHAMMER to kill a fly.”

**HATERS are going to hate.**

2000 3LW, “Players Gon’ Play” (rap song): “The players gon’ play, / Them haters gon’ hate.” 2004 *South Bend [IN] Tribune*, 24 May: “‘I learned how to deal with ‘haters’ better by coming here,’ said Parish Ware, 14.... ‘Haters are going to hate no matter what,...just leave it alone.’” 2011 *St. Louis Post-Dispatch*, 13 Oct.: “He [a baseball team mascot] declined to respond to critics who call him a joke, a gimmick, a distraction. He did however tweet, ‘Haters going to hate.’” 2014 Charles Finch, *The Last Enchantments* (New York: St. Martin’s) 27: “Then there was his catchphrase, dashed liberally into his lectures about hip-hop and the elites of Mumbai: ‘Haters gonna hate.’ It wasn’t clear that he perceived with any great depth of comprehension what the phrase actually meant....”

**If (When) you’re going through HELL, keep going (don’t stop).**

1994 Dick Bernal, *When Lucifer and Jezebel Join Your Church* (San Jose CA: Jubilee Christian Center) 5 (in a list of “quotable quotes”): “When you’re going through hell, don’t stop.—Mario Murillo.” 1995 *Herald & Review [Decatur IL]*, 20 Oct.: “Andreas closed the meeting by admitting that he and the company had been through tough times lately.... Mulroneu quoted Sir Winston Churchill: ‘If you’re going through hell, keep going.’” The attribution to Churchill is common but probably spurious.

**Don’t take a HOSTAGE you aren’t willing to shoot (If you’re going to take a hostage, you’d better be willing to shoot him).**

1999 Kirk Victor, “Loan Star Phil,” *National Journal* 32 (30 Oct.) 3127: “‘...I concluded...that the Administration had taken a hostage—by threatening to veto the bill—that they weren’t willing to shoot,’ he [congressman Phil Gramm] said. ‘One of

the early lessons that people learned when they joined the Texas Rangers was, Don't take a hostage you aren't willing to shoot.” 2013 *Boston Globe*, 9 Aug.: “...Republican Congressman Aaron Schock said those threatening to hold the government hostage over health care were misguided.... ‘If you're going to take a hostage, you have to be willing to shoot it,’ Schock said.” 2015 *Washington Post*, 18 Mar.: “Majority Leader Mitch M. McConnell (Ky.) and his fellow Senate Republicans got themselves into this situation by violating the first rule of extortion: Don't take a hostage you aren't willing to shoot.”

**IDEAS are bulletproof.**

1988 Alan Moore and David Lloyd, *V for Vendetta* (New York: DC Comics) 236: “Did you think to *kill* me? There's no flesh or blood within this cloak to kill. There's only an *idea*. Ideas are *bulletproof*” (italics as shown). 1994 *Evansville [IN] Courier*, 26 Mar.: “The task now for [Mexican president Carlos] Salinas...is to keep social and economic reforms of track, demonstrating that, though men may perish, their ideas are bulletproof.” The saying was widely popularized by the 2006 motion picture *V for Vendetta*, based on the graphic novel. Cf. “You can't kill an IDEA.”

**You can't kill an IDEA.**

1908 Winston Churchill (the American novelist), *Mr. Crewe's Career* (New York: Macmillan) 340: “You can't kill an idea, and we'll see who's right and who's wrong....” 1919 *New York Times*, 30 Dec.: “Answering his own questions as to how the propaganda of Reds and I.W.W.'s and such are to be met in this country, Mr. [Homer] Cummings said, ‘You cannot kill an idea with a sword.’” 1920 *New York Times*, 20 Jan.: “Mr. [Alexander] Berkman declared that his deportation ‘was unfair and stupid. You can't kill an idea like that. The Czar tried and failed.’” 1920 “Life's Little Pleasures,” *Life* 75, no. 1942 (22 Jan.) 153: “Discussing Russia and the Bolshevist peril, General [Tasker] Bliss remarked, ‘But you can't kill an idea by bayonets.’” Cf. “IDEAS are bulletproof.”

**INJUSTICE (A threat to justice) anywhere is a threat to justice everywhere.**

1958 Martin Luther King, Jr., *Stride toward Freedom* (New York: Harper & Row), 199: Injustice anywhere is a threat to justice everywhere. A breakdown of law in Alabama weakens the very foundations of lawful government in the other forty-seven states." 1985 Paula Hirschhoff, "Interview: Congressman William H. Gray, III," *Africa Report* 30, no. 3 (May-Jun.) 50: "We're quick to speak out for the freedom of Sakharov and Sharansky, and we should do that...because injustice anywhere threatens justice everywhere..." 1993 Jacqueline Burnside, "A Farmer's Daughter in Academia," in *Working Class Women in the Academy*, edited by Michelle M. Takarezyk and Elizabeth Fay (Amherst: U of Massachusetts P) 147: "...[O]ur network enables us to draw upon each other's strengths in order to stay vigilant against the subtle injustices aimed at 'outsiders.' The presence of injustice anywhere threatens justice everywhere, even for the 'insiders.'" King's name often remains attached to the use of the expression as a proverb. Mieder (2010b) 354-356.

**INNOVATE or die.**

1958 Richard D. Crisp, "Product Planning for Future Profits," *Dun's Review and Modern Industry* 71, no. 3 (Mar.) 34: "Innovate or die! In any industry, over the long run, that's the iron law of the market." 1967 Aaron M. Rothenberg, "A Fresh Look at Franchising," *Journal of Marketing* 31, no. 3 (Jul.) 52: "The principle of 'innovate or die' caused retailers to devise additional methods of marketing..." 1972 F. D. Barrett, "Everyman's Guide to Creativity," *Business Quarterly* 37, no. 4 (Winter) 64: "The slogan *innovate or die* is providing a leitmotif for organizations in the seventies" (italics as shown). Since 1996, *Innovate or Die* has appeared as the title of at least six books.

**Dress for the JOB you want (not the job you have).**

1976 *Atlanta Constitution*, 16 Dec.: "You dress for the job you want! We had a guy...shows up in a sport jacket and sport shirt that didn't match!" 1978 "Does What You Wear Tell Where You're Headed? Interview with an Expert on Dressing for Executive Jobs," *U.S. News and World Report* 85, no. 12 (25 Sep.) 62: "Q[uestion:] How do you sum up your 'dress for success' philosophy? A[nsWER:] It would be something like this: Always

dress for the job you want, not the job you have.” 1983 *Boston Globe*, 31 May: “[M]any up-and-coming State Street lawyers..., sartorially speaking, are already at the top and have taken to heart the wonderful adage: Dress for the job you want[,] not the job you have.”

**LESSONS are blessings.**

1991 Paul Ferrini, *The Circle of Atonement* (Brattleboro VT: Heart Ways) 100: “If my lessons are blessings, then I submit to them.” 1995 Bob Mandel, *Wake Up to Wealth* (Berkeley CA: Celestial Arts) 111: “The more we are grateful for our current happiness, the easier it is to see how everything that has happened to us was a lesson.... And lessons are blessings.” 1998 Gang Starr, “Moment of Truth” (rap song): “It’s universal / you play with fire it may hurt you / or burn you, lessons are blessings / you should learn through.” 2013 Vince Mafu, *The Chief Executive Hustler* (Crossways, UK: Xlibris): “As a CEH [Chief Executive Hustler], you must understand that lessons are blessings.”

**If you save one LIFE, you save the world (Whoever saves one life saves the world; Save one life and you save the world).**

1982 Thomas Keneally, *Schindler’s List* (New York: Simon & Schuster) 368: “It [a Hebrew inscription in a gold ring] was a Talmudic verse... ‘He who saves a single life saves the world entire.’” 1995 *Kingston [ON] Whig-Standard* 23 Feb.: “I miss being a counsellor and this is a way I can feel that I’m helping people. I really believe in the saying, ‘Whoever saves one life saves the world.’” 1996 *The Record [Bergen County NJ]*, 25 Feb.: “The Buddhist, Jewish, and Christian religions have a saying that if you save one life, you save the world. When it’s as simple as giving two vials of blood, ...why shouldn’t I do it?” The 1993 motion picture *Schindler’s List* popularized the saying. It has been questioned whether the English translation given by Keneally—and uttered in the movie—accurately represents the meaning of the Talmudic sentence (in Sanhedrin 4:5). Usually the English proverb omits *entire* at the end.

**Inch-by-inch, LIFE (everything) is a cinch, but yard-by-yard it is hard.**

1980 William Martin, “Lord, Won’t You Buy Me Some Time on TV?” *Texas Monthly* 8, no. 2 (Feb.) 122: “In his [Robert Schull-

er's] books and sermons, inspiring stories...are served up in a salad...garnished with catchy slogans (...'Inch by inch, anything's a cinch').” 1984 *Washington Post*, 12 Feb.: “Inch by inch, life's a cinch. / Yard by yard, it's really hard. Those words are from a poem De Matha High School Coach Morgan Wooten gives his players.” 1987 *Globe and Mail [Toronto]*, 13 Mar.: “We have a motto in our family: Inch by inch, life's a cinch. Yard by yard, it's very hard. I [Anne Bancroft] say it to my husband at the start of every film.”

**LIVE what you love.**

1926 Landone Brown, *The A-B-C of Truth: 35 Lessons for Beginners in New Thought Study* (Mokelumne Hill CA: Health Research) 33 (section heading within “Lesson 13—God Multiplies by Life”) : “Live what you love.” 2004 Amy Traverso, “From the Farm to the Islands,” *Yankee* 68, no. 8 (Oct.), 103: “At press time, they [Melinda and Bob Blanchard] were also working on an as-yet-unnamed series for PBS that expands on the theme of ‘live what you love.’” 2009 Tim Baker, *Leave a Footprint—Change the Whole World* (Grand Rapids MI: Zondervan) 113: “Your life makes them uncomfortable. So, go ahead, make them nervous. Live what you love.”

**LOOK good, play good (Look good, feel good, play good).**

See “FEEL good, play good.”

**LOSING feels worse than winning feels good.**

1994 *Los Angeles Times*, 16 Aug.: “[Barry] Melrose looks back on his first two years of coaching in the NHL and says, ‘I’m a strong believer in the old saying, ‘Losing feels worse than winning feels good.’”” 1996 *Courier Mail [Queensland AU]* 16 Jan.: “There’s nothing like winning. I [competitive kayaker Sarah Mengler] mean losing feels worse than winning feels good.” 1999 *Daily Gleaner [Fredericton NB]*, 15 Oct.: “Joe Garagiola used to say that losing feels worse than winning feels good when it comes to participating in the World Series.”

**LOSERS deserve to lose.**

2000 Jagdish S. Gundara, *Interculturalism, Education and Inclusion* (Thousand Oaks CA: Sage) 56: “Its [Great Britain’s Conservative party’s] proponents assume that the race is fair, the losers deserve to lose, and the winners deserve all the prizes.” 2000

*The Times [London]*, 3 May: “These lucky industries do not need money. They have a booming private sector in which the losers deserve to lose.” 2005 Richard J. Rolwing, “Zionism and the Covenant” (correspondence), *First Things* 155 (Aug./Sep.) 6: “[Gary] Anderson relies upon only one of the Old Testament’s theologies, the Deuteronomic, according to which losers deserve to lose....”

**LUCK is for the unprepared (ill prepared).**

1994 *Junior* (motion picture): “Luck is for the ill-prepared” (the motto of a biotech firm). 2004 Robert Juda, *King of Ages* (Lincoln NE: iUniverse) 56: “‘Good luck to you.’ ‘Luck is for the unprepared, friend, but I thank you for the sentiment.’” 2007 *Los Angeles Times*, 23 Dec.: “‘That’s what it’s all about—it’s about preparation,’ he [Julian Affuso] told the students during their hike at Cerro Grande. ‘Luck is for the unprepared.’”

**What’s good for MAIN STREET is good for Wall Street.**

1995 Nick Sullivan, “The New State of Small Business,” *Home Office Computing* 13, no. 5 (May) 46: “We haven’t heard that in a long time, but it’s true: What’s good for Main Street is good for Wall Street is good for America.” 2008 *Irish Independent [Dublin]*, 11 Dec.: “What’s good for Main Street is good for Wall Street right now, a leading US investment banker said yesterday, inverting the famous Charlie Merrill quip.” 2014 *Investment Week [London]*, 24 Mar.: “But when it comes to equity markets, the adage of ‘what is good for Main Street is good for Wall Street’ may not hold true in this environment.” Cf. “What’s good for WALL STREET is good for Main Street.”

**A MAN has to do what a man has to do.**

See “You’ve got to DO what you’ve got to do.”

**What gets MEASURED gets done (If it doesn’t get measured, it doesn’t get done).**

1968 Robert H. Waterman, Jr., “Long-Range Planning—What Is It?” *Proceedings: National Automation Conference* (New York: American Bankers Association) 497: “It is not that measurement is an end in itself but rather that as Mason Haire, the behavioral scientist, likes to say, ‘What gets measured gets done.’” 1974 David E. Zeltner, “The Philosophy of Organizational Analysis: An Interpretation,” *Industrial and Labor Relations Forum*

10:119: “‘Maxims’ are general statements about the nature of organizations.... For example, a statement such as ‘what gets measured gets done’ may be considered a maxim.” 1982 Sonny Kleinfield, *The Biggest Company on Earth* (New York: Holt, Rinehart and Winston) 209: “A truism of the system has evolved: If it doesn’t get measured, it doesn’t get done. If it doesn’t get measured properly, it doesn’t get done properly.” 1990 Laura A. Liswood, *Serving Them Right* (New York: Harper & Row) 78: “There’s an old management saying: ‘If it doesn’t get measured, it doesn’t get done.’ It’s equally valid to say that if you don’t measure what’s going on today, you have no way of setting standards for consistency in the future.”

**Simple MINDS, simple pleasures (Simple pleasures for simple minds).**

1957 Dorothy James Roberts, *Missy* (New York: Appleton-Century-Crofts) 4: “‘Well, well! Simple pleasures for simple minds!’ He tapped her playfully on the head.” 2001 Kevin Price and John Gardner, *Fairways and Highways* (Lincoln NE: Writers Club) 13: “We enjoyed the cheap thrill of driving across the nation’s longest stretch of interstate without an exit (simple minds, simple pleasures).” 2006 Robin T. Popp, *Seduced by the Night* (New York: Warner) 94: “She shrugged, a little embarrassed to have shared that. ‘You know what they say—simple pleasures for simple minds.’” 2009 *Salt Lake Tribune [Salt Lake City]*, 26 Dec.: “...‘Simple minds, simple pleasures,’ I’ve heard this saying spoken disparagingly, but I’ve never understood the negative connotation.”

**MONEY is thicker than blood.**

1904 Maude Roosevelt, “Social Logic,” *Lippincott’s Monthly Magazine* 74: 147: “Well, it is that way all over the world, dear; money is thicker than blood nowadays....” 1908 “Scientific Forethought vs. Brutal Blindness,” *Life Insurance Independent* 20: no. 12 (Dec.) 271: “Who was it said that blood is thicker than water? The point is not of much importance, but he might have added that money is thicker than blood—especially the blood of old age.” 1957 Brendan Gill, *The Day the Money Stopped* (Garden City NY: Doubleday) 158: “Blood may be thicker than water, but money is thicker than blood.” 1997 *Edmonton [AB] Journal*, 10 May: “The economic ties that bind us together are



weakening from lack of use, he [Graham Parsons] said. Like the old saying goes, money is thicker than blood." The proverb originated as an anti-proverb based on "Blood is thicker than water."

**MONEY talks, wealth whispers.**

1989 "Words of the Week," *Jet* 76, no. 4 (1 May) 40: "Dorothy Donegan, veteran jazz pianist, giving her definition of real economic power: 'Money talks but wealth whispers.'" 1993 Tony Warwick-Ching, *The International Gold Trade* (Cambridge UK: Woodhead) 35: "'Money Talks, Wealth Whispers' is the slogan greeting travellers at Geneva airport, reflecting the city's legendary role as a centre of discreet private banking for the rich and the very rich." 2000 *The Scotsman [Edinburgh UK]*, 24 Jul.: "Although equally expensive, these watches are made of white gold, steel, and platinum. After all, Mr. [Johann] Rupert observed, 'Money talks, wealth whispers.'"

**Scared MONEY can't make money (Scared money won't win; Scared money is dead money; Don't play with scared money).**

1935 Paul Gallico, "Gambling Is Certainly Wicked," *Vanity Fair* 43, no. 6 (Feb.) 22: "Is there any field that can come up with a more exquisitely expressive phrase than one like -'You cannot win with scared money'?" 1973 *Wall Street Journal*, 27 Feb. (an ad for a brokerage firm): "Many aggressive investors today say, 'Scared Money Can't Make Money.'" 1991 Charles Carroll, *Handicapping Speed* (New York: Lyons) 192: "Scared money rarely wins—at best, it helps you break even." 1993 *Los Angeles Times*, 30 May: "...[Y]ou should remember the first adage of investing: Don't play with scared money." 2004 Phil Gordon and Jonathan Grotenstein, *Poker: The Real Deal* (New York: Simon & Schuster) 171: "...[S]cared money is dead money, so bring enough for a rebuy if you get unlucky (or do something stupid) and go broke."

**Don't try to kill a MOSQUITO with a sledgehammer (hammer, hatchet).**

See "Don't use a SLEDGEHAMMER to kill a fly."

**NATURE (Mother Nature) bats last.**

1969 Paul Ehrlich, "Eco-Catastrophe," *Ramparts* 8, no. 3 (Sep.) 28: "The situation was recently summarized very succinctly: 'It

is the top of the ninth inning. Man, always a threat at the plate, has been hitting Nature hard. It is important to remember, however, that NATURE BATS LAST” (capitalization as shown). 1973 Thea Teich, “Producing a Teacher’s Handbook for Platt National Parks Environmental Study Area” (M.S. thesis, U of Wisconsin), 49: “‘Nature bats last—in other words, nature will eventually have the last word.’” 1987 *Chicago Tribune*, 2 Aug.: “Much of the Earth First! leadership comes from selling ecotage handbooks, bumper stickers bearing slogans such as ‘Nature bats last,’ and memorabilia...” 1991 *Los Angeles Times*, 6 Jun.: “The short-term, superficial accounting methods of free traders hide these costs while they propel us down the fast track to global disaster. Remember: Mother Nature bats last.” The saying is often attributed to Ehrlich, although (in the 1969 quotation) he seems to disclaim the attribution.

**Leap (Jump), and the NET will appear.**

1995 *Orange County [CA] Register*, 4 Jun.: “Opportunity doesn’t matter if you’re not prepared. But once you’re prepared, you have to step out on faith. There’s a quote I like: ‘Leap and the net will appear.’” 1996 *Miami Times*, 18 Jan.: “He [Les Brown] encouraged people to shake off that fear and what he called the poverty mentality and take a leap of faith. ‘Leap and the net will appear,’ he said.” 1999 Robin Crow, *Jump and the Net will Appear: How I Discovered the Art of Personal Achievement and the Rhythm of Success* (Franklin TN: Legacy).

**If NOTHING changes, nothing changes (Nothing changes if nothing changes).**

1978 Proposed Aircraft Sales to Israel, Egypt, and Saudi Arabia: Hearings before the Committee on International Relations, House of Representatives, Ninety-Fifth Congress, Second Session (Washington DC: U.S. Government Printing Office) 90: [Congressman Stephen Solarz:] “Would you say that in the absence of any significant changes that the Saudis would not have the need for additional advanced aircraft?” [Secretary of Defense Harold Brown:] “If nothing changes, nothing changes.” 1991 Antonio V. Almeida, “Inside the Manhole: New Design on a Leaky Link,” in *Environmental Engineering: Proceedings of the 1991 Specialty Conference*, edited by Peter A. Krenkel (New York: American Society of Civil Engineers) 100: “Finally, as

government regulation reflects a growing concern for worker safety, the well-being of system inspectors must be the ultimate criterion by which all manholes are judged. The axiom of ‘nothing changes unless something changes’ is obvious.” 1993 *Ottawa Citizen*, 30 Apr.: “After a chat one night with a fellow seeking counsel about a problem of drink, this is what the old man said: ‘The simplest notion but the most difficult reality we must face is that if nothing changes, nothing changes.’” 1998 *Mail on Sunday* [London], 29 Nov.: “But then I said to myself, ‘when are you going to move to the country? Do you need a man and a baby to do it? No. Then do it now. Nothing changes if nothing changes.’”

**NOTHING tastes as good as (being) thin (skinny) feels (looks).**

1989 *Edmonton [AB] Journal*, 26 Jun.: “Sweets remain [Pat Parke’s danger foods, but she can satisfy an occasional craving with one chocolate, she says.... She agrees...that ‘nothing tastes as good as thin feels.’” 1989 *Colorado Springs Gazette*, 18 Dec.: “She recommends arming yourself mentally with words of encouragement such as ‘Nothing tastes as good as being thin feels.’” 2007 *Atlanta Journal-Constitution*, 31 May: “There’s nothing cooler than seeing someone you haven’t seen in awhile, and they comment on it [weight loss]. The saying, ‘nothing tastes as good as skinny feels, is so doggone true.” 2015 *Daily Telegraph* [London], 18 Apr.: “‘Nothing tastes as good as skinny looks,’ Kate Moss infamously said.”

**You can’t choose (pick) your PARENTS (family).**

1966 Heather Westendorp, *Living on Le\$\$* (Oxford Mills, ON: Westendorp) 128: “There’s an old saying ‘You can pick your friends but you can’t choose your family.’” 1970 *Atlanta Constitution*, 16 Oct.: “‘You can’t choose your parents,’ goes the old adage. Jimmy Grant didn’t choose his.” 1976 Arthur Ancowitz, *Strokes and Their Prevention* (New York: Pyramid), 51: “Unfortunately, there’s nothing much you can do about this [genetic] factor, since you can’t pick your parents.”

**The PERFECT is the enemy of the good (Perfect is the enemy of good).**

1946 Louis Wirth, “Community Planning: Physical Structure,” in *Community Planning for Peacetime Living*, edited by Wirth et

al. (Stanford CA: Stanford UP) 22: “We know that the good is the enemy of the perfect, but it is true that the perfect is the enemy of the good. Compromising with the perfect is realistic...” 1973 Committee on Public Engineering Policy, *Priorities for Research Applicable to National Needs* (Washington DC: National Academy of Engineering) 27: “But while...recognizing that ultimate solutions to society’s ills can never be achieved, the committee derives some comfort from the adage: the perfect is the enemy of the good.” 1986 *Los Angeles Times*, 6 Nov.: “Perfect is the enemy of Good. Given a civilized, consensual legal system, the ‘better ten criminals go free, than one innocent person be put to death’ philosophy is pusillanimous...” Cf. “The GOOD is the enemy of the perfect.”

**You’re only as good as your last PERFORMANCE (game, film, song, etc.).**

1935 *New York Times* 24 Nov.: “It has been said that in Hollywood you are only as good as your last picture, and...Mr. [Lionel] Barrymore’s latest film was...accorded an enthusiastic reception.” 1947 William Du Bois, *The Island in the Square* (New York: Farrar, Straus) 356: “You’re only as good as your last flop.” 1948 Orville E. Reed (title of a 4-line poem), “You’re only as good as your last time at bat,” *Printer’s Ink* 224, no. 6 (6 Aug.) 72. 1950 Jack Burton, “The Honor Roll of Popular Songwriters, No. 68: The Tobias Brothers (Part II),” *Billboard* 15 Jul.: 57: “‘You’re only as good as the last song you wrote’ is the philosophy he works on...” 1957 *New York Times*, 18 Feb.: “But the professional maxim that you’re only as good as your last picture tends to apply socially as well...” 1958 *Washington Post*, 1 Nov.: “In football, you’re only as good as your last season.” 1953 Ward Morehouse, *Just the Other Day* (New York: McGraw-Hill) 226: “An actor is as good as his last performance; a critic is loved, or is scorned, by his last notice.” 1962 *Atlanta Constitution* 15 Aug.: “What is it they say, you’re only as good as your last game.”

**Simple PLEASURES for simple minds.**

See “Simple MINDS, simple pleasures.”

**POLITICS is not a spectator sport.**

1963 Nelson Rockefeller, "Face the Nation" (Nov. 17), transcribed in CBS News, *Face the Nation, 1963-1964* (New York: Holt, Rinehart and Winston, 1972) 7:55: "And I think we would arouse a lot of participation on the part of the public. Politics is not a spectator sport. We need public participation." 1969 Ronald Reagan, quoted by Congressman Burt L. Talcott, "Governor Reagan Is Running California Well," *Congressional Record* 115, part 25, 34495 (Nov. 17): "Tax reform is dependent upon politics, the process by which we govern ourselves—and politics is not a spectator sport." 1985 *Washington Post*, 18 Oct.: "Politics is not a spectator sport, and Barbara Miculski has never been one to sit on the sidelines." Cf. "Life is not a spectator sport."

**You can't be too RICH or too thin (too thin or too rich).**

1974 Ann Fears Crawford, "Living off the Fat of the Land," *Texas Monthly* 2, no. 1 (Jan.) 42: "...[T]he Duchess of Windsor once stated, 'You can never be too rich or too thin.' Flip through the pages of *Harper's Bazaar* or *Vogue*, and you know that Wally has got to be right." 1974 *Washington Post*, 6 Jan.: "'You can never be too thin or too rich,' the Duchess of Windsor is said to have said. And, among politicians, it seems you can never be too mawkishly modest about your riches either." 1975 *Atlanta Constitution*, 21 Dec.: "The old saying, ...supposedly given the world by a married socialite, that you can never be too rich or too thin, also seems to be borne out by Mrs. Barry's operation."

**No one remembers SECOND PLACE.**

1967 Ron Clarke and Norman Harris, *The Lonely Breed* (London: Pelham), 20: "No one remembers second place... These few seconds are vital" (ellipsis dots as shown). 1973 Kenny Moore, "But Only on Sunday: Ron Clarke," *Sports Illustrated* 38, no. 8 (25 Feb.) 42: "The chorus, whenever [distance runner] Ron Clarke is consigned to insignificance, is 'Who ever remembers second place?'" 1987 *Washington Post*, 5 Feb.: "'The only person that can beat me is myself,' [wrestler Mo] Hall said. 'One match kept me from winning everything.... No one remembers second place, so I'm going for it all this year.'"

**SEE something (If you see something), say something.**

1992 *Burlington County [NJ] Times*, 3 Aug.: “‘Above all, members want to encourage other residents to get involved in making the [apartment] complex a nicer, safer place to live. ‘It’ll be up to the residents,’ [council chairman Allan] Ashinoff said. ‘If you see something, say something.’” 2002 Heidi Jacobs, “Speaking Up,” *Adweek* 43, no. 5 (26 Jan.) 5: “It’s up to you to help thwart terrorist acts, charge new ads from Korey Kay & Partners. The work, created recently in response to Sept. 11, features the tagline, ‘If you see something, say something.’” 2004 *Lowell [MA] Sun*, 13 May: “Signs, which will be put on trains and buses...., use the project’s motto, ‘See something? Say something.’”

**Don’t use a SLEDGEHAMMER (hammer, hatchet) to kill a fly (gnat, mosquito) (Don’t try to kill a fly with a sledgehammer).**

1910 Agnes C. Laut, *The Freebooters of the Wilderness* (New York: Moffat, Yard) 285: “I don’t believe...we like them very much; but one doesn’t kill a mosquito with a hammer.” 1917 Isabel Paterson, *The Shadow Riders* (New York: John Lane) 992: “It was not he who had alarmed the Opposition...; they wouldn’t kill a fly with a sledgehammer.” 1941 Joseph E. Davies, *Mission to Moscow* (New York: Simon & Schuster) 421: “There appears to be little subversive Comintern activity in the United States.... For the present at least under existing conditions, it is not advisable to ‘use a hatchet to kill a fly.’” 1991 *Resource Conservation and Recovery Act Amendments, 1991: Hearings before the Subcommittee on Environmental Protection of the Committee on Environment and Public Works, United States Senate, One Hundred Second Congress, First Session* (Washington DC: U.S. Government Printing Office) 2:321: “You can’t drive a nail with a fly swatter and you shouldn’t try to kill a fly with a hammer. You have to distinguish between the processes and the objectives....” 1996 Ellen K. Quick, *Doing What Works in Brief Therapy* (San Diego: Academic) 95: “There is a saying that one should not ‘use a sledgehammer to kill a fly when a fly swatter will do the job.’” 1998 *Wall Street Journal*, 12 Aug.: “...[C]ritics quickly labeled them [environmental regulators] as too heavy-handed. ‘You don’t want to use a hammer to kill a fly....’” 2007 Steve Piontek, “Ruritanian Wisdom,” *National*

*Underwriter, Life and Health* 11, no. 2 (8 Jan.) 4: “The old Ruritanian proverb—‘don’t use a sledgehammer to kill a fly’—came to mind as I reflected on one of the actions...” (Ruritania is a fictional country).

**SNITCHES end up in ditches.**

1997 Sinister (rap songster and Salt Lake City gang member), “Put a Snitch in the Ditch,” quoted in *Gang-Related Witness Intimidation and Retaliation: Hearings before the Subcommittee on Crime of the Committee on the Judiciary, House of Representatives, One Hundred Fifth Congress, First Session, June 17* (Washington DC: U.S. Government Printing Office), 32-33: “If homeboy snitch, they all going to the pen / But if he do he gonna sleep with the fishes / Cause snitches lie in ditches.” 2001 Steve Jackson, *Rough Trade* (New York: Pinnacle) 32: “She knew from personal experience that ‘snitches end up in ditches’ wasn’t just a saying.” 2003 Stephen J. Cannell, *Hollywood Tough* (New York: St. Martin’s), 19: “Near the body was a cardboard sign.... ‘Snitches get stiches and end up in ditches.’”

**SNITCHES get stitches.**

1987 *Newsday [New York]*, 22 Mar.: “...[John] Rizzi testified that he ‘learned to keep my mouth shut’ while there [in prison].... ‘They have a phrase that says, ‘Snitches get stitches,’” Rizzi explained.” 1989 Francis Ianni, *Search for Structure* (New York: Macmillan) 215: “Relationships with the correctional staff, however, do not offer protection, and one maxim learned by each new inmate is ‘Snitches get stitches,’ so few try to survive by informing to the staff.” 1990 *New York Times*, 1 Sep.: “...[O]ften, despite the dictum that ‘snitches get stitches,’ they [prison inmates and guards] do each other favors.”

**You’re only as good as your last SONG.**

See “You’re only as good as your last PERFORMANCE.”

**It’s not where you START that matters; it’s where you finish (end up).**

1970 *Atlanta Constitution*, 27 Mar.: “...‘[I]t isn’t where you start that matters, it’s where you finish,’ the three-time Atlanta 500 champ [Cale Yarborough] remarked.” 1970 *Atlanta Constitution*, 2 May: “My jockey, Mr. Ray Broussard, isn’t worried. He knows we can beat this crowd. Where you start isn’t important; it’s

where you finish.” 1972 Mavor Moore, “The Store,” in *A Collection of Canadian Plays*, edited by Rolf Kalman (Toronto: Simon & Pierre) 2: D-24: “It doesn’t matter where you start, it’s where you end up—and that’s not the end.”

**If you STAY ready, you won’t have to get ready.**

1994 *Washington Post*, 26 Apr.: “[Former mayor Marion Barry] has been plotting a mayoral comeback since he returned from prison. ‘He says that if you stay ready, you don’t have to get ready.’” 2005 *Pittsburgh Post-Gazette*, 31 Dec.: “‘My motto is, you stay ready, you don’t have to get ready,’ [football player Verron] Haynes said. ‘I’ve been saying since I was a rookie, I prepare as if I’m going to start.’” 2009 *Louisiana Weekly [New Orleans]* 2 Sep.: “[A]s members of SNCC and other human and civil rights organizations used to point out, if you stay ready you don’t have to get ready.”

**STUPIDITY is its own reward.**

1992 *Toronto Star*, 27 Jun.: “...I would not take my ’85 Honda CRX down a corduroy road, then sue Honda because I tore out the oil pan. Stupidity is its own reward.” 1996 Philip R. Craig, *Death on a Vineyard Beach* (New York: Scribner’s) 29: “...[A]nyone who deliberately leaves Martha’s Vineyard in July and drives to Boston for a weekend deserves whatever wretchedness he encounters, the principle being that stupidity is its own reward.” 2003 *Toronto Star*, 15 Dec.: “He [Saddam Hussein] sealed his own fate when he decided to stay instead of escaping to safer ground. He is living testament that stupidity is its own reward.” The proverb originated as an anti-proverb based on “Virtue is its own reward.”

**Don’t mess with SUCCESS.**

1978 *New York Times*, 2 Apr.: “Out of generations of dealing with the persistent, ornery problems of metal cutting comes the First Law of Machining: ‘Don’t mess with success.’” 1981 James Tabor, “Walking: Focus on Motion,” *Backpacker* 9, no. 2 (Apr./May) 49: “...[Y]ou have disrupted that balanced orchestration that evolution handed you after four million years of R&D. Moral here: don’t mess with success.” 1997 *Dallas Morning News*, 18 Dec. (regarding the movie *Tomorrow Never Dies*): “Its



don't-mess-with-success approach adds nothing new to the Bond canon."

**You (can) find SYMPATHY between shit (sin) and syphilis (in the dictionary).**

1961 George Henry Johnston, *Closer to the Sun* (New York: Morrow) 154: "'If I want sympathy, brother,' he said in a lower voice, 'I can find it where I've always found it—in the dictionary, between "sin" and "syphilis!"'" 1967 Hal Travers, *Voyage Sixty-Nine* (Rancocas NJ: Dorset) 335: "We often found much relief by weeping on each other's shoulders. I didn't have to look in the dictionary between shit and syphilis so long as he was available." 1971 Tracy Kidder, "Hobo Convention," *Audience* 1, no. 5 (Sep./Oct.) 54: "It might be noted that sympathy never interested hoboos much. There is a saying on the rails: 'You find sympathy between shit and syphilis in the dictionary.'"

**One TEAM, one dream.**

See "One DREAM, one team."

**You can't be too THIN or too rich.**

See "You can't be too RICH or too thin."

**Good THINGS happen (come) to good people.**

1980 *Atlanta Constitution*, 22 Dec.: "...I'm excited because to me, my father is the greatest man in the world, and I believe that good things happen to good people." 1985 *Philadelphia Daily News* 16 Mar.: "He told me he didn't think he was contributing enough. But as I've always said, 'Good things come to good people.'" 1986 Ronald Barri Flowers, *Children and Criminality* (Westport CT: Greenwood) xii: "Gratitude is also extended to...my former editor, who...restored my faith in the old adage that some way, somehow, good things happen to good people."

**A THREAT to justice anywhere is a threat to (threatens) justice everywhere.**

See "INJUSTICE anywhere is a threat to justice everywhere."

**You say "TOMATO" [təme:to], I say "tomaato" [təma:to].**

1967 Robert Troop, *The Hammering* (London: Joseph) 40: "'Naturally I don't want to cause a breach in the Anglo-American alliance, but I sense...a disparity of cultures...?' 'I say tomato and you say tomayto?' 'Yes, yes, aptly put,' Horaenson

agreed” (ellipsis dots as shown). 1971 Tom Eyen, *Sarah B. Divine! And Other Plays* (New York: Winter House) 83: “‘Chekhov! Not Check-off! Must you bring everything down to your own level?’ ‘You say tamahto, I say tomato.’” 2000 Peter A. Ubel, *Pricing Life* (Cambridge MA: MIT Press) 20: “At first glance, this discussion may seem unnecessary. You say ‘tomato,’ I say ‘tomahto.’ You say ‘allocation,’ I say ‘first-order tragic choice.’” 2004 Sam Horn, *Tongue Fu! At School* (Lanham MD: Taylor) 114: “The following phrases can give antagonists a face-saving out.... ‘Different strokes for different folks.’... ‘You say tomato, I say tomato [sic]. To each his own.’” The saying, misquoted, entered oral tradition as a proverb from Ira and George Gershwin’s song “Let’s Call the Whole Thing Off,” from the motion picture *Shall We Dance* (1936): “You like potato and I like po-tah-to; / You like tomato and I like to-mah-to; / Potato, po-tah-to, tomato, to-mah-to— / Let’s call the whole thing off!”

**Small TOWN, big heart.**

1982 *Atlanta Constitution*, 15 Sep.: “They have a slogan in Clarkston.... It’s right there next to the city limits sign: ‘Small town, bit heart.’” 1993 *New York Times*, 23 May: “Barnstead, N.H.: Small Town, Big Heart” (title of an article). 2004 *Concord [NH] Monitor*, 25 Oct.: “We are fortunate to have a veterinarian whose love and compassion for animals parallels my own.... He is a small-town, big-heart country vet....” There exists an anti-proverb “Small town, big ears.”

**If you want to TRAVEL fast, travel alone; if you want to travel far, travel with company (companions, friends, others).**

See “If you want to GO fast, go alone; if you want to go far, go with others.”

**VICTORS make the rules.**

See “Winners make the rules.”

**What’s good for WALL STREET is good for Main Street (If it’s good for Wall Street, it’s good for Main Street).**

1995 Gus Tyler, “Boom before Bust,” *Forward* 97: 957: “The conclusion is that what is good for Wall Street is good for Main Street. Or is the big boom the prelude to a bigger bust?” `2009 *Business Times [Singapore]*, 5 Mar.: “For many years, as the president [Obama] has said often, we had a mindset that, if it was

good for Wall Street, it was good for Main Street.” 2011 *Sunday Times [London]*, 6 Mar.: “[T]hese resilient Irish public companies will not be investing in Ireland any time soon. Is there an Irish translation for the old adage of what’s good for Wall Street is good for Main Street?” Cf. “What’s good for MAIN STREET is good for Wall Street.”

**WINNERS (Victors) make the rules (The winners make the rules for the losers; Winners make the rules, and losers live by them).**

1940 Lawrence Dennis, *The Dynamics of War and Revolution* (New York: Weekly Foreign Letter) 23 (chapter title): “The Victors Make the Rules.” 1992 *Los Angeles Times*, 30 July.: “Once my ancestors ruled this land.... Then, suddenly a few years ago they start fighting over a dusty wasteland called Texas. (Snaps fingers) Y, pronto, I’m the foreigner. Winners make the rules, Mexicans make do.” 1995 Robert C. Doyle, *Voices from Captivity* (Lawrence: U of Kansas P) 57: “Such conventions are usually called after an international conflagration by war-weary nations.... Winners make the rules for the losers, and there are no guarantees that future warring nations will see any value in such rules....” 1997 Brian Caswell and David Chiem, *Only the Heart* (St. Lucia, AU: U of Queensland P) 27: “They’d just have taken him out and shot him. The winners make the rules—on torture, murder...whatever” (ellipsis dots as shown).

**WINNERS (Champions) make their own luck.**

1989 Bryce Courtenay, *The Power of One* (New York: Random House) 400: “...Morrie made us think and behave like winners. ‘Winners make their own luck, but winners are also lucky,’ he said.” 1990 *New York Times*, 27 Aug.: “‘We [tennis players Helena Sukova and Jana Novotna] have been playing well, but at the same time we have had some luck also.’ The saying goes, though, champions make their own luck.” 1992 *USA Today*, 31 Jul.: “‘We are the best-prepared [bicycling] team in the world,...’ Olympic coach Chris Carmichael said. ‘You need luck to win, but I always say winners make their own luck.’”

**There is no (little) WISDOM in the second kick of a mule.**

See “There is no EDUCATION in the second kick of a mule.”

**Network (You have to network) to get WORK.**

1999 *Newsday* [New York], 12 Jul. (announcement of a meeting): "Society for Marketing Professional Service, 'Network to Get Work,' 6-8 p.m., Rose & Thistle Outdoor Patio..." 2000 *Daily Mail* [London], 20 Apr. (title of an article): "Network to Get Work." 2002 *Buffalo* [NY] *News*, 12 May: "'It's a full-time job getting a job,' they say. 'You have to network to get work,' the group is reminded." 2003 *Daily Mirror* [London], 13 Nov.: "Network to get work. Talk to everybody and anybody and let them know you are looking for work."

Charles Clay Doyle  
Department of English  
University of Georgia  
Athens, Georgia 30602  
USA  
E-mail: cdoyle@uga.edu

Wolfgang Mieder  
Department of German and Russian  
422 Waterman Building  
University of Vermont  
85 South Prospect Street  
Burlington, Vermont 05405  
USA  
E-mail: Wolfgang.Mieder@uvm.edu