

CONTENTS

Foreword ix

by Joseph Epstein

Acknowledgments xiii

Introduction xvii

QUOTATIONS I

Special Sections

Advertising Slogans, 7

Anonymous, 20

Anonymous (Latin), 22

Ballads, 41

Film Lines, 258

Folk and Anonymous Songs, 276

Modern Proverbs, 526

Nursery Rhymes, 556

Political Slogans, 597

Proverbs, 607

Radio Catchphrases, 626

Sayings, 667

Television Catchphrases, 747

Keyword Index 853

Credits 1068