CONTENTS

Foreword ix
by Joseph Epstein

Acknowledgments xiii

Introduction xvii

QUOTATIONS 1

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