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They who give up essential liberty to obtain a little temporary safety deserve neither liberty nor safety.

- Franklin, Benjamin

Those who would give up essential Liberty, to purchase a little temporary Safety, deserve neither Liberty nor Safety.

- Franklin, Benjamin

I believe in only one thing: liberty; but I do not believe in liberty enough to want to force it upon anyone.

- Mencken, H. L.

Over grown military establishments are under any form of government inauspicious to liberty, and are to be regarded as particularly hostile to republican liberty.

- Washington, George

Liberty will not descend to a people; a people must raise themselves to liberty; it is a blessing that must be earned before it can be enjoyed.

- Colton, Charles Caleb

Experience should teach us to be most on our guard to protect liberty when the Government's purposes are beneficent. Men born to freedom are naturally alert to repel invasion of their liberty by evil minded rulers. The greatest dangers to liberty lurk in insidious encroachment by men of zeal well meaning but without understanding.

- Brandeis, Louis D.

Liberty is a different kind of pain from prison.

- Eliot, T. S.

Liberty has restraints but no frontiers.

- George, David Lloyd

Peace is liberty in tranquillity.

- Cicero, Marcus T.

Where liberty is, there is my country.

- Franklin, Benjamin

Liberty means responsibility. That is why most men dread it.

- Shaw, George Bernard

Liberty exists in proportion to wholesome restraint.

- Webster, Daniel

Liberty consists in wholesome restraint.

- Webster, Daniel

The white youth of today have begun to react to the fact that the American Way of Life is a fossil of history. What do they care if their old baldheaded and crew-cut elders don't dig their caveman mops? They couldn't care less about the old, stiff-assed honkies who don't like their new dances: Frog, Monkey, Jerk, Swim, Watusi. All they know is that it feels good to swing to way-out body-rhythms instead of dragging across the dance floor like zombies to the dead beat of mind-smothered Mickey Mouse music.

- Cleaver, Eldridge

The knowledge of truth, combined with the proper regard for it and its' faithful observance, constitutes true education.

- Smith, Joseph F.

Advertisers are the interpreters of our dreams -- Joseph interpreting for Pharaoh. Like the movies, they infect the routine futility of our days with purposeful adventure. Their weapons are our weaknesses: fear, ambition, illness, pride, selfishness, desire, ignorance. And these weapons must be kept as bright as a sword.

- White, Elwyn Brooks

The most important word in the vocabulary of advertising is TEST. If you pretest your product with consumers, and pretest your advertising, you will do well in the marketplace.

- Ogilvy, David

Remove advertising, disable a person or firm from proclaiming its wares and their merits, and the whole of society and of the economy is transformed. The enemies of advertising are the enemies of freedom.

- Powell, John Enoch

Advertising is the very essence of democracy.

- Barton, Bruce

Telling lies does not work in advertising.

- Bell, Tim

In advertising, not to be different is virtual suicide.

- Bernbach, William

Sanely applied advertising could remake the world.

- Chase, Stuart

The right name is an advertisement in itself.

- Hopkins, Claude

Advertising is the greatest art form of the twentieth century.

- Mcluhan, Marshall

Advertising is legalized lying.

- Wells, H.G.

The advertisements are the most truthful part of a newspaper.

- Jefferson, Thomas

You can tell the ideals of a nation by its advertisements.

- Douglas, Norman

Advertising is the most fun you can have with your clothes on.

- Della Femina, Jerry

What you say in advertising is more important than how you say it.

- Ogilvy, David

Never write an advertisement which you wouldn't want your own family to read. You wouldn't tell lies to your own wife. Don't tell them to mine. Do as you would be done by. If you tell lies about a product, you will be found out -- either by the Government, which will prosecute you, or by the consumer, who will punish you by not buying your product a second time. Good products can be sold by honest advertising. If you don't think the product is good, you have no business to be advertising it.

- Ogilvy, David

The very first law in advertising is to avoid the concrete promise and cultivate the delightfully vague.

- Cosby, Bill

If we love our country, we should also love our countrymen.

- Reagan, Ronald

I have a higher and grander standard of principle than George Washington. He could not lie; I can, but I won t.

- Twain, Mark

Tradition! We scarcely know the word anymore. We are afraid to be either proud of our ancestors or ashamed of them. We scorn nobility in name and in fact. We cling to a bourgeois mediocrity which would make it appear we are all Americans, made in the image and likeness of George Washington.

- Day, Dorothy

Discipline is the soul of an army. It makes small numbers formidable; procures success to the weak, and esteem to all.

- Washington, George

Let us raise a standard to which the wise and honest can repair; the rest is in the hands of God.

- Washington, George

Liberty, when it begins to take root, is a plant of rapid growth.

- Washington, George

The time is near at hand which must determine whether Americans are to be free men or slaves.

- Washington, George

If the freedom of speech is taken away then dumb and silent we may be led, like sheep to the slaughter.

- Washington, George

A slender acquaintance with the world must convince every man that actions, not words, are the true criterion of the attachment of friends.

- Washington, George

Tis our true policy to steer clear of permanent alliances with any portion of the foreign world.

- Washington, George

Government is not reason and it is not eloquence. It is force! Like fire it is a dangerous servant and a fearful master. Never for a moment should it be left to irresponsible action.

- Washington, George

Mankind, when left to themselves, are unfit for their own government.

- Washington, George

I hope I shall possess firmness and virtue enough to maintain what I consider the most enviable of all titles, the character of an honest man.

- Washington, George

When we assumed the Soldier, we did not lay aside the Citizen.

- Washington, George

Lenience will operate with greater force, in some instances than rigor. It is therefore my first wish to have all of my conduct distinguished by it.

- Washington, George

Let us with caution indulge the supposition that morality can be maintained without religion. Reason and experience both forbid us to expect that national morality can prevail in exclusion of religious principle.

- Washington, George

My mother was the most beautiful woman I ever saw. All I am I owe to my mother. I attribute all my success in life to the moral, intellectual and physical education I received from her.

- Washington, George

Observe good faith and justice toward all nations. Cultivate peace and harmony with all.

- Washington, George

Associate yourself with men of good quality if you esteem your own reputation. It is better be alone than in bad company.

- Washington, George

The foolish and wicked practice of profane cursing and swearing is a vice so mean and low that every person of sense and character detests and despises it.

- Washington, George

Few people have the virtue to withstand the highest bidder.

- Washington, George

Let your heart feel for the afflictions and distress of everyone, and let your hand give in proportion to your purse.

- Washington, George

Worry is the interest paid by those who borrow trouble.

- Washington, George

Labor to keep alive in your breast that little spark of celestial fire called conscience

- Washington, George

It never occurs to some politicians that Lincoln is worth imitating as well as quoting.

- Unknown, Source

Before you give up hope, turn back and read the attacks that were made on Lincoln.

- Barton, Bruce

Shakespeare, Leonardo Da Vinci, Benjamin Franklin, and Lincoln never saw a movie, heard a radio, or looked at a TV They had loneliness and knew what to do with it. They were not afraid of being lonely because they knew that was when the creative mood in them would mark.

- Sa, Carl

There used to be a thing or a commodity we put great store by. It was called the People. Find out where the People have gone. I don't mean the square-eyed toothpaste-and-hair-dye people or the new-car-or-bust people, or the success-and-coronary people. Maybe they never existed, but if there ever were the People, that's the commodity the Declaration was talking about, and Mr. Lincoln.

- Steinbeck, John

If you once forfeit the confidence of your fellow citizens, you can never regain their respect and esteem. You may fool all of the people some of the time; you can even fool some of the people all the time; but you can't fool all of the people all of the time.

- Lincoln, Abraham

As I would not be a slave, so I would not be a master. This expresses my idea of democracy.

- Lincoln, Abraham

No man is good enough to govern another man without that other's consent.

- Lincoln, Abraham

How many legs does a dog have if you call the tail a leg? Four. Calling a tail a leg doesn't make it a leg.

- Lincoln, Abraham

I dream of a place and a time where America will once again be seen as the last best hope of earth.

- Lincoln, Abraham

Upon the subject of education, not presuming to dictate any plan or system respecting it, I can only say that I view it as the most important subject which we as a people may be

engaged in. That everyone may receive at least a moderate education appears to be an objective of vital importance.

- Lincoln, Abraham

If elected I shall be thankful; if not, it will be all the same.

- Lincoln, Abraham

The best way to destroy your enemy is to make him your friend.

- Lincoln, Abraham

I never had a policy; I have just tried to do my very best each and every day.

- Lincoln, Abraham

When I hear a man preach, I like to see him act as if he were fighting bees.

- Lincoln, Abraham

We know nothing of what will happen in future, but by the analogy of experience.

- Lincoln, Abraham

Every man over forty is responsible for his face.

- Lincoln, Abraham

If I were two-faced, would I be wearing this one?

- Lincoln, Abraham

My great concern is not whether you have failed, but whether you are content with your failure.

- Lincoln, Abraham

Let us have faith that right makes might, and in that faith let us dare to do our duty as we understand it.

- Lincoln, Abraham

When I do good, I feel good. When I do bad, I feel bad. And that's my religion.

- Lincoln, Abraham

Freedom is the last, best hope of earth.

- Lincoln, Abraham

Freedom is not the right to do what we want, but what we ought. Let us have faith that right makes might and in that faith let us; to the end, dare to do our duty as we understand it.

- Lincoln, Abraham

The shepherd drives the wolf from the sheep's throat, for which the sheep thanks the shepherd as his liberator, while the wolf denounces him for the same act as the destroyer

of liberty.

- Lincoln, Abraham

Those who deny freedom to others, deserve it not for themselves.

- Lincoln, Abraham

Do not destroy that immortal emblem of humanity, the Declaration of Independence.

- Lincoln, Abraham

More than kisses letters mingle souls.

- Donne, John

I don't know who my grandfather was; I am much more concerned to know what his grandson will be.

- Lincoln, Abraham

It is difficult to make a man miserable while he feels he is worthy of himself and claims kindred to the great God who made him.

- Lincoln, Abraham

Whatever you are, be a good one.

- Lincoln, Abraham

A person will be just about as happy as they make up their minds to be.

- Lincoln, Abraham

I don't like that man. I'm going to have to get to know him better.

- Lincoln, Abraham

A drop of honey catches more flies than a gallon of gal. So with men. If you would win a man to your cause, first convince him that you are his sincere friend. Therein is a drop of honey which catches his heart, which, say what he will, is the highroad to his reason.

- Lincoln, Abraham

Am I not destroying my enemies when I make friends of them?

- Lincoln, Abraham

The best thing about the future is that it comes only one day at a time.

- Lincoln, Abraham

Towering genius disdains a beaten path.

- Lincoln, Abraham

Those who write clearly have readers, those who write obscurely have commentators.

- Lincoln, Abraham

If we could first know where we are, and whither we are tending, we could then better judge what to do, and how to do it.

- Lincoln, Abraham

The probability that we may fail in the struggle ought not to deter us from the support of a cause we believe to be just.

- Lincoln, Abraham

With the fearful strain that is on me night and day, if I did not laugh I should die.

- Lincoln, Abraham

Fourscore and seven years ago our fathers brought forth upon this continent a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal. We here highly resolve that the dead shall not have died in vain, that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, and for the people, shall not perish from the earth.

- Lincoln, Abraham

No man has a good enough memory to make a successful liar.

- Lincoln, Abraham

When I am getting ready to reason with a man, I spend one-third of my time thinking about myself and what I am going to say and two-thirds about him and what he is going to say.

- Lincoln, Abraham

Marriage is neither heaven nor hell, it is simply purgatory.

- Lincoln, Abraham

Force is all-conquering, but its victories are short-lived.

- Lincoln, Abraham

I am a slow walker, but I never walk backwards.

- Lincoln, Abraham

If you wish to win a man over to your ideas, first make him your friend.

- Lincoln, Abraham

Avoid popularity if you would have peace.

- Lincoln, Abraham

Few can be induced to labor exclusively for posterity; and none will do it enthusiastically. Posterity has done nothing for us; and theorize on it as we may, practically we shall do very little for it, unless we are made to think we are at the same time doing something for ourselves.

- Lincoln, Abraham

Let not him who is houseless pull down the house of another, but let him work diligently and build one for himself, thus by example assuring that his own shall be safe from violence when built.

- Lincoln, Abraham

Nearly all men can stand adversity, but if you want to test a man's character, give him power.

- Lincoln, Abraham

Must a government be too strong for the liberties of its people or too weak to maintain its own existence?

- Lincoln, Abraham

Things may come to those who wait, but only the things left by those who hustle.

- Lincoln, Abraham

What kills the skunk is the publicity it gives itself.

- Lincoln, Abraham

Quarrel not at all. No man resolved to make the most of himself can spare time for personal contention. Still less can he afford to take all the consequences, including the vitiating of his temper and loss of self control. Yield larger things to which you can show no more than equal right; and yield lesser ones, though clearly your own. Better give your path to a dog than be bitten by him in contesting for the right. Even killing the dog would

not cure the bite.

- Lincoln, Abraham

The shadow is what we think of it; the tree is the real thing.

- Lincoln, Abraham

Always bear in mind that your own resolution to succeed is more important than any one thing.

- Lincoln, Abraham

Having thus chosen our course, without guile and with pure purpose, let us renew our trust in God, and go forward without fear and with manly hearts.

- Lincoln, Abraham

The way for a young man to rise is to improve himself in every way he can, never suspecting that anybody wishes to hinder him.

- Lincoln, Abraham

He who molds the public sentiment... makes statues and decisions possible or impossible to make.

- Lincoln, Abraham

To sin by silence when they should protest makes cowards of men.

- Lincoln, Abraham

The things I want to know are in books; my best friend is the man who'll get me a book I ain't read.

- Lincoln, Abraham

Slavery it is that makes slavery; freedom, freedom. The slavery of women happened when the men were slaves of kings.

- Emerson, Ralph Waldo

What you get by achieving your goals is not as important as what you become by achieving your goals.

- Ziglar, Zig

Rough diamonds may sometimes be mistaken for worthless pebbles.

- Browne, Sir Thomas

Ineffective people live day after day with unused potential. They experience synergy only in small, peripheral ways in their lives. But creative experiences can be produced regularly, consistently, almost daily in people's lives. It requires enormous personal security and openness and a spirit of adventure.

- Covey, Stephen R.

In addition to self-awareness, imagination and conscience, it is the fourth human endowment-independent will-that really makes effective self-management possible. It is the ability to make decisions and choices and to act in accordance with them. It is the ability to act rather than to be acted upon, to proactively carry out the program we have developed through the other three endowments. Empowerment comes from learning how to use this great endowment in the decisions we make every day.

- Covey, Stephen R.

The character ethic, which I believe to be the foundation of success, teaches that there are basic principles of effective living, and that people can only experience true success and enduring happiness as they learn and integrate these principles into their basic character.

- Covey, Stephen R.

Lose/Win people bury a lot of feelings. And unexpressed feelings come forth later in uglier ways. Psychosomatic illnesses often are the reincarnation of cumulative resentment, deep disappointment and disillusionment repressed by the Lose/Win mentality. Disproportionate rage or anger, overreaction to minor provocation, and cynicism are other embodiments of suppressed emotion. People who are constantly repressing, not transcending feelings toward a higher meaning find that it affects the quality of their relationships with others.

- Covey, Stephen R.

People who exercise their embryonic freedom day after day, little by little, expand that freedom. People who do not will find that it withers until they are literally being lived. They

are acting out scripts written by parents, associates and society.

- Covey, Stephen R.

Our ultimate freedom is the right and power to decide how anybody or anything outside ourselves will affect us.

- Covey, Stephen R.

We are not human beings on a spiritual journey. We are spiritual beings on a human journey.

- Chardin, Pierre Teilhard De

Live out of your imagination, not your history.

- Covey, Stephen R.

As a principle-centered person you try to stand apart from the emotion of the situation and from other factors that would act on you, and evaluate the options. Looking at the balanced whole--the work needs, the family needs, the other needs that may be involved, and the possible implications of the various alternatives -- you'll try to come up with the best solution taking all factors into consideration. We are limited but we can push back the borders of our limitations.

- Covey, Stephen R.

Love - THE FEELING - is a fruit of love, the verb.

- Covey, Stephen R.

Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall.

- Covey, Stephen R.

The Inside-Out approach to personal and interpersonal effectiveness means to start first with self; even more fundamentally, to start with the most inside part of self -- with your paradigms, your character, and your motives. The inside-out approach says that private victories precede public victories, that making and keeping promises to ourselves recedes making and keeping promises to others. It says it is futile to put personality ahead of character, to try to improve relationships with others before improving ourselves.

- Covey, Stephen R.

The most important ingredient we put into any relationship is not what we say or what we do, but what we are. And if our words and our actions come from superficial human relations techniques (the Personality Ethic) rather than from our own inner core (the Character Ethic), others will sense that duplicity. We simply won't be able to create and sustain the foundation necessary for effective interdependence.

- Covey, Stephen R.

People can't live with change if there's not a changeless core inside them. The key to the ability to change is a changeless sense of who you are, what you are about and what you value.

- Covey, Stephen R.

Security represents your sense of worth, your identity, your emotional anchorage, your self-esteem, your basic personal strength or lack of it.

- Covey, Stephen R.

Our character is basically a composite of our habits. Because they are consistent, often unconcious patterns, they constantly, daily, express our character

- Covey, Stephen R.

It takes a great deal of character strength to apologize quickly out of one's heart rather than out of pity. A person must possess himself and have a deep sense of security in fundamental principles and values in order to genuinely apologize.

- Covey, Stephen R.

To focus on technique is like cramming your way through school. You sometimes get by, perhaps even get good grades, but if you don't pay the price day in and day out, you'll never achieve true mastery of the subjects you study or develop an educated mind.

- Covey, Stephen R.

We simply assume that the way we see things is the way they really are or the way they should be. And our attitudes and behaviors grow out of these assumptions.

- Covey, Stephen R.

Management works in the system; Leadership works on the system.

- Covey, Stephen R.

Seek first to understand and then to be understood.

- Covey, Stephen R.

Private victories precede public victories. You can't invert that process any more than you can harvest a crop before you plant it.

- Covey, Stephen R.

It's easy to say no! when there's a deeper yes! burning inside.

- Covey, Stephen R.

Wisdom is your perspective on life, your sense of balance, your understanding of how the various parts and principles apply and relate to each other. It embraces judgment, discernment, comprehension. It is a gestalt or oneness, and integrated wholeness.

- Covey, Stephen R.

If you're proactive, you don't have to wait for circumstances or other people to create perspective expanding experiences. You can consciously create your own.

- Covey, Stephen R.

Art is an experience, not the formulation of a problem.

- Anderson, Lindsay

Without poets, without artists, men would soon weary of nature's monotony. The sublime idea men have of the universe would collapse with dizzying speed. The order which we find in nature, and which is only an effect of art, would at once vanish. Everything would break up in chaos. There would be no seasons, no civilization, no thought, no humanity; even life would give way, and the impotent void would reign everywhere.

- Apollinaire, Guillaume

Now and then it's good to pause in our pursuit of happiness and just be happy.

- Apollinaire, Guillaume

Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art.

- Warhol, Andy

Fine art, that exists for itself alone, is art in a final state of impotence. If nobody, including the artist, acknowledges art as a means of knowing the world, then art is relegated to a kind of rumpus room of the mind and the irresponsibility of the artist and the irrelevance of art to actual living becomes part and parcel of the practice of art.

- Carter, Angela

I believe entertainment can aspire to be art, and can become art, but if you set out to make art you're an idiot.

- Martin, Steve

Art never improves, but the material of art is never quite the same.

- Eliot, T. S.

Religion and art spring from the same root and are close kin. Economics and art are strangers.

- Cather, Willa

The true charm of pedestrianism does not lie in the walking, or in the scenery, but in the talking. The walking is good to time the movement of the tongue by, and to keep the blood and the brain stirred up and active; the scenery and the woodsy smells are good to bear in upon a man an unconscious and unobtrusive charm and solace to eye and soul and sense; but the supreme pleasure comes from the talk.

- Twain, Mark

After all, most writing is done away from the typewriter, away from the desk. I'd say it occurs in the quiet, silent moments, while you're walking or shaving or playing a game, or whatever, or even talking to someone you're not vitally interested in.

- Miller, Henry

Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

- Twain, Mark

What, then, is the true Gospel of consistency? Change. Who is the really consistent man? The man who changes. Since change is the law of his being, he cannot be consistent if he stick in a rut.

- Twain, Mark

Life does not consist mainly, or even largely, of facts and happenings. It consists mainly of the storm of thought that is forever flowing through one's head.

- Twain, Mark

It is necessary to the happiness of man that he be mentally faithful to himself. Infidelity does not consist in believing, or in disbelieving; it consists in professing to believe what he does not believe.

- Paine, Thomas

Thou mayest as well expect to grow stronger by always eating as wiser by always reading. Too much overcharges Nature, and turns more into disease than nourishment. 'Tis thought and digestion which makes books serviceable, and give health and vigor to the mind.

- Fuller, R. Buckminster

Accountability breeds response-ability.

- Covey, Stephen R.

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