



OUR COUNTRY SEEMS TO
STUMBLE UPON GREATNESS ONLY
WHEN FIXING DISASTERS
WE'VE CREATED.



THE CIVIL
RIGHTS
MOVEMENT,
FOR EXAMPLE.

OR BOXER BRIEFS.

THINK...
WHAT ARE TEN
OF AMERICA'S
TRULY GREAT
CONTRIBUTIONS
TO THE
WORLD?

COCA COLA.

WELL.
DIET COKE.
YUMM.
WAIT. DOES
THAT COUNT
AS TWO?

THIS IS EASY!



LET'S SEE... BATMAN...
JACKIE O... JOHN WATERS... CHEETOS...
CHEETOS ARE AMERICAN, RIGHT?

THEN...
THE SIMPSONS,
SILICONE IMPLANTS,
EASY RIDER AND
THE MARRIAGE OF
MARILYN MONROE
TO JOE DIMAGGIO.

THERE,
IS THAT TEN?



NOT EXACTLY PLUMBING
THE DEPTHS, ARE WE?

I WAS THINKING...

WINDSHIELD
WIPERS...



THE
ARTIFICIAL
HEART...

...THE
PERSONAL
COMPUTER.

I SEE WHAT YOU'RE GETTING AT.
WATERBEDS.
ANTI-PERSPIRANT DEODORANT.
THE ZIPPER.

MORE OR LESS...

THE FIRE EXTINGUISHER.
THE TRAFFIC SIGNAL.

RIGHT?



BLUE JEANS!



I DO LIKE MY BLUE JEANS.



AND LET'S NOT FORGET...
FM RADIO. TELEVISION.
THE BLESSED PHONOGRAPH...

...MULTI-TRACK RECORDING!
THE ELECTRIC GUITAR!

ELVIS PRESLEY!

JIMI HENDRIX!

MILES DAVIS!

JOHN COLTRANE!



ACTUALLY...

IT COULD BE ARGUED THAT AMERICA'S SINGLE GREATEST CONTRIBUTION TO GLOBAL CULTURE IS THE CREATION OF JAZZ MUSIC!

NO QUESTION!



WHAT ABOUT HOLLYWOOD! DISNEYLAND! SESAME STREET!

WAIT A SECOND.

THERE'S SOMETHING HAPPENING HERE...

STAR WARS!

BRANDO!

BRANGELINA!



SETTLE DOWN! UGH. THERE IT IS. AS A NATION, WE'RE BABIES.

OR WORSE... TEENAGERS.

OUR NATION WAS BORN PRIMITIVE INTO AN EVOLVED WORLD.

WE'VE COMPENSATED WITH FLUFF.



ICONS. POP STARS. NAME BRANDS.

AMERICA IS THE LAND OF IDOLATRY, NOT INVENTION.

IT'S A GOOD THING.



OTHER COUNTRIES HAVE BEEN IN THE IDOLATRY BUSINESS FOR CENTURIES... WE'RE JUST BETTER AT IT.

WE PROVIDE PREMIUM CONTENT FOR THE INFORMATION AGE.

WHAT ABOUT HENRY MILLER? HUNTER THOMPSON? RICHARD PRYOR? THE RAMONES?

YOU KNOW I'M RIGHT.



BUT...

WELL...

MUHAMMAD ALI?



THAT'S THE SPIRIT! AND YOU KNOW WHO ELSE, BOB? YOU! YOU'RE ON THE LIST, BOB. ISN'T THAT SOMETHING?

AND YOU KNOW WHO ELSE IS ON THE LIST, BOB?

WHO?

