

AMERICANA

A little piece of American culture, which has so influenced the world.

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50 TOP AMERICAN VALUES

For additional insights, See: American Culture at a glance
& American Time Capsule in Dumb as a Donkey, Fat as an Elephant.

American values are discoverable best from living here. Apart from that privilege, they can be derived from our founding documents, the phrases we commonly use (Ex.: idioms), the activities we engage in, the things we vote for, the subjects of our movies, the words of our songs and the slogans and statements we consider valuable (Ex.: 'ask not what your country can do for you...'). The following is just a sampling of values any good politicians must be intimately familiar with [For more insight on the American voter, see our book, chapter 12].

1. Animals/Dogs.

(Ex.: puppies; A dog is a man's best friend)

I care not much for a man's religion whose dog and cat are not the better for it.
–**Abraham Lincoln**

2. Beauty.

(Ex.: Pretty woman; The 'beautiful people;' Beauty is in the eye of the beholder; Beauty is only skin deep, but ugly is to the bone)

Americans worship creativity the way they worship physical beauty—
as a way of enjoying elitism without guilt: God did it. –**Florence King**

3. Business.

The business of America is business. –**Calvin Coolidge**

4. Cars.

(Ex.: Jay Leno; Americans love their cars)

I have a relationship to car culture. It isn't really about loving cars.
It's sort of about needing them. –**Matthew Barney**

5. Children.

The test of the morality of a society is what it does for its children. –**Dietrich Bonhoeffer**

Permit the children to come to Me; do not hinder them;
for the kingdom of God belongs to such as these. –**Jesus Christ**

6. Clothes/Fashion.

(Ex.: Clothes make the man. Dress for success)

A good model can advance fashion by ten years. –**Yves saint Laurent**

A fashion is nothing but an induced epidemic. –**George Bernard Shaw**

7. Confidence/Can-Do Spirit

Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy.

–**Norman Vincent Peale**

8. Controversy/Drama/Gossip.

(Ex.: Man bites dog; kiss-and tell, tell-all books)

When a thing ceases to be a subject of controversy,
it ceases to be a subject of interest. –**William Hazlitt**

9. Convenience/Ease.

(Ex.: Convenience stores; We are a culture of convenience; instant gratification; 'throw away' society)

By continually pushing the message that we have the right to gratification now, consumerism at its most expansive encouraged a demand for fulfillment that could not so easily be contained by products. **-Ellen Willis**

10. Creativity/Innovation.

America is a country of inventors... **-Alexander Graham Bell**

The innovative spirit was America's strongest attribute, transforming everything into a brave new world... **-Arthur Erickson**

11. Debating/Dissent.

(Ex.: Checks and balances vs. group think)

In a democracy, dissent is an act of faith. **-J. William Fulbright**

12. Education/Knowledge/News.

(Ex.: Knowledge is power)

A human being is not attaining his full heights until he is educated. **-Horace Mann**

13. Efficiency/Fast-Paced/Busy.

(Ex.: multi-tasking)

Efficiency is doing things right; effectiveness is doing the right things. **-Peter Drucker**

14. Endurance/Conquering Challenges.

(Ex.: Get back on the horse; If at first you don't succeed, try, try again)

Americans never quit. **-Douglas MacArthur**

15. Evidence/Proof.

(Ex.: Prove it; The proof's in the pudding)

A wise man proportions his belief to the evidence. **-David Hume**

16. Excellence.

(Ex.: Be your best)

All labor that uplifts humanity has dignity and importance and should be undertaken with painstaking excellence. **-Martin Luther King, Jr.**

17. Expertise/Experience.

(Ex.: Consult your doctor vs. jack of all trades, master of none)

An expert is somebody who is more than 50 miles from home, has no responsibility for implementing the advice he gives, and shows slides.
-Edwin Meece

18. Fairness.

(Ex.: Fundamental fairness; With liberty and justice for all)

These men ask for just the same thing, fairness, and fairness only. This, so far as in my power, they, and all others, shall have. **-Abraham Lincoln**

19. Faith.

(Ex.: Anything's possible)

Aviation is proof that, given the will, we have the capacity to achieve the impossible. **-Eddie Rickenbacker**

20. Food.

(Ex.: You are what you eat)

There is no sincerer love than the love of food. **-George Bernard Shaw**

21. Free Speech.

(Ex.: I can say what I want—it's a free country)

Better a thousandfold abuse of free speech than denial of free speech.

–Charles Bradlaugh

22. Freedom.

(Ex.: “Freedom isn't free;” “The land of the free, and the home of the brave.”)

Give me your tired, your poor, your huddled masses yearning to breathe free. **–The Statue of Liberty**

And freedom is what America means to the world. **–Audie Murphy**

23. Fun/Entertainment.

(Ex.: Pop culture)

Laughter is America's most important export. **–Walt Disney**

24. Global Involvement.

(Ex.: Democratization)

In known history, nobody has had such capacity for altering the universe than the people of the United States of America.

And nobody has gone about it in such an aggressive way. **–Alan Watts**

25. Hard Work.

(Ex.: The Protestant work ethic)

A dream doesn't become reality through magic; it takes sweat, determination and hard work. **–Colin Powell**

26. Heroes.

A hero is someone who has given his or her life to something bigger than oneself.

–Joseph Campbell

27. Honesty.

(Ex.: Honesty is the best policy)

Honesty does not always bring a response of love, but it is absolutely essential to it. **–Ray Blanton**

28. Independence.

(Ex.: Don't tread on me; Rugged individualism; be yourself)

The man who is aware of himself is henceforward independent; and he is never bored, and life is only too short, and he is steeped through and through with a profound yet temperate happiness.

–Virginia Woolf

29. Low Taxes.

The income tax has made liars out of more Americans than golf. **–Will Rogers**

30. Military Might.

Speak softly and carry a big stick; you will go far. **–Theodore Roosevelt**

31. Money.

(Ex.: Money talks; Money makes the world go 'round; The almighty dollar)

The American Dream is really money. **–Jill Robinson**

We do not have a money problem in America. We have a values and priorities problem. **–Marian Wright Edelman**

32. Music/Art.

I firmly believe that we have more latent musical talent in America
than there is in any other country.

But to dig it out there must be good music throughout the land, a lot of it.
Everyone must hear it, and such a process takes time. **–John Philip Sousa**

33. Nature.

(Ex.: The great outdoors; ‘Mother nature’)

It is good to realize that if love and peace can prevail on earth,
and if we can teach our children to honor nature's gifts,
the joys and beauties of the outdoors will be here forever. **–Jimmy Carter**

34. Niceness/Friendliness.

(Ex.: Political Correctness; If you don't have anything nice to say, don't say anything at all)

Don't mistake niceness for weakness. **–Jennifer Granholm**

35. Patriotism/Country.

(Ex.: God and country)

I only regret that I have but one life to lose for my country. **–Nathan Hale**

36. Peace/Safety.

A people free to choose will always choose peace. **–Ronald Reagan**

37. Positivity/Optimism/Future/Vision.

(Ex.: Rose-colored glasses)

While I take inspiration from the past,
like most Americans, I live for the future. **–Ronald Reagan**

38. Problem-Solving.

(Ex.: If you're not part of the solution, you're part of the problem)

It's not that I'm so smart, it's just that I stay with problems longer. **–Albert Einstein**
Intellectuals solve problems, geniuses prevent them. **–Albert Einstein**

39. Relationships: Friends & Family.

(Ex.: Blood is thicker than water)

Cherish your human connections–
your relationships with friends and family. **–Barbara Bush**

40. Religion/God.

(Ex.: The good Lord; in God we trust; One nation under God)

We are a religious people
whose institutions presuppose a Supreme Being. **–William O. Douglas**

41. Responsibility.

(Ex.: Doing the right thing)

The price of greatness is responsibility. **–Winston Churchill**

42. Retirement.

(Ex.: The golden years; 65, or sooner as the traditional retirement age, when Social Security usually kicks in–the ‘American Dream’)

After a lifetime of working, raising families, and contributing to the success of this nation in countless other ways, senior citizens deserve to retire with dignity. **–Charlie Gonzalez**

43. Sex.

(Ex.: Sex sells)

In America, sex is an obsession, in other parts of the world it's a fact. **–Marlene Dietrich**

44. Sports/Athleticism.

(Ex.: The NFL, NBA, major league baseball; It's not whether you win or lose, but how you play the game)

I think we have our sports within our own culture that are huge with
baseball, football, basketball, and hockey.

Those are the sports in America that we grow up with
and soccer isn't really there yet. **–Claudio Reyna**

45. Success/Achievement.

(Ex.: Nothing succeeds like success; Everyone loves a winner.)

Success is the progressive realization of a worthy goal or ideal. **–Earl Nightingale**

46. Technology. (Ex.: HDTV, iPad)

We've arranged a civilization in which most crucial elements
profoundly depend on science and technology. **–Carl Sagan**

47. Tradition/Nostalgia.

(Ex.: Baseball & apple pie; I remember when...; The good 'ol days; He who forgets the lessons of history is destined to repeat them)

It is one of the paradoxes of American literature
that our writers are forever looking back with love and nostalgia
at lives they couldn't wait to leave. **–Anatole Broyard**

48. Unity.

(Ex.: Rally around the flag)

"One nation under God, indivisible, with liberty and justice for all." **–The Pledge of Allegiance**

49. Value/Bargains.

Bargain... anything a customer thinks a store is losing money on. **–Kin Hibbard**

50. Winning.

(Ex.: We're number one; Winning's not everything—it's the only thing)

Winning is not everything, but wanting to win is. **–Vince Lombardi**

What politician can win opposing (vs. *sincerely* embracing) our values?

JOB OFFERS?

UNTIL SUCH TIME AS I AM ALLOWED TO PURSUE MY TRUE PASSION—*POLITICS*—I WOULD BE HAPPY TO CONSIDER PROFESSIONAL **FREELANCE** OPPORTUNITIES IN THE AREAS OF:

- **Product Design (R & D)**
- **Architecture Design** (Let's Build my Float Building, Cliff Pool, See-Through House & Expandable House)
- **Business Consulting** (Increasing Sales, Efficiency &/or Solving Problems)

PLEASE REVIEW THE TABS ON **INNOVATION** & **ARCHITECTURE** TO REVIEW MY CREDENTIALS (AS WELL AS THE **OVER 3,000** NEW PRODUCT IDEAS THROUGHOUT OUR THREE BOOKS), & CONTACT US. THANKS.

JAMES MERONEY

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MORE DETAILS AT:



OTHER BOOKS BY THE AUTHOR

We welcome you to inform yourself on some of the most important subjects of life—Religion, Politics, Business & Innovation. With that aim in mind, feel free to check out any of these helpful reads:

- **Wit & Wisdom: Don't Speak About Politics or Religion (A Voter's Manifesto)**

Our blockbuster live-tweeted book, that significantly changed American politics and Christianity from 2014 to 2018 (and which many of the world's VIP's have already seen written, and warmly received).

- **Dumb as a Donkey, Fat as an Elephant: Common Ground Through Common Sense for the Common Good**

Over 2,000 unique, new products ideas inside—FREE!

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- **Advanced Prophecy Handbook**

A more scholarly summary of most prophecy questions, including an encyclopedic covering of issues from A to Z, timetable and event detail explanations, etc.

- **Idioms for Innovators & Immigrants**

Anyone desiring to understand (or appeal to) America's pop culture, advertising and values, thousands of common expressions we use in everyday expression are defined in common usage.

- **The Gospel According to God**

The most thorough, Bible-based treatise on what it takes for a person to go to Heaven. Documenting and critiquing the two major views of the historic Lordship Salvation vs. Saviorhood Salvation controversy.

- **New Testament Color Charts**

These charts graphically explain the meaning and layout of God's latest Testament, using pictures, colors and text. It allows an easy understanding of context and perspective when studying the Bible.

- **Architecture Aficionado: How Anyone Can be Inspired to Admire (and Create) Architecture**

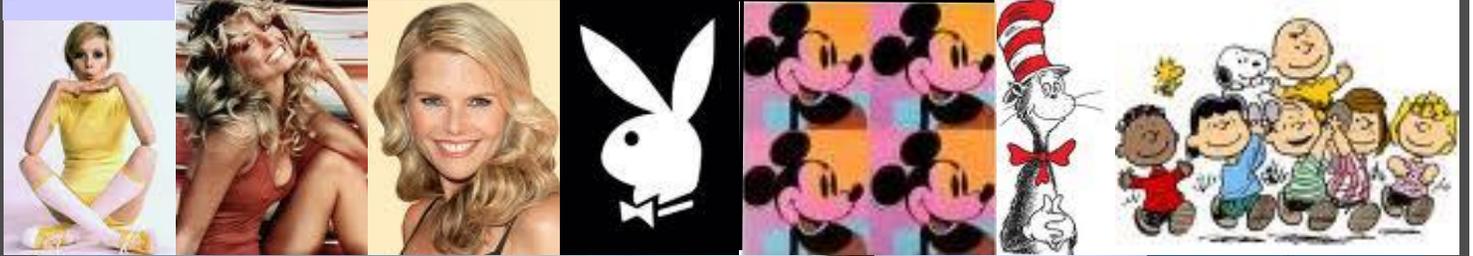
For an excellent summary of the most important topics of the Bible (which recently turned around a leading U.S. mega church), see our FREE web site, www.WillYouLiveForever.org

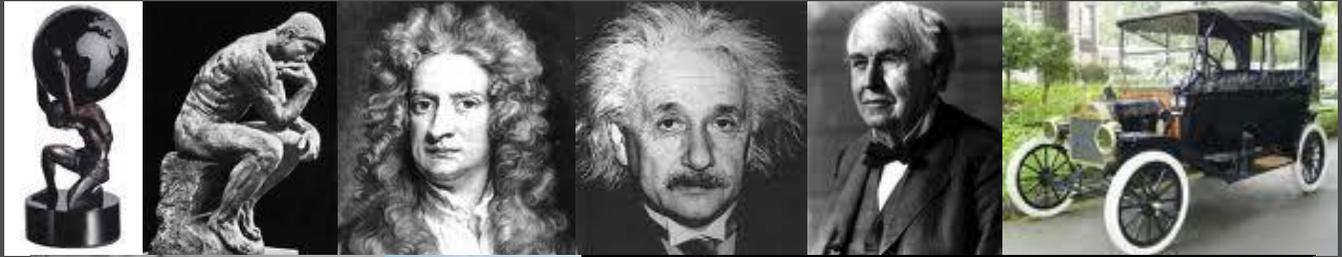
For a broad treatment of common sense, common ground solutions to politics-as-usual, see our FREE website, www.AmericanAnswers.org

Americana+: American Events, Heroes & Values

To be used in conjunction with 'Americana Time Capsule' from our book, Dumb as a Donkey, Fat as an Elephant

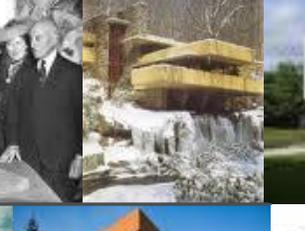
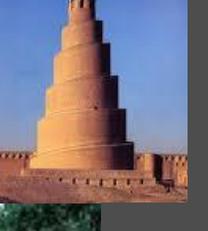






i n v e n t







THE AMERICANS

The Americans

The United States dollar took another pounding on German, French and British exchanges this morning, hitting the lowest point ever known in West Germany. It has declined there by 41% since 1971 and this Canadian thinks it is time to speak up for the Americans as the most generous and possibly the least-appreciated people in all the world.

As long as sixty years ago, when I first started to read newspapers, I read of floods on the Yellow River and the Yangtze. Well, who rushed in with men and money to help? The Americans did, that's who.

They have helped control floods on the Nile, the Amazon, the Ganges and the Niger. Today, the rich bottom land of the Mississippi is under water and no foreign land has sent a dollar to help. Germany, Japan and, to a lesser extent, Britain and Italy, were lifted out of the debris of war by the Americans who poured in billions of dollars and forgave other billions in debts. None of those countries is today paying even the interest on its remaining debts to the United States.

When the franc was in danger of collapsing in 1956, it was the Americans who propped it up and their reward was to be insulted and swindled on the streets of Paris. And I was there. I saw that.

When distant cities are hit by earthquake, it is the United States that hurries into help... Managua Nicaragua is one of the most recent examples. So far this spring, 59 American communities have been flattened by tornadoes. Nobody has helped.

The Marshall Plan... the Truman Policy... all pumped billions upon billions of dollars into discouraged countries. And now, newspapers in those countries are writing about the decadent war-mongering Americans.

Now, I'd like to see just one of those countries that is gloating over the erosion of the United States dollar build its own airplanes.

Come on... let's hear it! Does any other country in the world have a plane to equal the Boeing Jumbo Jet, the Lockheed Tristar or the Douglas 10? If so, why don't they fly them? Why do all international lines except Russia fly American planes? Why does no other land on earth even consider putting a man or a woman on the moon?

You talk about Japanese technocracy and you get radios. You talk about German technocracy and you get automobiles. You talk about American technocracy and you find men on the moon, not once, but several times ... and safely home again. You talk about scandals and the Americans put theirs right in the store window for everybody to look at. Even the draft dodgers are not pursued and hounded. They are right here on our streets in Toronto, most of them... unless they are breaking Canadian laws... are getting American dollars from Ma and Pa at home to spend here.

When the Americans get out of this bind... as they will... who could blame them if they said 'the hell with the rest of the world'. Let someone else buy the bonds, let someone else build or repair foreign dams or design foreign buildings that won't shake apart in earthquakes.

When the railways of France, Germany and India were breaking down through age, it was the Americans who rebuilt them. When the Pennsylvania Railroad and the New York Central went broke, nobody loaned them an old caboose. Both of them are still broke. I can name to you 5,000 times when the Americans raced to the help of other people in trouble.

Can you name to me even one time when someone else raced to the Americans in trouble? I don't think there was outside help even during the San Francisco earthquake.

Our neighbours have faced it alone and I am one Canadian who is damned tired of hearing them kicked around. They will come out of this thing with their flag high. And when they do, they are entitled to thumb their noses at the lands that are gloating over their present troubles. I hope Canada is not one of these. But there are many smug, self-righteous Canadians. And finally, the American Red Cross was told at its 48th Annual meeting in New Orleans this morning that it was broke.

This year's disasters... with the year less than half-over... has taken it all and nobody... but nobody... has helped. **–Gordon Sinclair**

AMERICA THE BEAUTIFUL

Radical changes in world politics leave America with a heightened responsibility to be, for the world, an example of a genuinely free, democratic, just and humane society. **–Pope John Paul II**

The fortunes of the entire world may well ride on the ability of young Americans to face the responsibilities of an old America gone mad. **–Phil Ochs**

Comments: See the weight which has been laid on us to continue to (ethically) lead the world? That's why we can't allow our politicians to breach this trust by failing to miss the standard so often and by so much.

AMERICA

I believe with all my heart that America remains 'the great idea' that inspires the world.

It is a privilege to be born here. It is an honor to become a citizen here.

It is a gift to raise your family here, to vote here, and to live here. **–Arnold Schwarzenegger**

Europe was created by history. America was created by philosophy. **–Margaret Thatcher**

AMERICA

America lives in the heart of every man everywhere who wishes to find a region where he will be free to work out his destiny as he chooses. **–Woodrow Wilson**

I am certain that I speak on behalf of my entire nation when I say:

September 11th we are all Americans—in grief, as in defiance. **–Benjamin Netanyahu**

Comments: Every nation would want this, you would think.

AMERICA

And the American people are the greatest people in the world.

What makes America the greatest nation in the world is the heart of the American people: hardworking, innovative, risk-taking, God-loving, family-oriented American people. **–Mitt Romney**

AMERICA

Sometimes people call me an idealist. Well, that is the way I know I am an American.

America is the only idealistic nation in the world. **–Woodrow Wilson**

Americans are not a perfect people, but we are called to a perfect mission. **–Andrew Jackson**

Comments: If true, it's not dreamy idealism/pipe dreams, and the sad part is how rarely we actually achieve those ideals (or actually solve our problems).

AMERICA

And freedom is what America means to the world. **–Audie Murphy**

America is another name for opportunity. **–Ralph Waldo Emerson**

Comments: True, and freedom is in need of proper definition, involving both privilege and responsibility—not just privilege to do whatever you want.

AMERICA

No matter the nationality, no matter the religion, no matter the ethnic background, America brings out the best in people. **–Arnold Schwarzenegger**

Comments: And, with the freedoms we have, it can bring out one's worst (as in murderers, sex perverts, etc.)

AMERICA

Americans are the most generous country on the planet.

I've worked in Europe, I've worked in Australia.

There is no where else where you get absolutely no attitude for being a foreigner.
If you do your job well, they embrace you. **–Hugh Jackman**

I know very few Americans, though I like the way they think. They think big. **–Brigitte Bardot**
Americans play to win at all times. I wouldn't give a hoot and hell for a man who lost and laughed. That's
why Americans have never lost nor ever lose a war. **–George S. Patton**

AMERICAN CHALLENGES

This is the greatest society in all of human history, the greatest country ever.
Many of the decisions being made in Washington today by both parties are threatening that greatness. And
if we stay on this road we're on right now,
our children are going to be the first Americans ever to inherit a diminished country. **–Marco Rubio**

Comments: I love seeing the HONESTY from a modern politician—it's called 'objectivity.' Note, he didn't say
only the Democrats were to blame, he being a Republican.

AMERICAN CHALLENGES

America was not built on fear. America was built on courage, on imagination
and an unbeatable determination to do the job at hand. **–Harry S. Truman**
Be courageous. I have seen many depressions in business.

Always America has emerged from these stronger and more prosperous.
Be brave as your fathers before you. Have faith! Go forward! **–Thomas A. Edison**

It's never paid to bet against America.
We come through things, but its not always a smooth ride. **–Warren Buffett**

Comments: We don't have some of our heroes of days gone by, yet they live through their inspiring words.

AMERICAN CHALLENGES?

Americans are far more remarkable than we give ourselves credit for.
We've been so busy damning ourselves for years.
We've done it all, and yet we don't take credit for it. **–Ray Bradbury**

AMERICAN CHALLENGES

Materialism has never been so ominous as now in North America,
as management takes over. **–Arthur Erickson**

Comments: Someone sees it, finally.

AMERICAN HISTORY

"This country was founded by a group of slave owners who wanted to be. Am I right?
A group of slave owners who wanted to be free!
So they killed a lot of white English people in order to continue owning their black African people,
so they could wipe out the rest of the red Indian people,
in order to move west and steal the rest of the land from the brown Mexican people,
giving them a place to take off and drop their nuclear weapons on the yellow Japanese people.
You know what the motto for this country ought to be? 'You give us a color, we'll wipe it out.'"
–George Carlin

Comments: Some quotes are only 'funny' because they have elements of truth in them—sometimes lots of
elements. "Funny-serious," like love-hate relationships or a "frienemy," I guess.

AMERICAN HISTORY

With production alone as the goal, industry in North America

was dominated by the assembly line, standardization for mass consumption. **-Arthur Erickson**

AMERICAN SOLUTIONS

Let us heed the voice of the people and recognize their common sense.

If we do not, we not only blaspheme our political heritage,
we ignore the common ties that bind all Americans. **-Barbara Jordan**

Comments: Usually the right answer. The only exception is when the people 'crazily' want things currently illegal, or hurtful or bad for them.

AMERICAN SOLUTIONS

What's right about America is that although we have a mess of problems,
we have great capacity–intellect and resources–to do some thing about them. **-Henry Ford**

The greatness of America lies not in being more enlightened than any other nation,
but rather in her ability to repair her faults. **-Alexis de Tocqueville**

America makes prodigious mistakes, America has colossal faults, but one thing cannot be denied: America is
always on the move. She may be going to Hell, of course, but at least she isn't standing still.

-e. e. cummings