

dom to get their reactions. The result: not one person thought the idea had merit, even though it would provide them with better local government at less cost.

That's an example of traditional thinking. The traditional thinker's mind is paralyzed. He reasons, "It's been this way for a hundred years. Therefore, it must be good and must stay this way. Why risk a change?"

"Average" people have always resented progress. Many voiced a protest toward the automobile on the grounds that nature meant for us to walk or use horses. The airplane seemed drastic to many. Man had no "right" to enter the province "reserved" for birds. A lot of "status-quo-ers" still insist that man has no business in space.

One top missile expert recently gave an answer to this kind of thinking. "Man belongs," says Dr. von Braun, "where man wants to go."

Around 1900 a sales executive discovered a "scientific" principle of sales management. It received a lot of publicity and even found its way into textbooks. The principle was this: There is one best way to sell a product. Find the best way. Then never deviate from it.

Fortunately for this man's company, new leadership came in in time to save the organization from financial ruin.

Contrast that experience with the philosophy of Crawford H. Greenewalt, president of one of the nation's largest business organizations, E. I. du Pont de Nemours. In a talk at Columbia University, Mr. Greenewalt said, "... there are many ways in which a good job can be done—as many ways, in fact, as there are men to whom the task is given."

In truth, there is no one best way to do anything. There