

is no one best way to decorate an apartment, landscape a lawn, make a sale, rear a child, or cook a steak. There are as many best ways as there are creative minds.

Nothing grows in ice. If we let tradition freeze our minds, new ideas can't sprout. Make this test sometime soon. Propose one of the ideas below to someone and then watch his behavior.

1. The postal system, long a government monopoly, should be turned over to private enterprise.
2. Presidential elections should be held every two or six years instead of four.
3. Regular hours for retail stores should be 1 P.M. to 8 P.M., instead of 9 A.M. to 5:30 P.M.
4. The retirement age should be raised to seventy.

Whether these ideas are sound or practical is not the point. What is significant is how a person handles propositions like these. If he laughs at the idea and doesn't give it a second thought (and probably 95 percent will laugh at it) chances are he suffers from tradition paralysis. But the one in twenty who says, "That's an interesting idea; tell me more about it," has a mind that's turned to creativity.

Traditional thinking is personal enemy number one for the person who is interested in a creative personal success program. Traditional thinking freezes your mind, blocks your progress, and prevents you from developing creative power. Here are three ways to fight it: