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HOW TO THINK AND DREAM CREATIVELY

FIRST, LET'S CLEAR UP a common fallacy about the meaning of *creative thinking*. For some illogical reason, science, engineering, art, and writing got tabbed as about the only truly creative pursuits. Most people associate creative thinking with things like the discovery of electricity or polio vaccine, or the writing of a novel or the development of color television.

Certainly, accomplishments like these are evidence of creative thinking. Each forward step made in the conquest of space is the result of creative thinking, lots of it. But creative thinking is not reserved for certain occupations, nor is it restricted to superintelligent people.

Well, then, what is creative thinking?

A low-income family devises a plan to send their son to a leading university. That's creative thinking.

A family turns the street's most undesirable lot into the neighborhood beauty spot. That's creative thinking.

A minister develops a plan that doubles his Sunday evening attendance. That's creative thinking.

Figuring out ways to simplify record keeping, selling the "impossible" customer, keeping the children occupied construc-