

- This has brought me to the conclusion that the production of ideas is as definite a process as the production of Fords; that the production of ideas, too, runs on an assembly line; that in this production the mind follows an operative technique which can be learned and controlled; and that its effective use is just as much a matter of practice in the technique as is the effective use of any tool.

- The speculator is the speculative type of person. And the distinguishing characteristic of type, according to Pareto, is that he is constantly pre-occupied with the possibilities of new combinations.

- The term used by Pareto to describe the other type, the rentier, is translated into English as the stockholder-though he sounds more like the bag holder to me. Such people, he says, are the routine, steady-going, unimaginative, conserving people, whom the speculator manipulates.

- In learning any art the important things to learn are, first, Principles; and second, Method. This is true of the art of producing ideas.

- an idea is nothing more nor less than a new combination of old elements.

- The second important principle involved is that the capacity to bring old elements into new combinations, depends largely on the ability to see relationships.

- The first of these steps is for the mind to gather its raw material.

- The materials which must be gathered are of two kinds: they are specific and they are general.

- We constantly talk about the importance of having an intimate knowledge of the product and of the consumer, but in fact we seldom work at it.

- Every really good creative person in advertising whom I have ever known has always had two noticeable characteristics. First, there was no subject under the sun in which he could not easily get interested-from, say, Egyptian burial customs to Modern Art. Every facet of life had fascination for him. Second, he was an extensive browser in all sorts of fields of information.

- The construction of an advertisement is the construction of a new pattern in this kaleidoscopic world in which we live. The more of the elements of that world which are stored away in that pattern-making machine, the mind, the more the chances are increased for the production of new and striking combinations, or ideas.

- What you are seeking now is the relationship, a synthesis where everything will come together in a neat combination, like a jig-saw puzzle.

- As you go through this part of this part of the process two things will happen. First., little tentative or partial ideas will come to you. Put these down on paper. Never mind how crazy or incomplete they seem: get them down.

- In this third stage you make absolutely no effort of a direct nature. You drop the whole subject, and put the problem out of your mind as completely as you can.

- What you have to do at this time, apparently, is to turn the problem over to your unconscious mind, and let it work while you sleep.
- You remember how Sherlock Holmes used to stop right in the middle of it case, and drag Watson off to a concert? That was a very irritating procedure to the practical and literal-minded Watson. But
- Conan Doyle was a creator and knew the creative process.
- In the first stage you have gathered your food. In the second you have masticated it well. Now the digestive process is on. Let it alone-but stimulate the flow of gastric juices.
- Now, if you have really done your part in these three stages of the process you will almost surely experience the fourth. Out of nowhere the Idea will appear.
- And here again, in the way it happened in the discovery of the half-tone printing process, as told by Mr. Ives, the inventor of it: "While operating a photostereotype process in Ithaca I studied the problem of half-tone process (first step.) I went to bed one night in a state of brainfag over the problem (end of the second and beginning of the third step) and the instant I woke in the morning (end of third step) saw before me, projected on the ceiling; the completely worked out process in operation." (Fourth step)
- In this stage you have to take your little idea out into the world of reality. And when you do you usually find that it is not quite the marvelous child it seemed when you first gave birth to it. It requires a deal of patient working over to make most ideas fit the exact conditions, or the practical exigencies, under which they must work.
- Do not make the mistake of holding your idea close to your chest at this stage. Submit it to the criticism of the judicious. When you do, a surprising thing will happen. You will find that a good idea has, as it were, self-expanding qualities.
- Thus, words being symbols of ideas, we can collect ideas by collecting words. The fellow who said he tried reading the dictionary but couldn't get the hang of the story, simply missed the point that it is a collection of short stories.