

THINK AND GROW RICH

**TEACHING, FOR THE FIRST TIME, THE
FAMOUS ANDREW CARNEGIE FORMULA
FOR MONEY-MAKING, BASED UPON THE
THIRTEEN PROVEN STEPS TO RICHES.**

**ORGANIZED THROUGH 25 YEARS OF
RESEARCH, IN COLLABORATION WITH
MORE THAN 500 DISTINGUISHED MEN OF
GREAT WEALTH, WHO PROVED BY THEIR
OWN ACHIEVEMENTS THAT THIS
PHILOSOPHY IS PRACTICAL.**

**BY
NAPOLEON HILL**



Napoleon Hill

Author's Preface

IN EVERY chapter of this book, mention has been made of the money-making secret which has made fortunes for more than five hundred exceedingly wealthy men whom I have carefully analyzed over a long period of years.

The secret was brought to my attention by Andrew Carnegie, more than a quarter of a century ago. The canny, lovable old Scotsman carelessly tossed it into my mind, when I was but a boy. Then he sat back in his chair, with a merry twinkle in his eyes, and watched carefully to see if I had brains enough to understand the full significance of what he had said to me.

When he saw that I had grasped the idea, he asked if I would be willing to spend twenty years or more, preparing myself to take it to the world, to men and women who, without the secret, might go through life as failures. I said I would, and with Mr. Carnegie's cooperation, I have kept my promise.

This book contains the secret, after having been put to a practical test by thousands of people, in almost every walk of life. It was Mr. Carnegie's idea that the magic formula, which gave him a stupendous fortune, ought to be placed within reach of people who do not have time to investigate how men make money, and it was his hope that I might test and demonstrate the

soundness of the formula through the experience of men and women in every calling. He believed the formula should be taught in all public schools and colleges, and expressed the opinion that if it were properly taught it would so revolutionize the entire educational system that the time spent in school could be reduced to less than half.

His experience with Charles M. Schwab, and other young men of Mr. Schwab's type, convinced Mr. Carnegie that much of that which is taught in the schools is of no value whatsoever in connection with the business of earning a living or accumulating riches. He had arrived at this decision, because he had taken into his business one young man after another, many of them with but little schooling, and by coaching them in the use of this formula, developed in them rare leadership. Moreover, *his coaching made fortunes for everyone of them who followed his instructions* .

In the chapter on Faith, you will read the astounding story of the organization of the giant United States Steel Corporation, as it was conceived and carried out by one of the young men through whom Mr. Carnegie proved that his formula will work *for all who are ready for it* . This single application of the secret, by that young man-Charles M. Schwab-made him a huge fortune in both money and OPPORTUNITY. Roughly speaking, this particular application of the formula was worth *six hundred million dollars* .

These facts-and they are facts well known to almost everyone who knew Mr. Carnegie-give you a fair idea of what the reading of this book may bring to you, provided you *KNOW WHAT IT IS THAT YOU WANT* .

Even before it had undergone twenty years of practical testing, the secret was passed on to more than one hundred thousand men and women who have used it for their personal benefit, as Mr. Carnegie planned that they should. Some have made fortunes with it. Others have used it successfully in creating harmony in their homes. A clergyman used it so effectively that it brought him an income of upwards of \$75,000.00 a year.

Arthur Nash, a Cincinnati tailor, used his near-bankrupt business as a "guinea pig" on which to test the formula. The business came to life and made a fortune for its owners. It is still thriving, although Mr. Nash has gone. The experiment was so unique that newspapers and magazines, gave it more than a million dollars' worth of laudatory publicity.

The secret was passed on to Stuart Austin Wier, of Dallas, Texas. He was ready for it-so ready that he gave up his profession and studied law. Did he succeed? That story is told too.

I gave the secret to Jennings Randolph, the day he graduated from College, and he has used it so successfully that he is now serving his third term as a

Member of Congress, with an excellent opportunity to keep on using it until it carries him to the White House.

While serving as Advertising Manager of the LaSalle Extension University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, President of the University, use the formula so effectively that he has since made the LaSalle one of the great extension schools of the country.

The secret to which I refer has been mentioned no fewer than a hundred times, throughout this book. It has not been directly named, for it seems to work more successfully when it is merely uncovered and left in sight, where **THOSE WHO ARE READY, and SEARCHING FOR IT**, may pick it up. That is why Mr. Carnegie tossed it to me so quietly, without giving me its specific name.

If you are **READY** to put it to use, you will recognize this secret at least once in every chapter. I wish I might feel privileged to tell you how you will know if you are ready, but that would deprive you of much of the benefit you will receive when you make the discovery in your own way.

While this book was being written, my own son, who was then finishing the last year of his college work, picked up the manuscript of chapter two, read it, and discovered the secret for himself. He used the information so effectively that he went directly into a responsible position at a beginning salary greater than

the average man ever earns. His story has been briefly described in chapter two. When you read it, perhaps you will dismiss any feeling you may have had, at the beginning of the book, that it promised too much. And, too, if you have ever been discouraged, if you have had difficulties to surmount which took the very soul out of you, if you have tried and failed, if you were ever handicapped by illness or physical affliction, this story of my son's discovery and use of the Carnegie formula may prove to be the oasis in the Desert of Lost Hope, for which you have been searching.

This secret was extensively used by President Woodrow Wilson, during the World War. It was passed on to every soldier who fought in the war, carefully wrapped in the training received before going to the front. President Wilson told me it was a strong factor in raising the funds needed for the war.

More than twenty years ago, Hon. Manuel L. Quezon (then Resident Commissioner of the Philippine Islands), was inspired by the secret to gain freedom for his people. He has gained freedom for the Philippines, and is the first President of the free state.

A peculiar thing about this secret is that those who once acquire it and use it, find themselves literally swept on to success, with but little effort, and they never again submit to failure! If you doubt this, study the names of those who have used it, wherever they have been mentioned, check their records for yourself,

and be convinced.

There is no such thing as SOMETHING FOR NOTHING!

The secret to which I refer cannot be had without a price, although the price is far less than its value. It cannot be had at any price by those who are not intentionally searching for it. It cannot be given away, it cannot be purchased for money, for the reason that it comes in two parts. One part is already in possession of those who are ready for it.

The secret serves equally well, all who are ready for it. Education has nothing to do with it. Long before I was born, the secret had found its way into the possession of Thomas A. Edison, and he used it so intelligently that he became the world's leading inventor, although he had but three months of schooling.

The secret was passed on to a business associate of Mr. Edison. He used it so effectively that, although he was then making only \$12,000 a year, he accumulated a great fortune, and retired from active business while still a young man. You will find his story at the beginning of the first chapter. It should convince you that riches are not beyond your reach, that you can still be what you wish to be, that money, fame, recognition and happiness can be had by all who are ready and determined to have these blessings.

How do I know these things? You should have

the answer before you finish this book. You may find it in the very first chapter, or on the last page.

While I was performing the twenty year task of research, which I had undertaken at Mr. Carnegie's request, I analyzed hundreds of well known men, many of whom admitted that they had accumulated their vast fortunes through the aid of the Carnegie secret; among these men were:-

HENRY FORD
WILLIAM WRIGLEY JR.
JOHN WANAMAKER
JAMES J. HILL
GEORGE S. PARKER
E. M. STATLER
HENRY L. DOHERTY
CYRUS H. K. CURTIS
GEORGE EASTMAN
THEODORE ROOSEVELT
JOHN W. DAVIS
ELBERT HUBBARD
WILBUR WRIGHT
WILLIAM JENNINGS BRYAN
DR. DAVID STARR JORDAN
J. ODGEN ARMOUR
CHARLES M. SCHWAB
HARRIS F. WILLIAMS
DR. FRANK GUNSAULUS

**DANIEL WILLARD
KING GILLETTE
RALPH A. WEEKS
JUDGE DANIEL T. WRIGHT
JOHN D. ROCKEFELLER
THOMAS A. EDISON
FRANK A. VANDERLIP
F. W. WOOLWORTH
COL. ROBERT A. DOLLAR
EDWARD A. FILENE
EDWIN C. BARNES
ARTHUR BRISBANE
WOODROW WILSON
WM. HOWARD TAFT
LUTHER BURBANK
EDWARD W. BOK
FRANK A. MUNSEY
ELBERT H. GARY
DR. ALEXANDER GRAHAM BELL
JOHN H. PATTERSON
JULIUS ROSENWALD
STUART AUSTIN WIER
DR. FRANK CRANE
GEORGE M. ALEXANDER
J. G. CHAPLINE
HON. JENNINGS RANDOLPH
ARTHUR NASH
CLARENCE DARROW**