```
entury 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, after having been put to a practical test by thou- sands of people, in almost every walk of life. It was Mr. Carnegie's cooperation, I have kept my promise. This book contains the secret, after having been put to a practical test by thou- sands of people, in almost every walk of life. It was Mr. Carnegie's cooperation, I have kept my promise. This book contains the secret, after having been put to a practical test by thou- sands of people, in almost every walk of life. It was Mr. Carnegie's cooperation, I have kept my promise.
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 should be taught in all public schools and colleges, and express
ed 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, and other young men of Mr. Schwab the bus iness of earning a living or ac- cumulating 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 leader- ship. Moreover, his coaching made fortunes for everyone of them who followed his instructions. In the
                  , 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 secret, by that young man-Charles M. Schwab-made him a huge fortune in bot
h 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 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 magazines, gave it more than a million dol- lars' 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.
ortunity to keep on using it until it carries him to the White House. While serving as Advertising Manager of the La-Salle Extension University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, Presi-dent of the Country. The salle Extension University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, Presi-dent of the University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, Presi-dent of the University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, Presi-dent of the University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, Presi-dent of the University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, Presi-dent of the University of the 
cret 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 named.
                                                                                                                                                                                                                                                                                                  ke the discovery in your own way. While this book was being written, my own son, who was then finishing the last yo
                                                                                                                                                                                                                                                                                                            age man ever earns. His story has been briefly described in chapter two. When you read it, perhaps you wil
                                                                                                                                                                                                                                                                                                                  nd failed, if you were ever handicapped by illness or physical affliction, this story of my son's discover
lismiss 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 a
                                                                                    rt 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 t
and use of the Carnegie formula may prove to be the oasis in the Dese
                                                                                   he funds needed for the war. More than twenty years ago, Hon. Manuel L. Quezon (then Resident Commis- sioner of the Philippine Islands), was inspired b
                                                                                                                                                                                                                                                                                                                         y the secret to gain freedom for his people. He has gained freedom for the Philippines, and is the
                                                                                   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 mention
                                                                                                         thing as SOMETHING FOR NOTHING! The secret to which I refer cannot be had without a price, although the price is far less than i
                                                                                                                                                                                                                                                                                                                               ts value. It cannot be had at any price by those who are not intentionally searching for it. It c
                                                                                                        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 fou
nnot be given away, it cannot be purchased for money, for the
                                                                                                                                                                                                                                                                                                                                   to a business associate of Mr. Edison. He used it so effectively that, although he was the
                                                                                                                                                                                                                                                                                                                                    you that riches are not beyond your reach, that you can still be what you wish to be, the
n making only $12,000 a year, he accumulated a great fortun
                                                                                                      ired from active business while still a young man. You will find his story at the beginning of the first chapter. It should con- vince
t money, fame, recognition and happiness can be had by all
                                                                                                                       k of rese
                                                                                                                                                                                                                                                                                                                                         HENRY FORD WILLIAM WRIGLEY JR. JOHN WANAMAKER JAMÉS J. HILL GEORG
E S. PARKER E. M. STATLER HENRY L.DOHERTY CŸRUS H. K. CURTIS GEORGE EASTMAN T
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                                                                                                                                                                                                                                                                                                                                        AM JENNINGS BRYAN DR. DMTID STARR JORDAN J. ODGEN ARMOUR CHARLE
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M. SCHWAB HARRIS F. WILLIAMS DR. FRANK GUNSAULUS
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AR EDWARD A. FILENE EDWIN C. BARNES ARTHUR BRIS
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                                                                                                                                                                                                                                                                                                                                         SEY ELBERT H. GARY DR. ALEXANDER GRAHAM BELL JOHN H. PATTERSON JUL
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                                                                                                                                                                                                                                                                                                                                        ROW These names represent but a small fraction of the hundreds of well known A
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                                                                                                                                                                                                                                                                                                                                         answered in full detail. As far as schooling is concerned, many of these men had v
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                                                                                                                                                                                                                                                                                                                                         scooping it up as it runs." Henry Ford never reached high school, let alone colleg
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                                                                                                                                                                                                                                                                                                                                          appears, you will recognize it. Whether you receive the sign in the first or the last o
oling has been meager. Somewhere, as you read, the secret to w
                                                                                                                                                p from the p
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                                                                                                                                                                                                                                                                                                                                                   nt and peace of mind: to accumulate riches and to enjoy freedom of body
ms of life, such as all men experience. The problems arisi
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                                                                                                                                                                                                                                                                                                                                                     a great universal truth through which all who are READY may learn, not
nd spirit. Remember, too, as you go through the book, tha
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E A
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                                                                                                                                                                                                                    ARNED
                                                                                                                                                                                                                                                                                                                                                       R BEGINNING IN AN IDEA! If you are ready for the secret, you already
estion which may provide a clue by which the Carnegie secre
                                                                                                reco
                                                                                                             gnize
                                                                                                                                                                      ACHIEVE
                                                                                                                                                                                       MENT
                                                                                                                                                                                                                                                                                                                                                     N TRULY, "thoughts are things," and powerful things at that, when the
                                                                                                                                                                                     'THOUGHT"
                                                                                                                                                                                                   HIŚ WAY INTO PARTNERSHIP WITH TH ÓMAS A
ossess one half of it, therefore, you will readily recognize the other half the mome
                                                                                             t it reaches your mind, THEAUTHOR Chapter 1 Introduction
                                                                                                                                                                  THE MAN WHO
                                                                                                                                                                                                                                                                                                                                                     o THINK AND GROW RICH. His discovery did not come about at one sit
are mixed with definiteness of purpose, persistence, and a BURNING DESIRE for their translation into riches, or other material objects. A little more than thirty years ago, Edwin C. Barnes discovered how true it i 💍 s that me
ng. It came little by little, beginning with a BURNING DESIRE to become a business associate of the great Edison. One of the chief characteristics of
                                                                                                                                                                                                                                                                                                                                                     ot for him. Observe, carefully, the description of how he went about trar
                                                                                                                                                                                                                                                                                                                                                     to act upon it. Two difficulties stood in his way. He did not know Mr. Ed
ating his DESIRE into reality, and you will have a better u
                                                                                                                                                                                                                                                                                                                          n no po
on, and he did not have enough money to pay his railro 🏻 ad fare 🔝 to Orange, New Jersey. Thes 👚 e diffi-
                                                                                                                                                                                                                                                                                                                                                   he desire. But his was no ordinary desire! He was so determined to find a
                                                                                                                                                                                                                                                                                                                           carry
                                                                                                                                                                                                                                                                                                                                                  He presented himself at Mr. Edison's laboratory, and announced he had co
                                                                                                                                                                                                                                                          t Orange on
                                                                                                                            be- tween Barnes and Edis
                                                                                                                                                                                                                                                        efore me. looking
                                                                                                                                                                                                                                                                                                                                                 mp, but there was something in the expression of his face which conveyed t
                                                                                                                                                                                                                                                                                                             ing to stake his
                                                                                                                                                                                                                                                                                                                                               re future on a single turn of the wheel in order to get it, he is sure to win. I gave
                                                                                                                                                                         equent event s prov
ould not have been the young man's appearance which
                                                                                                                                                                                                                                                                              ce of this statement could be cor
                                                                                                                                                                                                                                                                                                                                           eved to every person who reads it, there would be no need for the remainder of th
is book. Barnes did not get his partnership with Edison
                                                                                                                                                         work
                                                                                                                                                                                                                          minal wage, doing work that was u
                                                                                                                                                                                                                                                                                                                                                    to Barnes, because it gave him an opportunity to display his "merchandise
where his intended "partner" could see it. Months went
                                                                                                                                                         covet ed
                                                                                                                                                                                                                           his mind as his DEFINITE MAJOR PURPOSE.
                                                                                                                                                                                                                                                                                                                                                      happening in Barnes' mind. He was constantly intensi- fying his DESIRE
                                                                                                                                                                                                                                                                                                                                                     h Edison, moreover, he was DETERMINED TO REMAIN READY UNTIL HE
                                                                                                                                            is truly re ady fo r
                                                                                      e c orrectl y sa
                                                                                                                                                                     a th ing, it p uts in its a
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GOT THAT WHICH HE WAS SEEKING. He did not say to him self,
                                                                                                                                           s I'll chan ge m y
                                                                                                                                                                                          try for a salesman's job." But, he did say, "I cam
                                                                                                                                                                                                                                                                     to go
! What a different story men would have to tell if only they wo uld a
                                                                                                                                                                     se until it had time to become an all-consu
                                                                                                                                                                                                                                                                                                                                   es did not know it at the time, but his bulldog determination, his persistence in standing b
                                                                                                                                                                     pp ortunity came, it appeared in a diffe
ack of a single DESIRE, was destined to mow down all oppositio n,
                                                                                                                                                            the o
                                                                                                                                                                                                                                                                                                                                 irection than Barnes had expected. That is one of the tricks of opportunity. It has a sly habi
                                                                                                                                                                                                                                                                                                                                ected a new office device, known at that time, as the Edison Dictating Machine (now the Edi
t of slipping in by the back door, and often it comes disguised in the
                                                                                                             fortune, or temporary defeat. Perhaps this is w
                                                                                                                                                                                                                                                                              on had
                                                                                                                                                                                                                                                                                                                                n in a queer looking machine which interested no one but Barnes and the inventor. Barnes l
                                                                                                           ot believe it could be sold without great effort. B
                                                                                                                                                                                                                                                                   wled
                                                                                                                                                                                                                                                                               in qui
new he could sell the Edison Dictating Machine. He suggested this to
                                                                                                                                                                                                                                                                                                                                sfully that Edison gave him a contract to distribute and market it all over the nation. Out of t
                                                                                                                                romptly got his
                                                                                                                                                                                         in ope
                                                                                                                                                                                                       ratio
                                                                                                                                                                                                                   n for m
                                                                                                                                                                                                                                                                                                                               wing. Perhaps it has brought him two or three million dol- lars, but the amount, whatever it
he has proved that one really may "Think and Grow Rich." How much actua
                                                                                                   I cash that o
                                                                                                                                 inal DESIRE
                                                                                                                                                                                                      n wo
                                                                                                                                                                                                                   rth to
 pecomes insignificant when compared with the greater asset he acquired in
                                                                                                 the form of d
                                                                                                                                 te knowledge t
ght himself into a partnership with the great Edison! He thought himself into a
                                                                                                                                                                                                                                                                                                                  AND
                                                                                                                                                                                                                                                                                                                                                 NATION TO STAND BY THAT DESIRE UNTIL HE REALIZED IT. He had no n
                                                                                                                                                                                                                           to KN
oney to begin with. He had but little education. He had no influence. But he did
                                                                                                                                                                                                                                                                                                     mad
                                                                                                                                                                                                                                                                                                                                                  r one man with the greatest inventor who ever lived. Now, let us look at a
                                                                                               es, but lost it.
                                                                                                                      beca
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                                                                                                                                                                    ee fee
                                                                                                                                                                               t sh
                                                                                                                                                                                                                                                       oal h
                                                                                                                                                                                                                                                                                                                                                             REE FEET FROM GOLD One of the most common causes of failure
                                                                                                                                use he stopped
                                                                                                                                                                                                                                                                                                    e was
is the habit of quitting when one is overtaken by temporary defeat. Every pers
                                                                                                                                                                                                                                                                                                                                                                Darby was caught by the "gold fever" in the gold- rush days, ar
                                                                                               on is guilty of
                                                                                                                      this
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                                                                                                                               mista
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                                                                                                                                                                             e or a
                                                                                                                                                                                                                                                                                                                                                                  claim and went to work with pick and shovel. The going was
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                                                                                                                                                                            f men t
hard, but his lust for gold was definite. After weeks of labor, he was rew
                                                                                                                                            disco
                                                                                                                                                                                                                            eeded machinery to bring the ore to the surface. Quietly, he covered
                                                                                                                                                                                                                                                                                                                                        e mine, retra
                                                                                                                                                         very
                                                                                                        oney fo
                                                                                                                        r t
                                                                                                                                                                                                         iery, had it shipped. The uncle and Darby went back to work the mine. The first car of ore was mined
                                                                                                                                                                                                                                                                                                                                                                    smelter. The returns proved they had one of the richest min
s in Colorado! A few more cars of that ore would clear the debts. Then would come the big killing in p
                                                                                                                                                                                              he drills! Up went the hopes of Darby and Uncle! Then something happened! The vein of gold ore disappeared! They had come to the end o
                                                                                                                                                                                                                                                                                                                                                                    f the rainbow, and the pot of gold was no longer there! They
drilled on, desperately trying to pick up the vein again-all to no avail. Finally, they decided to QUIT. Th
                                                                                                                                                                                            ery to a junk man for a few hundred dollars, and took the train back home. Some "junk" men are dumb, but not this one! He called in a minin
                                                                                                                                                                                                                                                                                                                                                                   g engineer to look at the mine and do a little calculating. Th
   ineer advised that the project had failed, because the owners were not familiar with "fault
                                                                                                                                                                 s." His calculations showed that the vein would be found JUST THREE FEET FROM WHERE THE DARBYS HAD STOPPED DRILLING! That is exactly where it was
                                                                                                                                                                                                                                                                                                                                                                   s found! The "Junk" man took millions of dollars in ore from
ne mine, because he knew enough to seek expert counsel before giving up. Most of the m
                                                                                                                                                            hich went into the machinery was procured through the efforts of R. U. Dark
                                                                                                                                                                                                                                                                                       was then a very young man. The money came from his re
                                                                                                                                                                                                                                                                                                                                                                  latives and neighbors, be- cause of their faith in him. He paid
                                                                                                                                                                                                                                                                                                     ted into gold. The discovery came after he w
                                                                                                                                                                                                                                                                                                                                                                  ent into the business of selling life insurance. Remembering
                                                                                                                                                                                                                                                                                                       ed three feet from gold, but I will never st
                                                                                                          the experie
                                                                                                                                                                                                                                                                                                                                                                   op because men say v no' when I ask them to buy insurance
Darby is one of a small group of fewer than fifty men who sell more than a mil-
                                                                                                                                                                                                                                                                                                                                                                 mining business. Before success comes in any man's life, he
                                                                                                                                 ife insurance annually. He owes his "stickability" to the les
                                                                                                                                                                                                                                  son
s sure to meet with much temporary defeat, and, perhaps, some failure. W
                                                                                                                                                                                                                                   do is
                                                                                                                                                                                                                                                                                                                                                 ctly what the majority of men do. More than five hundred of the most succe
                                                                                                                        came just one step beyond the point at w
                                                                                                                                                                                                                                                                                                                                                          Failure is a trickster with a keen sense of irony and cunning. It take
                                                                                                                                                                                                                                                              d over
                                                                                                                  NT LESSON IN PERSISTENCE Short
                                                                                                                                                                                                                                                                                                                                                                degree from the "University of Hard Knocks, " and had decide
                                                                                                                                                                                     v after
                                                                                                                                                                                                                                                              arby
                                                                                                           tune to be present on an occasion th
                                                                                                                                                                                     at prov
                                                                                                        on which a number of colored sha
                                                                                                                                                                                                                                                                                                               ived. Quiet
                                                                                                                                                                                                                                                                                                                                                                 ly, the door was opened, and a small colored child, the daug
                                                                                                                                                                                     recro
                                                                                                                                                                                                                                                         o you want?'
                                                                                                                                                                                                                                                                                     Meekly,
                                                                                                                                                                                                                                                                                     hat he did n
                                                                                                                                                                                                                                                                                                                                                                 ugh attention to the child to observe that she did not leave. W
                                                                                            d. But she did not move. The uncle went ahe
                                                                                                                                                                                                                                  work, so b
                                                                                                                                                                                                                                                         usily engaged t
                                                                                                                                                                                                                                                                                                               ot pay eno
                                                                                         ld vou to go on home! Now
                                                                                                                                                                                                                                                         ittle girl said "y
                                                                                                                                                                                                                                                                                                                he did not but
                                                                                                                                                                                                                                                                                                                                                                e an inch. The uncle dropped a sack of grain he was about to
our into the mill hopper, picked up a barrel stave, and started t oward the child with an expression o
                                                                                                                                                                                                                                    Darby h
                                                                                                                                                                                                                                                         eld his breath
                                                                                                                                                                                                                                                                                     He was certain
                                                                                                                                                                                                                                                                                                                 he was abou
                                                                                                                                                                uncle rea
                                                                                                                                                                                                                                                          was standing
                                                                                                                                                                                                                                                                                     she quickly ste
                                                                                                                                                                                                                                                                                                                pped forward
                                                                                                                                                                                                                                                                                                                                                                 looked up into his eyes, and screamed at the top of her shrill v
                                                                                                                                                                                                                                                                                                                                                                 r, and gave it to her. The child took the money and slowly back
                                                                                                                                         d at her f
                                                                                                                                                               or a minut
                                                                                                                                                                                     e, th
                                                                                                                                                                                                    en slowly laid the barrel stave on the
                                                                                                                                                                                                                                                          floor, put his
                                                                                                                                                                                                                                                                                     and in his pock
                                                                                                                                                                                                                                                                                                                 et, took out h
                                                                                                                                                                                                                                                         d out the wind
                                                                                                                                                                                                                                                                                                                                                                s. He was pondering, with awe, over the whipping he had just t
                                                                                                                                                               r she had
                                                                                                                                                                                                    e uncle sat down on a box and looke
                                                                                                                                                                                                                                                                                     w into space fo
                                                                                                                                                                                                                                                                                                                 r more than
                                                                                                                                                               seen a colored child de
                                                                                                                                                                                                                                                         rson. How did s
                                                                                                                   ence that
                                                                                                                                                                                                                                                                                                                                            his uncle that caused him to lose his fierceness and become as docile as a lamb'
                                                                                                                                                                                                         rby's mind, but he did not find th
                                                                                                                  and other sim
                                                                                                                                                               uestions flashed into Da
                                                                                                                                                                                                                                                         e answer until v
                                                                                                                                                                                                                                                                                     ears later, whe
                                                                                                                                                                                                                                                                                                                                           he story. Strangely, the story of this unusual experience was told to the author in
                                                                                         gely, too, I h
king, "What
                                                                                                                                                                                                                                                                                                                                            to conquer an intelligent man. As we stood there in that musty old mill, Mr. Darby
                                                                                                                                                                                                                                                         enabled an igno
                                                                                                                                                                                                                                                                                     rant, illiterate
he old mill, on the very spot where the uncle took his whipp
                                                                      ing. Stran
                                                                                                                  ad devoted ne
                                                                                                                                                               quarter of a century to th
                                                                                                                                                                                                              e study of the power which
                                                                                                                                                                                                                                                                                                                colored child
                                                                                                                 can you make
                                                                                                                                                                         What strange po
                                                                                                                                                                                                                                                          that so comple
                                                                                                                                                                                                                                                                                                                d mv uncle?'
                                                                                                                                                                                                                                                                                                                                                      The answer to his question will be found in the principles described in t
                                                                                                                  tricient to enab
                                                                                                                                             le anv
                                                                                                                                                                                                                        nd, and apply the s
                                                                                                                                                                                                                                                         ame force whi
                                                                                                                                                                                                                                                                                                                                                     d ac- cidentally stumbled upon. Keep your mind alert, and you will obser
                                                                              , you will catch a glin
                                                                                                                 pse of this pow
                                                                                                                                                                                                                                                          book you will
                                                                                                                                                                                                                                                                                                                                                     t will quicken your receptive powers, and place at your command, for yo
                                                                                                                                                                          hapter, or it may f
                                                                                                                                                                                                                                                                                                                                                      ter. It may come in the form of a single idea. Or, it may come in the natur
ur own benefit, this same irresistible power. The awarene
                                                                                                                  e to vou in the
                                                                                                                                                                                                                                                         mind in some s
                                                                                                                                                                                                                                                                                                              ubsequent chap
                                                                    ack into y our past experien
                                                                                                                                                                                                                                                                                                                                                     all that you lost through defeat. After I had described to Mr. Darby the po
e of a plan, or a purpose. Again, it may cause you to go b
                                                                                                                                                                          at, and bring to the s
wer unwittingly used by the little colored child, he quickl
                                                                   y retr aced
                                                                                                                 of experience a
                                                                                                                                                                           insurance sales- man.
                                                                                                                                                                                                                                                                                                                                                      in that field was due, in no small degree, to the lesson he had learned fro
m the child. Mr. Darby pointed out: "every time a prospe
                                                                   ct tr ied to bow me out
                                                                                                                                                                                                                                                                                                                                                     ce, and I said to myself. "I've gotta make this sale." The better portion of a
                                                                                                                                             a. I sa
                                                                                                                                                               opped only three feet from gold, "but,"
                                                                                                                                                                                                                                                                                                          was a blessing in d
Il sales I have made, were made after people had said "N
                                                                                       alled, too, his
                                                                                                                                                                                                                                  he said, "t
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                                                                                                                                                                                                                                                                                                                                              isguise. It taught me to keep on keep- ing on, no matter how hard the going may
                                                                                                                                            d his u
                                                                                                                                                               ncle, the colored child and the gold mine, do
                                                                                                                                                                                                                                                                                                                                           ho make their living by selling life insur- ance, and to all of these, the author wish
be, a lesson I needed to learn before I could succeed in
                                                                                       This stor y o
                                                                                                                 f Mr. Darby an
                                                                                                                                                                                                                                  ubt-less
                                                                                                                                                                                                                                                         will be read by h
                                                                                                                                                                                                                                                                                                           undreds of men w
s to offer the suggestion that Darby owes to these two e xper
                                                                                                                                                              a million dollars of life insurance every year. Lif
                                                                                                                                                                                                                                                                                                                                           the successes and the failures have their roots in simple experiences. Mr. Darby
                                                                          iences
                                                                                        his abilit
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                                                                                                                                            e than
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                                                                                                                                                                                                                                                                                                            ponderable! Both
s experiences were commonplace and simple enough, y
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                                                                                                                                           the ans
                                                                                                                                                              wer to his destiny in life, therefore they were as i
                                                                                                                                                                                                                                   mportant
                                                                                                                                                                                                                                                          (to him) as life i
                                                                                                                                                                                                                                                                                     tself. He
                                                                                                                                                                                                                                                                                                            profited by these
                                                                                                                                                                                                                                                                                                                                                                experi- ences, because he analyzed them, and found the lesson
n they taught. But what of the man who has neither the tim e. nor
                                                                                                                                                                                                 search of knowledg
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n answer to these questions, this book was written. The answer called for a de- scription of t
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                                                                                                                                                                                                                                                                                                                                                                hich have caused you to ponder over the strange-ness of life
                                                                                                                                                              principles
                                                                                                                                                                                                                                   ou read.
                                                                                                                                                                                                                                                          the answer you
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maybe found in your own mind, through some idea, plan, or purpose which may spring into your
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                                                                                                                                                                                                       ne sound idea
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                                                                                                                                                                                                                                                                                                                                                                cribed in this book, contain the best, and the most practical of
                                                                                                                                       mind a
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ll that is known, concern- ing ways and means of creating useful ideas. Before we go any further in our approac
THEY COME SO QUICKLY, IN SUCH GREAT ABUNDANCE, THAT ONE WONDERS WHERE THEY HAVE BEEN HIDING DURING
                                                                                                                                                                                     h to
                                                                                                                                                                                                                                   n of thes
                                                                                                                                                                                                                                                         e principles, we
                                                                                                                                                                                                                                                                                      believe you
                                                                                                                                                                                                                                                                                                                are entitled t
                                                                                                                                                                                                                                                                                                                                                                e this important suggestion.... WHEN RICHES BEGIN TO COME
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                                                                                                                                                                                                                                                                                                                                                                ess of purpose, with little or no hard work. You, and every othe
elief, that riches come only to those who work hard and long. When you begin to THINK AND GROW RICH, you will observe th
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person, ought to be interested in knowing how to acquire that state of mind which will attract riches. I spent twenty-five years
                                                                                                                                                                                                                                                                                                                                                                ore than 25,000 people, because I, too, wanted to know "how w
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ealthy men become that way. Without that research, this book could not have been written. Here take notice of a very significan
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rd of destruction, until sometime after President Roosevelt entered office. Then the de- pression began to fade into nothingness. Just as
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to light before you realize it, so did the spell of fear in the minds of the people gradually fade away and become faith. Observe very closely, as s
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applying those principles, your financial sta- tus will begin to improve, and everything you touch will begin to transmute itself into an asset for your ben
                                                                                                                                                                                                                                                                                                                                                     ! One of the main weaknesses of mankind is the average man's familiarit
y with the word "impossible." He knows all the rules which will NOT work. He knows all the things which CANNOT be done. This book was written for those who see
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                                                                                                                                                                                                                                                                                                                                           ade others successful, and are willing to stake everything on those rules. A great
many years ago I purchased a fine dictionary. The first thing I did with it was to turn to the word "impossible," and neatly clip it out of the book. That would not be an unwise thin
                                                                                                                                                                                                                                                                                                                                 comes to those who become SUCCESS CONSCIOUS. Failure comes to those who indiffere
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                                                                                                                                                                                                                             g for you
                                                                                                                                                                                                                                                                                                                   ESS. Another weakness found in altogether too many people, is the habit of measuring everything, an
ntly allow themselves to become FAILURE CONSCIOUS. The object of this book is to help all who seek it, to learn the art of changing their minds from FAILURE CONSCIOUSNESS to
d everyone, by their own impressions and beliefs. Some who will read this, will believe that no one can THINK AND GROW RICH. They cannot think in terms of riches, because their thought habits have been
                                                                                                                                                                                                                                                                                          ed in pov- erty, want, misery, failure, and defeat. These unfortunate people remind me of a prominent Chinese, who came to
Amer- ica to be educated in American ways. He attended the University of Chicago. One day President Harper met this young Oriental on the campus, stopped to chat with him for a few minutes, and asked what had impressed him as being the most noticeable characteristic of the American people. "Why," the Chinaman exclaimed, "the queer slant of your eyes. Your eyes are
e off slant!" What do we say about the Chinese? We refuse to believe that which we do not understand. We foolishly believe that our own limitations are the proper meas- ure of limitations of people look at the achievements of Henry Ford, after he has arrived, and envy
him, because of his good fortune, or luck, or genius, or whatever it is that they credit for Ford's fortune. Perhaps one person in every hundred thousand know are too modest, or too reluctant, to speak of it, because of its sim- plicity. A single transaction will illustrate the "secret" perfectly. A few years back, Ford decide
d to produce his now famous V-8 motor. He chose to build an engine with the entire eight cylinders cast in one block, and instructed his engineers to produce a design for the engine block in one piece. Ford said, "Produce it anyway." "Burthat it was simply impossible to cast an eight- cylinder gas engine block in one piece. Ford said, "Produce it anyway."
t," they replied, "it's impossible!" "Go ahead," Ford commanded, "and stay on the job until you succeed no matter how much time is required." The engineers went by, nothing happened. Another six months passed, and still nothing happened. The engineers tried every c
onceiv- able plan to carry out the orders, but the end of the year Ford checked with his engineers, and again they informed him they had found no way to carry out this orders. "Go right ahead," said Ford, "I want it, and I'll have it." They went ahead, and then, as if by a stroke of magic, the secret was discovered. The Ford DETERMINATION had won once more! This story may not be described with minute accuracy, but the sum and substance of it is correct. Deduce from it, you who wish to THINK AND GROW RICH, the secret of the Ford millions, if you can. You'll not have to look very far. Henry Ford is a success, because he understands, and applies the principles of success. One of thes
e is DESIRE: knowing what one wants. Remember this Ford story as you read, and pick out the lines in which the secret of his stupendous achievement have been described. If you can do this, if you can lay your finger on the particular group of principles which made Henry Ford rich, you can equal his achievements in almost any calling for which you are suited. YOU ARE
"THE MASTER OF YOUR FATE, THE CAPTAIN OF YOUR SOUL," BECAUSE... When Henley wrote the prophetic lines, "I am the Master of my Fate, I am the Cap- tain of my Soul," he should have informed us that we are the Masters of our Fate, I am the Cap- tain of my Soul," he should have informed us that the ether in which this lit le earth floats, in which we move and have our being, is a form of energy moving at an inconceivably high rate of vibration, and that the ether is filled with a form of universal power which ADAPTS itself to the nature of the thoughts we hold in our minds; and INFLU- ENCES us, in natural ways, to transmute our thoughts into their physical equiva- lent. If the poet had told us
of this great truth, we would know WHY IT IS that we are the Masters of our Fate, the Captains of our Fate, the Captains of our Souls. He should have told us, with great emphasis, that this power makes no attempt to discriminate between de-structive thoughts and constructive thoughts of riches. He should have told us, too, that our brains become magnetized with the domi- nating thoughts which we hold in our minds, and, by means with which no man is familiar, these "magnets" attract to us the forces, the people, the circumstances of life which harmonize with the nature of our dominating thoughts. He should have told us, that before
we can accumulate riches in great abundance, we must magnetize our minds with intense DESIRE for riches, that we must be-come "money drives us to create definite plans for acquiring it. But, being a poet, and not a philosopher, Henley contented himself by stating a great truth in poetic form, leaving those who followed him to intense principles described in this book, hold the secret of mastery over our economic fate. We are now ready to examine the first of these principles. Maintain a spirit of open-mindedness, and remember as you read, they are the invention of no one man. T
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