

**THINK AND  
GROW  
RICH**



**NAPOLEON  
HILL**

# THINK AND GROW RICH

The Complete Original  
Edition With Bonus Material

NAPOLEON HILL



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# **THINK AND GROW RICH**

NAPOLEON HILL

# FOREWORD

As you begin to read this book, *Think and Grow Rich* by Napoleon Hill, I feel as if I ought to issue you a warning. Don't read this book unless you are ready for your life to change! The principles that Hill shares in this book have been time tested and have changed the lives of literally millions of people, from all walks of life.

I first discovered this book by reading a variety of personal finance and business books. It seemed as if *Think and Grow Rich* was mentioned over and over in most of those books. The authors would write, usually in an introduction, that *Think and Grow Rich* was the book that inspired them to pursue and attain their goals. It finally dawned on me: If *Think and Grow Rich* was the book that inspired these wealthy and influential people, maybe I should skip their books and read the book that inspired them! I bought a copy, read it, applied the principles, and my life improved dramatically as a result. I went from a small job and heavy debt, to a job I loved and financial security.

I kept reading the book over and over, trying to find more ways to apply the principles to my life. And along the way, I stumbled across an important thing about the book. Even though the title is *Think and Grow Rich*, the book is less about thinking and riches, and more about growing. As you read, you may notice that most of the stories Hill shares are not so much about people trying to become rich, as they are about people trying to pursue their passions, and in the process they expanded their lives. In their expanded way of living and thinking, they automatically found their fortunes expanded as well. Better finances, health, relationships, and more happiness ... these are some of the many outcomes that people describe upon actively using the ideas in this book.

In addition to the thirteen “Steps to Riches” that Hill writes about, there are three very valuable sections at the back of the book that I want to bring to your attention, all found in chapter fifteen, “How to Outwit the Six Ghosts of Fear.” I know that sometimes readers will begin a book and then skip some of the areas at the end. Please don’t do that with *Think and Grow Rich*—if you do, you will be missing some of the most practical and important ideas that can have a positive impact on your life.

First is the section in this chapter that describes the six basic fears. When I first read that section, I was amazed how accurate this information was, and how true it was for me. Getting incredibly clear about fear and how it affects our lives is a powerful step toward going beyond the fears we experience.

Second is what Hill calls the Self-Analysis Test Questions. This is a list of questions to ask yourself, to see where you are in your journey toward freedom from mediocrity and into your own greatness.

And third is an eye-opening section called “Fifty-seven” Famous Alibis by Old Man “If.” Hill was smart enough to know that many people will tell you all the reasons why they haven’t found their riches yet, all the barriers and obstacles why they haven’t pursued their passion. And if you have any alibis, you will most likely find it in this list! Hill then notes, “Remember ... the philosophy presented in this book makes every one of these alibis obsolete.” No more excuses! Now, without fear and alibis to hold you back, there is no limitation to attaining your goals.

A couple quick notes. The book was originally published in 1937, and the language in the book reflects that. At times the words Hill uses are at best charmingly old-fashioned, or at worst terribly dated—but don’t let that stop you. Read beyond the words to the principles he describes, and then apply those principles to your modern life. This book contains the complete original text, with a few small changes to correct and update material for the reader.

Second, *Think and Grow Rich* was published at a time when “self-help” books weren’t as usual as they are now. These days, a self-help book would have a section, usually at the end of each chapter, with “action items” or exercises that can prompt the reader into action. That wasn’t as common for self-help books in the early twentieth century. Therefore, as you read through this book, and Hill mentions an action to take, take it! For example,

when he instructs the reader to write something on a paper an inch high and place it where you will see it every night before you go to sleep, and every morning before you go to work, then actually do it. Take as many actions that he mentions (in ways that work for you) as possible.

Napoleon Hill was a clear and powerful writer. You'll find that he repeats ideas over and over, and I believe he did this with an important purpose. As he repeats important ideas, we the readers will know how important they are, and in the repetition Hill is using one of the most powerful principles in the book—auto-suggestion (see chapter four). Read through every word on every page, underline words or sentences that inspire you, use a highlighter on those sections you want to return to again and again, write notes in the margins for further study, and make this book your own.

In other words, don't just read this book, study it. Live it. Make this book a guide for the life you want. Doing so can help you go from just wishing for your dreams into making those dreams a reality. Let Hill's "Steps to Riches" inspire you to taking positive actions and live the life you desire.

Finally, this edition of *Think and Grow Rich* also includes a rare early article from Hill, first published over a hundred years ago. It originally appeared in an industry magazine aptly named *The Square Deal* and we're delighted to have rediscovered it for today's reader. They will serve to further inspire you, and give you some ideas of how to live your best life.

If this is your first time reading *Think and Grow Rich*, enjoy it and allow the ideas contained within to motivate you to great new heights. And if you are reading this book for a second, third, or even tenth time, try to find something new that you can be inspired by. In either case, I wish you great success, joy, and riches!

—Joel Fotinos



# PUBLISHER'S PREFACE

This book conveys the experiences of more than five hundred men of great wealth, who began at scratch, with nothing to give in return for riches except thoughts, ideas, and organized plans.

Here you have the entire philosophy of money-making, just as it was organized from the actual achievements of the most successful men known to the American people during the past fifty years. It describes what to do, also, how to do it!

It presents complete instructions on how to sell your personal services.

It provides you with a perfect system of self-analysis that will readily disclose what has been standing between you and “the big money” in the past.

It describes the famous Andrew Carnegie formula of personal achievement by which he accumulated hundreds of millions of dollars for himself and made no fewer than a score of millionaires of men to whom he taught his secret.

Perhaps you do not need all that is to be found in the book—no one of the five hundred men from whose experiences it was written did—but you may need one idea, plan, or suggestion to start you toward your goal. Somewhere in the book you will find this needed stimulus.

The book was inspired by Andrew Carnegie, after he had made his millions and retired. It was written by the man to whom Carnegie disclosed the astounding secret of his riches—the same man to whom the five hundred wealthy men revealed the source of their riches.

In this volume will be found the thirteen principles of money-making essential to every person who accumulates sufficient money to guarantee financial independence. It is estimated that the research which went into the

preparation, before the book was written, or could be written—research covering more than twenty-five years of continuous effort—could not be duplicated at a cost of less than \$100,000.

Moreover, the knowledge contained in the book never can be duplicated, at any cost, for the reason that more than half of the five hundred men who supplied the information it brings have passed on.

Riches cannot always be measured in money!

Money and material things are essential for freedom of body and mind, but there are some who will feel that the greatest of all riches can be evaluated only in terms of lasting friendships, harmonious family relationships, sympathy and understanding between business associates, and introspective harmony, which brings one peace of mind measurable only in spiritual values!

All who read, understand, and apply this philosophy will be better prepared to attract and enjoy these higher estates which always have been and always will be denied to all except those who are ready for them.

Be prepared, therefore, when you expose yourself to the influence of this philosophy, to experience a changed life which may help you not only to negotiate your way through life with harmony and understanding, but also to prepare you for the accumulation of material riches in abundance.

—*The Publisher*

# AUTHOR'S PREFACE

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

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

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

This book contains the secret, after having been put to a practical test by thousands of people, in almost every walk of life. It was Mr. Carnegie's idea that the magic formula, which gave him a stupendous fortune, ought to be placed within reach of people who do not have time to investigate how men make money, and it was his hope that I might test and demonstrate the soundness of the formula through the experience of men and women in every calling. He believed the formula should be taught in all public schools and colleges, and expressed the opinion that if it were properly taught it would so revolutionize the entire educational system that the time spent in school could be reduced to less than half.

His experience with Charles M. Schwab, and other young men of Mr. Schwab's type, convinced Mr. Carnegie that much of that which is taught in the schools is of no value whatsoever in connection with the business of earning a living or accumulating riches. He had arrived at this decision,

because he had taken into his business one young man after another, many of them with but little schooling, and by coaching them in the use of this formula, developed in them rare leadership. Moreover, his coaching made fortunes for every one of them who followed his instructions.

In the chapter on faith, you will read the astounding story of the organization of the giant United States Steel Corporation, as it was conceived and carried out by one of the young men through whom Mr. Carnegie proved that his formula will work for all who are ready for it. This single application of the secret, by that young man—Charles M. Schwab—made him a huge fortune in both money and opportunity. Roughly speaking, this particular application of the formula was worth six hundred million dollars. These facts—and they are facts well known to almost everyone who knew Mr. Carnegie—give you a fair idea of what the reading of this book may bring to you, provided you know what it is that you want.

Even before it had undergone twenty years of practical testing, the secret was passed on to more than one hundred thousand men and women who have used it for their personal benefit, as Mr. Carnegie planned that they should. Some have made fortunes with it. Others have used it successfully in creating harmony in their homes. A clergyman used it so effectively that it brought him an income of upward of \$75,000 a year.

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

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

I gave the secret to Jennings Randolph, the day he graduated from college, and he has used it so successfully that he is now serving his third term as a Member of Congress, with an excellent opportunity to keep on using it until it carries him to the White House.

While serving as Advertising Manager of the LaSalle Extension University, when it was little more than a name, I had the privilege of seeing J. G. Chapline, President of the University, use the formula so

effectively that he has since made the LaSalle one of the great extension schools of the country.

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

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

While this book was being written, my own son, who was then finishing the last year of his college work, picked up the manuscript of chapter two, read it, and discovered the secret for himself. He used the information so effectively that he went directly into a responsible position at a beginning salary greater than the average man ever earns. His story has been briefly described in chapter two. When you read it, perhaps you will dismiss any feeling you may have had, at the beginning of the book, that it promised too much. And, too, if you have ever been discouraged, if you have had difficulties to surmount which took the very soul out of you, if you have tried and failed, if you were ever handicapped by illness or physical affliction, this story of my son's discovery and use of the Carnegie formula may prove to be the oasis in the Desert of Lost Hope, for which you have been searching.

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

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

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

those who have used it, wherever they have been mentioned, check their records for yourself, and be convinced.

There is no such thing as something for nothing!

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

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

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

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

Henry Ford  
William Wrigley Jr.  
John Wanamaker  
James J. Hill  
George S. Parker  
E. M. Statler  
Henry L. Doherty  
Cyrus H. K. Curtis  
George Eastman

Dr. Frank Gunsaulus  
King Gillette  
Judge Daniel T. Wright  
Thomas A. Edison  
F. W. Woolworth  
Edward A. Filene  
Arthur Brisbane  
Wm. Howard Taft  
Edward W. Bok  
Elbert H. Gary  
John H. Patterson  
Stuart Austin Wier  
George M. Alexander  
Hon. Jennings Randolph  
Clarence Darrow  
Theodore Roosevelt  
John W. Davis  
Elbert Hubbard  
Wilbur Wright  
William Jennings Bryan  
Dr. David Starr Jordan  
J. Odgen Armour  
Charles M. Schwab  
Harris F. Williams  
Daniel Willard  
Ralph A. Weeks  
John D. Rockefeller  
Frank A. Vanderlip  
Col. Robert A. Dollar  
Edwin C. Barnes  
Woodrow Wilson  
Luther Burbank  
Frank A. Munsey  
Dr. Alexander Graham Bell  
Julius Rosenwald  
Dr. Frank Crane

J. G. Chapline  
Arthur Nash

These names represent but a small fraction of the hundreds of well-known Americans whose achievements, financially and otherwise, prove that those who understand and apply the Carnegie secret reach high stations in life. I have never known anyone who was inspired to use the secret, who did not achieve noteworthy success in his chosen calling. I have never known any person to distinguish himself, or to accumulate riches of any consequence, without possession of the secret. From these two facts I draw the conclusion that the secret is more important, as a part of the knowledge essential for self-determination, than any which one receives through what is popularly known as “education.”

What is education, anyway? This has been answered in full detail.

As far as schooling is concerned, many of these men had very little. John Wanamaker once told me that what little schooling he had, he acquired in very much the same manner as a modern locomotive takes on water, by “scooping it up as it runs.” Henry Ford never reached high school, let alone college. I am not attempting to minimize the value of schooling, but I am trying to express my earnest belief that those who master and apply the secret will reach high stations, accumulate riches, and bargain with life on their own terms, even if their schooling has been meager.

Somewhere, as you read, the secret to which I refer will jump from the page and stand boldly before you, if you are ready for it! When it appears, you will recognize it. Whether you receive the sign in the first or the last chapter, stop for a moment when it presents itself, and turn down a glass, for that occasion will mark the most important turning point of your life.

We pass now, to chapter one, and to the story of my very dear friend, who has generously acknowledged having seen the mystic sign, and whose business achievements are evidence enough that he turned down a glass. As you read his story, and the others, remember that they deal with the important problems of life, such as all men experience. The problems arising from one’s endeavor to earn a living, to find hope, courage, contentment, and peace of mind; to accumulate riches and to enjoy freedom of body and spirit.



Remember, too, as you go through the book, that it deals with facts and not with fiction, its purpose being to convey a great universal truth through which all who are ready may learn, not only what to do, but also how to do it! and receive, as well, the needed stimulus to make a start.

As a final word of preparation, before you begin the first chapter, may I offer one brief suggestion which may provide a clue by which the Carnegie secret may be recognized? It is this—all achievement, all earned riches, have their beginning in an idea! If you are ready for the secret, you already possess one half of it; therefore, you will readily recognize the other half the moment it reaches your mind.

—*The Author*

# **INTRODUCTION: THE MAN WHO “THOUGHT” HIS WAY INTO PARTNERSHIP WITH THOMAS A. EDISON**

Truly, “thoughts are things,” and powerful things at that, when they 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 is that men really do think and grow rich. His discovery did not come about at one sitting. 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 Barnes’ desire was that it was definite. He wanted to work with Edison, not for him. Observe, carefully, the description of how he went about translating his desire into reality, and you will have a better understanding of the thirteen principles which lead to riches.

When this desire, or impulse of thought, first flashed into his mind he was in no position to act upon it. Two difficulties stood in his way. He did not know Mr. Edison, and he did not have enough money to pay his railroad fare to Orange, New Jersey.

These difficulties were sufficient to have discouraged the majority of men from making any attempt to carry out the desire. But his was no ordinary desire! He was so determined to find a way to carry out his desire that he finally decided to travel by “blind baggage,” rather than be defeated. (To the uninitiated, this means that he went to East Orange on a freight train.)

He presented himself at Mr. Edison’s laboratory, and announced he had come to go into business with the inventor. In speaking of the first meeting between Barnes and Edison, years later, Mr. Edison said, “He stood there before me, looking like an ordinary tramp, but there was something in the expression of his face which conveyed the impression that he was determined to get what he had come after. I had learned, from years of experience with men, that when a man really desires a thing so deeply that he is willing to stake his entire future on a single turn of the wheel in order to get it, he is sure to win. I gave him the opportunity he asked for, because I saw he had made up his mind to stand by until he succeeded. Subsequent events proved that no mistake was made.”

Just what young Barnes said to Mr. Edison on that occasion was far less important than that which he thought. Edison, himself, said so! It could not have been the young man’s appearance which got him his start in the Edison office, for that was definitely against him. It was what he thought that counted.

If the significance of this statement could be conveyed to every person who reads it, there would be no need for the remainder of this book.

Barnes did not get his partnership with Edison on his first interview. He did get a chance to work in the Edison offices, at a very nominal wage, doing work that was unimportant to Edison, but most important to Barnes, because it gave him an opportunity to display his “merchandise” where his intended “partner” could see it.

Months went by. Apparently nothing happened to bring the coveted goal which Barnes had set up in his mind as his definite major purpose. But something important was happening in Barnes’ mind. He was constantly intensifying his desire to become the business associate of Edison.

Psychologists have correctly said that “when one is truly ready for a thing, it puts in its appearance.” Barnes was ready for a business association

with Edison; moreover, he was determined to remain ready until he got that which he was seeking.

He did not say to himself, "Ah well, what's the use? I guess I'll change my mind and try for a salesman's job." But, he did say, "I came here to go into business with Edison, and I'll accomplish this end if it takes the remainder of my life." He meant it! What a different story men would have to tell if only they would adopt a definite purpose, and stand by that purpose until it had time to become an all-consuming obsession!

Maybe young Barnes did not know it at the time, but his bulldog determination, his persistence in standing back of a single desire, was destined to mow down all opposition, and bring him the opportunity he was seeking.

When the opportunity came, it appeared in a different form, and from a different direction than Barnes had expected. That is one of the tricks of opportunity. It has a sly habit of slipping in by the back door, and often it comes disguised in the form of misfortune, or temporary defeat. Perhaps this is why so many fail to recognize opportunity.

Mr. Edison had just perfected a new office device, known at that time as the Edison Dictating Machine (now the Ediphone). His salesmen were not enthusiastic over the machine. They did not believe it could be sold without great effort. Barnes saw his opportunity. It had crawled in quietly, hidden in a queer-looking machine which interested no one but Barnes and the inventor.

Barnes knew he could sell the Edison Dictating Machine. He suggested this to Edison, and promptly got his chance. He did sell the machine. In fact, he sold it so successfully that Edison gave him a contract to distribute and market it all over the nation. Out of that business association grew the slogan "Made by Edison and installed by Barnes."

The business alliance has been in operation for more than thirty years. Out of it Barnes has made himself rich in money, but he has done something infinitely greater: He has proved that one really may "Think and Grow Rich."

How much actual cash that original desire of Barnes' has been worth to him, I have no way of knowing. Perhaps it has brought him two or three million dollars, but the amount, whatever it is, becomes insignificant when compared with the greater asset he acquired in the form of definite