

THINK AND GROW RICH

By Napoleon Hill

CHAPTER 9: PERSISTENCE



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Instructions for use of the recording and written version:

1. Listen to the recording as often as possible over 30 days.
2. Read the chapter every day for 30 days.
3. Read the chapter with a partner every day for 30 days. One begins to read and when they want a break they say "pass" and the other person picks it up from where the other person left off, proceeding back and forth.

Maximize the Benefits:

Listen to the recording AND read the chapter with a friend for 30 days. Please note if at any time there is an interruption within the 30 days please start again from Day 1. *There should be no break within the 30 days.*

INTRODUCTION

My friend and mentor Bob Proctor, along with his business partner Sandy Gallagher, first introduced me to the concept of reading a specific chapter for 30 days straight (Chapter 9 "Persistence" from Napoleon Hill's *Think and Grow Rich*). They mentioned that the value comes in the repetition: in the daily repetition of the material the information has the opportunity to take hold in the sub-conscious mind. This is a critical factor in success because it is the activity in the sub-conscious mind that affects our results. If we want different results we must think and feel differently at a deep level.

There are many different ways to use this chapter (see instructions) but don't be surprised if you have a range of feelings about reading the chapter over the 30 days. At times it will feel pleasurable and at other times it will feel arduous. But, just know that every reading, every time you take in this information, you are making changes at a cellular level. And these changes are going to have a positive impact on your results.

Bob Proctor, Hina Khan and Sandy Gallagher



Do this exercise at least once a year!



Napoleon Hill

Think and Grow Rich

Chapter 9

PERSISTENCE

THE SUSTAINED EFFORT NECESSARY
TO INDUCE FAITH

The Eighth Step toward Riches

PERSISTENCE is an essential factor in the procedure of transmuting DESIRE into its monetary equivalent. The basis of **persistence** is the POWER OF WILL.

Will-power and desire, when properly combined, make an irresistible pair. Men who accumulate great fortunes are generally known as cold-blooded, and sometimes ruthless. Often they are misunderstood. What they have is will-power, which they mix with **persistence**, and place back of their desires to insure the attainment of their objectives.

Henry Ford has been generally misunderstood to be ruthless and cold-blooded. This misconception grew out of Ford's habit of following through in all of his plans with **PERSISTENCE**.

The majority of people are ready to throw their aims and purposes overboard, and give up at the first sign of opposition or misfortune. A few carry on DESPITE all opposition, until they attain their goal. These few are the Fords, Carnegies, Rockefellers, and Edisons.

There may be no heroic connotation to the word "**persistence**," but the quality is to the character of man what carbon is to steel.

The building of a fortune, generally, involves the application of the entire thirteen factors of this philosophy. These principles must be understood, they must be applied with **PERSISTENCE** by all who accumulate money.



If you are following this book with the intention of applying the knowledge it conveys, your first test as to your **PERSISTENCE** will come when you begin to follow the six steps described in the second chapter. Unless you are one of the two out of every hundred who already have a **DEFINITE GOAL** at which you are aiming, and a **DEFINITE PLAN** for its attainment, you may read the instructions, and then pass on with your daily routine, and never comply with those instructions.

The author is checking you up at this point, because lack of **persistence** is one of the major causes of failure. Moreover, experience with thousands of people has proved that lack of **persistence** is a weakness common to the majority of men. It is a weakness which may be overcome by effort. The ease with which lack of **persistence** may be conquered will depend entirely upon the **INTENSITY OF ONE'S DESIRE**.

The starting point of all achievement is **DESIRE**. Keep this constantly in mind. Weak desires bring weak results, just as a small amount of fire makes a small amount of heat. If you find yourself lacking in **persistence**, this weakness may be remedied by building a stronger fire under your desires.

Continue to read through to the end, then go back to Chapter two, and start immediately to carry out the instructions given in connection with the six steps. The eagerness with which you follow these instructions will indicate clearly, how much, or how little you really **DESIRE** to accumulate money. If you find that you are indifferent, you may be sure that you have not yet acquired the "money consciousness" which you must possess, before you can be sure of accumulating a fortune.

Fortunes gravitate to men whose minds have been prepared to "attract" them, just as surely as water gravitates to the ocean. In this book may be found all the stimuli necessary to "attune" any normal mind to the vibrations which will attract the object of one's desires. If you find you are weak in **PERSISTENCE**, center your attention upon the instructions contained in the chapter on "Power"; surround



yourself with a “MASTER MIND” group, and through the cooperative efforts of the members of this group, you can develop **persistence**. You will find additional instructions for the development of **persistence** in the chapters on auto-suggestion, and the subconscious mind. Follow the instructions outlined in these chapters until your habit nature hands over to your subconscious mind, a clear picture of the object of your DESIRE. From that point on, you will not be handicapped by lack of **persistence**.

Your subconscious mind works continuously, while you are awake, and while you are asleep.

Spasmodic, or occasional effort to apply the rules will be of no value to you. To get RESULTS, you must apply all of the rules until their application becomes a fixed habit with you. In no other way can you develop the necessary “money consciousness.”

POVERTY is attracted to the one whose mind is favorable to it, as money is attracted to him whose mind has been deliberately prepared to attract it, and through the same laws. POVERTY CONSCIOUSNESS WILL VOLUNTARILY SEIZE THE MIND WHICH IS NOT OCCUPIED WITH THE MONEY CONSCIOUSNESS. A poverty consciousness develops without conscious application of habits favorable to it. The money consciousness must be created to order, unless one is born with such a consciousness.

Catch the full significance of the statements in the preceding paragraph, and you will understand the importance of **PERSISTENCE** in the accumulation of a fortune. Without **PERSISTENCE**, you will be defeated, even before you start. With **PERSISTENCE** you will win.

If you have ever experienced a nightmare, you will realize the value of **persistence**. You are lying in bed, half awake, with a feeling that you are about to smother. You are unable to turn over, or to move a muscle. You realize that you MUST BEGIN to regain control over your muscles. Through **persistent** effort of will-power, you finally manage to move the fingers of one hand. By continuing to move your fingers, you extend your control to the muscles of one arm, until you



can lift it. Then you gain control of the other arm in the same manner. You finally gain control over the muscles of one leg, and then extend it to the other leg. **THEN—WITH ONE SUPREME EFFORT OF WILL**—you regain complete control over your muscular system, and “snap” out of your nightmare. The trick has been turned step by step.

You may find it necessary to “snap” out of your mental inertia, through a similar procedure, moving slowly at first, then increasing your speed, until you gain complete control over your will. Be **PERSISTENT** no matter how slowly you may, at first, have to move. **WITH PERSISTENCE WILL COME SUCCESS.**

If you select your “Master Mind” group with care, you will have in it, at least one person who will aid you in the development of **PERSISTENCE**. Some men who have accumulated great fortunes, did so because of NECESSITY. They developed the habit of **PERSISTENCE**, because they were so closely driven by circumstances, that they had to become **persistent**.

THERE IS NO SUBSTITUTE FOR PERSISTENCE! It cannot be supplanted by any other quality! Remember this, and it will hearten you, in the beginning, when the going may seem difficult and slow.

Those who have cultivated the HABIT of **persistence** seem to enjoy insurance against failure. No matter how many times they are defeated, they finally arrive up toward the top of the ladder. Sometimes it appears that there is a hidden Guide whose duty is to test men through all sorts of discouraging experiences. Those who pick themselves up after defeat and keep on trying, arrive; and the world cries, “Bravo! I knew you could do it!” The hidden Guide lets no one enjoy great achievement without passing the **PERSISTENCE TEST**. Those who can’t take it, simply do not make the grade.

Those who can “take it” are bountifully rewarded for their **PERSISTENCE**. They receive, as their compensation, whatever goal they are pursuing. That is not all! They receive something infinitely more important than material compensation—the knowledge that **“EVERY FAILURE BRINGS WITH IT THE SEED OF AN EQUIVALENT ADVANTAGE.”**

There are exceptions to this rule; a few people know from experience the soundness of **persistence**. They are the ones who have not accepted defeat as being anything more than temporary. They are the ones whose DESIRES are so **PERSISTENTLY APPLIED** that defeat is finally changed into victory. We who stand on the side-lines of Life see the overwhelmingly large number who go down in defeat, never to rise again. We see the few who take the punishment of defeat as an urge to greater effort. These, fortunately, never learn to accept Life's reverse gear. But what we DO NOT SEE, what most of us never suspect of existing, is the silent but irresistible POWER which comes to the rescue of those who fight on in the face of discouragement. If we speak of this power at all we call it **PERSISTENCE**, and let it go at that. One thing we all know, if one does not possess **PERSISTENCE**, one does not achieve noteworthy success in any calling.

As these lines are being written, I look up from my work, and see before me, less than a block away, the great mysterious "Broadway," the "Graveyard of Dead Hopes," and the "Front Porch of Opportunity." From all over the world people have come to Broadway, seeking fame, fortune, power, love, or whatever it is that human beings call success. Once in a great while someone steps out from the long procession of seekers, and the world hears that another person has mastered Broadway. But Broadway is not easily nor quickly conquered. She acknowledges talent, recognizes genius, pays off in money, only after one has refused to QUIT.

Then we know he has discovered the secret of how to conquer Broadway. The secret is always inseparably attached to one word, **PERSISTENCE!**

The secret is told in the struggle of Fannie Hurst, whose **PERSISTENCE** conquered the Great White Way. She came to New York in 1915, to convert writing into riches. The conversion did not come quickly, BUT IT CAME. For four years Miss Hurst learned about "The Sidewalks of New York" from first hand experience. She spent her days laboring, and her nights HOPING. When hope grew dim, she did not say, "Alright Broadway, you win!" She said, "Very well, Broadway, you may whip some, but not me. I'm going to force

you to give up.”

One publisher (*The Saturday Evening Post*) sent her thirty six rejection slips, before she “broke the ice and got a story across. The average writer, like the “average” in other walks of life, would have given up the job when the first rejection slip came. She pounded the pavements for four years to the tune of the publisher’s “NO,” because she was determined to win.

Then came the “payoff.” The spell had been broken, the unseen Guide had tested Fannie Hurst, and she could take it. From that time on publishers made a beaten path to her door. Money came so fast she hardly had time to count it. Then the moving picture men discovered her, and money came not in small change, but in floods. The moving picture rights to her latest novel, “Great Laughter,” brought \$100,000.00, said to be the highest price ever paid for a story before publication. Her royalties from the sale of the book probably will run much more.

Briefly, you have a description of what **PERSISTENCE** is capable of achieving. Fannie Hurst is no exception. Wherever men and women accumulate great riches, you may be sure they first acquired **PERSISTENCE**. Broadway will give any beggar a cup of coffee and a sandwich, but it demands **PERSISTENCE** of those who go after the big stakes.

Kate Smith will say “amen” when she reads this. For years she sang, without money, and without price, before any microphone she could reach. Broadway said to her, “Come and get it, if you can take it.” She did take it until one happy day Broadway got tired and said, “Aw, what’s the use? You don’t know when you’re whipped, so name your price, and go to work in earnest.” Miss Smith named her price! It was plenty. Away up in figures so high that one week’s salary is far more than most people make in a whole year.

Verily it pays to be **PERSISTENT!**

And here is an encouraging statement which carries with it a suggestion of great significance— THOUSANDS OF SINGERS WHO

EXCEL KATE SMITH ARE WALKING UP AND DOWN BROADWAY LOOKING FOR A “BREAK”— WITHOUT SUCCESS. Countless others have come and gone, many of them sang well enough, but they failed to make the grade because they lacked the courage to keep on keeping on, until Broadway became tired of turning them away.

Persistence is a state of mind, therefore it can be cultivated. Like all states of mind, **persistence** is based upon definite causes, among them these:

- a. **DEFINITENESS OF PURPOSE.** Knowing what one wants is the first and, perhaps, the most important step toward the development of **persistence**. A strong motive forces one to surmount many difficulties.
- b. **DESIRE.** It is comparatively easy to acquire and to maintain **persistence** in pursuing the object of intense desire.
- c. **SELF-RELIANCE.** Belief in one’s ability to carry out a plan encourages one to follow the plan through with **persistence**. (Self-reliance can be developed through the principle described in the chapter on auto-suggestion).
- d. **DEFINITENESS OF PLANS.** Organized plans, even though they may be weak and entirely impractical, encourage **persistence**.
- e. **ACCURATE KNOWLEDGE.** Knowing that one’s plans are sound, based upon experience or observation, encourages **persistence**; “guessing” instead of “knowing” destroys **persistence**.
- f. **CO-OPERATION.** Sympathy, understanding, and harmonious cooperation with others tend to develop **persistence**.
- g. **WILL-POWER.** The habit of concentrating one’s thoughts upon the building of plans for the attainment of a definite purpose, leads to **persistence**.
- h. **HABIT.** **Persistence** is the direct result of habit. The mind absorbs and becomes a part of the daily experiences upon which it feeds. Fear, the worst of all enemies, can be effectively cured by forced repetition of cwt8 of courage. Everyone who has seen active service in war knows this.

Before leaving the subject of **PERSISTENCE**, take inventory of yourself, and determine in what particular, if any, you are lacking in this essential quality. Measure yourself courageously, point by point, and see how many of the eight factors of **persistence** you lack. The analysis may lead to discoveries that will give you a new grip on yourself.

SYMPTOMS OF LACK OF PERSISTENCE

Here you will find the real enemies which stand between you and noteworthy achievement. Here you will find not only the “symptoms” indicating weakness of **PERSISTENCE**, but also the deeply seated subconscious causes of this weakness. Study the list carefully, and face yourself squarely IF YOU REALLY WISH TO KNOW WHO YOU ARE, AND WHAT YOU ARE CAPABLE OF DOING. These are the weaknesses which must be mastered by all who accumulate riches.

1. Failure to recognize and to clearly define exactly what one wants.
2. Procrastination, with or without cause. (Usually backed up with a formidable array of alibis and excuses).
3. Lack of interest in acquiring specialized knowledge.
4. Indecision, the habit of “passing the buck” on all occasions, instead of facing issues squarely. (Also backed by alibis).
5. The habit of relying upon alibis instead of creating definite plans for the solution of problems.
6. Self-satisfaction. There is but little remedy for this affliction, and no hope for those who suffer from it.
7. Indifference, usually reflected in one’s readiness to compromise on all occasions, rather than meet opposition and fight it.
8. The habit of blaming others for one’s mistakes, and accepting unfavorable circumstances as being unavoidable.
9. WEAKNESS OF DESIRE, due to neglect in the choice of MOTIVES that impel action.
10. Willingness, even eagerness, to quit at the first sign of defeat. (Based upon one or more of the 6 basic fears).
11. Lack of ORGANIZED PLANS, placed in writing where they

- may be analyzed.
- 12. The habit of neglecting to move on ideas, or to grasp opportunity when it presents itself.
 - 13. WISHING instead of WILLING.
 - 14. The habit of compromising with POVERTY instead of aiming at riches. General absence of ambition to be, to do, and to own.
 - 15. Searching for all the short-cuts to riches, trying to GET without GIVING a fair equivalent, usually reflected in the habit of gambling, endeavoring to drive "sharp" bargains.
 - 16. FEAR OF CRITICISM, failure to create plans and to put them into action, because of what other people will think, do, or say. This enemy belongs at the head of the list, because it generally exists in one's subconscious mind, where its presence is not recognized. (See the Six Basic Fears in a later chapter).

Let us examine some of the symptoms of the Fear of Criticism. The majority of people permit relatives, friends, and the public at large to so influence them that they cannot live their own lives, because they fear criticism.

Huge numbers of people make mistakes in marriage, stand by the bargain, and go through life miserable and unhappy, because they fear criticism which may follow if they correct the mistake. (Anyone who has submitted to this form of fear knows the irreparable damage it does, by destroying ambition, self-reliance, and the desire to achieve).

Millions of people neglect to acquire belated educations, after having left school, because they fear criticism.

Countless numbers of men and women, both young and old, permit relatives to wreck their lives in the name of DUTY, because they fear criticism. (Duty does not require any person to submit to the destruction of his personal ambitions and the right to live his own life in his own way).

People refuse to take chances in business, because they fear the

criticism which may follow if they fail. The fear of criticism, in such cases is stronger than the DESIRE for success.

Too many people refuse to set high goals for themselves, or even neglect selecting a career, because they fear the criticism of relatives and “friends” who may say “Don’t aim so high, people will think you are crazy.

When Andrew Carnegie suggested that I devote twenty years to the organization of a philosophy of individual achievement my first impulse of thought was fear of what people might say. The suggestion set up a goal for me, far out of proportion to any I had ever conceived. As quick as a flash, my mind began to create alibis and excuses, all of them traceable to the inherent FEAR OF CRITICISM. Something inside of me said, “You can’t do it—the job is too big, and requires too much time—what will your relatives think of you?—how will you earn a living?—no one has ever organized a philosophy of success, what right have you to believe you can do it?—who are you, anyway, to aim so high?—remember your humble birth—what do you know about philosophy—people will think you are crazy—(and they did)—why hasn’t some other person done this before now?”

These, and many other questions flashed into my mind, and demanded attention. It seemed as if the whole world had suddenly turned its attention to me with the purpose of ridiculing me into giving up all desire to carry out Mr. Carnegie’s suggestion. I had a fine opportunity, then and there, to kill off ambition before it gained control of me. Later in life, after having analyzed thousands of people, I discovered that MOST IDEAS ARE STILL- BORN, AND NEED THE BREATH OF LIFE INJECTED INTO THEM THROUGH DEFINITE PLANS OF IMMEDIATE ACTION. The time to nurse an idea is at the time of its birth. Every minute it lives, gives it a better chance of surviving. The FEAR OF CRITICISM is at the bottom of the destruction of most ideas which never reach the PLANNING and ACTION stage.

Many people believe that material success is the result of favorable “breaks.” There is an element of ground for the belief, but those depending entirely upon luck, are nearly always disappointed,

because they overlook another important factor which must be present before one can be sure of success. It is the knowledge with which favorable "breaks" can be made to order.

During the depression, W. C. Fields, the comedian, lost all his money, and found himself without income, without a job, and his means of earning a living (vaudeville) no longer existed. Moreover, he was past sixty, when many men consider themselves "old." He was so eager to stage a comeback that he offered to work without pay, in a new field (movies). In addition to his other troubles, he fell and injured his neck. To many that would have been the place to give up and QUIT. But Fields was **PERSISTENT**. He knew that if he carried on he would get the "breaks" sooner or later, and he did get them, but not by chance.

Marie Dressler found herself down and out, with her money gone, with no job, when she was about sixty. She, too, went after the "breaks," and got them. Her **PERSISTENCE** brought an astounding triumph late in life, long beyond the age when most men and women are done with ambition to achieve.

Eddie Cantor lost his money in the 1929 stock crash, but he still had his **PERSISTENCE** and his courage. With these, plus two prominent eyes, he exploited himself back into an income of \$10,000 a week! Verily, if one has **PERSISTENCE**, one can get along very well without many other qualities.

The only "break" anyone can afford to rely upon is a self-made "break." These come through the application of **PERSISTENCE**. The starting point is **DEFINITENESS OF PURPOSE**.

Examine the first hundred people you meet, ask them what they want most in life, and ninety eight of them will not be able to tell you. If you press them for an answer, some will say—SECURITY, many will say—MONEY, a few will say—HAPPINESS, others will say—FAME AND POWER, and still others will say—SOCIAL RECOGNITION, EASE IN LIVING, ABILITY TO SING, DANCE, or WRITE, but none of them will be able to define these terms, or give the slightest indication of a PLAN by which they hope to attain these vaguely

expressed wishes. Riches do not respond to wishes. They respond only to definite plans, backed by definite desires, through constant **PERSISTENCE**.

HOW TO DEVELOP PERSISTENCE

There are four simple steps which lead to the habit of **PERSISTENCE**. They call for no great amount of intelligence, no particular amount of education, and but little time or effort. The necessary steps are:

1. A DEFINITE PURPOSE BACKED BY BURNING DESIRE FOR ITS FULFILLMENT.
2. A DEFINITE PLAN, EXPRESSED IN CONTINUOUS ACTION.
3. A MIND CLOSED TIGHTLY AGAINST ALL NEGATIVE AND DISCOURAGING INFLUENCES, including negative suggestions of relatives, friends and acquaintances.
4. A FRIENDLY ALLIANCE WITH ONE OR MORE PERSONS WHO WILL ENCOURAGE ONE TO FOLLOW THROUGH WITH BOTH PLAN AND PURPOSE.

These four steps are essential for success in all walks of life. The entire purpose of the thirteen principles of this philosophy is to enable one to take these four steps as a matter of habit.

- ⌘ These are the steps by which one may control one's economic destiny.
- ⌘ They are the steps that lead to freedom and independence of thought.
- ⌘ They are the steps that lead to riches, in small or great quantities.
- ⌘ They lead the way to power, fame, and worldly recognition.
They are the four steps which guarantee favorable "breaks."
- ⌘ They are the steps that convert dreams into physical realities.

They lead, also, to the mastery of **FEAR, DISCOURAGEMENT, INDIFFERENCE**.

There is a magnificent reward for all who learn to take these four



steps. It is the privilege of writing one's own ticket, and of making Life yield whatever price is asked.

I have no way of knowing the facts, but I venture to conjecture that Mrs. Wallis Simpson's great love for a man was not accidental, nor the result of favorable "breaks" alone. There was a burning desire, and careful searching at every step of the way. Her first duty was to love. What is the greatest thing on earth? The Master called it love—not man made rules, criticism, bitterness, slander, or political "marriages," but love.

She knew what she wanted, not after she met the Prince of Wales, but long before that. Twice when she had failed to find it, she had the courage to continue her search. "To thine own self be true, and it must follow, as the night the day, thou canst not then be false to any man."

Her rise from obscurity was of the slow, progressive, **PERSISTENT** order, but it was **SURE!** She triumphed over unbelievably long odds; and, no matter who you are, or what you may think of Wallis Simpson, or the king who gave up his Crown for her love, she is an astounding example of applied **PERSISTENCE**, an instructor on the rules of self-determination, from whom the entire world might profitably take lessons.

When you think of Wallis Simpson, think of one who knew what she wanted, and shook the greatest empire on earth to get it. Women who complain that this is a man's world, that women do not have an equal chance to win, owe it to themselves to study carefully the life of this unusual woman, who, at an age which most women consider "old," captured the affections of the most desirable bachelor in the entire world.

And what of King Edward? What lesson may we learn from his part in the world's greatest drama of recent times? Did he pay too high a price for the affections of the woman of his choice?

Surely no one but he can give the correct answer. The rest of us can only conjecture. This much we know, the king came into the world

without his own consent. He was born to great riches, without requesting them. He was **persistent**ly sought in marriage; politicians and statesmen throughout Europe tossed dowagers and princesses at his feet. Because he was the first born of his parents, he inherited a crown, which he did not seek, and perhaps did not desire. For more than forty years he was not a free agent, could not live his life in his own way, had but little privacy, and finally assumed duties inflicted upon him when he ascended the throne.

Some will say, “With all these blessings, King Edward should have found peace of mind, contentment, and joy of living.”

The truth is that back of all the privileges of a crown, all the money, the fame, and the power inherited by King Edward, there was an emptiness which could be filled only by love.

His greatest DESIRE was for love. Long before he met Wallis Simpson, he doubtless felt this great universal emotion tugging at the strings of his heart, beating upon the door of his soul, and crying out for expression.

And when he met a kindred spirit, crying out for this same Holy privilege of expression, he recognized it, and without fear or apology, opened his heart and bade it enter. All the scandal-mongers in the world cannot destroy the beauty of this inter-national drama, through which two people found love, and had the courage to face open criticism, renounce ALL ELSE to give it holy expression.

King Edward’s DECISION to give up the crown of the world’s most powerful empire, for the privilege of going the remainder of the way through life with the woman of his choice, was a decision that required courage. The decision also had a price, but who has the right to say the price was too great? Surely not He who said, “He among you who is without sin, let him cast the first stone.”

As a suggestion to any evil-minded person who chooses to find fault with the Duke of Windsor, because his DESIRE was for LOVE, and for openly declaring his love for Wallis Simpson, and giving up his throne for her, let it be remembered that the OPEN DECLARATION was not essential. He could have followed the custom of clandestine liaison which has prevailed in Europe for centuries, without giving up

either his throne, or the woman of his choice, and there would have been NO COMPLAINT FROM EITHER CHURCH OR LAITY. But this unusual man was built of sterner stuff. His love was clean. It was deep and sincere. It represented the one thing which, above ALL ELSE he truly DESIRED, therefore, he took what he wanted, and paid the price demanded.

If Europe had been blessed with more rulers with the human heart and the traits of honesty of ex-king Edward, for the past century, that unfortunate hemisphere now seething with greed, hate, lust, political connivance, and threats of war, would have a DIFFERENT AND A BETTER STORY TO TELL. A story in which Love and not Hate would rule.

In the words of Stuart Austin Wier we raise our cup and drink this toast to ex-king Edward and Wallis Simpson:

*“Blessed is the man who has come to know that our muted thoughts
are our sweetest thoughts.*

*“Blessed is the man who, from the blackest depths, can see the
luminous figure of LOVE, and seeing, sing; and singing, say:
‘Sweeter far than uttered lays are the thoughts I have of you.’”*

In these words would we pay tribute to the two people who, more than all others of modern times, have been the victims of criticism and the recipients of abuse, because they found Life's greatest treasure, and claimed it. *Mrs. Simpson read and approved this analysis.

Most of the world will applaud the Duke of Windsor and Wallis Simpson, because of their PERSISTENCE in searching until they found life's greatest reward. ALL OF US CAN PROFIT by following their example in our own search for that which we demand of life. What mystical power gives to men of PERSISTENCE the capacity to master difficulties? Does the quality of PERSISTENCE set up in one's mind some form of spiritual, mental or chemical activity which gives one access to supernatural forces? Does Infinite Intelligence throw itself on the side of the person who still fights on, after the battle has

been lost, with the whole world on the opposing side?

These and many other similar questions have arisen in my mind as I have observed men like Henry Ford, who started at scratch, and built an Industrial Empire of huge proportions, with little else in the way of a beginning but **PERSISTENCE**. Or, Thomas A. Edison, who, with less than three months of schooling, became the world's leading inventor and converted **PERSISTENCE** into the talking machine, the moving picture machine, and the incandescent light, to say nothing of half a hundred other useful inventions.

I had the happy privilege of analyzing both Mr. Edison and Mr. Ford, year by year, over a long period of years, and therefore, the opportunity to study them at close range, so I speak from actual knowledge when I say that I found no quality save **PERSISTENCE**, in either of them, that even remotely suggested the major source of their stupendous achievements.

As one makes an impartial study of the prophets, philosophers, "miracle" men, and religious leaders of the past, one is drawn to the inevitable conclusion that **PERSISTENCE**, concentration of effort, and **DEFINITENESS OF PURPOSE**, were the major sources of their achievements.

Consider, for example, the strange and fascinating story of Mohammed; analyze his life, compare him with men of achievement in this modern age of industry and finance, and observe how they have one outstanding trait in common, **PERSISTENCE**!

If you are keenly interested in studying the strange power which gives potency to **PERSISTENCE**, read a biography of Mohammed, especially the one by Essad Bey. This brief review of that book, by Thomas Sugrue, in the Herald-Tribune, will provide a preview of the rare treat in store for those who take the time to read the entire story of one of the most astounding examples of the power of **PERSISTENCE** known to civilization.

THE LAST GREAT PROPHET

Reviewed by Thomas Sugrue

Mohammed was a prophet, but he never performed a miracle. He was not a mystic; he had no formal schooling; he did not begin his mission until he was forty. When he announced that he was the Messenger of God, bringing word of the true religion, he was ridiculed and labeled a lunatic. Children tripped him and women threw filth upon him. He was banished from his native city, Mecca, and his followers were stripped of their worldly goods and sent into the desert after him. When he had been preaching ten years he had nothing to show for it but banishment, poverty and ridicule. Yet before another ten years had passed, he was dictator of all Arabia, ruler of Mecca, and the head of a New World religion which was to sweep to the Danube and the Pyrenees before exhausting the impetus he gave it. That impetus was three-fold: the power of words, the efficacy of prayer and man's kinship with God.

His career never made sense. Mohammed was born to impoverished members of a leading family of Mecca. Because Mecca, the crossroads of the world, home of the magic stone called the Caaba, great city of trade and the center of trade routes, was unsanitary, its children were sent to be raised in the desert by Bedouins. Mohammed was thus nurtured, drawing strength and health from the milk of nomad, vicarious mothers. He tended sheep and soon hired out to a rich widow as leader of her caravans. He traveled to all parts of the Eastern World, talked with many men of diverse beliefs and observed the decline of Christianity into warring sects. When he was twenty-eight, Khadija, the widow, looked upon him with favor, and married him. Her father would have objected to such a marriage, so she got him drunk and held him up while he gave the paternal blessing. For the next twelve years Mohammed lived as a rich and respected and very shrewd trader. Then he took to wandering in the desert, and one day he returned with the first verse of the Koran and told Khadija that the archangel Gabriel had appeared to him and said that he was to be the Messenger of God.

"The Koran, the revealed word of God, was the closest thing to a miracle in Mohammed's life. He had not been a poet; he had no gift of words. Yet the verses of the Koran, as he received them and recited them to the faithful, were better than any verses which the professional poets of the tribes could produce. This, to the Arabs, was a miracle. To them the gift of words was the greatest gift, the poet was all-powerful. In addition the Koran said that all men were equal before God, that the world should be a democratic state—Islam. It was this political heresy, plus Mohammed's desire to destroy all the 360 idols in the courtyard of the Caaba, which brought about his banishment. The idols brought the desert tribes to Mecca, and that meant trade. So the business men of Mecca, the capitalists, of which he had been one, set upon Mohammed. Then he retreated to the desert and demanded sovereignty over the world.

"The rise of Islam began. Out of the desert came a flame which would not be extinguished—a democratic army fighting as a unit and prepared to die without wincing. Mohammed had invited the Jews and Christians to join him; for he was not building a new religion. He was calling all who believed in one God to join in a single faith. If the Jews and Christians had accepted his invitation Islam would have conquered the world. They didn't. They would not even accept Mohammed's innovation of humane warfare. When the armies of the prophet entered Jerusalem not a single person was killed because of his faith. When the crusaders entered the city, centuries later, not a Moslem man, woman, or child was spared. But the Christians did accept one Moslem idea—the place of learning, the university."
