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THE MAYANS

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VADE MECUM, VOLVENTIBUS ANNIS

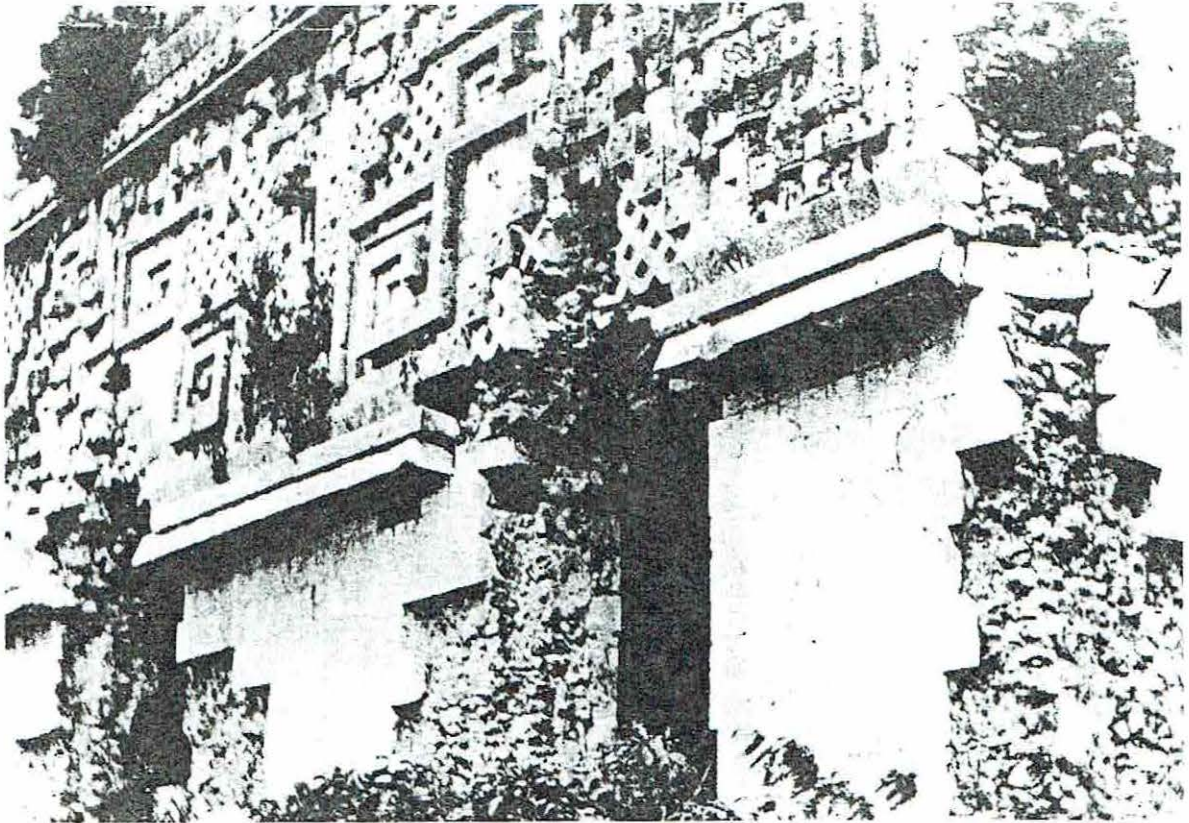
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**Casa del Gobernador
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**YOU UNLIMITED
PROMOTION**

Prayer

**Broadening Your Base
Publicity
A Good Name
Sell Yourself at Home**

**The Growing Edge
Good Will
To Sum Up
Meditation**

*B*eloved Centurion:

It is the sincere belief of your Instructor that this lesson, which we have entitled PROMOTION, can be a tremendous influence for good in your life if you will make a real effort to follow the instructions given you.

I like to feel, and I believe justly so, that all of our lessons are extremely helpful. I say "justly so" because of the many letters we receive from our members, telling of the good which has been accomplished through a study of Mayanry. But, naturally, some lessons have in them more force and cover more subjects that are needed most in the lives of the majority of people. This manuscript can help you to bring about changes which I know you want to make. Do not just read it once, but again and again.

For instance, we take up the importance of a good name. Someone has said that a reputation once broken may possibly be repaired but the world will always keep their eyes on the spot where the crack was; and it is true that it is not difficult to build a good reputation, but one act will often destroy it and it takes a vast amount of time to rebuild it, if at all.

Then, your attitude in your home life: it is up to you to learn how to make a home, rather than a house, and this can be done through love. Every house where love abides and friendship is a guest is surely "Home, Sweet Home."

On the subject of good will, it, like a good name, is brought about by many actions on your part, but it, too, can be lost by one destructive action.

This is just some of the subject matter which I hope you, as a Companion on the Mayan Path seeking to find a better life and more accomplishment, will study in all seriousness and attempt to follow the instructions in as nearly perfect a manner as possible.

We have brought you in each preceding lesson of this series a story of success through Mayan teachings. In this lesson our story has to do with a highly successful business man whose holdings could be valued into the millions. Naturally, we never divulge the names of these members who tell us of these miraculous happenings in their lives; but this member of the Mayan Order, who is so fine, has gladdened our hearts by saying that he felt we were the inspiration that triggered his success. He has made the following statements to us in various letters which he has written in praise of Mayanry; here they are:

1. "I have had a fine, full life and have accomplished more than I set out to do. I own these five, fine businesses and have two valuable properties which I have sold and which will run into many millions of dollars. I want you to know it has been a great joy, a real pleasure, and a depth of understanding that I could not explain to you, in having come in contact with you. I will always feel you were the inspiration or the 'spark plug' that ignited the engine.

2. "I say to you, 'Thank God', and I say it sincerely for that postal card from you folks, inviting membership, and for what it has meant to

me and what your friendship has meant.

3. "You have been a great inspiration, and the good that I have received from the Mayans will never be measured in dollars and cents. My recovery has been a miracle to all the doctors. I think I'm going to be fine, thanks to you and the Mayans, because sincerely I believe through you I was able to reach the man inside."

This member has accomplished his aim. By the lessons in life which he has learned, he has made his life an example through his fine character and high principles, both in business and in his personal life. He is truly an example of what you can discover in YOU UNLIMITED.

And now, with a prayer in our hearts that we may be able to make of our lives a thing of beauty, let us repeat together the following prayer:

PRAYER

Heavenly Father, I want my life not only to count for something, but to count for as much as possible and have it be as good as possible. Help me to accomplish this in Thy name.
Amen.

BROADENING YOUR BASE

*N*o business can stand still and succeed. Anything that does not develop is not alive and will break up and disappear. When that happens to a business it means material loss to a few people, but when it happens to a life, it means loss to all the world and its future.

To succeed anything must grow. In the business of making a living or in the business of making a life that means that one must keep broadening his base of operations, cover more territory, and touch the lives of more people with his product, whatever it may be. That is, he must broaden his base. If development stops, the enterprise will not merely stand still. It will begin to slip back, and if it once begins to slip back, it is most likely to go all the way.

This process is even more certain in living a life than it is in promoting a business. One whose business begins to slip usually does anything he can to save it as long as there is any chance at all. But one whose morale in the living of a strong and worthwhile life begins to sag is in very great danger of getting blue and discouraged, and ceasing to try. This is the sadder fact when we realize that it is very hard to save a slipping business, and it is not very hard to get one's life out of reverse gear and back into one of the forward speeds. The first takes money, friends, trade, and things that are very hard to get, while the other only takes some COURAGE, COMMON SENSE, and PERSONAL EFFORT.

All this can be saved by just keeping on going forward, and there is really nothing to stop you. Do it a little better today than yesterday. That should be the natural thing because you have yesterday's experience and momentum in your favor. If you lived well yesterday, it must have been a pleasure. If you do better today, that should be more satisfying still. If you did not do very well yesterday, and do better today, that should give you special delight, because it assures you that you are not slipping. Let the misguided people say what they will, but THE KNOWLEDGE THAT ONE IS DOING WELL WITH HIS GOD-GIVEN LIFE IS ONE OF THE HAPPIEST THINGS IN THE WHOLE RANGE OF HUMAN EXPERIENCE.

Of course, good management does not broaden its base merely on paper nor in imaginary terms. It proceeds sanely and constructively till it is well established on the present basis. Then, when it is sure of its security, it begins to consider how it can expand within the limits of safety and soundness of operation.

What new good, then, can you acquire as raw material, and begin to give out in terms of effective living and helpful influence to others? That is what is meant by broadening your base. Do it as often and as well as you can. It is the aim and the heart of promotion, the expansion of which all good management dreams.

PUBLICITY

EVERY business of any size has its publicity program. This is its means of letting the largest possible number of people know it exists and what commodity or service it has to sell. This is accomplished by newspaper and magazine advertising, signs, booklets, brochures, leaflets, and letters, to which radio, television and even telephone calls, have now been added. Some of this publicity is very cleverly and effectively done. Many skilled writers, speakers, and artists are employed in carrying it on, and its impact on the public mind is very great.

Extensive and high-powered as all this publicity is, it has its limitations. The essential one is that it can make a first sale, but that is all it can do. Of the thousands or millions of people whose attention is called to a thing for a few moments many will forget it, but some will buy. Of these some will buy again, and keep on doing so.

If there are enough of these, and if they keep on buying numerous enough and long enough to make the effort pay, it will continue and possibly be extended or improved. If not, the publicity program will soon be changed or disappear. The point is that publicity can introduce anything, but ONLY QUALITY CAN KEEP IT GOING.

Your business of life management will need publicity, and it will get it, conversationally if no other way. It will be different in form, yet it will have some things in common with business advertising, especially in the above principle that publicity may gain a foothold, but only quality can hold it.

Of course in living your life you will not use print or other means to advertise yourself, because you are too modest and because there is no need so to stimulate and spread the mention of your name. The nature of the business of life

management does not require it, and would probably be harmed more than benefited by it.

At least at first your public is a smaller one. It tends to widen, and in some cases becomes very large; but it is of such a nature that it automatically gets all the publicity it needs. Your problem is not to create publicity, but to deserve it and control it by seeing that everything that can be spread abroad is worthy and creditable.

Your publicity grows straight out of the life you live and the progress and improvement you make in it. You do not need to write or say a word. The public will take care of that, and it will do it according to what it sees and how it interprets it. You have two things to watch out for - first to give nothing but GOOD to report, and second, to see that it is not mistakenly reported or misunderstood.

You do not have to write your publicity or buy space for it. You have only to see that your program of living is of good report, and that there are constructive reasons why it should be so. That will help make YOU UNLIMITED worthwhile.

A GOOD NAME

ONE'S publicity in the living of a high-grade, well-ordered life all has a common theme - a good name. It has been so for a long time. It is many centuries since a wise king wrote the Hebrew proverb, "A good name is rather to be desired than great riches, and lovingkindness rather than silver or gold." Let us place beside it a modern one written about fifty-five years ago by Elbert Hubbard, which expresses one way in which that good name may be built up and maintained. It runs, "He has the alchemist's secret who changes one sad note to song. He has the touch of Midas who makes all bright and golden someone's day." The sum of it is that only one thing is better than to have a good name, and that is to deserve it.

A certain boy, as he grew up, discovered to his dismay that he had inherited a name that was not held in very good repute in that region. Some of his people had been generally looked down on as an ignorant, rough, drinking, brawling crowd. There were some exceptions, but not enough to redeem the name.

The boy determined early that he would make the world respect his father's name. He worked out an education, succeeded in a respected profession, and became recognized in the world. Other younger members of the family took pattern from him, and time came when their name was a respected one everywhere. Whenever a new recognition came he would whisper, "Father, we have scored again for you." The old stigma has long been forgotten by the community. A good name is indeed more to be desired than great riches.

Perhaps you have a good name already. If so, you are that much farther on the way. Perhaps you have a name that is not particularly unfavorable. That is well, but it is only a neutral quality. It is not enough. You need a name that reflects a positive worth, the kind of goodness no name ever has unless and until its possessor EARNS it. Perhaps you have a name that is neither good nor bad.

That is nothing because it has not made enough impression to count. What good is a name that no one ever speaks unless he has some special reason? Stop neglecting your name and begin to make it mean something good in human ears.

We sometimes assume that the world is so materialistic that it respects nothing but the measure of our worldly possessions. That is not so. Many people do indeed have regard for wealth and position, perhaps too much so; but there is one thing to which the average person will do still more sincere honor. It is a really fine personality, a truly honorable character, an honestly well-deserved good name. Just let such a name be spoken almost anywhere, even among the lowest type of people, and you will see.

The publicity everyone is trying to get for his product is the same - a good name. It is something it takes time to build, but that can be lost in a few minutes; but it is what you need for the prosperity of YOU UNLIMITED.

SELL YOURSELF AT HOME

A GOOD product sells itself, and so does a good life. That is one of the proofs of quality. A worthy person has to sell himself in two important places - at home and away from home. Let us think of the home area first. That is where the quality of one's life has the greatest advantage, yet must meet the severest test. There it is exposed to the closest scrutiny. However charitable the home folks may be in their estimate of us, they KNOW what we really are.

It takes real worth to hold the high, proud, secret esteem of the home folks, but it is worth it. One has to make allowance for certain variations. For instance, it is the nature of the teen-ages to be critical of older ways; but it does not run very deep, and it will pass. What happens has been humorously described by Mark Twain in some such way as this: "When I was a boy at home my father was so ignorant I could hardly bear to have him around, but when I got a few years older I was amazed at how much the old man had learned in that short time." If family life is really based on HONOR and LOVE it will be like the ocean. There may be some surface disturbances, but underneath all is calm and sure.

It is often said that the nation's great need is for happy homes and families, but that does not quite say it all. A more adequate statement would be that the nation's great need is for homes and families that are happy because their members have for each other an affection deeply based on honor and respect. When you sell yourself to your dear ones at home, you have taken a long step toward a first-rate life. But you have done more. You have laid the foundation for the truest and deepest earthly happiness there is; and YOU HAVE SET UP A MODEL UNIT FOR NATIONAL HAPPINESS and world safety, peace, and progress. When your family thinks well of you that is top publicity, the kind beyond price.

Do you not see in this the solution of some of the worst problems that vex and haunt us these days? And what a community and nation such families would make. The integrity thus built up would gradually work its way into all institutions and processes, and finally into the world life as a whole.

Of course you will realize and remember that especially at home the test will not be your talk, but your walk. There especially let whatever quality of living you have attained speak for itself. Those who observe it will do the talking, and when you have really made good they will be coming to you to ask how it was done. Let your example have vitality enough to keep growing, and its growth will be the development of YOU UNLIMITED. That is the kind of publicity that really works.

THE GROWING EDGE

THE second part of your field of operation is the rest of the world. Starting with your family as the center your work extends out as far as you can and will carry it. Potentially, it is the remainder of the human race. That means all the future too, for while the influence of a good life has a beginning, it has no end.

Longfellow has called attention to this in a poem which tells how a fixed star is so far away that if it should be extinguished its light would keep on coming to the world for numberless years. Many stars we see in the sky now may have gone out long ago, but the beams they had already sent out are still reaching us.

Just as surely many a good influence in the life of the world today was released by people who went to their reward long ago. Not only have people like Moses, Jesus, Marcus Aurelius, and others, sent the power of their lives up the centuries; but countless humble and unknown people have done the same.

Be assured that the life you live in the world will go on longer than the memory of man. We do not know who started some of the good influences that play upon our lives, but we do know that for each one we are indebted to someone who lived before us.

"For strew his ashes to the wind
Whose sword and voice have served mankind,
And is he dead, whose glorious mind
Lifts thine on high?
To live in hearts we leave behind
Is not to die."

The world, then, and nothing less, is your possible base of operations. Probably you will not consciously reach it all in your time, for life is short and time is fleeting; but you will probably actually do so. Your influence will be like the circling wave started by a pebble thrown in a pond. The forces you send out will keep circling till they reach the limits of the world life and of human history. That is how much it means to make one's life count for something.

All this takes place like the growth of anything in nature. A tree grows by adding new wood rings to its trunk, extending the tips of its branches, and building out the edges of its leaves. A leaf grows by adding to itself all the way around, so we call this rim the growing edge. Like the extension of a leaf a life grows by the motivation that gives it vital integrity which expands its influence around a growing edge, and this growing edge is capable of reaching very far.

Thus the life you build from within yourself into its best outward expression keeps extending its power, first to your nearest ones, then to friends, then to acquaintances, then to strangers near, and then to strangers far away, then to new generations. So great is the vitality of a good name, and so lasting the influence of a well-developed selfhood. Such is the scope of YOU UNLIMITED.

GOOD WILL

*I*N business there is a well chosen name for an invisible but very powerful force. It reaches out, adds patronage, and holds it, operating more extensively all the time, again just like the widening water circles on the water of a pond. It does not operate in material terms or financial figures. It is more subtle and powerful than that, but it surely affects these things by the influence it exerts on the minds, emotions, and deciding powers of people. It is called good will, and so important is it that as it is built up it gradually attains even a dollars and cents value.

If a person or group starts a business concern its assets represent only the value actually invested in it. If it were sold soon the price it would bring would be its cost, plus perhaps an amount for its supposed possibilities of development. That would be anybody's guess, a merely imaginary asset.

But if the concern operates successfully for a period of time, if it not only builds up trade but makes friends who hold a good opinion of it and speak well of it wherever they go, telling of its success and creating respect for it in the minds of an ever-increasing number of people, and if it then changed hands a part of its selling price would undoubtedly be for good will, and its value would be rated at a considerable figure.

GOOD WILL and anything that contributes to it are equally essential factors in the program of YOU UNLIMITED. You begin by making a real person of yourself, and go right on improving yourself in every way you can as the years go by. You continue by making your life effective in every good way you find possible, and seeking always to find more good ways to do it. You still continue the process by making your life radiate good will, happiness, and all possible welfare-producing qualities in ever-widening circles from the people and time nearest you and making them reach as far as you can outward, knowing that a law of nature is that anything released in a given direction keeps going forever unless something deflects it.

These influences as they go out from your life into the lives of others, and through their lives to those of still others, will grow wings that will carry them faster, farther, longer, and to more places, than you would ever dream. Those wings are the impetus created by the good in the things you do and the spirit in which you do them.

This is a form of publicity you do not write or express in any symbols but the kind of life you live and how it affects others, but it is a force with which the power of Niagara could not begin to compare. Once released, you never know where it has gone, but you may be sure it is radiating and changing things.

You cannot carry on a really constructive life program without this aid. If

a business concern produces no good will, something about its set-up, its methods, or its product, is wrong. It is the same with living. A business must work long to correct it, but you can do so in a day.

TO SUM UP

*Y*EARS ago when the writer was being engaged to write some publicity for a large trust company, the president said: "I have been writing our advertising matter myself, not because I felt that I knew better than anyone else what to say, but I did feel that I probably knew better than anyone else what not to say." He had a point. Publicity is always necessary, but the wrong publicity is always possible. Consider the impression you are making, and keep it on the plus side.

In the business of YOU UNLIMITED you will always prepare your own publicity, not with a pen or typewriter, but with the kind of person you become, the kind of life you live, the kind of impact you make on people's minds. In other words, you will not write it; you will live it.

These are things that would be representative, even if one tried to make them deceptive. They will indicate the facts, so there is nothing to do but try to make the facts good. That always benefits the quality and effect of your living because it stimulates you to do your best. Thus it brings you added happiness and satisfaction as well as added success.

St. Paul was fond of using athletic events for his illustrations, and an athletic contest is a very public thing. Not only is it given much newspaper space and talked much about before and after, but it is seen by a great audience. It is in the actual playing in the arena or the stadium as it is in real life, it is seen and known for what it is. There can be no deception about what happens there.

In the Letter to the Hebrews the living of life is compared to a great public track meet where each of us is entered in a race, evidently a long-distance race in which endurance as well as speed is a factor. "Therefore, seeing we are compassed about with so great a cloud of witnesses (spectators)", he writes, "let us lay aside every weight (impediment or handicap) and let us run with patience the race set before us."

That is just about what we have to do, and we find that the ultimate and best possible publicity is what is posted on the scoreboard. The cloud of witnesses on the bleachers is the throng of people who are interested in seeing what you can make of your life. You may be sure that if you do well they will not only applaud you, but many of them will try to imitate you. Thus your best efforts will be well repaid. Remember that an important part of one's best efforts consists in the preparation he makes for the actual test when there are no spectators looking on.

You may be thankful that you have so many advantages in your favor, and that the cloud of witnesses really want you to win. They want you to win partly because they like a winner, partly because they like to see an example of character

and worth, and partly because they want an example to show them how it is done. This is all to the advantage of YOU UNLIMITED.



MEDITATION

I make every effort to deserve a good name and to be an inspiration to others who are also trying to make their lives count for the true and the lasting.

YOUR CLASS INSTRUCTOR.



Your next lesson is entitled CONSERVING YOUR RESOURCES, and in it we take up the following subjects:

YOUR RESOURCES	THE VALUE OF INVESTMENT
CHECK INCOME AGAINST OUTGO	THE BAR TO BROTHERHOOD
CHECK GAIN AGAINST LOSS	POVERTY AND RICHES
THE MAXIMUM USE OF RESOURCES	MEDITATION

